



# NOTICE OF REQUEST FOR PROPOSALS

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## Feasibility Study for a Regional GIS-Based Asset Management System

**Release Date:** December 16, 2025

**Proposal Due Date:** January 6, 2026

Email Amanda Snyder at [asnyder@wmsrdc.org](mailto:asnyder@wmsrdc.org) stating your intent to bid by December 23, 2025, to ensure your company receives the answers to all submitted questions.

### REQUEST FOR COMPETITIVE NEGOTIATION PROPOSALS

**BACKGROUND:** The West Michigan Shoreline Regional Development Commission (WMSRDC), under an agreement with the Michigan Infrastructure Council (MIC), is requesting proposals from qualified Geospatial and Asset Management firms to conduct feasibility study for the creation of a five-county regional GIS system to enhance infrastructure asset management capabilities. This study will assess whether a regional GIS-based platform can provide a cost-effective and scalable solution to shared infrastructure challenges while directly supporting the statewide goal of building regional capacity for data-driven, sustainable infrastructure management. This initiative is part of a multi-regional pilot program through the MIC and will include efforts to collaborate with a variety of regions to ensure state-wide consistency and integration with the MIC MIDIG portal.

**ABOUT THE ORGANIZATION:** WMSRDC is a federal and state designated regional planning and development agency serving 120 local governments in Lake, Mason, Muskegon, Newaygo, and Oceana Counties. The Commission's mission is to "promote and foster regional development in West Michigan through cooperation amongst local governments and regional partners." The general regional goal of WMSRDC is to provide assistance to member local governments in addressing regional and public policy issues, especially as they pertain to planning and development.

WMSRDC will enter into a contractual agreement with the selected firm. The feasibility study is to be completed no later than **August 30, 2026**. *(Monthly and final status reports,*

*invoices, and WMSRDC professional reimbursement request forms are to be submitted to WMSRDC no later than the fifth day, following each month).*

WMSRDC will make payments for services, according to a contractual agreement to be negotiated upon selection of a consultant/contractor. WMSRDC will act as the primary project contact for all communications with project partners and reporting to the Michigan Infrastructure Council.

**SCOPE OF WORK:** Show these tasks and sub-tasks (and include any other necessary tasks, as appropriate):

**1) Feasibility Study.**

- a. Review existing GIS practices, system, IT, remote sensing capabilities, capacity, scalability, challenges, and limitations.
- b. Conduct surveys and interviews with representatives from local government units and past Asset Management Champion Program participants to identify local GIS needs in the region.
- c. Benchmark how GIS is utilized in asset management across Michigan's MPO/RPAs through surveys and interviews and identify examples where a regional GIS has successfully and unsuccessfully been implemented.
- d. Identify potential opportunities to ensure consistency among other regions involved in the MIC pilot program.
- e. Evaluate how GIS and remote sensing can be implemented to collect and analyze infrastructure data.
- f. Ensure integration with the MIC MIDIG portal.

**2) Develop a Roadmap for Implementation.**

- a. Identify partnership opportunities.
- b. Provide an organizational and governance structure that enables collaborative management of a shared GIS infrastructure.
- c. Provide details for software, staffing, and training needs.
- d. Provide details outlining systems costs (start-up and operation costs).
- e. Provide funding options and potential pilot programs.
- f. Provide strategies that will provide consistency amongst regions across the state.
- g. Ensure integration with the MIC MIDIG portal.

**3) Stakeholder Engagement.**

- a. Present project deliverables to WMSRDC and stakeholders including:
  - i. Final Feasibility Report.
  - ii. Local Needs Assessment.
  - iii. Implementation Roadmap.
  - iv. Partnership and Governance Recommendations.
  - v. Potential Pilot Programs.
  - vi. Participate in state-wide pilot program meetings.

**4) List and Describe Any Additional, Relevant Tasks that are Necessary for the Project.**

**BUDGET:** Please provide detailed cost breakdown by task or milestone. WMSRDC will not be disclosing its budget at this time.

**PROPOSAL FORMAT:** The proposing firm should organize their proposal into the following sections and include the details described below in each section.

- 1) Company overview
- 2) Team bios/resumes of key personnel
- 3) Statement of Project Understanding
- 4) Proposed approach and timeline
  - a. Provide a detailed description of how the firm intends to provide the services requested in this RFP. This description shall include but not limited to how the project will be managed and scheduled, how and when deliverables will be provided, communication and coordination strategies, the working relationship between the firm and WMSRDC, and the firm's general philosophy regarding providing the services requested.
- 5) Project budget and fee structure
- 6) Relevant project experience and examples
- 7) Three references from similar projects
- 8) Any assumptions, exclusions, or recommended optional services

**EVALUATION CRITERIA:** Proposals will be evaluated based on:

- 1) Proposed approach and creativity
- 2) Technical capability
- 3) Cost-effectiveness
- 4) Timeline feasibility
- 5) Experience with similar projects
- 6) Quality of previous work
- 7) References

At the discretion of the WMSRDC:

- 1) Interviews may be held as part of the evaluation process
- 2) Negotiations may be a part of the selection process

**TIMELINE**

<u>Milestone</u>	<u>Date</u>
RFP Released .....	December 16, 2025
Deadline on Intent to Bid.....	December 23, 2025
Deadline for Questions .....	December 23, 2025
Proposals Due.....	January 6, 2026

Interviews (if applicable)..... Week of January 12, 2026  
Selection Notification ..... Week of January 19, 2026  
Project Start ..... February 2, 2026  
Project End ..... August 30, 2026

**SUBMISSION INSTRUCTIONS:** Please submit proposals in PDF format via email to:

Erin Kuhn, Executive Director  
West Michigan Shoreline Regional Development Commission  
316 Morris Avenue, Suite 340  
Muskegon, Michigan 49440  
Email: [ekuhn@wmsrdc.org](mailto:ekuhn@wmsrdc.org)

**Proposals must be received no later than 12:00 PM, January 6, 2026.** Late submittals will not be accepted.

**CONTACT FOR QUESTIONS:** For questions related to this RFP, contact:

Amanda Snyder, Finance Manager  
Email: [asnyder@wmsrdc.org](mailto:asnyder@wmsrdc.org)  
Phone: 231-722-7878 x 120

**AWARD OF CONTRACT / REJECTION OF PROPOSALS:** The Contract will be awarded to the most responsive consultant based on the West Michigan Shoreline Regional Development Commission's review of the Respondents ability to provide the required products/services.

Competitive negotiation proposals are being solicited from an adequate number of qualified sources to permit a reasonable comparison consistent with the nature of competitive negotiation. The Request Proposals (RFP) identifies all significant evaluation factors to ensure equal information is given to all vendors involved in the bidding process. The award of the bid will be made based on the recommendation of the procuring party with consideration being given to whose proposal will be the most advantageous rather than the lowest cost.

WMSRDC reserves the right to reject any and/or all proposals and to waive any irregularity in proposals received whenever such a rejection or waiver is in WMSRDC's best interest. The Respondent to whom the Award is made will be notified at the earliest possible date. The Contract shall not be considered executed unless signed by Erin Kuhn, Executive Director, West Michigan Shoreline Regional Development Commission, and funds are available from the Michigan Infrastructure Council (MIC) Regional Infrastructure Coordinating Hubs (RICH Hubs).

**SIGNATURES:** The Proposal and Award page and any proposal notifications, claims or statements must be signed by an official of the proposing organization authorized to bind the Respondent to the provision of the RFP.

**NOT TO EXCEED OR NON-APPROPRIATION:** The Respondent hereby recognizes that funding for Feasibility Study for a Regional GIS-Based Asset Management System is being provided by funds received by WMSRDC from MIC. If, for any reason, funding is not available, or discontinued for any reason from MIC to WMSRDC, WMSRDC may terminate this agreement without incurring any liability. WMSRDC will only be responsible for reimbursing the Respondent for the expenditures that are eligible for reimbursement from MIC.

**TYPE OF CONTRACT:** It is proposed that a contract entered because of this RFP will have a fee structure with a specified maximum, not to be exceeded, cost. Negotiations may be undertaken with those Respondents whose proposals as to price and other factors show them to be qualified, responsible and capable of performing the work. The contract that may be entered into will be that which is most advantageous to WMSRDC, price and other factors considered. WMSRDC reserves the right to consider proposal modifications received at any time before the award is made, if such action is deemed to be in the best interest of WMSRDC.

**INSURANCE REQUIREMENTS:** Comprehensive General Liability, Automobile Liability, Professional Liability, and Workers Compensation Insurance shall be carried by the selected consultant.

**PAYMENT:** WMSRDC will make payments for services, according to a contractual agreement to be negotiated upon selection of a consultant/contractor. WMSRDC will act as the primary project contact for media communications, project partners, and grant reporting to MIC.

**INCURRING COSTS:** WMSRDC shall not be liable for any costs, including any travel, incurred by the Respondent prior to award of the contract(s). Total liability of WMSRDC is limited to the terms and conditions of this request and any resulting contract.

**NO THIRD-PARTY RIGHTS:** It is agreed and understood that the contract is made solely for the benefit of WMSRDC and the Provider of Services, not made for the benefit of any third party, and that no action or defense may be founded upon this contract except by the party's signatory hereto.

**ACCEPTANCE OF PROPOSAL CONTENT:** The contents of the proposal of the successful Respondent will become contractual obligations, if a contract is issued. Failure of the successful bidder to accept these obligations will result in cancellation of the award.