



BAY AREA  
AIR QUALITY  
MANAGEMENT  
DISTRICT

**February 20, 2014**

**Request for Proposals**

**RFP # 2014-001**

**Bicycle Rack Voucher Project**

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**SECTION I – SUMMARY**

This Request for Proposals (RFP) solicits formal proposals from vendors that would, under contract with the Bay Area Air Quality Management District (Air District), offer a fixed, competitive price for the purchase of qualifying bicycle racks by public agencies in the nine-county Bay Area through its Bicycle Rack Voucher Project. The program launched in November 2013 and aims to facilitate the process for public agencies to purchase bicycle racks at a discounted rate.

This RFP follows a similar RFP that was previously issued in May 2012 and whose results were used to initiate the BRVP. Through this RFP, the District is now seeking to 1) extend the term of the BRVP, 2) expand the listing of eligible equipment, and 3) provide an opportunity for additional equipment suppliers to participate in the program.

Eligible vendors include manufactures and merchants (i.e. retailers and distributors).

Through this RFP, the Air District may select one or more vendors to carry out the activities described in this RFP.

Currently, there is more than \$500,000 available in Transportation Fund for Clean Air (TFCA) funds for the BRVP. At the Air District’s sole discretion, the amount of funding may be increased or decreased.

To respond to this RFP, interested vendors should submit four (4) hard copies and one (1) electronic copy (in Microsoft Office or Adobe format) of its proposal and an electronic copy of the **Cost Proposal Summary Template** (CPST) in Microsoft Excel to:

**Tina Landis, Administrative Analyst, tlandis@baaqmd.gov**  
**Bay Area Air Quality Management District**  
**939 Ellis Street San Francisco, CA 94109**

**Proposals must be received**  
**by 4:00 p.m. March 24, 2014. Late proposals will not be considered.**

**A Pre-Proposal Conference will be held on Thursday, March 6, 2014, from 10:00 a.m. to 11:00 a.m.** The conference will be hosted as an online webinar. Anyone wishing to attend the online webinar should pre-register in advance of the conference at <https://attendee.gotowebinar.com/register/5665623245818989313>. Attendance is encouraged but not mandatory.

Proposals must address all information requested in this RFP. A proposal may add information not requested in this RFP, but the information should be in addition to, not instead of, the requested information and format. Minority business enterprises, women's business enterprises, veteran's business enterprises, and Certified Green Businesses are encouraged to submit proposals. **Any questions regarding this RFP should be directed to Tina Landis at [tlandis@baaqmd.gov](mailto:tlandis@baaqmd.gov).**

## **SECTION II – BACKGROUND**

### **A. Air District Overview**

The Bay Area Air Quality Management District (Air District) was created by the California Legislature in 1955 as the first regional agency to deal with air pollution in California. The Air District jurisdiction includes Alameda, Contra Costa, Marin, Napa, Santa Clara, San Francisco, San Mateo, southwestern Solano, and southern Sonoma counties.

The State Legislature originally gave the Air District the authority to regulate stationary sources of air pollution, such as factories, oil refineries, chemical plants, gasoline stations, and agricultural burning. With more recent legislation, the Air District was granted authority to enact certain transportation and mobile source measures including efforts to expand bicycling in the region.

The Air District is governed by a 22 member Board of Directors, consisting of elected officials, including county supervisors, mayors, and city council members. The chief executive officer of the Air District is the Air Pollution Control Officer (APCO), a position currently held by Jack Broadbent.

### **B. Bicycle Parking Infrastructure Program**

The Air District is requesting proposals from vendors to handle a range of program responsibilities, including all interactions with participating public agencies. Preference will be given to proposals that demonstrate turn-key, seamless service to the Air District and to program participants, at a competitive price. This may require a contractor to subcontract with other entities. The Air District is looking to contract with one or more vendors who can provide bicycle racks and the services described below at a fixed, competitive price.

The goals of the program are to provide:

- All Bay Area public agencies access to low (bulk rate) pricing on bicycle equipment
- Expanded public access to secure, high-quality bicycle parking facilities,
- Efficient and excellent customer service to all participating agencies and the Air District.
- Efficient administration of the program and reporting of all relevant data.

Under the BRVP, public agencies would apply for funding in the form of vouchers from

the Air District. The Air District would in turn issue vouchers to eligible applicants who could then redeem those vouchers with participating vendors. Once equipment was installed, the Air District would reimburse participating vendors the voucher amount. Any expenses incurred above and beyond the voucher amount would be the responsibility of the voucher recipient (participating public agency).

The following is a summary of the BRVP **process**:

- All public agencies in the Bay Area would be eligible to participate.
- Public agencies that choose to participate in the program will submit a complete application to the Air District that includes their selection of equipment from the approved equipment price list.
- The Air District would review applications and issue a contractor-specific “voucher” for the approved equipment. A copy of each approved voucher will also be sent to the contractor. In the event that more than one contractor is selected through this RFP, each participant may choose which contractor with which to place an order or “split” orders and purchase equipment from more than one approved contractor.
- Participants that choose to follow through with a purchase will place an order for equipment directly with the contractor and present the voucher assigned by the Air District along with the order to receive the fixed price.
- The contractor will validate the voucher and order the equipment within three business days.
- Once the equipment is delivered or shipped, the contractor will provide the participating agency with a copy of a bill of sale, including all applicable equipment and warranty documentation. The contractor shall also allow the participating agency to return or exchange equipment as specified in the contract.
- The contractor will invoice the Air District on a monthly basis for equipment that has been delivered and invoice participating agencies for any difference between the Air District’s portion and any additional costs that was agreed to by the participating agency. The Air District will only reimburse the contractor for administrative or expenditures costs that pre-approved.

**Program Schedule:**

The program is currently open and is anticipated run through June 30, 2015, or until funding is exhausted. The Air District may choose to extend the contract term at its sole discretion for up to one additional year. Below is a timeline for the project.

- **February 20, 2014:** RFP issued
- **4:00 p.m., March 24, 2014:** Proposals due back to the Air District
- **May 2014 - TENTATIVE:** Recommendations for contractors selected brought to Air District Mobile Source Committee for review
- **June 2014 - TENTATIVE:** Air District Board of Directors approve award to contractors
- **June/ July 2014 - TENTATIVE:** New contracts and amendments to existing contracts executed

- **July 2014** - Additional outreach is conducted to announce the availability of additional equipment, vendors, and funding
- The program will operate on a first-come, first-served basis through June 30, 2015, or until funds have been exhausted.

### **SECTION III – INSTRUCTIONS TO BIDDERS**

#### **A. General**

1. All proposals must be made in accordance with the conditions of this RFP. Failure to address any of the requirements is grounds for rejection of this proposal.
2. All information should be complete, specific, and as concise as possible.
3. Proposals should include any additional information that the respondent deems pertinent to the understanding and evaluation of the bid.
4. The Air District may modify the RFP or issue supplementary information or guidelines during the proposal preparation period prior to the due date. Please check our website for updates.
5. Proposals shall constitute firm offers. Once submitted, proposals cannot be altered without the written consent of the Air District, but proposals may be withdrawn.
6. The Air District reserves the right to reject any and all proposals. The Air District also reserves the right to select portions of a proposal.
7. All **questions** must be in written form and directed to Tina Landis and arrive no later than **9:00 a.m., Thursday, March 13<sup>th</sup>**. All questions will be answered in writing and posted on the BAAQMD RFP webpage **after 7:00 p.m., Wednesday, March 19<sup>th</sup>**.
8. The cost for developing the proposal is the responsibility of the bidder, and shall not be chargeable to the Air District.

#### **B. Submittal of Proposals**

All proposals must be submitted according to the specifications set forth in Section V (A) – Contents of Proposal, and this section. Failure to adhere to these specifications may be cause for the rejection of the proposal.

1. Due Date – All proposals are due no later than **4:00 p.m., Monday, March 24, 2014**, and should be directed to:

**Tina Landis, Administrative Analyst**  
[tlandis@baaqmd.gov](mailto:tlandis@baaqmd.gov)  
**Bay Area Air Quality Management District**  
**939 Ellis Street San Francisco, CA 94109**

2. Proposals received after the time and date provided previously specified will not be considered.
3. Signature – All proposals should be signed by an authorized representative of the bidder.

4. Submittal – Submit four (4) hard copies and one (1) electronic copy (in Microsoft Office or Adobe format) of the proposal in a sealed envelope, and an electronic copy of the **Cost Proposal Summary Template** (CPST) in Microsoft Excel. Electronic submissions will be acknowledged with a return email. Plainly mark the upper, left-hand corner with the name and address of the bidder and the RFP number. Late proposals will not be accepted. Any correction or re-submission of proposals will not extend the submittal due date.
5. Grounds for Rejection – A proposal may be immediately rejected at any time if it arrives after the deadline; is not in the prescribed format; or is not signed by an individual not authorized to represent the vendor.
6. Disposition of the Proposals – All responses to this RFP become property of the Air District and will be kept confidential until a recommendation for award of a contract has been announced. Thereafter, submittals are subject to public inspection and disclosure under the California Public Records Act. If a respondent believes that any portion of its submittal is exempt from public disclosure, it may mark that portion “confidential.” The Air District will use reasonable means to ensure that such confidential information is safeguarded, but will not be held liable for inadvertent disclosure of the information. Proposals marked “confidential” in their entirety will not be honored, and the Air District will not deny public disclosure of any portion of submittals so marked.

By submitting a proposal with portions marked “confidential,” a respondent represents it has a good faith belief that such portions are exempt from disclosure under the California Public Records Act and agrees to reimburse the Air District for, and to indemnify, defend, and hold harmless the Air District, its officers, employees, and agents, from and against any and all claims, damages, losses, liabilities, suits, judgments, fines, penalties, costs, and expenses, including without limitation, attorneys’ fees, expenses, and court costs of any nature whatsoever, arising from or relating to the Air District’s non-disclosure of any such designated portions of a proposal.

7. Modification – Once submitted, proposals, including the composition of the contracting team, cannot be altered without prior written consent of the Air District. All proposals shall constitute firm offers valid for ninety (90) days from the due date.

#### **C. Interviews**

1. The Air District, at its option, may interview bidders. The interviews will be for the purpose of clarifying the proposals.
2. Submittal of new proposal material at an interview will not be permitted.
3. Interviews may involve a presentation or a question-and-answer format or any combination of these.

### **SECTION IV – SCOPE OF WORK**

#### **A. Objectives**

The selected contractors shall perform the following functions:

- Provide customer service and sales assistance to potential participants
- Make fixed, discounted equipment prices available to eligible customers
- Validate the participant's voucher by signing the voucher, place each order within three business days, and return a signed copy of the voucher to the Air District to confirm that the order is being processed
- Deliver equipment no later than 90 days from the date an order is placed along with a Bill of Sale documenting each sale. At a minimum, each Bill of Sale will contain the following information
  - Voucher number
  - Name and address of the participant and shipping address
  - Date equipment was sold and delivered
  - Itemized listing of equipment sold, cost per unit, quantities, additional qualifying fees or discounts provided, credit for the amount of the Air District's voucher and remaining costs that are authorized by the participant (to be billed to participant).
- Prepare a monthly invoice to the Air District that contains:
  - A copy of each bill of sale for each order that has been fulfilled (delivered/shipped)
  - A summary Invoice that lists the total amount of funding being requested for reimbursement, a listing of each qualifying sale and bill of sale number (invoice #) that was completed in that billing period, and a summary of the amount that has been billed to date
  - A listing of all orders placed that are pending that have not been fulfilled and the date the order was placed.
- Operate the program under the terms of the contract with the Air District.
- Retain all program records for a period of at least 3 years.
- Cooperate with program participants and accept returns and exchanges in accordance with the terms and conditions of the contract with the Air District.
- May also be required to provide delivery services and/or installation of equipment:
  - Delivery shall be included at no additional cost for orders of equipment that include 25 or more units, and
  - Installation may be requested at the option of the receiving/participating agency. If the participating agency requests installation of racks, installation will be paid for by the participating agency at the agreed-to price between the participating agency and contractor for racks.
- Indemnify the Air District against any liability caused by the contractor's activities.

**B. Work Statement**

1. Program Implementation: The proposal must describe how the Contractor would implement the program, including all interactions with program participants, as described below.

- a) Customer Service and Order Placement: Provide a description of the process participants will use to contact your company and place orders including addresses of local sales offices, phone numbers for call centers, hours of operation, and the number of business days that it takes for any equipment order to be fulfilled. Also, include a description of your ability to respond to public agencies' inquiries (i.e. different equipment options, set forth in Section II (B), best practices for installation and maintenance of bicycle facilities) within three business days.
  - b) Approval of Orders and Fulfillment Process: Describe the process for confirming availability of equipment fulfilling orders.
  - c) Delivery and Installation: Provide delivery at no cost for all orders of 25 units or more and an option and quote for installation (if this service is available). In the event that installation service is requested, associated costs will be paid for by the participating agency at the agreed to price between the participating agency and the contractor.
  - d) Returns and Exchanges: State your return and exchange policy and the process you would use for handling returns and exchanges through this program.
  - e) Promotion: Use the Air District logo and credit the Air District in any promotions.
  - f) Monthly Invoice Reports: Reports must include, at a minimum:
    - A summary invoice that summarizes the total amount being requested for reimbursement and sales completed (total number of units sold by equipment type, make and model) for that period and year to date.
    - All individual bills of sale for each sale including:
      - (1) Voucher number, participant contact information, and shipping/delivery address
      - (2) Date equipment was sold and delivered
      - (3) Itemized listing of equipment sold, cost per unit, quantities of each item sold, additional qualifying fees or discounts provided, credit for the amount of the Air District's voucher, and remaining costs that are authorized by the participant (to be billed to the participant).
    - A listing of all placed orders that are pending and have not been fulfilled.
    - A description of any problems or concerns.
  - g) Final Report: Submit a final report within 90 days from the conclusion of the program that includes, at a minimum, the total number of units by equipment type make and model sold and the total amount billed to the Air District and program participants (if applicable).
2. Bicycle Parking Equipment Requirements and Information:
- a) Rack Requirements:
    - Must be U-lock compatible

- Must have the option to be mounted in-ground or, when grouped, on a rail (flange).
- b) Rack Information: The proposal must provide the following information about each distinct rack type that will be offered through the program:
- Rack model name
  - Rack heights and widths available
  - Rack finishes available
  - Rack mounting options available
  - Manufacturer's suggested retail price
  - Quote (Price) including shipping and handling, tax (state "Varies" if tax rate varies), and total cost
  - Identify if the Rack meets the design elements of the Association of Pedestrian and Bicycle Professionals' *Bicycle Parking Guidelines, 2<sup>nd</sup> Edition (2010)* (<http://www.apbp.org/?page=Home>)
    - Rack warranty duration and description
    - Any available third-party reviews of rack security and durability
    - Demonstration that sufficient stock is available for the program.
3. Vendor Information
- a) If the vendor is a manufacturer, then it must demonstrate that it meets the following requirements:
- Manufacturer has had a valid business license for a minimum of the last two years
  - Aftermarket Service: A statement that the manufacturer shall provide aftermarket service to customers against defects in materials or workmanship as defined by the terms and conditions listed in the product warranty.
- b) If the vendor is a merchant, then it must have had a valid business license issued in California for a minimum of the last two years.

## **SECTION V – PROPOSAL FORMAT, CONTENT, AND SUBMITTAL**

### **A. Contents of Proposal**

Submitted proposals must follow the format outlined below and include all requested information. Failure to submit proposals in the required format can result in the proposal being eliminated from evaluation and consideration.

#### **1. Technical Proposal**

- a) Cover Letter – Must include the name, address, and telephone number of the vendor, and must be signed by the person(s) authorized to represent the vendor.
- b) Table of Contents – Clearly identify material contained in the proposal by

section.

- c) Vendor Contact Information (Section I) – Provide the following information:
  - Address and telephone number of main office, and the address and phone number of any other participating Bay Area locations,
  - Name of vendor’s representative designated as the contact, and
  - Name of project manager, if different from the individual designated as the contact.
- d) Summary (Section II) – State overall approach to achieving the stated goals of the program, including the objectives and scope of work.
- e) Company Organization (Section III) – Provide a statement of your firm’s background and related experience.
- f) Project Organization (Section IV) – Describe the proposed management structure, program monitoring procedures, and a listing of all key personnel assigned to the project by position, name, and location.
- g) Subcontractors (Section V) – List any subcontractors that will be used and the work to be performed by them.
- h) Work Statement (Section VI) – Include all information addressing the requirements in the order listed in Section IV (B) of this RFP.
- i) Retention of Working Papers (Section VIII) – All working papers are the property of the Air District. Include a statement acknowledging that if your firm is awarded the contract, you will retain project related papers and related reports for a minimum of seven (7) years.
- j) Conflict of Interest (Section IX) – Address possible conflicts of interest with other clients affected by contractors’ actions performed by the firm on behalf of the Air District. The Air District recognizes that prospective bidders may have contracts to perform similar services for other clients. Include a complete list of such clients for the past three (3) years with the type of work performed and the total number of years performing such tasks for each client. The Air District reserves the right to consider the nature and extent of such work in evaluating the proposal.
- k) Exceptions (Section X) – In the event that bidder cannot provide all of the required goods and/or services, propose an alternative approach to provide equivalent or better than the specifications laid out in the RFP, and provide a detailed explanation as to why the alternative is better.
- l) Additional Data (Section XI) – Provide other essential data that may assist in the evaluation of the proposal (e.g. green business certification, etc.).
- m) References (Section XII) Provide references of public agencies that have purchased equipment from vendor within the previous 12 months including contact name, title, and telephone number for all references listed.

## 2. Cost Proposal

- a) Name and Address – The cost proposal must have the name and complete address of the bidder in the upper, left hand corner.
- b) Cost Proposal – Use the **cost proposal summary template (CPST)** provided for all categories and types of equipment indicating the fixed, discounted price during this contract. If selected for award of this contract, the vendor commits to offer equipment to eligible participants for the duration of the contract with the Air District at a cost not to exceed the amount indicated in the cost proposal.

In addition, for each line listed in the form (template), also include a quote that provides detailed information about the equipment being proposed.

- c) The cost proposal does not need to be a separate, sealed document.

## SECTION VI – PROPOSAL EVALUATION

A panel of Air District staff will evaluate all proposals. The panel will recommend the selection of the Vendor(s) to the Air Pollution Control Officer (APCO), who will, in turn, make a recommendation to the Air District Board of Directors. The Air District Board of Directors must approve the contract to carry out the work described in this RFP. An example of a typical contract for professional services used by the Air District is included in Section VII.

**Proposals will be evaluated on the following criteria:**

<b>Proposal:</b> <b>Responsiveness of the proposal</b> , based upon a clear understanding of the work to be performed; <b>Technical expertise of the vendor</b> and vendor’s ability to complete the work in a professional and timely manner, including past experience working on projects of similar scope; <b>and</b> <b>Quality and applicability of the equipment options</b> submitted as part of the proposal.	30%
<b>Cost:</b> Guaranteed lowest overall cost for each equipment type regardless of quantity purchased.	60%
References of the firm, local business/Green Business*	10%

\* The Air District gives preferences to local businesses and those that are certified as green businesses by a government agency or independent private rating organization.

The Air District reserves the right to reject any and all proposals submitted and/or request additional information.

If two or more proposals receive the same number of points, the Air District will accept the lower cost offer.

## SECTION VII – SAMPLE CONTRACT

The contract to carry out the work described in this RFP is attached.