



# **REQUEST FOR PROPOSALS**

## **Transit Development Plan City of Bowling Green GoBG Transit and Western Kentucky University Topper Transit**

April 08, 2026  
Bowling Green-Warren County  
Metropolitan Planning Organization  
City-County Planning Commission  
922 State Street, Suite 200  
Bowling Green, Kentucky 42101

# Transit Development Plan

## City of Bowling Green GoBG Transit and Western Kentucky University Topper Transit

In 2019, the Bowling Green-Warren County Metropolitan Planning Organization (MPO) worked with the City of Bowling Green (City) and Western Kentucky University (WKU) on a study analyzing transit efficiencies for both systems. One of the recommendations was implementing a merger of the two systems – both management and operations. Since 2023, the City and WKU have entered into a shared agreement for GoBG Transit and WKU Topper Transit management and operations services with a third party provider. The current structure has one manager overseeing both services but operates as two separate services. The next step, as outlined in the 2019 study, is to merge all services into one transit system. In 2025, the MPO hired a consultant who provided recommendations, action items, and appropriate structures to merge GoBG Transit and Topper Transit services into one transit system.

The MPO is seeking to hire a consultant to develop a comprehensive Transit Development Plan (TDP) to evaluate the service structure of each transit system (GoBG Transit and Topper Transit) and examine the potential to improve service efficiency and effectiveness for the entire community through comprehensive route design, fare structures/fare media, operations planning, and capital asset planning and management. This will be done in partnership with the City and WKU.

***Project Identification: Transit Development Plan RFP# 2026-01 - GoBG Transit and Topper Transit***  
***Deadline for Questions: Wednesday, April 29, 12:00 p.m. (CST)***  
***Deadline for Proposals: Friday, May 15, 2026, 4:30 p.m. (CST)***

## PROJECT INFORMATION

### Background

As Bowling Green continues to grow and expand, the need for transit becomes more demanding and both the City and WKU want to provide their services in the most effective and efficient manner possible. The City's GoBG Transit and WKU's Topper Transit systems have recently consolidated to be managed and operated as independent systems by one third-party contractor. Each system has evolved over time and changes related to funding and efficiency have led both organizations to look for ways to provide better transit services to all members of our community.

### Understanding

The Consultant will evaluate and provide development plans for both systems, and is to examine the possibility of combining some operations and services to improve efficiency and effectiveness. The TDP will outline the necessary next steps for City and University officials. The plan should evaluate what options are available and which would work best for both systems.

### Support

The project will be conducted under the guidance of MPO staff and a steering committee assembled by the MPO. The City of Bowling Green and WKU will have oversight of the project as well.

### Scope of Services

The TDP will provide a comprehensive analysis of existing services and recommend capital and operating plans for all transit services for the next five to ten years. The plan should include the following, at minimum:

#### Task 1 – Comprehensive Operations Analysis (COA) for Both Systems

The COA should be a detailed analysis of GoBG Transit and Topper Transit to assess and document:

- a. Service effectiveness for students and the general public
- b. Route performance
- c. Schedule efficiency
- d. Ridership patterns
- e. Operational costs
- f. Monitoring Plan for measuring progress and performance vs. the established goals.

#### Task 2 – Rider Survey for GoBG Transit and Topper Transit

The survey should be administered to current riders of both systems. Questions or topics should include the following, at minimum:

- a. Desired destinations (both within and outside the current service areas)
- b. Travel purpose (e.g., work, school, errands, shopping)
- c. Ridership frequency
- d. Demographic data, including student ridership on GoBG Transit
- e. Overall satisfaction of services offered.
- f. Punctuality and reliability
- g. Ridership safety

#### Task 3 – Public and Key Stakeholder Engagement Events and Activities

Public engagement should result in feedback from riders, non-riders, local employers, community organizations, and WKU students, faculty and staff in order to better understand satisfaction with current services and perceived gaps in access to important community amenities. This should include online interactive survey(s) as well as in-person efforts.

#### **Task 4 – Transfer Hub Feasibility**

Using information from the first three steps, GoBG Transit and Topper Transit should examine the feasibility and potential locations for one or more transfer hubs where riders can efficiently transfer between the two systems. The facility evaluation must evaluate projected ridership flow, geographic coverage and accessibility improvements. The intent of the transfer hub(s) is to improve access for the general public and students to transit services that are convenient for any trip purpose.

#### **Task 5 – Evaluate the Potential for Integrated Technology and Fare Systems**

Each transit system has customer-facing technology. The plan should evaluate the potential to integrate customer-facing systems that would simplify the rider’s trip planning anywhere in the community and on either system. Improved functions may include a unified fare payment platform and/or integrated service alerts.

#### **Task 6 – Create a Joint Travel Map**

The result of this collaborative effort would be a single, user-friendly transit map showing all routes operated by GoBG Transit and Topper Transit. It would become a quick reference for riders who are new to the system or students who are currently only familiar with Topper Transit. Options to incorporate parking information and non-motorized transportation options are another advantage of a Joint Travel Map.

#### **Task 7 – Create a Comprehensive Capital Improvement and Asset Management Plan**

This five-to-ten year plan will develop a shared capital improvement schedule and asset management plan for visionary and efficient development of resources that benefit the entire community. The plan should align with FTA requirements and support grant applications. Aspects of the plan should include, at minimum:

- a. Facilities
- b. Vehicles
- c. Bus stops and shelters
- d. Technology systems
- e. Americans with Disabilities Act (ADA)-compliant passenger amenities

#### **Task 8 – Growth Opportunities**

Identify gaps in service and evaluate any future needs based on population growth and new business opportunities that may benefit public transit. This should be based on local data from surveys, public engagement, census data, and national industry trends.

#### **Task 9 – Financial Plan**

The financial plan should outline funding sources, capital and operating budgets, and revenue projections for supporting the proposed improvements for all transit services for the next five to ten years. The financial plan should incorporate expense and revenue to meet the goals identified in tasks 1-8 above.

#### **Task 10 – Implementation Plan**

This phased Implementation plan will detail timelines with dates, initiatives, and responsible parties, resource allocation for implementing planned improvements, and detailed specific projects to meet goals identified in tasks 1-9 above. This includes route changes and infrastructure updates including bus stops, transfer centers, and other recommendations to enhance transit growth in Bowling Green.

## DELIVERABLES

The Consultant will assemble the content and findings from the tasks in this scope into the project documentation for the Transit Development Plan. Project documentation should be developed for digital format and ease of viewing, but also have the ability to produce digital PDF versions. The documentation is anticipated to include the following elements:

1. Executive Summary – A brief summary of the Transit Development Plan document
2. Transit Development Plan – The final document
3. Technical Appendix – A series of appendices providing additional detail on subjects introduced in the Plan

The Consultant will submit a digital plan with interactive content that can also be produced in PDF of the final version of each document to the MPO. The Consultant will submit all tables, GIS files and supporting documents generated during the preparation of the project to the MPO along with the Final version of the document.

The Consultant will prepare a Rough Draft, Revised Draft, and Final version of the document. The MPO will distribute the Rough Draft and Revised Draft documents as needed and gather comments for submittal back to the Consultant.

## TOTAL ESTIMATED FEE

The total fee is not to exceed \$120,000. Proposals exceeding \$120,000 will be eliminated from consideration. Consultant should provide a realistic total estimated fee for the project including amounts less than \$120,000.

## PROPOSAL INFORMATION

### Proposal Content

The proposal should provide sufficient detail to enable the Selection Committee to thoroughly evaluate and compare it with other proposals. Proposals shall, at a minimum, contain the following information:

1. *Letter of Transmittal.* This letter will summarize, in a brief and concise manner, the Proposer's understanding of the Scope of Work. The letter must name all persons authorized to make representations for the Proposer, such as sub consultants, and include the titles, addresses and telephone numbers of such persons. An official authorized to negotiate for the Proposer must sign the Letter of Transmittal.
2. *Organizational Profile and Qualifications.* This section of the proposal must describe the Proposer, including the size and range of its activities. The proposal must identify the primary individuals responsible for supervising the work involved in the proposal. Qualification statements shall include but not be limited to: (a) firm profile, (b) relevant project experience, (c) team organization, and (d) key staff bios.
3. *Project Approach.* This section of the proposal should outline major tasks to be performed and accomplished by the Proposer. Explanation of work, activities, phases, draft and final work products, and delivery dates should be included. If utilized, a selection of AI-generated content should be provided, in addition to a breakdown of fees.
4. *Additional Data or Information.* Any additional information, which the Proposer considers pertinent, should be included in a separate section of the proposal.
5. *References.* Minimum of three references for whom you have performed similar work, including client, address, phone number and name of contact person who can provide a reference.
6. *Bid Form Pages 1 and 2.* Blank form provided on pages 9-10 of this document.
7. *Responsibility of Bidder Form Pages 1 and 2.* Blank form provided on pages 11-12 of this document.

## Proposal Format

No specific format is required. However, proposals should provide a straightforward, concise delineation of the consultant team’s capabilities to satisfy the requirements of this RFP. The elements addressed in the Project Scope should be emphasized. Proposals are limited to 15 pages, not including resumes and comparable project sheets.

## Proposal AI Content

Consultant is required to affirmatively disclose in writing every use of generative AI and/or integrations with generative AI system. The Consultant shall disclose all parts of contracted work that is, was, or will be performed with the assistance of AI.

## Proposal Questions

Submit questions in writing (no phone calls) no later than **12:00 p.m. (CST)** on **Wednesday, April 29, 2026** to [carroll.duckworth@bgky.org](mailto:carroll.duckworth@bgky.org) or mailed/physical delivery to the MPO office at the address listed below. Answers and/or clarifications to questions submitted by the abovementioned deadline will be posted on the MPO website (<https://www.warrenpc.org/mpo/resources/#RFP>) by **4:30 p.m. (CST)** on **Friday, May 1, 2026**.

## Proposal Submission

Proposal submissions are to include one (1) complete electronic media proposal in PDF format as well as five (5) sets of the complete physical proposal (with original clearly marked) by mail or physical delivery to the contact/address listed below. All submissions must arrive in a sealed envelope/container. Proposals will not be accepted at any other location. Submissions must arrive no later than **4:30 p.m. (CST)** on **Friday, May 15, 2026**. Proposals must be received by the designated date and time and none will be considered thereafter.

Attn: Carroll Duckworth, MPO Coordinator  
Bowling Green-Warren County MPO  
City County Planning Commission  
922 State Street, Suite 200  
Bowling Green, KY 42101

## SELECTION PROCESS & SCHEDULE

### Proposal Review

The MPO will convene a Consultant Selection Committee to evaluate and rank proposals. The Selection Committee will consist of representatives from the MPO, City of Bowling Green, Western Kentucky University, and City-County Planning Commission staff. The Selection Committee will rank the top three candidates based on qualifications of the written proposals.

### Review Criteria

Proposals exceeding \$120,000 will be eliminated from consideration. The Selection Committee will evaluate responses to this RFP according to the following criteria:

- Professional expertise with similar projects (25 points);
- Project approach, methodology, creativity, presentation (30 points);
- Ability to meet required timeline (20 points); and
- References and relevant qualifications (25 points)

**Total possible points: 100 points**

## Notification

All candidates will be notified once the final candidate has been approved. The MPO may negotiate to refine the scope of services and reach agreement on details as to terms and fees for professional services. The MPO reserves the right to terminate negotiations at any time and commence negotiations with the next most qualified firm, if a satisfactory agreement cannot be reached.

## Schedule

The following schedule is anticipated for the selection process and for project completion:

- |                                   |   |
|-----------------------------------|---|
| ▪ RFP Issue Date                  | Wednesday, April 8, 2026                    |
| ▪ RFP Questions Due               | Wednesday, April 29, 2026, 12:00 p.m. (CST) |
| ▪ RFP Questions Answered          | Friday, May 1, 2026, 4:30 p.m. (CST)        |
| ▪ Proposals Due                   | Friday, May 15, 2026, 4:30 p.m. (CST)       |
| ▪ Consultant selection            | Friday, May 29, 2026                        |
| ▪ Top Consultants Presentations   | Friday, June 5, 2026                        |
| ▪ Approval & Contract Negotiation | Friday, June 12, 2026                       |
| ▪ MPO Policy Committee Approval   | Tuesday, June 30, 2026                      |
| ▪ Anticipated Notice to Proceed   | Wednesday, July 1, 2026                     |
| ▪ Draft Project Delivered         | Monday, November 30, 2026                   |
| ▪ Final Project Delivered         | Thursday, December 20, 2026                 |

Following successful negotiation and issuance of a Notice to Proceed by the MPO, the MPO Coordinator, with assistance from the project steering committee, will monitor progress and review all work products for the duration of the plan.

## TERMS AND CONDITIONS

Within the Agreement for Services between MPO and the successful Consultant, the Consultant will be required to agree to all of the following terms and conditions. Each respondent should include a statement in their proposal indicating their firm's willingness to abide by the City of Bowling Green, Warren County, Commonwealth of Kentucky, and Federal standard terms and conditions.

## Contract Awards

By virtue of submitting a proposal, the Proposer acknowledges that this RFP does not constitute an agreement or a contract with the Proposer. An official contract or agreement is not binding until proposals are reviewed and accepted by the MPO. The MPO reserves the right to reject all proposals, to waive any informality and to solicit and re-advertise for other proposals.

## Statement of Noncommitment

Issuance of this RFP does not commit the MPO to pay any costs incurred in preparation of proposals responding to this RFP. The MPO reserves the right to reject any or all proposals and to re-advertise. All proposals will become property of the MPO.

## Title VI and Equal Opportunity

The Bowling Green-Warren County Metropolitan Planning Organization, in accordance with Title VI of the Civil Rights Act of 1964 and 78 Stat. 252, 42 USC 2000d, et seq., and Title 49, Code of Federal Regulations hereby notifies all bidders that it will affirmatively ensure that any contract entered pursuant to this advertisement will afford disadvantaged and minority business enterprises full opportunity to submit bids in response to this invitation, and will not discriminate on the grounds of race, color, sex or national origin in consideration for an award. The Civil Rights Restoration Act of 1987 further clarified the intent of Title VI to include all programs and activities of Federal aid recipients and contractors whether those programs

and activities are federally funded or not. The Bowling Green-Warren County MPO assures a collaborative effort will be implemented to avert the occurrence of discrimination in all of its programs and activities. Subsequent federal acts that extend nondiscrimination requirements include gender (Federal Aid Highway Act 1973); disability (Rehabilitation Act of 1973 & Americans with Disabilities Act of 1990); and age (Age Discrimination Act of 1975).

## Nondiscrimination

During the performance of a contract, the contractor, for itself, its assignees and successors in interest (hereinafter referred to as the “Contractor”) must agree to the following clauses:

- 1) **Compliance with Regulations:** The Contractor shall comply with the Regulations relative to nondiscrimination in Federally-assisted programs of the U.S. Department of Transportation (hereinafter, “USDOT”) Title 49, Code of Federal Regulations, Part 21, as they may be amended from time to time, (hereinafter referred to as the Regulations), which are herein incorporated by reference and made a part of this Agreement.
- 2) **Nondiscrimination:** The Contractor, with regard to the work performed during the contract, shall not discriminate on the basis of race, color, national origin, sex, age, disability, religion or family status in the selection and retention of subcontractors, including procurements of materials and leases of equipment. The Contractor shall not participate either directly or indirectly in the discrimination prohibited by section 21.5 of the Regulations, including employment practices when the contract covers a program set forth in Appendix B of the Regulations.
- 3) **Solicitations for Subcontractors, including Procurements of Materials and Equipment:** In all solicitations made by the Contractor, either by competitive bidding or negotiation for work to be performed under a subcontract, including procurements of materials or leases of equipment; each potential subcontractor or supplier shall be notified by the Contractor of the subcontractor’s obligations under this contract and the Regulations relative to nondiscrimination on the basis of race, color, national origin, sex, age, disability, religion or family status.
- 4) **Information and Reports:** The Contractor shall provide all information and reports required by the Regulations or directives issued pursuant thereto, and shall permit access to its books, records, accounts, other sources of information, and its facilities as may be determined by the Kentucky Transportation Cabinet, the Federal Highway Administration, Federal Transit Administration, Federal Aviation Administration, and/or the Federal Motor Carrier Safety Administration to be pertinent to ascertain compliance with such Regulations, orders and instructions. Where any information required of a Contractor is in the exclusive possession of another who fails or refuses to furnish this information the Contractor shall so certify to the Kentucky Transportation Cabinet, the Federal Highway Administration, Federal Transit Administration, Federal Aviation Administration, and/or the Federal Motor Carrier Safety Administration as appropriate, and shall set forth what efforts it has made to obtain the information.
- 5) **Sanctions for Noncompliance:** In the event of the Contractor’s noncompliance with the nondiscrimination provisions of this contract, CCPC and the Bowling Green-Warren County MPO shall impose contract sanctions as appropriate, including, but not limited to: withholding of payments to the Contractor under the contract until the Contractor complies, and/or cancellation, termination or suspension of the contract, in whole or in part.
- 6) **Incorporation of Provisions:** The Contractor shall include the provisions of paragraphs (1) through (6) in every subcontract, including procurement of materials and leases of equipment, unless exempt by the Regulations, or directives issued pursuant thereto. The Contractor shall take such action with respect to any subcontract or procurement as CCPC and the Bowling Green-Warren County MPO, Kentucky Transportation Cabinet, the Federal Highway Administration, Federal Transit Administration, Federal Aviation Administration, and/or the Federal Motor Carrier Safety administration may direct as a means of enforcing such provisions including sanctions for noncompliance.

**BID FORM, Page 1**  
**RFP #2026-01**  
**(Shall be included in sealed proposal)**

TO: Bowling Green Warren County MPO  
c/o MPO Coordinator  
922 State St., Suite 200  
Bowling Green, KY 42101

FROM: \_\_\_\_\_ Phone: \_\_\_\_\_  
\_\_\_\_\_ Fax: \_\_\_\_\_  
\_\_\_\_\_ E-Mail: \_\_\_\_\_

The undersigned hereby certifies that to the best of his/her knowledge and belief, the cost or pricing data submitted herein is accurate, complete, and current as of the date set forth here on.

The undersigned hereby certifies that he/she has carefully examined the plans and/or specifications. The undersigned is familiar with the type of service/ equipment/ supplies to be furnished as set forth for a complete installation/ supply.

The undersigned proposes to furnish the supplies and/ or equipment which will perform in a satisfactory manner and that is in accordance with the plans and specifications set forth, for the price that follows:

**TOTAL PROPOSAL COST \$** \_\_\_\_\_

The Respondent, herein certifies by signature, that all specifications have been reviewed and that any variations to the MPO's specifications, including both exceptions to, or enhancements of same, are clearly spelled out in an attachment to this proposal.

The Respondent, herein certifies by signature, that all addendums issued to this proposal offering, if any, have been reviewed and the Respondent is fully aware of the implications of the addendums on the proposal offering.

**Acknowledgment of Addendum(s) (If Applicable)**

Addendum #1: \_\_\_\_\_ Addendum #2: \_\_\_\_\_  
Addendum #3: \_\_\_\_\_ Addendum #4: \_\_\_\_\_

The Respondent, herein certifies by signature, that the Responsibility of Respondents Form has been fully completed and attached hereto as part of the proposal.

Are there any exceptions to the specific specifications set forth on bid? Yes \_\_\_\_\_ No \_\_\_\_\_

If yes, please explain.

\_\_\_\_\_  
\_\_\_\_\_

Company or Individual Name \_\_\_\_\_

**BID FORM, Page 2**  
**RFP #2026-01**  
**(Shall be included in sealed proposal)**

Doing business as (DBA) \_\_\_\_\_

Street Address \_\_\_\_\_

P.O. Box Number \_\_\_\_\_

City, State, Extended Zip Code \_\_\_\_\_

If the above address is not in Bowling Green, KY, please note if the Company has an office or satellite location in Bowling Green, KY:

Street Address in Bowling Green, KY \_\_\_\_\_

Purpose of this location in Bowling Green, KY \_\_\_\_\_

\_\_\_\_\_  
Official Name (Printed)

\_\_\_\_\_  
Official Signature

\_\_\_\_\_  
Date Signed

***Please submit proposal with one (1) complete electronic media copy in PDF format as well as five (5) complete physical copies with original shall be clearly marked.***

**RESPONSIBILITY OF BIDDER FORM, Page 1**  
**(Shall be included in sealed proposal)**

This form must be completed in full and submitted with the proposal. Misrepresentation or failure to complete will automatically disqualify proposal. All information is confidential and exempt from the Open Records Law, pursuant to KRS 45A.395.

**NAME** \_\_\_\_\_ **Phone#** (\_\_\_\_) \_\_\_\_\_

**ADDRESS** \_\_\_\_\_  
Street or PO Box City State Zip Code

1. Type of services/supplies provided in normal course of business: \_\_\_\_\_  
\_\_\_\_\_
2. Length of time in business: \_\_\_\_\_
3. Experience in providing proposal-required services/supplies: \_\_\_\_\_  
\_\_\_\_\_
4. Currently a party/defendant in lawsuit(s)? ( ) Yes ( ) No If yes, explain. \_\_\_\_\_  
\_\_\_\_\_
5. State past history as party/defendant in lawsuit(s) \_\_\_\_\_  
\_\_\_\_\_
6. Name of contract/product liability insurance
  - a) Carrier: \_\_\_\_\_
  - b) Limits: \$ \_\_\_\_\_
7. If construction proposal:
  - a) How many other projects currently ongoing? \_\_\_\_\_
  - b) How many proposals currently submitted elsewhere? \_\_\_\_\_
  - c) Have books been audited by CPA? ( ) Yes ( ) No
  - d) Date of last audit \_\_\_\_\_
8. \*City of Bowling Green Occupational License No. \_\_\_\_\_  
*\* Required by City of Bowling Green Code of Ordinances*
9. List of references (public or private) and contact person for whom similar services/supplies provided:  
Name of Firm \_\_\_\_\_  
Address \_\_\_\_\_  
Contact Person \_\_\_\_\_  
Name of Firm \_\_\_\_\_  
Address \_\_\_\_\_  
Contact Person \_\_\_\_\_

**RESPONSIBILITY OF BIDDER FORM, Page 2  
(Shall be included in sealed proposal)**

Name of Firm \_\_\_\_\_

Address \_\_\_\_\_

Contact Person \_\_\_\_\_

*Note: If more space is needed, please attach separate sheet(s).*

I, \_\_\_\_\_, do solemnly swear that to the best of my knowledge and belief the above is true and accurate statement of facts.

Signed \_\_\_\_\_ Date \_\_\_\_\_

State of \_\_\_\_\_ County of \_\_\_\_\_

Sworn to and subscribed before, me, a Notary Public, this \_\_\_\_ day of \_\_\_\_\_, 20 \_\_\_\_.

My commission expires \_\_\_\_\_

\_\_\_\_\_  
Notary Public

*Please submit proposal with one (1) complete electronic media copy in PDF format as well as five (5) complete physical copies with original shall be clearly marked.*