

ITEM 9-E

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**POTOMAC AND RAPPAHANNOCK
TRANSPORTATION COMMISSION**

RESOLUTION

MOTION: _____

RESOLUTION NO. 10-05-____
OFFICIAL COMMISSION MEETING
MAY 6, 2010

SECOND: _____

**RE: AUTHORIZATION TO SOLICIT PROPOSALS FOR MARKET
RESEARCH SERVICES**

WHEREAS, the Potomac and Rappahannock Transportation Commission's (PRTC) market research contract is scheduled to expire on July 13, 2010; and

WHEREAS, PRTC will continue to need market research services from time to time; and

WHEREAS, the award of a new market research contract requires a competitive procurement in accordance with PRTC's adopted purchase policy; and

WHEREAS, management will seek the PRTC's approval to award this contract at the conclusion of the competitive procurement, as a separate action.

NOW, THEREFORE, BE IT RESOLVED that the Potomac and Rappahannock Transportation Commission does hereby authorize the Executive Director to solicit proposals for market research services.

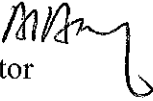


Potomac and Rappahannock
Transportation Commission

14700 Potomac Mills Road
Woodbridge, VA 22192

May 6, 2010

TO: Chairman May and Commissioners

FROM: Alfred H. Harf 
Executive Director

RE: Authorization to Solicit Proposals for Market Research Services

Recommendation:

Authorize PRTC's Executive Director to commence a competitive procurement for market research services.

Background:

In July 2005, PRTC awarded a contract for market research services to NuStats LLC following a competitive procurement. The contract term was limited to a five year maximum, expiring on July 13, 2010. The authorization being sought here would allow management to commence a new competitive procurement, at the end of which management would seek a separate authorization to award a contract to the top-ranked proposer. Past market research assistance has included: on-board and internet-based demographic and service needs surveys; a general public telephone survey; focus groups and surveys to evaluate fare structure/media changes; and customer satisfaction surveys. The contract to be awarded will authorize the undertaking of similar market research services on a task order basis.

Fiscal Impact:

The procurement does not have a financial impact on PRTC since there is no contractual obligation resulting from this action. Only the issuance of actual task orders will impact PRTC financially and such costs will be included in the annual budgets.