



City of Wilmington on behalf of Wilmington Urban Area Metropolitan Planning Organization

REQUEST FOR PROPOSALS

For

BIKE SHARE PROGRAM

RFP No.: S5 -0120

Release Date: FEBRUARY 4, 2020
Submittal Deadline: MARCH 12, 2020

Finance

Purchasing Division
Daryle Parker, Purchasing Manager
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910 341-7842 fax
wilmingtonnc.gov
Dial 711 TTY/Voice

INTRODUCTION

The goal of this RFP is to solicit proposals from qualified bike share firms for a turn-key, public bicycle sharing program to be operated within the Wilmington Metropolitan Urban Area Planning Organization (WMPO).

The WMPO is the regional transportation planning agency for the lower Cape Fear region of southeastern North Carolina. The region is growing rapidly led by significant multi-family and mixed use developments. The WMPO facilitates a cooperative, comprehensive and continuing transportation planning process that serves as the basis for the expenditures of all federal transportation funds in the area for streets, highways, bridges, public transit and bicycle and pedestrian facilities.

The WMPO encompasses approximately 494 square miles of southeastern North Carolina. Attachment 1 is the map of the WMPO's jurisdiction. Member jurisdictions include: the City of Wilmington, Wrightsville Beach, Carolina Beach, and Kure Beach and all of New Hanover County; Leland, Belville, and Navassa and a portion of Brunswick County; and the southeastern portion of Pender County. The WMPO's population is approximately 260,000. The WMPO is rich in scenic, cultural, recreational, historical, and natural qualities. The region offers a range of quality housing, renowned historic character, ample greenspace and pristine and accessible waterways; emerging transportation options, exceptional education and health care institutions; effective regional partnerships; and diverse employment opportunities.

The WMPO is governed by a 13-member Board which has approved the solicitation of proposals for the potential bike share program. Each member jurisdiction of the WMPO will be responsible for contracting directly with the selected firm.

BACKGROUND

Within the WMPO, the City of Wilmington is the most densely populated municipality and is home to approximately 112,000 residents. It is positioned between the Cape Fear River to the west and the Atlantic Ocean to the east. It has a vibrant downtown riverfront, and is home to University of North Carolina Wilmington and Cape Fear Community College. Wrightsville Beach, Carolina Beach, and Kure Beach are communities unique in their own character with vibrant tourism industries. Leland, Belville, and Navassa are located in Brunswick County. All three towns are experiencing significant population increases as new development and businesses provide new opportunities to residents in the region.

The City of Wilmington is home to the Gary Shell Cross-City Trail and the River to Sea Bikeway. These facilities are the primary bicycle facilities; the Cross-City Trail is a 14-mile primarily off-road multi-use trail that connects numerous recreational, cultural, and educational destinations in Wilmington; and the River to Sea Bikeway is an 11-mile on-and-off-road bicycle route that follows the Historic Beach Car Line from downtown Wilmington to Wrightsville Beach. The development of these facilities has created an increased interest in bicycling in the community. The City of Wilmington 2015 Community Survey reflects a strong increase in the ease of bicycling in the city from 2007 to 2015. The City of Wilmington residents demonstrated their need for more bicycle and pedestrian facilities when they voted to pass the 2014 Transportation Bond that included multiple bicycle facility projects. The

City of Wilmington was also designated a Bicycle Friendly Community (bronze level) by the League of American Bicyclists.

The WMPO's bicycle culture has changed dramatically over the last decade. Its population is also growing dramatically. Public officials predict the population in Wilmington and New Hanover County will increase by 57% between 2010 and 2040. We feel a bicycle sharing program would be beneficial to the transportation and recreation options desired by current and future residents and visitors of the community.

The region is characterized by several natural and man-made barriers to a regional bike share program. The Cape Fear River divides Wilmington from Brunswick County and the bridges that connect them do not have bicycle facilities. An artificial canal called Snow's Cut separates Carolina Beach and Kure Beach from the rest of New Hanover County. Snow's Cut Bridge does not have bicycle facilities. However, the towns in Brunswick County along with Carolina Beach and Kure Beach are growing. Their residents have expressed an interest in bicycling as a means of transportation and recreation. The University of North Carolina Wilmington recently started a bike share program.

The WMPO is interested in a bike share program that would allow residents throughout the region, students, and tourist the opportunity to use bike share for transportation and recreation options. WMPO envisions a program that would likely start in the more densely populated areas and/or areas with access to bicycle facilities and/or areas of high tourism. WMPO would also like the ability to expand the program throughout the region regardless of natural and man-made barriers.

SCOPE OF SERVICES

The WMPO is seeking several key components in a bike share program, including:

- a. Self-sufficient – a program that requires minimal management by staff, and is a balanced system with minimal bicycle redistribution by staff needed
- b. Convenient – there should be enough bike share stations and/or bikes to give commuters options for convenient transportation using the bike share program.
- c. Comfort – commuter style bicycles with specially designed parts and sizes that discourage theft while providing storage.
- d. Availability of data/technology – GPS tracking with available data to determine where bikes are going, frequency of use; a wireless tracking system that locates where a bicycle is picked up and returned and identifies the user; real-time monitoring of station occupancy rates through wireless communications; real-time user information through various platforms including the web, mobile phones and/or on-site terminals; the ability to provide and use data to determine how and where the system should expand
- e. Capability for regional interoperability – the bike share program should have opportunity for efficient expansion throughout the City of Wilmington and Cape Fear region
- f. Security – a fully automated locking system that allows users to check bicycles easily in or out of bike share stations
- g. User affordability – flexible pricing structures and options
- h. Contract affordability

1. Start-up costs – minimal to no start-up cost to the WMPO or its members to maximize the number of bicycles purchased and the number of stations installed
2. Maintenance costs – minimal to no maintenance costs
- i. Sponsorship opportunities – opportunities to fund additional components of the bike share program and assistance options for securing those funds

RFP RESPONSE TIMELINE

The RFP process shall adhere to the following schedule:

| RFP Process | Date | Time |
|---|-------------|-------------|
| Advertise RFP | 2/4/20 | 3:00 PM. |
| Firm’s Written Questions Due | 2/18/20 | 5:00 P.M. |
| WMPO Responses to Firm’s Questions | 2/28/20 | 5:00 P.M. |
| RFP Due Date | 3/12/20 | 3:00 P.M. |
| Interviews | TBD | TBD |

Note: All times shown as Eastern Standard Time (EST).

PRE-PROPOSAL QUESTIONS

Questions concerning the specifications in this Request for Proposals (RFP) should be directed to the Project Manager. Questions will be received until Tuesday, February 18, 2020 at 5:00 pm.

Project Manager for the WMPO
 Nick Cannon, Transportation Planner
 Email: nick.cannon@wilmingtonnc.gov
 Phone: 910-341-7806

Potential respondents should email jennifer.goley@wilmingtonnc.gov to acknowledge receipt of the RFP and to inform the WMPO of its intent to respond. Provide the name, title, address, telephone and email address of the contact person. Addenda summarizing all questions and answers will be posted to the City website at www.wilmingtonnc.gov.

PROPOSAL SUBMITTAL REQUIREMENTS

Proposals must follow the format as defined in the section marked “Proposal Format”.

Respondents must submit one (1) signed original and five (5) copies plus one (1) electronic version, of the “Bike Share Program” proposal. The electronic version of the proposal must be submitted as a viewable and printable Adobe Portable Document File (PDF) on a Compact Disc-Read Only Memory (CD-ROM) disc or USB drive attached to the proposal. Proposals must be enclosed in a sealed envelope

or package and clearly marked: “**Bike Share Program**”. Both hard copy and electronic version must be received by the City on or before 3:00 PM, Thursday March 12, 2020. Deliver proposals to the following mailing / physical address:

City of Wilmington
Attention: Daryle L. Parker, Purchasing Manager
305 Chestnut St. 5th Floor
Wilmington, NC 28401

Proposals received after the “RFP Due” deadline above will not be considered and will be returned unopened to the return address on the submission envelope. The outside of the submittal package and the CD-ROM/USB must be clearly marked. The WMPO reserves the right to reject any or all proposals for any reason and to waive any informality it deems in its best interest. Any requirements in the RFP that cannot be met must be indicated in the proposal. Firms must respond to the entire Request for Proposals. For all proposals, the firm will absorb the cost for preparing the proposal and presentation/demonstration.

PROPOSAL FORMAT

Proposals must be clear, succinct, and not exceed 30 pages or 15 sheets of 8 1/2” x 11” paper of no less than 12 point font. The Responder’s Proposal Certification, any section tab dividers and/or back cover, do not count towards the page limit. Responses must follow the format outlined herein. The WMPO may reject as non-responsive, at its sole discretion, any proposal or any part thereof that is incomplete, inadequate in its response, or departs in any substantive way from the required format. Proposal responses shall be organized in the following manner. Sections should be tabbed to identify the location of the required information.

- A. Cover Letter/Letter of Intent
- B. Executive Summary
- C. Project Understanding and Approach
- D. Team Organization, Experience and Certifications/Qualifications
- E. Contractors and/or Subcontractors
- F. References
- G. Cost Proposal
- H. Additional Requirements

A. Cover Letter/Letter of Intent

The cover letter shall be addressed to Mr. Daryle L. Parker, Purchasing Manager. It must contain the following:

- Identification of organization, including name, address and telephone number.
- Name, title, address, and telephone number of contact person during period of proposal evaluation.
- A statement to the effect that the proposal shall remain valid for a period of not less than 90 calendar days from the date of submittal.
- Signature of a person authorized to bind the Firm to the terms of the proposal.

B. Executive Summary

In a brief narrative, describe the overall approach and plans to meet the requirements of the RFP. The intent of this narrative is to convey to the WMPO that the Respondent understands the nature of the work and the level of effort necessary to successfully provide the defined services.

Include a brief history of the vendor firm, qualifications, and experience in delivering a program of this nature. Illustrate your experience in other municipalities, counties and/or universities and experience with securing partnerships and sponsorships.

Proposals should be thorough and detailed so that WMPO staff may properly evaluate your capabilities to provide the required services. We would like to see a full description of the benefits of implementing a program and a clear description of how the program will work.

C. Project Approach and Schedule

This section shall include, in narrative, outline, and/or graph form the Respondent's approach to accomplishing the tasks outlined in the Scope of Services section of this RFP. Include a detailed description of each task and deliverable and schedule/timeline for accomplishing each task.

D. Team Organization, Experience and Certifications/Qualifications

The information requested in this section should describe the qualifications/credentials of the firm. Provide a list of key personnel who will be involved with the operations and management of the account.

E. Subcontractor Qualifications

If the Respondent plans on using contractors and/or subcontractors as part of its implementation plan, then provide the company profile, name, address, telephone number and email address for all contractors and/or subcontractors providing support. Define the responsibilities and give a description of services to be provided by contractors and/or subcontractors. Describe the Firm's business and reporting relationship with any contractors and/or subcontractors. Include references and resumes for all third party contractors and/or subcontractors in the proposal.

The Contractor shall insure that minority business enterprises have the maximum opportunity to compete for and perform portions of the work included in this contract and shall not discriminate on the basis of race, color, national origin or sex.

The WMPO has the right to accept or reject any changes made to the proposed project team members, including the use of contractors and/or subcontractors.

- F. References** Provide four (4) city, county or university references with whom you have partnered with within the last five (5) years to provide a bike share service. If including university references, it is encouraged that these references be programs that have expanded to the surrounding

communities. Any reference from the submitted list may be randomly selected and contacted as part of the Respondent's evaluation process.

Each reference listed should include the following information:

- Dates of Service
- Name of Organization and Contact
- Title of Contact
- Address
- Telephone Number and email

G. Cost Proposal

Provide a full description of all charges, fees, and costs that will be incurred in the start-up costs and the maintenance costs. Include an annual cost estimate for the program and maintenance costs. Also include proposed fee structure options and projected revenues of those options.

H. Additional Requirements

Provide a full description and specification list of the bicycles and related equipment proposed for this service. Also, provide a full description of the technology and software that a user will need to access the bike. Additionally, please specify your insurance/liability policy and how riders and WMPO member jurisdictions would be protected. Firms must be registered with the North Carolina Secretary of State or hold a Certificate of Authority to do business in the State of North Carolina.

RIGHTS TO SUBMITTED MATERIAL All proposals, responses, inquiries, or correspondence relating to or in reference to this RFP, and all reports, charts, and other documentation submitted by Respondents (other than materials submitted as and qualifying as trade secrets under North Carolina Law) shall become the property of the WMPO when received and the entire proposal shall be subject to the public records laws of the State of North Carolina except where a proper trade secrets exception has been made by the Respondent in accordance with the procedures allowed by North Carolina Law and marked in bold "**Confidential**".

The WMPO reserves the right to retain all proposals submitted and to use any ideas in a proposal regardless of whether that proposal is selected. Submission of a proposal indicates acceptance by the Respondent of the conditions contained in this Request for Proposal.

EVALUATION CRITERIA

This is not a bid. There will not be a public bid opening. Proposals will be evaluated based on, but not necessarily limited to, the following criteria:

| Criteria | Weights |
|---|----------------|
| Quality of products/services offered and suitability for the intended purposes | 20% |
| Qualifications and experiences of Offeror in providing the goods/services | 20% |
| Specific plans or methodology to be used to provide the services | 20% |
| Ability to deliver a cost effective and financially responsible program and/or experience in securing sponsorships in past programs | 20% |
| Compatibility with existing bike share program at University of North Carolina Wilmington | 10% |
| Participation of Minority Business Enterprise | 10% |

FINAL SELECTION

A team, comprised of WMPO staff and representatives from our member jurisdictions, will be responsible for the proposal evaluations. This team, in accordance with the criteria listed above, will evaluate all proposals received as specified. The team members, in applying the major criteria to the proposals, may consider additional sub-criteria beyond those listed, as may come to light through the review of the various proposals. Firms will be objectively evaluated based on their responses to the project scope outlined in the RFP. The written proposal should clearly demonstrate how the firm could best satisfy the requirements of WMPO.

During the evaluation period, the WMPO reserves the right to interview the top selected firms or all the responding firms. In coordination with the RFP, selected potential Offerors will be offered the opportunity to present a demonstration to WMPO staff in conjunction with other interested parties.

The successful firm will be selected based on the quality, quantity and best value of services provided, meets the WMPO’s requirements in providing this service, and is in the WMPO's best overall interest. The WMPO maintains the sole and exclusive right to evaluate the merits of the proposals received.

Proposed costs quoted must be held firm for 90 days after the RFP is due.

The WMPO reserves the right to re-advertise and reject any or all proposals which are deemed to be non-responsive, late in submission, or unsatisfactory. The WMPO shall have no obligation to award a contract for services as a result of this RFP. Each member jurisdiction of the WMPO will be responsible for contracting directly with the selected firm but shall have no obligation to award a contract for services.

PROPOSAL CERTIFICATION

Bike Share Program

Respondents Signature: _____ **Date:** _____

By Signing above I Certify that I have carefully read and fully understand the information contained in this RFP; and that I have the capability to successfully undertake and complete the responsibilities and obligations of the Proposal being submitted and have the authority to sign Proposal on behalf of my organization. **It is the Respondent's responsibility to assure that all addenda have been reviewed prior to proposal submission.**

BY (Printed): _____

TITLE: _____

COMPANY: _____

ADDRESS: _____

TELEPHONE: _____

EMAIL: _____

The respondent supplies the information recorded below for use in the preparation of the contract documents, in event of contract award:

1. Please indicate type of business organization:

- (a) Proprietorship _____
- (b) Partnership _____
- (c) Corporation _____
- (d) Limited Liability Co. _____

2. If business is a Corporation, please answer the following questions:

Name and title of officers, authorized by Corporate Resolution, who will execute the contract on behalf of corporation (generally President and Secretary).

Firm is incorporated in what state?

If firm is a foreign corporation, does firm have a certificate of authority from the North Carolina Secretary of State? _____

3. If business is a Partnership, please answer the following:

Name in full or all general partners and addresses:

Is this a limited or general partnership? _____

If a limited partnership, what is state of registration? _____

If business is a foreign limited partnership, does business have a certificate of authority from the North Carolina Secretary of State? _____

4. If business is a Proprietorship, please answer the following:

Name of owner: _____

5. If business is a limited liability company, please answer the following:

List the names and title of managers or member-managers who will execute the contract on behalf of the company? _____

What is state of organization? _____

If business is a foreign limited liability company, does business have a certificate of authority from the North Carolina Secretary of State? _____

6. For all bidders/respondents:

If the business operates under an assumed name, what is the assumed name?

Has a certificate of assumed name been filed in the New Hanover County Registry?

If so, please provide the recording information:

Deed Book _____ at Page _____.