

**POTOMAC AND RAPPAHANNOCK
TRANSPORTATION COMMISSION**

RESOLUTION

MOTION: _____

RESOLUTION NO. 10-05-__

OFFICIAL COMMISSION MEETING

SECOND: _____

MAY 6, 2010

**RE: AUTHORIZE TO EXTEND PRTC'S CONTRACT WITH LM&O
ADVERTISING, INC. FOR MARKETING, PUBLIC RELATIONS, AND
GRAPHIC DESIGN CONSULTING SERVICES**

WHEREAS, the Potomac and Rappahannock Transportation Commission (PRTC) is currently under contract with LM&O Advertising, Inc. for marketing, advertising, public relations, and graphic design consulting services; and

WHEREAS, said contract is scheduled to expire on June 30, 2010; and

WHEREAS, PRTC management has a separate contract for schedule design and production assistance that expires on December 31, 2010; and

WHEREAS, PRTC management concluded that it would be beneficial to competitively procure a single contractor for schedule design and production, marketing, advertising, public relations and graphic design consulting services, leading to an award with an effective date of January 1, 2011.

NOW, THEREFORE, BE IT RESOLVED that the Potomac and Rappahannock Transportation Commission does hereby authorize the Executive Director to extend the LM&O Advertising, Inc. contract through December 31, 2010.

BE IT FURTHER RESOLVED that the Commission also authorizes the start of a new competitive procurement integrating all of the aforesaid services so one contract can be recommended for award thereafter.

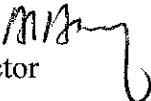


Potomac and Rappahannock
Transportation Commission

14700 Potomac Mills Road
Woodbridge, VA 22192

May 6, 2010

TO: Chairman May and Commissioners

FROM: Alfred H. Harf 
Executive Director

RE: Authorization to Extend PRTC's Contract With LM&O Advertising, Inc. for
Marketing, Public Relations, and Graphic Design Consulting Services

Recommendation:

Authorize PRTC's Executive Director to extend the contract with LM&O Advertising, Inc. for marketing, public relations, and graphic design consulting services to December 31, 2010.

Background:

On July 1, 2005, PRTC entered into a contract with LM&O Advertising, Inc. for marketing, advertising and public relations related services. The contract was for one year, with four one-year options. PRTC has executed all the options and the contract will expire on June 30, 2010.

The LM&O contract was the end result of an RFP to procure schedule design and production services in addition to marketing/advertising services. However, because none of the proposers responding to that RFP were deemed capable of meeting PRTC's schedule production needs, management sought and received Commission authorization to procure schedule production assistance under a separate procurement, which happened thereafter. The current "schedule production assistance" contract expires on December 31, 2010.

While the previous RFP experience in which management sought to integrate "schedule production" assistance with "marketing/advertising services" assistance was not fruitful, it would be in PRTC's interest to seek such integration again, because there is significant interplay between the two. Management knows the circumstances that gave rise to the previously failed effort and is confident that a new integrated procurement can be structured to avoid a recurrence. To this end, management proposes to extend the existing LM&O contract to December 31, 2010 so a single competitive procurement for "marketing/advertising services" and "schedule production" assistance can be launched later this year, leading to a single contract award

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Chairman May and Commissioners
May 6, 2010
Page 2

effective January 1, 2011. Management also seeks the Commission's authorization to launch a new competitive procurement for all the aforesaid services combined, leading to a separate award recommendation later this year.

Fiscal Impact:

Funds to support the cost of schedule production, marketing, advertising, public relations, and graphic design consulting services are budgeted in PRTC's FY 2010 and proposed FY 2011 budgets.