



**ARLINGTON COUNTY, VIRGINIA
AGREEMENT NO. 22-DES-RFPLW-465
AMENDMENT NUMBER 3**

This Amendment No. 3 (“Amendment”) is made on 1/25/2023, by the County and amends Agreement Number 22-DES-RFPLW-465 dated April 6, 2022 (“Main Agreement”) between First Transit, Inc. (“Contractor”) and the County Board of Arlington County, Virginia (“County”).

The County and the Contractor agree to amend the main contract called for under the Main Agreement as follows:

- 1. Exhibit A – Scope of Services, Optional Services, On-Call Staff Support** is hereby changed to add the following position:

Transit Marketing Manager: The Transit Marketing Manager shall be responsible for providing the following services related to the County’s Transit Bus Operations Program. The hourly rate for this position is \$90.68 per hour.

The Transit Marketing Manager shall plan, manage, and execute all communications to the public, community outreach efforts, and to provide Arlington Transit (ART) information to local agencies, schools, employers, citizens and community partners. This position is responsible for marketing ART bus service, Specialized Transit for Arlington Residents (STAR) programs, ART Adopt-a-Stop, iRide Student Program, other fare programs, mobile applications and capital projects.

Specific project responsibilities and tasks shall include but are not limited to:

- Create, execute, and manage marketing programs and community outreach campaigns.
- Design, update and print bus schedules and maps, brochures, print advertisements, direct mail, bus stop information and signage, videos, social media accounts and website updates.
- Prepare, promote and market transit mobility services to raise awareness and use of ART bus service, STAR programs, iRide, student SmarTrip passes as well as Metrobus, Metrorail and VRE service in Arlington County.
- Assist in the creation of all transit service information, rider materials, and other customer communications as needed. Monitors and ensures that all service information is up to date on the ART website, bus brochures, social media accounts and ART bus stops.
- Coordinates with County staff, partner agencies, civic associations, schools, Business Improvement Districts (BIDs), and community groups to create awareness and promote service. Conduct meetings/workshops and presentations for community events.
- Develop and promote social media networking strategies and content to increase social media engagement and build online communities.

- Assist with outreach and communication efforts for transit-related projects.
- Assist with transit ridership/usage research (passenger surveys, focus groups, rider polls, etc.).

Required Qualifications and Skills:

- Minimum of three (3) to five (5) years of experience in marketing, community outreach, communications and social media engagement.
- Bachelor’s degree in Marketing, Visual Communications and Design, Business or related field.
- Strong interpersonal, written and verbal communication skills.
- Experience using communications tools and software.
- Ability to manage competing priorities.
- Demonstrated experience using and promoting content within social media platforms and in building online communities.
- Strong attention to detail required.
- Must be able to work off hours including nights and weekends.
- Knowledge of transit infrastructure, service operations, customer service, and communications preferred.

2. Revised Exhibit B – Contract Pricing is hereby revised with the attached **Revised Exhibit B – Contract Pricing** to add the Transit Marketing Manager position. Pricing from 1/25/2023, to **June 30, 2023**, shall be in accordance with **Revised Exhibit B – Contract Pricing**.

All other terms and conditions of the Main Agreement remain in effect.

WITNESS THESE SIGNATURES:

THE COUNTY BOARD OF ARLINGTON COUNTY, VIRGINIA

FIRST TRANSIT, INC.

SIGNED DocuSigned by:
 BY: Dr. SHARON T. LEWIS
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SIGNED DocuSigned by:
 BY: Brad Thomas
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PRINT NAME: DR. SHARON T. LEWIS

PRINT NAME: Brad Thomas

AND TITLE: PURCHASING AGENT

AND TITLE: President

DATE: 1/25/2023

DATE: 1/25/2023

**REVISED EXHIBIT B
CONTRACT PRICING**

Hourly rates shall be fully loaded fixed hourly rates to include all labor, markup, benefits, overhead and profit. Cost proposals for preparing the negotiated annual work plans shall be based on the fully loaded hourly rates below.

NAME OF OFFEROR OR CONTRACTOR		SOLICITATION OR CONTRACT NUMBER			PAGE
FIRST TRANSIT, INC.		RFP No. 22-DES-RFPLW-465			Section III
SCOPE OF WORK					
The Contractor shall provide qualified staff to perform the duties of the positions associated with the transit capital and operations program within the Arlington County Transit Bureau, Division of Transportation, as described in the SOW.					
HOURLY RATES					
ITEM NO	Labor rates	QTY	UNIT	UNIT PRICE	AMOUNT
1.0	Transit Provider Coordination Manager	2,080	HR	\$126.97	\$264,098.06
2.0	Bus Stop and Street Operations Manager	2,080	HR	\$94.94	\$197,473.98
3.0	Project Manager	2,080	HR	\$119.23	\$248,005.27
4.0	Project Manager	2,080	HR	\$132.74	\$276,098.61
5.0	Project Manager	2,080	HR	\$110.66	\$230,174.93
6.0	Transit Technology Operations Program Manager	2,080	HR	\$86.14	\$179,178.33
GRAND TOTAL					\$1,395,029.19

**For Informational Purposes:
Optional/Additional Personnel and Hourly Rates:**

- 1. **Project Coordination** \$88.00/Hour

- 2. **On-Call Staff Support (list all that may be applicable):**
 - Staff Support Position: Bus Production Plant Inspector** \$50.82/Hour

 - Staff Support Position: Bus Production Auditor** \$99.40/Hour

 - Staff Support Position: Transit Marketing Manager** \$90.68/Hour

 - Staff Support Position: _____** \$ _____/Hour