



# THE PLUM CATALYST

FUTURE MOBILITY | SMART COMMUNITIES

---

## Scope of Work for City of Grand Rapids

Presented on May 15, 2024



612-999-5670



[tammy@theplumcatalyst.com](mailto:tammy@theplumcatalyst.com)



[linkedin.com/in/tammymeehan](https://www.linkedin.com/in/tammymeehan)



[@thePlumCatalyst](https://twitter.com/thePlumCatalyst)



# THE PLUM CATALYST

FUTURE MOBILITY | SMART COMMUNITIES

Project: goMARTI Community Engagement and 2.0 preparation

Page 1 of 2

## JOINT OBJECTIVE

Continue the ongoing operations and engagement efforts during the bridge period while preparing for the goMARTI 2.0 expanded service

## SCOPE OF WORK

The PLUM Catalyst will provide the following services:

### 1) goMARTI 2.0 Communications and Outreach Plan

This task is associated with creating the goMARTI 2.0 Communications plan including key messaging and media relations process. This task is also associated with creating the goMARTI 2.0 Outreach Plan including engagement tactics, community events, and tracking activities

Deliverables: goMARTI 2.0 Communications Plan; goMARTI 2.0 Outreach Plan

### 2) goMARTI 2.0 Community Listening Sessions (part 1 and part 2)

This task is associated with executing Community Listening Session data gathering (within June and July) related to gathering information to help allow for Community input into the goMARTI 2.0 service.

Deliverables: Community Listening Surveys; Community Listening Data Report

### 3) goMARTI 2.0 Communications Committee Launch (GRAIT-Grand Rapids Accessibility Institute Team)

This task is associated with launching the goMARTI 2.0 Communications Committee "GRAIT".

Deliverables: goMARTI 2.0 Communications Committee Meeting presentations and GRAIT member list

### 4) Finalize community derived goMARTI 2.0 service

This task is associated with finalizing the goMARTI 2.0 service including the community derived stops and hours of operation adjusted based on community feedback.

Deliverables: Summary report to City Council on the new goMARTI 2.0 service

## CONTRACT PERIOD

Jun 11-Oct 31, 2024

## CONTRACT COST

\$100,000 total

All tasks will be supported by the PLUM Catalyst team members:

Tammy Meehan Russell, President & Chief Catalyst

Justin Johnson, Director of Technology

Heidi Corcoran, Outreach & Engagement Catalyst

Trisha Peterson, Community Catalyst



# THE PLUM CATALYST

FUTURE MOBILITY | SMART COMMUNITIES

Project: goMARTI Community Engagement and 2.0 preparation

Page 2 of 2

## additional terms & conditions

Fees - \$100,000 total

Travel expenses - Travel expenses are included in the project cost.

Payment terms - The payments shall be split into 5 equal monthly payments of \$20,000 invoiced approximately the 5th of every month. Payment shall be by check within 14 days of the receipt of an invoice.

Milestone 1: Finalize the goMARTI 2.0 Communications & Outreach Plans (v1) - June 11

Milestone 2: Execute goMARTI 2.0 Community Listening data gathering (part 1) - July 5

Milestone 3: Launch the goMARTI 2.0 Communication Committee (GRAIT) - August 5

Milestone 4: Execute goMARTI 2.0 Community Listening data gathering (part 2) - September 5

Milestone 5: Finalize the goMARTI 2.0 service including community derived route stops and hours of operation - October 5

Duration - The term of this agreement shall be June 1, 2024-October 31, 2024. The term may be extended by our mutual agreement at any time.

Cancellation - If the City should decide to no longer pursue program development efforts based on this proposal, payment in full is still required per the terms above.

Best effort - Due to the nature of assignments and work to be carried out, specific results cannot always be guaranteed. We agree that we and City of Grand Rapids employees will carry out work toward our joint objectives using our own best efforts and that immediate feedback is warranted if either of us feels the other is not utilizing their best effort.