

SCHUYLKILL RIVER PASSENGER RAIL AUTHORITY
BOARD MEETING PACKET
MAY 22, 2023

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SOCIAL MEDIA CONSULTANT – VIRTUAL FARM PROPOSAL

T4A MAY MONTHLY REPORT



Schuylkill River Passenger Rail Authority

Meeting Agenda

May 22, 2023, 3pm*

1. Call to Order
2. Adoption of April 24 Minutes
3. Board Member Comments
4. Public Comment on Agenda Items
5. Report: Congressionally Mandated \$750k Grant – Tom Frawley, Executive Director
6. Committee Reports
 - a. Finance – Commissioner Lawrence, Chair
 - i. Motion to Pay Bills – *Action*
 - b. Marketing & Public Relations – Brian O’Leary, Chair
 - i. Recommendation to Award Social Media Consultant Contract - *Action*
 - c. Planning – Scott France, Chair
 - i. Committee Update
 - d. Personnel – Commissioner Moskowitz, Chair
 - i. Committee Update
 - e. Community Engagement – Jim Gerlach, Chair
 - i. Committee Update
6. Executive Director’s Report
7. Other Business
8. General Public Comment
9. Adjourn

The next regularly scheduled meeting of the Schuylkill River Passenger Rail Authority will be conducted virtually at 3:00 PM on Monday, June 26, 2023. The same public registration link will be available for that meeting.

*Meeting will be held virtually and open to the public. Please visit the Authority website for the registration link. www.GoSRPRA.com

SCHUYLKILL RIVER PASSENGER RAIL AUTHORITY
BOARD MEETING PACKET
MAY 22, 2023

DRAFT MINUTES FROM APRIL 24, 2023 MEETING

Schuylkill River Passenger Rail Authority Meeting

DRAFT Minutes

April 24, 2023

3:00 p.m.

The following members were in attendance:

Authority Members in Attendance:

Christian Leinbach, Berks County Board of Commissioners, Chair

Marian Moskowitz, Chester County Commissioner, Vice Chair

Scott France, Executive Director, Montgomery County Planning Commission, Secretary

Jim Gerlach, President, GRCA, Assistant Secretary

Peter Urscheler, Phoenixville Borough Mayor, Assistant Treasurer

Brian O’Leary, Executive Director, Chester County Planning Commission

Kenneth Lawrence, Jr., Montgomery County Commissioner, Treasurer

Authority Members Absent:

Eddie Moran, Mayor, City of Reading

David Zellers, Montgomery County Director of Commerce

1. Call to Order

Commissioner Christian Leinbach, Chair of the SRPRA, called the meeting to order at 3:01 p.m.

Mr. Dan Becker of Kozloff Stoudt Attorneys, legal counsel for the Authority, read the guidelines for making public comments.

2. Adoption of March 27, 2023 Minutes

Christian Leinbach called for any corrections to the minutes.

As there were no corrections or objections to the draft minutes of the March 27, 2023 SRPRA meeting submitted, the minutes were approved.

3. Board Member Comments

There were no Board member comments.

4. Public Comment on Agenda Items

There were no public comments on agenda items.

5. Subcommittee Reports

a. Finance – Commissioner Kenneth Lawrence Jr., Chair

- i. FY 2022 Audit Report and Motion to Submit to DCED - *Action*

Commissioner Ken Lawrence said that the Authority’s Executive Director Tom Frawley reviewed the draft audit report and raised two issues. Tom followed up with the auditor Draft audit materials were distributed to members of the Executive and Finance Committees on April 10th, and called for a one page update of one document on April 14th. No additional concerns were raised by either committee, and since no specific concerns were raised by Maillie LLP during the audit process, the Finance

Committee recommends that the statutorily required annual report be submitted to the Pennsylvania Department of Community Economic Development (DCED) in accordance with the June 30, 2023 deadline.

Commissioner Ken Lawrence motioned, and Commissioner Marian Moskowitz seconded, all voted unanimously, and the motion was carried to submit the SRPRA FY 2022 Audit Report to DCED.

ii. Motion to Pay Bills –Action

Commissioner Lawrence said there four bills items received and paid, and two bills received, due, and presented for payment, subject to the Board’s approval.

Commissioner Lawrence motioned, and Peter Urscheler seconded, all voted unanimously, and the motion was carried to approve the payments of six bills presented in the SRPRA’s April 24, 2023 Board meeting packet.

b. Marketing & Public Relations– Brian O’Leary, Chair

i. Report on Solicitation for Social Media Consultant

Brian O’Leary reported that the committee met and reviewed the responses received for the Request for Proposals (RFP) to hire a consultant to help with the SRPRA’s communications. The committee will meet again next week to develop a formal recommendation to present to the Board at their May meeting.

c. Planning – Scott France, Chair

i. Committee Update

Scott France acknowledged David Hunter, who was in attendance and asked him to report on the recent APA mobile workshop hosted by the SRPRA where attendees visited and met with local participants at three proposed rail stops in Phoenixville, Pottstown, and Reading. David said the tour was a huge success and thanked the Board members for showing up to the event and for their efforts and goodwill. Christian Leinbach, Chair, added his thanks and thought it was a great event; in particular, he cited Phoenixville Borough’s Mayor Urscheler and Commissioners’ “Blue Ribbon Efforts”, and felt there was real value at all three locations.

Scott reported on the recent VIP visit in Conshohocken with Mitch Landrieu, Senior Advisor to President Biden, and Congresswoman Madeleine Dean to talk about infrastructure projects and restoration of passenger rail service. He added that a Stakeholder’s meeting was recently held in Pottstown last week to bring a broader coalition together for the project. He announced that Pottstown was selected for the Thriving Communities Program, administered by the U.S. Department of Transportation. Approximately five million dollars will go towards 14 communities identified as “network communities” to work along with to build capacity on acquiring grants and doing planning for infrastructure, including passenger rail. While awaiting word on the SRPRA’s acceptance into the Corridor ID Program to look at future opportunities on ridership study and engineering that will hopefully take place along with acceptance into the Corridor ID Program.

Jim Gerlach asked Tom Frawley that, given Pottstown’s recent acceptance into the Thriving Communities Program should this be highlighted on the SRPRA’s Corridor ID application. Tom thanked Jim for his great question, and although the application predated the award, he said he would contact

his contacts at Transportation for America to ask if there is a mechanism by which updated information of this type can be provided to support the application.

d. Personnel – Comm. Moskowitz, Chair

i. Committee Update

Marian Moskowitz, Vice Chair, said she had no news to report.

e. Community Engagement – Jim Gerlach, Chair

i. Committee Update

Jim Gerlach reported that his committee hasn't done anything further on community engagement as they wanted to wait until Pottstown, Reading and Phoenixville stakeholder meetings were held. He told the Board about the Reading Franklin Street working group will meet this Friday to discuss how the GRCA grant proceeds might best be used in Reading's TOD.

6. Executive Director's Report

Tom Frawley, Executive Director, said that a meeting will be held on May 10th with the FRA and their consultants relating to the congressionally mandated grant awarded to Berks County, to discuss the project and how the funds would be used. He reminded the Board that this grant application preceded the FRA Corridor program application, so integration and coordination will need to be discussed.

Tom told that Board he received an invitation to co-present about the SRPRA project with PA State Representative Chrissy Houlahan at the Woman's Transportation Seminar meeting in Philadelphia on June 28th. Finally, Tom said he is also working with the Planning Committee to develop a professional services agreement to use for the social media contract and for future SRPRA needs relating to planning, ridership, engineering and design strategy that will dovetail with the budget.

7. Other Business

Chair Christian Leinbach said that although the public link through the SRPRA website seems to be working, there seemed to be some confusion over the non-public attendees' Zoom link, He asked Tom to provide the SRPA Board meeting Zoom information again and include it in upcoming Board packets. Tom agreed and asked that anyone who had trouble to get in touch with him.

8. General Public Comment

Christian Leinbach, Chair, said that there was a question from the public from Tony Ryan of Sanatoga: Will passenger rail be run by Amtrak, Septa or another entity? Christian said it will be run by Amtrak.

Adjourn

Christian Leinbach, Chair, adjourned the meeting at 3:33 p.m.

Next Board Meeting

June 26, 2023 at 3:00 p.m. via Zoom

Respectfully submitted,



Ann Marie Meehan

SCHUYLKILL RIVER PASSENGER RAIL AUTHORITY
BOARD MEETING PACKET
MAY 22, 2023

BILLS RECEIVED SINCE APRIL 24, 2023 MEETING



Smart Growth America

Improving lives by improving communities

INVOICE

1152 15th Street NW, Ste 450
Washington, DC 20005
Telephone: 202-207-3355
Fax: 202-207-3349
Federal EIN: 27-0038938

DATE: 5/15/2023

INVOICE # *is assigned

FOR: SRPRA Rail consulting services

PROJECT NO. 2213-SRPRA

ACCOUNT CODE: *for accounting use only

BILL TO: Schuylkill River Passenger Rail Authority
Attn: Thomas E. Frawley
633 Court Street
Reading, PA 19601
tom@frawleyconsulting.com

DUE DATE: 6/14/2023

DESCRIPTION	AMOUNT
Primary Services Tasks (April 2023)	\$ 3,500.00
<i>Please reference the above-mentioned invoice number on your payment.</i>	
SUBTOTAL	\$ 3,500.00
TAX RATE	0.00%
SALES TAX	-
OTHER	-
TOTAL	\$ 3,500.00

We prefer payment by ACH transfer

Bank: Capital One Bank
1800 M Street NW
Washington, DC 20036

ABA #: 255071981
Beneficiary Acct #: 1574304640
Beneficiary: Smart Growth America
Reference: Invoice Number

THANK YOU FOR YOUR SUPPORT!

FROM: THOMAS E FRAWLEY CONSULTING, LLC

551 Daventry Road
Berwyn, PA 19312-1740
Attention: Thomas E. Frawley

Thomas E. Frawley Contact Information:
Tom@FrawleyConsulting.com
610-724-5028 (Mobile)

TO: SCHUYLKILL RIVER PASSENGER RAIL AUTHORITY
Berks County Courthouse and Government Services Center
633 Court Street
Reading, PA 19601
Attention: Finance Committee

Contract Date: 20SEP2022	Sequential Payment Request Number: 08
Start Date: 26SEP2022	Invoice Number: 2023-04
	Invoice Date: 10MAY2023

Invoice for services performed as Executive Director of the Schuylkill River Passenger Rail Authority for the period: Saturday, April 1, 2023 through Sunday, April 30, 2023. This invoice reflects the change in hourly billing rate approved by the Board at the March 27, 2023 meeting.

LABOR, INCLUDING OVERHEAD AND FEE				
ELEMENT DESCRIPTION		TASK HOURS	CONTRACT RATE	TOTAL LABOR CHARGES
April 2023		69.00	\$130.00	\$8,970.00
				\$8,970.00

EXPENSES, AT COST			
DESCRIPTON OF EXPENSES		NOTES	EXPENSES INVOICED
Personal auto and parking			\$68.75

TOTAL CHARGES THIS INVOICE - LABOR AND EXPENSES		
		\$9,038.75

INVOICE LABOR, EXPENSES, AND HOURS SUMMARY AND STATUS			
	LABOR	EXPENSES	TOTAL
CHARGED PRIOR TO 01APR2023	\$46,435.00	\$424.68	\$46,859.68
CHARGED DURING 01APR2023 - 30APR2023	\$8,970.00	\$68.75	\$9,038.75
OVERALL CHARGED TO DATE	\$55,405.00	\$493.43	\$55,898.43
PREVIOUS INVOICES OUTSTANDING	\$0.00	\$0.00	\$0.00
TOTAL INVOICES OUTSTANDING INCLUDING THIS INVOICE	\$8,970.00	\$68.75	\$9,038.75

	HOURS
HOURS EXPENDED PRIOR TO 01APR2023	559.10
TOTAL HOURS CHARGED DURING 01APR2023 - 30APR2023	69.00
TOTAL HOURS CHARGED 01SEP2022 THROUGH 30APR2023	628.10

I have personally examined this billing statement. All entries are correct and reasonable for the services performed and allowable costs incurred, and no item on this statement has been previously billed.

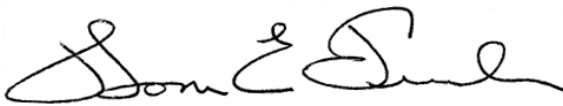
Thomas E. Frawley, P.E., Esq. - Principal

10-MAY-2023
DATE

Thomas E. Frawley, P.E., Esq., MBA - Executive Director
 Hours - Saturday 01APR2023 through Sunday 30APR2023
 Invoice Number: 2023-04
 Invoice Date: 10MAY2023

DAY	DATE	HOURS	DESCRIPTION OF PRIMARY ACTIVITIES PERFORMED (ADDITIONAL INFORMATION PROVIDED IN ATTACHED MONTHLY EXECUTIVE DIRECTOR'S REPORT)
Saturday	1	1.50	
Sunday	2	8.00	Planning Conference Tour
Monday	3	4.00	
Tuesday	4	3.50	Review Social Media Consultant Proposals
Wednesday	5	3.00	Marketing & PR Cmte Meeting
Thursday	6	1.00	Website update input
Friday	7	0.00	
Saturday	8	0.00	
Sunday	9	0.00	
Monday	10	3.50	Planning Cmte meeting; Annual Audit draft review and feedback
Tuesday	11	3.50	
Wednesday	12	1.00	Call with Auditor, Chris Herr
Thursday	13	1.00	Call with proposer Virtual Farm
Friday	14	2.75	Social media consultant; audit input
Saturday	15	0.00	
Sunday	16	0.00	
Monday	17	4.50	Prep committee materials
Tuesday	18	3.50	Executive Cmte meeting; Pottstown virtual outreach meeting
Wednesday	19	2.75	Finance Committee meeting
Thursday	20	2.50	Technical Committee meeting
Friday	21	3.00	Senator Fetterman Staff Briefing; Executive Committee
Saturday	22	0.00	
Sunday	23	0.00	
Monday	24	5.50	Board meeting; Technical Cmte meeting; FRA meeting planning call
Tuesday	25	4.00	T4A coordination meeting; WTS presentation planning call
Wednesday	26	0.00	
Thursday	27	5.50	
Friday	28	5.00	Rail Users network presentation; Franklin St Working Grp Call
Saturday	29	0.00	
Sunday	30	0.00	

Task Totals:	69.00	
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Certified:  Date: 10-MAY-2023
 Thomas E. Frawley, P.E., Esq. - Prinicpal

Thomas E. Frawley, P.E., Esq., MBA - Executive Director
Expenses - Saturday 01APR2023 through Sunday 30APR2023
Invoice Number: 2023-04
Invoice Date: 10MAY2023

EXPENSES THIS INVOICE

DATE	DESCRIPTION	AMOUNT	NOTES
2-Apr-23	Personal Auto: Berwyn-Philadelphia RT	\$32.75	50 miles at \$0.655
2-Apr-23	Parking - Philadelphia	\$36.00	Convention Center Garage

Task 1 Total: \$68.75

Certified: 
Thomas E. Frawley, P.E., Esq. - Prinicpal

Date: 10-MAY-2023

SCHUYLKILL RIVER PASSENGER RAIL AUTHORITY

BOARD MEETING PACKET

MAY 22, 2023

VIRTUAL FARM SOCIAL MEDIA CONSULTANT PROPOSAL



04/18/2023

Prepared by: Todd Palmer

Prepared for: Thomas Frawley

SRPRA

610-860-6600 | 610-724-5028 | tfrawley@gosrpra.com

SRPRA0002

SOCIAL MEDIA MANAGEMENT (3 YR TERM)

Projected Start Date: Projected Delivery Date:

PROPOSAL DETAIL

RFP ANNUAL SCOPE OF WORK

1. Develop and implement a comprehensive social media strategy that aligns with the Schuylkill River Passenger Rail Authority's goals and objectives.
2. Manage and regularly maintain the Schuylkill River Passenger Rail Authority's social media presence, including content creation, curation, and scheduling.
 - a. At a minimum post once per week to all agreed social media platforms
 - b. Monitor all platform activity daily.
 - c. Respond to questions/comments in a timely manner
3. Create and execute engaging social media campaigns to increase engagement and reach.
4. Analyze and report on the effectiveness of social media efforts, and provide recommendations for continuous improvement.
5. Stay current on best practices, emerging trends, and developments in the social media space, and incorporate this knowledge into the strategy and execution of social media efforts.
6. Attend monthly SRPRA Authority Board Meeting and monthly Communications and Public Relations Committee Meeting (both virtual)

\$0.00

VFC PROCESS

Collaboratively develop a SRPRA strategic plan defining organizational objectives. Undertake research including stakeholder interviews and surveys to inform the strategic plan contents:

- Objectives
- Mission
- Brand Standards
- Brand Voice
- Positioning Statements
- Marketing Messages
- Content Development
- Editorial Calendar
- Schedule and Post
- Engagement Management
- Metric Reviews

Strategic plan concept + three iterations.

\$0.00

ADDITIONALLY INCLUDED

- + Collaborative definition of objectives and expectation
- + Minimal location photography, video and drone piloting (1/qtr)
- + All post production, editing and effects
- + Original copywriting
- + Stylized illustration
- + Paid post boosting and/or social media advertising (\$50/mo)
- + A/V SUITE includes all equipment and post production
- + Access to 82 million+ Getty royalty-free images and videos.
- + SM MGMT includes necessary Hootsuite seats.

*Travel costs not included.

\$0.00

YEAR 1: 050123 - 123123

May-June

Onboarding and planning

Set-up channels

Audience building (PAID POSTS 1/mo)

Meetings

July-August

Brand voice and standard

Editorial calendar

Meetings

Sept-Jan

1-2 posts/month

Meetings

050123 - 010124

\$20000 (\$2500/mo)

\$20000.00

YEAR 2: 010124 - 123125

Same as above.
Review objectives and content development strategies.
Increase post frequency to 4/mo.

010124 - 123124
\$20600 (\$1717/mo)

OR -----

2024 BUDGET REVISITED

Above Plus, AOR:

- + Comprehensive strategic plan
- + Original objective-focused copywriting in brand voice
- + Custom, stylized illustration in brand standard
- + Unlimited photography/video + post production
- + Redesign gosrpra.com for greater impact, professionalism and utility.
- + Establish efficient blog at gosrpra.com (WordPress theme & SEO)
- + Establish Email system and opt-in (Mailchimp and stylize)
- + Quarterly email blasts (development, list management)

010124 - 123124
\$54000 (\$4500/mo)

\$0.00

YEAR 3: 010125 - 123125

4 posts per month.

- + Collaborative definition of objectives and expectation
- + Minimal location photography, video and drone piloting (1/qtr)
- + All post production, editing and effects
- + Original copywriting
- + Stylized illustration
- + Paid post boosting and/or social media advertising (\$50/mo)
- + A/V SUITE includes all equipment and post production
- + Access to 82 million+ Getty royalty-free images and videos.
- + SM MGMT includes necessary Hootsuite seats.

010125 - 123125
\$21200 (\$1766/mo)

OR -----

2025 BUDGET REVISITED to similarly develop, maintain, and advance the SRPRA brand, mission and all SRPRA assets vehicles and properties as AOR.

010125 - 123125
\$48000 (\$4000/mo)

\$0.00

050123 - 123123

Annual effort, May 2023 through December 31, 2023 inclusive of collaborating on and managing Social Media campaigns and accounts (YEAR 1 line above).

VFC is SRPRA Agency of Record with first right of refusal on any and all additional marketing and communications efforts not contained in YEAR 1 line above.

\$0.00

NOTES

Subtotal: \$20000.00

No production, travel costs or reimbursables included unless specifically detailed herein.

Project Total: \$20000.00

APPROVALTRACKER

Date	Date	Description
	Approval	
	Recieved	

CONTRACT

SRPRA has retained Virtual Farm Creative, Inc. (VFC), Phoenixville, PA and VFC hereby agrees to serve as the advertising agency of record for **SRPRA** in accordance with and subject to **VFC's contract TERMS & CONDITIONS**.

COMPENSATION: **SRPRA** agrees to pay VFC **8** equal payments of **\$2500.00** for the consecutive months starting on **05/01/2023** that this Agreement is accepted by **SRPRA**, and continuing on the first day of each successive month during the term of this Agreement. A 1.5% monthly service charge is payable on all overdue balances. Legal fees to collect any overdue payments are Client's responsibility.

CLIENT APPROVAL REQUESTED

By digitally signing below, I, **Thomas Frawley** in my official capacity on behalf of **SRPRA**, approve this Plan, agree to be bound by the **TERMS & CONDITIONS** set forth in this Agreement, and request the elements of this Plan to be placed **IN PROGRESS**.

04/21/2023, Signed:

APPROVE PROPOSAL

SCHUYLKILL RIVER PASSENGER RAIL AUTHORITY
BOARD MEETING PACKET
MAY 22, 2023

TRANSPORTATION FOR AMERICA (T4A)
MAY 2023 MONTHLY REPORT

May 2023 Report to the Schuylkill River Passenger Rail Authority

SRPRA trip to Washington, DC

During the week of June 6, the SRPRA will travel to Washington, DC to meet with members of Congress, Biden administration officials, and Amtrak officials to discuss the work being done along the Reading-Philadelphia line and its relevance to the development of passenger rail nationwide. The SRPRA will be represented by Executive Director Tom Frawley, Chairman and Berks County Commissioner Christian Y. Leinback, Montgomery County Commissioner Kenneth E. Lawrence, and Chester County Commissioner Marian Moskowitz. With support from Transportation for America, the group is scheduling meetings with:

- Amtrak officials
- Federal Railroad Administration officials
- Sen. Bob Casey
- Sen. John Fetterman
- Rep. Chrissy Houlahan (PA-06)
- Rep. Madeleine Dean (PA-04)
- Rep. Dwight Evans (PA-03)
- Rep. Brendan Boyle (PA-02)
- Sen. Maria Cantwell (D-WA, chair of the Senate Committee on Commerce, Science, and Transportation)
- Sen. Cruz (R-TX, ranking member of the Senate Committee on Commerce, Science, and Transportation)
- Rep. Rick Larsen (ranking member of the House Committee on Transportation and Infrastructure)

Transportation Budget

The Fiscal Year 2024 budget process begins with the subcommittee mark-up of the transportation funding bill taking place on May 17th or 18th. The House of Representatives is debating a 22% across the board cut, leaving Amtrak and transit at risk of insufficient funding. The Bipartisan Infrastructure Law (BIL) has restrictions on use; it is not a replacement for annual appropriations, which provide for annual maintenance, services, and expansion investments. Rail advocates should call members of Congress to voice opposition to service cuts.

Sen. Cruz sign-on letters: Amtrak Board and Fed-State allocation

On April 19, Senator Ted Cruz (R-Texas) released [two sign-on letters advocating for Amtrak's national network](#). The first letter criticizes President Biden's nominees to the Amtrak board of directors, since 5 out of his 6 appointments are people along the Northeast Corridor. He and his fellow signatories call for Biden to withdraw one of these Northeast Corridor nominees and replace them with someone from the other 42 states. Senator Jon Tester (D-Mont.) recently went even further, sending the President back to the drawing board by [personally blocking all of his nominees](#). A broader slate of nominees ensures continued national support for the NEC as well as the national system as they rely on each other for support.

Transportation for America (T4America) is an alliance of elected, business and civic leaders from communities across the country, united to ensure that states and the federal government step up to invest in smart, homegrown, locally-driven transportation solutions — because these are the investments that hold the key to our future economic prosperity. t4america.org

The second criticizes the FRA for inappropriately prioritizing the Northeast Corridor and barring other 42 states from these key rail infrastructure dollars. This is also critical for the creation of an interconnected, national passenger rail system.

Surface Transportation Board (STB) urged toward investigation

The U.S. Department of Transportation (DOT) urged the STB to investigate and report on [Amtrak's complaint against Union Pacific](#) (UP) regarding the preferential dispatch for the Sunset Limited. This is the first time the STB will investigate a complaint under Section 213 of the Passenger Rail Investment Improvement Act of 2008 (PRIIA) since the implementation of the customer [on-time percentage metric \(OTP\)](#) in 2020. Amtrak is asking the Board to examine the negative impact of UP strategies on Amtrak's OTP.

PA News

New Transportation Secretary Sworn In

On May 3, Mike Carroll was sworn in as Transportation Secretary. Mr. Carroll spoke the day prior, addressing heightened concerns about rail safety, particularly regarding the line between Harrisburg and Pittsburgh. The state continues to work with Norfolk Southern, as well as the federal government, to upgrade and improve infrastructure, with the goal of [expanded passenger service](#) on the horizon.

On May 4, [House Bill 1028](#) was approved by the Consumer Protection, Technology, and Utilities Committee. The bill proposes limiting train lengths to 8,500 feet, prohibiting delay of emergency vehicles at a blocked grade crossing for more than five minutes, and requiring two-person crews. It also proposes the establishment of standards for reporting and tracking the transport of hazardous materials, as for the use of wayside detectors.

For questions or more information, please contact John Robert Smith at jrsmith@t4america.org or 601-527-5040.