

**Senior Center Resources and Public Transit  
(The Connection)  
Rural Transportation District**

**Request for Proposals (RFP)**

**for**

**Transit**

**January 12, 2024**

**Senior Center Resources and Public Transit  
4912 Lee Street  
Greenville, Texas 75401  
903-454-1444**

## Table of Contents

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RFP Events Timetable.....	3
General Information.....	4
Procurement Grievance Procedures .....	10
Evaluation & Rating Summary Table .....	13
RFP Submission Checklist.....	14
Required Elements in Response Format.....	15
Certification of Compliance with Required Elements.....	19
Assurances.....	20
Texas Department of Transportation Form PTN-130 .....	21

## RFP Events Timetable

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### ACTION

### ON

Public media notification of RFP	January 10, 2024
RFP packets made available for distribution	January 12, 2024
Deadline for all Question	January 22, 2024
<b>RFP deadline:</b>	<b>February 14, 2024</b>
<b>RFPs must be received &amp; date-stamped by 5:00pm at Senior Center Resources and Public Transit (SCRPT) 4912 Lee Street Greenville, TX 75401</b>	
Review and evaluation process begins	February 15, 2024
Interviews/Presentations/Demonstrations	February 26-29, 2024
Selection and negotiation with winning proposer, subject to Board approval.	March 4-8, 2024
Final Selection, Agreement/Contract for Deliverables and Services Initiated	March 15, 2024

## General Information

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### A. Request

Senior Center Resources and Public Transit (SCRPT) is a non-profit transit service for Hunt County TX. SCRPT also serves as a Senior Center (Meals on Wheels) for Hunt County. Senior Center Resources and Public Transit (SCRPT) is requesting proposals, for branding of services, from qualified sources, to provide and deploy up-to-date transit branding. The qualified company should include, at a minimum, , the ability to build awareness of SCRPT services, FTA regulations and all other regulations for other funding sources, including but not limited to PHI and HIPPA.

### B. Purpose

The purpose in soliciting Request for Proposals (RFP) is to secure a consultant(s) that will provide quality agency-wide re-branding and marketing plan of our services to reflect our role as transit for the entire community. The plan should also include options for branding a fixed route in Greenville that would differentiate it from the rural service. Please visit [www.scrpt.org/transportation](http://www.scrpt.org/transportation).

### C. Deadline for Submission

The deadline for submission of proposals is 5:00pm (CST), Wednesday February 14, 2024.

### D. Submission Requirements

Submit an original proposal and four (4) copies to:

Senior Center Resources and Public Transit (SCRPT)  
4912 Lee Street, Greenville TX 75401  
ATTENTION: Danny Allembaugh

### E. Contact Person

All questions concerning this RFP packet should be directed to: Mr. Danny Allembaugh, SCRPT Transportation, 4912 Lee Street, Greenville, Texas 75401. or by email at [td@scrpt.org](mailto:td@scrpt.org). Questions and answers will be posted at [www.SCRPT.org/transportation](http://www.SCRPT.org/transportation), deadline for submission of questions is January 22, 2024 no later than 5:00 pm. Any addenda to the RFP will be posted on our website as well by January 22, 2024.

**F. Contract Type**

The winning proposal will be offered a standard agreement/contract from Senior Center Resources and Public Transit (SCRPT) (The Connection).

**G. Timeline**

The successful proposer agrees to begin providing services within ten (10) consecutive business days (M-F) from agreement/contract negotiation notice. Should the work not begin within the specified time, then vendor negotiations may be terminated.

**H. Limitations and Reservations**

SCRPT reserves the right to accept or reject all proposals received as a result of this request, to negotiate with all qualified sources, or to cancel in part or in its entirety this RFP, if found to be in the best interest of SCRPT. This RFP does not commit SCRPT to award a contract, to pay any costs incurred for the preparation of proposals or to procure or contract for any services.

SCRPT specifically reserves the right to vary the provisions set forth herein any time prior to the execution of a contract where such variance is deemed to be in the best interest of the needs of SCRPT. While every effort has been made to ensure the accuracy and completeness of the information in this RFP, SCRPT recognizes that the information is not exhaustive in every detail and that all work and materials may not be expressly mentioned in the requirements of the RFP. Therefore, it is the responsibility of the proposer to include in their proposal all software and hardware requirements which are necessary for the full performance of the system. If selected for negotiations, the proposer may be required to prepare and submit additional information prior to final vendor(s) selection, in order to reach terms for the provision of services, which are agreeable to both parties.

**I. Modification and Renewals**

SCRPT reserves the right to negotiate a modification or renewal for branding services in connection with any executed agreement/contract funded through this RFP without repeating the RFP process for a period of up to five (5) years from the original proposal initiation. Vendor modifications and renewals shall be considered based upon the vendor's ability to meet SCRPT needs.

**J. Signatures**

A proposal shall be signed by the business's official authorized to bind that business and shall contain a statement to the effect that the proposal is a firm bid for a thirty (30) day period from the date that the proposal is received by SCRPT. The proposal shall also provide the name, title, address, and telephone number of the individual(s) with authority to negotiate during the period of proposal evaluation.

**K. Evaluation Criteria**

The selection of a proposal is to be made after a careful evaluation of the proposals received. Each proposal will be evaluated for acceptability with emphasis on the various factors enumerated in the evaluation table. Each factor is assigned a numerical score. The scores will be used to determine vendor(s) with whom negotiations may be conducted. Evaluations will be based upon the criteria table on page 10, for which up to 100 points may be awarded. Total evaluation values of less than 70 points will invalidate a proposal.

**L. Protest Rights**

All protest or complaints regarding this RFP process shall be referred to the SCRPT Grievance Procedures for resolution. Copies of such procedures may be found on page 7 of this RFP.

**M. Standards of Conduct**

It is the adopted policy of the Senior Center Resources and Public Transit that all procurement activities shall be conducted in a manner consistent with the standards set forth in applicable OMB Circulars and applicable laws and regulations of the federal government and the States of Texas. Accordingly, that policy states that:

1. No employees, officers, or agents of SENIOR CENTER RESOURCES AND PUBLIC TRANSIT shall participate in the selection, award, or administration of a contract in which public funds are used where to their knowledge, they or their immediate families or partners or organization in which their immediate families or partners have a financial interest or with whom they are negotiating or have any arrangement concerning prospective employment.

2. Senior Center Resources and Public Transit officers, employees or agents shall neither solicit nor accept gratuities, favors or anything of monetary value from potential or existing contractors or vendors. Disciplinary actions shall be applied to employees, officers and/or agents who violate this rule.
3. All procurement transactions shall be conducted in a manner to provide, to the maximum extent practical, open, and free competition. To ensure objective contractor/vendor performance and eliminate unfair competitive advantage, contractor/vendors who develop or draft specifications and other requirements for Senior Center Resources and Public Transit solicitation instruments (RFP's, RFB's, etc.) shall be excluded from competing for such procurement.
4. Awards shall be made to the contractor/vendor whose offer is responsive to the solicitation and is most advantageous to Senior Center Resources and Public Transit, price and other factors considered.
5. Solicitations shall clearly set forth all requirements that the contractor/vendor must fulfill for the offer to be evaluated. All offers may be rejected when in the best interest of Senior Center Resources and Public Transit to do so.
6. Written procedures implementing these policies shall be developed in compliance with applicable federal and state laws and regulations.

**N. Geographic Preference Prohibition**

**SENIOR CENTER RESOURCES AND PUBLIC TRANSIT, INC. shall conduct procurements in a manner that does not give in-State or local geographical preferences in the evaluation of bids or proposals, except in those cases where applicable Federal statutes expressly mandate or encourage geographic preference. This does not preempt State licensing laws. Geographic location may be a selection criterion in procurements for architectural and engineering (A&E) services if an appropriate number of qualified firms, given the nature and size of the project, are able to compete for the contract.**

**O. Subcontracting**

The services of any vendor(s) awarded from this RFP must be delivered by the vendor named in the proposal. Subcontracting will not be allowed unless prior authorization from SCRPT is given.

**P. Submission Requirements**

To be considered responsive and receive an evaluation, a proposal must include all items listed on the RFP Submission Checklist on page 14.

# Procurement Grievance Procedures

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## A. Definitions

1. A grievance is defined as a limited to an alleged improper interpretation, application, or violation of an individual's terms and conditions regarding the Request for Proposal/Bid/Information or Invitation for Bid/Proposal (RFP, RBP, RFI, OR IFB, IFP) process.
2. A "party of interest" is the person or persons making the appeal and any person who might be required to act or against whom action might be taken to resolve the claim.
3. Workdays are those days when administrative offices are scheduled to be open.
4. D.O.T. Department of Transportation
5. Addendum A written amendment or modification to the RFP, issued by the Authority in conformity with the RFP.

## B. Purpose

The purpose of this procedure is to secure, at the lowest possible level, equitable solutions to the problems, which may from time to time arise affecting individuals. Both parties agree that these proceedings will be kept confidential as may be appropriate at any level of the procedure.

It is the policy of this agency to respond promptly to any complaints or grievances which may arise.

## C. Procedure – General

1. Failure by the Administration at any step of this procedure to communicate the decision on a grievance within the specified time limits shall permit the aggrieved to proceed to the next step.
2. The time limits specified may be extended by mutual agreement and shall be exclusive of discretionary leave and scheduled vacation.

3. Failure by the aggrieved at any step of the procedure to appeal a grievance to the next step within the specified time limits shall be acceptance of the decision rendered at that step.

## **D. Action and Appeal**

### Level 1

The grievance must be discussed with the Program Manager within ten (10) calendar workdays after the individual(s) first knew or should have known of the event or series of events causing the complaint. If the matter is not resolved by the Program Manager within ten (10) calendar workdays, then the aggrieved shall present the grievance in writing proceeding to Level 2.

### Level 2

If the outcome of the conference at Level 1 is not to the individual's satisfaction, the individual(s) must submit a grievance in writing with a request to meet with the Deputy Director/Procurement Officer within ten (10) calendar workdays. The grievance shall specify:

- The matter at issue or in dispute.
- The reason for grieving.
- The remedy sought.

The document shall contain all points to be included in the grievance. Facts not contained in the document may be introduced at appeal levels and in the procedure only with consent of all interested parties.

The meeting shall be held within ten (10) calendar workdays or at a mutually agreed time, after the Deputy Director/Procurement Officer receives the request to discuss the complaint.

The Deputy Director/Procurement Officer will then investigate the matter fully and render a decision within ten (10) calendar workdays.

### Level 3

If the grievance is not resolved to the individual's satisfaction at Level 2, then the individual may appeal to the Executive Director in writing within ten

(10) calendar workdays. The Executive Director will render a decision within ten (10) calendar workdays and will be final.

In cases where a Conflict of Interest may be viewed, an individual shall appeal to the Board of Directors within ten (10) calendar workdays after receipt of the final decision made by the Executive Director.

The appeal shall be submitted in writing within ten (10) calendar workdays through the Secretary to the Board who shall obtain all related papers from Level 1 and Level 2 and forward the appeal to the Board President.

The Board President will designate a committee of three (3) of its own members to determine only whether the decision was reasonable based on record and not capricious or irresponsible. The Board committee will give its report to the Board of Directors for the final decision. The Board's final decision shall be rendered, in writing, to the parties involved.

## Evaluation Table and Proposal Rating Summary

*For Office Use Only*

Name of Proposal/Proposer: \_\_\_\_\_

<b>Evaluation Criteria</b>	<b>Possible Points</b>	<b>Points Given</b>
Proposer's ability to provide specification criteria in narrative format and explanation.	35	
Reasonableness of proposed price/cost	50	
Proposer's ability to provide references of other organizations provided this type of service	15	
<b>Total Points</b>	100	

Proposal Recommendations: \_\_\_\_\_

\_\_\_\_\_

Justification: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_  
Evaluator's Signature

\_\_\_\_\_  
Date

## RFP Submission Checklist

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- Required Elements in Response Format (page 14-16)
- Certification of Compliance with Required Elements (page 17)
- Assurances (page 18)
- Certifications Regarding Lobbying, Debarment, Suspension and Other Responsibility Matters; Including Drug-free Workplace Requirements and Americans with Disabilities Act (page 18)
- TxDOT form PTN-130 (page 19)
- Submission of 1 original proposal and 4 copies by 5pm (CST), Wednesday, February 14, 2024, to SCRPT at 4912 Lee Street, Greenville, Texas 75401.

## Required Elements in Response Format

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All interested parties shall submit the following information to be considered responsive, as well as demonstrate its capabilities to provide, perform and complete the following tasks:

1. Provide a cover letter that contains, at a minimum, the following information: statement of interest; certification that the information and data submitted is true and complete to the best knowledge of the individual signing the letter; respondent's name, address, telephone number, fax number and email address of the individual to contact regarding the submittal; and an authorized partner shall sign the letter.

2. Firm Profile & Qualifications

The proposal shall include general information about the firm, the firm's area of expertise, and the firm's official name and address. Additionally, the proposal shall furnish the following qualifications to be considered for award of the contract:

1. Name of the anticipated project manager and his or her relevant qualifications and experience on similar projects, along with those of any ancillary technical and management personnel who will be involved with the project.
2. Experience of the firm in performing similar work and examples of this work.
3. Name and location of additional consulting firms whose use is anticipated to complete the scope of work, accompanied by explanation of the specific tasks they will perform and the percentage of overall project work.
4. Statement of ability to integrate this contract into the present and anticipated workload of each key team member for the duration of the project.

3. Proposed Approach & Schedule

A graphic breakdown of the proposed approach to the project, including team members, project activity, schedule, and the development of brand using existing and potential brand desires and values. Included in the approach should be a public engagement strategy. The proposal shall include a project schedule outlining the time frame and estimated completion date of each major task

identified in the proposed scope of work. The Contractor shall also explain its approach to the project schedule in narrative form.

**The Scope of Work will include, at a minimum, the following:**

- **New name for the transit service**
- **New logo suitable for print and electronic use**
- **Business templates**
- **Bus wrap designs**
- **Schedule brochures**
- **Operator apparel**
- **Transit building signage**
- **Wayfinding signage**
- **Website**
- **Recommendations for advertising and promotion**
- **Comprehensive brand guidelines book**
- **branding options for a fixed route in Greenville that would differentiate it from the rural service**

**Any additional task will be negotiated with the selected applicant at the time of contract development**

4. Case Study

Provide no more than 3 case studies where your agency developed branding for a service or product. Include an explanation of the original problem, the creative strategy developed to overcome the problem, budget and results. Where possible, include any branding work with applications, size and scope similar to SCRPT's.

5. Price Proposal

Provide a fee proposal for the items listed under scope of work. Submittal shall include total fees for each task order:

Task 1: Project Management

Task 2: Brand Assessment

Task 3: Naming

Task 4: Brand Creation

Task 5: Brand Coordination with SCRPT Station Design

Task6: Brand Coordination with SCRPT Fleet Design

6. Ownership of Work: All reports, designs, drawings, plans, specifications, schedules and other materials prepared, or in the process of being prepared, for the services to be performed by the proposer for SCRPT shall be and are the

property of SCRPT. SCRPT shall be entitled to access thereto during the progress of this work. In the event the work, subject to this agreement, is not completed, for any reason whatsoever, all materials generated under this agreement will be delivered to SCRPT, as SCRPT directs.

7. Work closely with SCRPT Transportation Management Team to develop a Project Plan and provide any required documentation
8. Before submitting its Proposal, all potential Applicants should become familiar with all aspects of this RFP, including any Laws governing the Work, the Contract or the Project.
- 9.
10. Indicate the number of years' experience operating such services in a stable, sound manner, as well as, references that include names, addresses and phone numbers of references familiar with the proposer's ability, experience, and reliability in the performance and management of projects of a similar nature.
11. This RFP shall consist of those documents designated below together with any Addenda that may be issued by the Authority prior to the Due Date. Applicants are responsible for making certain that all materials have been obtained.

Exhibit "A" to the General Conditions, Federal Clauses for Procurement of Professional Services

Exhibit "B" –Certification of Compliance with Required Elements

Exhibit "C" Assurances

## Certification of Compliance with Required Elements

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This is to certify that to the best of the undersigned's knowledge and belief, the information in this proposal is responsive and is true and correct. The undersigned understands that a non-responsive proposal, as defined by SCRPT, may not be reviewed and considered for agreement/contract selection. Further, the submission of the proposal has been authorized by the governing body of the proposer.

Please indicate which best represents your business. (Check)

- HUB Vendor (Historically under Utilized Business)
- DBE Vendor (Disadvantaged Business Enterprise)
- Minority Owned Business
- Business is part of a larger company (Please specify) \_\_\_\_\_
- Other (Please specify) \_\_\_\_\_

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(Signature)

(Date)

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(Print Name and Title)

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(Print name and title of person authorized to negotiate a contract if different from person listed above.)

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(Organization)

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(Address)

(City)

(State)

(Zip)

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(Telephone Number)

## Assurances

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We understand and agree that this proposal is not a contract and does not obligate the Senior Center Resources and Public Transit (SCRPT) to pay for costs incurred in the preparation of this proposal or costs incurred prior to the execution of a written contract or prior to the receipt of funds designated for this program from the funding agency.

We understand and agree that the contract provisions may vary from the provisions set forth in this request, when deemed necessary by the Senior Center Resources and Public Transit (SCRPT). However, we agree to abide by the contract provisions contained in the proposed contract.

We understand and agree that we may be subject to an on-site review and must be able and willing to provide documentation of information in the proposal at the request of the Senior Center Resources and Public Transit (SCRPT) prior to execution of a contract.

We understand and agree that the Senior Center Resources and Public Transit (SCRPT) is not required to select the lowest cost proposal.

We understand and agree that any material misrepresentation or deliberate omission of a fact in this proposal may be justification for rejection of the proposal.

We understand and agree to abide by all federal, state and local laws, policies and regulations governing these and those additional rules which may be promulgated, or as amended, subsequent to the execution of a contract.

We understand and agree that we may be subject to a monitoring review or audit by the Texas Department of Transportation, FTA and/or Senior Center Resources and Public Transit (SCRPT). We also understand that we may be required to provide a copy of the most recent audit as part of the contracting process.

We understand and agree to submit this proposal in a good faith effort to provide services to the benefit of economically disadvantaged individuals eligible for services under this proposal.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Printed Name: \_\_\_\_\_ Title: \_\_\_\_\_