

RESOLUTION NO. 1988-56

AUTHORIZING A CONTRACT WITH MARKET FACTS, INC.
FOR A MARKETING ASSESSMENT STUDY TO BETTER
PROVIDE SERVICE TO THE GREATER CLEVELAND REGIONAL
TRANSIT AUTHORITY (EST. COST \$232,795.00 - GENERAL
FUND) - MARKETING AND MANAGEMENT DEPARTMENT BUDGET

WHEREAS, proposals were received on January 15, 1988 to provide a Marketing Study to better provide service to the Greater Cleveland Regional Transit Authority; and

WHEREAS, the proposals were properly evaluated in accordance with the criteria set forth in the request for proposals using Part 15 of the FAR as guidance; and

WHEREAS, the proposal submitted by Market Facts, Inc. was determined to be the best and most responsive to the needs of the Authority;

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

Section 1. That the proposal submitted by Market Facts, Inc. be and it is hereby approved as the best and most responsive proposal for the furnishing of a Marketing Study to the Authority.

Section 2. That the General Manager of the Authority be and he is hereby authorized to enter into a contract with Market Facts, Inc. to provide a Marketing Study at an estimated cost of Two Hundred Thirty-Two Thousand Seven Hundred Ninety-Five & 00/100 (\$232,795.00) Dollars.

Section 3. That said contract shall incorporate and be consistent with the proposal of Market Facts, Inc..

Section 4. That said contract shall be payable from the General Fund.


Section 5. That said contract is subject to UMTA approval.

Section 6. That said contract shall be binding upon and an obligation of the Authority contingent upon compliance by the contractor to the Bid Specification and Addenda, if any; the Affirmative Action Plan adopted by the Board of Trustees in Resolution 1985-87; bonding and insurance requirements and all applicable laws relating to the contractual obligations of the Authority.

Section 7. That this resolution shall become effective immediately upon its adoption.

Adopted: March 1, 1988


President

Attest: 
Asst. Secretary-Treasurer