

RESOLUTION NO. 1977 - 51

AUTHORIZING A REQUEST FOR PROPOSALS AND THE EXPENDITURE OF 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 FUNDS AND FOR THE EXPENDITURE OF SUCH FEDERAL FUNDS.

WHEREAS, Resolution No. 1976-301 adopted September 28, 1976 authorized an application to the federal government through NOACA for a Marketing Segmentation Study; and

WHEREAS, said application was approved by UMTA on January 4, 1977;

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

Section 1. That Requests for Proposals for conducting a Marketing Segmentation Study be and they are hereby authorized.

Section 2. That the expenditure of not to exceed \$20,000.00 be and it is hereby authorized as the local matching funds through which the federal funds not to exceed \$80,000.00 will be received.

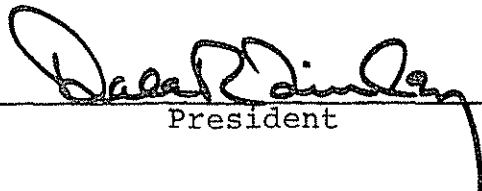
Section 3. That the General Manager be and he is hereby authorized to enter into agreements with NOACA providing for the receipt of UMTA funds for the purpose of accomplishing in a satisfactory manner the Marketing Segmentation Study.

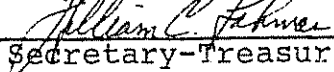
Section 4. That the General Manager be and he is hereby authorized to execute any and all other applications, documents or other papers necessary to accomplish the Marketing Segmentation Study in cooperation with NOACA.

Section 5. That the General Manager be and he is hereby authorized to accept such federal funds from UMTA, received through the agreements with UMTA, and to expend such funds for specific purposes as authorized by the Board of Trustees.

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

Adopted: February 8, 1977

  
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President

Attest:   
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Secretary-Treasurer