



**Solicitation Information
September 4, 2015**

RFP#7500367

TITLE: *Bike Share Program – Rhode Island College*

Submission Deadline: September 30, 2013 @ 11:00 AM (Eastern Time)

Questions concerning this solicitation must be received by the Division of Purchases at gary.mosca@purchasing.ri.gov no later than 9/11/13 @ 3:00 PM (ET). Questions should be submitted in a *Microsoft Word attachment*. Please reference the RFP# on all correspondence. Questions received, if any, will be posted on the Internet as an addendum to this solicitation. It is the responsibility of all interested parties to download this information.

SURETY REQUIRED: No

BOND REQUIRED: No

Gary P. Mosca
Sr. Buyer

Applicants must register on-line at the State Purchasing Website at www.purchasing.ri.gov

Note to Applicants:

Offers received without the entire completed four-page RIVIP Generated Bidder Certification Form attached may result in disqualification.

THIS PAGE IS NOT A BIDDER CERTIFICATION FORM

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SECTION 1: INTRODUCTION

The Rhode Island Department of Administration/Division of Purchases, on behalf of the Rhode Island College is soliciting proposals from qualified proposers for the acquisition and maintenance of information technology based bike share program designed for Rhode Island College, in accordance with the terms of this Request for Proposals and the State's General Conditions of Purchase, which may be obtained at the Rhode Island Division of Purchases Home Page by Internet at www.purchasing.ri.us. The initial contract period will begin approximately October 1, 2013 for three years with a 1 year option to renew. This is a Request for Proposals, not an Invitation for Bid. Responses will be evaluated on the basis of the relative merits of the proposal, in addition to price; there will be no public opening and reading of responses received by the Division of Purchases pursuant to this Request, other than to name those offerors who have submitted proposals.

INSTRUCTIONS AND NOTIFICATIONS TO OFFERORS:

1. Potential vendors are advised to review all sections of this RFP carefully and to follow instructions completely, as failure to make a complete submission as described elsewhere herein may result in rejection of the proposal.
2. Alternative approaches and/or methodologies to accomplish the desired or intended results of this procurement are solicited. However, proposals which depart from or materially alter the terms, requirements, or scope of work defined by this RFP will be rejected as being non-responsive.
3. All costs associated with developing or submitting a proposal in response to this RFP, or to provide oral or written clarification of its content shall be borne by the vendor. The State assumes no responsibility for these costs.
4. Proposals are considered to be irrevocable for a period of not less than 120 days following the opening date, and may not be withdrawn, except with the express written permission of the State Purchasing Agent.
5. All pricing submitted will be considered to be firm and fixed unless otherwise indicated herein.
6. Proposals misdirected to other state locations, or which are otherwise not present in the Division at the time of opening for any cause will be determined to be late and will not be considered. For the purposes of this requirement, the official time and date shall be that of the time clock in the reception area of the Division.
7. It is intended that an award pursuant to this RFP will be made to a prime vendor, or prime vendors in the various categories, who will assume responsibility for all aspects of the work. Joint venture and cooperative proposals will not be considered. Subcontracts are permitted, provided that their use is clearly indicated in the vendor's proposal and the subcontractor(s) to be used is identified in the proposal.

8. All proposals should include the vendor's FEIN or Social Security number as evidenced by a W9, downloadable from the Division's website at www.purchasing.ri.gov.
9. The purchase of services under an award made pursuant to this RFP will be contingent on the availability of funds.
10. Vendors are advised that all materials submitted to the State for consideration in response to this RFP will be considered to be Public Records as defined in Title 38, Chapter 2 of the General Laws of Rhode Island, without exception, and will be released for inspection immediately upon request once an award has been made.
11. Interested parties are instructed to peruse the Division of Purchases website on a regular basis, as additional information relating to this solicitation may be released in the form of an addendum to this RFP.
12. Equal Employment Opportunity (G.L. 1956 § 28-5.1-1, et seq.) – § 28-5.1-1 Declaration of policy – (a) Equal opportunity and affirmative action toward its achievement is the policy of all units of Rhode Island state government, including all public and quasi-public agencies, commissions, boards and authorities, and in the classified, unclassified, and non-classified services of state employment. This policy applies to all areas where State dollars are spent, in employment, public services, grants and financial assistance, and in state licensing and regulation. For further information, contact the Rhode Island Equal Opportunity Office at (401) 222-3090.
13. In accordance with Title 7, Chapter 1.2 of the General Laws of Rhode Island, no foreign corporation, a corporation without a Rhode Island business address, shall have the right to transact business in the State until it shall have procured a Certificate of Authority to do so from the Rhode Island Secretary of State (401-222-3040). This is a requirement only of the successful vendor(s).
14. The vendor should be aware of the State's Minority Business Enterprise (MBE) requirements, which address the State's goal of ten percent (10%) participation by MBE's in all State procurements. For further information, contact the MBE Administrator at (401) 574-8253 or visit the website www.mbe.ri.gov or contact charles.newton@doa.ri.gov.

SECTION 2: BACKGROUND

Rhode Island College (RIC) is a public comprehensive college whose main campus is located on 180 acres in the greater Providence area. Located in the Providence neighborhood of Mount Pleasant, RIC has an average daily population between 8,000 – 12,000 students, faculty and staff. Established in 1854, RIC is the oldest Public institution of higher education in the state.

An effective System will further RIC's Bike Program mission by providing free access to a bicycle for short trips on and near the College campus.

College's objectives in establishing a campus System are:

- a) Increase access to reliable bicycles
- b) Decrease out-of-pocket costs for transportation
- c) Incentivize active transportation and decrease single occupancy auto trips on campus
- d) Increase the College's share of students, faculty, and staff using bikes as a mode of transportation.
- e) Introduce bicycling to new populations, including visitors to the College
- f) Increase the capacity of transit by creating improved active transportation connections within campus
- g) Instill life-long habits of active transportation in students, faculty, and staff
- h) Improve the health of students, faculty and staff at the College and provide opportunities for exercise and recreation
- i) Further the College leadership in sustainability and bicycle transportation

SECTION 3: SCOPE OF WORK

General Scope of Work

The following services will be provided by the successful Proposer:

3.1 Station Plan & Design

Successful Proposer will work with the College to create a station plan within the service area of the College campus boundaries identifying "preferred" locations and "alternate" locations for the System's stations. Successful Proposer will address how it can best deliver and support a System for RIC for three (3) years. RIC will consider a variety of operational models.

Successful Proposer will consult with the College Campus Planning to identify locations and a station design that will not contradict policies set forth in the College's Campus Plan.

Successful Proposer will work with RIC to identify station design elements that will be responsive to the overall campus character.

Each proposed location will consider the policies set forth in the College's Campus Plan, solar access, transportation patterns, and include any other methodology for determining station size and locations. Determining station locations will include public engagement.

Station locations should emphasize maximizing ridership while minimizing the loss of on-street bike and auto parking.

Final station locations and design are subject to the approval of RIC's Bike Program and Campus Planning Committee and must meet Americans with Disabilities Act (ADA).

Successful Proposer will complete and submit a written station plan & design no later than four weeks after contract effective date.

3.2 Liability Waiver

Successful Proposer must submit a copy of its proposed liability waiver for System participants. Successful Proposer must also detail how the liability waiver for System participants will be stored. Successful Proposer must work with the College's Risk Management to ensure the College and state requirements are met.

3.3 Marketing Plan

The successful Proposer must submit to RIC a written marketing plan that includes proposals for the appropriate branding and identity, and marketing of System on campus with the goal of supporting a financially successful System. Successful Proposer's marketing of the System must conform to all applicable Web standards and Web accessibility requirements as well as all College Communications Standards. The written Marketing Plan must include the following:

3.3.1 Development of brand, image, logo and marketing plan for the System. The College will have final say on System branding, logos and images.

3.3.2 Development of website, web-based applications, and smart-phone applications appropriate for System.

3.3.3 Development of printed materials including print advertisements, brochures, posters, and fliers.

- Identifying target markets with estimated percentages of user demographics.
- Identifying key messages for different target markets.
- Identifying social media strategies.

3.4 Deliver and Install System

Successful Proposer will supply a maximum number of bicycles and stations for College's purchase within the project budget.

3.4.1. Bicycle minimum specifications:

- 3 year warranty.
- Low maintenance/durable and corrosion material with rust-resistant external parts.
- Safety and stability in all weather conditions.
- Protection from grease, dirt, and tire spray including enclosed drive train and full fenders.
- Easy to mount, operate and to hold in stopped position, including for shorter rider.
- Integrated front and rear lights that are rechargeable while riding.
- Reliable and intuitive braking system.
- Multiple gears, with shifters that are easy to use.
- Puncture resistant tires.
- Theft and tamper resistant.
- Kickstand or other device to allow bicycle to be supported upright.
- Loud bell or horn.
- Flat pedals only, no toe clips.
- Equipped with tracking devices or equivalent.

Desired Specifications:

- Upright riding position.
- Equipped with secondary lock to enable user to secure bike to any bike rack or post while making a quick stop.
- Capacity for sponsorship or advertising that can be easily changed.
- Diversity in the fleet composition including cargo bicycles.

Successful Proposer will work with College Campus Operations to install bike share stations. Site improvements for bicycle stations will be the responsibility of the College.

3.5 System's Stations Minimum Specifications:

- 3.5.1 Where feasible, alternative energy sources are favored.
- 3.5.2 Smallest feasible footprint to enable installation in a space currently used as a parking space or sidewalk.
- 3.5.3 Wireless internet connections that are highly reliable. Service must be able to Perform data communication between bicycle share system and Rhode Island College's Peoplesoft system.

- 3.5.4 Automatic confirmation that a Campus ID is valid if bicycle is not returned, preferably before each bicycle is removed.
- 3.5.5 Validation of RIC student enrollment, faculty or staff by interfacing with RIC CBORD Card ID System and/or RIC Peoplesoft system.
- 3.5.6 All stations in System accept walk-up renters with agreement to liability waiver.
- 3.5.7 Spanish translation available.
- 3.5.8 Clear and prominent instructions at each station directing the users call in the event of problems.
- 3.5.9 A process to address situations in which a user wants to return a bike station that is full or rent a bike from a station that is empty.
- 3.5.10 Touch-screen.
- 3.5.11 Real-time communication between stations and headquarters particularly to report number of bikes per station and facilitate re-distribution.
- 3.5.12 Capacity to maintain security of the System during power failure event or loss of internet connection.
- 3.5.13 Capacity to communicate in real-time the capacity of each station and where bikes needing repair are located.

Desired specifications:

- 3.5.14 Aesthetic compatibility with streetscape and College's context.
- 3.5.15 Capacity to add lighting where necessary to facilitate nighttime use of terminal and adjustment of bicycles and to reduce vandalism.
- 3.5.16 Ability to disable walk-up registration at times.

3.6 Operations training

Successful Proposer will train College's staff to operate the System, including an in-depth training of: maintenance of bicycles, minor station maintenance, customer service procedures, and how to troubleshoot issues with hardware, software and data integration.

3.7 Website

Successful Proposer must deliver and launch a user friendly website with the following minimum specifications.

- 3.7.1 Front-end Website minimum Specifications.
 - 3.7.1.1 Data security.
 - 3.7.1.2 Capacity for membership registration.
 - 3.7.1.3 Validation of RIC enrolled student, faculty, and staff.
 - 3.7.1.4 Mechanism for users to report problems and make suggestions for System improvement.
 - 3.7.1.5 Access to all registration and user trip data with regular reports to College.
 - 3.7.1.6 Ability to collect survey information and customer satisfaction ratings.

- 3.7.1.7 Capacity for user to track number of available bikes and open docking points in each station via web page or smart phone.
- 3.7.1.8 Interactive map showing status of bicycles at stations and station locations.
- 3.7.1.9 Spanish language options for all Web pages.
- 3.7.1.10 Phone and email contact information prominent on Web site.
- 3.7.1.11 Capacity to convey bicycle safety information, laws, and/or warnings affecting bicyclists.
- 3.7.1.12 Responsive Web Design where web pages adapt to user's mobile devices and preferences.

Front-end Website Desired Specifications:

- 3.7.1.13 Personalized customer Web pages that provide information such as miles traveled, calories burned, etc.
- 3.7.1.14 Chinese, Korean, and Japanese, and Arabic language options for all webpages.

3.7.2 Back-end Website Minimum Specifications:

- 3.7.2.1 Data security.
- 3.7.2.2 A content management system to allow the College to edit website content.
- 3.7.2.3 Capacity to track number of available bikes, bikes in need of repair, and open docking points in each station.
- 3.7.2.4 Ability to browse and search registration and user trip data and submit reports.
- 3.7.2.5 Ability communication systems to users via email or text.

3.8 System Maintenance and Customer Support

After the start of operations, successful proposer must support the System for an initial term of 3 years. Successful Proposer will provide regular maintenance & support services as well as a schedule for when such maintenance and support services will occur for the System including stations, bike hardware updates and software components.

3.8.1 System maintenance and support minimum requirements:

- 3.8.1.1 Successful Proposer must provide customer service support, including: a call center, on call support and web support available 24 hours a day, 7 days a week with staffing cycle matching demand cycle for bikes, ensuring maximum wait time on phone of one minute.
- 3.8.1.2 Successful Proposer will provide administrator and user manuals.
- 3.8.1.3 Customer service phone number placed on every bike with durable, weather resistant label.
- 3.8.1.4 System will ensure highest customer satisfaction rating and allows the operator to address problems immediately.

- 3.8.1.5 Create procedures to immediately aid users with mechanical issues and/or injuries.
 - 3.8.1.6 Well thought-out redistribution plan that shows clear understanding of rebalancing issues and ensures a balanced system with minimal likelihood that customer encounters empty or full station.
 - 3.8.1.7 Development and documentation of a set of maintenance standards for the station and components (bikes, hub, terminal, and sign), as well as an audit procedure for these standards.
 - 3.8.1.8 Expeditious removal, replacement and/or repair of all items needing such services.
 - 3.8.1.9 All users sign a legally binding waiver/ assumption of risk, either when subscribing via the website or as part of the on-site registration process.
 - 3.8.1.10 Signed legal document accepting and acknowledging all risks and holding harmless agency, institution, and/or private landowner from all lawsuits.
- Desired Specifications:
- 3.8.1.11 Customer service available at all hours that rental system is available.
 - 3.8.1.12 Ability to regularly and dramatically expand/contract stations, or create a mobile station to accommodate large crowds at major events.
 - 3.8.1.13 Specific insurance coverage ensuring protection against bodily injury and information risk exposures presented by this program.

Specific Activities / Tasks

The college is investigating offering bike sharing services on-campus. Below are the services we would require from the selected vendor:

- Provide technology, equipment and personnel in the installation of an automated bicycle rental system.
- Provide maintenance, or otherwise training on the maintenance of infrastructure related but not limited to the automated bicycle rental system.
- Provide software and system technical support in order to maintain administrative business records.
- Provide administrative support in analyzing the usage of the automated bicycle rental system.
- Provide technology and equipment for future growth and development of the automated bicycle rental program.
- Provide a price quote or otherwise agreement for technology, equipment, and services procured.
- Provide an estimated total project timeline.

Although we propose an initial minimum project design, RIC requests the following three design parameters, as well as any opinions about the project designs:

- Alternate#1 - Two bicycle docking stations/20 bicycle fleet. Alt. 1 proposal value: _____
- Alternate#2 - Three bicycle docking stations/30 bicycle fleet. Alt. 2 proposal value: _____
- Alternate#3 - Five bicycle docking stations/50 bicycle fleet. Alt. 3 proposal value: _____

After the initial phase of this program meets certain ridership levels, the need for future bicycle docking stations as well as fleet bicycles will be properly assessed. Accordingly, all hardware and software within the initial phase must then be compatible for future installations and development.

SECTION 4: TECHNICAL PROPOSAL

Narrative and format: The separate technical proposal should address specifically each of the required elements.

1. Project Approach to providing all deliverables identified in Section II – Scope of Work. 10 points
2. Quality and reliability of all equipment (bicycles, stations other hardware, software) to meet objectives: 30 points
 - a. Station Design
 - b. Equipment components
 - c. Equipment warranties
 - d. Ability to reliably integrate with RIC ID cards and student/faculty/staff data
 - e. Delivery or installation requirements
 - f. System Scalability
3. Support services available type and quality 15 points
4. Proposer’s capabilities/demonstrated experience, project team qualifications/capabilities, and working relationship 10 points
5. Itemized Project cost and Project Total cost. 30 points
6. References 5 points

SECTION 5: COST PROPOSAL

Detailed Budget and Budget Narrative:

Provide a proposal for fees charged for the billing services outlined in this proposal.

SECTION 6: EVALUATION AND SELECTION

Proposals will be reviewed by a Technical Review Committee comprised of staff from state agencies. To advance to the Cost Evaluation phase, the Technical Proposal must receive a minimum of 60 (85.7%) out of a maximum of 70 technical points. Any technical proposals scoring less than 60 points will not have the cost component opened and evaluated. The proposal will be dropped from further consideration.

Proposals scoring 60 technical points or higher will be evaluated for cost and assigned up to a maximum of 30 points in cost category, bringing the potential maximum score to 100 points.

Rhode Island College reserves the exclusive right to select the individual(s) or firm (vendor) that it deems to be in its best interest to accomplish the project as specified herein; and conversely, reserves the right not to fund any proposal(s).

Proposals will be reviewed and scored based upon the following criteria:

Criteria	Possible Points
Project Approach	10 Points
Quality and Reliability of Equipment	30 Points
Support Services	15 Points
Proposer's Capabilities	10 Points
References	5 Points
Total Possible Technical Points	70 Points
Cost calculated as lowest responsive cost proposal divided by (this cost proposal) times 25 points *	30 Points
Total Possible Points	100 Points

*The Low bidder will receive one hundred percent (100%) of the available points for cost. All other bidders will be awarded cost points based upon the following formula:

$$(\text{low bid} / \text{vendors bid}) * \text{available points}$$

For example: If the low bidder (Vendor A) bids \$65,000 and Vendor B bids \$100,000 for monthly cost and service fee and the total points available are Thirty (30), vendor B's cost points are calculated as follows:

$$\$65,000 / \$100,000 * 30 = 19.5$$

Points will be assigned based on the offeror's clear demonstration of his/her abilities to complete the work, apply appropriate methods to complete the work, create innovative solutions and quality of past performance in similar projects.

Applicants may be required to submit additional written information or be asked to make an oral presentation before the technical review committee to clarify statements made in their proposal. Applicants may be required to submit additional written information or be asked to make an oral presentation before the Technical Review Committee to clarify statements made in their proposal.

SECTION 7: PROPOSAL SUBMISSION

Questions concerning this solicitation may be e-mailed to the Division of Purchases at gary.mosca@purchasing.ri.gov no later than the date and time indicated on page one of this solicitation. Please reference **RFP #7500367** on all correspondence. Questions should be submitted in a Microsoft Word attachment. Answers to questions received, if any, will be posted on the Internet as an addendum to this solicitation. It is the responsibility of all interested parties to download this information. If technical assistance is required to download, call the Help Desk at (401) 574-9709.

Offerors are encouraged to submit written questions to the Division of Purchases. **No other contact with State parties will be permitted.** Interested offerors may submit proposals to provide the services covered by this Request on or before the date and time listed on the cover page of this solicitation. Responses received after this date and time, as registered by the official time clock in the reception area of the Division of Purchases will not be considered.

Responses (**an original plus four (4) copies**) should be mailed or hand-delivered in a sealed envelope marked "**RFP#7500367**" to:

RI Dept. of Administration
Division of Purchases, 2nd floor
One Capitol Hill
Providence, RI 02908-5855

NOTE: Proposals received after the above-referenced due date and time will not be considered. Proposals misdirected to other State locations or those not presented to the Division of Purchases by the scheduled due date and time will be determined to be late and will not be considered. Proposals faxed, or emailed, to the Division of Purchases will not be considered. The official time clock is in the reception area of the Division of Purchases.

RESPONSE CONTENTS

Responses shall include the following:

1. A completed and signed four-page R.I.V.I.P generated bidder certification cover sheet downloaded from the RI Division of Purchases Internet home page at www.purchasing.ri.gov.
2. A completed and signed W-9 downloaded from the RI Division of Purchases Internet home page at www.purchasing.ri.gov.
3. **A separate Technical Proposal** describing the qualifications and background of the applicant and experience with and for similar projects, and all information described earlier in this solicitation. The Technical Proposal is limited to six (6) pages (this excludes any appendices) . As appropriate, resumes of key staff that will provide services covered by this request.
4. **A separate, signed and sealed Cost Proposal** reflecting the hourly rate, or other fee structure, proposed to complete all of the requirements of this project.
5. In addition to the multiple hard copies of proposals required, Respondents are requested to provide their proposal in **electronic format (CD-Rom, disc, or flash drive)**. Microsoft Word / Excel OR PDF format is preferable. Only 1 electronic copy is requested and it should be placed in the proposal marked "original".

CONCLUDING STATEMENTS

Notwithstanding the above, the State reserves the right not to award this contract or to award on the basis of cost alone, to accept or reject any or all proposals, and to award in its best interest.

Proposals found to be technically or substantially non-responsive at any point in the evaluation process will be rejected and not considered further.

The State may, at its sole option, elect to require presentation(s) by offerors clearly in consideration for award.

The State's General Conditions of Purchase contain the specific contract terms, stipulations and affirmations to be utilized for the contract awarded to the RFP. The State's General Conditions of Purchases/General Terms and Conditions can be found at the following URL: <https://www.purchasing.ri.gov/RIVIP/publicdocuments/ATTA.pdf>