

## SUMMARY OF RESOLUTION

### Authorization to Extend and Amend the Agreements for Professional Marketing Services

Port Authority of Allegheny County (Authority), in accordance with its Board-adopted Procurement Policy and Procedures for Competitive Negotiations for Professional and Technical Services, previously solicited proposals to obtain the services of a pool of firms to provide professional marketing services in the area of market research strategy, planning and implementation of statistically accurate market research, including customer satisfaction surveys, market awareness research, customer focus groups, etc. (Services).

In September, 2007, the Authority Board authorized the award of Agreements No. R07-06 (Agreements) to Campos Market Research, Inc., d/b/a Campos, Inc. and John J. Clark & Associates to provide Services. Agreements provide for an initial term of three years with the option to extend the term of Agreements up to an additional two years at the discretion of the Authority. The total not-to-exceed amount of Agreements is \$500,000 to be allocated on a work order basis.

The initial three-year term of Agreements expires on October 14, 2010. The Authority has determined that it is in its best interest to exercise its option to extend the term of Agreements for two additional years to October 14, 2012, with no increase to the previously authorized total not-to-exceed amount of Agreements.

In accordance with the Authority's Limits of Authority policy, the attached resolution authorizes an amendment to Agreements to exercise the option to extend the term of Agreements an additional two years to October 14, 2012, with no increase to the previously authorized total not-to-exceed amount of Agreements.

## **RESOLUTION**

**WHEREAS**, Port Authority of Allegheny County (Authority), in accordance with its Board-adopted Procurement Policy and Procedures for Competitive Negotiations for Professional and Technical Services, previously awarded Agreements No. R07-06 (Agreements) to Campos Market Research, Inc., d/b/a Campos, Inc. and John J. Clark & Associates to provide professional marketing services in the area of market research strategy, planning and implementation of statistically accurate market research, including customer satisfaction surveys, market awareness research, customer focus groups, etc. (Services); and

**WHEREAS**, Agreements provide for an initial term of three years with the option to extend the term of Agreements up to an additional two years at the sole discretion of the Authority; and

**WHEREAS**, the initial three-year term of Agreements expires on October, 14, 2010; and

**WHEREAS**, the Authority has determined that it is in its best interest to exercise its option to extend the term of Agreements an additional two years to October 14, 2012, with no increase to the previously authorized total not-to-exceed amount of Agreements.

**NOW, THEREFORE, BE IT RESOLVED**, that the chief executive officer and/or assistant general manager Planning and Development be, and they hereby are, authorized to execute an amendment to Agreements, in a form approved by counsel, to extend the term of Agreements an additional two years to October 14, 2012, with no increase to the previously authorized total not-to-exceed amount of Agreements, and also to take all such other actions necessary and proper to carry out the purpose and intent of this resolution.