

INTRODUCED: June 13, 2016

AN ORDINANCE No. 2016-178

To authorize the Chief Administrative Officer to accept funds in the amount of \$100,000 from the Virginia Department of Rail and Public Transportation; to transfer \$52,000 from the Fiscal Year 2015-2016 Department of Public Works' Parking Enterprise Fund Budget; to transfer \$5,000 from the Office of Community Wealth Building and \$10,000 from the Department of Economic and Community Development in the Fiscal Year 2015-2016 General Fund Budget; to amend the Fiscal Year 2015-2016 Special Fund Budget by creating a new special fund for the Department of Economic and Community Development called the Bus Rapid Transit "Pulse" Project Business Support Initiative Special Fund; and to appropriate the grant funds received and matching funds transferred to the Fiscal Year 2015-2016 Special Fund Budget by increasing estimated revenues and the amount appropriated to the Department of Economic and Community Development's Bus Rapid Transit "Pulse" Project Business Support Initiative Special Fund by \$167,000 for the purpose of providing funding for the business support initiative related to the construction of the Broad Street Bus Rapid Transit project.

\_\_\_\_\_  
Patron – Mayor Jones

\_\_\_\_\_  
Approved as to form and legality  
by the City Attorney  
\_\_\_\_\_

PUBLIC HEARING: JUNE 27 2016 AT 6 P.M.

THE CITY OF RICHMOND HEREBY ORDAINS:

§ 1. That the Chief Administrative Officer is authorized to accept funds for the City of Richmond in the amount of \$100,000 from the Virginia Department of Rail and Public

AYES:            9            NOES:            0            ABSTAIN: \_\_\_\_\_

ADOPTED:   JUNE 27 2016   REJECTED: \_\_\_\_\_ STRICKEN: \_\_\_\_\_

Transportation for the purpose of providing funding for the business support initiative related to the construction of the Broad Street Bus Rapid Transit project.

§ 2. That Ordinance No. 2015-75-105, adopted May 15, 2015, which adopted a Department of Public Works' Parking Enterprise Fund Budget for the fiscal year commencing July 1, 2015, and ending June 30, 2016, and made appropriations pursuant thereto, be and is hereby amended by transferring matching funds in the amount of \$52,000 from the Department of Public Works' Parking Enterprise Fund Budget.

§ 3. That Ordinance No. 2015-73-84, adopted May 15, 2015, which adopted a General Fund Budget for the fiscal year commencing July 1, 2015, and ending June 30, 2016, and made appropriations pursuant thereto, be and is hereby amended by transferring matching funds in the amount of \$5,000 from the Office of Community Wealth Building and \$10,000 from the Department of Economic and Community Development.

§ 4. That Ordinance No. 2015-57-83, adopted May 15, 2015, which adopted a Special Fund Budget for the fiscal year commencing July 1, 2015, and ending June 30, 2016, and made appropriations pursuant thereto, be and is hereby amended by creating a new special fund for the Department of Economic and Community Development called the Bus Rapid Transit "Pulse" Project Business Support Initiative Special Fund for the purpose of providing funding for the business support initiative related to the construction of the Broad Street Bus Rapid Transit project.

§ 5. That Ordinance No. 2015-57-83, adopted May 15, 2015, which adopted a Special Fund Budget for the fiscal year commencing July 1, 2015, and ending June 30, 2016, and made appropriations pursuant thereto, be and is hereby amended by increasing revenues from the funds accepted pursuant to section 1 of this ordinance and transferred pursuant to sections 2 and 3 of this ordinance by \$167,000 and increasing the amount appropriated to the Department of Economic

and Community Development's Bus Rapid Transit "Pulse" Project Business Support Initiative Special Fund by \$167,000 for the purpose of funding the business support initiative related to the construction of the Broad Street Bus Rapid Transit project.

§ 6. This ordinance shall be in force and effect upon adoption.



CITY OF RICHMOND
INTRACITY CORRESPONDENCE

4-5001
O & R REQUEST

MAY 20 2016

Chief Administration Office
City of Richmond

O&R REQUEST

DATE: May 6, 2016

EDITION: 1

TO: The Honorable Members of City Council

THROUGH: Dwight C. Jones, Mayor

THROUGH: Selena Cuffee-Glenn, Chief Administrative Officer

THROUGH: Lenora Reid, DCAO Finance

THROUGH: Jay Brown, Director of Budget & Strategic Planning

THROUGH: John Buturla, Interim DCAO Operations

THROUGH: Peter L. Downey, DCAO Planning & Economic Development

FROM: Amy Inman, Sr. Administrator for Multimodal Transportation & Strategic Planning, Economic & Community Development

RE: Bus Rapid Transit (BRT) "Pulse" Marketing and Communications Initiative Special Fund

ORD. OR RES. No. \_\_\_\_\_

PURPOSE: To authorize the Chief Administrative Officer (CAO) to accept funds in the amount of \$100,000 from the Virginia Department of Rail and Public Transportation (DRPT) and transfer \$67,000 from the General Fund and Parking Enterprise Fund, as supporting matching funds, and appropriate \$167,000 to a new special fund within Economic and Community Development.

The City's local match that will be allocated to a new special fund within Economic and Community Development will come from the following sources: Parking Enterprise Fund in the amount of \$52,000 and the General Fund from Economic & Community Development in the amount of \$10,000 and Community Wealth Building in the amount of \$5,000 in order to match the \$100,000 VDOT funds. The Department of Public Utilities (DPU) will purchase a web application in an amount of \$33,000 that will not be transferred to the special fund, but it will count as part of the City's 50% local match.

RECEIVED

JUN 03 2016

OFFICE OF CITY ATTORNEY

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**REASON:** As requested by City Council, the Department of Economic and Community Development will develop and implement a marketing and communications initiative related to the construction of the Bus Rapid Transit (BRT) "Pulse." The Virginia Department of Rail and Public Transportation (DRPT) will provide matching funds at the rate of 50% up to \$100,000. The Pulse BRT Marketing and Communications special fund budget will allow the City to accept the funding from DRPT and use the City matching funds to facilitate the marketing and associated communication outreach activities to support businesses along the BRT route during construction of the "Pulse."

**RECOMMENDATION:** Approval is recommended by the City Administration

**BACKGROUND:** On February 8, 2016, City Council adopted ordinance number 2015-263 authorizing the Chief Administrative Officer (CAO) to enter into a project agreement with VDOT, Virginia Department of Rail and Public Transportation (DRPT), GRTC and Henrico County in order to construct the 7.6 mile long Broad Street Bus Rapid Transit (BRT) "Pulse" project. At that time, VDOT agreed to provide matching funds at a rate of 50%, up to \$100,000, to facilitate activities associated with marketing and outreach for the businesses along the BRT route during construction.

**FISCAL IMPACT / COST:** Funding was not originally allocated in the current FY16 budget in an amount of \$100,000; however, staff have identified funding that may be allocated from the current budgets of the Parking Enterprise Fund for \$52,000, Economic & Community Development for \$10,000 and Community Wealth Building for \$5,000 in order to match the \$100,000 VDOT funds. DPU will purchase the web application in an amount of \$33,000 that will count as part of the City's 50% local match. The supplemental attachment provides a detail breakdown of City funds.

**BUDGET AMENDMENT NECESSARY:** Yes

**REVENUE TO CITY:** \$100,000 of matching funds from the Virginia Department of Rail and Public Transportation (DRPT).

**DESIRED EFFECTIVE DATE:** Upon Adoption

**REQUESTED INTRODUCTION DATE:** June 13, 2016

**CITY COUNCIL PUBLIC HEARING DATE:** June 27, 2016

**REQUESTED AGENDA:** Consent Agenda

**RECOMMENDED COUNCIL COMMITTEE:** Finance & Economic Development

**CONSIDERATION BY OTHER GOVERNMENTAL ENTITIES:** N/A

**AFFECTED AGENCIES:** N/A

**RELATIONSHIP TO EXISTING ORD. OR RES.:** 2015-263

**REQUIRED CHANGES TO WORK PROGRAM(S):** None

**ATTACHMENTS:**

- Supplemental Amendment Ordinance Information on Departmental Funding Attachment 1
- DRPT Grant Agreement, Attachment 2

**STAFF:** Amy Inman, Sr. Administrator for Multimodal Transportation and Strategic Planning

**Supplemental Amendment Attachment 1**

<b>Departmental Budget</b>	<b>FY2016 Current Departmental Fund Budget</b>	<b>Proposed Amendment</b>	<b>New ECD BRT Business Support Initiative Special Fund Budget</b>
Economic and Community Development	\$10,000	-\$10,000	\$10,000
Department of Public Works (Parking Enterprise Fund)	\$52,000	-\$52,000	\$52,000
Community Wealth Building	\$5,000	-\$5,000	\$5,000
Department of Public Utilities Purchase of Accela (NOTE: The funding allocated by DPU to purchase the Accela web platform will be paid for from the DPU account, but we will consider the funding as part of the BRT Business Support Initiative and as a component of the City's matching funds.)	\$33,000	\$0	
<b>Total City Match:</b>	<b>\$100,000</b>	<b>-\$67,000</b>	<b>\$67,000</b>
<b>DRPT Funding:</b>	<b>\$100,000</b>		<b>\$100,000</b>
<b>Total Budget:</b>	<b>\$200,000</b>		<b>\$167,000</b>

**Project Agreement for Use of  
Commonwealth Transportation Funds  
Fiscal Year 2016  
Grant Number 71316-15**

This Project Agreement (“Agreement”), effective April 22, 2016, by and between the Commonwealth of Virginia Department of Rail and Public Transportation (“Department”) and the City of Richmond (“Grantee”) (collectively, the “Parties”), is for the provision of funding public outreach activities to mitigate impacts to businesses within the corridor limits of the Richmond Bus Rapid Transit construction project (“Project”).

WHEREAS, the Commonwealth Transportation Board (“CTB”) has authorized the Director of the Department (the “Director”), upon written recommendation by the Department’s Chief Financial Officer and after consultation with the CTB member for the district, to award additional Federal and state grants for rail and public transportation, up to \$200,000, as may be necessary to meet the goals of the CTB. In accordance with the terms of the CTB’s authorization, the Director has elected to award additional funds in this Agreement; and

WHEREAS, the Parties wish to define the extent of the Project, the responsibilities of each Party, the manner of performing the necessary Work, the method and time of payment, and to set out additional conditions associated with the Project; and

WHEREAS, the Grantee wishes to mitigate the impacts on businesses within the Richmond Bus Rapid Transit project corridor limits during the construction of the Richmond Bus Rapid Transit project.

NOW, THEREFORE, in consideration of the covenants and agreements set forth, and other good and valuable consideration, the sufficiency of which is acknowledged, the Parties agree as follows:

**ARTICLE 1. SCOPE OF WORK, TERM AND BUDGET**

1. The Work under the terms of this Agreement is as follows:

Public outreach activities to mitigate impacts to businesses within the corridor limits of the Richmond Bus Rapid Transit construction project. This includes creation and maintenance of a Project Navigation Website, Multimodal Transportation Incentives, and a Marketing and Awareness Campaign, as further described below.

a. Project Navigation Website

- i. The Grantee shall invest in the development of a robust and interactive Project Navigation Website that will allow the public to have current and accurate information regarding construction activities. The Project Navigation Website

shall allow users to be able to locate parking lots adjacent to businesses, as well as transit route information that will provide direct access to the businesses.

**b. Companion Website/Application**

- i. The Grantee shall build a seamless companion website/application to accompany the Project Navigation Website. The interactive companion website/application shall provide both a “front door” for the public and a “back door” for private businesses along the corridor. Used interactively with the Project Navigation Website, the companion website/application shall allow users to learn more about businesses and events in the area around any construction site. The companion website/application shall allow businesses to sign up for an account and provide information about their business (description, hours of operation, parking availability, website link) at no cost and on a voluntary basis. The companion website/application shall allow business users to opt into an ongoing communications group to receive updates on construction activities and to receive links to information about existing business assistance programs available in the City of Richmond.

**c. Multimodal Transportation Incentives**

- i. The Grantee shall work with the Greater Richmond Transit Company (“GRTC”) and the Grantee’s upcoming BikeShare program to offer a limited number of bus passes and/or BikeShare passes for businesses to have available for those who visit their establishment during construction.

**d. Marketing and Awareness Campaign**

- i. Grantee shall also develop and implement an awareness campaign around the Project Navigation Website and the companion website/application to promote the use of the site. This would not only promote the Project Navigation Website and the companion website/application, but the overall benefits of the Project. Marketing efforts would include, but not be limited to, advertisements in local papers and other media, window signs for participating businesses, use of social media, and advertisements in and on GRTC buses.

**2. The Department agrees to provide funding as detailed below:**

- a. State grant funding in the amount of \$100,000 for the Project. Details concerning this funding are contained in Appendix 1, attached and made a part of this Agreement.

**3. The Grantee acknowledges that state grant funding for this grant is subject to appropriation by the General Assembly of Virginia and allocation by the CTB.**



**ARTICLE 2. INCORPORATION OF MASTER AGREEMENT  
FOR USE OF COMMONWEALTH FUNDS**

The Parties agree to incorporate the Master Agreement for Use of Commonwealth Transportation Funds, dated December 13, 2012, as if set out in full herein.

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IN TESTIMONY THEREOF, the Department and the Grantee have caused this Agreement to be executed, each by their duly authorized officers, all as of the day, month, and year first written.

DEPARTMENT OF RAIL AND PUBLIC TRANSPORTATION

By: \_\_\_\_\_  
Director

Date Signed: \_\_\_\_\_

By: \_\_\_\_\_

Title: \_\_\_\_\_

Date Signed: \_\_\_\_\_

**Appendix 1**

**Grantee: City of Richmond**

**Project: Public Outreach Activities to Mitigate Impacts to Businesses Within the  
Corridor Limits of the Richmond Bus Rapid Transit Construction Project**

**State Project Agreement**

**Project Number: 71316-15**

**Project Start Date: April 22, 2016**

**Project Expiration Date: December 31, 2017**

<b>Fund Code</b>		<b>Item Amount</b>
477	Grant Amount (State share of Project cost - 50%)	\$100,000
1400	Local expense (share of Project cost - 50%)	\$100,000
	Total Project Expense	\$200,000

In no event shall this grant exceed \$100,000.