



**Front Range Passenger Rail District
Finance Committee**

Date: Thursday, September 5, 2024
Time: 12:00 – 1:00 p.m.
Location: Zoom Link: <https://us06web.zoom.us/j/89643806679>
Join by phone: 720-707-2699
Webinar ID: 896 4380 6679

Committee Members: Luis Lopez (Chair), Dennis Flores, Josh Laipply, Sal Pace, John Putnam

Time	Agenda Item	Anticipated Action	Discussion Lead
5 mins	Call to Order; Roll Call	<ul style="list-style-type: none">Welcome attendees and begin meeting.	Chair Lopez
15 mins	Grant Requests and Contracts <ul style="list-style-type: none">Fort Collins CRISILongmont RCESE Chief RAISELinhart PR task orderCDR facilitation task order	<ul style="list-style-type: none">GM Memo	GM Karsian
15 mins	Budget Overview <ul style="list-style-type: none">District financial update	<ul style="list-style-type: none">Updates and discussion around monthly/annual budget	GM Karsian
15 mins	Committee Discussion <ul style="list-style-type: none">SB184 Finance Committee update	<ul style="list-style-type: none">Overview of financial discussions in SB184 collaborations	GM Karsian, Chair Nevitt
10 mins	Director Updates	<ul style="list-style-type: none">Committee raises agenda items for future meetings or for staff follow-up.	Chair Lopez

MEMORANDUM

Date: Monday, September 02, 2024

To: Front Range Passenger Rail District Board of Directors

From: Andy Karsian, General Manager

Subject: Grant Requests and Consultant Contracts

OVERVIEW

This memo reviews two requests for support letters on federal grants, updates the committee on some upcoming District grant administration, and summarizes two new task orders: funding for Linhart who is doing public relations for the District, and CDR who helps with board workshop and retreat facilitation.

FEDERAL GRANT FUNDING REQUESTS

Municipal partners applied for federal grant funding and asked the District to support their applications.

Fort Collins and Loveland applied for a federal CRISI grant to promote station area planning efforts for the cities. The District provided administrative and technical support for the grant application, as well as \$4,800 as a third of the cost for developing the grant application. The city submitted the grant in early June. The GM approved the contribution amount using the District procurement policy. **No action needed.**

Longmont applied for a Rail Crossing Elimination grant for planning and design efforts to grade-separate two highway/railroad at-grade crossings. The grade-separations are needed to advance efforts for the FRPR project and improve safety and connectivity in the communities and increase safety for the communities. There is no fiscal request from Longmont to the District on this grant request. The letter of support went through the District Executive Committee for review before final submission and approval. Final letter of support available upon request. **No action needed.**

The Southwest Chief and Front Range Rail Commission (Commission) received a 2021 RAISE grant to complete track improvements on the BNSF line used by Amtrak's Southwest Chief service in southeast Colorado. As the successor organization to the Commission, the District is now a party to this grant. Local match for the grant consists of the \$12M federal American Rescue Plan Act dollars the state legislature put forth for the project which the District holds in an interest-bearing account. These funds were obligated for the grant in August and the District and Trinidad are working through the administrative requirements to get the funding to BNSF to complete the scope of work. Additionally, the Commission pledged \$25,000 for matching funds for the project and the District must honor that commitment. **Suggested Committee Action: recommend to the Executive Committee and full Board of Directors to move contract forward for full approval.**

PUBLIC RELATIONS CONTRACT

The District approved Linhart Public Relations, LLP as a contractor for the District consultant bench earlier in 2024. Since then, they successfully developed a communications platform for the District to use as it builds the ground game for a 2026 ballot measure. Key talking points, fact sheets, earned media, logo and branding development are all components of their work. This second task order, totaling \$45,000, allows Linhart to establish the District's social media presence on key platforms needed for broader public outreach and covers work until the end of 2024. Specific tasks include:

- four months of social media content with weekly post
- ongoing community management of the social media content on Facebook, Linked In and Instagram
- ongoing reporting on social media metrics to District Comms Director
- Helping build earned media throughout the corridor
- Begin developing content for the upcoming consumer facing website that will help build the online presence of the District and messaging around the 2026 ballot.

Suggested Committee Action: recommend to the Executive Committee and full Board of Directors to move contract forward for full approval.

BOARD FACILITATION CONTRACT

The District approved CDR as a contractor for the District consultant bench earlier in 2024. CDR facilitated prior Board workshops and retreats for the District and this task order is for \$19,790 for facilitation and agenda development for the September Board workshop and the October Board retreat. Per the District procurement policy this contract is under \$20,000 and could be approved by the GM, however, it made sense to inform the Finance committee of the upcoming contract for committee review and information.

Suggested Committee Action: recommend to the Executive Committee and full Board of Directors to move contract forward for full approval.

TASK ORDER
BETWEEN
THE FRONT RANGE PASSENGER RAIL DISTRICT AND
LINHART PUBLIC RELATIONS, LLP
FOR
PROFESSIONAL SERVICES – PLANNING AND PROJECT DEVELOPMENT
TASK ORDER NO. 2

This Task Order is made as of this 28th day of August, 2024, in accordance with the terms of the Multiple Award Task Order Contract (the “Contract”) between the Front Range Passenger Rail District (the “District”) and Linhart Public Relations, LLC (the “Consultant”) made and entered into on March 29, 2024.

1. SCOPE OF SERVICES

Pursuant to Section 3 of the Contract, the Consultant is authorized to and shall perform the services set out in Appendix 1 of this Task Order, including providing any deliverables defined therein.

2. COMPENSATION

In return for the performance of the foregoing scope of services, the District will compensate the Consultant an amount not to exceed \$45,000 on the following basis:

B. Time and Materials

The District will pay the Consultant allowable costs as they are incurred in the performance of this Task Order in accordance with Appendix 2 of this Task Order and the terms of the contract. All out-of-pocket expenses shall be approved for reimbursement by the District in advance of being incurred; failure to receive such approval prior to incurring such costs may be grounds for denial of payment by the District. Reimbursement of out-of-pocket expenses shall be for actual cost incurred without markup.

The Consultant is not authorized to perform services in excess of the not to exceed amount under this Task Order, including amounts billed by subconsultants, without prior written authorization from the District.

3. PERFORMANCE PERIOD

The Consultant shall perform all services described in this Task Order by December 31, 2024. The Consultant shall not perform any services described in this Task Order prior to September 1, 2024.

4. PERSONNEL

As part of Appendix 2 of this Task Order, the Consultant and Subconsultant personnel who are authorized to perform the services set out in Appendix 1 of this Task Order are provided. Other Consultant or Subconsultant personnel are not authorized to perform services under this Task Order without prior authorization by the District in accordance with the terms of the Contract.

5. INSURANCE REQUIREMENTS

The Consultant shall comply with the insurance requirements set out in the Contract, including any insurance requirements applicable to any of the Subconsultants, unless otherwise modified in this Task Order.

6. WORK PRODUCT OWNERSHIP

All finished or unfinished documents and materials and Work Product produced or procured under this Task Order, including all intellectual property rights thereto, will become the District's property pursuant to the terms of the Contract.

All terminology used in this Task Order shall be interpreted in accordance with the Contract unless specifically defined differently in this Task Order.

Linhart Public Relations, LLP

Front Range Passenger Rail District



By: _____

By: _____

Paul Raab

Andy Karsian

Managing Partner

General Manager

APPENDIX 1. SCOPE OF SERVICES

- **Task 1: Social Media**

Content Calendar

- Finalize four months' worth of content for social channels (Facebook, Instagram and LinkedIn). Create copy and visuals around established content buckets from the social media plan (one post per week; 4-5 per month).
- Assumptions: Consultant work will not include photography or video creation. Consultant will use already available creative assets and design visuals in Canva using the brand guidelines and social media templates.
- Assumptions: Consultant hours will include coordination with District staff and edits per District feedback. Consultant will provide timely feedback on any content the District recommends for LinkedIn on content, timing, focus, etc.

Community Management

- Post content to Facebook, Instagram and LinkedIn and begin engaging with posts immediately following (liking comments or commenting back, as appropriate).
- Manage the District feed on Instagram and Facebook (one hour per week per channel) to support follower growth and engagement; this includes liking or resharing other content, following more accounts and responding to direct messages (any re-shares to be approved by District).
- Support 1 – 2 newsjacking opportunities per month, including developing copy (such as LinkedIn comments from District leadership on policy-related developments) and (as needed) visuals, and coordinating approvals with District staff.
- Update community management guidelines/roles and responsibilities overview, as needed.

Reporting

- Pull and share monthly metrics and results to showcase overall and specific content performance, plus follower growth.
- Make recommendations for how to adjust content and social media strategy based on findings.

- **Task 2: Earned Media**

- Support management and leveraging of expected inbound media attention during Q4 2024 concerning SB-184 reporting to the legislature and related developments. Support includes responses to strategically important inbound media inquiries and responses to stories needing correction or clarification.

- Repurpose annual report content (developed by the District) to develop and place an op-ed recapping District achievements from 2024 and looking ahead to 2025.

- **Task 3: Website**

- Content development for new consumer-facing website, building on the framework that was delivered in June 2024 as part of Task Order No. 1. Consultant will support up to three rounds of review of designed website.
- If budget allows, develop four fictional personas of Front Range Passenger Rail riders that bring to life Front Range Passenger Rail use cases and benefits, experiences at the station and onboard, and how the train service connects riders to where they want to go.
- Assumptions: District will work with HDR Engineering to build out design of the website. Consultant's role will be to draft the content and then hand over to District to facilitate the process.

- **Task 4: Account Management**

- Hold 30-minute project management meetings with District communications director once every two weeks.
- Develop monthly progress reports for September – December 2024.
- Coordinate ongoing project and budget management.

The District and Consultant reserve the right to modify this Task Order through subsequent Task Orders as needed to reflect changing political, legislative and/or social impacts. Any changes must be agreed by both parties in writing.

APPENDIX 2. AUTHORIZED PERSONNEL AND RATES

Name, Role and Hourly Rates

- Paul Raab, Managing Partner, \$350/hour
- Kelly Brown, Account Director, \$255/hour
- Shannon Mueller, Management Supervisor, \$245/hour
- Kelly Hoskinson, Management Supervisor, \$245/hour
- Sophie Wells, Account Executive, \$165/hour
- Sari Winston, Account Executive, \$165/hour
- Sarah Marconi, Account Associate, \$135/hour

The delivery of Consultant's work under this Task Order will be supplemented by subconsultants.

PROJECT BUDGET

CLIENT: FRPR Board of Directors

PROJECT TITLE: Board Workshop and Annual Retreat

DATES: September - December 2024

SUBMITTED: September 3, 2024

PROJECT LABOR DESCRIPTION

Jonathan Bartsch - Principal

Patrick Teese - Program Associate

250

150

Check-ins, Coordination and Agenda Development

Review background information and relevant documents

4

4

Planning meetings with Staff and Board Leadership (assume 5)

5

5

Check-ins with key Board (assume 10 - 1 hour with scheduling/summarizing)

10

5

Agenda Development and Key themes

5

5

Facilitation of Virtual Board Workshop - September

Facilitation of workshop regarding guiding principles, mission/vision, SB 184 Updates, schedule & Introduction of work plan

5

5

Facilitation of Board of Directors Retreat - October

Prep, facilitation, documentation (assume 1/2 day and 1 full day Retreat)

20

20

Define roles and responsibilities and expectations, finalize work plan, begin discussion on financial plan and committee workplans, train Board on communication tools and define specific next steps		
Organize Logistics		
Room and food for BOD meeting, dinner and other coordination needs	2	2
STAFFING	HOURS	RATES
Jonathan Bartsch, Principal	51	250
Patrick Teese, Program Associate	46	150
TOTAL STAFFING	196	19650
OTHER DIRECT COSTS	UNITS	RATES
Mileage (60 miles x 5)	240	0.58
TOTAL ODC		139.2
TOTAL PROPOSED BUDGET		\$19,789.20