

**POTOMAC AND RAPPAHANNOCK
TRANSPORTATION COMMISSION**

RESOLUTION

MOTION: _____

**RESOLUTION NO. 10-01-____
OFFICIAL COMMISSION MEETING
JANUARY 7, 2010**

SECOND: _____

**RE: AUTHORITY TO AWARD TASK ORDERS TO SMARTMAPS, INC. FOR
SCHEDULE AND BUS STOP COLLATERAL MATERIALS**

WHEREAS, the Potomac and Rappahannock Transportation Commission (PRTC) desires to continue to provide public information reflecting the twice-a-year service changes; and

WHEREAS, this information is in the form of printed bus schedules and bus stop information displays at designated bus stops and shelters within the service area to heighten public awareness, provide on-site customer information, and improve understanding of PRTC's bus services; and

WHEREAS, the production of these printed bus schedules and bus stop displays is work performed by the Commission's on-call consultant for this type of work, SmartMaps, Inc.; and

WHEREAS, economies of scale and cost-cutting-measures are expected to offset the increased volume of schedule and bus stop displays expected to be necessary in 2010; and

WHEREAS, management is recommending that the authorized expenditure level for this work in 2010 be –capped at \$420,000; and

WHEREAS, in accordance with PRTC's adopted purchase policy, task orders in excess of \$50,000 are the subject of individual Commission authorizations; and

WHEREAS, PRTC's FY 2010 and FY 2011 budgets have or are proposed to have adequate funds to support full-fledged production at this level of authorization.

ITEM 12-B.4

(4 PAGES)

NOW, THEREFORE, BE IT RESOLVED that the Potomac and Rappahannock Transportation Commission does hereby authorize the Executive Director to: (1) incur costs associated with printed schedule and bus stop information display production of as much as \$420,000 (thereby averting the need for recurring Commission actions for this routine type of work); and (2) issue task orders to SmartMaps, Inc. for the conduct of this work capped by the overall authorized spending level.

January 7, 2010

TO: Chairman May and Commissioners

FROM: Alfred H. Harf
Executive Director

RE: Delegation of Authority to Executive Director to Approve All Expenses
Related to Schedule and Bus Stop Display Production

Recommendation:

Authorize the Executive Director to approve all production expenses incurred through Smartmaps, Incorporated, the Potomac and Rappahannock Transportation Commission's (PRTC) "on-call" schedule production consultant for the design and production of printed schedules and bus stop displays during the contract year January – December 2010. The total authorization would be for not more than \$420,000, which is \$10,000 less than the authorization for was in calendar year 2009 after accounting for a contingency allowance sought at that time.

Background:

Twice a year PRTC's Planning Department assesses all the bus schedules and makes revisions to reflect changes in bus service related to route re-timing, new or amended services, and other dynamic conditions. In calendar year 2009, the Commission authorized the Executive Director to approve production expenses for printed schedules and bus stop displays in an amount up to \$430,000 (which included a 20% contingency allowance). The demand for schedules used by riders and requested by outlets within the community continues to grow, but management has fine-tuned the ordering process to minimize waste and Smartmaps has diligently sought out comparable but less expensive paper for the schedules. When added to the scale economies realized by large print runs, schedule production expenses will in calendar year 2010 can be capped at \$420,000.

Bus stop displays are also revised, as necessary, for each service change. Although PRTC is not expanding service at this time, installation of new bus shelters continues and new stop locations are designated as timepoints increasing the quantities of displays that need to be produced at each service change. Whenever possible, management seeks measures to reduce production expense, such as creating replacement stickers (instead of a new display) if only one element (map or timetable) of a display has changed. However, changes to policies or fares require production of displays for every location.

Fiscal Impact:

Funding to cover this expenditure is provided for in PRTC's current FY 2010 budget and are also included in the proposed FY 2011 budget.