

Overview



- 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









Cyclefinder (Android/iOS)

Social Media















System-wide Stats



THANK YOU BAY AREA!	Trips Taken	50,563
OVER 100,000 MILES RIDDEN SINCE LAUNCH.	Annual Members	2,860
bayareabikeshare.com	Casual Members	7,817

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**





Outober 16, 2015

Request for Properties, 2013-000

Ray Area Blog Muses Asset Valuetion

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RFP Purpose



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)



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





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



Project Understanding, Approach and Implementation Plan: 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%
Professional Qualifications and Specialized Experience: Demonstrates substantial experience conducting projects of similar size and scope.	35%
Key Personnel Committed to This Project: 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.	
Total	100%

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)



Questions?

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