

**Norway-Trondheim: Market and economic research; polling and statistics**

OJ S 130/2022 08/07/2022

Contract notice – utilities

Services

**Legal Basis:**

Directive 2014/25/EU

**Section I: Contracting entity**

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**I.1. Name and addresses**

Official name: AtB AS

National registration number: 994686011

Postal address: Prinsens gate 39

Town: TRONDHEIM

NUTS code: NO Norge

Postal code: 7011

Country: Norway

Contact person: Seksjon for jus og anskaffelser

E-mail: [anbud@atb.no](mailto:anbud@atb.no)

Telephone: +47 02820

Fax: +47 02820

**Internet address(es):**Main address: <https://permalink.mercell.com/182596244.aspx>Address of the buyer profile: <http://www.atb.no/>**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://permalink.mercell.com/182596244.aspx>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://permalink.mercell.com/182596244.aspx>

**I.6. Main activity**

Recreation, culture and religion

**Section II: Object**

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**II.1. Scope of the procurement****II.1.1. Title**

Framework agreement for the procurement of services for market analysis and customer dialogue

Reference number: 22/00251

**II.1.2. Main CPV code**

79300000 Market and economic research; polling and statistics

**II.1.3. Type of contract**

Services

#### **II.1.4. Short description**

AtB is Trøndelag's mobility company and it offers a future-orientated and sustainable mobility offer for the entire county. Our most important assignment is to facilitate flexible, seamless journeys adapted to different needs and journey patterns. This means ensuring good operation and adaptations to the established mobility offer in Trøndelag, with buses, express boats, ferries, and taxis, in addition to including new relevant mobility solutions that get people from A to B. The company is a private limited company that is 100% owned by Trøndelag County. For more information see [www.atb.no](http://www.atb.no)  
Click here <https://permalink.mercell.com/182596244.aspx>

#### **II.1.5. Estimated total value**

Value excluding VAT: 13 200 000,00 NOK

#### **II.1.6. Information about lots**

This contract is divided into lots: no

### **II.2. Description**

#### **II.2.2. Additional CPV code(s)**

79310000 Market research services, 79311000 Survey services, 79311100 Survey design services, 79311200 Survey conduction services, 79311210 Telephone survey services, 79311300 Survey analysis services, 79312000 Market-testing services, 79320000 Public-opinion polling services, 79330000 Statistical services, 79342310 Customer survey services, 79342311 Customer satisfaction survey

#### **II.2.3. Place of performance**

NUTS code: NO060 Trøndelag

NUTS code: NO06 Trøndelag

#### **II.2.4. Description of the procurement**

This contest is for a framework agreement for the procurement of services for market analysis and customer dialogue. A contract will be signed with one tenderer.

The services that are included in the framework agreement include, amongst other things, customer satisfaction surveys (KTI), various ad-hoc surveys, focus groups, and automatic registration and collection of data. See annex 1 Assignment Description for further information.

The contract will be signed for a period of 3 years, with a unilateral option for the contracting authority to extend the contract for a further 1+1+1 year.

In order to develop an attractive mobility offer, it is important to know the market and understand the journey needs of the inhabitants in Trøndelag. AtB therefore carries out many surveys and has a close dialogue with the market. This includes, amongst other things, customer satisfaction surveys, journey habit surveys in the population, and focus groups. Several different methods are currently used to reach both customers and inhabitants in Trøndelag.

Customer satisfaction is measured for buses, trams, ferries, express boats, and flexible transport in all of Trøndelag. The result of the measurements will be used as a gauge parameter and tool for the development of the offer, as an incitement for operators, as well as for reports to the board, owner, and other interested parties. In addition several annual ad-hoc surveys are carried out to map different target groups' journey needs and satisfaction, for example, in an area, in a customer group, or for a specific route.

AtB needs both qualitative and quantitative data. In addition to questionnaires, we would like to include the possibility of automatic collection of information on journey habits and customer behaviour, for example, through the use of technology as network markers.

### **II.2.5. Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

### **II.2.6. Estimated value**

Value excluding VAT: 13 200 000,00 NOK

### **II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months: 36

This contract is subject to renewal: yes

Description of renewals:

The contracting authority has an exclusive option for extending the contract for 1+1+1 year.

### **II.2.10. Information about variants**

Variants will be accepted: no

### **II.2.11. Information about options**

Options: no

### **II.2.13. Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds:  
no

### **II.2.14. Additional information**

## **Section III: Legal, economic, financial and technical information**

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### **III.1. Conditions for participation**

#### **III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions:

Tenderers must be registered in a company register, professional register or a trade register in the country where the tenderer is established. Documented by a certificate of registration.

#### **III.1.2. Economic and financial standing**

List and brief description of selection criteria:

1. Tax certificate. 2. Financial and economic position.

Minimum level(s) of standards possibly required:

1. Tenderers must have their tax, employer contribution and VAT payments in order.

Documented by a tax certificate. Certificates must not be older than 6 months calculated from the tender deadline. Any arrears or other irregularities must be justified. 2. Tenderers must have sufficient economic and financial capacity to carry out the delivery. Documented by: Board-discussed annual accounts with the auditor's report, the board's report, and the annual report for the last available fiscal year. For Norwegian tenderers: The contracting authority will obtain a credit rating of the company. For foreign tenderers: A credit rating based on the last known fiscal figures must be attached.

#### **III.1.3. Technical and professional ability**

List and brief description of selection criteria:

Tenderers must have experience and competence within qualitative and quantitative market analyses, including experience from major customer satisfaction surveys, journey habit surveys, or other customer surveys that are seen as relevant for the execution of this assignment.

Minimum level(s) of standards possibly required:

A description of at least one, up to three, reference assignments from the last three years, including information on the value, scope, date, and the name of the public or private recipient, with contact information for any reference collection. See Annex 4 Overview of Reference Assignments.

#### **III.1.4. Objective rules and criteria for participation**

List and brief description of rules and criteria:

There are qualification requirements for tenderers. Tenderers must fulfil all the qualification requirements for participation in the contest. If a tenderer does not fulfil the requirements, the tenderer will be rejected. Documentation for fulfilment of the qualification requirements must be attached and submitted together with the tender, see Annex 1 Tender Form. Tenderers can rely on sub-suppliers for fulfilment of the qualification requirements. If a tenderer has to rely on sub-suppliers to fulfil the qualification requirements, the sub-suppliers' documentation for the relevant qualification requirement must be attached to the tender. In addition tenderers and sub-suppliers must fill in and sign Annex 5 Commitment Statement and attach it to the tender. Tenderers and any sub-suppliers must also fill in the electronic self-declaration form (ESPD) confirming that they fulfil all of the qualification requirements.

### **Section IV: Procedure**

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#### **IV.1. Description**

##### **IV.1.1. Type of procedure**

Open procedure

##### **IV.1.3. Information about a framework agreement or a dynamic purchasing system**

The procurement involves the establishment of a framework agreement

Framework agreement with a single operator

##### **IV.1.8. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: no

#### **IV.2. Administrative information**

##### **IV.2.2. Time limit for receipt of tenders or requests to participate**

Date: 26/08/2022 Local time: 10:00

##### **IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates**

##### **IV.2.4. Languages in which tenders or requests to participate may be submitted**

Norwegian

##### **IV.2.6. Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 2 (from the date stated for receipt of tender)

##### **IV.2.7. Conditions for opening of tenders**

Date: 26/08/2022 Local time: 10:00

## Section VI: Complementary information

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### VI.1. Information about recurrence

This is a recurrent procurement: no

### VI.3. Additional information

### VI.4. Procedures for review

#### VI.4.1. Review body

Official name: Trøndelag tingrett

Town: Trondheim

Country: Norway

### VI.5. Date of dispatch of this notice

05/07/2022