

Regional Planning Commission of Greater Birmingham

# Request for Proposals: Bikeshare Program Capital, Technology and Support Services



Lindsey G. West  
Birmingham Bikeshare



**REQUEST FOR PROPOSALS:  
Bikeshare Program Capital, Technology and Support Services**

**RFP RPCGB 14-10**

**Issue Date: November 3, 2014**

**Schedule: Written questions will be due by 12:00 p.m. (CST), Nov. 12, 2014**

**Proposals will be received until 12:00 p.m. (CST), Dec. 1, 2014**

**Notice of Award: December, 2014**

**One (1) original plus fifteen (15) copies (16 copies total) of the submittal must be returned in a sealed envelope, and be clearly marked "BIKESHARE RFP ENCLOSED." Proposals should not exceed 23 pages (excluding forms), single sided.**

**Contact: All inquiries regarding this Request for Proposals should be directed to:**

**Lindsey G. West**

**Telephone: (205) 264-8429**

**e-mail: [lwest@rpcgb.org](mailto:lwest@rpcgb.org)**

**SUBMITTALS SHOULD BE MAILED OR HAND DELIVERED TO:**

**Regional Planning Commission of Greater Birmingham**

**2 20<sup>th</sup> Street North, Suite 1200**

**Birmingham, Alabama 35203**

**Attn: Lindsey West, Deputy Director of Operations**

**No proposal shall be received by facsimile or via electronic mail.**

***The Regional Planning Commission of Greater Birmingham reserves the right to cancel this RFP at any time, for any reason. Further, the issuance of this RFP does not obligate the RPCGB to contract with any vendor responding to the RFP.***

The Regional Planning Commission of Greater Birmingham is seeking to secure a single vendor to fulfill bikeshare needs such as specific bikes, kiosks with proprietary software and technology, training services, website capabilities, prelaunch field demos, site selection skills, etc. to launch a system in the downtown area of Birmingham, AL. No Pre-submittal Conference will be held. All questions should be submitted in writing to the project manager at the email shown at the bottom of this page. Responses to the written questions will be summarized and posted to the Regional Planning Commission website located at [www.rpcgb.org](http://www.rpcgb.org). Interested firms should submit questions on or by 12:00 pm. (CST), November 12, 2014. Answers to the questions will be posted to the RPCGB website by November 17, 2014. RPCGB staff will not respond to verbal questions or meeting requests regarding this RFP.

Submittals will be received by the RPCGB until 12:00 p.m. CST, Monday, December 1<sup>st</sup>, 2014. Proposals must arrive at the Regional Planning Commission of Greater Birmingham, 2 20<sup>th</sup> Street North, Suite 1200, Birmingham, Alabama 35203 telephone (205) 251-8139, on or before the aforementioned date. One (1) original plus fifteen copies (15) copies of the submittals must be returned in a sealed envelope. The outside of the envelope should be marked "**BIKESHARE RFP ENCLOSED.**" No proposal shall be received by facsimile or via e-mail. Proposals may not be withdrawn after the time for proposals to be opened has passed. All proposals must remain in effect for 90 days from the date of response. Proposals that take exception to the specifications and which do not provide a complete response will be considered non-responsive and will be rejected. A submission of a proposal does not bind the RPCGB or MPO, in any way, neither to enter into contractual agreement nor negotiation for the aforementioned professional services as described hereto.

Dependent on the number of initial proposals received the RPCGB has the authority to determine a "short list" prior to contractor selection, which will be determined using a rating system and RFP guidelines. The RPCGB will only conduct interviews with the "short list," which will be the top 2 to 3 respondents during the selection process. Interviews will be conducted using a face-to-face interview process and will be held in Birmingham, AL. The RPCGB shall not be liable for any costs incurred by contractors prior to issuance of a contract. The RPCGB also reserves the right to accept any proposal considered if believed to be a responsible proposal and/or deemed to be in the agencies best interest.

For more detailed information about this solicitation visit the RPCGB website at, or contact:

**Lindsey G. West**  
**Deputy Director of Operations**  
**RPCGB**  
**2 20<sup>th</sup> Street North, Suite 1200**  
**Birmingham, AL 35203**

**(205) 264-8429**  
[lw@rpcgb.org](mailto:lw@rpcgb.org)  
[www.rpcgb.org](http://www.rpcgb.org)  
[www.birminghambikeshare.com](http://www.birminghambikeshare.com)

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## **SECTION 1.0    PURPOSE & BACKGROUND**

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The Regional Planning Commission of Greater Birmingham is pleased to offer the opportunity to firms with proven bicycle sharing technology to partner with the commission to provide a Bicycle Sharing System for Birmingham, AL. The City of Birmingham is a unique community due to its industrial and historic past. Because of the City's focus on livability and redevelopment throughout much of the core, as well as growing trends in bicycle culture, the City is ready for an innovative transportation option for citizens and residents. Through a bikeshare Feasibility Study, Birmingham discovered that the market opportunity for bikeshare in is significant with the City's flat and navigable downtown streets, significant employment density, strong downtown revitalization efforts, and an emerging residential population.

The City of Birmingham, through the Metropolitan Planning Organization (MPO), will be eligible to receive \$1.6 million in Congestion Mitigation Air Quality (CMAQ) specifically for project capital and the 20 percent match requirement (a total of \$2.0 million for capital) as well as 5-years of operational costs is currently being fundraised through private sponsorships.

Bike sharing will be an affordable, healthy, safe, environmentally sustainable, and popular addition to Birmingham's transportation options. Implementing a top-quality system will boost the City's transportation network and further advance Birmingham's position as a city of choice. It is envisioned that a system of 40 bike sharing stations and 400 bikes will serve the downtown Birmingham area, stretching from Birmingham-Jefferson Convention Complex/Uptown (North) to Five Points South and Highland Park (South), from Avondale Park (East) through the Lakeview District and the University of Alabama in Birmingham (UAB) school campus to potentially Legion Field (West). The system is projected to generate more than 40,000 trips per year by residents, commuters, students and visitors. Bike share will help connect residents, commuters and visitors to more of Birmingham's businesses, institutions and attractions. Future requests from neighboring municipalities for participation in the City of Birmingham's Bikeshare System offer the possibility for expansion beyond the initial service area.

### **BACKGROUND**

The Regional Planning Commission of Greater Birmingham (RPCGB) commissioned Toole Design Group to assist with creating a Feasibility Study for the downtown area of Birmingham and proceeded with an Implementation Plan due to positive momentum. RPCGB formed a Bikeshare Taskforce in 2013 of more than 15 private, public and non-profit stakeholders to provide a platform for vetting proposals and to assist with stakeholder engagement. The taskforce will continue to be involved in this selection process. Specifically, the City and RPCGB have partnered on this project and been instrumental in progressing bikeshare forward in the area. A link to *The Birmingham Bikeshare Feasibility Study* and *The Birmingham Bikeshare Implementation Plan* are

attached as **Attachment G**. The full reports are also available on the Birmingham Bikeshare website: [www.birminghambikeshare.com](http://www.birminghambikeshare.com).

## PROGRAM GOALS

The *Bikeshare Feasibility Study* established the following goals and objectives. In responding to this RFP, we ask Respondents to keep these objectives in mind, particularly the goal associated with Finances and Transparency.

*These are in no particular order*

THEME	GOALS & OBJECTIVES
<b>Social &amp; Geographic Equity</b>	<p><b>Provide a system that is accessible to a broad cross-section of Birmingham's population.</b></p> <ol style="list-style-type: none"> <li>1. Provide a system that engages and serves users in minority and low-income communities and can help improve their access to jobs, recreation, and healthy nutrition.</li> <li>2. Implement a bikeshare program that serves as a complement to the existing transit network in Birmingham.</li> <li>3. Focus station planning and growth on expanding the geographic coverage of the system to include various neighborhoods and communities around the City.</li> <li>4. Utilize existing partnerships to leverage programmatic outreach and marketing to minority and low-income communities.</li> </ol>
<b>Livability &amp; Economic Competitiveness</b>	<p><b>Develop an innovative transportation system that improves Birmingham's livability and economic competitiveness.</b></p> <ol style="list-style-type: none"> <li>1. Ensure that bikeshare is an affordable transportation alternative that remains competitive and complementary to other modes.</li> <li>2. Optimize the number of destinations that can be served by a bikeshare system with a focus on connecting neighborhoods and destinations.</li> <li>3. Attract and retain talent for the City's employers and raise the attractiveness of Birmingham for business investment and tourism.</li> </ol>
<b>Health &amp; Safety</b>	<p><b>Provide residents and visitors with a safe mode of transportation that promotes active and healthy living.</b></p> <ol style="list-style-type: none"> <li>1. Foster an active lifestyle by increasing the share of bicycling and walking in the community.</li> <li>2. Promote a culture of safety among bikeshare system users by educating the general public about the use of helmets and the "rules of the road."</li> <li>3. Support other public health initiatives such as improved access to fresh foods and access to green space.</li> <li>4. Reduce the environmental impact of transportation consistent with the framework for Sustainability and Green Spaces delineated in the Comprehensive Master Plan.</li> </ol>

## Finances & Transparency

### Create a system that is financially sustainable and accountable to the public.

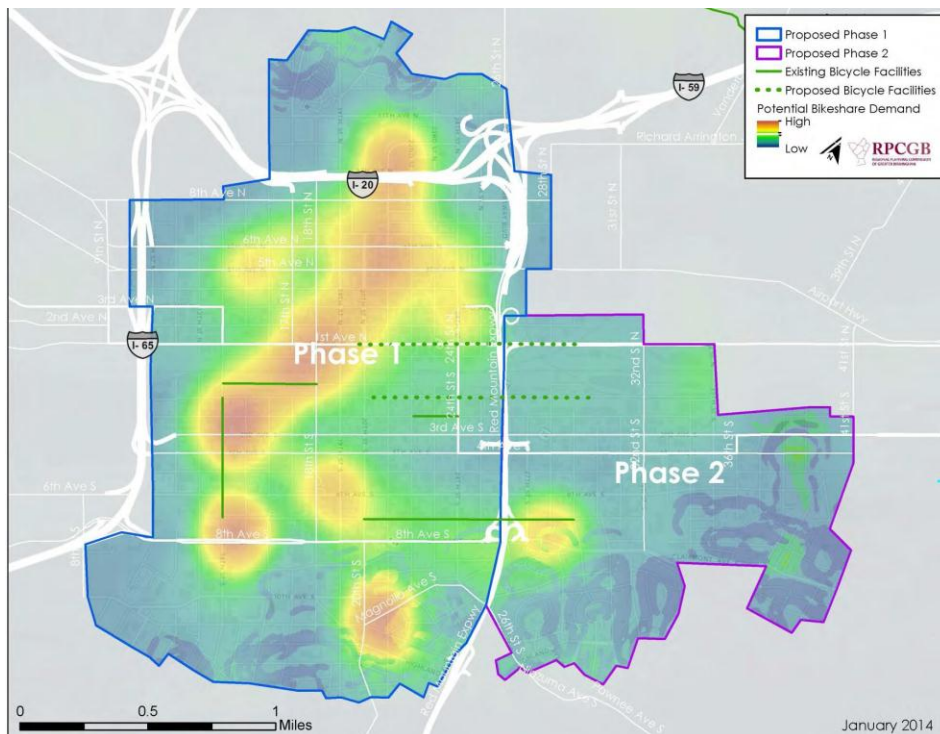
1. Plan for and ensure sufficient capital funding for system growth and ongoing equipment replacement.
2. Cover all operating expenses with limited assistance from the City by utilizing a wide range of private, state and federal funding sources.

Performance measures based on these goals and objectives are included in the Feasibility Study and the Implementation Plan.

The Bikeshare Feasibility Study proposes a system service area that is divided into two large zones (1 and 2) based on deployment of stations beginning in the core market area and expanding into the adjacent neighborhoods. Both zones need to be completed in 4<sup>th</sup> Quarter 2015. The zones have been developed based on market characteristics, geographical breaks and system operating characteristics, with recommendations for the optimal number of bikes and stations within each.

### BIKESHARE SERVICE AREA RECOMMENDATION

	Service Area (per sq. mi.)	Stations	Bicycles	Station Density (per sq. mi.)
<b>Phase 1</b>	3.31	20-40	200-400	6.04-12.08
<b>Phase 2</b>	1.43	5 – 10	50-100	3.50-8.39
<b>Total</b>	<b>4.74</b>	<b>25-50</b>	<b>250-500</b>	<b>5.07 – 10.97</b>





## KEY DEMOGRAPHICS OF BIKE SHARE SERVICE AREA

When fully implemented, Phase 1 and Phase 2 of the Bikeshare program will serve over 14,000 residents and approximately 79,000 employees. In fact, the first two phases of the Bikeshare program have the potential to serve over 46 percent of all the jobs in the City of Birmingham. The proposed service area also represents a diverse cross section of the City in terms of age, race, and employment. The population density of the service area is approximately 3,000 people per square mile and the employment density is approximately 20,000 jobs per square mile. This is comparable to the population density within core service areas of other mid-size southeastern peer cities with existing Bikeshare programs.

	Phase 1	Phase 2	Birmingham
<b>Population</b>			
2011 population	10,435	4,152	214,348
<b>Employment</b>			
In labor force	5,635	2,242	100,190
Employed	4,846	1,928	87,059
Unemployed	789	314	13,063
<b>Race</b>			
White	44.4%	72.4%	21.7%
Black	48.0%	22.9%	73.7%
Asian	0.0%	0.0%	0.9%
Hawaiian/Pac. Isl.	0.0%	0.1%	0.0%
Other	0.0%	0.1%	0.2%
Multiple Race	3.8%	1.1%	0.5%
Hispanic	3.8%	3.4%	3.1%
<b>Gender</b>			
Male	61.3%	38.4%	46.4%
Female	38.7%	61.6%	53.6%
<b>Age</b>			
Under 5 years	6.8%	6.8%	6.8%
5 to 9 years	5.6%	5.6%	5.6%
10 to 14 years	6.0%	6.0%	6.0%
15 to 19 years	6.7%	6.7%	6.7%
20 to 24 years	8.4%	8.4%	8.4%
25 to 29 years	8.3%	8.3%	8.3%
30 to 34 years	7.0%	7.0%	7.0%
35 to 39 years	6.1%	6.1%	6.1%
40 to 44 years	6.0%	6.0%	6.0%
45 to 49 years	6.7%	6.7%	6.7%
50 to 54 years	8.1%	8.1%	8.1%
55 to 59 years	6.4%	6.4%	6.4%
60 to 64 years	5.1%	5.1%	5.1%
65 to 69 years	3.6%	3.6%	3.6%
70 to 74 years	2.8%	2.8%	2.8%
75 to 79 years	2.5%	2.5%	2.5%
80 to 84 years	1.9%	1.9%	1.9%
85 years and over	2.0%	2.0%	2.0%
<b>Housing</b>			
Units	4,518	2,868	111,647
Vacant	768	445	23,455
Owner Occupied	3,750	2,423	42,303
<b>Area</b>			
Square Miles	3.31	1.43	151.9



## SECTION 2.0 SCOPE OF SERVICES

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The RPCGB desires to engage a qualified firm to provide services for implementing a highly successful and financially self-sustaining automated on-demand Bicycle Sharing System. This system is intended to be financially self-sustaining through a combination of user revenues, advertising and sponsorships.

The Bicycle Sharing System should incorporate information technology to operate a fleet of roughly 400 shared bicycles that may be taken from one bike sharing station and returned to another in a network of an estimated 40 stations. These numbers are guidelines for the proposed system, but the Respondent will use its professional experience to recommend the optimal system size and density. Implementation of the system is expected to take place no later than fall 2015. It is expected that the system will launch with a minimum of at least 25 stations and approximately 250 bikes in August or September of 2015. Expansion of the system will continue until the final fleet size is attained. The pace of this expansion is dependent on available funding, but the secondary phase is expected to take place no later than March or April 2016.

The successful Respondent shall be responsible for assisting with site planning and fully responsible for installation of the system at the designated locations on public properties, private properties, parks, in the public right-of-way and at all other proposed locations. All physical infrastructure, intellectual property and data generated by the Bicycle Sharing System shall be the property of the RPCGB and the identified Operator, and the RPCGB will have to right to transfer equipment and intellectual property to other designated recipients after the purchase if desired.

### DEFINITIONS

The following definitions will be used throughout this document.

GLOSSARY	TERM DEFINITION
<b>Respondent</b>	Any company or entity responding to this proposal (also referenced as Proposer in some sections)
<b>Taskforce</b>	The Bikeshare Taskforce is made up of for profit, non-profit, and governmental entities. They will be involved in selecting the final Respondent for this proposal.
<b>The City</b>	The City of Birmingham
<b>Bicycle Sharing System</b>	The listed components in <i>Attachment F</i> .
<b>Bicycle/Dock Ratio</b>	The number of free docking spaces available at a given Station, relative to the number of Bicycles available for rental, unless the Respondent defines otherwise.
<b>Bicycles</b>	The unique bicycles designed to work with the bike sharing system.
<b>Clean</b>	All surfaces and components are intact, unbroken, and free of graffiti, scratchiti, stickers, trash, and other waste.

<b>Dock</b>	Docks are the portion of the station designed to hold a single bicycle securely when not in use. Docks are modular and can be added or removed from the station in response to need.
<b>Field checks</b>	Site visits and inspections conducted by the designated bikeshare program staff and may occur at the Stations or at the field operations facility of the operator
<b>In service</b>	That portion of the system that is working up to its expected level of performance
<b>IT Interface/Central Computer System</b>	The part of the Bicycle Sharing System by which the operator will monitor, adjust, open and close the system and which will catalogue user and station data such as check-ins, check-outs, state of repair, etc.
<b>Kiosk</b>	The computerized interface that is linked by wireless communication technology to the Bike Sharing System as a whole and is continually available to facilitate walk-up registration for multiple terms, in multiple languages and facilitate customer interactions with the Bike Sharing System including information on the nearest Stations with open docking points.
<b>Resolution</b>	The successful completion of a task and/or solving of an issue or problem.
<b>Station</b>	The combined kiosk, docks, solar panel or other power source, signs and system map.
<b>System Operator</b>	The firm that will operate and maintain Bicycle Sharing System.
<b>Website</b>	The Bicycle Sharing System Website where users can log in to their accounts, membership registration, and interact with local customer service.

## PROJECT DETAILS

A complete list of specific requirements and desired features is found in **Attachment F: Technical Response Documents**. **Attachment F** will help guide the respondent in writing an appropriate submittal.

### General Description

The Bicycle Sharing System should be designed to allow one-time use by either walk- up or online registration at various docking stations. Walk-up renters will include visitors, citizens, and commuters. These designated docking stations should enable walkup renters to register, submit credit card data or other potential fare media, and execute a user agreement. The user interface shall be able to be visible 24-hours per day and shall be able to be used in all temperatures and conditions for the Birmingham region.

### Docking Stations

Bicycle docking stations should be simple, reliable, and designed to be flexible enough to fit in areas that do not impede pedestrian or vehicular traffic. Stations will be installed on a variety of surfaces and flexibility in design such that the station can be located easily in Birmingham's dense urban fabric will be a

priority. Wayfinding panels should be featured at most stations and should also have the ability to host advertising. The option of back-lit panels shall be considered advantageous in a response to this RFP. No electrical service will be provided to these stations, but an option for electrical hook up at some locations may be desired.

### **Design**

Attractiveness of design will be a key aspect of universal acceptance of the bike sharing system in Birmingham. Quality of workmanship, appearance of stations, customizable colors and resistance to environmental degradation and vandalism will be considered. The System Operator, the City of Birmingham, the Bikeshare Taskforce and selected Respondent will work together to improve upon existing designs and customize aspects of the stations to suit local needs. Stations should have a unified look and feel throughout the system and should be an attractive addition to the urban fabric of the city. A title sponsor is being sought for the Bicycle Sharing System so the Bikeshare kiosk stations and bikes must have the ability to be branded.

### **Locations**

Subject to City of Birmingham approval, docking stations may be located primarily on public and private property, parks and in the public right of way. It is anticipated that the initial implementation zone will be located in the downtown Birmingham area specifically outlined in the recently released [\*Birmingham Bikeshare Feasibility Study\*](#). Implementation will be conducted in two (2) or more phases with initial system deployment. The Respondent will be involved in selecting initial deployment areas and all station installations shall be done in coordination with the City of Birmingham and the System Operator.

### **Placement**

Birmingham's narrow public rights-of-way will make flexibility in configuration and ease of installation and relocation or removal imperative for a successful bike sharing system. Docking stations should be designed in such a way that they can be flexibly deployed on a variety of surfaces, grades and configurations. Stations should be able to be installed quickly and with no damage to surrounding structures. Stations should be able to accommodate angled configurations, gaps to provide access to utilities, tree pits or plantings and should be designed such that a single registration kiosk can serve multiple flights of non-contiguous bicycle docks and accommodate straight and angled bicycle docks as well as plates allowing the bike sharing station to conform to curves and angles at a given location. The Respondent will be responsible for planning placements and installing the stations, and the System Operator will be responsible for working with the Respondent for any future relocation requests so the stations are properly transported and installed at another location.

### **Bicycles**

Bicycles should be designed to accommodate, to the best extent feasible, people of all shapes and sizes. Key features may include a one-size-fits-all highly durable design, protection from dirt and grease, ease of pedaling and shifting, self-generating lighting system including front and rear headlights that remain illuminated for a minimum of 60 seconds at rest when used, rack to

hold a small bag, fenders, chain guards, bells, puncture resistant tires, reflectors, a single cup holder and a bicycle tracking system. Bicycles should come with a warrantee for at least 5 years. Bicycles shall be of a theft and tamper resistant design. As with the docking stations, high quality of design shall be considered as part of the requirements. Bicycles should look good in the urban environment and must be capable of being branded appropriately for a title sponsorship. Respondents must be willing to work with the City of Birmingham or its representatives to establish a design that is appropriate and attractive.

### **User Experience**

The system will be designed to allow bicycles to be removed and replaced from self-service stations throughout the network by two main user groups: subscribers and walk-up renters. It is anticipated that subscribers will be the largest user group. Subscribers will use a web page to register, submit payment, and execute a user agreement. After registration, subscribers will be able to immediately access a bicycle at any terminal. Walk up renters will be able to access the system at any station and will be able to use a credit card or other payment technology to gain quick daily access to the system. Ease of access by all different types of users will be a key factor in a successful system. The respondents are encouraged to submit plans for types of membership or user participation that differ from existing models. Examples could be bundled memberships with monthly BJCTA MAX Transit Passes, or perhaps a parking card. Seamless interoperability of fare media between other bike sharing systems and/or other transportation options is desired in the response to this request.

### **User Fees**

The system should be designed to automatically complete financial transactions entered with data input at the web page, mobile application and terminals. The [\*Birmingham Bikeshare Implementation Plan\*](#) shows a budget based on \$75 for annual members and \$6 for daily membership; however, flexibility with the structure of membership fees is desirable. Innovation in fare structures is encouraged and it is expected that successful respondents will submit at least two proposed fare structures that will meet the following goals:

- Provide a simple, easily understood system for all users
- Reflect the true value to users of the system
- Generate sufficient revenue to sustain system health long term
- Promote the use of bicycles for short trips

### **Financial Transactions**

The System Operator will process and handle all payments, fees, penalties or other monetary transactions by users of the system. All revenues from the sale of memberships, access fees, day passes, penalties and late fees are to be paid directly to the operator. The Respondent must be able to support these needs with the provided bikeshare equipment and technology.

### **System Maintenance & Customer Service**

The Respondent must be able to support these needs with the provided

bikeshare tools and parts, training, and technology. The station must allow for placement of customer service telephone numbers and maintenance directives.

### **Data Management**

The Respondent is expected to be able to provide current performance measures on a real-time basis and provide reports on a series of agreed-upon metrics and will outline plans for system improvement. The System Operator will provide data on the bikeshare website that is available to the public, which includes at a minimum the information regarding ridership, fleet performance and safety, customer service, and membership; therefore, the Respondent must be able to accommodate this request with technology. The availability of data to the public is important to ensure that Birmingham sees a return on investment for the use of public property and funds.

### **Ownership**

The Bicycle Sharing System, including the Stations, will remain the property of the Regional Planning Commission of Greater Birmingham or a designated authority.

## **WORK EXPECTATIONS**

The Respondent will provide the System Operator with ongoing support, training, parts, and other agreed upon actions. This will be accomplished with an additional agreement between both parties. All routine maintenance and operations activities will occur in City of Birmingham by a System Operator. The Bicycle Sharing System will operate 24 hours per day 365 per year, though it may close for weather events or other emergencies.

## **SPECIFIC PERFORMANCE STANDARDS**

The contract resulting from this RFP will include performance and quality standards for the project, including but not limited to:

- ☐ Timely delivery of installation of the infrastructure
- ☐ Site selection planning assistance
- ☐ Proper function of the IT infrastructure
- ☐ Clean and functional bike sharing stations and bicycles
- ☐ A plan for tools, equipment, and parts for repairs and maintenance
- ☐ Technology for reporting, payment, and program website access
- ☐ Assistance with training as negotiated and necessary

## **SECTION 3.0 INSTRUCTIONS FOR WRITTEN PROPOSALS**

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**NOTE: Proposals should not exceed 23 pages (excluding forms and Attachment F), single sided.**

### **PREPARATIONS OF PROPOSALS**

Respondents are encouraged to submit their initial proposals as comprehensively as possible because proposals may be ranked without interviews. Erasures, interlineations or other modifications in the proposal shall be initialed in original ink by the authorized person signing the Vendor Offer. Periods of time, stated as a number of days, shall be calendar days.

It is the responsibility of all Proposers to examine the entire Request for Proposal package and seek clarification of any item or requirement that may not be clear and to check all responses for accuracy before submitting a proposal. Negligence in preparing an offer confers no right of withdrawal after due time and date.

### **REQUIRED INFORMATION**

The following items shall be submitted with each offer/proposal. **Failure to include ANY of these items may result in a proposal being rejected.**

1. Cover Letter: As described below.
2. Copies: The original and fifteen (15) copies (sixteen (16) copies total) of the offer / proposal shall be submitted in an 8 1/2" x 11" format, typewritten.
3. Corrections, amendments and clarifications: Signed copies of all corrections, amendments and clarifications to this RFP issued by the RPCGB.
4. References: A minimum of three (3) references for the prime Respondent and two (2) for all subcontractor, complete with address and telephone number, of the governmental entities for whom the contractor has performed similar work.
5. Offer/Proposal: The proposal shall be arranged in the order as described below, and shall adhere to the length standards as specified.

### **Cover Letter**

A cover letter is required from a principal in the firm submitting the proposal on behalf of their company or consortium. The cover letter shall include:

- A letter of introduction (limit to one (1) page)
- Business Organization - State the full company name, address, telephone numbers, fax numbers, and e-mail addresses of the persons who will be authorized to represent the Proposer regarding all matters related to the proposal and any contract subsequently awarded to said Proposer
- If applicable, include the address, telephone numbers, fax numbers, and e-mail address for the branch office or other subordinate element that will perform or assist in performing the work.

- Indicate whether the Proposer operates as an individual, partnership or corporation; and if incorporated, include the state in which you are incorporated.
- Indicate whether or not the Proposer is a party to an outstanding lawsuit against the Regional Planning Commission of Greater Birmingham, the Birmingham Metropolitan Planning Organization, the Birmingham-Jefferson Transit Authority, or the Alabama Department of Transportation.

This letter shall agree to all terms and conditions in this RFP, and specifically include the following certifications:

*"No employee of the Regional Planning Commission of Greater Birmingham (RPCGB), no member of the RPCGB Executive Board, no employee of the Metropolitan Planning Organization (the MPO), no voting member of the MPO governing body, no member of the governing body or staff of any MPO member jurisdiction, no employee of the Birmingham-Jefferson County Transit Authority (BJCTA), no member of the BJCTA Board, no member or employee of the City of Birmingham City Government, no member or employee of the Jefferson County Government, and no member or employee of the Alabama Department of Transportation exercising functions or responsibilities with respect to this project shall during his or her tenure, or for one year thereafter, have any interest, direct or indirect, in any proceeds thereof."*

This letter shall be signed by a person authorized to bind the company to all commitments made in the proposal. If the Proposer is a partnership, a general partner must sign the proposal in the name of the partnership thereof. If the Proposer is a corporation, the proposal must be signed on behalf of the corporation by two authorized officers (a Chairman of the Board, President or Vice President, and a Secretary, Treasurer or Chief Financial Officer) or an officer authorized by the Board of Directors to execute such documents on behalf of the corporation. All signatures above must be original and in ink on a least one copy of the proposal that will be submitted to the RPCGB.

By submitting a proposal pursuant to this RFP and executing the cover letter, Proposer acknowledges that he/she has read this RFP, understands it, and agrees to be bound by its terms and conditions. Proposals may be submitted by mail, express delivery, or delivered in person.

### Proposal Chapters

Proposal chapters shall be prepared as described in the following:

- **Executive Summary:** The executive summary should provide a complete and concise summary of proposer's background, area(s) and level(s) of expertise, relevant experience and ability to meet the requirements of this RFP. The



executive summary should briefly state why the proposer is the best candidate for the engagement. The summary should be organized so it can serve as a stand-alone summary apart from the remainder of the proposal.

- **Technical Approach and Proposal Services:** Provide a narrative statement that confirms Respondent's general understanding of, and agreement to provide, the services and/or tangible work products necessary to achieve the objectives of the Bicycle Sharing System. Respondent shall specifically address the following:
  - a. Bikeshare equipment, technology, and support services explained;
  - b. Bicycle Sharing System Planning and Implementation;
  - c. Proposed schedules for roll-out of high funding and low funding scenarios;
  - d. Describe installation process, and anticipated timeline for completing the project deliverables;
  - e. Staff and organization chart for installation/implementation process
  - f. If applicable, a detailed description of the professional services/training/support to be provided;
  - g. Trouble shooting/follow-up protocols;
  - h. Project management tools to be used in implementation;
  - i. Role of City of Birmingham and System Operator in facilitating implementation and installation;
  - j. Description of physical infrastructure (refer to Attachment F);
  - k. Respondents should refer to Attachment F for the specific questions that must be answered when responding to this RFP. The responses should contain a narrative portion as well as any additional tables, charts, diagrams or other information that will help the selection committee fully understand the proposed infrastructure. The answers to the technical questions should be generally answered in the order that they are listed in Attachment F, and headings that correspond with each section should be used to organize the response. The narrative portion will be included in the Technical Approach page count; however, the responses to Attachment F can be included as an attachment and will not count toward the page limit.
- **Qualifications:** This section should provide the professional credentials and expertise of the firm, subcontractors and key personnel assigned to this project. Include brief bios for anyone that will specifically work on this project. If the technical work is to be performed by a subcontractor, including a Disadvantaged Business Enterprise must be identified. Although standard personnel resumes may be included as attachments to the proposal, amplification specific to this solicitation is required in this section. The absence of

such project specific information may cause the proposal to be deemed non-responsive. The respondents must provide an organizational chart and a matrix that shows the key personnel assigned to each task and the number of hours expected to be dedicated by key person by task

- **Prior Project Experience:** Prior experience in similar planning activities and project is important for any consulting firm to successfully complete the identified tasks and produce the final product. Proposals should include descriptions and samples of qualifying experience to include project descriptions, costs, and time intervals of projects successfully completed.
- **Availability:** The proposal must indicate other studies/projects in which the Proposer is currently engaged or likely to be undertaken during the pre-launch and launch period by those with a principal role in this project. These individuals roles and commitment (expressed as a percentage of available time) to the other studies should be presented.
- **Fee Proposal:** Clearly identify capital, planning, and installation costs for at minimum a 40 station/ 400 bike system. The proposed cost shall be detailed and easy to understand and should include any task-by-task cost estimates, direct labor costs, other direct costs, travel, overhead, etc. required for the capital, planning and installation of the system. Furthermore, a separate operational budget should be provided regarding ongoing support, training, parts, etc. needed for the continual activities of the program. This budget will be used for the operational agreement held between the Respondent and System Operator. The proposed cost shall be detailed and easy to understand and should include any task-by-task cost estimates, direct labor costs, other direct costs, travel, overhead, etc.

Proposer must provide the names and titles of the assigned staff under the direct labor section with the estimated hours and hourly rates. Proposer shall provide its best estimate of expenses including, but not limited to, travel and associated expenses. No qualification of the financial offer will be accepted. The fee proposal shall be a firm and final amount including the costs and expenses for all anticipated services. Proposers should provide a separate fee proposal for each phase of the scope of work. Ongoing operational support and training fees should be included; however, it should be clearly separated from the capital, planning and installation costs. The selected Respondent and System Operator will hold a separate contract for the ongoing technical support and training.

- **References:** The proposed contractor and any subcontractor shall provide at least three (3) references that RPCGB may contact regarding similar work performed. Names, titles addresses and telephone numbers shall be included for each

reference. All three of these references shall include work in which the key personnel proposed to RPCGB have been assigned.

- **Attachments:** The proposal shall contain an executed and notarized copy of **Attachment C** - Fair Employment Practice Statement, and **Attachment D** - Contingent Fees Statement. The Original shall be included with the Original Proposal, and copies shall be included in all 15 copies of the proposal.
- **Disposition of Proposals:** All proposals submitted in response to this RFP will become the property of RPCGB and a matter of public record. The Proposer must identify, in writing, all copyrighted material, trade secrets, or other proprietary information that it claims is exempt from disclosure under the Public Records Act of the State of Alabama. Any Proposer claiming such an exemption must also state in its proposal that the Proposer agrees to defend any action brought against RPCGB for its refusal to disclose such material, trade secrets or other proprietary information to any party making a request therefore. Any Proposer who fails to include such a statement shall be deemed to have waived its right to an exemption from disclosure as provided by said action.
- **Financial Information:** This section is only for those proposers that become part of the "short-list" and should not be included in the initial proposal. The proposer will be required to submit the following financial information if selected for the "short-list":
  - a. Balance sheet and income statement for the last two (2) fiscal years, prepared in accordance with generally accepted accounting principles, reflecting the current financial condition of the Proposer. If a publicly held corporation, the Proposer should provide in lieu of the foregoing: consolidated financial statements as submitted to the Securities and Exchange Commission ("SEC") on Form 10K, the most recent Form 10Q, and any Forms 8K filed with the SEC in the last 12 months. Owners of closely-held corporations must submit a personal financial statement, current to within six (6) months of the proposal date;
  - b. Ownership of the Proposer. If the Proposer is a corporation and its outstanding stock is held by fewer than 10 persons, the name and residence address of each shareholder and his/her shares of outstanding stock must be listed.); and
  - c. Three bank and three trade references.

Proposals submitted for consideration should be arranged following the format shown below:

PROPOSAL STRUCTURE	ATTACHMENTS
1. Letter of Transmittal/Cover Letter 1 page	Attachment A: Affidavit of Non-Collusion
2. Table of Contents 1 page	Attachment B: Contingent Fees Statement
3. Executive Summary 2 pages single sided	Attachment C: Affidavit of Fair Employment Practices
4. Technical Approach & Proposal Services 10 pages single sided	Attachment D: Conflict of Interest Disclosure
5. Qualifications 3 pages single sided	Attachment E: DBE Utilization Commitment Form
6. Prior Project Experience 2 page single sided	DBE Certification
7. Availability 1 pages single sided	Attachment F: Technical Response Documents
8. Fee Proposal 2 pages single sided	
9. References 1 single sided	
10. Attachments	

**NOTE: Proposals should not exceed 23 pages (excluding attachments), single sided.**

### **Disadvantaged Business Enterprise Participation**

Disadvantaged Business Enterprise (DBE) participation shall be an integral component of the Respondent selection procedure for this RFP. All proposals will be evaluated on a 100 point award system by the Bikeshare Taskforce. A total of ten (10) possible points may be awarded for DBE participation, as measured in dollars; either as the prime contractor, joint venture partner or subcontractor. The points are to be awarded as follows:

<b>Participation</b>	<b>Points</b>
0% - 3%	0
4% - 6%	2
7% - 9%	4
10% - 12%	6
13% - 14%	8
15% or more	10

In the event of a tie score between two or more proposals, the one with the highest percentage of DBE participation, as measured in dollars, will be awarded the contract.

All Proposers shall provide a copy of the certification of DBE ownership for those firms claiming such status. The certification must have been obtained from a federal, state or local governmental agency that regularly issues such certification. It must have been issued within the past year or must clearly state the effective date of the certification.

## SECTION 4.0 REVIEW AND EVALUATION OF QUALIFICATIONS

### RESPONDENT SELECTION

The written proposals will be reviewed by the Bikeshare Task Force which will be comprised of RPCGB staff and local stakeholders from the business, public, and non-profit sectors. Based upon the scores of the written proposals a recommendation will be made to the RPCGB Executive Director.

### CRITERIA FOR WRITTEN PROPOSAL EVALUATION

Professional firms written proposals will be evaluated based on the following evaluation criteria: Each proposal will be ranked on a scale of 1 to 5 for each of the evaluation criteria and multiplied by a weight factor. The scores on each factor will then be added to create a total score. The maximum score is 50. References will also be considered during this round of evaluation.

WEIGHT FACTOR	CRITERION	STANDARD														
2.0	Technical Approach, Proposal Services & Assigned Personnel	Does the proposal reflect a thorough, thoughtful, creative approach to the task? Is there evidence of a clear understanding of the project objectives, methodology to be used and results that represent goals desired from the project? What is the technical quality of the proposal? Does the proposal include sufficient public and stakeholder involvement? Is there adequate operational and technical support provided? Is there a substantial training program offered? Do the persons who will be working on the project have the necessary skills? Are sufficient people of the requisite skills assigned to the project? Is a permitting and siting plan clearly defined and suitable?														
1.0	Disadvantaged / Women Owned Business Enterprise (DBE)	<table><tr><th>Participation</th><th>Point</th></tr><tr><td>0% - 3%</td><td>0</td></tr><tr><td>4% - 6%</td><td>2</td></tr><tr><td>7% - 9%</td><td>4</td></tr><tr><td>10% - 12%</td><td>6</td></tr><tr><td>13% - 14%</td><td>8</td></tr><tr><td>15% or more</td><td>10</td></tr></table>	Participation	Point	0% - 3%	0	4% - 6%	2	7% - 9%	4	10% - 12%	6	13% - 14%	8	15% or more	10
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4% - 6%	2															
7% - 9%	4															
10% - 12%	6															
13% - 14%	8															
15% or more	10															
2.0	Cost and Price Analysis	Does the cost in the proposal support the needs of the project? Is the cost reasonable compared to other Respondents? Is the cost clearly and easily explained?														

If references are contacted they will be asked the following questions:

Overall Performance	Would you hire this firm again? Did they show the skills required by this project?
Timetable	Was the original Scope of Work completed within the specified time? Were interim deadlines met in a timely manner?
Responsiveness	Was the firm responsive to client needs; did the firm anticipate problems? Were problems solved quickly and effectively?
Budget	Was the original Scope of Work completed within the project budget?
Job Knowledge	<p>a) Did the project meet the Scope of Work? Was the professional/firm fully versed in state-of-the-practice/state-of-the-art thinking in the project area? Was there a good understanding of the interrelated nature of transportation planning?</p> <p>b) If firm administered a subcontract, did the subcontractor's work meet the Scope of Work? Did the subcontractor demonstrate an understanding of the project?</p>
Additional Questions	Any questions brought up at the proposal review committee meeting concerning the Respondent.

### **CRITERIA FOR IN PERSON PROPOSAL EVALUATION**

Professional firms written proposals will be evaluated based on the following evaluation criteria: Each proposal will be ranked on a scale of 1 to 10 for each of the evaluation criteria and multiplied by a weight factor. The scores on each factor will then be added to create a total score. The maximum score is 100.

<b>WEIGHT FACTOR</b>	<b>CRITERION</b>	<b>STANDARD</b>
4.0	Equipment (Kiosk, Bike), Technology (Customizable, User Interface, Ease), and Support	Do the kiosks, bikes, and technology meet the needs of the program? Is the equipment durable? Is the bike comfortable and functional? Is the equipment design well for the urban built environment? Is the equipment customizable? Is the technology user interface quick and easy to use? Is the operator interface easy to use? Does the technology provide the needed data and reports required? Is the payment technology secure and functional for the Operator? Is the data real-time?



2.0	Technical Approach, Proposal Services & Assigned Personnel	Does the proposal reflect a thorough, thoughtful, creative approach to the task? Is there evidence of a clear understanding of the project objectives, methodology to be used and results that represent goals desired from the project? What is the technical quality of the proposal? Does the proposal include sufficient public and stakeholder involvement? Is there adequate operational and technical support provided? Is there a substantial training program offered? Do the persons who will be working on the project have the necessary skills? Are sufficient people of the requisite skills assigned to the project? Is a permitting and siting plan clearly defined and suitable?														
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15% or more	10															
3.0	Cost and Price Analysis	Does the cost in the proposal support the needs of the project? Is the cost reasonable compared to other Respondents? Is the cost clearly and easily explained?														

## VENDOR SELECTION

Dependent on the number of initial proposals received the RPCGB has the authority to determine a "short list" prior to contractor selection, which will be determined using a rating system and RFP guidelines. The RPCGB will only conduct interviews with the "short list," which will be the top 2 to 3 respondents during the selection process. Interviews will be conducted by face-to-face interview process. The Bikeshare Task Force shall conduct evaluations and provide a ranked list of the firms along with their final selection for hire. The RPCGB Executive Director, under authority of the RPCGB Executive Committee, will enter into an agreement with the selected firm. The MPO membership will be informed of the selection.

## CONTRACT NEGOTIATIONS

Based on the information submitted and internal budgetary considerations, the RPCGB may request adjustment of the submitted Scope of Work, if required. If negotiations cannot produce a contract, the RPCGB can declare an impasse and open negotiations with the second ranked firm. If agreement cannot be reached with the second ranked firm, contract negotiations are begun with the third ranked firm. This process continues until all interviewed firms are exhausted.

## **AWARD OF CONTRACT**

Notwithstanding any other provision of this RFP, the RPCGB expressly reserves the right to:

- Waive any immaterial defect or informality, or
- Reject any or all proposals, or portions thereof, or
- Reissue a Request for Proposal, or
- Modify the number and types of data to be collected to meet budgetary limitations, or
- Cancel the Solicitation

## **OFFER AND ACCEPTANCE PERIOD**

A response to a Request for Proposal is an offer to contract with the RPCGB based upon the terms, conditions, scope of services and specifications contained in this Request for Proposal. Proposals are an irrevocable offer for ninety (90) days after the proposal opening time and date.

## **PROPOSERS RIGHTS**

All materials submitted in response to this RFP become the property of the RPCGB upon delivery and are to be appended to any formal documentation, which would further define or expand the contractual relationship between the RPCGB and the Proposer.

- A. Statement of Disadvantaged Business Enterprise Involvement (DBE) - The Regional Planning Commission of Greater Birmingham seeks meaningful participation by qualified disadvantaged and women owned businesses in its procurement process. The RPCGB has a DBE goal of fifteen percent (15%) for the overall project. The Proposer shall list in its proposal the small and disadvantaged business, which it proposes to use in key roles on this project. A disadvantaged business is "a small business which is owned or controlled by a majority of persons, not limited to members of minority groups, who have been deprived of the opportunity to develop and maintain a competitive position in the economy because of social disadvantages or disability."

Disadvantaged businesses listed should be further described as being owned and its daily operations controlled by a minority group member, a disabled person, or a woman. Minority groups are defined as African-American, Native American, Hispanic American or Asian American. Disabled persons are those defined as such by the Americans with Disabilities Act (ADA).

The proposal shall indicate the minimum percentage of the total contract value that is to be paid to any Sub-consultant or supplier for which disadvantaged or women owned business status is claimed (Form E).

As a condition of progress payments to the Respondent, RPCGB will require that the Respondent submit evidence of participation of and Respondent's payment to all disadvantaged and women owned businesses participating in the project.

This evidence shall consist of copies of subcontracts, Sub-consultant's applications for payment, Sub-consultant's certified payrolls and proof of payment for small business suppliers.

If, during the course of this project, the Respondent fails to maintain the level of disadvantaged and/or women owned business participation shown in the proposal, or if any material representation made in the proposal concerning the DBE status of any Sub-consultant or Respondent's involvement in the ownership, operation or management of any Sub-consultant claiming status as a disadvantaged and/or women owned business is shown to be false to the satisfaction of RPCGB designated representative acting in good faith, the RPCGB may, at its sole option and in addition to any other remedies available under the contract, at law or in equity, terminate the contract pursuant to the provisions therein. Further, in the event that RPCGB terminates the contract, the Respondent shall pay the RPCGB's procurement costs, including, without limitation, any costs associated with procurement delays. The RPCGB will institute debarment proceedings against any Proposer that misrepresents in a proposal any material fact concerning small business status of any Sub-consultant or Proposer(s) involvement in the ownership, operation or management of any Sub-consultant claiming status as a small business.

- B. Inquiries - Any information which may have been released by RPCGB staff prior to the issuance of this Request for Proposals shall be disregarded.

Requests for clarification should be directed to the person(s) whose name appears on the title page. Questions should be submitted in writing when time permits. Any correspondence related to the RFP should refer to the appropriate RFP number, page, and paragraph number.

Significant inquiries made and answered will be summarized in writing for distribution on the RPCGB website ([www.rpcgb.org](http://www.rpcgb.org)) no later than November 17<sup>th</sup>, 2014.

- C. Verification of Information - The RPCGB staff may verify all information submitted as part of a Proposal. Submission of information deemed to be inaccurate may result in a determination of non-response of the Proposer by the RPCGB and a rejection of the proposal.
- D. Exceptions - Any desired exceptions to the Scope of Services or terms and conditions of this RFP must be included in the proposal and must address the specific RFP paragraph where a conflict exists. A Proposer's preprinted terms and conditions WILL NOT be considered as exceptions.
- E. Proposal Opening - Proposals shall be opened on the date, time and place designated on the cover page of this document, unless amended in writing by the RPCGB. The name of each Proposer shall be publicly read and recorded in the presence of witnesses at this time. All offers and any modifications and other

information received in response to the RFP shall be shown only to authorized personnel having a legitimate interest in them or persons assisting in the evaluation. After contract award, the successful proposal and evaluation document shall be open for public inspection in accordance with Proposer's Rights.

- F. Late Proposals - Late proposals will not be considered. Any Proposer submitting a late proposal shall be so notified.
- G. Withdrawal of Proposals - At any time prior to the specified proposal due time and date a Proposer (or designated representative) may withdraw the Proposal.
- H. Amendment of Proposal - Receipt of a Request for Proposal Amendment or Clarification must be acknowledged by signing and returning the document to the RPCGB with the Proposal.

## SECTION 5.0 MAJOR CONTRACT PROVISIONS

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This section indicates the major terms and conditions a prospective Respondent should be aware of in the development of a proposal. This list is not "all-inclusive" but contains the major provisions that might affect the development of a proposal.

- **Payment:** Payment will be made in arrears only after submission of proper invoices to the RPCGB. The contract for this project is to be a fixed price type. Billing shall represent all work completed prior to the invoice date, less a 10 percent retainage to be paid upon completion and acceptance of the project. The invoice shall identify the description of work performed at the contract rates, and individuals performing the services. Payment of any invoice shall not preclude the RPCGB from making claim for adjustment on any service found not to have been in accordance with the contract.
- **Taxes:** The Regional Planning Commission of Greater Birmingham is exempt from Federal Excise Tax, including the Federal Transportation Tax. Exemption certificates will be furnished upon request.
- **Conflict of Interest:** The RPCGB reserves the right at any time to preclude offering a work assignment to a Contractor should a real, apparent or potential conflict of interest exist as determined by the RPCGB.
- **Performance Standards:** The RPCGB relies upon the Contractor to provide services in accordance with a contract and the performance standards set for each work assignment. The Contractor agrees that time is of the essence, and that contractual commitments shall be met.
- **Cancellation:** Failure to perform any or all of the terms, promises and conditions of the contract, including the specifications, may be deemed a substantial breach thereof. Default may be declared at any time if, in the opinion of the RPCGB:
  - The Contractor fails to perform adequately the services required in the contract;
  - The Contractor attempts to impose on the RPCGB service or workmanship which is of an unacceptable quality; or
  - The Contractor fails to make progress in the performance of the requirements of the contract, and/or gives the RPCGB a positive indication that the Contractor will not or cannot perform to the requirements of the contract.

After notice of cancellation, the Contractor agrees to perform the requirements of the contract up to and including the date of cancellation, as though no cancellation had been made, and, notwithstanding other legal remedies which may be available to the RPCGB because of the cancellation, agrees to indemnify the RPCGB for its cost in procuring the services of a new Contractor.

The RPCGB shall give the Contractor written notice of default. After receipt of such notice, the Contractor shall have five (5) days in which to cure such failure. In the event the Contractor does not cure such failure, the RPCGB may terminate the whole or any part of the contract without further consideration by so notifying the Contractor in writing.

- **Contract Termination:** The RPCGB by written notice may terminate the contract, in whole or in part, when it is deemed in the best interest of the RPCGB. If the contract is so terminated, the Contractor will be compensated for work performed up to the time of the termination notification. In no event shall payment for such costs exceed the current contract price.
- **Availability of Funds:** If monies are not appropriated or otherwise made available to support continuation of performance in a subsequent fiscal period, the contract shall be canceled and the contractor may only be reimbursed for the reasonable value of any non-recurring costs incurred but not amortized in the price of services delivered under the contract or which are otherwise not recoverable. The cost of cancellation may be paid from any appropriations available for such purposes.
- **Confidentially:** The Contractor acknowledges that information disclosed to it concerning governmental operations during performance of a contract is confidential and/or proprietary to those governments shall not be disclosed to third parties without the prior written consent of those governments.

The Contractor shall establish and maintain procedures and controls for the purpose of assuring that no information in its records or obtained from jurisdictions and governmental entities in carrying out its functions under the contract shall be used or disclosed by it. The RPCGB reserves the right to review such procedures to ensure acceptability. Persons requesting such information should be referred to the RPCGB.

All proprietary information and all copies thereof shall be returned to the RPCGB upon completion of the work for which it was obtained or developed.

- **Removal of Contract Employees:** The Contractor agrees to utilize only experienced, responsible and capable people in the performance of the work.

The RPCGB may require that the Contractor remove from the job project employees who endanger persons or property or whose continued employment under this study is inconsistent with the interest of the RPCGB.

- **Contract Term:** The term of any resultant contract shall commence on the date of notice to proceed, unless terminated, canceled, or extended as otherwise provided herein.
- **Contract Extension:** The RPCGB reserves the right to unilaterally extend the period of any resultant contract for thirty-one days beyond the stated expiration date. In addition, by mutual written agreement, any resultant contract may be extended for supplemental periods up to a maximum of one hundred twenty (120) days
- **Insurance:** Without limiting its liability, the Respondent shall maintain, during the life of the contract: Worker's Compensation Insurance, Comprehensive General Liability Insurance, Automobile Liability Insurance, and Respondent's Professional Liability Insurance. As part of the contract developed from this RFP, the Respondent shall include a standard form "Certificate of Insurance" as evidence of this coverage. The amounts of coverage shall be negotiated as part of the contract, but shall generally be sufficient to protect the RPCGB from liability as a result of this agreement. This coverage may not be canceled, reduced or allowed to lapse without written notice to RPCGB.
- **Transferability:** The RPCGB will require that all insurance and warranties for this agreement can be transferred to a System Operator.



## **SECTION 6.0     PROTEST PROCEDURES**

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- All protest must be submitted in writing to the RPCGB who will act as the point of contact for all protests. The protest must include the following information:
  - A. The protesters name and address.
  - B. The protester's contact name and telephone number.
  - C. A complete statement for each of the proposal areas which the Proposer disputes, a complete statement of the protester's grounds for protest, and full documentation of the Proposer's claim.
- The Bikeshare Task Force shall convene, and secure the assistance of a legal representative, to review and evaluate the protest.
- Any potential Proposer believing that proposal documents contain restrictive specifications or any other improprieties regarding the solicitation for RFPs may file a protest with the RPCGB, which shall be received no later than ten (10) business days prior to the proposal due date and time. The protest shall contain all reasons for the protest, and address each element of the proposal which the Proposer is disputing. The RPCGB will respond to the protest within five (5) business days of receipt of the protest, and the protester will have five (5) business days to appeal the initial response of the RPCGB. Once an appeal has been received, the RPCGB Executive Director, in consultation with legal counsel, will render a final decision in writing within ten (10) business days.
- Protests received before contract award will be responded to by the RPCGB within ten (10) business days upon receipt of the protest by the same. The protester will have five (5) business days to appeal the initial response to the RPCGB. Once an appeal has been received, the RPCGB Executive Director will render his final decision in writing within ten (10) business days.
- Protests filed after contract award must be received by the RPCGB within five (5) business days after notification of award. The RPCGB will respond within five (5) business days. The protester will have five (5) business days to appeal the initial response to the same. Once an appeal has been received, the RPCGB Executive Director will render his final decision in writing within ten (10) business days.
- Upon receipt of protest, the RPCGB shall notify the Bikeshare Taskforce and establish a time for a meeting that will be held within five (5) business days after receipt of the protest. This committee shall evaluate the material provided by the protester and, with the assistance of legal counsel, shall assist the RPCGB Executive Director in preparing a written response concerning the validity of the protest and if appropriate, any corrective action to be taken.

- If the initial procurement has been acted upon (resolution of contract approval) by the RPCGB, the response of the RPCGB shall be reported to the RPCGB Executive Board. The authorizing party will then issue a decision and authorize the RPCGB to take corrective action, if necessary. In all other cases, the RPCGB Executive Director, in consultation with legal counsel will make the final decision.

## **SECTION 7.0    REQUIRED FORMS**

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See documents titled Attachment A – G.

**Attachment A**  
**Regional Planning Commission of Greater Birmingham**

**AFFIDAVIT OF NON-COLLUSION**

I hereby swear (or affirm) under penalty or perjury:

- 3.1** That I am the Proposer (if the Proposer is an individual), a partner of the Proposer (if the Proposer is a partnership), or an officer or employee of the offering corporation, having authority to assign on its behalf (if the Proposer is a corporation);
- 3.2** That the attached bid or bids have been arrived at by the Proposer independently, and have been submitted without collusion with, and without any agreement, understanding or planned common course of action with any other vendor of materials, supplies, equipment or services described in the request for proposal, designed to limit independent bidding or competition;
- 3.3** That the contents of the bid or bids have not been communicated by the Proposer or its employees or agents to any person not an employee or agent of the Proposer or its surety on any bond furnished with the proposal or proposals, and will not be communicated to any such person prior to the official opening of the proposal or proposals; and
- 3.4** That I have fully informed myself regarding the accuracy of the statements made in this affidavit.

**Ineligible Contractors**

The \_\_\_\_\_ hereby certifies that it is/ is not included on the United States Comptroller General's consolidated list of persons or firms currently debarred for violations of various public contracts incorporated labor standards provisions.

Authorized Signature

Firm Name

Subscribed and sworn to before me this \_\_\_\_\_ day \_\_\_\_\_, 20 \_\_\_\_\_

Notary Public \_\_\_\_\_

My commission expires \_\_\_\_\_, 20 \_\_\_\_\_

Bidder's E.I. Number

(Number used on employer's quarterly Federal tax return)

**Attachment B**  
**Regional Planning Commission of Greater Birmingham**  
**AFFIDAVIT AND INFORMATION REQUIRED OF PROPOSERS**

**FAIR EMPLOYMENT PRACTICES STATEMENT**

**AFFIDAVIT**

STATE OF \_\_\_\_\_)

COUNTY OF \_\_\_\_\_)

After being first duly sworn according to law, the undersigned (Affiant) states that he/she is the \_\_\_\_\_ of

\_\_\_\_\_  
(Proposer) and that by its employment policy, standards and practices the Proposer does not subscribe to any personnel policy which permits or allows for the promotion, demotion, employment, dismissal or laying off of any individual due to his/her race, creed, color, national origin, age, sex, or handicapping condition.

Further Affiant sayeth not.

By: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

Subscribed and sworn to before me this \_\_\_\_\_ day \_\_\_\_\_, 20 \_\_\_\_\_

Notary Public \_\_\_\_\_

My commission expires \_\_\_\_\_, 20 \_\_\_\_\_

Bidder's E.I. Number

(Number used on employer's quarterly Federal tax return)

**Attachment C**  
**Regional Planning Commission of Greater Birmingham**  
**AFFIDAVIT AND INFORMATION REQUIRED OF PROPOSERS**

**CONTINGENT FEES STATEMENT**

**AFFIDAVIT**

STATE OF \_\_\_\_\_)

COUNTY OF \_\_\_\_\_)

The contractor acknowledges that no RPCGB assistance has been paid or will be paid on its behalf to any person(s) for influencing or attempting to influence an officer or employee of the RPCGB, Member of the RPCGB Executive Committee, an officer or employee of any RPCGB member jurisdictions, or officer or employee of any Birmingham MPO member jurisdictions, officers or employees of the Alabama Department of Transportation in connection with the awarding of any RPCGB contract, the making of any RPCGB grant, the making of any RPCGB loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any RPCGB contract, grant, loan or cooperative agreement. After being first duly sworn according to law, the undersigned (Affiant) states that he/she is the

\_\_\_\_\_ of  
(Proposer) and that the Proposer has not retained anyone in violation of the foregoing.  
Further Affiant sayeth not.

By: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

Subscribed and sworn to before me this \_\_\_\_\_ day \_\_\_\_\_, 20 \_\_\_\_\_

Notary Public \_\_\_\_\_

My commission expires \_\_\_\_\_, 20 \_\_\_\_\_

Bidder's E.I. Number  
(Number used on employer's quarterly Federal tax return)

**Attachment D**  
**Regional Planning Commission of Greater Birmingham**

**AFFIDAVIT AND INFORMATION REQUIRED OF PROPOSERS**

**CONFLICT OF INTEREST FORM**

**SECTION I: INSTRUCTIONS**

Regional Planning Commission of Greater Birmingham, in keeping with the State of Alabama Ethics Laws, asks that all persons or firms seeking contracts valued at \$25,000 or more to complete and submit this Conflict of Interest Form along with their contract proposal. This requirement also applies to any proposed subcontractors whose portion of the overall work is valued at \$25,000 or more. Failure to comply with this requirement may cause your contract proposal to be declared non-responsive.

Although this law is intended to have persons seeking elected office to disclose potential conflicts of interest, the standards established in the Code of Alabama 1975 State Ethics Law, Sections 36-25-1 to 36-25-24, Sections 36-25-26 to 36-25-30 is utilized by the RPCGB to determine whether or not a conflict of interest exists. Information provided by the Alabama State Ethics Commission should be referred to by Proposers in order to receive additional guidance as to what constitutes a conflict of interest.

Name of Firm:

\_\_\_\_\_

Project Name or Description:

\_\_\_\_\_

RFP Number:

\_\_\_\_\_

Date Submitted:

\_\_\_\_\_

Preparer's Name:

\_\_\_\_\_

**SECTION II: QUESTIONS**

1. Does your firm have any existing relationships with employees of RPCGB, members or officers of the RPCGB Executive Committee and/or the Birmingham MPO that could be construed as involving "conflicts of interests" (i.e., financial interests), or which would give rise to a conflict if your firm becomes a recipient of a contract with RPCGB?

\_\_\_\_\_ YES

\_\_\_\_\_ NO

If "yes," please list the names of those RPCGB employees, RPCGB Executive Committee members, or Birmingham MPO officers and the nature of the relationship:

Name: \_\_\_\_\_

Relationship: \_\_\_\_\_

\_\_\_\_\_



2. Have you or any members of your firm been an employee of RPCGB, served as a member of the RPCGB Executive Committee, or as a Birmingham MPO officer within the last twenty-four months?

\_\_\_\_\_ YES

\_\_\_\_\_ NO

If "yes," please list name, position, and dates of service:

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Dates of Service: \_\_\_\_\_

\_\_\_\_\_

3. Are you or any managers, partners, or officers of your firm related by blood or marriage/domestic partnership to an employee of RPCGB, RPCGB Executive Committee member, or Birmingham MPO officer that is considering your contract proposal?

\_\_\_\_\_ YES

\_\_\_\_\_ NO

If "yes," please list name and the nature of the relationship:

Name: \_\_\_\_\_

Relationship: \_\_\_\_\_

\_\_\_\_\_

4. In the last twenty-four months, have you or any members of your firm been a business partner of, employed, or have been about to employ an employee of RPCGB, RPCGB Executive Committee member, or officer the Birmingham MPO?

\_\_\_\_\_ YES

\_\_\_\_\_ NO

If "yes," please list name and the nature of the relationship:

Name: \_\_\_\_\_

Relationship: \_\_\_\_\_

\_\_\_\_\_

5. Have you or any managers, partners, or officers of your firm ever given (directly or indirectly), or offered to give on behalf of another or through another person, contributions (including political contributions) or gifts to any current employee of RPCGB, member of the RPCGB Executive Committee, or Birmingham MPO officer?

\_\_\_\_\_ YES

\_\_\_\_\_ NO

If "yes," please list name, date gift or contribution was given/offered, and dollar value:

Name: \_\_\_\_\_

Date: \_\_\_\_\_

Value: \_\_\_\_\_

**SECTION III: VALIDATION STATEMENT**

This Validation Statement must be completed and signed by at least one General Partner, Owner, Principal, or Officer authorized to legally commit the selected firm.

Project Name or Description: \_\_\_\_\_

RFP Number: \_\_\_\_\_

**DECLARATION**

I, (printed full name) \_\_\_\_\_, (Professional Registration Number; optional) \_\_\_\_\_ hereby declare that I am the (position or title) \_\_\_\_\_ of (firm name) \_\_\_\_\_,

and that I am duly authorized to execute this Validation Statement on behalf of this entity. I

hereby state that this RPCGB Conflict of Interest Form dated \_\_\_\_\_ is correct

and current as submitted. I acknowledge that any false, deceptive, or fraudulent statements on this Validation Statement will result in rejection of my contract proposal.

\_\_\_\_\_  
Signature of Person Certifying for Selected Firm  
(Original signature required)

\_\_\_\_\_  
Date

Subscribed and sworn to before me this \_\_\_\_\_ day \_\_\_\_\_, 20 \_\_\_\_\_

Notary Public

My commission expires \_\_\_\_\_, 20 \_\_\_\_\_

**NOTICE**

A material false statement, omission, or fraudulent inducement made in connection with this RPCGB Conflict of Interest Form is sufficient cause for rejection of the contract proposal or revocation of a prior contract award.

**Attachment E**  
**Regional Planning Commission of Greater Birmingham**  
**AFFIDAVIT AND INFORMATION REQUIRED OF PROPOSERS**

**DBE UTILIZATION COMMITMENT FORM**

The Regional Planning Commission of Greater Birmingham and the Birmingham-Jefferson County Transit Authority have a goal of fifteen percent (15%) for DBE participation in the overall project.

Name of Prime Contractor:

Project:

Name of DBE Contractor:

Address:

Type of Work to be Performed:

Projected Date for Work:

Agreed Price: \$

Percentage of Total Proposal:

Name of DBE Contractor:

Address:

Type of Work to be Performed:

Projected Date for Work:

Agreed Price: \$

Percentage of Total Proposal:

Name of DBE Contractor:

Address:

Type of Work to be Performed:

Projected Date for Work:

Agreed Price: \$

Percentage of Total Proposal:

The undersigned will enter into a formal agreement with the above Disadvantaged Business Enterprise for work listed in this schedule, conditioned upon execution of a contract with the Regional Planning Commission of Greater Birmingham, on behalf of the Birmingham MPO.

\_\_\_\_\_|\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Title

## **ATTACHMENT F**

### **TECHNICAL RESPONSE DOCUMENTS**

#### **HOW TO USE THIS SECTION:**

The following tables shall be used to facilitate complete answers by the responding parties. The goal of this section is to assist the respondents in providing a clear and complete picture of the products and service on offer. Responses should include a narrative section in which text along with tables and charts are used to fully answer the questions below. If the Respondent wishes to alter the listed order of sections or combine sections, the response must clearly indicate the re-order and must be careful not to omit any items. If items are omitted or re-ordered without notation, RPCGB holds the right to disqualify this whole proposal.

See each listed section below for detailed questions and instructions on how to respond. General format for this section shall be a concise narrative with headings to divide each topic area into sections. The sections may include tables, charts, diagrams, maps, images or other materials to effectively convey the requested information. Items with Response Type listed as Yes/No/NA can be answered in a summary table at the end of each section.

<b>Feature</b>	<b>Required/Most Desired/Desired</b>	<b>Response Type</b>	<b>Comments &amp; Explanations</b>
<b>1. This column lists the item to be described</b>	<b>This column lists the degree of desirability for the item</b>	<b>Lists the response type expected for this question</b>	<b>Any other helpful or explanatory information</b>

## IMPLEMENTATION

### F-1: IMPLEMENTATION PLAN

Feature	Required/Most Desired/Desired	Response Type	Comments/Explanations
1. Describe the geographic extent, number of stations, and number of bicycles of proposed system using the outlines provided in the background information of this RFP as a starting point but elaborating based upon the professional experience of the respondent.	Required	Narrative	A list of 35 of the potential sites are listed in the <i>Birmingham Bikeshare Implementation Plan</i> .
2. Describe the Site Selection Process	Required	Narrative	Include description of all criteria used for site selection
3. Create a schedule for implementation with two variants: Describe the costs and staffing needs as well as any overall cost differences/economies of scale with each.	Required	Narrative	
a. Aggressive roll out schedule option			
b. Two Phased roll out schedule option			
4. Describe system roll-out process, being sure to include the following items	Required	Narrative	
a. Create a staff and organization chart specific to planning and through system launch.			
b. New equipment costs associated with implementation			
c. Estimated Permitting Costs			

5. Birmingham Bikeshare expects that the implementation and roll out of system will meet or exceed the following standards	Required	Yes/No/ NA	
a. The contractor will be responsible for installation of all bike sharing equipment			
b. All costs associated with installation, relocation etc. to be borne by the contractor			

## PHYSICAL INFRASTRUCTURE

### F-2: STATIONS

Feature	Required/Most Desired/Desired	Response Type	Comments/Explanations
1. Please describe your proposed stations include dimensions weight, materials, construction methods etc. for each component. Describe origins of each component.	Required	Narrative	Be advised that steel products are likely subject to Federal Buy American provisions.
2. Describe the locking mechanism that will be used to secure each bicycle	Required	Narrative	
3. Birmingham Bikeshare asks that stations used in this system will meet or exceed the following expectations			
a. Can be installed quickly and easily without marring the underlying surface	Most Desired	Narrative	Explain installation or re-location procedure including estimated time
b. Vandal and theft-proof connection between station and bike;	Required		
c. Station lifespan exceeds 5 years	Required		
d. Modular design such that the station can be expanded or contracted easily	Required		
e. Space at each station for a clear wayfinding map showing other nearby stations and city features	Most Desired		

f. Lighted space at each station for advertising panel	Most Desired		
g. System must maintain security during power failure	Required		
h. Users must be able to easily identify out of service bicycles	Required	Narrative	Explain how this information is conveyed
i. Be capable of running 24/7 on 'off grid' energy sources such as solar or other	Required	Narrative	Include evidence of solar performance on current peer systems and describe powering regime
j. Renters can choose which bike they rent	Most Desired	Narrative	Explain how choosing works
k. Stations must have unified look and feel thought out system	Most Desired	Yes/No/NA	
l. Stations must be able to be branded by a title or station sponsor	Most Desired	Narrative	Describe branding opportunities
4. Pricing Scheme for Stations	Required	Table	Table representing different prices under the following Scenarios
a. Pricing for constituent components of station	Required	Table	
i. Kiosk	Required	Table	
ii. Dock	Required	Table	
iii. Solar Panel	Required	Table	
iv. Sign/advertising assembly	Required	Table	



v. Additional components such as blank plates, angled plates, conduit to bridge tree pits, turn corners etc.	Most Desired	Table	
b. Cost for custom colored paint, logos, finishes etc. and labeling/logo installation	Required	Table	
c. Any quantity discounts or pricing schemes	Required	Table	Explain differences in cost for 1, 10, 50, 100+ units
d. Pricing for top 5 most commonly replaced parts based on experience in peer systems	Most Desired	Table	Ex: touch screens, locking mechanism, sign, solar panel, battery, cell phone relay etc.

### F-3: BICYCLES

Feature	Required/Most Desired/Desired	Response Type	Comments/Explanations
1. Please describe your proposed bicycle include weight, materials, construction methods etc.	Required	Narrative	Describe size range accommodated by bike design (ex. 5'2" to 6'3" etc.) and any rider weight limitations.
2. Describe how tracking technologies such as GPS or RFID can be incorporated into each bicycle	Required	Narrative	
3. Birmingham Bikeshare asks that bicycles used in this system will meet or exceed the following expectations			
a. One size to fit the majority of the adult population, with seat-only adjustment	Required	Yes/No/NA	
b. Multiple gears (3 or more, preferably 7);	Required	Yes/No/NA	
c. Front and back lights which turn on automatically when the bicycle is in motion, with lights remaining illuminated for at least 60 seconds when the rider is stopped, reflectors visible from all sides	Required	Yes/No/NA	
d. Puncture resistant tires	Required	Yes/No/NA	
e. Reliable and intuitive braking system	Required	Yes/No/NA	
f. Theft and tamper resistant features	Required	Narrative	Explain tamper resistant features, provide theft and tamper data from existing systems

g. Protection from grease, dirt, and tire spray with an enclosed drive train and full fenders	Most Desired	Yes/No/NA	
h. Corrosion resistant materials with rust-proof external parts	Most Desired	Yes/No/NA	
i. Fully protected or enclosed cables	Most Desired	Yes/No/NA	
j. Cargo capacity for items weighing up to twenty pounds (e.g., briefcase, book bag, and/or grocery bags);	Most Desired	Yes/No/NA	Greater cargo capacity preferred as long as bicycle handling is unaffected
k. Cup holder	Desired	Yes/No/NA	
l. Light weight (less than 35 pounds);	Desired	Yes/No/NA	
m. Capacity for sponsorship or advertising that can be easily changed	Required	Yes/No/NA	Bicycle should be painted to match sponsor or Operators request. Some component colors should be selectable.
n. Clearly visible space on bicycle for safety and instructional messaging	Most Desirable	Yes/No/NA	
o. Upright riding position allowing for confident riding in traffic;	Most Desired	Yes/No/NA	
p. Easy to operate, easy to mount and to hold in a stopped position, including for shorter riders; step- through design	Most Desired	Yes/No/NA	
q. Useful life greater than 5 years	Required	Yes/No/NA	
r. Kickstand or another device to allow the bicycle to be supported upright	Desired	Yes/No/NA	

4. Pricing Scheme for bicycles	Required	Table	Table representing different prices under the following Scenarios
a. Pricing levels for 3 speed, 5 speed and 7 speed models	Required	Table	
b. Cost for active and passive GPS technology in each bicycle	Most Desired	Table	
c. Cost for custom colored paint, fenders, components etc. and labeling/logo installation	Required	Table	
d. Any quantity discounts or pricing schemes	Required	Table	Explain differences in cost for 1, 10, 50, 100+ units
e. Average pricing for top 5 most commonly replaced parts in peer systems	Most Desired	Table	Ex: tires, chains, complete wheels, seats, grips etc.

## TECHNOLOGICAL INFRASTRUCTURE

### F-4: STATION COMPUTER UNIT

Feature	Required/Most Desired/Desired	Response Type	Comments/Explanations
1. Please describe your proposed computer unit: include a description of the user interface and how the computer unit is situated in the bike sharing station.	Required	Narrative	
a. Describe a step-by-step process of registering as a first-time user to the system and checking out a bicycle for a single day.	Required	Narrative	Simple process is preferred
b. Describe a step-by-step process of registering online, receiving fare media and checking out a bicycle as a system member.	Required	Narrative	Simple process is preferred
2. Explain how terminal complies with current standards for data security, particularly for financial data, user names, and addresses.	Required	Narrative	
3. Birmingham Bikeshare asks that computer units and customer interface used in this system will meet or exceed the following expectations:		Narrative	Explain how each feature will be achieved
a. Ability to use all major credit cards at each station to check out a bicycle.	Required	Yes/No/NA	
b. Ability to accept ID cards and Smartcards from businesses, universities, and SEPTA; car share services etc.	Most desired	Narrative	Describe how computer interface will be forward-compatible with other proposed identification and fare payment technologies.

c. Has clear posted instructions of instructions at each terminal directing the users who to call in the event of problems (to prevent calls to right-of- way owners);	Most Desired		
d. A process for facilitating users who desire to park a bike at a station where all docks are occupied	Most Desired		
e. A process for facilitating users who desires to get a bike at a station where all docks are empty	Most Desired		
f. Uses a touch screen as primary interface	Most Desired		
g. Able to display instructions in multiple languages	Most Desired		
h. System must maintain data security during power failure	Required		
2. Explain in clear detail how problems with software will be handled, explaining in detail the following aspects:	Required	Narrative	
a. Whose responsibility it is for user interface problem resolution	Required		
b. What is the procedure for remedying any problems with the user interface	Required		
c. What is the timeline for resolving problems? Feel free to differentiate by type if necessary.	Required		

d. Propose a scheme of financial penalties for failure to meet performance standards for the station computer unit.	Most Desired		
3. Explain in clear detail how upgrades or requested changes to the software of the system will be handled	Required	Narrative	
a. Whose responsibility it is for changes to the user interface			
b. What is the procedure for making changes to the user interface			
c. What is the timeline for resolving problems? Feel free to differentiate by type if necessary.			
d. Propose a scheme of prices, if applicable to changes in the user interface with the station computer unit.	Most Desired	Table	
4. Provide verification of the following elements of station computer performance	Required	Table/Narrative	Independent verification preferred, but internal testing documents accepted
a. Number of simultaneous transactions that can be made per station in relationship to number of docks			Transaction includes checking in bike or checking out bike, registering as one-day user etc.
b. Number of simultaneous transactions that can be made system wide			
c. Failure rate of credit card transactions at both stations and online registration (not including credit authorization rejection)			Indicate number of times per 10,000 transactions user has to re-enter credit card data to use system/register with system/check out bicycle

d. Failure rate of member fare media			Indicate number of times per 10,000 transactions user has to re-enter fare media data to use system/check out bicycle
e. Failure rate of computerized docks/locks			Indicate number of times per 10,000 transactions that user is unable to successfully return or remove bicycles from docking stations



#### F-5: CENTRAL COMPUTER SYSTEM INCLUDING OPERATING SYSTEM AND DATABASE

Feature	Required/Most Desired/Desired	Response Type	Comments/Explanations
1. Describe the interface through which the operators of the system will monitor its use.	Required	Narrative	Screen shots and screen-flow may be helpful
2. Birmingham Bikeshare expects the overall computer system to be able to communicate real-time with each station. Please indicate if this is the case.	Required	Yes/No/NA	Communications intervals of less than one minute are desired.
3. Explain the process for completing the following tasks using the IT system (or other means if applicable):	Required	Narrative	
a. Determining where each bicycle in the system is located in real time			Communications intervals of less than one minute are desired.
b. Determining when a bicycle has been lost from the system			
c. Determine how many rides/miles each bike has taken to facilitate maintenance			
d. Find disabled bicycles using the system			
e. Creating reports on usage and miles traveled on a system wide and bike-by-bike basis			
f. Shut down individual stations or the whole system temporarily			
g. Create temporary sales or pricing incentives system-wide or station-by-station			
4. Explain the process for verifying user information via credit user information as well as adherence to current PCI(Payment Card Industry) standards	Most desired	Narrative	Describe how computer interface will be forwards compatible with other proposed identification and fare payment technologies (Cell phone, transit card, etc.)

5. Explain how the overall IT system complies with current Required Narrative standards for data security, particularly for financial data, user names, and addresses.			
6. Explain in clear detail how problems with software will be handled, explaining in detail the following aspects:	Required	Narrative	
a. What is the procedure for remedying any problems with the IT Interface/Operating system	Required		
b. What is the timeline for resolving problems? Feel free to differentiate by type if necessary.	Required		
c. Propose a scheme of financial penalties for failure to meet performance standards for the IT Interface / Operating System	Most Desired		
7. Explain in clear detail how upgrades or requested changes to the software of the system will be handled	Required	Narrative	
a. Whose responsibility it is to make changes to the IT interface/operating system			
f. What is the procedure for making changes to the IT interface/operating system			
g. What is the timeline for making changes to the IT interface/operating system			
h. Propose a scheme of prices, if applicable, to changes in the user interface with the station computer unit.	Most Desired	Table	Feel free to differentiate by type if necessary.
8. All data generated by the bike sharing system will be the property of Birmingham Bikeshare. Please explain your procedure in transmitting the data to Birmingham Bikeshare.	Required	Narrative	

9. Please describe the System's database management system, including search functions and the possibility of using anonymized data for transportation planning purposes.	Required	Narrative	Please describe the features of the database that will: maintain robust and accurate data, allow for customized searches, and aggregate data for use in planning processes.
10. Please describe how you will accommodate database maintenance and database back up while minimizing "offline" time.	Required	Narrative	
11. Birmingham Bikeshare expects that the database have the following features or capabilities	Required	Yes/No/NA	Please indicate "Yes," "No" or "NA (Not Applicable)" and provide any comments necessary
i. The database is searchable and can provide both anonymized and non-anonymized reports as necessary.			
j. The database is updated and maintained on a daily basis.			
k. The Contractor will provide reports to Birmingham Bikeshare in accordance with an agreed upon schedule or on request.			

**F-6: WEBSITE AND MOBILE APPLICATION**

<b>Feature</b>	<b>Required/Most Desired/Desired</b>	<b>Response Type</b>	<b>Comments/Explanations</b>
1. Please propose and describe the System Website and its architecture. Please include the approximate number and type of pages and example screenshots if possible.	Required	Narrative	
2. Describe in detail the procedure for customizing a website for Birmingham Bikeshare system including examples of how content can be customized and branded by use of title or other sponsors	Required	Narrative	Give qualifications and experience as well as examples for web development
3. Please explain the sequence of steps a user would take in order to purchase a subscription. Please include example screenshots if possible.			
4. Birmingham Bikeshare requests that the website contains the following features:	Required	Yes/No/NA	
a. The Website should communicate constantly with the Central Computer System.			
b. System users can purchase subscriptions and sign the liability waiver via the website.			
c. The Website is available in multiple languages.			English and Spanish are required, please propose a cost schedule for each additional language
d. The Website allows users to search for Station			

locations through a variety of inputs (e.g. user-entered address, intersection or major place names, selecting from an interactive map etc.). Please list options.			
e. The Website allows current Subscribers to access and update their subscription information, re- subscribe to the System and replenish their accounts.			
f. The Website allows System users to track their use. Please describe types of information available to users.			
g. The same Website is accessible from desktopcomputers and hand-held wireless devices such as PDA's, Smartphones, and web-enabled cell phones using browsers. Flash should not be used.			
h. Critical functionality does not use any extensions that are not pre-installed in the vast majority of browsers and any mark up or scripting should function correctly in all widely used browsers.			
i. The Contractor will at the request of Birmingham Bikeshare, conduct on-going improvements to the website, as needed to accommodate changes, including but not limited to, additional features and increased functionality, changes in website technology, and compatibility with new applications.			

5. Describe in detail the procedure for developing suitable mobile applications for the Birmingham bike sharing system	Required	Narrative	Give qualifications and experience as well as examples for mobile app development
a. Give an example of proposed content for mobile application			
b. Give an example of how mobile content can be branded by a title sponsor			
c. Describe how system data can be shared for open source developers			
6. The mobile application will have the functionality to indicate the closest station and number of bicycles to the user	Most Desired	Yes/No/NA	
7. Birmingham Bikeshare expects that the central computer system should be able to relay data immediately to the mobile app	Most Desired	Yes/No/NA	

#### F-7: DATA STRUCTURE, FORMAT AND ACCESSIBILITY

Feature	Required/Most Desired/Desired	Response Type	Comments/Explanations
1. Birmingham Bikeshare requests that data on both current system status and overall system performance be made available via publicly accessible URLs for public consumption.	Most Desired	Yes/No/NA	
2. System status data should be made available in an "open" format (described more fully below) consumable by software and other data tools.	Most Desired	Yes/No/NA	
3. System performance data should be made available to users in graphical format consumable through a web browser – for mainstream consumption - and also in an "open" format (described more fully below) consumable by software and other data tools.	Most Desired	Yes/No/NA	
4. All data made available by the system (described more fully below) should be available on a real-time basis.	Most Desired	Yes/No/NA	"Real time basis" should be construed to mean refresh intervals of 1 minute or less. Higher refresh rates are preferred.
5. Additional data elements (beyond those listed below) will be added to the data that is made publicly available as deemed necessary by Birmingham Bikeshare.	Most Desired	Yes/No/NA	

## F-8 CONTINUED

### **Data Format**

All data listed in this section shall be made available via a publicly accessible Application Programming Interface (API) that adheres generally to the principles of REST design. The API platform will be included as part of the Central Computer System. The API must return data formatted using the JSON format, and may optionally make it available in additional formats such as XML.

Additionally, summary information (which aggregates the specific data elements listed below) may be made available via a web page (or pages). The design, layout and content of the web page (or pages) may change to display modified or additional information as deemed necessary by the System Operator.

### **Data Structure**

#### Station Status

For each active station in the system, the following data should be provided:

- Station Number or Identifier
- Station Name
- Station Address
- Station Coordinates (Latitude / Longitude)
- Station Payment Terminal Availability (Does the station have the ability to process credit/debit cards?)
- Station Terminal Availability (Is the station terminal working)
- Installed Date
- Station Status (Open / Closed)
- Station Docks Total
- Station Docks Available
- Bikes Currently Available
- Broken Bikes at station (if any)
- Last communication with Central Computer System
- Last update from Station

#### Ridership

- Number of trips per Month
- Trip Origin/Destination by Municipality
- Trip Origin/Destination by Station
- Trips per Time Interval
- Percentage of trips per time interval
- Miles Travelled per Month

#### Fleet Performance and Safety

- Bicycles in Service
- Fleet Maintenance (Number of Bikes Inspected/Repaired) per Month
- Bicycles Damaged per Month



### Membership/Pass Status

- Total Number of Users
- New Members

### Customer Service Data (Real-time and Historical)

- Stations Full or Empty - Number of Instances
- Stations Full or Empty - Time Interval
- Stations Full or Empty - Percentage of Instances per Time Interval
- Stations Full - Instances of Additional Time Granted
- Stations Full - Total Number of Extra Minutes Granted
- Rebalancing - Number of Times Bicycles Picked up and dropped off at Stations
- Customer Service Calls - Number of Incoming Calls and Lost Calls

### Trip Duration Data

- Trip / record identifier
- Start date & time
- End date & time
- Start station location
- End station location
- Bike number
- Membership / user type

## **ATTACHMENT G**

### **BIRMINGHAM BIKESHARE FEASIBILITY STUDY & IMPLEMENTATION PLAN**

The complete feasibility study should be downloaded from  
[www.birminghambikeshare.com](http://www.birminghambikeshare.com) or  
<http://www.birminghambikeshare.com/wp-content/uploads/2014/03/Birmingham-Bikeshare-Feasibility-Study-FINALreduced.pdf>

The complete implementation plan should be downloaded from  
[www.birminghambikeshare.com](http://www.birminghambikeshare.com) or <http://www.birminghambikeshare.com/wp-content/uploads/2014/08/Birmingham-Bikeshare-Business-Plan-FINAL-6-16-14.pdf>