

**POTOMAC AND RAPPAHANNOCK
TRANSPORTATION COMMISSION**

RESOLUTION

MOTION: _____

**RESOLUTION NO. 08-07-_____
OFFICIAL COMMISSION MEETING
JULY 17, 2008**

SECOND: _____

**RE: AUTHORIZATION FOR THE EXECUTIVE DIRECTOR TO ISSUE A
REQUEST FOR PROPOSALS (RFP) TO PURCHASE A HIGHER
FUNCTIONING EMAIL NOTIFICATION SYSTEM**

WHEREAS, PRTC's Rider Express email notifications are key customer and public information tools; and

WHEREAS, PRTC seeks to provide Rider Express subscribers with more targeted messages by permitting them to opt-in to receive the types of messages that are relevant to their needs (hereinafter referred to as "a higher functioning email notification system"); and

WHEREAS, PRTC desires to issue an RFP for this purpose; and

WHEREAS, the Commission will be asked in a separate action to authorize the award of a contract at the conclusion of this proposed competitive procurement process, in accordance with PRTC's adopted purchase policy.

NOW, THEREFORE, BE IT RESOLVED that the Potomac and Rappahannock Transportation Commission does hereby authorize the Executive Director to issue a Request for Proposals for a higher functioning email notification system.



Potomac and Rappahannock
Transportation Commission

14700 Potomac Mills Road
Woodbridge, VA 22192

July 17, 2008

TO: Chairman Jones and Commissioners

FROM: Alfred H. Harf *AH Harf*
Executive Director

RE: Authorization for the Executive Director to Issue a Request for Proposals (RFP) to Purchase a Higher Functioning Email Notification System

Recommendation:

Authorize the Executive Director to issue a Request for Proposals (RFP) for an email notification system with enhanced capabilities.

Background:

PRTC inaugurated its Rider Express email notification system in 1999. Rider Express subscribers receive emergency service alerts, general service information, promotional announcements about agency programs and activities, etc. via the email system. In 2003, the service was updated to a more sophisticated program, which automated maintenance of the subscriber list, improved message delivery time and increased subscriber capacity. There are currently more than 5050 addresses subscribed to Rider Express.

Knowing that email is the most efficient communications tool for reaching the majority of our riders, PRTC management has determined that it is time seek an email notification system that will provide more targeted message delivery, along with more advanced subscriber options. Messages sent via the current system are broadcast to all subscribers to the list. Subscribers have no options as to which messages they receive or the format in which they are received. For example, subscribers who only use OmniRide buses are still compelled to receive messages about the OmniLink service and those using handheld devices find lengthy messages cumbersome to read.

Chairman Jones and Commissioners
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Fiscal Impact:

Funding for the purchase of an enhanced email notification system has been incorporated into the FY 2009 budget. Any recurring annual fees would be appropriately budgeted in the out-years.