

**MOTION:**

**SECOND:**

**RE:                AUTHORIZE THE EXECUTIVE DIRECTOR TO ISSUE A REQUEST FOR PROPOSALS FOR THE  
DESIGN AND PRODUCTION OF BUS SCHEDULES AND BUS STOP INFORMATION  
DISPLAYS**

**ACTION:**

**WHEREAS**, the Potomac and Transportation Commission (PRTC) has competitively procured on-call, multi-year contracts for printed bus schedules and bus stop display design and production services since 1995; and

**WHEREAS**, PRTC's current schedule production and marketing, public relations, and graphic design services contract expires on January 31, 2021; and

**WHEREAS**, while contracted marketing, public relations and graphic design services are no longer needed, PRTC still needs a new task order contract to cover the design and production of schedule brochures with easy to read and understand maps and timetables and equally easy to use bus stop informational displays.

**NOW, THEREFORE, BE IT RESOLVED** that the Potomac and Rappahannock Transportation Commission does hereby authorize the Executive Director to issue a Request for Proposals for schedule and bus stop display design and production services.

**BE IF FURTHER RESOLVED** that the Executive Director will return to the Commission for contract award authorization.

**BE IF FURTHER RESOLVED** that the Executive Director will seek Commission authorization for task orders exceeding the Executive Director's delegated purchasing authority.

**Votes:**

**Ayes:**

**Nays:**

**Abstain:**

**Absent from Vote:**

**Alternate Present Not Voting:**

**Absent from Meeting:**



December 3, 2020

TO: Chair Franklin and PRTC Commissioners

FROM: Althea Evans  
Director of Marketing

A handwritten signature in blue ink that reads "Althea M. Evans".

THROUGH: Robert A. Schneider, PhD  
Executive Director

A handwritten signature in blue ink that reads "R. Schneider".

SUBJECT: Authorize the Executive Director to Issue a Request for Proposals for the Design and Production of Bus Schedules and Bus Stop Information Displays

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Recommendation:

Authorize the Executive Director to issue a Request for Proposals for the design/development and production of printed bus schedules and informational bus stop displays.

Background:

In January 2011, the Potomac and Rappahannock Transportation Commission (PRTC) awarded a ten-year, task order contract for marketing, public relations, and graphic design consulting services. The current contract will expire on January 31, 2021. Since the execution of that contract PRTC has hired a graphic designer and is managing marketing and public relations in-house; therefore, the competitive procurement would result in a task-order contract that would cover the design and production of bus schedules and bus stop information displays only.

Designing easy-to-use and understand bus schedules is a nuanced skill. It requires a full understanding of transit operations and the best format to visually display different aspects of transit services.

After proposals are received and have been evaluated, the Executive Director will return to the Commission to seek authorization to award an up-to-ten-year contract. Commission approval would also be sought for task orders exceeding the Executive Director's delegated purchasing authority.

Fiscal Impact:

While specific costs for each task order is not known at this time, funding to cover this expenditure comes from a combination of applicable federal and state grants, and when necessary, local subsidy from bus sponsoring member jurisdictions, which is included in PRTC's current FY21 adopted budget and in the proposed budget for future fiscal years.