



REQUEST FOR PROPOSALS

San Mateo County Shared Micromobility Feasibility Study

Date Released: Thursday, September 23, 2021

City/County Association of Governments of San Mateo County
555 County Center, 5th Floor, Redwood City, CA 94063

Closing Date/Time for Requests for Clarifications: October 7, 2021, 5:00 P.M.

Proposals are due prior to 5:00 P.M., Thursday, October 21, 2021

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I. INTRODUCTION

The City/County Association of Governments of San Mateo County (C/CAG), a Joint Powers Agency comprised of each of the 20 cities and the County in San Mateo County, invites your firm to submit a proposal to develop a San Mateo County Shared Micromobility Feasibility Study. A detailed Scope of Work is included as Appendix A of this RFP.

Micromobility refers to services such as bikeshare and scooter-share, where users are able to check out various small and light-weight vehicles for short term use through a self-service rental portal. It has been envisioned as one of the tools to address first and last mile challenges, bridging the transportation gap between home and transit stations, and from transit stations to places of employment. Benefits of micromobility include reducing short distance vehicle trips and increasing transportation access. The purpose of the San Mateo County Shared Micromobility Feasibility study is to investigate the viability of a micromobility program in the County, compile best practices, and develop program guidelines to support jurisdictions that wish to launch pilot programs.

The proposals submitted in response to this Request for Proposal (RFP) will be used as a basis for selecting the Consultant for this project. The Consultant's proposal will be evaluated and ranked according to the criteria provided in Section V, Proposal Evaluation, of this RFP.

The RFP documents for this project are available for download on the C/CAG website at <https://ccag.ca.gov/opportunities/rfpsrfqs/>. Proposers are responsible for checking the website for any Addenda to this RFP. Responses should be submitted in accordance with the instructions set forth in the RFP.

Interested firms must submit their Proposal by **5:00 PM on Thursday, October 21, 2021,** in accordance with the instructions contained in the RFP. Other key RFP dates are listed on the next page under "Tentative Schedule for Review Process".

C/CAG Point of Contact:
Kim Wever
555 County Center, 5th Floor
Redwood City, CA 94063
Phone: 650-599-1451
E-mail: kwever@smcgov.org

Proposals received after the time and date specified above will be considered nonresponsive and will be returned to the Consultant. The receipt of proposal will be timestamped based on the Program Manager's computer. C/CAG is not responsible for submissions delayed for any reason.

Tentative Schedule for Review Process

Date	Description
Thursday, September 23, 2021	Issue RFP
Thursday, October 7, 2021 at 5:00 P.M.	Closing Date/Time for Requests for Clarifications
Monday, October 18, 2021 at 5:00 P.M.	Deadline for objections to RFP provisions
Thursday, October 21, 2021 at 5:00 P.M.	Response to RFP Due
Week of November 15, 2021	Consultant interviews may be held (if necessary)
Thursday, December 9 th , 2021	C/CAG Board approval
Week of December 13, 2021	Notice to Proceed and Project Kick-off
September 30, 2022	Project completion

Any questions related to this RFP shall be submitted in writing to the attention of Kim Wever via email at kwever@smcgov.org. Questions shall be submitted before 5:00 PM on Thursday, October 7, 2021.

Period of Performance and Budget

The Countywide Shared Micromobility Feasibility Study will be funded with local and federal planning grants. C/CAG has budgeted approximately one hundred thousand dollars (\$100,000) for this effort. Additional funding may be available in future Fiscal Years subject to approval of future C/CAG budgets. C/CAG expects the work to commence on or about commence on or about December 2021, and to be completed no later than September 30, 2022. Any contract entered into as a result of this RFP will be funded, in whole or in part, with federal funds administrated by the California Department of Transportation (Caltrans). Accordingly, the federal requirements shall apply to this procurement. The Consultant are required to follow all pertinent local, state, and federal laws and regulations. **The DBE goal for this project has been set at 25%.**

II. PROJECT DESCRIPTION AND BACKGROUND

C/CAG and partnering agencies strive to provide a safe, accessible and comprehensive network of bicycle and pedestrian facilities for a diverse population in San Mateo County. These facilities aim to increase mobility and provide equitable levels of access to affordable and reliable transportation options. Micromobility refers to services such as bikeshare and scooter-share, where users are able to check out various small and light-weight vehicles for short term use through a self-service rental portal. It has been envisioned as one of the tools to address first and last mile challenges, bridging the transportation gap between home and transit stations, and from transit stations to places of employment. Other benefits of micromobility includes reducing short distance vehicle trips and increasing transportation access. Micromobility was also one of the recommended programs in the 2021 C/CAG Comprehensive Bicycle and Pedestrian Plan.

C/CAG seeks to retain a consultant team (Consultant) to assist with developing a San Mateo County Shared Micromobility Feasibility Study. The Consultant shall first investigate the feasibility of a micromobility program in San Mateo County. Should a micromobility program be deemed feasible, the Consultant will then establish San Mateo County specific shared mobility vision, goals and performance measures. The Consultant will compile best practices after considering other jurisdictions' systems and document current trends in the industry. Following that, the Consultant will conduct market analysis to identify potential high ridership areas and make short term and long-term recommendations related to implementation. Recommendations include, but not limited to, program guidelines, a micromobility permit application template and draft ordinance language. In the event that the program is not recommended for San Mateo County at this time, the Consultant shall identify a set of conditions that need to be met in order for the program to thrive.

III. MINIMUM QUALIFICATIONS OF PERSONNEL

Proposals must demonstrate that the firm or team submitting the proposal ("Proposer") meets the following Minimum Qualifications to be eligible for consideration for this project.

1. Proposer must demonstrate to C/CAG's satisfaction that the firm, a subcontractor, or a key staff member from either the firm submitting a proposal or a subcontractor who shall be assigned to this project have successfully competed at least three (3) projects in the past ten (10) years related to micromobility, feasibility study, market demand research.

IV. PROPOSAL REQUIREMENTS

These guidelines are provided for standardizing the preparation and submission of proposals by all Consultants. The intent of these guidelines is to assist Consultants in preparation of their proposals, to simplify the review process, and to help assure consistency in format and content.

Submittal Requirements

Consultants must submit one (1) electronic copy of the proposal. Each page shall be 8.5" x 11" or 11" x 17". Each page shall be sequentially numbered and a table of contents shall be provided. Each submittal shall be no more than 20 bound pages, excluding cover letter, title page, table of contents, resumes of key staff members, relevant experience and references.

Any proposals received prior to the time and date specified above may be withdrawn or modified by written request of the Consultant. To be considered, however, the modified Proposal must be received prior to 5:00 P.M., Thursday, October 21, 2021.

Unsigned proposals or proposals signed by an individual not authorized to bind the prospective Consultant will be considered nonresponsive and rejected.

General Conditions

- This RFP does not commit C/CAG to award a contract or to pay any costs incurred by

any Proposer in the preparation of a proposal in response to this RFP.

- Only one proposal will be accepted from any one person, partnership, corporation, or other entity; however, several alternatives may be included in one response.
- C/CAG reserves the right to accept or reject all proposals submitted, waive minor irregularities, request additional information, or revisions to offers, and negotiate with any or all Proposers.
- This RFP does not commit C/CAG to award a contract, to pay any costs incurred in the preparation of a proposal for this request, or to procure or contract for services. C/CAG reserves the right to accept or reject any or all proposals received as a result of this request, to negotiate with any qualified Consultant, or to modify or cancel in part or in its entirety the RFP if it is in the best interests of C/CAG to do so. Furthermore, a contract award may not be made based solely on price.
- The prospective Consultant is advised that should this RFP result in recommendation for award of a contract, the contract will not be in force until it is approved and fully executed by C/CAG.
- If the selected Proposer fails to enter into a contract with C/CAG in a timely manner as determined by C/CAG, C/CAG reserves the right to reject the proposal and enter into a contract with the next highest scoring Proposer.
- The work shall comply with the requirements of all federal, state and local laws without limitation, and shall apply to this RFP and any subsequent contract as though incorporated herein by reference.
- The Consultant shall comply with all insurance requirements of C/CAG, included in the sample agreement in Attachment 2, Sample Agreement Template.

Each submittal must include the following information:

1) Introductory Letter

Provide a letter describing the consultant's interest and commitment to the proposed project. The introductory (or transmittal) letter shall be addressed to:

Ms. Kim Wever
City/County Association of Governments of San Mateo County (C/CAG)
555 County Center, 5th Floor
Redwood City, CA 94063

The letter shall be on Consultant letterhead and include the name, title, address, phone number, and email address of the individual whom correspondence and other contacts should be directed during the selection process. The letter will address the Consultant's understanding of the services being requested and any other pertinent information the Consultant believes should be included. The letter must be signed by an official authorized to solicit business and enter into contracts for the firm. Indicate whether there are any conflicts of interest, actual or apparent, that would limit the Proposer's ability to provide the requested services and describe the plan for mitigating such conflicts. Acknowledge the receipt of this RFP and any Addendum to the RFP. Indicate that the proposal is a firm offer to enter into a contract to perform work related to this RFP for a period of 120 days from the due date for proposals.

2) Title Page

Proposals must include a title page that includes the RFP subject, the name of the Proposer's firm, local address, telephone number, name of contact person, contact person's email address, and the date.

3) Table of Contents

Proposals must include a table of contents that includes a clear identification of the material by section and page number.

4) Overview /Executive Summary including Organization's Approach

Provide a summary of the qualifications and benefits of selecting the company to perform requested services. This section should clearly convey the Proposer's understanding of the project scope, the general approach to be taken, and identify any specific considerations. It should include, but not be limited to, the following:

- a) A discussion of the project's purpose;
- b) A summary of proposed approach;
- c) The assumptions made in selecting the approach.

5) Work Plan/Scope of Work Statement

This section should present a work plan for the tasks described in the Scope of Work. The proposed work plan should:

- a) Discuss how the Proposer will conduct the identified task, identify deliverables, and propose a schedule. The proposal should discuss the tasks in sufficient detail to demonstrate a clear understanding of the project and component tasks. The proposal may include additional tasks or sub-tasks the Proposer believes necessary to accomplish the project goals. The schedule should show the expected sequence of tasks, subtasks and milestones.
- b) Provide a staffing plan for each task. Provide an organizational chart that shows roles and responsibilities of key personnel and reporting structure, including reporting and communication relationships between C/CAG, Consultant staff, and subcontractors, if any. The submittal shall designate a project manager who will provide a single point of contact for the management and coordination of all aspects of the work. The project manager shall be responsible for coordinating and tracking all deliverables, communication with the C/CAG program manager, and reporting of results and recommendations. Identify the task leads and backup individuals. All staff shall be clearly identified with their roles defined as well as their proposed work location during the program.
- c) Describe approach to managing resources and maintaining quality results. Include a description of the role of any subcontractors, their specific responsibilities, and how their

work will be supervised to maintain quality results.

- d) Identify and explain any problem areas and/or potential obstacles (such as maintaining schedule, budget overruns, feasibility, etc.) to successful completion of the Scope of Work. Discuss methods, formal and informal, that you will use to track and resolve these problems/obstacles during the project.

6) Schedule of Work

Using a Gantt chart, provide a detailed schedule for all phases of the project and the proposing Consultant's services including time for reviews and approvals. The schedule shall meet the anticipated project kick-off during the week of December 13, 2021 and the project completion date of September 30, 2022; however, expedited schedules are preferred with justification for timeline feasibility.

7) Cost Proposal

Proposer shall provide a detailed cost proposal for the project. The cost estimate shall include personnel names, classifications, hourly rates, overhead rates, and any other cost items necessary to perform each of the tasks listed in the Scope of Work. A total cost shall then be summarized and presented. Describe your cost control and budgeting methodology for this project. A line item budget must also be submitted for proposed sub-consultants with contracts estimated to exceed \$25,000. Attachment 1 is a Cost Proposal Template for the consultant to use. Rates shall include all direct and indirect costs, fully loaded hourly rate means an hourly rate that includes all applicable surcharges such as taxes, insurance and fringe benefits as well as indirect costs, overhead and profit allowance, and ordinary materials and supplies. Rates indicated shall be firm for the initial contract term and any annual rate escalation shall not exceed 3%. C/CAG reserves the right to negotiate with or to decline to enter into contracts with a Proposer's whose rates are unreasonable at C/CAG's sole discretion.

8) Consultant Information, Qualifications & Experience

- a) Identify the qualifications of staff assigned to perform the work, whose expertise or experience addresses each of the specified needs. Identify the personnel, including subcontractor personnel.
 - i) In an appendix, provide resumes and references for all key team members. Resumes shall show relevant experience, for the Project's Scope of Work, as well as the length of employment with the proposing Consultant. Key members, especially the Project Manager, shall have significant demonstrated experience with this type of project, and should be committed to stay with the project for the duration of the project.
- b) Consultants shall demonstrate that they have successfully completed comparable projects. These projects must illustrate the quality, type, and past performance of the project team. Submittals shall include a detailed description of a minimum of three (3) projects within the past five (5) years which include the following information:
 - Contracting agency
 - Contracting agency Project Manager

- Contracting agency contact information
 - Contract amount
 - Funding source
 - Date of contract
 - Date of completion
 - Consultant Project Manager and contact information
 - Project Objective
 - Project Description
 - Project Outcome
- c) Provide a summary of all contracts your firm (including subcontractors) has held with C/CAG in the past three years, including a brief description of the scope of work, the contract amount, and date of execution. Performance on any C/CAG contract within the past three years may be considered as reference information or when past performance is included as an evaluation factor as noted in proposal evaluation.
- d) Work Samples (minimum of 2) - Provide at least one sample of a written technical report or memo and one sample of material developed for a similar study effort. The samples must have been prepared by key members of the Proposer's team and should identify the authors. The samples will be considered in evaluating firm and staff expertise and experience, and written presentation effectiveness.
- e) Provide a list of references (including references for subcontractors) and their contact information.

9) Conflict of Interest Requirements

- a) The proposing Consultant shall disclose any financial, business or other relationship with the C/CAG that may have an impact upon the outcome of the contract. The Consultant shall also list current clients who may have a financial interest in the outcome of this contract. The proposing Consultant shall disclose any financial interest or relationship with any micromobility vendor or local jurisdiction.
- b) The Consultant shall also provide possible mitigation efforts, if any, to eliminate or avoid any actual or perceived conflicts of interest.
- c) If a Consultant discovers a conflict during the execution of an assigned task, the Consultant must immediately notify the Caltrans Contract Manager regarding the conflicts of interest. The C/CAG Project Manager may terminate the Task Order involving the conflict of interest and C/CAG may obtain the conflicted services in any way allowed by law. Failure by the Consultant to notify C/CAG Project Manager may be grounds for termination of the contract for default pursuant to Attachment 2, Section 7, Termination of the Contract Agreement.

10) Litigation

Indicate if the proposing Consultant was involved with any litigation in connection with prior projects. If yes, briefly describe the nature of the litigation and the result.

11) Contract Agreement

- a) Indicate if the proposing Consultant has any issues or needed changes to the proposed contract agreement included as Attachment 2, Sample Agreement Template.
- b) The Consultant shall provide a brief statement affirming that the proposal terms shall remain in effect for one-hundred twenty (120) days following the date proposal submittals are due.

12) Federal-Aid Provisions

- a) The proposing Consultant's services are federally funded, which necessitate compliance with additional requirements. Special attention is directed to Attachment 3, Local Assistance Procedures Manual (LAPM) Exhibits. The proposing Consultant shall complete and submit the following forms with the proposal to be considered responsive. These forms and instructions are provided for the proposer in Attachment 3, Required Local Assistance Procedures Manual Exhibits.
 - Local Agency Proposer DBE Commitment (Consultant Contracts); (LAPM 10-O1). The local agency's current contract DBE Goal is [25%].
 - DBE Information - Good Faith Effort (LAPM 15-H) – Required only if DBE goal is not achieved. It is recommended that proposer prepare and submit a Good Faith Effort irrespective of meeting the DBE goal.
 - Disclosure of Lobbying Activities (LAPM 10-Q)
 - Consultant Annual Certification of Indirect Costs and Financial Management System (LAPM 10-K)
- b) Upon award and through completion of the project, the successful proposing Consultant will be required to follow applicable federal-aid requirements and shall complete and submit with the agreement the following forms at the time of award:
 - Local Agency Proposer DBE Information (Consultant Contracts) (LAPM 10-02)
 - Any other relevant forms required during the project.
- c) Consultant shall demonstrate familiarity of providing services for federally funded projects and have a clear understanding of requirements/needs to facilitate the project through Caltrans Local Assistance and Local Assistance Procedures Manual.

13) Insurance Provisions

Submit a signed acknowledgement, for Proposer only, that the Proposer agrees to provide the required certificates of insurance providing verification of the minimum insurance requirements listed in Attachment 2, Sample Agreement Template, Section 11, Insurance, within ten (10) days of C/CAG's notice to firm that it is the successful Proposer.

14) Taxpayer Identification Number and Certification

Submit a W-9, Request for Taxpayer Identification Number and Certification for Proposer

only (containing original signature) available at <http://www.irs.gov/pub/irs-pdf/fw9.pdf>.

V. PROPOSAL EVALUATION

A. Evaluation Process

All proposals will be evaluated by a C/CAG Selection Committee (Committee). The Committee may be composed of C/CAG staff and other parties that may have expertise or experience in the services described herein. An initial assessment will be made to ensure that the submittal is compliant with the RFP requirements and contains the required forms and information. An incomplete submittal will be disqualified at the option of C/CAG. The Committee will then assess the quality of each submittal based on the evaluation criteria below, and will rank the proposers. All contacts during the evaluation phase shall be through the C/CAG Contract Administrator/Project Manager only. Proposers shall neither contact nor lobby evaluators during the evaluation process. Attempts by Proposer to contact members of the Committee may jeopardize the integrity of the evaluation and selection process and risk possible disqualification of Proposer.

The selection process may include oral interviews. If oral interviews are necessary, the consultant will be notified of the time and place of oral interviews and if any additional information that may be required to be submitted. The evaluation criteria for the oral interviews are included below.

B. Evaluation Criteria

Proposals will be evaluated according to each evaluation criteria, and scored on a zero to five point rating. The scores for all the evaluation criteria will then be multiplied according to their assigned weight to arrive at a weighted score for each proposal. A proposal with a high weighted total will be deemed of higher quality than a proposal with a lesser-weighted total. The final maximum score for any project is five hundred (500) points.

		Rating Scale
0	Not Acceptable	Non-responsive, fails to meet RFP specifications. The approach has no probability of success. For mandatory requirement this score will result in disqualification of proposal.
1	Poor	Below average, falls short of expectations, is substandard to that which is the average or expected norm, has a low probability of success in achieving project objectives per RFP.
2	Fair	Has a reasonable probability of success, however, some objectives may not be met.
3	Average	Acceptable, achieves all objectives in a reasonable fashion per RFP specification.

4	Above Average/Good	Very good probability of success, better than that which is average or expected as the norm. Achieves all objectives per RFP requirements and expectations.
5	Excellent/Exceptional	Exceeds expectations, very innovative, clearly superior to that which is average or expected as the norm. Excellent probability of success and in achieving all objectives and meeting RFP specification.

The Evaluation Criteria Summary and their respective weights are as follows:

No.	Written Evaluation Criteria	Weight
1	Organization of Proposal	5
2	Staff and Firm Qualifications	20
3	Understanding of Project Scope of Work	10
4	Proposed Project Approach	10
5	Cost Effectiveness	30
6	References	5
7	Conflict of Interest Statement	Pass/Fail
	Subtotal:	80

No.	Interview Evaluation Criteria	Weight
8	Presentation by team	10
9	Q&A Response to panel questions	10
	Subtotal:	20
	Total:	100

1. Organization of Proposal (5 points)

- Responses to this RFP must be complete.
- Responses that do not include the proposal content requirements identified within this RFP and subsequent addenda and do not address each of the items listed below will be considered incomplete, be rated a Fail in the Evaluation Criteria and will receive no further consideration.

2. Staff and Firm Qualifications (20 points)

- Relevant experience, specific qualifications, and technical expertise of the firm and sub-consultants to conduct services on both federal and nonfederal-aid projects.
- Describes familiarity of project and demonstrates understanding of work completed to date and project objectives moving forward
- Roles and Organization of Proposed Team
 - Proposes adequate and appropriate disciplines of project team.

- Some or all of team members have previously worked together on similar project(s).
 - Overall organization of the team is relevant to C/CAG's needs.
- Roles of Key Individuals on the Team
 - Proposed team members, as demonstrated by enclosed resumes, have relevant experience for their role in the project.
 - Key positions required to execute the project team's responsibilities are appropriately staffed.
- Working Relationship with C/CAG
 - Team and its leaders have experience working in the public sector and knowledge of public sector procurement process.
 - Team leadership understands the nature of public sector work and its decision-making process.

3. Understanding of Project Scope of Work (10 points)

- Detailed Scope of Services to be Provided
 - Proposed scope of services is appropriate for all phases of the work.
 - Scope addresses all known project needs and appears achievable in the timeframes set forth in the project schedule.
 - The proposal includes a detailed work plan.
- Project Deliverables
 - Understanding of the Project scope and ability to meet program objectives.

4. Proposed Project Approach (10 points)

- Project and Management Approach
 - Team is managed by an individual with appropriate experience in similar projects. This person's time is appropriately committed to the project.
 - Project team and management approach responds to project issues. Team structure provides adequate capability to perform both volume and quality of needed work within project schedule milestones.
- Schedule of Work
 - Schedule shows completion of the work within or preferably prior to the C/CAG overall time limits as specified in the Section IV. Proposal Requirements, 6) Schedule of Work of this RFP. The schedule serves as a project timeline, stating all major milestones and required submittals for project management and Federal-Aid compliance.
 - The schedule addresses all knowable phases of the project, in accordance with the general requirements of this RFP.
- Presentation based on written proposals and sample reports.

5. Cost Effectiveness (30 points)

- Cost Control and Budgeting Methodology
 - Proposer has a system or process for managing cost and budget.

- Evidence of successful budget management for a similar project.
- Proposal clearly defines cost in spreadsheet format.
- Reasonableness of hourly rates;
- Allocation of resources for each tasks and activities.

6. Conflict of Interest Statement (Pass/Fail)

- Discloses any financial, business or other relationship with the C/CAG that may have an impact upon the outcome of the contract.
- Lists current clients who may have a financial interest in the outcome of this contract.

7. References (5 points)

- Provide as reference the names of at least three (3) agencies you currently or have previously consulted for in the past three (3) years.

8. Presentation by Team (10 points) (only if oral interviews are necessary)

- Team presentation conveying project understanding, communication skills, innovative ideas, critical issues and solutions.

9. Q&A Response to Panel Questions (10 points) (only if oral interviews are necessary)

- Proposer provides responses to various interview panel questions.

Weighted scores for each proposal will be assigned utilizing the table below:

No.	Evaluation Criteria	Rating (0-5)	Weight	Score (Rating * Weight)
1	Organization of Proposal		5	
2	Staff and Firm Qualifications		20	
3	Understanding of Project Scope of Work		10	
4	Proposed Project Approach		10	
5	Cost Effectiveness		30	
6	References		5	
7	Conflict of Interest Statement	N/A	Pass/Fail	Pass/Fail
8	Presentation by Team		10	
9	Q&A Response to Panel Questions		10	
	Total:		100	/500

C. Request for Best and Final Offer

Following discussions, if held, Proposers on the “short list” will be given the opportunity to revise their written proposals to address the concerns raised during discussions through issuance

by C/CAG of a Request for Best and Final Offer (BAFO). Following receipt of the BAFOs, the evaluation panel will evaluate the BAFOs against the evaluation criteria.

C/CAG reserves the right to not convene oral interviews or discussions, and to make an award on the basis of initial proposals. Accordingly, each initial proposal should be submitted on the most favorable terms from a price and a technical viewpoint. References may be contacted at any point in the evaluation process.

C/CAG reserves the right to consider consultant performance based on comments from submitted references. Experience and ability to perform work is a significant consideration. C/CAG may consider any other criteria it deems relevant, and the Selection Committee is free to make any recommendations it deems to be in the best interest of C/CAG. C/CAG reserves the right to reject all submittals, and not enter into any contract for the services described in the RFP. C/CAG also reserves the right to accept other than the submittals with the lowest costs and to negotiate with proposers on a fair and equal basis when the best interests of C/CAG are served by doing so. C/CAG is not liable for any costs incurred by a company before entering into a formal contract. Costs of developing the submittal or any other such expenses incurred by a company in responding to the RFP, are entirely the responsibility of the company, and shall not be reimbursed in any manner by C/CAG.

To withdraw a proposal, a company must submit a written request to C/CAG. After withdrawing a previously submitted proposal, a company may submit another proposal at any time up to the deadline for submitting proposals. C/CAG shall not accept any amendments, revisions, or alterations to proposals after the submittal deadline.

D. Recommendation for Contract Award

The panel will recommend the selected Proposer to the C/CAG Executive Director, based on their evaluation of the written proposals or oral interviews or discussions or BAFOs and oral interviews or discussions (if held). The Executive Director will review the recommendation and, if he agrees, staff will forward the recommendation to the C/CAG Board of Directors which authorizes award.

E. Selection Disputes

A Proposer may object to a provision of the RFP on the grounds that it is arbitrary, biased, or unduly restrictive, or to the selection of a particular Proposer on the grounds that C/CAG procedures, the provisions of the RFP or applicable provisions of federal, state or local law have been violated or inaccurately or inappropriately applied by submitting to the Project Manager a written explanation of the basis for the protest:

1. No later than 5:00 p.m. on the third business day prior to the date Responses to RFP are due, for objections to RFP provisions; or
2. No later than 5:00 p.m. on the third business day after the date the firm is notified that it did not meet the minimum qualifications or was found to be non-responsive; or

3. No later than 5:00 p.m. on the third business day after the date on which the firm is notified that it was not selected, or if applicable the date the appropriate committee authorizes award, whichever is later, for objections to Proposer selection.

Except with regard to initial determinations of non-responsiveness, the evaluation record shall remain confidential until the C/CAG Board of Directors authorizes award.

Protests of recommended awards must clearly and specifically describe the basis for the protest in sufficient detail for C/CAG staff to recommend a resolution to the C/CAG Executive Director.

The C/CAG Executive Director will respond to the protest in writing, based on the recommendation of staff. Should a Proposer wish to appeal the decision of the C/CAG Executive Director, it may file a written appeal with the C/CAG Board of Directors no later than 4:00 p.m. on the third business day after receipt of the written response from the C/CAG Executive Director. The C/CAG Board of Directors' decision will be the final agency decision.

Authorization to award an agreement to a particular Proposer by C/CAG shall be deemed conditional until the expiration of the protest period or, if a protest is filed, the issuance of a written response to the protest by the C/CAG Executive Director or, if the decision of the C/CAG Executive Director is appealed, the issuance of the C/CAG Board of Directors' decision.

F. Public Records

This RFP and any material submitted in response to this RFP are subject to public inspection under the California Public Records Act (Government Code §6250 *et seq.*), unless exempt by law. Other than proprietary information or other information exempt from disclosure by law, the content of proposals submitted to C/CAG will be made available for inspection consistent with its policy regarding Public Records Act requests.

If the Proposer believes any proposal content contains trade secrets or other proprietary information that the Proposer believes would cause substantial injury to the Proposer's competitive position if disclosed, the Proposer may request that C/CAG withhold from disclosure such proprietary materials by marking each page containing proprietary information, including financial information, if any, required to be submitted under Section IV, Proposal Requirements, of this RFP, as confidential and shall include the following notice at the front of its proposal:

“The data on the following pages of this proposal, including financial information submitted under Section IV. Proposal Requirements, of this RFP marked along the right margin with a vertical line, contain technical or financial information that constitute trade secrets and/or that, if disclosed, would cause substantial injury to the Proposer's competitive position. The Proposer requests that such data be used for review by C/CAG only, but understands that exemption from disclosure will be limited by C/CAG's obligations under the California Public Records Act. If an agreement is awarded to the Proposer submitting this proposal,

C/CAG shall have the right to use or disclose the data, unless otherwise provided by law. [List pages].”

Failure to include this notice with relevant page numbers shall render any “confidential/proprietary” markings inadequate. Individual pages shall accordingly not be treated confidentially. By submitting a proposal with portions marked as confidential or proprietary, a Proposer represents it has a good faith belief that such portions are exempt from disclosure under the California Public Records Act. Any language purporting to render the entire proposal confidential or proprietary will be regarded as ineffective and will be disregarded. In addition, the Proposer may not designate any required proposal forms or the cost proposal as confidential. Consequently, any language purporting to render any proposal forms or the cost proposal as confidential or proprietary will be regarded as ineffective and will be disregarded.

In the event properly marked data is requested pursuant to the California Public Records Act, the Proposer will be advised of the request. If the proposal requests that C/CAG withhold such data from disclosure and C/CAG complies with the Proposer’s request, the Proposer shall assume all responsibility for redacting the proposal; defending any challenges resulting from the non-disclosure; indemnifying, defending C/CAG and holding C/CAG harmless from and against all claims, legal proceedings, and resulting damages and costs (including but not limited to attorneys’ fees that may be awarded to the party requesting such Proposer information); and paying any and all costs and expenses relating to the withholding of the Proposer information. Proposer agrees that C/CAG’s sole involvement in any litigation resulting from C/CAG’s withholding of records shall be to retain the records until otherwise ordered by a court.

If the Proposer does not follow all of the requirements in this section for withholding proprietary information as exempt from disclosure under the California Public Records Act, C/CAG shall have no obligation to withhold the information from disclosure, and the Proposer shall not have a right to make a claim or maintain any legal action against C/CAG or its Board Members, committee members, employees or agents in connection with such disclosure.

G. Key Personnel

Key Proposer personnel assigned to the project are expected to remain on the project. Any change in key personnel on the proposed project team is subject to prior written approval of C/CAG. Removal of any key personnel identified in the responses to the RFP without written consent of the C/CAG Project Manager may be considered a material breach of contract.

APPENDIX A SCOPE OF WORK

General

The City/County Association of Governments of San Mateo County (C/CAG) is seeking Consultant assistance to evaluate the feasibility of a shared micromobility program within the County. The Consultant shall first investigate the feasibility of a micromobility program in San Mateo County. Should a micromobility program is deemed feasible, the Consultant will then establish San Mateo County specific shared mobility vision, goals and performance measures. The Consultant will compile best practices after considering other jurisdictions' systems and document current trends in the industry. Following that, the Consultant will conduct market analysis to identify potential high ridership areas and make short term and long-term recommendations related to implementation. Recommendations may include program guidelines, a micromobility permit application template and draft ordinance language. In the event that the program is not recommended for San Mateo County at this time, the Consultant shall identify a set of conditions that need to be met in order for the program to thrive.

C/CAG will lead the feasibility study effort. After the assessment is completed, local jurisdictions, joint powers authority or interested party have the ability to implement the recommendations and launch future micromobility programs in their respective areas.

The key deliverables for the San Mateo County Shared Micromobility Feasibility Study and Implementation Plan include, but is not limited to, the following:

1. Evaluate the feasibility of a micromobility program
2. Define program benefits, establish County specific goals and performance measures
3. Perform case studies research, and summarize findings and recommendations
4. Assess market demand and identify potential pilot locations; and
5. Develop program guidelines and sample micromobility permit application, and draft ordinance template with fee examples.

Tasks and Activities

Consultant shall lead all the tasks listed below and provide all project management activities to support each of the tasks.

Task 1: Project Administration and Meetings

The Consultant shall schedule and provide agendas, meeting materials, and minutes for meetings with C/CAG staff, who will provide overall project direction. The Consultant shall also schedule and facilitate a minimum of four (4) meetings with an ad hoc advisory group comprised of planners, local businesses, community-based organizations representatives, and other stakeholders. The Consultant shall present progress updates at a minimum of four (4) C/CAG committee meetings and three (3) Board meetings. The Consultant shall provide monthly progress reports and invoices for work completed during the prior month.

Task 1 Deliverables:

1. Project Kick-off Meeting
2. Weekly project management meeting agendas and action items
3. Materials for advisory group meetings and/or workshops
4. C/CAG Committees and Board meetings
5. Invoices with progress reports

Task 2: Evaluate the Feasibility of a Micromobility Program

The Consultant shall evaluate the feasibility of a micromobility program in San Mateo County. The assessment shall be conducted on a program of various sizes: a countywide program, a multi-jurisdictional joint program, and a local program. The Consultant will then make a recommendation on which program size is most appropriate for San Mateo County. The Consultant shall develop a comprehensive list of evaluation factors to support the assessment. Evaluation criteria may include, but not limited to the following: technical feasibility, operational feasibility, management capability, and vendor availability. The Consultant shall also perform a high level market analysis, identifying potential user groups and determining potential demands. Furthermore, if there are any barriers to use the shared micromobility system, the Consultant shall identify those and include ways to address the barriers.

Should a Micromobility program is deemed feasible, Consultant may then proceed to work on tasks 3 through 8. In the event that the program is not recommended for San Mateo County at this time, the Consultant shall identify a set of conditions that must be met in order for the program to thrive.

Task 2 Deliverables:

1. Draft Feasibility Memo
2. Final Feasibility Memo

Task 3: Micromobility Program Benefits, Goals, and Performance Measures

The Consultant shall research and work with C/CAG to identify county-specific benefits of developing a micromobility program, including, but not limited to, environmental, equitable, and economic benefits. In addition, the Consultant will guide C/CAG and stakeholders to establish a program vision statement, and realistic and meaningful goals and objectives for a future shared micromobility program in the County. The goals shall be outcome-oriented, achievable and measurable. Furthermore, the Consultant shall develop performance measures that evaluate the progress and success of a future shared micromobility program.

Task 3 Deliverables:

1. Draft memo summarizing the program benefits, goals, and performance measures
2. Final memo summarizing the program benefits, goals, and performance measures

Task 4: Document Best Practices

The Consultant shall research and summarize lessons learned from other micromobility programs with similar attributes to San Mateo County. The Consultant should conduct informational interviews and/or surveys with active program managers in the Bay Area such as, San Francisco, Oakland, Richmond, San Jose, and other small to medium cities. C/CAG will also share information collected to date with the Consultant, including Commute.org's database on shared micromobility programs and Caltrain's Shared Micromobility Strategy.

The Consultant shall study the various micromobility types (e.g. bikeshare, scootershare, dock and dockless stations). In addition, the Consultant shall summarize best practices on the following:

- Operational models
- Implementation process
- Funding mechanisms
- Payment options
- Data sharing requirements
- Phasing strategy
- Parking strategy
- Education campaigns to encourage bike share and scooter share safety
- Equity, accessibility, and liability issues

The Consultant shall also recommend other areas of interests for C/CAG to consider. The Consultant will document all the relevant findings, note key advantages and challenges, and develop recommendations specific to San Mateo County.

Task 4 Deliverables:

1. Draft Best Practices Memo
2. Final Best Practices Memo

Task 5: Implementation Recommendations: Pilot Locations Identification and Financial Analysis

The Consultant shall recommend approaches to launching and managing a shared micromobility system in San Mateo County. The Consultant will identify a list of locations within the County where a micromobility program would likely be successful. The Consultant will then develop and apply an evaluation framework to prioritize the list of sites. Additionally, the Consultant shall develop cost estimates (e.g. start up, operational, marketing, and maintenance costs) for a program in the County.

The Consultant should also evaluate potential operational and management models. The Consultant shall consider options such as local jurisdictions leading a localized program; a partnership model working in conjunction with transit operators like Caltrain, SamTrans and/or

BART; a program that would be managed by the San Mateo County's Transportation Demand Management (TDM) Agency, Commute.org; and other public private partnership program. For a publicly managed system, the Consultant shall outline potential funding streams for the program.

Furthermore, the Consultant shall review various bike share system types (station-based system, dockless system) and electric scooter systems, and make recommendations on a system that is most likely to succeed in San Mateo County. The Consultant shall also recommend strategies for program size and operations oversight, including fleet size, fleet removal and rebalancing, and pricing.

Lastly, the Consultant shall research and provide examples of request for proposals for micromobility vendors.

Task 5 Deliverables:

1. Draft Implementation Recommendation Memo
2. Site Location Evaluation Framework
3. Prioritized Site List
4. Final Implementation Recommendation Memo
5. Sample procurement documents for micromobility vendors

Task 6: Develop Program Guidelines and Regulatory Framework

To ensure consistency and uniform user experience across locations, the Consultant shall develop a set of micromobility program guidelines that takes into considerations general and regulatory issues. These issues include, but not limited to, licenses and permits; insurance, bonds, and fees; and enforcement terms. The Consultant shall seek input and coordinate with C/CAG staff, representatives from local jurisdictions, the ad hoc advisory group, and members of the C/CAG Technical Advisory Committee on the development of the guidelines. In addition, the guidelines should include policy recommendations on how to enhance program equitable access to underserved and disadvantaged communities. Lastly, the Consultant will develop a permit application template and ordinance language template with fee examples.

For those jurisdictions where a shared micromobility program may not be feasible, the guidelines should also include recommendations on how shared micromobility devices can operate within the public right-of-way for cross-jurisdiction travel.

Task 6 Deliverables:

1. Draft Program Guidelines
2. Draft Permit Application and Policy Templates
3. Final Permit Application and Policy Templates
4. Final Program Guidelines
5. Summary of meetings, interviews, and action items

Task 7: San Mateo County Shared Micromobility Feasibility Study and Implementation Plan

The Consultant shall combine the above deliverables into a San Mateo County Shared Micromobility Feasibility Study and Implementation Plan. The Plan should also include an executive summary and implementation actions.

Task 7 Deliverables:

1. Draft San Mateo County Shared Micromobility Feasibility Study and Implementation Plan
2. Final San Mateo County Shared Micromobility Feasibility Study and Implementation Plan

Task 8: Optional Tasks As Needed

As needed and only upon prior approval from the C/CAG project manager, optional tasks as assigned may include, but are not limited to:

- Prepare a performance report once the program has been implemented

Task 8 Deliverables:

To be determined

ATTACHMENT 1
COST PROPOSAL TEMPLATE

<https://ccag.ca.gov/wp-content/uploads/2021/09/Attachment-1-Cost-Proposal-Template-Updated.xlsx>

ATTACHMENT 2
SAMPLE AGREEMENT TEMPLATE

<https://ccag.ca.gov/wp-content/uploads/2021/09/Attachment-2-Sample-Funding-Agreement.pdf>

ATTACHMENT 3

LOCAL ASSISTANCE PROCEDURES MANUAL EXHIBITS

- [Local Agency Proposer DBE Commitment \(Consultant Contracts\) \(LAPM 10-O1\)](#)
- [DBE Information - Good Faith Effort \(LAPM 15-H\)](#)
- [Disclosure of Lobbying Activities \(LAPM 10-Q\)](#)
- [Consultant Annual Certification of Indirect Costs and Financial Management System \(LAPM 10-K\)](#)
- [Local Agency Proposer DBE Information \(Consultant Contracts\) \(LAPM 10-02\)](#)