

RESOLUTION NO. 1975 - 60

A RESOLUTION PROVIDING FOR RETAINING CERTAIN PERSONAL SERVICES OF F. EUGENE SMITH ASSOCIATES, INCORPORATED.

BE IT RESOLVED by the Board of Trustees of the Greater Cleveland Regional Transit Authority, Cuyahoga County, Ohio:

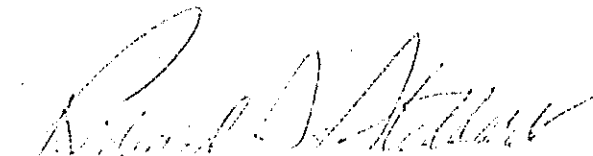
Section 1. That the Greater Cleveland Regional Transit Authority hereby retains the services of F. Eugene Smith Associates, Incorporated, such services to be those personal services for this Authority identified in Exhibit A hereto. In rendering such services, as an independent contractor and in a consultant relationship, said firm shall not exercise any administrative discretion on behalf of this Authority in the formulation of public policy, expenditure of public funds, enforcement of laws, rules and regulations of the State, any county, or cities or of this Authority, or the execution of public trusts. It is hereby found and determined that such services are necessary to the Authority in carrying out the functions imposed on it by law.

Section 2. That F. Eugene Smith Associates, Incorporated shall be compensated for the foregoing services in an amount not to exceed \$25,000 and shall also be reimbursed for out-of-pocket expenses incurred in performing such services but not to exceed \$2,500.

Section 3. That payment of the compensation and out-of-pocket expenses under this resolution shall be made from appropriation item 3 "Contractual Obligations - Technical Consultants" as set forth in Resolution No. 1975-36.

Section 4. That this resolution shall become effective immediately upon its adoption.

Adopted: September 23, 1975

  
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President

Attest: William P. Lehman  
Secretary-Treasurer

## EXHIBIT A

(RTA) means Greater Cleveland Regional Transit Authority

FESA means F. Eugene Smith Associates, Incorporated

### Initial Public Promotion

After approving imposition of a sales tax, the riding public (not to mention the public at large) shall see actual proof that something positive has happened as a result of their support. To do this FESA will:

1. Define the most visible and feasible means for focusing public attention on the new (RTA) transit system.
2. Design temporary promotional graphics and other devices, establishing a general visual character which will identify selected vehicles, locations, information, activity, etc., as is appropriate, as being representative of the positive results of the (RTA) system.
3. Supervise the program to put this "new look" on RTA's vehicles.

### (RTA) Initial Identity Program Development

1. Define needs and uses of (RTA) Identity.
2. Recommend appropriate needs and uses as basis for creative visual studies.
3. Develop and prepare alternative designs.
4. From alternative designs recommend the best for continued development and refinement.
5. Present final identity showing typical applications for the selected needs and uses.
6. Prepare and supervise initial implementation program.