

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

OJ S 189/2022 30/09/2022

Contract award notice – utilities

Services

Legal Basis:

Directive 2014/25/EU

Section I: Contracting entity

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

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.6. Main activity**

Recreation, culture and religion

Section II: Object

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

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 13 200 000,00 NOK

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

Quality criterion - Name: Quality / Weighting: 70

Price - Weighting: 30

II.2.11. Information about options

Options: yes

Description of options:

Exclusive option the contracting authority to extend the agreement for up to 1+1+1 year. If the Framework Agreement is extended, the Tenderer shall be notified in writing no later than 1 month before the expiry of the Agreement.

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 IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Open procedure

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

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.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2022/S 130-372219](#)

IV.2.8. Information about termination of dynamic purchasing system

IV.2.9. Information about termination of call for competition in the form of a periodic indicative notice

Section V: Award of contract

Title:

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

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

22/09/2022

V.2.2. Information about tenders

Number of tenders received: 1

Number of tenders received from SMEs: 1

Number of tenders received from tenderers from other EU Member States: 1

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 1

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Opinion AS

National registration number: 925808962

Postal address: Vulkan 16

Town: OSLO

NUTS code: NO081 Oslo

Postal code: 0178

Country: Norway

E-mail: post@opinion.no

Telephone: +47 21300400

Fax: +47 22867009

The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Total value of the contract/lot: 13 200 000,00 NOK

V.2.5. Information about subcontracting

V.2.6. Price paid for bargain purchases

Section VI: Complementary information

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

26/09/2022