

RFP

October 12

2016

SLO Regional Rideshare, a division of the San Luis Obispo Council of Governments (SLOCOG/Rideshare), is soliciting proposals from qualified entities to provide Safe Routes to School (SRTS) Learn-By-Doing on-bike education and encouragement.

Pilot 3-year
Learn-By-Doing
Safe Routes to
School Program

Due Date for Submittal: December 12, 2016

RFP Total: \$100,490



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TABLE OF CONTENTS

COVER PAGE.....	i
TABLE OF CONTENTS.....	ii-iii
OVERVIEW.....	1
SLOCOG/RIDESHARE INTRODUCTION & BACKGROUND.....	2
PROGRAM DESCRIPTION.....	3
PROGRAM GOALS & OBJECTIVES.....	3
Goals.....	3
Objectives.....	3
INQUIRIES.....	4
PROJECT TIMELINE.....	4
REQUIRED ELEMENTS IN RESPONSE/RESPONSE FORMAT.....	4
Cover Letter.....	4-5
Qualifications and Experience of the Respondent.....	5
Qualifications and Experience of Key Staff.....	5
References.....	5
Cost Information.....	5
Project Management and Scheduling Expertise.....	5
Insurance Requirements.....	5-6
Disadvantaged Business Enterprise Information.....	6
EVALUATION CRITERIA.....	6-7
SPECIAL CONDITIONS.....	7
Conflict of Interest.....	7
Federal and State Requirements.....	7
Suspension and Debarment.....	7
SCOPE OF WORK/SERVICES.....	8
Task A: Formulate SLO County Safe Routes to School Pedestrian and Bicycle Safety Curriculum.....	8
Task B: Administration and Program Management.....	8
Task C: Learn-By-Doing On-Bike Education.....	8-9
Task D: Creation of Walkability/Bikeability Maps.....	9
Task E: Active Transportation Encouragement & Engagement.....	9
Attachment A.....	10
Attachment B.....	101

Attachment C	112
Attachment D.....	123
Attachment E.....	134
Attachment F.....	145

OVERVIEW

TO: Interested Parties

**FROM: Stephanie Hicks
Rideshare Program Manager**

DATE: October 12, 2016

RE: Request for Proposal: Pilot 3-Year Program to provide Safe Routes to School Learn-By-Doing On-Bike Education and Encouragement

SLO Regional Rideshare, a division of the San Luis Obispo Council of Governments (SLOCOG/Rideshare), is soliciting proposals from qualified entities to provide Safe Routes to School (SRTS) Learn-By-Doing on-bike education and encouragement.

The following provisions will apply to the proposal:

1. No proposal preparation costs will be reimbursed.
2. All reports, proposals, and other pertinent data or materials that are submitted with the proposal shall become the sole property of SLOCOG/Rideshare.
3. This Request for Proposal (RFP) does not commit SLOCOG/Rideshare to award a contract. SLOCOG/Rideshare reserves the right to accept or reject any or all proposals received as a result of this request, to negotiate with any qualified entity, or to cancel in part or its entirety, this RFP if it is in the best interest of SLOCOG/Rideshare to do so.
4. If you plan to submit a proposal and would like to be informed of any amendments to this RFP, please contact Stephanie Hicks at (805) 781-4462 or shicks@rideshare.org

Any questions regarding this RFP should be directed to Stephanie Hicks at (805) 781-4462 or shicks@rideshare.org.

ALL PROPOSALS MUST BE RECEIVED BY 4:00 PM ON December 12, 2016.

SLOCOG/RIDESHARE INTRODUCTION & BACKGROUND

SLOCOG/Rideshare is a multi-disciplinary work group positioned as the region's one-stop-shop for alternative transportation information. SLOCOG/Rideshare's primary role is to reduce the reliance upon Single Occupancy Vehicles (SOV) within the region (which covers the entire County of San Luis Obispo and commuter inter-county travels to/from adjacent counties). This multi-faceted group conducts outreach, marketing, and programs meant to increase the public's awareness, support, participation, and use of alternative transportation. We support all transportation needs of the community, including: youth, able-bodied adults and children, those persons with limited mobility, individuals of low income, and seniors.

Our programs include:

- Safe Routes to School (SRTS): Cycling and walking advocacy for elementary through high school students
- Back 'N' Forth Club: Commuter focused outreach and support
- Regional Mobility Management: Outreach, education, and travel training to increase mobility for mono-lingual Spanish speakers, persons with limited mobility, individuals of low income, and seniors
- 511: Telephone and online services for up-to-date information on road conditions, public transportation, specialized services, ridesharing, and much more
- Emergency Ride Home: Free or low-cost ride home in cases of emergency for employees who use sustainable transportation

Our annual campaigns include:

- Rideshare Week (October)
- Bike Month (May)
- Youth Ride Free (Summer Months, when school is out)

Some of our services include:

- Creating an environment for people to easily access transportation information (use of 511 central toll-free line)
- Developing incentives to encourage people not to drive alone (irideshare.org–ride matching software)
- Reducing barriers to using alternative transportation
- Providing transportation information in more convenient and useful formats
- Developing materials for target audiences and geographic areas
- Participating in community events
- Presenting and conducting extensive research
- Developing programs that target specific audiences

PROGRAM DESCRIPTION

The San Luis Obispo Council of Governments (SLOCOG) has been awarded grant funding from the State of California for implementation of the Active Transportation Program (ATP) Safe Routes to School Non-Infrastructure projects for three years. The new Safe Routes to School Non-Infrastructure Program (a pilot project, hereinafter will be referred to as “Program”) will provide on-bike education and encouragement to 4th and 5th grade students in their physical education class environment. The program will teach students how to safely navigate the road, promote increased independence, and enhance public health.

This Request for Proposal seeks to hire a consultant to provide a range of professional services, tasks, and products (including, but not limited to: curriculum implementation, presentations, equipment procurement, storage, and maintenance of bicycles) to elementary schools in San Luis Obispo County.

This three-year non-infrastructure pilot-program will include learn-by-doing on-bike education and encouragement at the following elementary schools: Lillian Larsen Elementary, Oceano Elementary, and Nipomo Elementary. The Program will also create walkability/bikability maps for 54 schools countywide. Lastly, the Program will organize and host Walk to School Days, Bike to School Days, and after school bike rodeos countywide.

PROGRAM GOALS & OBJECTIVES

Goals

Primary goals for the Program are:

1. Increase encouragement and engagement in active transportation throughout SLO County.
2. Increase student’s and family’s knowledge of how to safely navigate the road.
3. Reduce overall congestion on the road.
4. Enhance public health by reducing obesity, creating a better sense of community, and improving air quality and safety around schools.
5. Increase the leverage of available federal and local funds to maximize long-term potential for Safe Routes to School in SLO County.

Objectives

Primary objectives for the Program are:

1. Organize and host Walk to School Day and Bike to School Day for at least 20 schools by the end of year one, with continued participation for the following two years.
2. Increase the percentage of elementary and middle school students walking and biking to school to 32% by the end of the Program.
3. Host 9 bike rodeos by the end of the third year.
4. Organize and recruit 50 Safe Routes to School Champions (one per school) by the end of the three-year Program.

INQUIRIES

Proposers may make written or email inquiries concerning this RFP to obtain clarification of requirements or attend the pre-bid meeting. No inquiries will be accepted after the date and time indicated in the Project Timeline. Send all inquiries to: Stephanie Hicks, Rideshare Program Manager, 1114 Marsh Street, San Luis Obispo, CA 93401, or to shicks@rideshare.org. No phone inquiries shall be accepted.

PROJECT TIMELINE

October 12, 2016	Issue Request for Proposals
December 12, 2016	Closing date for receipt of proposals
December 19-29, 2016	Conduct interviews (if needed)
January 9, 2017	Announce winning bidder(s)
February 4, 2017	Award contract(s) pending SLOCOG board approval
March 2017- May 2019	Program implemented, ongoing communication

Proposals must be received **no later than 4:00 p.m. on Monday, December 12, 2016**. If mail delivery is used, the proposer should mail the proposal early enough to provide for arrival by this deadline. Proposer uses mail or courier service at his/her own risk. SLOCOG/Rideshare will not be liable or responsible for any late delivery of proposals. *Postmarks will not be accepted.*

The proposals shall be held in confidence and shall not be available for public review. No proposal shall be returned after the date and time set for opening thereof. Refer to "Evaluation Criteria" for more details regarding the evaluation committee and the selection process.

REQUIRED ELEMENTS IN RESPONSE/RESPONSE FORMAT

Firms, teams, or individuals responding to this solicitation shall provide the following information in their proposals in the order listed below. Only complete submittals will be evaluated. All submittals must be delivered via flash drive and include five hard copies.

Cover Letter

Respondents should submit a cover letter expressing their interest in the Program. The letter must contain, at a minimum, the following information:

- a) Statement of interest referencing Learn-By-Doing Safe Routes to School Program.
- b) Certification that the information and data submitted is true and complete to the best knowledge of the individual signing the letter.
- c) Respondent's name, address, telephone number, fax number, and e-mail address of the individual to contact regarding the submittal.
- d) Similar contact information for the individual to be responsible for the day-to-day oversight of the program, if awarded.

- e) An authorized principal or partner of a firm shall sign the letter.
- f) Identification of whether the prime respondent is certified as a Disadvantage Business Enterprise, or indication as to the respondent's goals for DBE participation, if any.

Qualifications and Experience of the Respondent

Respondents shall describe several on-bike education and encouragement projects and related experience of the past three years relevant to the draft scope of services described in Scope of Work/Services, below. Respondents should place particular emphasis on projects for which key staff to be assigned to this Program have either been primarily responsible or have performed substantial work. If subcontractors are to be used, the means by which these firms will participate must be specified and their experience and credentials presented in this section.

Qualifications and Experience of Key Staff

Respondents shall identify the key individuals to be assigned to this Program (by name and position) and describe the work tasks assigned to each individual. The respondent must also provide experience summaries of these key individuals, describing for each individual their previous experience on similar projects in similar roles, their educational background, and their length of tenure with the proposing firm or entity. Resumes of these key individuals may also be included, and can be added in the optional section; but they cannot substitute for the specific history or recent experience of the team members, as they directly relate to this proposal. Respondents shall also list any professional affiliations, licensures, and certifications that are pertinent to the work described in Scope of Work/Services.

References

Respondents shall submit complete and current contact information for the identified references familiar with the respondent's ability, experience, and reliability in the performance and management of projects of a similar nature. A short narrative should give highlights on each of the projects used as a reference: size of the fleet, number of employers, annual ridership, trends over the life of the project, and any other statistics specific to that particular project. A minimum of three different professional references for the lead person on the team should be submitted (as opposed to the firm in general), including: a) the current name of the client's agency or organization, b) the name of the professional contact (including their title, current e-mail, and phone number; out-of-date contact information will disqualify the proposal), c) the start and end times of the working relationship, d) the equivalent annual funding per-van collected by the proposer.

Cost Information

Respondents shall provide cost information as requested in Scope of Work/Services.

Project Management and Scheduling Expertise

Respondents shall identify the management techniques that they are using to assure the completion of projects within schedule and budget as requested in Scope of Work/Services.

Insurance Requirements

Respondents shall provide information regarding the types of insurance carried, specifically in the areas of general liability, professional liability, automotive and workmen's compensation. Indicate the limits of coverage on each policy. Said insurance will be required to be maintained in full force and effect during the term of the contract(s).

All insurance policies required hereunder shall include clauses stating that each carrier shall waive all rights of recovery, under subrogation or otherwise, against SLOCOG/Rideshare its agencies, institutions, organizations, officers, agents, employees, and volunteers.

The foregoing insurance types, limits, and coverages may be modified only with the express written consent of SLOCOG/Rideshare and shall be subject to additional terms and conditions of any contract(s) awarded pursuant to this RFP.

Disadvantaged Business Enterprise Information

All Respondents shall complete and return with their response the Disadvantaged Business Enterprise Information Request Form (Attachment A).

EVALUATION CRITERIA

Proposers may be telephoned and asked for further information, if necessary, and will be expected to appear for verbal in-person interviews, as determined after the technical evaluation and reference checks. Previous clients will also be called.

An independent panel will make recommendations to SLOCOG/Rideshare staff on the basis of the proposer's technical evaluation, oral interview, and reference checks.

SLOCOG/Rideshare reserves the right to select a consultant based solely on written proposals and telephone interviews, and not convene oral interviews.

Upon receipt of the proposals, a technical evaluation will be performed. Each of the written proposals will be reviewed and evaluated with criteria designed to help judge the quality of the proposals (total of 90 points possible). Evaluation criteria will include such considerations as:

a) Qualifications of personnel to be assigned to this contract (10pts.)

Respondents will be evaluated with respect to the experience of the respondent and personnel assigned to the Program both in terms of past efforts in this type of work and the quality and level of commitment to the Program. Of prime concern will be the capabilities and accomplishments of the key individuals to be assigned to this particular Program.

b) Past experience and relative projects (30pts.)

Qualifications of the respondent in terms of its ability, experience, and reliability in performing and managing work within a schedule and budget will be included in the evaluation process.

c) Addresses Scope of Work - Tasks A-E (20pts.)

Respondent shall be expected to respond to each bullet under the Scope of Work section of this Request for Proposal. Each section of the Scope of Work has a value attached to it that totals 20 pts.

d) Cost Proposal (30pts.)

Likely Program cost, determined from the standard service fee break-out provided by the respondent, will be considered in the selection.

In addition, the participation of qualified disadvantaged and minority-owned firms in this Program is strongly encouraged, but not required. Other factors may be determined by SLOCOG/Rideshare to be necessary or appropriate at its discretion.

SPECIAL CONDITIONS

Conflict of Interest

Respondent shall not engage in any business, personal activities, practices, or maintain any relationships which conflict in any way with the full performance of respondent's obligations in this Program. Respondent(s) shall acknowledge that with respect to any subsequent contract(s), even the appearance of a conflict of interest is harmful to SLOCOG/Rideshare's interests.

After SLOCOG/Rideshare's prior written approval, respondent shall refrain from any practices, activities, or relationships that reasonably appear to be in conflict with the full performance of respondent's obligations to SLOCOG/Rideshare. If a conflict or appearance exists, or if respondent is uncertain whether a conflict or the appearance of a conflict of interest exists, respondent shall submit to SLOCOG/Rideshare a disclosure statement setting forth the relevant details for SLOCOG/Rideshare's consideration. Failure to promptly submit a disclosure statement or to follow SLOCOG/Rideshare's direction in regard to the apparent conflict constitutes a breach of contract.

Federal and State Requirements

The selected respondent shall be responsible, at all times during the execution of the Program, for strictly adhering to and complying with all applicable Federal and California State Laws and regulations.

Respondent further acknowledges and agrees to comply with all terms and conditions of the SLOCOG/Rideshare governing legislation and all other applicable laws and regulations which may apply in carrying out the accomplishment of the program.

Suspension and Debarment

By submitting a proposal in response to this solicitation, the respondent represents its organization and its principals are not suspended or debarred per Federal requirements.

SCOPE OF WORK/SERVICES

The program will occur over the 2016/2017, 2017/2018, and 2018/2019 school years and will consist of the following:

Task A: Formulate SLO County Safe Routes to School Pedestrian and Bicycle Safety Curriculum [2.5pts]

The consultant is to become familiar with the California Pedestrian and Bicycle Safety Curriculum from the Technical Assistance Resource Center's (TARC's), and to customize the curriculum for each of the three pilot schools (i.e., using street names and knowing the area surrounding the school).

Additionally, the consultant is to procure teaching equipment needed for new curriculum. This should include: 30 bikes and bike trailer to hold all necessary equipment.

Respondents shall describe:

- Where the equipment will be obtained from and where the equipment will be stored.
- Availability of vehicle to transport trailer and equipment.

Deliverables:

- Procured equipment

Task B: Administration and Program Management [2.5pts]

The consultant is to work closely with the Rideshare Program Coordinator to schedule assemblies, on-bike education, and bike rodeos.

Respondents shall:

- Identify who will be the point of contact for scheduling matters.
 - Identify secondary point of contact in case primary point of contact is unavailable.
- Availability of staff contacts, both primary and a backup.

Deliverables:

- Learn-by-doing active transportation assemblies, on-bike education, and bike rodeos.

Task C: Learn-By-Doing On-Bike Education [5pts]

The consultant is to work with school staff to implement the California Pedestrian and Bicycle Safety Curriculum during in classroom and on-bike sessions and keep parents/guardians informed about active transportation SRTS Program.

Respondents shall describe:

- Capability to communicate with school staff to implement California Pedestrian and Bicycle Safety Curriculum.
- Ability to teach students for both in classroom and on-bike sessions.
- How they will inform parents/guardians about the Program.

- How they will ensure that the bikes are well-maintained.
 - Address how maintenance and repairs will be scheduled and managed, and how costs will be covered.
- Identify who will provide maintenance and where the maintenance facilities will be located.
- Capability to provide a spare bike as needed and for what cost.

Deliverables:

- Three pilot program schools
- Student work examples, pictures, and/or progress reports
- Maintained fleet of bikes

Task D: Creation of Walkability/Bikeability Maps (5pts)

The consultant is to work with parents, staff, and school districts, as well as 4th and 5th grade students during in classroom sessions on walking/biking audits to produce walkability/bikeability maps (one per pilot school/3 schools). The consultant is also to work closely with the Rideshare Program Coordinator to perform walkability/bikeability assessments at 54 schools countywide.

Respondents shall describe:

- How they will perform walking/biking audits with students, parents, staff, and school districts

Deliverables:

- Walkability/bikeability maps for 3 pilot schools

Task E: Active Transportation Encouragement & Engagement (5pts)

The consultant is to work closely with Rideshare Program Coordinator to recruit Safe Routes to School Champions at 50 pilot schools and to organize and host 20 Walk to School Days and Bike to School Days for schools countywide. The consultant is to host 9 bike rodeos in 9 different schools.

Respondents shall describe:

- How they will recruit Safe Routes to School Champions
- How they will coordinate with Rideshare Program Coordinator and Champions to host events

Deliverables:

- Safe Routes to School Champions
- Walk to School Day
- Bike to School Day
- Bike Rodeos

Attachment A

SAN LUIS OBISPO COUNCIL OF GOVERNMENTS

DISADVANTAGED BUSINESS ENTERPRISE PROGRAM

INFORMATION REQUEST FORM

It is the policy of SLOCOG to request and maintain the following data on **all respondents** to the solicitation. Please complete this form and include it with proposal.

General Information

Business Name _____

Business Address _____

Phone _____ Fax _____ E-mail _____

This firm was established on ____/____/____

Specify the gross annual receipts of the firm:

Under \$100,000 \$100,000-\$500,000

\$500,000-\$1,000,000 Over \$1,000,000

Is your company certified as a Disadvantaged Business Enterprise in San Luis Obispo County?

Yes No

RESPONDENT

TITLE

DATE

Attachment B

Affidavit of Non-Collusion

I hereby swear (or affirm) under penalty of perjury:

1. That I am the Bidder (if the Bidder is an individual, a partner in the Bid (if the Bidder is a partnership) or an officer or employee of the bidding corporation having authority to sign on its behalf (if the Bidder is a corporation);
2. That the attached Bid or Bids has been arrived at by the Bidder independently and have submitted without collusion and without any agreement, understanding or planned common course of action with any other vendor of materials, supplies, equipment or service described in the Request for Proposals, designed to limit independent Bids or competition;
3. That the contents of the Bid or Bids has not been communicated by the Bidder or its employees or agents to any person not an employee or agent of the Bidder or its surety on any bond furnished with the Bid or Bids and will not be communicated to any such person prior to the official opening of the Bid or Bids; and
4. That I have fully informed myself regarding the accuracy of the statements made in the affidavit.

Firm Name: _____

Signed: _____

STATE OF _____

COUNTY OF _____

SUBSCRIBED AND SWORN TO before me

on the ____ day of _____, 2014 by

_____.

Notarial Officer

Attachment C

Certification Regarding Debarment, Suspension, Other Ineligibility and Voluntary Exclusion

I, _____ certify to the best of my knowledge and belief, that the contractor/primary participant and principals and any subcontractor with a subcontract with a value of over \$100,000:

1. Are not presently debarred, suspended, proposed for debarment, declared ineligible or voluntarily excluded from covered transactions by any Federal department or agency;
2. Have not, within a three-year period preceding this Bid, been convicted of or had a civil judgment rendered against them for commission of a fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public function (federal, state or local) transaction or contract under a public transaction; violation of federal or state antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements or receiving stolen property;
3. Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (federal, state or local) with commission of any of the offenses enumerated in paragraph (2) of this certification; and
4. Have not, within a three-year period preceding this bid, had one or more public transactions (federal, state, or local) terminated for cause or default. [Where the Contractor is unable to certify to any of the statements in this certification, such Contractor shall attach an explanation to this Bid.]

I DO SOLEMNLY DECLARE AND AFFIRM UNDER THE PENALTIES OF PERJURY THAT THE CONTENTS OF THE FOREGOING DOCUMENT ARE TRUE AND CORRECT, AND THAT I AM AUTHORIZED, ON BEHALF OF THE ABOVE FIRM, TO MAKE THIS AFFIDAVIT.

STATE OF _____

COUNTY OF _____

SUBSCRIBED AND SWORN TO before me

on the ____ day of _____, 2014. by

_____.

Notarial Officer

Attachment D

Buy America Certificate of Compliance with FTA Requirements for Buses, Other Rolling Stock, or Associated Equipment (To be submitted with a bid or offer exceeding the small purchase threshold for Federal assistance programs, currently set at \$100,000).

Certificate of Compliance

The bidder hereby certifies that it will comply with the requirements of 49 U.S.C. 5323(j)(2)(C) and the regulations at 49 C.F.R. 661.11.

Date: _____

Signature: _____

Company Name:

Title: _____

Certificate of Non-Compliance

The bidder hereby certifies that it cannot comply with the requirements of 49 U.S.C. 5323(j)(2)(C) and 49 C.F.R. 661.11, but may qualify for an exception pursuant to 49 U.S.C. 5323(j)(2)(A), 5323(j)(2)(B), or 5323(j)(2)(D), and 49 C.F.R. 661.7.

Date: _____

Signature: _____

Company Name:

Title: _____

Attachment E

Certification of Compliance with the American with Disabilities Act

_____ certifies that all vehicles manufactured and used in vanpool service shall be in full compliance with requirements of the Americans with Disabilities Act, 49. C.F.R. Part 38.

Company Name _____

Authorized Representative _____

Title _____

Date _____

Signature _____

Attachment F

References

List agencies in the United States to which the bidder has completed delivery of a similar service:

Agency Name	Location	Contact Person	Telephone No.	Number and Type of Units	Delivery Date