Washtenaw Area Transportation Study
Request for Proposal
for
Bikeshare Modernization Plan

November 1, 2018

Washtenaw Area Transportation Study (WATS)
200 N Main St, Garden Level
Ann Arbor MI, 48104
(734)994-3127
wats@miwats.org

Section I. General Conditions and Provisions

A. Purpose

The purpose of this Request for Proposals (RFP) is to select a Consulting Firm or team to develop a planning proposal for the design, change, growth, and sustainability of the Arbor Bike program.

Up to $30,000 will be allocated for completing the work in this RFP.

B. Issuing Office

The RFP is being issued by the Washtenaw Area Transportation Study herein referred to as WATS. All technical and administrative questions should be directed to:

Suzann Flowers, Transportation Planner
flowerss@miwats.org
WATS
200 N Main St, Garden Level
Ann Arbor, MI 48104
(734)994-3127

Answers to questions submitted by consultants will be posted online at:
www.miwats.org/wats-rfps

C. Schedule

November 1, 2018 - Issuance of Request for Proposals

November 16, 2018 - Proposals due to WATS by 4:30 PM

December 3, 2018 - Notice to firms selected for interviews if interviews are used

June 18, 2019 - all contract work completed and final billings submitted

D. Proposals

This procurement is subject to a financial assistance contract between SEMCOG, the Federal Highway Administration (FHWA), and the Michigan Department of Transportation (MDOT). The

consultant will be required to comply with all terms and conditions under the provisions of Federal Procurement Regulations, 48 CFR Part 31 - Contract Cost Principles and Procedures.

The cost information requested in this section is required to support the reasonableness of your proposal and is for internal use only. The data will be held in confidence and will not be revealed or discussed with competitors. Costs should be presented in a cost plus fixed fee format. Specifically, the cost proposal should include the job titles and names of persons who will complete the work, including approximate hours and hourly rates. Cost should be presented by task at a level of detail corresponding to the Work Plan.

Submission Information

Bids should be marked “Bikeshare Modernization Plan” and submitted to the Washtenaw Area Transportation Study offices located at 200 N. Main St., Lower Level, Ann Arbor, MI 48104 or via email to flowerss@miwats.org and in the subject line include “Bikeshare Modernization Plan”. Quotes are due to the WATS office at 200 N. Main St., Lower Level Ann Arbor, MI 48104 by 4:30 p.m. on Friday, November 16, 2018.

E. Changes to RFP

The Steering Committee reserves the right to revise any part of this RFP or to provide additional information. Washtenaw Area Transportation Study will email addenda produced, if any, to all prospective Consulting Firms who have notified WATS of their intent to submit a proposal for consideration.

F. Cost Liability

All costs incurred in the submission of proposals or in making necessary studies, designs or computer benchmarks of estimates for preparation of the proposals are the sole responsibility of the Consulting Firm.

G. News Releases

Any news releases pertaining to this RFP or the services, study, data or project to which it relates will not be made without prior written approval from WATS, and then only in accordance with the explicit written instructions from WATS.

All information in a Consultant’s proposal and any contract resulting from this RFP are subject to disclosure under the provisions of the “Freedom of Information Act”, 1976 Public Act No. 442, as amended, MCL 15.231, et seq.

H. Acceptance of Proposal Content

The contents of the proposal of the successful Consultant shall become contractual obligations if a contract ensues. Failure of the successful Consultant to accept these obligations may result in cancellation of the award.

I. Independent Price Determination

A proposal will not be considered for award if the price in the proposal was not arrived at independently without collusion, consultation, communication, or agreement as to any matter relating to such prices with any other bidder or with any other competitor.

The Consultant must include a certified statement in the proposal certifying that the price was arrived at without conflict of interest as described in the paragraph above. Should a conflict of interest be detected at any time during the contract, the contract shall be invalid and the Consultant shall assume all costs of this project until such time as a new Consultant is selected.

J. Steering Committee

A Steering Committee may consist, at minimum, of representatives from WATS, AAATA, MDOT, Washtenaw County Parks, Washtenaw County Road Commission, City of Ann Arbor, University of Michigan, Ann Arbor DDA. The Steering Committee will be responsible for selection of the consulting firm. Members of the Steering Committee will evaluate each proposal by the criteria stated in Section 1 Q - Selection Criteria to select the firm or firms to be interviewed.

K. Selection

The contract may be awarded to the Consulting firm whose proposal offers WATS the greatest advantage for the project - technical, economic, and other factors considered by the Steering Committee and specified in Section 1 Q - Selection Criteria of this Request for Proposal. The Steering Committee reserves the right to reject any and all proposals, or parts thereof, and to negotiate the services and contract terms with the selected Consulting firm prior to contract award.

This contract is not subject to the Brooks Act. Cost will be a criterion for selection; however, it is not the sole determining factor.

L. Proposal Receipt

Proposals must be received by the Washtenaw Area Transportation Study no later than Wednesday October 31, 2018. All proposals become the property of the Washtenaw Area Transportation Study and will not be returned.

M. Type of Contract

The contract will be executed on a WATS standardized contract form. The selected Consulting firm shall be expected to conform to all provisions contained thereto. The contract will be a fixed fee contract, with a “not to exceed” clause and costs are to be reimbursed upon the accomplishment of defined milestones based on the approval of the project manager, to begin upon award and conclude within the negotiated timeframe. As part of the Proposal, the Consultant should include the milestones associated with the completion of each task, including a time schedule for the completion and delivery of each product.

If a contract is entered into as a result of this RFP, it will include all tasks and products as required in the Scope of Work. The contract will be funded with federal funds, must comply with all federal funding requirements, and be approved by the State Planning and Research Program coordinator.

N. Non-Discriminatory Practices

The Washtenaw Area Transportation Study in accordance with Title VI of the Civil Rights Act of 1964, 78 Stat. 252, 42 USC 2000d-d4 and Title 49, Code of Federal Regulations, Department of Transportation Subtitle A, Office of the Secretary part 21, Nondiscrimination in Federally Assisted Programs of Department of Transportation, and all requirements issued pursuant to such Act, hereby notifies all bidders that minority business enterprises will be afforded full opportunity to submit bids in response to this invitation and will not be discriminated against on the grounds of race, color, sex or national origin in consideration for an award.

Procurement procedures encourage a minimum goal of fifteen (15) percent participation by disadvantaged business enterprises (DBE’s), including Women Business Enterprises (WBE) and Minority Business Enterprises (MBE).

The consulting firm is expected to carry out this policy to the fullest extent possible consistent with the efficient performance of the project. The consulting firm is encouraged to submit the names of the DBE’s and the description of work to be performed by the DBE. Consulting firms who fail to demonstrate a good faith effort to meet the DBE goal of the contract will be deemed ineligible for award unless they have requested and received approval of a waiver or modification of the DBE participation goal. Compliance with the designated DBE participation goal must be met by the utilization of the DBE’s to perform commercially useful functions as

required by 49 CFR 23.47. The DBE's work on this project is to contribute using that firm's professional experience and expertise. Proposed DBE sub-contractors should be present at interviews, if interviews are held.

O. Subcontractors

Consulting firms may elect to conduct the entire project themselves or arrange subcontracts with others. The prime contractor is, however, ultimately responsible for project deliverables, project completion and the satisfactory performance of all subcontractors. If such subcontracts arrangements are proposed, the names and addresses of subcontracting firms, technical activities and assigned staff names and description of work to be performed shall be provided. The assigned hours and dollar amount of participation of each subcontractor shall be identified in the technical proposal and in the cost proposal, respectively. Description of a subcontractor's prior experience and staff work experience shall also be provided as part of the technical proposal. All subcontracting arrangements are subject to approval by WATS and must comply with federal rules and regulations.

Once the contract is approved, changes to staffing including subcontractors must receive prior written approval from WATS.

If the Consultant subcontracts an amount $25,000 or more, the proposed subcontract must be submitted to WATS for subsequent MDOT Ad Board review and approval prior to execution.

P. Interviews

The Steering Committee will select no more than three firms for interviews. However, the Steering Committee reserves the right to select a Consulting firm without holding interviews.

Interviews may be held with the selected firms in early November 2018. The selected firms will be given the opportunity to discuss in more detail their qualifications, past experience and proposed work plan. The interview shall consist of a presentation by the consulting firm of not more than thirty (30) minutes, followed by not more than thirty (30) minutes of questions and answers. Audiovisual aids may be used during the oral interviews. The oral interviews may be recorded on tape by the Steering Committee. The Steering Committee will also contact references to verify material submitted by the Consulting firm.

The firms will be further evaluated by the Steering Committee after the interviews. Negotiations with the selected firm will commence leading to the award of the contract by WATS. If WATS cannot reach an acceptable negotiated settlement with the tentatively selected firm, WATS may then open negotiations with the next most qualified firm as determined by the criteria and points awarded by the Steering Committee.

Q. Selection Criteria

The proposals will be evaluated and scored by the following criteria and points system. Technical Proposals receiving a score of 45 (out of 75 possible) or lower during the first phase may not be considered by the Steering Committee for an interview. If none of the proposals meet the 45 point threshold, the Steering Committee reserves the right to interview the consulting firm with the highest point total or select not to award the contract.

Criteria	Possible Points
Phase 1	
A. Demonstrated understanding of the problem and the ability to meet the requirements of this RFP	20
B. How effectively the proposal addresses the proposed scope of work	20
C. How the proposal integrates the existing and expansion of services as well as emerging mobility technologies	15
D. The proposed schedule and the ability to complete the work by the scheduled due date	10
E. Directly related experience of the consulting team, including project manager and staff as well as any subcontractors	10
Phase 2	
F. Interview	15
Phase 3	
G. Cost Considerations	10
Total Possible Points	100

Criteria A-E represent the first phase in Consultant selection. The scoring committee will evaluate and score these proposals and request interviews with as many as three of the highest scoring consultants.

If the committee chooses to hold interviews, ranking will take place following the interviews. Each committee member will award points for a Consultant's interview following all interviews.

After Phase 1 and Phase 2, if used, cost proposals will be opened for the top three scoring proposals if the difference in cost between projects exceeds 10%. Points will be awarded with the lowest cost receiving ten points, the next lowest five points, and zero points to the highest cost proposal.

The project manager will add up points from each of the selection phases used and produce the results to the Steering Committee. The Steering Committee will then vote to either enter negotiations with the selected firm, or to not award the contract.

Section II. Background

This section provides background on WATS and Washtenaw County.

A. Regional Coordination

Washtenaw County is one of seven counties in the Southeast Michigan region with the Southeast Michigan Council of Governments (SEMCOG) as the Metropolitan Planning Organization (MPO). WATS is a Transportation Management Area (TMA) and oversees the transportation planning process for Washtenaw County in coordination with the regional planning efforts of SEMCOG, MDOT and the Federal Highway Administration (FHWA).

B. County Profile

Washtenaw County is approximately 716 square miles with six cities, one village, and 20 townships. Based on 2014 ACS data, the population of Washtenaw County is 351,454 with 136,471 households. The County is home to two major public colleges; the University of Michigan and Eastern Michigan University a small private college, Concordia University and a junior college, Washtenaw Community College.

The County has three fixed route service providers: the Ann Arbor Area Transportation Authority (AAATA), the Western-Washtenaw Area Value Express (WAVE), and the University of Michigan. The AAATA is the primary provider of fixed routes services in the urban area. The WAVE provides some fixed route services in the rural and small-urban area. The University of Michigan provides more than 4 million rides yearly on its campus.

Section III. Introduction and Scope of Services

A. General Information

The objective of this project is to plan for the future of bikeshare in the Ann Arbor area transitioning from a pilot phase to a sustainable service program. The current ArborBike share program has 125 Trek bicycles and 14 stations from B-cycle in the system. Thirteen of the stations have been sited and placed throughout downtown and on University of Michigan campuses in Ann Arbor, with the 14th awaiting permit approval. The pilot program was operated for four years by a local non-profit called the Clean Energy Coalition. In the next few months operations will be transferring over to Shift Transit, with management oversight from the Ann Arbor Area Transportation Authority (TheRide). Ongoing community partnerships for the program include collaboration with the University of Michigan, the City of Ann Arbor, and the Downtown Development Authority. The Washtenaw Area Transportation Study (WATS) will be coordinating with TheRide and its partners to evaluate the current program and explore opportunities for future improvement and potential expansion including access-based options, other docking hub alternatives, as well as smart technology prospects for first- and last-mile solutions connecting multi-modally with public transportation.

B. Scope

This RFP seeks planning proposals for the design, change, growth, and sustainability of the ArborBike program. WATS will not answer any questions about design preferences, in order to solicit the best solutions from each proposer.

This project approach should incorporate a review of existing bikeshare stations, through to next phase implementation plans for six plus years. Consultants will work with WATS to examine new and continuing needs for first-/last-mile connections through rider surveys and peer comparisons. The team will review existing conditions and peer system case studies to analyze gaps in the introductory system integrating usage data as feedback into the process. These inputs will support development of improvement scenarios, consideration of different station or additional rack locations, and milestones for moving bikeshare forward in the broader Ann Arbor area community.

The overall project budget is $30,000 and all billable hours must be complete by June 30, 2019. WATS does not provide other specifics on the operations of the system to allow for the creativity and expertise of the proposers to create a bikeshare plan that is sustainable during and beyond the remaining useful life of the equipment, until and past 2024.

The team has agreed upon funding to support operations as they currently understand existing costs. Additional funding for future system planning, market research, and implementation may become available based on later year grant awards or sponsorships.

Solutions resulting from this plan should involve:

- Use or disposal of the current equipment in the system in a manner that is consistent with federal rules and regulations.
- A plan of marketing and sponsorship solicitation that improves the financial health of the overall system.
- A narrative response on how any gaps between the current budget and their proposed budget would be filled without additional revenue provided from the Team. If additional revenue would be generated from additional ridership or sponsorship, the methods and/or data that justifies the revenue projection must be explained.
- Factoring in the technological limitations of the current system regarding payment and cross-system integrations.
- Accounting for the already congested nature of downtown Ann Arbor and the University of Michigan campuses, while not creating or adding street or sidewalk impediments in those areas.
- Detail on how system changes are operationally (socially, ecologically, and financially) sustainable.
- Appropriately, how new equipment or systems planned will integrate with the existing system and/or how the user experience would be managed in accessing different system types.
- Demonstration of environmental advancements, plus equitable affordability and accessibility considerations.
- Integration of the existing bikeshare system with new mobility modes and technologies, including e-scooters.
- Next steps and timeframe.

Proposals must address delivery content and timeframe of the following products:

- Gap analysis
- Needs reassessment
- Case studies
- Opportunity report
- Public and stakeholder engagement
- Recommendations for station relocation and/or value-added expansion
- Implementation plan

Section IV. Information Required from the Consultant

Consulting firm proposals must be submitted in the format outlined below and shall include similar information for all subcontractors.

A. Business Organization

State the full name and address of the organization and, if applicable, the parent company, branch office or another subordinate element(s) that will perform or assist in performing the work. Indicate whether operating as an individual, partnership or corporation; if as a corporation, include the state in which incorporated. If appropriate, state whether members of the team are licensed to operate in the State of Michigan and whether the consulting firm team includes a State of Michigan certified DBE.

B. Statement of the Problem

State, in precise terms, your understanding of the problem presented in the RFP and how you propose to satisfy both the technical and administrative requirements contained therein.

C. Management Summary

Include a narrative description of the proposed effort and how it will be managed and the products that will be delivered, showing timetable products and milestones. Cost proposal should show dollar amount on milestone dates. There should be a one-page summary of the Work Plan and deliverables as described below.

D. Consultant Qualifications and Prior Experience

Include as part of your proposal a brief statement concerning the recent experience of the persons from your firm who will be actively engaged in the proposed effort. Do not include

corporate experience unless persons who will work on this project participated in that experience.

In addition to specific technical capabilities required of the Consultant to perform this project, it is desired that the Consultant project manager has detailed knowledge and experience of the state and federal financing and highway program delivery procedures and the ability to coordinate with WATS, MDOT and other appropriate agencies and individuals.

E. Work Plan

Describe in narrative form your technical approach for accomplishing the work. Include a description of issues involved in the RFP to indicate your understanding of the problem and the proper emphasis to be placed on each area. Provide a work breakdown of tasks and subtasks with timeline and products.

Show the staff assignment of hours to those tasks and itemize the person hours allocated for each task by level using a Gantt chart or similar display. Include each person's name and title (e.g., project manager, senior engineer, etc.) and estimate hours for the prime and all subcontractors' staff. Indicate the proposed implementation schedule, designating decision points and the total time necessary to accomplish the study based on the RFP. Also, itemize all efforts that will result in direct or indirect cost to the project (i.e., supplies and materials, transportation, travel, meals and lodging, specialized services, subcontractors, reproduction and distribution of documents or any other direct cost item). A timeline must be included that shows the beginning and ending times of products, work elements, and sub-elements by task.

F. Key Personnel

Specific background information on key individuals who will be assigned to the project team must be included. The background information on these individuals should emphasize their experience relative to project requirements. The proposed key personnel must be the personnel assigned to the project. Key people are defined as those people whose qualifications and experience are essential to providing quality services. The project team means the personnel assigned by the Consultant and the Subconsultant(s) who are responsible for the services. Include the resumes of all key project personnel, including subcontractors. Substituting of staff by the Consultant or Subconsultant will not be allowed without prior written approval.

The contract for this project will contain a provision that the Consultant may not replace key people without prior written approval from WATS and MDOT. A violation of this provision will be considered a breach of contract, and WATS may terminate the contract.

G. Project Management

The Consultant Project Manager must be readily accessible to WATS. Response to this RFP should include a proposal to address and clarify all aspects of project administration, quality assurance, variation and change control, contract deliverables, budget and cost control, schedule control, and internal/external coordination.

The WATS Project Manager shall be the official WATS contact person for the Consultant. The Consultant must either address or send a copy of all project correspondence to the WATS project manager. This includes all verbal contact records. The WATS Project Manager shall be made aware of all communications regarding this project.

The Consultant will update the WATS Project Manager on a monthly basis in addition to updates/documentation of deliverables at the milestones identified by the Consultant in the proposal based on the RFP.

The Consultant will maintain a project record, which includes a history of significant events that influenced the development of the products and receipt of information.

The Consultant shall notify the WATS Project Manager whenever discoveries or new information has the potential to require changes in the scope, limits, quantities, or cost of the project.

H. Project Schedule and Staff Allocation

Provide a detailed plan that shows the milestones and deliverables. Include the number of hours allocated for each staff person for each task for the duration of the contract.

I. Authorized Negotiators

Include the names and telephone numbers of your organization’s personnel authorized to negotiate the proposed contract with WATS. In the event that this proposal and the subsequent negotiations lead to a contract you will be asked to provide a written verification that the person signing the contract is authorized to do so. If this will require a meeting of the Board of Directors or the Partners of your firm, you should begin arrangements so that the contract will not be delayed.

J. Subconsultants

All subconsultants must be identified and are subject to approval by WATS and MDOT. Qualifications and background information is required as specified in the “Key Personnel” section of this RFP.

The contract for this project will contain a provision requiring prior written approval to subcontract any of the services. If the amount to be subcontracted is $25,000 or more, the proposed subcontract must be submitted to WATS for MDOT’s review and approval prior to execution.