# VRE OPERATIONS BOARD MEETING

March 17, 2023

The meeting will begin at 9 a.m.

Meeting materials are available at <u>vre.org/about/board/board-agenda-minutes/2023/March</u>

## PLEDGE OF ALLEGIANCE



## **ROLL CALL**



Walter Alcorn Fairfax County



Sarah Bagley Alexandria



Andrea Bailey Prince William County



Meg Bohmke Stafford County





Margaret Franklin Prince William County



Monica Gary Stafford County



Lori Hayes Spotsylvania County



Matt Kelly Fredericksburg



Dan Storck Fairfax County





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Jeanine Lawson Prince William County



James Walkinshaw Fairfax County



Mike McLaughlin Commonwealth of Virginia



Alanna Mensing Manassas Park



Ralph Smith Manassas

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## **SAFETY MOMENT**

# **APPROVAL OF AGENDA**

- I. Pledge of Allegiance
- 2. Roll Call
- 3. Safety Briefing
- 4. Approval of the Agenda
- 5. Approval of Minutes from the February 17, 2023 VRE Operations Board Meeting
- 6. Chair's Comments
- 7. Chief Executive Officer's Report
- 8. VRE Riders' and Public Comment
- 9. Action Items
  - A. Authorization to Execute a Contract for Insurance Brokerage Services
  - B. Authorization to Execute a Contract for Renewal of Locomotive Head End Power Engine Systems

- 9. Action Items
  - C. Authorization to Execute a Sole Source Contract for Positive Train Control Simulator Upgrades and Maintenance Services
  - D. Authorization to Amend the Contract for Engineering and Environmental Services for the Manassas Park Station Parking Expansion
  - E. Authorization to Execute a Contract for Construction of Manassas Park Station Parking Expansion

- 10. Information Items
  - A. Passenger Information and Messaging System
  - B. Marketing and Community Outreach 2023
  - C. Spending Authority Report
- II. Closed Session
- 12. Operations Board Members' Time

# **APPROVAL OF MINUTES**

#### **Members Present**

Walter Alcorn (NVTC) Sarah Bagley (NVTC) Andrea Bailey (PRTC) Meg Bohmke (PRTC) \* Katie Cristol (NVTC) Margaret Franklin (PRTC) Matt Kelly (PRTC) Jeanine Lawson (PRTC) Michael McLaughlin (VPRA) Alanna Mensing (PRTC) Ralph Smith (PRTC) Dan Storck (NVTC) James Walkinshaw (NVTC)

#### **Members Absent**

Monica Gary (PRTC) Lori Hayes (PRTC)

\*Participated virtually

#### **February 17, 2023** Meeting with YouTube Livestream

#### **Jurisdiction**

Fairfax County City of Alexandria Prince William County Stafford County Arlington County Prince William County City of Fredericksburg Prince William County Commonwealth of Virginia City of Manassas Park City of Manassas Fairfax County Fairfax County

#### **Jurisdiction**

Stafford County Spotsylvania County



#### **James Walkinshaw** VRE Operations Board Chair Fairfax County

# **CHAIR'S COMMENTS**

- Welcome to the VRE Operations Board March meeting.
- A reminder that the meeting is being livestreamed.
- The Finance Committee will meet following adjournment of the Operations Board meeting.



**James Walkinshaw** VRE Operations Board Chair Fairfax County

### • CEO REPORT

- Safety
- Performance
- Ridership



**Rich Dalton** VRE CEO



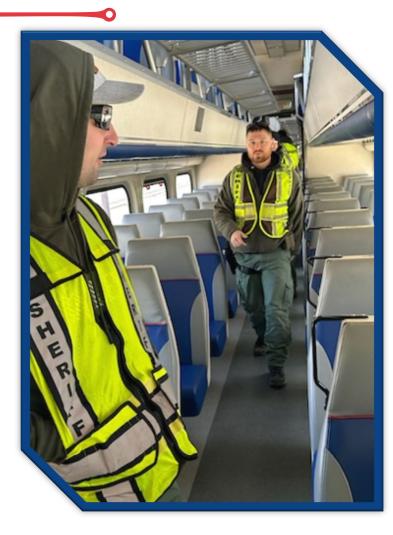
## **CEO REPORT – SAFETY**



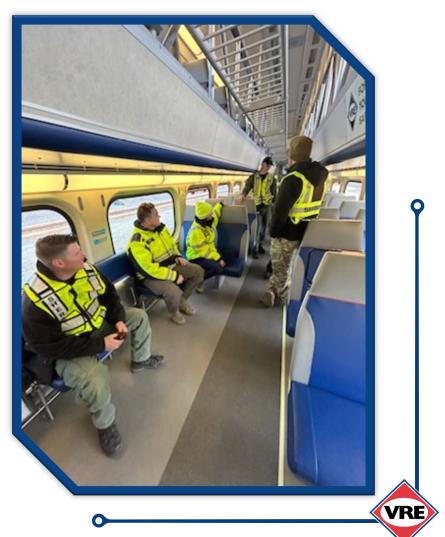
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# **CEO REPORT – SAFETY**

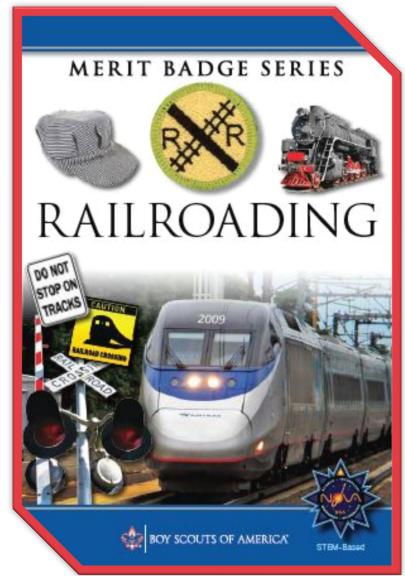




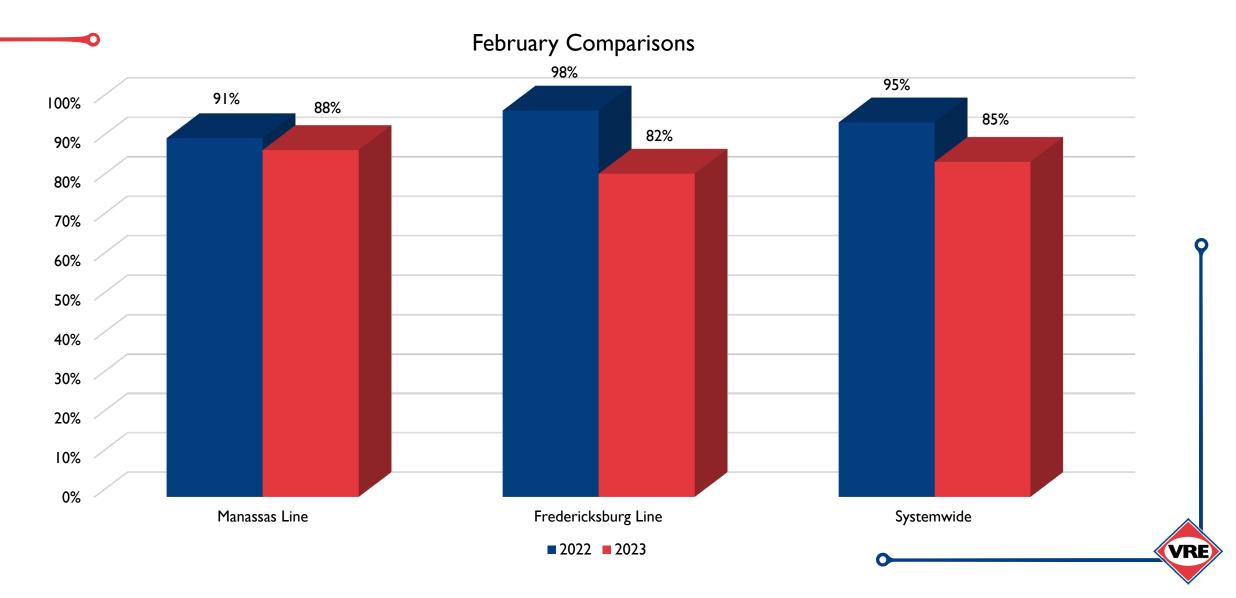


## **CEO REPORT – SAFETY**

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### **CEO REPORT – ON-TIME PERFORMANCE**



## CEO REPORT – ON-TIME PERFORMANCE



IME	DEC. 2022	JAN. 2023	FEB. 2023					
	21 Days	20 Days	19 Days					
LATE TRAINS								
Manassas	44	48	37					
Fredericksburg	33	43	54					
Systemwide	77	91	91					
AVERAGE MINUT								
	15	17	19					
# TRAINS 30+ MINUTES LATE								
	4	12	14					
OTP								
Manassas	85%	85%	88%					
Fredericksburg	89%	87%	82%					
Systemwide	87%	86%	85%					

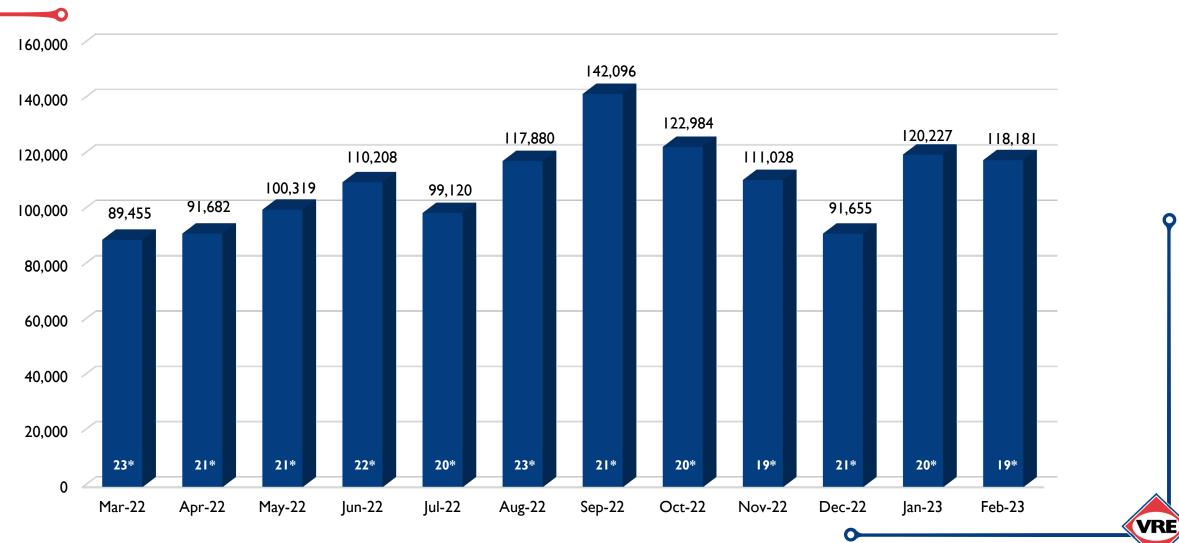
# CEO REPORT – ON-TIME PERFORMANCE



		DEC.	JAN.	FEB.	TOTAL #	TOTAL %	
		21 Days	20 Days	19 Days	60 Days		
CAUSE		# OF TRAINS DELAYED					
Congestion		62	51	48	161	62.2%	
Switch/Signal Issue		4	16	19	39	15.0%	
Positive Train Control	Primary	1	4	I.	6	5.0%	
	Cascading	-	5	2	7		
Police Activity		3*	7**	-	10	3.9%	
Speed Restrictions		-	-	9	9	3.5%	
Dispatcher		-	5	2	7	2.7%	
Maintenance of Way		-	-	7	7	2.7%	
Mechanical	Primary	2	1	2	5	2.7%	
	Cascading	-	2	-	2		
Weather		4	-	-	4	1.5%	
Tree Strike		-	-	I	I	0.4%	
Trespasser(s)		I	-	-	I	0.4%	
Total Delays		77	91	91	259	100.0%	

### **CEO REPORT – MONTHLY RIDERSHIP**

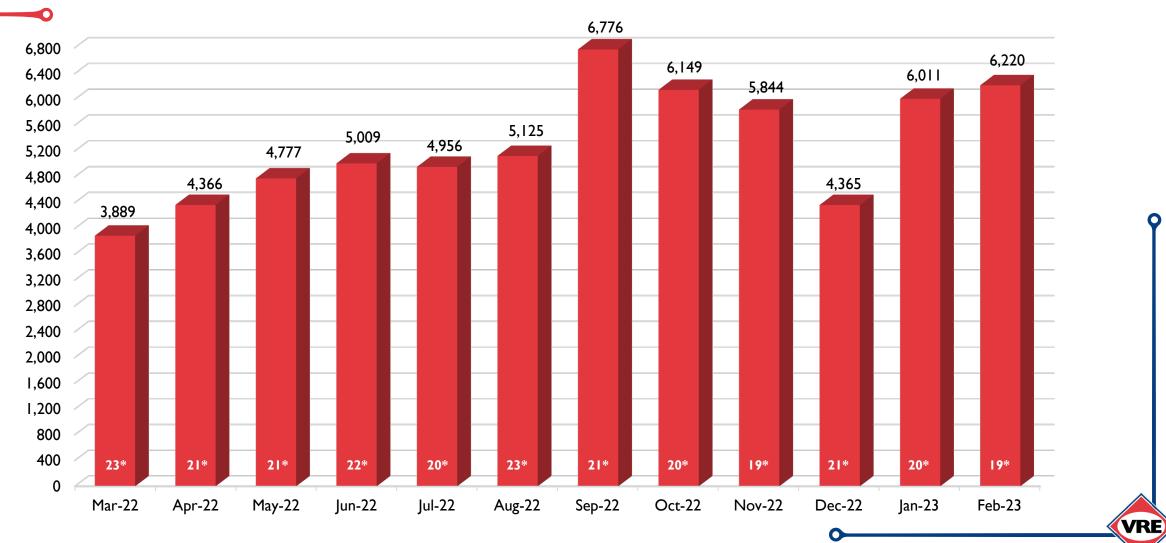
#### **Exclusive of Boardings at Alexandria and Crystal City**



\*service days per month

### **CEO REPORT – AVERAGE DAILY RIDERSHIP**

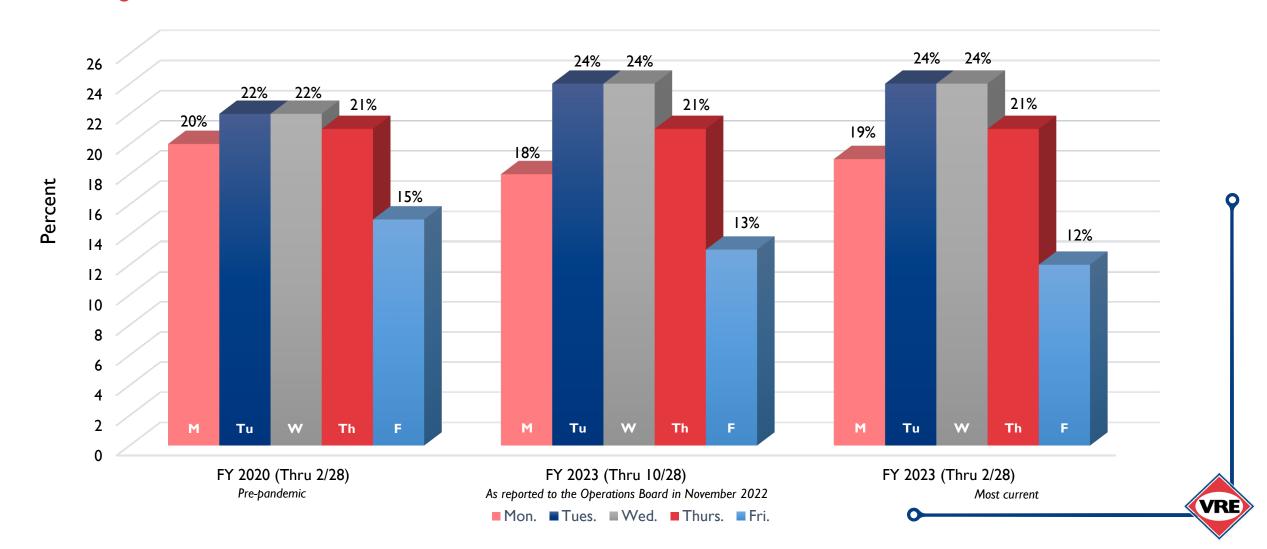
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### **CEO REPORT – AVERAGE DAILY RIDERSHIP**

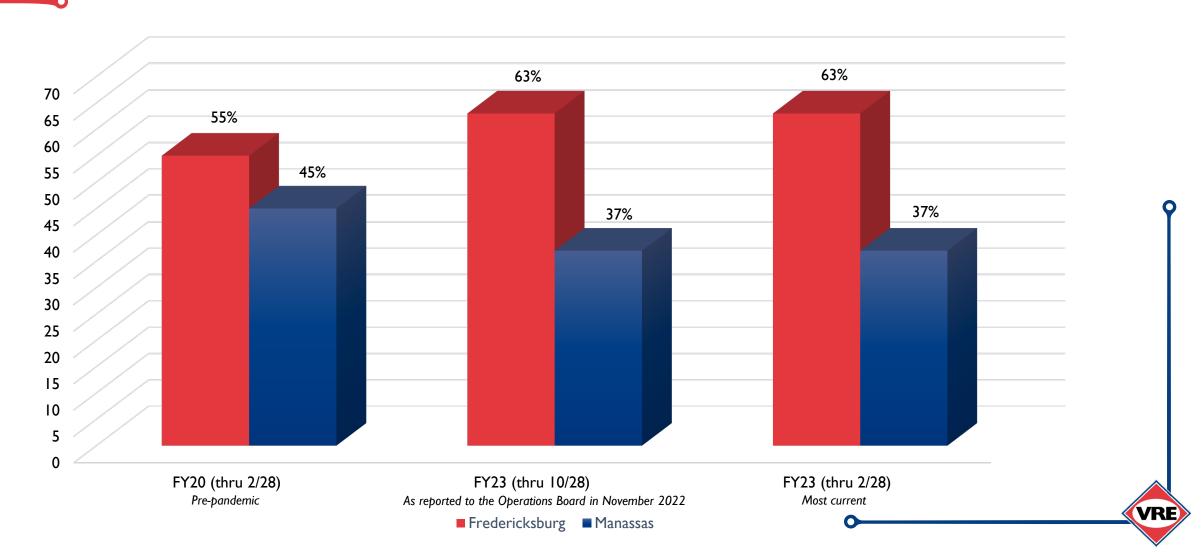
#### **Percentage of Ridership By Day**



### **CEO REPORT – AVERAGE DAILY RIDERSHIP**

#### **Percentage of Ridership By Line**





### • CEO REPORT – COMMENTS



# **VRE RIDERS' & PUBLIC COMMENT**





James Walkinshaw VRE Operations Board Chair Fairfax County

#### Agenda Item 9A

### AUTHORIZATION TO EXECUTE A CONTRACT FOR INSURANCE BROKERAGE SERVICES

#### **Recommendation:**

The VRE Operations Board is asked to authorize the CEO to execute a contract with Aon Risk Services, Inc. (Aon) of Washington, DC for insurance brokerage services in the amount of \$425,000, plus a 10 percent contingency of \$42,500, for a total amount not to exceed \$467,500, for a base period of three years and two one-year option periods, with the CEO exercising the option periods at his discretion.

#### Summary:

VRE procures multiple insurance coverages annually, including property, terrorism, liability, automobile and cyber. This contract is for brokerage services to help VRE engage with underwriters for the procurement of proper insurance coverages and the administration of the various policies, as well as risk management consulting to better understand the market and improve our risk management profile.



**James Walkinshaw** VRE Operations Board Chair Fairfax County



#### Agenda Item 9B

### AUTHORIZATION TO EXECUTE A CONTRACT FOR RENEWAL OF LOCOMOTIVE HEAD END POWER ENGINE SYSTEMS

#### **Recommendation:**

The VRE Operations Board is asked to authorize the CEO to execute a contract with Higher Power Industries, Inc. of Yonkers, NY for renewal of locomotive head end power (HEP) engine systems in the amount of \$6,297,081, plus a 10 percent contingency of \$629,708, for a total amount not to exceed \$6,926,789.

#### Summary:

The VRE Operations Board adopted a lifecycle maintenance strategy for VRE rolling stock in January 2014 to maintain VRE locomotives and passenger railcars at the highest level of reliability throughout the equipment lifecycle. These HEP engine systems are reaching the end of their useful life under VRE's lifecycle maintenance program. This authorization will allow VRE to award a contract for the renewal of 21 HEP engine systems for VRE's fleet of 20 MP36 locomotives. Twenty HEP engine systems will be installed by the contractor, and one will be kept as a spare.



**James Walkinshaw** VRE Operations Board Chair Fairfax County



#### Agenda Item 9C

### AUTHORIZATION TO EXECUTE A SOLE SOURCE CONTRACT FOR POSITIVE TRAIN CONTROL SIMULATOR UPGRADES AND MAINTENANCE SERVICES

#### **Recommendation:**

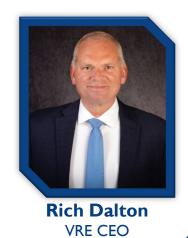
The VRE Operations Board is asked to authorize the CEO to execute a sole source contract with PS Technology, Inc. of Louisville, CO for positive train control (PTC) simulator upgrades and maintenance services in the amount of \$216,513, plus a 10 percent contingency of \$21,651, for a total amount not to exceed \$238,164.

#### Summary:

VRE implemented a comprehensive PTC training program to meet the requirements of the Rail Safety Improvement Act of 2008. The locomotive simulator solution provided by PS Technology (PST), which was purchased by VRE following Operations Board authorization in February 2018, serves as an integral part of VRE's crew training program. PST's solution was previously qualified for use by one of VRE's host railroads, Norfolk Southern Railway, but requires an upgrade to include the training requirements for VRE's other host railroads, CSX Transportation and Amtrak.



**James Walkinshaw** VRE Operations Board Chair Fairfax County



#### Agenda Item 9D

### AUTHORIZATION TO AMEND THE CONTRACT FOR ENGINEERING AND ENVIRONMENTAL SERVICES FOR THE MANASSAS PARK STATION PARKING EXPANSION

#### **Recommendation:**

The VRE Operations Board is asked to authorize the CEO to execute a contract amendment with Vanasse Hangen Brustlin, Inc. (VHB), of Vienna, VA, for engineering and environmental services for the Manassas Park Station Parking Expansion Project in the amount of \$596,618, plus a 10 percent contingency of \$59,662, for a total amount of \$656,280 for construction administration services. This will increase the total authorization for this contract from \$2,784,986 to a total amount not to exceed \$3,441,266.

#### Summary:

This action will provide funding for construction administration services, which includes review of submittals from the construction contractor. Such submittals received during construction require review by the Engineer-of-Record and may result in additional design.



**James Walkinshaw** VRE Operations Board Chair Fairfax County



#### Agenda Item 9E

### AUTHORIZATION TO EXECUTE A CONTRACT FOR CONSTRUCTION OF MANASSAS PARK STATION PARKING EXPANSION

#### **Recommendation:**

The VRE Operations Board is asked to authorize the CEO to execute a contract with Manhattan Construction Company of Arlington, VA for construction of the Manassas Park parking expansion in the amount of \$24,996,294, plus a 10 percent contingency of \$2,499,629, for a total amount not to exceed \$27,495,923.

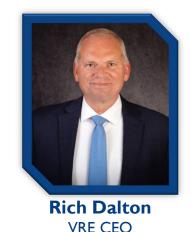
#### Summary:

Authorization will allow VRE to contract for construction of the Manassas Park parking expansion, which includes the parking garage and connecting pedestrian bridge.

The City of Manassas Park, through its Economic Development Authority, has entered into a ground lease with VRE for a 2.5-acre parcel of land located across the railroad tracks from the station.VRE will utilize the land to construct a structured parking garage with three above-ground levels and one below-ground level. The garage will consist of approximately 540 parking spaces above ground for use by VRE riders and approximately 196 below-grade parking spaces for use by the city.







Agenda Item 10A

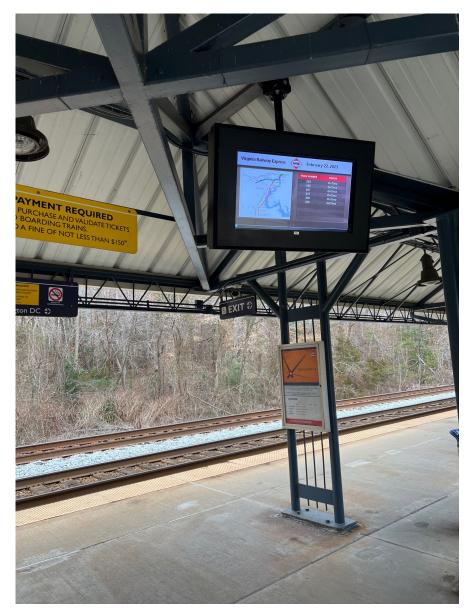
### PASSENGER INFORMATION AND MESSAGING SYSTEM

Integration of VMS, VRE Mobile and VRE.org



**VRE** Mobile







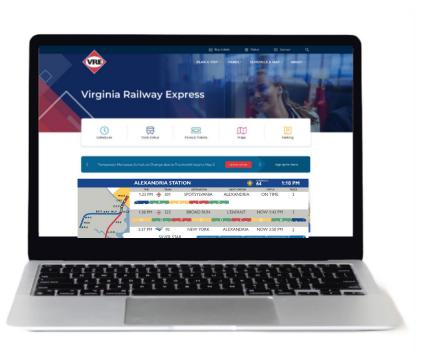


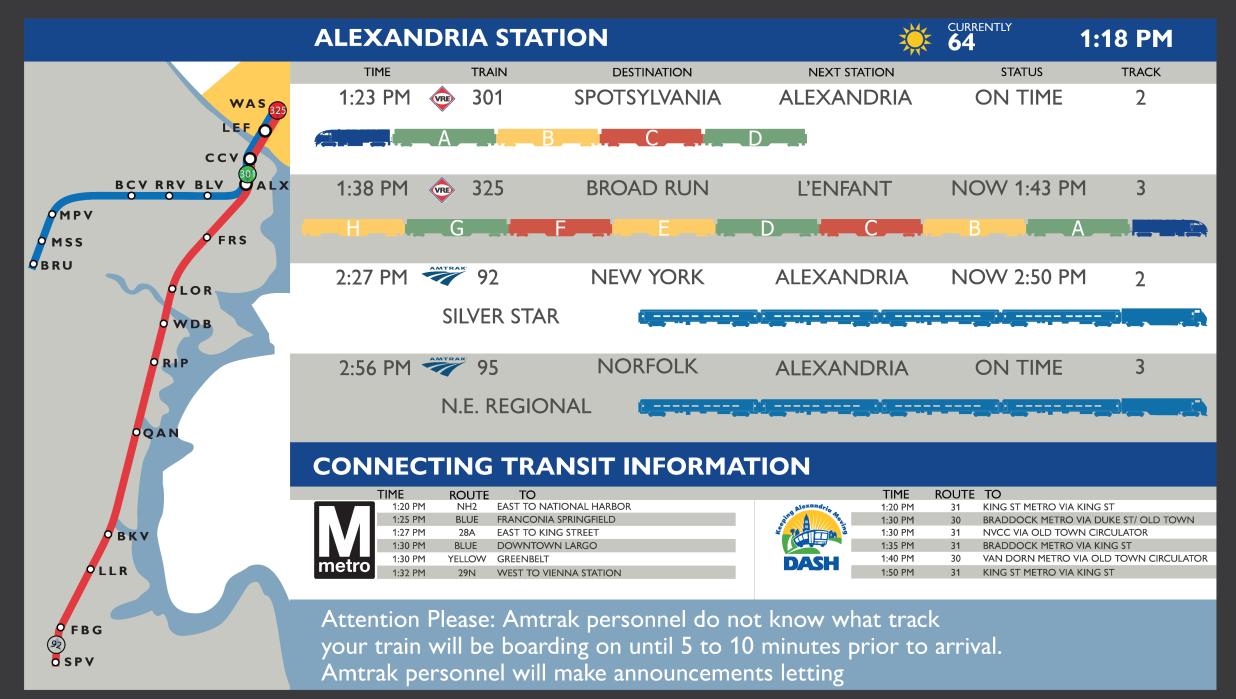
# **Key Objectives**

- Enhance passenger experience, ease learning curve/anxiety
- Consistent styling across all technology platforms
- Drive passengers to utilize VRE Mobile
- Safe and simplified maintainability

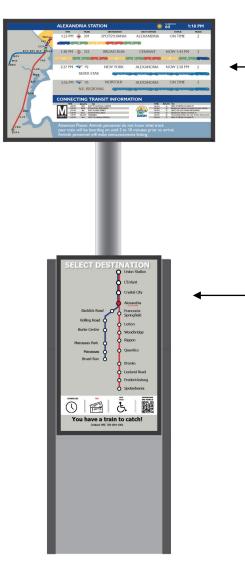








# **Platform + Interactive Displays**



VMS Screen

- Phase 2 evolution of VMS POC
- Real-time trip information
- Platform mounted, not hung from overhead

#### Interactive Display Screen

- ADA Friendly
- Always present QR code for conversion to VRE Mobile
- FAQ for new riders
- Interactive Fare Chart
- Sleep mode display rotating VRE messaging
- Replaces legacy posters/cases

# **Platform + Interactive Displays**



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GOT A TRA

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# **Platform + Interactive Displays**

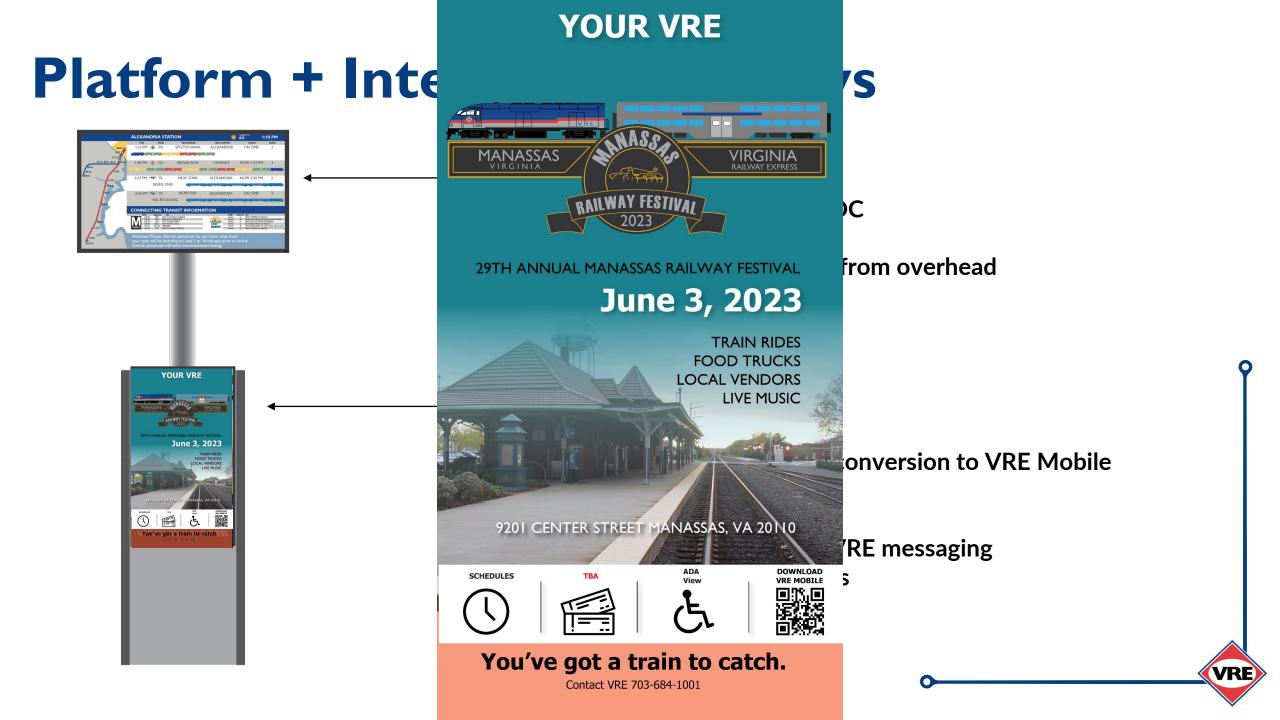


VMS Screen

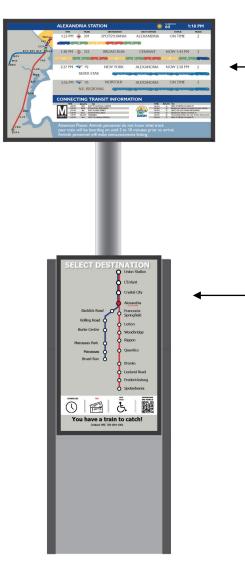
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# **VRE Mobile – Beyond Ticketing**

ALEXANDRIA STATION

SILVER STAR

N.E. REGIONAL

2·27 PM 🛹 92

2:56 PM 🦋 95

SPOTSYLVANIA

NEW YORI

• VRE Mobile - Phase 2

ON TIME

NOW 1.43 PM

ALEXANDRIA

'ENIFANIT

- VMS information
- Real time seat availability
- New train status map
- Connecting transit

1:18 PM

- VRE Mobile Phase 2
  - Push notifications
  - Passenger counts
  - Parking availability
  - Real-time schedule updates

Monday, June 20

All train traffic is holding near the Alexandria Station du to a disabled freight train. Fredericksburg Line Train 311 and Manassas Line Train 333 are delayed.

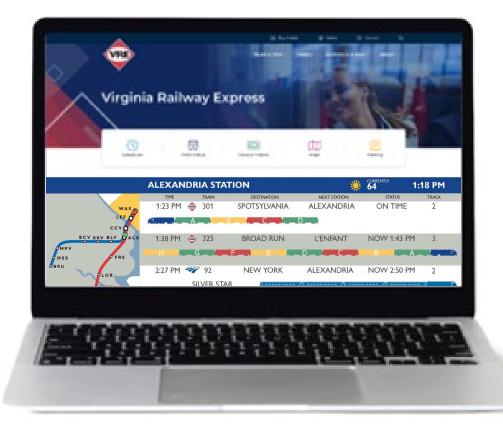
lote: Updates are not typically available for o

Train traffic has resumed in the Alexandria area, but there is significant track congestion in the area. Fredericksburg Line Train 311 current delay is approximately 40 minutes. Manassas Line Train 333 current delay is ap

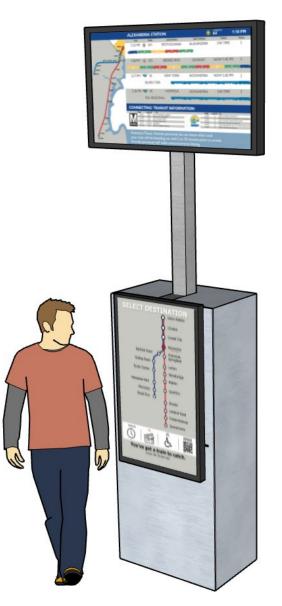
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# VRE Website 2.0

- Revised website with updated look and feel
- Passenger experience consistent across platforms

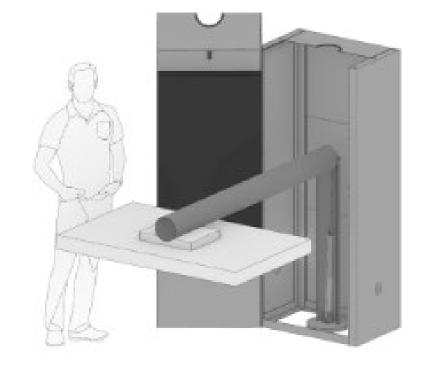


# **Maintainability – Improved Safety**



• Goal: eliminate need for multiple people working off the ground

- Mechanism for lowering the screen
- Telescoping / pivoting
- Safety locking pin
- Safe and easy replacement /maintenance

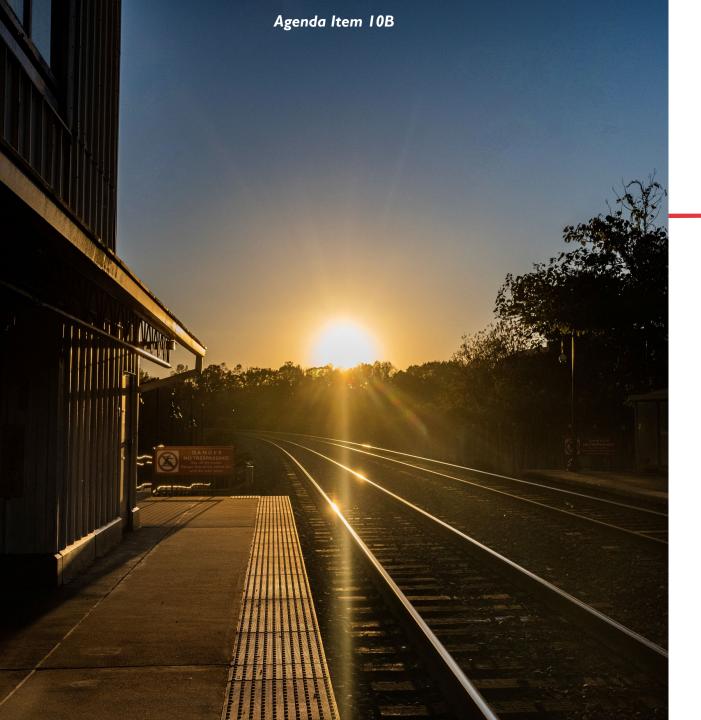


# **Next Steps**

- VRE Mobile Phase 2 Contract Amendment
- VRE.org Contract Amendment
- Platform + Release RFP
  - Mobile Notifications
  - Real-Time Schedule and train updates
  - Automatic Passenger Counters
  - Real-time Parking Status
  - Amtrak train information







## Vision 2023 -Marketing Initiatives

- Broadcast Advertising
- Social Media
- Direct Mail (EDDM)
- VRE Branded Content
- Community Outreach



## Broadcast

#### Local Radio Advertisement

- Pinpoint Targeting
- Cost-Effective
- Radio Ads Are Effective

#### **SXM Streaming Everywhere**

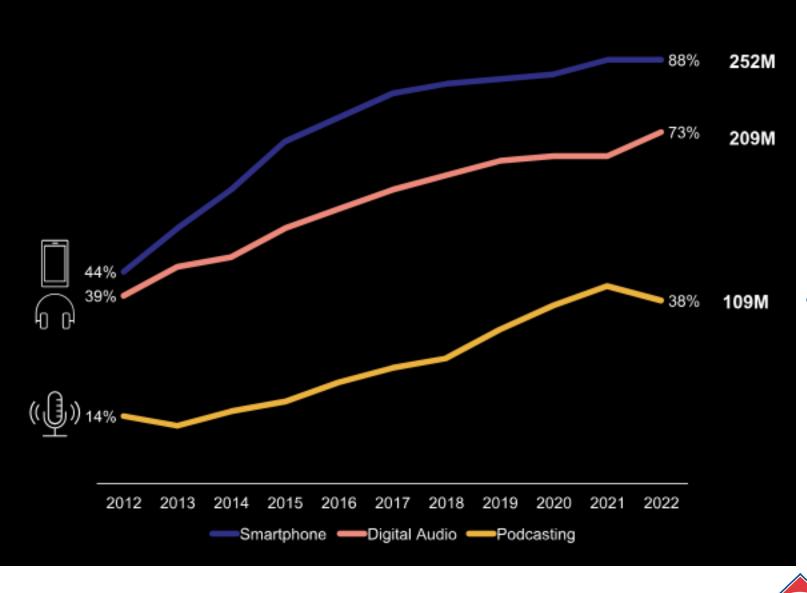
- Largest audio marketplace in the US
- Precision targeting ( age, gender, geography connects with our best customer.
- 98M streaming listeners

#### Podcast

• 66M podcast listeners

## Digital Audio Listening Has Skyrocketed

Digital audio's easy accessibility, wide range of content, and multiple platforms is drawing huge audiences.





## **Social Media**

#### 2022 Year in Review Update

- 2M impressions
- Post reach across network 632K
- Average post engagement rate 4.13%
  2023 Goals
- Raise brand awareness
- Enhance brand loyalty
- Increase community engagement
- VRE micro and nano influencers



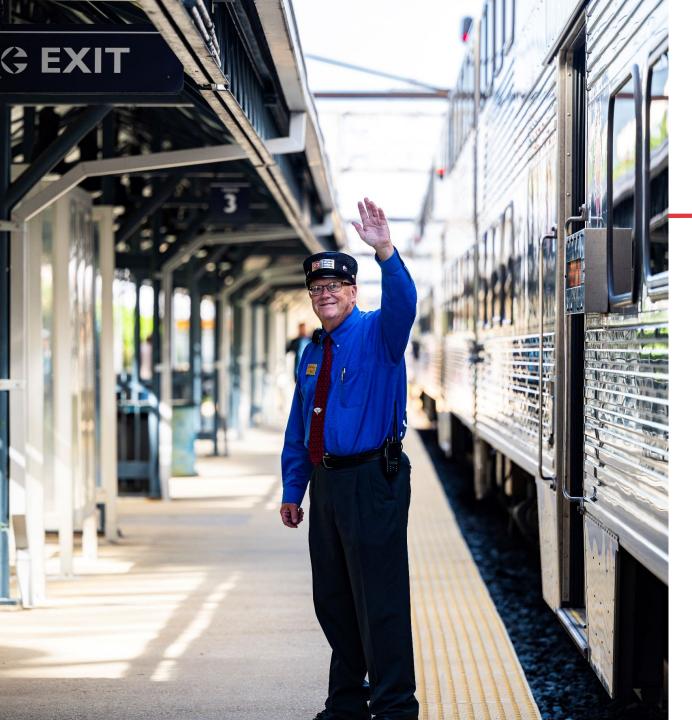
## **Every Door Direct Mail**

#### Why Direct Mail?

- The average response rate is between 2.7% and 4.4%.
- 73% of American consumers prefer being contacted by brands via mail.
- 40% of direct mail recipients read or at least scan the mail they get.
- Customers are preferring hand-held marketing communications.

#### **Plans for VRE**

- Determine the zip codes of potential areas and target them.
- A three-month pilot program will begin in early April.



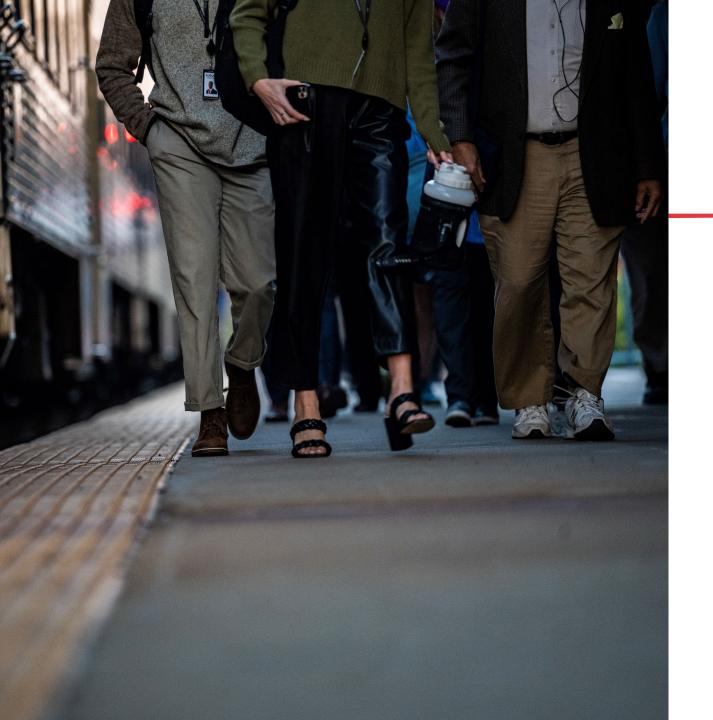
## **VRE Branded Content**

#### What is branded content?

• Marketing strategy that involves creating and sharing content across several media that discuss the brand's values and mission, often evoking emotions in viewers or readers.

#### **Benefits**

- Greater audience reach
- It's authentic and builds trust
- It has viral potential
- Builds a stronger relationship between the brand and customers



## **Community Outreach**

- April 1<sup>st</sup> City of Manassas 150th Birthday Celebration
- May 7<sup>th</sup> The Great Train Race in Fredericksburg
- June 3<sup>rd</sup> Manassas Railway Festival
- September (Date TBD) Fredericksburg Association of Relators Expo
- October 8<sup>th</sup> Clifton Day
- October (Date TBD) Northern Virginia Association of Realtors Expo
- October (Date TBD) Prince William Association of Realtors Expo









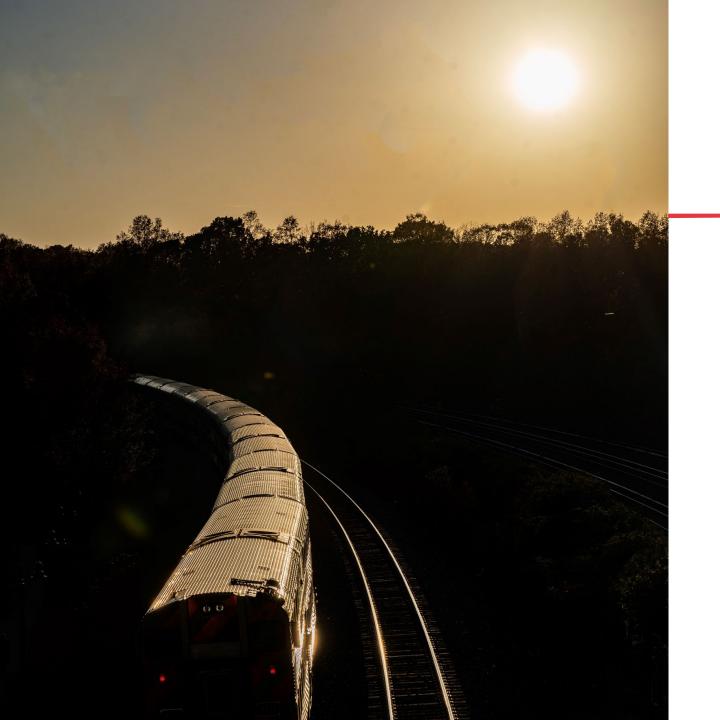
## Collaboration

DRPT- Discover Transit Campaign NVTC- Marketing Campaign

- Radio Ads
- Social
- Targeted Marketing



VIRGINIA DEPARTMENT OF RAIL AND PUBLIC TRANSPORTATION



## Thank You!

"Vision with action can change the world"

### **SPENDING AUTHORITY REPORT**

On September 18, 2020, the VRE Operations Board approved increasing the CEO's delegated spending authority from \$100,000 to \$200,000. It was resolved as part of that increased delegation that any purchase or contract award in the range of \$50,000 to \$200,000 would be communicated to the Board as an information item.

• On February 18, 2023, VRE executed a sole source contract with Adams & Westlake Limited in the amount of \$181,870 to acquire new vestibule curtains and roller hooks for VRE's fleet of passenger rail cars. A fleet-wide changeout of the vestibule curtains and associated hardware is needed due to wear and tear as the result of aging. The vestibule curtains are utilized on the interior of each trainset and are installed in the passageway between two rail cars for the purpose of providing an added barrier between the inside and outside environments.



Rich Dalton

Agenda Item II

## **OPERATIONS BOARD CLOSED SESSION**

Pursuant to the Virginia Freedom of Information Act (Section 2.2-3711.A(1) of the Code of Virginia), I move that the VRE Operations Board convene a closed meeting for the purpose of discussing...



Meg Bohmke Vice Chair Stafford County



## **OPERATIONS BOARD CLOSED SESSION**

# The livestream will recommence following this portion of the meeting



Agenda Item II

Agenda Item 11

## **OPERATIONS BOARD CLOSED SESSION**

The VRE Operations Board certifies that, to the best of each member's knowledge and with no individual member dissenting, at the just concluded closed session:

- I. Only public business matters lawfully exempted from open meeting requirements under the Freedom of Information Act were discussed; and,
- 2. Only such public business matters as were identified in the motion by which the closed session was convened were heard, discussed or considered.



Meg Bohmke Vice Chair Stafford County



#### Agenda Item 12

# **OPERATIONS BOARD MEMBERS' TIME**



Walter Alcorn Fairfax County



Sarah Bagley Alexandria



Andrea Bailey Prince William County



Meg Bohmke Stafford County



Katie Cristol Arlington



Margaret Franklin Prince William County



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Lori Hayes Spotsylvania County



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Ralph Smith Manassas



Dan Storck Fairfax County



James Walkinshaw Fairfax County



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# THE MARCH 17, 2023 MEETING OF THE VRE OPERATIONS BOARD IS ADJOURNED



## MARCH 17, 2023 FINANCE COMMITTEE MEETING



