

RESOLUTION NO. 1977 - 201

APPROVING THE SELECTION OF ILIUM ASSOCIATES, INC.
TO PERFORM A MARKETING SEGMENTATION STUDY AND
AUTHORIZING THE GENERAL MANAGER TO NEGOTIATE
AND ENTER INTO A CONTRACT FOR AN AMOUNT NOT
TO EXCEED \$100,000

WHEREAS, the Board of Trustees authorized a request for proposals and the expenditure of not to exceed \$20,000.00 local funds for a Marketing Segmentation Study by Resolution No. 1977 - 51 adopted February 8, 1977; and

WHEREAS, the proposal of Ilium Associates, Inc. has been evaluated as best meeting the requirements and being most responsive to the study effort proposed by Greater Cleveland Regional Transit Authority; and

WHEREAS, the proposal of Ilium Associates, Inc. as submitted did not exceed the monetary limitation established by the Authority but did include study tasks which exceeded the requirements of Greater Cleveland Regional Transit Authority for the level of effort required for this project.

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

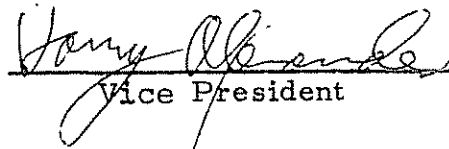
Section 1. That the General Manager be and he is hereby authorized to negotiate and enter into a contract with Ilium Associates, Inc. for personal services necessary to perform a Marketing Segmentation Study for the Greater Cleveland Regional Transit Authority which contract shall be consistent with the proposal submitted by Ilium Associates, Inc. except as modified by the Authority to meet its required needs.

Section 2. That said contract shall comply with the terms and conditions of an agreement between NOACA and Greater Cleveland Regional Transit Authority executed under Authority of Resolution No. 1976 - 170 and shall be subject to concurrence of the Urban Mass Transit Administration relating to expenditure of federal funds under technical planning study grants.

Section 3. That said contract shall provide for the expenditure of funds not to exceed \$20,000.00 Greater Cleveland Regional Transit Authority funds and \$80,000.00 UMTA funds.

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

Adopted: June 21, 1977



Vice President

Attest: 

Secretary-Treasurer