



# ***Bay Area Bike Share Request for Proposals for Asset Valuation***

**RFP Pre-Bidders Conference  
October 25, 2013**

# Overview



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- **Introduction, Background and Partners**
  - **Purpose of Request for Proposals (RFP)**
  - **RFP for Asset Valuation:**
    - **Proposal Contents**
    - **Project Scope of Work**
    - **Project Timeline & Next Steps**
    - **Format of Responses**
    - **Evaluation & Scoring Criteria**
  - **Questions & Answers**

# Bay Area Air Quality Management District (BAAQMD)



- Population – 7.2 million
- 9 Counties/5,340 square miles
- ~ 5 million on-road vehicles
- **BAAQMD Mission:**  
To protect and improve public health, air quality, and the global climate



# Bay Area Bike Share Background



- 8/29/13, service launches 700 shared bicycles in 5 Bay Area communities as a Pilot Project
- Purpose of 12 month Pilot is to determine successful conditions for region-wide deployment
- Initial Funding - **\$11.2 million (M)**
  - \$2.8 M (Air District)
  - \$7.1 M (MTC)
  - \$1.3 M (Local Funding)



# Partners

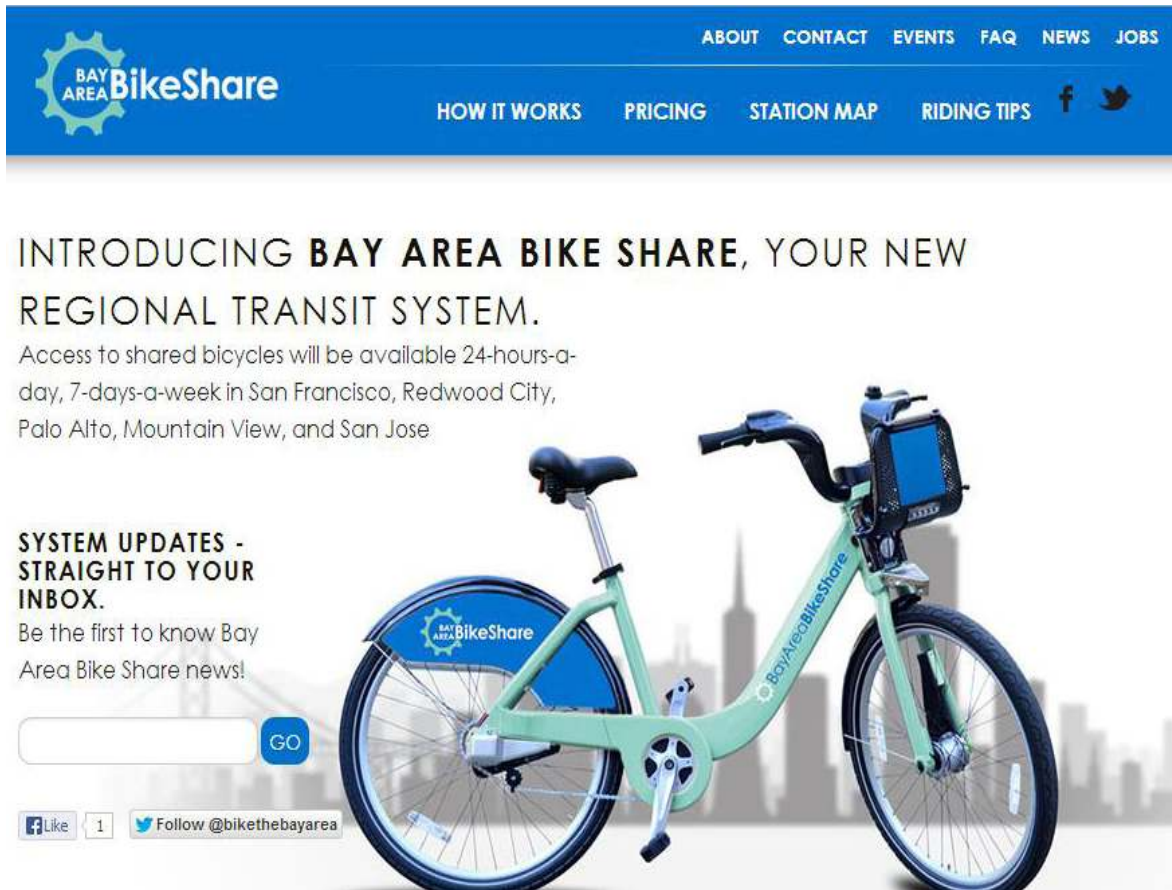




# Launch Event August 29, 2013



# Web and Mobile



**[bayareabikeshare.com](http://bayareabikeshare.com)**



**Cyclefinder  
(Android/iOS)**



# Social Media





# System-wide Stats



**THANK YOU  
BAY AREA!**

OVER 100,000 MILES  
RIDDEN SINCE LAUNCH.

[bayareabikeshare.com](http://bayareabikeshare.com)

The Bay Area BikeShare logo, which includes a green gear icon with "BAY AREA" inside and "BikeShare" to its right.

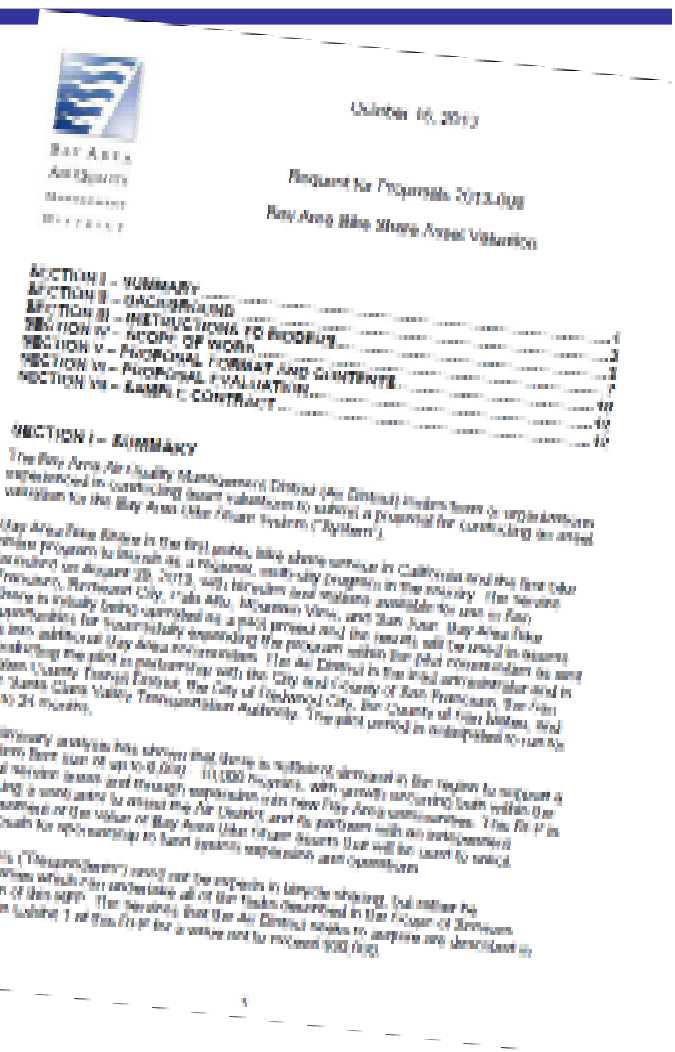
<b>Trips Taken</b>	<b>50,563</b>
<b>Annual Members</b>	<b>2,860</b>
<b>Casual Members</b>	<b>7,817</b>

[bayareabikeshare.com](http://bayareabikeshare.com)

# RFP Contents



- SECTION I – SUMMARY
- SECTION II – BACKGROUND
- SECTION III – INSTRUCTIONS TO BIDDERS
- SECTION IV – SCOPE OF WORK
- SECTION V – PROPOSAL FORMAT AND CONTENTS
- SECTION VI – PROPOSAL EVALUATION
- SECTION VII – SAMPLE CONTRACT
- ATTACHMENT 1 – EXAMPLE SYSTEM ASSETS
- ATTACHMENT 2 – EXAMPLE BICYCLE ASSETS
- ATTACHMENT 3 – EXAMPLE STATION DISPLAY CASES



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## RFP Purpose



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Provide the Air District and its partners with an **independent assessment of the value of Bay Area Bike Share assets** that will be used to solicit proposals for sponsorship to fund system expansion and operations

# RFP - Scope of Work



## Scope of Work (2 Parts) – Up to \$30,000

- A. Asset Valuation - Not to Exceed \$20,000
- B. Marketing Materials (Optional) - Not to Exceed \$10,000



# RFP - Scope of Work

## Part A. Asset Valuation



Analyze System's physical and social media assets and prepare:

- **Deliverable #1:** Report and presentation (i.e., PowerPoint) summarizing the analysis and valuation of the System's current (1,000 bicycles) and potential (6,000-10,000 bicycles) assets as a whole and for each of the constituent service areas or sub-regions within the System (e.g. San Francisco, Peninsula and South Bay) and the broader nine-County Bay Area region
- **Deliverable #2:** A report identifying and detailing business opportunities, i.e., sponsorships, business-to-business partnerships and other opportunities

# RFP - Scope of Work

## Marketing Materials (Optional)

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At the Air District's discretion:

- **Deliverable #3:** Draft Marketing Materials
- **Deliverable #4:** Final Marketing Materials (Camera Ready)

# RFP - ATTACHMENT 1

## Bay Area Bike Share System Assets



- A. System Name
- B. Bicycle Fender/Skirt Guard and Front Placard
- C. Stations
- D. Electronic Recognition
- E. Event Sponsorships
- F. Technology Sponsorships
- G. Lifeline Access Sponsorships
- H. Other Sponsorships & Partnerships

**Sponsor's Logo Here:**



# RFP - Stations

## Bay Area Bike Share System Assets



To assist Air District and partners,  
RFP is seeking information on value  
of Sponsorships and Partnerships -  
NOT Advertising:

Bay Area Bikeshare, **brought to you  
by ABC**, is ok

Bay Area Bikeshare and ABC

- **encourage you to buy XYZ**, not ok
- **prefer XYZ**, also not ok





# Format of Responses



- **Technical Proposal**

Cover letter	Project Organization
Firm Information	Assigned Personnel
Table of Contents	Retention
Summary	Subcontractors
Program Schedule	Conflict of Interest
Firm Organization	Additional Data

- **Cost Proposal**

- **Overall Length – 16 Pages (not including attachments)**

# Evaluation and Scoring Criteria



<b>Project Understanding, Approach and Implementation Plan:</b> Provides thorough explanation of approach for successfully completing all project tasks and provides a well thought-out timeline and budget for completing all deliverables.	45%
<b>Professional Qualifications and Specialized Experience:</b> Demonstrates substantial experience conducting projects of similar size and scope.	35%
<b>Key Personnel Committed to This Project:</b> Proposed team's qualifications (i.e., experience and education), a description of each member's role and responsibility, and information to communicate how proposed staffing team is best equipped to complete this project.	20%
<b>Total</b>	<b>100%</b>

# RFP Timeline and Next Steps



Wednesday, 10/16/13	Air District Issues RFP
Monday, 10/28/13, 4:00 PM	Final Date to Submit Questions
Tuesday, 11/12/13, 10:00 AM	Proposals Due
Nov – Dec 2013	Interviews, Contractor Evaluation and Selection, Contract Execution, Notice to Proceed
Within 90 days from date of contract execution	Project Part A. Asset Valuation
After Part A is completed, to be completed within 60 days, if requested	Project Part B. Marketing Materials (Optional)

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# Questions?

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