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## Interurban Transit Partnership (ITP) Intelligent Transportation Systems (ITS) Implementation Plan

Grand Rapids, MI

### Services Performed

*ITS Implementation  
Strategy Development*

*Outreach and Marketing  
Plan Development*

*Stakeholder Interviews*

*Proposal Reviews*

### Key Staff Reference

*Richard Easley*

### Client Contact

*Jim Fetzer,  
Dir. of Development  
Interurban Transit  
Partnership  
300 Ellsworth St., S.W.  
Grand Rapids, MI 49503  
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**Contract Award/  
Performance Period**  
*11/2003 - present*

**Type of Contract**  
*Task Order*



E-Squared Engineering provided support services to TranSystems Inc. (the prime contractor) and ITP during the development of ITP's ITS Implementation Plan. Services included providing support during the project kick-off meetings in Grand Rapids as well as supporting the development of ITP's Strategic Plan and Organizational Impact Analysis.

In addition to supporting the TranSystems Inc. project team, E-Squared Engineering also wrote the ITS User Services and Market Packages sections of the plan and developed a marketing outline to be used by ITP staff as the basis for marketing their future service capabilities.

E-Squared Engineering also assisted ITP in their selection of a vendor for their ITS deployment by providing proposal reviews. Vendor proposals were reviewed and written evaluations were provided to ITP covering the following integrated applications: **Automatic Vehicle Location (AVL); Voice and Data Communications; Mobile Data Terminals (MDT); Computer-Aided Dispatch (CAD); Automatic Passenger Counting (APC) system; Transfer Connection Protection; and Automated Annunciation System (AAS)**. The evaluation sheets highlighted important information imbedded in the proposals such as shortcomings with regard to requirements in the RFP, items that needed further clarification from the vendors, or any 'red-flags' that needed to be brought to the attention of the evaluation team.