



NORTHWEST ARKANSAS REGIONAL PLANNING COMMISSION

1311 Clayton St., Springdale, Arkansas, 72762

• (479) 751 7125

• <http://nwarpc.org>

NWARPC Request for Proposal Highway 71B Corridor Business Survey

Issued: March 15, 2026

Due Date: April 6, 2026

1. Introduction and Background

The Northwest Arkansas Regional Planning Commission (NWARPC) invites qualified consulting firms to submit proposals to conduct a comprehensive business survey along the Highway 71B corridor in Benton and Washington Counties.

US Highway 71B is a major north–south arterial that serves as a key commercial corridor and employment center for Northwest Arkansas. The corridor is experiencing continued growth, increasing congestion, and evolving transportation needs. Local jurisdictions are considering a future corridor study that may include evaluation of Bus Rapid Transit (BRT) and other multimodal and access improvements.

This business survey will complement stages of the future corridor study by documenting business perspectives related to access, operations, transportation challenges, and potential interest in or concerns about enhanced transit service, including BRT. The survey is intended to provide defensible, corridor-wide data to support future planning, stakeholder engagement, and funding applications.

2. Purpose of the RFP

The purpose of this RFP is to retain a consultant to plan, develop, administer, analyze, and report on a comprehensive survey of businesses located along the US Highway 71B corridor. The consultant will be responsible for all aspects of the survey process, including drafting survey questions, promoting the survey, mailing and distribution, data collection, analysis, and preparation of summary materials.

3. Project Budget: \$30,000 - \$40,000 (Do **not** include a cost proposal)

4. Study Area

The survey area includes current businesses located along or immediately adjacent to Highway 71B within the corporate limits of Fayetteville - Springdale - Lowell - Rogers – Bentonville.

The consultant will be expected to work with NWARPC to define appropriate geographic boundaries and business lists for survey distribution.

5. Scope of Services



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The selected consultant shall provide the following services. Proposers may suggest refinements or enhancements to the scope, provided the core tasks are fully addressed.

Task 1: Project Management and Coordination

- Coordinate with NWARPC staff throughout the project.
- Develop a detailed project schedule and work plan.
- Participate in coordination meetings (virtual or in-person, as needed).

Task 2: Survey Design and Drafting

- Review background materials provided by NWARPC, including corridor context and planning objectives.
- Draft a business survey instrument focused on:
 - Transportation and access challenges
 - Business operations and parking considerations
 - Employee and customer access
 - Future corridor conditions
 - Perspectives on Bus Rapid Transit, including perceived benefits, concerns, and conditions for support
- Ensure survey language is clear, neutral, non-technical, and appropriate for a business audience.
- Develop survey formats suitable for both online and paper distribution.
- Revise the survey based on feedback from NWARPC.

Task 3: Survey Promotion and Outreach

- Develop a survey promotion strategy to maximize response rates across all corridor jurisdictions.
- Prepare outreach materials such as email, flyers, postcards, and QR-code-based content.
- Implement reminder communications during the survey period.

Task 4: Survey Distribution and Mailing

- Develop or refine a comprehensive business contact list for the corridor.
- Administer the survey.
- Prepare and mail survey packets, including printing, postage, and return envelopes, as appropriate.
- Manage incoming responses from all distribution methods.

Task 5: Data Collection and Management

- Collect and manage survey responses in a secure and organized manner.
- Ensure data quality control and consistency across response formats.
- Maintain respondent confidentiality and report results only in aggregate.



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Task 6: Analysis and Interpretation

- Analyze survey results at a corridor-wide level and, where appropriate, by jurisdiction or business type.
- Identify key themes, trends, concerns, and opportunities related to corridor access and Bus Rapid Transit.
- Prepare defensible quantitative metrics and qualitative summaries suitable for future planning and grant documentation.

Task 7: Reporting and Deliverables

- Prepare a written survey summary report that includes:
 - Survey methodology and response rates
 - Key findings and graphics
 - Summary of business perspectives on Bus Rapid Transit
 - Implications for future corridor and transit planning
- Provide presentation materials (slides and/or briefing memo) suitable for use with elected officials, boards, and stakeholders.
- Deliver anonymized survey data in an agreed-upon format.

6. Deliverables

At a minimum, the consultant shall provide: - Final survey instrument (online and print-ready formats), survey outreach and promotional materials, survey response database, final summary report (PDF and editable format), and presentation materials summarizing key findings.

7. Project Schedule

NWARPC estimates the project to be completed within approximately 4-5 months of notice to proceed. Proposers shall include a proposed schedule identifying key milestones, including survey launch and close dates.

8. Consultant Qualifications

Proposals should demonstrate: Experience designing and administering business or stakeholder surveys, familiarity with multimodal transportation planning and transit, including BRT, strong data analysis and communication skills.

9. Proposal Submission Requirements

Proposals shall include the following: proposed approach and understanding of the project, detailed scope of work and schedule, project team and key personnel, examples of similar completed work.

Do not include a cost proposal.



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Interested firms must provide:

- A. A cover letter with the firm's response including primary contact information.
- B. Information regarding the firm's experience in similar work, proposed approach and understanding of the project, scope of work and schedule, project team, and examples of similar completed work.
- C. The firm's completed Architect-Engineer Qualifications Standard Form (SF) 330 Parts I and II (48 CFR §53.236-2(b)). (SF 330 is available on the Department's website. Note, non-architect and engineering firms are eligible to submit a proposal. However, they must still fill-out this form to the best of their ability) <https://ardot.gov/wp-content/uploads/SF330-21a.pdf>
- D. A current copy of the firm's equal employment opportunity policy required per Arkansas Code Annotated (Ark. Code Ann.) §19-11-104.
- E. The firm's current copy (within 12 months) of the Department and Finance and Administration (DFA) Illegal Immigrant Contractor Disclosure Form

10. Submission Information

Proposals must be received by NWARPC no later than 3:00pm on April 6, 2026.

Proposals should be emailed to Tim Reavis: treavis@nwarpc.org or a USB containing the required documents can be mailed to:

Northwest Arkansas Regional Planning Commission
C/O Tim Reavis
1311 Clayton St.
Springdale, AR 72762

NWARPC reserves the right to reject any or all proposals, negotiate scope and fees, and select the proposal that best meets the needs of the region.

11. Evaluation Criteria

Proposals will be evaluated based on the scoring metrics listed below. **Do not include a cost proposal.** The project's budget is \$30,000 - \$40,000.

Proposals will be scored by a selection committee based on the following:

- Obvious indication that the scope of work is clearly understood: **20 points**
- Comprehensive, coherent, and detailed work plan: **20 points**
- Realistic work schedule when applicable: **10 points**
- Proposed working office location, need for a local office, and any local representative*: **5 points**
- Identification of sub-consultants and responsiveness to DBE goals** and opportunities: **5 points**



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- Professional Staff including education, experience, number of personnel available: **10 points**
- General and Professional reputation, including responsiveness to civil rights and equal employment opportunity requirements and opportunities: **10 points**
- Past work performance: **10 points**
- Experience with projects of a similar nature as those advertised: **10 points**

-Total Points for Proposals: 100

*Locality preference shall not be based on political or jurisdictional boundaries and may be applied on a project-by-project basis for contracts where a need has been established for a consultant to provide a local presence, a local presence will add value to the quality and efficiency of the project, and application of this criteria leaves an appropriate number of qualified consultants, given the nature and size of the project. (Consultants indicating that it will satisfy this factor in some manner, such as establishing a local project office, shall be considered to have satisfied this factor.)

**NWARPC does not have a DBE goal

12. Selection Information

NWARPC will notify the selected candidate by email. Following notification, NWARPC will negotiate a standard professional service agreement with the selected candidate. The selected candidate's proposal will be incorporated by reference in the contract. Additionally, NWARPC will notify the candidates who are not selected. **Do not include a cost estimate in the proposal.** A draft contract including a cost estimate will be prepared by the selected firm for the project after notification of selection.

BID PROTESTS

The following is NWARPC's bid protest policy:

When to File: Protests are to be submitted in writing and received by the NWARPC's Executive Director, at 1311 Clayton St., Springdale, AR, 72762 within seven (7) working days after the aggrieved person knows or should have known of the facts giving rise thereto. Protests based upon restrictive specifications or alleged improprieties in any type of solicitation, which are apparent prior to bid opening or the closing date for receipt of initial proposals, should be filed no later than three (3) working days prior to bid opening or the closing date for receipt of proposals.

Subject of Protest: Protestors may file a protest on any phase of solicitation or award, including, but not limited to specification or award.

Form: The protest must be in writing and include, as a minimum, the following:

- (a) The name and address of the protestor.
- (b) Appropriate identification of the procurement by bid number or project name.
- (c) A statement of the reasons for the protest.
- (d) Any available exhibits, evidence or documents substantiating the protest.



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Decision: The Executive Director shall make a decision, in writing, on a protest within seven (7) working days after receiving all relevant, requested information. The decision of the Executive Director is final.

Withholding of Award: When a protest has been filed before award, NWARPC will not make an award prior to the resolution of the protest. When a protest has been filed before the opening of bids, NWARPC will not open bids prior to the resolution of the protest, unless NWARPC determines that:

- (a) The items to be procured are urgently required.
- (b) Delivery or performance will be unduly delayed by failure to make the award promptly.
- (c) Failure to make prompt award will otherwise cause undue harm to NWARPC.

NWARPC NOTICE OF NONDISCRIMINATION POLICY: The NWARPC complies with all civil rights provisions of federal statutes and related authorities that prohibit discrimination in programs and activities receiving federal financial assistance. Therefore, the NWARPC does not discriminate on the basis of race, sex, color, age, national origin, religion or disability, in the admission, access to and treatment in NWARPC's programs and activities, as well as the NWARPC's hiring or employment practices. Complaints of alleged discrimination and inquiries regarding the NWARPC's nondiscrimination policies may be directed to Nicole Gibbs, AICP, Regional Planner – EEO/DBE (ADA/504/Title VI Coordinator), 1311 Clayton, Springdale, AR 72762, (479) 751-7125, (Voice/TTY 7-1-1 or 1-800-285-1131); Para llamadas en español, marque el 866-656-1842; para llamadas en inglés, marque el 711 o directamente al 800-285-1131 or the following email address: ngibbs@nwarpc.org. This notice is available from the ADA/504/Title VI Coordinator in large print, on audiotape and in Braille. If information is needed in another language, contact Nicole Gibbs. Si necesita información en otro idioma, comuníquese Nicole Gibbs, 479-751-7125, cuando menos 48 horas antes de la junta.

The NWARPC, in accordance with the provisions of Title VI of the Civil Rights Act of 1964 (78 Stat. 252, 42 U.S.C. §§ 2000d to 2000d-4) and the Regulations, hereby notifies all bidders that it will affirmatively ensure that any contract entered into pursuant to this advertisement, disadvantaged business enterprises will be afforded full and fair opportunity to submit bids in response to this invitation and will not be discriminated against on the grounds of race, color, or national origin in consideration for an award.