

**POTOMAC AND RAPPAHANNOCK
TRANSPORTATION COMMISSION**

RESOLUTION

MOTION: _____

**RESOLUTION NO. 10-02-_____
OFFICIAL COMMISSION MEETING
FEBRUARY 4, 2010**

SECOND: _____

**RE: AUTHORIZATION TO COMPETITIVELY PROCURE PROPOSALS FOR
OUTSIDE ADVERTISING ON PRTC'S BUS FLEET (AND VRE'S ASSETS
AS AN OPTION AT VRE MANAGEMENT'S DISCRETION)**

WHEREAS, the Potomac and Rappahannock Transportation Commission (PRTC) and the Virginia Railway Express (VRE) successfully piggybacked on the Washington Metropolitan Area Transit Authority's (WMATA) bus advertising procurement in 2000, resulting in an award to CBS Outdoor; and

WHEREAS, revenues received from bus advertising are a source of operating funds; and

WHEREAS, PRTC's current ten-year contract for advertising services with CBS Outdoor will expire on June 30, 2010; and

WHEREAS, WMATA has assented to PRTC and VRE piggybacking on a new WMATA procurement for outside advertising services, the outcome of which remains uncertain; and

WHEREAS, PRTC management has concluded that it would be in PRTC's best interest for PRTC to competitively procure an outside advertiser independent of WMATA; desires to issue an RFP seeking proposals for advertising services for PRTC's bus fleet; and

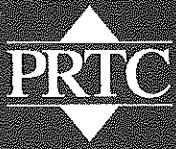
WHEREAS, the independent procurement would be timed to dovetail with WMATA's, such that a comparison could be drawn to determine the best option.

ITEM 9-D

(4 PAGES)

NOW, THEREFORE, BE IT RESOLVED that the Potomac and Rappahannock Transportation Commission does hereby authorize the Executive Director to issue a Request for Proposals (RFP) for outside advertising services independent of WMATA, with an option for similar advertising privileges on VRE's assets which option will be VRE management's sole discretion to exercise.

BE IT FURTHER RESOLVED that the Executive Director shall seek the Commission's authorization to award an outside advertising contract, be it as a byproduct of WMATA's competitive procurement or a competitive procurement independent of WMATA as PRTC management sees fit.




Potomac and Rappahannock
Transportation Commission

14700 Potomac Mills Road
Woodbridge, VA 22192

February 4, 2010

TO: Chairman May and Commissioners

FROM: Alfred H. Harf 
Executive Director

RE: Authority to Issue Request for Proposals (RFP) for advertising related to PRTC's bus fleet (and possibly VRE's assets if VRE chooses to do so)

Recommendation:

Authorize the Executive Director to issue a Request for Proposals (RFP) for advertising service for the Potomac and Rappahannock Transportation Commission's (PRTC) bus fleet.

Background:

In 2000, PRTC and the Virginia Railway Express (VRE) piggybacked on a procurement issued by Washington Metropolitan Area Transit Authority's (WMATA) for exterior bus advertising. On June 30, 2000, PRTC awarded a 10-year contract to Transportation Displays Incorporated (TDI), which subsequently became CBS Outdoor, for exterior advertising on PRTC's bus fleet. This contract will expire on June 30, 2010. Knowing that WMATA's contract with CBS Outdoor is also expiring at that time, PRTC and VRE management sought WMATA's assent for PRTC and VRE to piggyback on the WMATA procurement again, and WMATA agreed. While the WMATA procurement was originally expected to be finished by now, complications arose and WMATA has yet to award a contract. Although WMATA remains hopeful to award a contract to a proposer on the current procurement, it may be decided that it would be in its best interest to abort the procurement and start anew.

WMATA management has advised that PRTC and VRE are welcome to piggyback on the new WMATA procurement, if it becomes necessary and it is our intention to do so. However, the circumstances have evolved in a way that cause PRTC and VRE management to conclude that competitive procurement for outside advertising, independent of WMATA, is advisable, and to that end PRTC management is seeking the Commission's authorization to do so. An independent procurement will allow PRTC and VRE management to determine if comparable advertising revenues can be achieved without piggybacking on WMATA's contract by providing more latitude to negotiate directly with proposers. However, in the end PRTC and VRE could conclude that revenues would be maximized by a continued partnership with WMATA. The independent procurement would be timed such that it dovetails with the timing of WMATA's.

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Chairman May and Commissioners
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PRTC management will keep the Commission apprised of further developments, and in any event will seek the Commission's authorization to make an advertising contract award, be it as a byproduct of WMATA's procurement or otherwise.

Fiscal Impact:

Not applicable.