

**MOTION:**

**SECOND:**

**RE:                AUTHORIZATION TO EXTEND POTOMAC AND RAPPAHANNOCK TRANSPORTATION  
COMMISSION’S CONTRACT WITH SMARTMAPS, INC. FOR THE DESIGN AND  
PRODUCTION OF BUS SCHEDULES AND BUS STOP INFORMATION DISPLAYS**

**ACTION:**

**WHEREAS**, the Potomac and Transportation Commission (PRTC) had competitively procured an on-call, multi-year contract for the design and production of printed schedules and informational bus stop displays; and

**WHEREAS**, PRTC’s contract for the design and production of printed schedules and informational bus stop displays services expired on January 31, 2021; and

**WHEREAS**, at its December 2020 meeting the Commission authorized the issuance of a Request for Proposals (RFP) to secure a new contractor for the design and production of printed schedules and informational bus stop displays however, a new contractor won’t be secured until after the May Commission meeting; and

**WHEREAS**, the Executive Director intends to implement cost-saving service changes, effective May 2021, that will require an extension of the Smartmaps, Inc. contract for the design and production of printed schedules and informational bus stop displays.

**NOW, THEREFORE, BE IT RESOLVED** that the Potomac and Rappahannock Transportation Commission does hereby authorize the Executive Director to issue a six (6) month contract extension to Smartmaps, Inc. for the design and production of printed schedules and informational bus stop displays.

**BE IT FURTHER RESOLVED** that the Executive Director will return to the Commission for contract award authorization resulting from the ongoing RFP.

**Votes:**

**Ayes:**

**Abstain:**

**Nays:**

**Absent from Vote:**


**Alternate Present Not Voting:**


**Absent from Meeting:**



February 11, 2021

TO: Madam Chair Margaret Franklin and PRTC Commissioners

FROM: Althea Evans  
Director of Marketing 

THROUGH: Robert A. Schneider, PhD  
Executive Director 

SUBJECT: Authorization to Extend Potomac and Rappahannock Transportation Commission's Contract With Smartmaps, Inc. for Design and Production of Bus Schedules and Bus Stop Information Displays

---

Recommendation:

Authorize the Executive Director to extend the contract with Smartmaps, Inc. for design/development and production of printed bus schedules and informational bus stop displays.

Background:

In January 2011, PRTC awarded a 10-year, task order contract for marketing, public relations, and graphic design consulting services to Smartmaps, Inc. The primary function of the contract was for the design/development and production of printed bus schedules and informational bus stop displays. The contract expired on January 31, 2021. At its December 2020 meeting, the Commission authorized the issuance of a Request for Proposals (RFP) for the design/development and production of printed bus schedules and informational bus stop displays to replace the expired contract. According to the procurement timeline, a recommendation for a new contract award would be presented at the Commission's May meeting.

While the RFP process is underway, there is an immediate need to update bus schedules and informational bus stop displays, to implement some cost-saving changes to OmniRide's bus services. The changes would be effective in early-May, before the RFP process to select a new contractor has been completed. As a result, PRTC is seeking authorization to extend the contract with Smartmaps, Inc. for six (6) months, through July 30, 2021. A new contract is expected to be in place by that date.

Fiscal Impact:

Funding for these services is incorporated into the approved FY 2021 and proposed FY 2022 budgets.