REQUEST FOR PROPOSAL
Bike Project Prioritization Tool

Silicon Valley Bicycle Coalition invites your firm to submit a proposal and fee estimate for providing services to test a bike project prioritization tool in the city of Sunnyvale.

A digital copy of this proposal must be received
**NO LATER THAN Friday, September 20, 2019**
PROPOSALS WILL NOT BE ACCEPTED AFTER THIS DATE AND TIME.

You will receive a confirmation email that your proposal has been received.

RFP Release Date: Tuesday, August 20 2019

For further information contact:
Name: Sandhya Laddha
Title: Program and Advocacy Coordinator
Phone: 408.464.5195
Email: sandhya@bikesiliconvalley.org
Address: Silicon Valley Bicycle Coalition
96 N 3rd Street, San José, CA 95112
1. INTRODUCTION

Silicon Valley Bicycle Coalition (SVBC) began in the mid 1970s as the Santa Clara Valley Bicycle Association. In 1993, the organization incorporated as Silicon Valley Bicycle Coalition, and in 2002 was identified by the IRS as a 501(c)(3) non-profit. SVBC has always been a grassroots, member-led organization that has worked to promote the bicycle for everyday use. From a staff of one in 2005, SVBC has built its capacity steadily and now boasts eleven full-time staff members, 2,000 members, and 14,000 subscribers to our email list.

SVBC’s mission is to create a healthy community, environment, and economy through bicycling for people who live, work, or play in San Mateo and Santa Clara Counties. With traffic congestion and air pollution at unacceptable levels, we need to address our transportation demands in more creative ways. The answer lies not in building more freeways or widening our already fast-moving roads, but in developing programs that encourage active transportation. We envision a community that values, includes, and encourages bicycling for all purposes and for all people. Our central goal is to ensure that, by the year 2025, 10% of all trips are taken by bicycle.

Additional information can be found at bikesiliconvalley.org

2. PROJECT OVERVIEW

Several cities are updating their bike plans and, in the process, will attempt to prioritize various bike projects. Many consulting firms have developed tools for prioritizing projects based on relevant criteria around safety, connectivity, readiness and more.

SVBC is looking at hiring a consultant to vet various tools, including a firm’s own, and to work out a methodology and then test it out in the city of Sunnyvale. Sunnyvale is a fast-growing city with a lot of job outgrowth and very high need for improved bike infrastructure to increase the number of people biking. The city is also working on various master plans and updates, one of them being the Sunnyvale Active Transportation Plan (ATP). Hence, we have chosen the city of Sunnyvale to test this tool with a larger desire to be able to help other jurisdictions. The Active Transportation Plan will help the City strategically invest in programs and projects to make walking and bicycling safer and more convenient for residents. The project aims at testing out the tool on the list of projects identified by Sunnyvale’s draft ATP. The goal of the project is to provide an additional layer of information for consideration to influence the final list of projects in the city’s ATP. The project schedule would run hand-in-hand with the above ATP schedule and the consultant needs to be able to provide relevant input in time to be able to have an effect on the final Sunnyvale ATP.

Sunnyvale Active Transportation Plan Timeline

- Identify Active Transportation needs (April to August 2019)
- Recommend Active Transportation improvements (September to December 2019)
- Review the Public Draft Plan (January to March 2020)
The objective of the project is to derive a methodology that prioritizes projects based on demand, low-stress networks, connectivity to key destinations, and other factors which lead to accomplishing larger goals of increasing biking in the city as well as identifying projects that serve an important regional interconnectivity purpose. We also encourage diversity, equity, and inclusion to be a part of this methodology. Ultimately, the prioritization should consider the holistic bike network within and outside the City of Sunnyvale for all users. The larger goal of the project is to help positively influence Sunnyvale’s Active Transportation Plan and create a prototype for other cities to learn from.

2.1. Scope of work

SVBC is seeking assistance from consultants who have experience working with cities on bike plans and/or project prioritization tools. The work encompasses the following:

- Review VTA bicycle plan and bicycle plans for abutting cities
- Review VTA criterion for project prioritization
- Participate in study sessions and community workshops under the ATP process
- Recommend a list of relevant criteria and weightage (if need be) and/or a specific, existing tool to use on Sunnyvale as a test case
- Use your recommended method on the list of bike projects included in the Sunnyvale Active Transportation Plan (ATP) currently in development
- Data collection and meetings with city staff and ATP consultants as and when required
- Submitting a final detailed report including a comparison of the project ranking in the Sunnyvale ATP vs the recommended prioritization.
- The proposer would submit an Administrative Draft (Internal), Draft (External) and a Final version of the report, each deliverable with a pre-defined review and comment period. The client will provide a single set of internally-consistent comments on each version within the specified time-period.

The requested scope is the minimum needed to meet SVBC’s objectives. Proposers must provide a specific well-developed scope of work for all tasks, including proposed addition or changes, if any. Proposers are expected to incorporate their own expertise into the scope and propose modifications they deem necessary or advisable. Proposers are also expected to work as closely as possible with the ATP team in order to have a significant impact and help prioritize relevant projects.

Each proposal must include an itemized task list, a list of proposed deliverables, work plan, and work schedule. All project deliverables will be provided in appropriate editable electronic formats in addition to searchable PDF files.

3. PROPOSAL SUBMISSION

Proposals will be accepted until 5:00pm, Friday, September 20 2019, and should be addressed to:

Silicon Valley Bicycle Coalition
Bike Project Prioritization Tool
SVBC reserves the right to reject any or all proposals and to waive any and all irregularities to choose the firm that, in its opinion, best serves its interests. SVBC will not be liable for any costs incurred by proposers incidental to the preparation and presentation of qualifications, either orally or in writing. SVBC also reserves the right to accept proposals outside of this call for proposals if costs for the same services are lower.

All questions/inquiries must be made through the contact listed above via e-mail no later than 5:00 pm on Friday, September 6, 2019. SVBC will provide a written response to questions no later than (Friday September 13, 2019).

3.1. Proposal format
The proposal shall consist of two (2) parts submitted as one (1) package.

Part one shall describe the proposer’s understanding of the project, approach to achieving project goals, relevant experience.
Proposers shall submit one (1) digital PDF file of their proposal of maximum length 10 pages (5 pages front and back, size 8.5 x 11”), excluding curriculum vitaes, legal conflict of interest and insurance information. Please keep proposals concise.

Part two shall be a fee schedule. Proposers should submit a digital file in Microsoft Excel with subtotals and totals (Proper calculation formulas/percentages are not required).

3.2. Part one – Narrative
The proposal shall, at minimum, cover the following items. Label the sections of your proposal to match the numbers and sections below.
1. Transmittal letter
   The Proposal shall be transmitted with a cover letter describing the Proposer’s interest and commitment to the proposed project. The cover letter should include the name, title, address and telephone number of the individual to whom correspondence and other contacts should be directed during the consultant selection process. The person authorized to negotiate a contract with SVBC shall sign the cover letter. Address the cover letter and the Proposal as follows:
   RE: Bike Project Prioritization Data Tool
   Sandhya Laddha
   Silicon Valley Bicycle Coalition
   Email: sandhya@bikesiliconvalley.org
2. Work Plan
   Describe the proposed approach to the given Scope of Work, including the overall approach in fulfilling the stated objectives; proposed approaches to working with stakeholders; organization and scheduling of tasks to be performed; and proposed deliverables.

3. Consultant Description and Qualifications
   Briefly describe the history, mission, and structure of the firm. Include a brief description of the Proposer’s firm’s size as well as local organization structure. Include a discussion of the proposer’s firm’s financial stability, capacity, and, resources. Include all other firms participating in the proposal, including similar information about other firms, if any.

4. Consultant Experience
   Include a brief description of the proposer’s and any subconsultant’s qualifications and previous experience on similar or related projects. Provide descriptions of pertinent project experience with other public municipalities and private clients that includes a summary of the work performed, total project experience with other public municipalities and private clients that includes a summary of the work performed, total project cost, percentage of the work the firm was responsible for, period over which work was completed, and the name, title, and phone number of clients to be contacted for references. Give a Brief statement of the firm’s adherence to the schedule and budget for the project. Identify the name and title of the lead contact person and all principal staff who will be assigned to this project and include their role in the project. Provide curriculum vitae for key consultant and subconsultant personnel and brief bios for all other team members. Provide a description of their responsibilities and the percentage of time expected to be spent on this project. Also describe your experience conducting programmatic and financial evaluations for nonprofit organizations.

5. Project Schedule
   Submit a project schedule (subject to adjustment by mutual consent of consultant and SVBC).

6. Legal Information
   As applicable, submit a list of lawsuits filed within the past two (2) years against the firm or its principals alleging misconduct and/or negligence. Submit a list of claims within the past two (2) years against the firm’s professional liability insurance policy (errors and omissions), if any. Accompanying each (or either) list shall be a declaration by a principal of the firm indicating careful review of such lists and adding appropriate information concerning the current status or other disposition of the lawsuits or claims. This information may be submitted separately and confidentially, if so desired.

7. Conflict of interest issues
   As applicable, submit a list of all projects (completed within the past three (3) years or currently under way) located within Santa Clara County and San Mateo County. Accompanying such a list shall be a declaration by a principal of the firm indicating knowledge of and careful review of subject matter and asserting freedom from conflicts
of interest that might arise from relationships with parties that are involved in disputes with SVBC. Additionally, for firms that are currently working on projects within the City of Sunnyvale or for other private-or public-sector clients, submit a list of all the project(s), including a broad description of the work being performed and the efforts that will be undertaken to separate this SVBC Project from the other projects to avoid potential for any conflict of interest.

**SVBC’s Unilateral Right**
SVBC reserves the unilateral right to cancel this RFP, in whole or in part, or reject any or all proposals submitted in response to this RFP when such an action is determined to be fiscally advantageous to the firm as determined solely by SVBC. SVBC also reserved the unilateral right to award contract in whole or in part; to award a contract to one (1) or more proposers; to waive or permit cure of minor irregularities; and to conduct discussions with proposers in any manner necessary.

3.3. Part Two – Fee Proposal
Provide a detailed cost schedule for each project element described in the Scope of Services. SVBC intends to award this contract to the firm it considers will provide the best overall services for the available budget. SVBC reserves the right to reject any proposals that are not responsive to this RFP. Provide a detailed budget (showing section subtotals) for all items described in the scope of services.

3.4. Proprietary/confidential information

4. SELECTION PROCESS AND CRITERIA

A selection committee will evaluate the proposals submitted. Following are the evaluation criteria for the proposals, with the assumption that all minimum requirements will be met if selected:

- Qualifications and experience of firm, including capability and experience of key personnel and description of projects with other public or private agencies to provide these services.
- Proposed approach, including understanding and clarity of the project, scope of proposed services and relevance of proposed solution/services.
- History of successfully managed contracts with public or private agencies.
- Ability to meet required timelines and other requirements.
- Proposed cost and timeline for the completion of the project
- Any litigation brought against the firm

4.1. Minimum qualifications
The following minimum requirements must be met by proposers to qualify for the agreement.

1. Three (3) years of experience in preparing bike plans, working on bike projects or project prioritization.
2. List of three (3) references of current or former agencies, cities or other bodies, where the proposer has worked on bike plans or projects or project prioritization.

4.2. Selection Process

Per SVBC policy, the determination of the most qualified consultant shall be on the basis of demonstrated competence and qualifications for the type of services required.

SVBC may evaluate proposals solely on the basis of each Proposer’s written submittal, or it may invite those consulting firms it deems to have submitted the best proposals to an interview with the selection panel. The Proposer’s key staff members should be in attendance.

SVBC reserves the right to select, approve, recommend, or disapprove subconsultants at its discretion. Further, all work (e.g., data, documents, tools, and other products) shall be considered the property of SVBC to do with as it wishes.

SVBC may consider other criteria it deems relevant, and the Selection Committee is free to make any recommendations that address the priorities of the grantee for this project. Inaccurate information supplied within a proposal constitutes ground for rejection. However, SVBC may, in its sole discretion, correct errors or contact a proposer for clarification.

SVBC shall negotiate an agreement with the most qualified Proposer. If negotiations with such Proposer are unsuccessful, SVBC will negotiate with the second most qualified firm. The selection process will be complete once a contract is executed. When SVBC has reached an agreement with a consultant, all firms submitting a proposal will be notified of the results in writing.

Note that SVBC reserves the right to evaluate proposals solely based on each vendor’s written submission. In relation to written materials, evaluation will be performed only on the material included directly in the proposal itself unless otherwise indicated or requested by SMCOE. The evaluation team will not access company web sites or read sales brochures, marketing materials, or white papers in evaluating vendor experience or proposed methodology unless doing so is in SVBC’s best interest. Proposer may submit additional materials or reference online information in the proposal, but these will not necessarily be considered during the evaluation process.

5. TENTATIVE SCHEDULE

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<td>Release Request for proposal</td>
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<td>Deadline for submission of questions</td>
<td>Friday, September 6, 2019</td>
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<td>Deadline for submission of proposals</td>
<td>Friday, September 20, 2019</td>
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<td>Proposer interviews (if required)</td>
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<td>Consultant selection and negotiation</td>
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<td>Award contract to consultant</td>
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<td>Project kickoff meeting</td>
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MISCELLANEOUS

This RFP is not a commitment or contract of any kind. SVBC reserves the right to pursue any and/or all ideas generated by this RFP. SVBC reserves the right to reject any and all proposals and/or terminate the RFP process if deemed in the best interest of SVBC. Further, while every effort has been made to ensure the information presented in this RFP is accurate and thorough, SVBC assumes no liability for any unintentional errors or omissions in this document. SVBC reserves the right to waive or modify any requirements of this RFP when it determines that doing so is in the best interest of SVBC.
Attachment A: Certification

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PROPOSER REPRESENTATIONS

1. Proposer did not, in any way, collude, conspire or agree, directly or indirectly, with any person, firm, corporation or other Proposer in regard to the amount, terms, or conditions of this proposal.
2. Proposer additionally certifies that neither proposer nor its principals are presently disbarred, suspended, proposed for disbarment, declared ineligible or voluntarily excluded from participation in this transaction by any federal department or agency, any California State agency, or any local governmental agency.
3. Proposer acknowledges that all requests for deviations, exceptions, and approved equals are enclosed herein and that only those deviations, exceptions, and approved equals included in the RFP document or permitted by formal addenda are accepted by the City.
4. Proposer did not receive unauthorized information from any City staff member or City Consultant during the Proposal period except as provided for in the Request for Proposals package, formal addenda issued by the City, or the pre-proposal conference.
5. Proposer hereby certifies that the information contained in the proposal and all accompanying documents is true and correct.
6. Please check the appropriate box below:

☐ If the proposal is submitted by an **individual**, it shall be signed by him or her, and if he or she is doing business under a fictitious name, the proposal shall so state.

☐ If the proposal is submitted by a **partnership**, the full names and addresses of all members and the address of the partnership, the full names and addresses of all members and the addresses of the partnership, the full names and addresses of all members and the address of the partnership shall be stated and the proposal shall be signed for all members by one or more members thereof.

☐ If the proposal is submitted by a **corporation**, it shall be signed in the corporate name by an authorized officer or officers.
If the proposal is submitted by a **limited liability company**, it shall be signed in the corporate name by an authorized officer or officers.

If the proposal is submitted by a **joint venture**, the full names and addresses of all members of the joint venture shall be stated and it shall be signed by each individual.

**By signing below, the submission of a proposal with all accompanying documents shall be deemed a representation and certification by the Proposer that they have investigated all aspects of the RFP, that they are aware of the applicable facts pertaining to the RFP process, its procedures and requirements, and that they have read and understand the RFP.**

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