

RESOLUTION NO. 1976-301

AUTHORIZING AN APPLICATION FOR FUNDS NECESSARY FOR A MARKETING SEGMENTATION STUDY FOR THE GREATER CLEVELAND REGIONAL TRANSIT AUTHORITY AND AUTHORIZING THE GENERAL MANAGER TO EXECUTE CONTRACTS PROVIDING FOR THE RECEIPT OF FEDERAL FUNDS.

WHEREAS, NOACA is a five-county planning agency responsible for technical study efforts and for administration of UMTA planning funds within the service area of the Greater Cleveland Regional Transit Authority; and

WHEREAS, NOACA and the Greater Cleveland Regional Transit Authority will execute separate agreements for each planning study specifying the work to be accomplished and the amount of funds involved; and

WHEREAS, it is the intention of this Authority to develop a comprehensive transit marketing program; and

WHEREAS, the formulation of an effective consumer oriented marketing program requires a proper identification and definition of the target markets toward which the program can be directed; and

WHEREAS, the attitudes and use patterns of existing riders and the attitudes and needs of potential riders should be measured to determine realistic marketing goals and strategy; and

WHEREAS, a segmentation study in areas including but not limited to Geographic, Demographic, Psychographic and Benefit segmentation is necessary to accurately define and measure the potential markets of the RTA; and

WHEREAS, federal funding in an amount not to exceed \$80,000 will be needed for this project; and

WHEREAS, the Greater Cleveland Regional Transit Authority has to provide the local matching funds for the Marketing Segmentation Study;

NOW, THEREFORE, BE IT RESOLVED by the Board of Trustees of the Greater Cleveland Regional Transit Authority:

Section 1. That an application to the federal government through NOACA for a Marketing Segmentation Study be and it is hereby authorized.


Section 2. That the expenditure of not to exceed \$20,000 be and it is hereby authorized as the local matching funds relating to the Marketing Segmentation Study contingent upon approval of the federal funds not to exceed \$80,000.

Section 4. That the General Manager be and he is hereby authorized to execute any and all other applications, documents or other papers necessary to accomplish the planning studies in cooperation with NOACA.

Section 5. That the General Manager be and he is hereby authorized to accept such federal funds from UMTA, received through the agreements with NOACA.

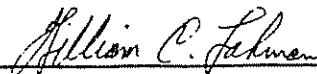
Section 6. That this resolution shall be effective immediately upon its adoption.

Adopted September 28, 1976



President

Attest



Secretary-Treasurer