



Clinton Area Transit System  
**Request for Proposals for Transit Development Plan**  
**RFP #2022-01**

**Proposals Due: January 17, 2023 by 4:00 p.m. EST**

**Direct Questions To:** MaLissa Schutt, Executive Director  
Clinton Area Transit System  
[schuttm@clintontransit.com](mailto:schuttm@clintontransit.com)

Submit questions by 10 days prior to the due date.

**Date Issued:** December 20, 2022

**Proposals Due:** January 17, 2023 by 4:00 p.m. EST

**Proposer Name:** \_\_\_\_\_

**Proposal Price:** \$ \_\_\_\_\_

**Submit To:** MaLissa Schutt, Executive Director  
Clinton Area Transit System  
Southpoint Mall, 1101 S. Old US 27, Suite C-36  
St. Johns, MI 48879

**PROPOSER READ AND COMPLETE**

The undersigned certifies that he/she offers to furnish materials and services in strict accordance with all requirements set forth in this proposal.

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Date**

**DUN or Federal ID#:** \_\_\_\_\_  
(Precede with "S" if Social Security #)

## Background Information

Clinton Area Transit System (hereafter referred to as “Clinton Transit”), fondly known as “The Blue Bus,” is a rural public transit system established on September 25, 2001 under the provisions of the Public Transportation Authority Act, Public Act 196 of 1986. Clinton Transit provides curb-to-curb public transportation service for any person to any destination countywide with regional service to surrounding counties. Our service days, times, and location frequencies are based on the needs of the community. Clinton Transit is an advanced reservation (dial-a-ride) service with route schedules based upon ride requests. Clinton Transit has 44 employees and operates with a diversified fleet of 30 vehicles.

Clinton Transit’s 2019 ridership was 55,271. While Clinton Transit’s ridership was affected by the COVID-19 pandemic, the 2022 ridership was 60,041. Clinton Transit has implemented a variety of improvements in recent years, to include expanded weekday service hours, the addition of Saturday service, and the implementation of new scheduling software and a mobile app. In August 2020, Clinton Transit was successful with a countywide millage renewal that increased local funding. Clinton Transit is now looking to the future, and to conduct a planning process that involves an assessment of current services and unmet transportation needs, features extensive community engagement and outreach, and provides a vision for the future.

## Scope of Work

Clinton Transit is seeking a firm to complete a Transit Development Plan. This plan shall build upon and formulate the goals and objectives of Clinton Transit, review and assess existing transportation services, identify unmet mobility needs, assess public perception of the Blue Bus, and develop an appropriate action plan to address the objectives in the short range future. The demand for travel into and from Ingham County (and neighboring counties) has significantly increased in recent years. Based on this information, a more regionally coordinated transit system shall be taken into account.

The scope of work for this project includes the following high-level tasks which firms must include in their proposal:

**Task 1** – General project management and quality control

**Task 2** – Current service, ridership, and community profile

**Task 3** – Stakeholder engagement

**Task 4** – Development of recommended options and strategies

**Task 5** – Preparation of the draft TDP

**Task 6** – Presentations and final TDP

**Task 1.** GENERAL PROJECT MANAGEMENT AND QUALITY CONTROL. The firm shall manage all aspects of day-to day project management including communications and coordination of all technical work. The firm will prepare a detailed work plan and project schedule with milestones and deliverables, prepare monthly progress reports and invoices, and hold regular project meetings with the TDP Advisory Committee. The firm shall designate a project manager to be the primary point of contact responsible for managing the project who will keep the TDP Advisory Committee informed

on progress and consult with the TDP Advisory Committee. Clinton Transit will designate a TDP Advisory Committee member as the project's primary point of contact. The Firm's project manager assigned to this project must be stated in the proposal and shall remain throughout the project, as long as they are still employed by the firm, unless Clinton Transit requests a change in project manager.

**DELIVERABLES:**

- ✓ Designated firm project manager/point of contact
- ✓ Detailed project work plan
- ✓ Detailed project schedule
- ✓ Monthly progress reports and progress payment requests including status narratives
- ✓ Regular project meetings with the TDP Advisory Committee at a frequency to be agreed-upon with Clinton Transit

**Task 2. CURRENT SERVICE, RIDERSHIP AND, COMMUNITY PROFILE.** The firm shall develop profiles that describe 1) the current state of Clinton Transit's organization and services, 2) contextual information about Clinton County, Michigan that is useful for transit planning, 3) current system users, 4) existing plans relevant to transit in Clinton County, Michigan including but not limited to previous and current transportation studies, current census data, any other surveys or relevant demographic data, land use and development plans, and current and future transit funding, and 5) other existing transportation services provided by human service agencies and private providers. Analysis of Clinton Transit shall include, but not be limited to, performance, trend analysis, evaluation of fares, financial analysis, ITS technologies, equipment and facilities, and staffing.

**DELIVERABLES:**

- ✓ Overview and analysis of Clinton Transit's organization and services
- ✓ Review and assessment of other existing transportation providers and purchasers
- ✓ Identify existing gaps in services and barriers to access and coordination
- ✓ Identify and compile inventory of existing studies and plans relevant to transit planning
- ✓ Analysis of demographic and land use data

**Task 3. STAKEHOLDER ENGAGEMENT.** The firm shall conduct extensive stakeholder engagement activities, in collaboration with the TDP Advisory Committee, to support the project tasks and goals. Clinton Transit stakeholders include, but are not limited to, existing riders, community members, local elected officials and community leaders, businesses, health and human service agencies, interest groups who represent seniors and persons with disabilities, Clinton Transit employees, local advisory council (LAC) members, and board members. It is important that stakeholder engagement efforts go above and beyond typical engagement practices to provide the community with a meaningful ability to shape the TDP from the beginning of the process to the end. Stakeholder engagement efforts should also make an extra effort to engage historically underserved and excluded communities including but not limited to racial and ethnic minorities, immigrants, people with disabilities, and people with limited English proficiency. Stakeholder engagement activities should achieve one or more of the following outcomes 1) provide Clinton Transit with actionable information to use in shaping the TDP, 2) further understanding of existing gaps in services and barriers to access and coordination, 3) help develop awareness, support and/or consensus around the TDP or issues it is trying to address, 4) identify public perceptions about Clinton Transit, and 5) provide meaningful opportunity for community members to influence the development of the plan. The selected firm will be asked to create a detailed community engagement and communications plan

at the beginning of the project that the TDP Advisory Committee project manager will review and provide feedback/approval on.

**DELIVERABLES:**

- ✓ Further understanding of existing gaps in service and barriers to access and coordination, public perceptions, and existing unmet needs for transit services
- ✓ Detailed project stakeholder engagement and communications plan, to include, but not limited to:
  - Creative engagement strategies, to include collaboration with Clinton Transit’s marketing firm
  - Facilitation of community conversations, in-person and online, strategically planned throughout Clinton County at a frequency to be agreed upon with Clinton Transit
  - Development of a survey for riders; community members who do not currently ride Clinton Transit; community leaders, health and human service agencies, and local businesses; and Clinton Transit employees

**Task 4.** – DEVELOPMENT OF RECOMMENDED OPTIONS AND STRATEGIES. Using data and information gathered in previous tasks, the firm shall develop service alternatives and strategies to improve public transit and expand mobility for Clinton County residents. Working with the TDP Advisory Committee, several scenarios shall be formulated, discussed, and evaluated for potential inclusion in the final plan. For purposes of this project, Clinton Transit is defining a strategy as a general approach or policy designed to achieve an overarching goal. Ideally, Clinton Transit would like for strategies to be acceptable to all partners, meaning they can live with the strategies and will not actively work against them.

**DELIVERABLES:**

- ✓ Presentation to TDP Advisory Committee of recommended options and strategies for discussion, review, and inclusion in the draft TDP

**Task 5.** – PREPARATION OF THE DRAFT TDP. The firm shall compile all the information and data, gathered in previous tasks, into one comprehensive plan, to include an executive summary, that encompasses the recommendations for the short-range planning horizon. The plan shall be developed based on the recommendations made by the firm and the TDP Advisory Committee, as noted in the previous task. Development of the plan shall focus on specific details for the first year of the planning project, with conceptual guidance for the remaining plan years for the recommended service alternatives and strategies. Clinton Transit strongly prefers a final report that is reader-friendly, meaning the document uses “plain language” as much as practicable, presents the most important information up front in report chapters/sections or visually called out to draw the readers eye, uses graphics such as graphs or maps that are quickly understandable and is generally concise and to the point.

**DELIVERABLES:**

- ✓ Presentation of the draft TDP to the TDP Advisory Committee for final review, comments, and revisions

**Task 6.** PRESENTATIONS AND FINAL TDP. The firm, in conjunction with Clinton Transit, shall present the final TDP report, for policy adoption, to the Board, the TDP Advisory Committee, the public, and other appropriate audiences. Presentations may be in-person or online.

**DELIVERABLES:**

- ✓ Presentations of the final TDP for policy adoption at a frequency to be agreed upon with Clinton Transit
- ✓ Interactive online executive summary website, story map, or other agreed upon format
- ✓ Electronic copy of final TDP in PDF format for printing and up to 20 printed copies each of the executive summary and final plan
- ✓ Electronic copies of all images, graphs, data graphics, presentations, maps or other visual aids and the supporting data used to create them in a format agreed upon by the firm and the TDP Advisory Committee project manager. Such media, visuals aids, and printed reports shall be considered property of the Clinton Transit and may be used, copied, and distributed at Clinton Transit's discretion

## **Proposed Tentative Timeline**

It is anticipated that the project will be completed in 7 to 9 months from contract award. Selected proposer will provide monthly updates on progress. (See approximate timeline below)

Questions Due	<u>January 8, 2023 by 4:00 p.m. EST</u>	(10 days prior to due date)
Questions Answered	<u>Within 5 business days of receipt</u>	
Proposals Due	<u>January 17, 2023 by 4:00 p.m. EST</u>	
Proposer Selection	<u>January 26, 2023</u>	
Contract Award	<u>February 1, 2023</u>	
Project Kick-Off	<u>February 20, 2023</u>	
Stakeholder Engagement Completion	<u>July 20, 2023</u>	(5 months after kick-off)
Draft report	<u>September 28, 2023</u>	
Final report presented	<u>October 26, 2023</u>	

## **Offer Preparation and Submittal**

### **PROPOSAL CONTENT**

**Statement of Proposal.** Provide a narrative statement of your proposal indicating, through the use of drawings, diagrams or other material the way in which you propose to satisfy the requirements outlined in the Scope of Work section above.

Organization Structure. Indicate through the use of organization diagrams and/or narrative statements, the proposed staffing, functioning, and interrelationships with Clinton Transit.

Prior Experience. Include descriptions of prior or present projects which would tend to substantiate your qualifications to perform this project. Include any past relationships your firm has had with Clinton Transit. Include name, address, and telephone number of the responsible person of former client's organization who may be contacted.

Staff Description. Identify principal staff personnel by name and qualification.

Authorized Negotiators. Provide the names and telephone numbers of personnel of your organization authorized to negotiate with Clinton Transit.

Proposal Price. It is anticipated that the award price will not exceed \$100,000. Include a detailed breakdown of the proposed price and indicate any part of the proposal that will be performed by subcontract.

Business Organization. State the full name and address of your organization and, if applicable, the parent or subsidiary entity that will perform or assist in performance of the work contained in your proposal or will provide any assistance. Indicate whether you operate as an individual, partnership or corporation; if as a corporation, include the state in which you are incorporated. All respondents must indicate their organization's DUN or Federal ID# (Precede with "S" if Social Security #).

**Proposal Submittal**

**Deliver two (2) copies of proposal to:**

MaLissa Schutt, Executive Director  
Clinton Area Transit System  
Southpoint Mall, 1101 S. Old US 27, Suite C-36  
St. Johns, MI 48879

**The RFP Cover Page (Page 1) must be signed by an official of the proposing organization, providing authorization to bind the proposer to the provisions of the RFP and the proposed project price. The completed RFP Cover Page (Page 1) must be returned, as well as a copy of the signed Federal Contract Clauses for Professional A&E less than \$150,000, to be considered a complete proposal submission.**

**Proposals will be received until 4:00 p.m. EST on January 17, 2023 at**

Clinton Area Transit System  
Southpoint Mall, 1101 S. Old US 27, Suite C-36  
St. Johns, MI 48879

Submitted proposals and prices will remain valid for 180 days after the proposal due date. Submitted proposals will become the property of Clinton Transit and will not be returned.

## Questions

Questions must be submitted in writing to MaLissa Schutt, Clinton Transit Executive Director at [schuttm@clintontransit.com](mailto:schuttm@clintontransit.com) by 10 days prior to the proposal due date. Clinton Transit will respond to the questions within five (5) business days. Questions and answers will be sent to all firms sent an RFP or who have submitted questions or proposals and will be posted on Clinton Transit's website at [www.mybluebus.com](http://www.mybluebus.com). Verbal comments are not part of this solicitation.

## Acknowledgement of Federal Clauses

The federal contract clauses for this RFP are **Professional and A&E Less Than \$150,000**, as attached and available on the internet at:

<https://mdotjboss.state.mi.us/webforms/GetDocument.htm?fileName=3168.pdf>

Copy of signed Federal Contract Clauses MUST be submitted with proposal.

## Late Submissions

Proposers are responsible for submitting RFP so as to reach Clinton Transit on time. The entire proposal must be received, not merely a portion of it. Moreover, no acts of God or similar factors will excuse lateness.

## Modifications and Withdrawals of Offers

Proposals may be withdrawn in writing at any time prior to the due date and time. A proposal may also be withdrawn in person by a proposing firm, provided the withdrawal is made prior to the due date and time. The proposing firm must sign a receipt of withdrawal. No proposal may be withdrawn after the due date unless there is a material error in the proposal. Withdrawn proposals may be resubmitted, with or without modifications, up to the due date and time. Clinton Transit shall require proof of agency from person withdrawing proposal.

## Proposal Evaluation for Award

The proposals will be evaluated using the selection criteria below which are listed in order of importance, although the second, third and fourth criteria are equally weighted. Price is less important than the other technical factors as a whole weighted.

All proposals will be evaluated by a Selection Committee consisting of the Executive Director, Operations Manager, and Finance Manager. The Selection Committee may be assisted by other technical personnel as deemed appropriate for the purpose of selecting the proposer with whom a contract will be executed. Representatives from the firm(s) in a competitive range may be invited to meet in-person with the Selection Committee before final selection is made. Original non-price criteria may be modified based on the results of the interview.



Clinton Transit reserves the right to cancel the solicitation or reject any and all proposals for sound, documentable, business reasons. Clinton Transit also reserves the right to award to other than the lowest priced proposal and to the proposal representing the *Best Value* to Clinton Transit. Clinton Transit reserves the right to waive any minor informalities or irregularities and award will only be to a responsive and responsible firm.

Prior Experience. Experience will be measured by experience on projects similar to that described in the scope of work. Evaluation will be based on samples of work and explanations of similar services offered to clients that yielded results and demonstrations of measurable impact of the proposer's work.

Understanding the Context and Purpose. A determination will be made of the proposer's understanding of the project purpose, the regional context, and goals for Clinton Transit. Evaluation will be based on the response provided in the proposal.

Capability and Qualifications. The capability of a prospective proposer will be evaluated under the terms of the RFP, relative to having a staff with the qualifications needed to successfully complete the project. The proposer's professional and project staff that work on the project must be the same staff identified in the proposal.

Method of Approach. This refers to the technical soundness of the proposer's stated approach to the project, the comprehensiveness of the proposed approach, and the techniques to be used. The proposal should describe the approach and techniques used to achieve each item in the scope of work.

Price. Proposals will be evaluated by lowest proposal price / price being evaluated times available points.

## **Type of Contract and Duration**

Stakeholder engagement work will be completed within five (5) months after contract has been signed, and final report should be issued within 90 days after stakeholder engagement is complete. This will be a firm, fixed price contract.

## **Terms of Payment**

The contractor will submit invoices to Clinton Transit. Upon acceptance of the invoice, Clinton Transit will issue payment within 45 days of receipt of invoice. No payment will be issued until Clinton Transit verifies that the project meets the RFP specifications. Clinton Transit will submit progress payments with sufficient documentation. All invoices shall be itemized.



## **Written Protest Procedures**

Contractors wishing to protest procurement decisions or processes must submit the protest in writing to the Executive Director at Clinton Area Transit System, Southpoint Mall, 1101 S. Old US 27, Suite C-36, St. Johns, Michigan 48879. Protests about solicitation specifications or processes must be received ten (10) business days before the solicitation due date. Protests received after the due date, but before award must be received before five (5) business days after the due date. Post award protests must be received by the Clinton Area Transit System no later than five (5) business days after the award decision. Clinton Transit is the final arbitrator on any question or dispute.

The protester must qualify as an “interested party,” clearly define the decision or process being protested and the reason(s) for the protest, and the relief desired of Clinton Transit’s procurement award.

Clinton Transit reserves the right to not accept solicitations, postpone or extend the solicitation due date, cancel any award or re-solicit based on protest received. Clinton Transit’s Executive Director or their designee will review the written protest and provide a written decision to the protestor within ten (10) business days of receiving the protest.

The protestor can appeal the Clinton Transit Executive Director’s or their designee’s decision to Clinton Transit’s Board of Directors. That appeal must be filed with Clinton Transit’s Executive Director or their designee within five (5) business days of the Executive Director’s or their designee’s decision. The Clinton Transit Board’s decision on the appeal will be final.

## **Proposer Furnishings**

The Proposer shall provide all supervision, labor, materials, supplies, parts, tools, transportation, and equipment necessary to perform the scope of this project.

## **Indemnity Provisions**

The proposer shall indemnify, defend and hold harmless Clinton Transit, officers, employees and agents, from and against all losses, liabilities, penalties, fines, damages and claims (including taxes), and all related costs and expenses (including reasonable attorney’s fees and disbursements and costs of investigation, litigation, settlement, judgments, interest and penalties), arising from or in connection with any of the following:

- a) the product provided, performance of the work, duties, responsibilities, actions or omissions of the selected proposer;
- b) breach by the selected proposer or any representation of warranty made by the proposer in the final signed contract;
- c) occurrences that the selected proposer is required to insure against as provided for in a final signed contract;
- d) death or bodily injury of any person, or the damage, loss or destruction of any real or tangible personal property, in connection with the performance of services by the selected proposer, by any of its subcontractors, by anyone directly or indirectly employed by any of them, or by anyone for whose acts any of them may be liable; provided, however, that this indemnification

obligation shall not apply to the extent, if any, that such death, bodily injury or property damage;

- e) any claim, demand, action, citation or legal proceeding against Clinton Transit, its employees and agents which results from an act or omission of the selected proposer or any of its subcontractors in its or their capacity as an employer or person.

## **Assignment**

Neither party may assign, directly or indirectly, all or part of its rights or obligations under the final signed agreement entered into with the selected proposer without the prior written consent of the other party, which consent shall not be unreasonably withheld or delayed.

## **Impact of Federal, State, and Local Taxes**

Clinton Transit is exempt from Federal, State, and local taxes and will not be responsible for any taxes levied on the respondent as a result of the final signed agreement with selected proposer resulting from this RFP.

## **Disputes**

The parties shall attempt to resolve any dispute arising out of or relating to a final signed agreement with selected proposer through negotiations between senior executives of the parties, who have authority to settle the same. If the matter is not resolved by negotiation within 40 days of receipt of a written 'invitation to negotiate,' the parties will attempt to resolve the dispute in good faith through an agreed Alternative Dispute Resolution (ADR) procedure.

## **Examination of Records**

The proposer who is awarded the contract agrees that the auditor of Clinton Transit shall have access to, and the right to examine, audit, excerpt, and transcribe any directly pertinent books, documents, papers, and records of the proposer relating to orders, invoices, or payments relating to a final signed agreement with the selected proposer. All records relating to the final signed and awarded agreement with the selected proposer shall be retained as required by Clinton Transit record retention policy and by law.

Compliance with this clause does not relieve the selected proposer from retaining any records required by other laws or regulations of federal, state, or local government units.