



REQUEST FOR PROPOSALS

Shared Micromobility Pilots Community Outreach Plan

Date Released: Friday, July 21, 2023

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: Friday, July 28, 2023, 5:00 P.M.

Proposals are due prior to 12:00 P.M. Noon, Friday, August 18, 2023

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I. INTRODUCTION

BACKGROUND

The City/County Association of Governments of San Mateo County (“C/CAG”) works on issues that affect the quality of life in general; transportation, air quality, stormwater runoff, airport/land use compatibility planning, hazardous waste, climate planning, energy and water resource strategies, and solid waste and recycling. C/CAG operates as a Joint Powers Authority and has membership that includes each of the 20 cities and the County in San Mateo County. C/CAG seeks to retain a consultant team (Consultant) to assist with the development of a Community Outreach Plan for the Shared Micromobility pilot project.

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 reliability transportation options. Micromobility was also one of the recommended programs in the [2021 C/CAG Comprehensive Bicycle and Pedestrian Plan](#). The C/CAG Board of Directors directed staff to investigate the feasibility of a micromobility program, compile research and best practices, and develop program guidelines to support jurisdictions that wish to launch a program. In December 2022, C/CAG adopted the [San Mateo County Shared Micromobility Feasibility Study and Implementation Plan](#) (Plan).

The Plan includes the feasibility analysis of a bike share and scooter share program, research on best practices, and program guidelines to support jurisdictions that wish to launch a program. The study recommended a multi-jurisdictional shared micromobility pilot program in the County, with a pilot duration of one to two years with possible extensions. The primary recommended vehicle type is e-bicycles, and individual jurisdictions have the option to add e-scooters and manual bicycles. The two locations recommended for the pilot are 1) Daly City, Broadmoor, and Colma, and 2) Redwood City and North Fair Oaks. This selection is based on their close proximity to high frequency transit locations, the ability to serve a large population in an equity priority community with limited access to vehicles and high reliance on transit. C/CAG hopes to launch the micromobility program in 2024.

More information on the Plan can be found on the C/CAG website at <https://ccag.ca.gov/programs/transportation-programs/shared-mobility/>.

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 Appendix 2, Sample Agreement Template.

QUALIFICATIONS

Minimum Qualifications

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 community outreach and engagement, community involvement (specifically with Community Based Organizations (CBOs), and marketing.

PROPOSAL DEADLINE AND SCHEDULE

Interested firms must submit their response electronically no later than the closing date/time listed below, and in accordance with the requirements of Section II Proposal Requirements: Form of Response to be considered.

Responses received after that date and time will not be considered. Additional schedule details are listed below.

Tentative Schedule

Date	Description
Friday, July 21, 2023	Issue RFP
Friday, July 28, 2023 at 5:00 P.M.	Closing Date/Time for Questions/Requests for Clarifications
Tuesday, August 15, 2023 at 12:00 P.M. Noon	Deadline for objections to RFP provisions
Friday, August 18, 2023 at 12:00 P.M. Noon	Response to RFP Due
Week of September 18, 2023	Consultant interviews may be held (if necessary)
Thursday, October 12, 2023	C/CAG Board approval
October 2023	Notice to Proceed and Project Kick-off
October 2024	Project completion

*Dates are approximate and subject to change.

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 Friday, July 28, 2023

PERIOD OF PERFORMANCE AND BUDGET

The Shared Micromobility Pilots Community Outreach Plan will be funded with local and federal planning grants. C/CAG has budgeted approximately one hundred twenty thousand dollars (\$120,000) 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 October 2023, and to be completed no later than October 31, 2024. 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 0%.

II. PROPOSAL REQUIREMENTS

Interested firms must submit an electronic copy of the proposals to Kim Wever at kwever@smcgov.org by 12 Noon on August 18, 2023, in accordance with the instructions contained in the RFP. Other key RFP dates are listed in Section I. Introduction: Proposal Deadline and Schedule. C/CAG is not responsible for submissions or deliveries delayed for any reason. Any Proposals received after said date and time cannot be considered.

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. C/CAG reserves the right in its sole discretion not to enter into any contract as a result of this RFP.

FORM OF RESPONSE

Responses must include the information below.

Technical Proposal – Firms must provide a Technical Proposal that addresses the items below. Technical Proposals should be limited to no more than 20 pages, as counted by single-sided pages on 8.5 x 11 inch paper, not including the cover, cover letter, resumes, cost estimates, and Federal Aid forms. Page limits, where specified, are not strict limitations and are recommendations only; however, brevity and succinctness will be evaluated in overall presentation. 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 one hundred twenty (120) days from the due date for proposals.

1. **Authorized Signatory** – The proposal must be signed by an official authorized to solicit business and enter into contracts for the firm.
2. **Point of Contact** – Proposals must identify a point of contact that will be notified should C/CAG staff have any follow-up questions regarding the proposal. At a minimum, indicate contact person's name, title, telephone number, and email address.
3. **Project Understanding and Work Plan** – Describe the firm's understanding of project objectives for all tasks described in Attachment A, Scope of Work. Provide the firm's or team's experience in completing projects that are similar to Attachment A, Scope of Work. Develop a project work plan with identified staff, along with a project schedule. Identified key staff must individually demonstrate experiences similar to the work outlined in Attachment A, Scope of Work. Include an organizational chart of the proposed team. The firm should indicate key challenges that may be faced in completing the work and suggest how it plans to overcome such challenges. The firm may suggest additional items that are not specifically requested as clearly-marked "additional" or "optional tasks".
4. **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 month of October 2023 and the project completion date of October 2024; however, expedited schedules are preferred with justification for timeline feasibility. Implementation of the Planning Phase Community Outreach Plan should be completed by March 2024 to advise the procurement for the shared micromobility operator.
5. **Resumes** – As an Appendix that does not count against the page limit, provide detailed staff resumes for each key personnel, limited to no more than two (2) pages per staff member. Resumes will not count against the recommended page limit.
6. **Cost Proposal** – Firms must provide their estimated costs for the project, including staff classification, names of key personnel, hourly rates, level of effort, total hours, direct expenses, subconsultant costs,

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. Appendix 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.

7. **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.
8. **Contract Agreement** – Indicate if the proposing Consultant has any issues or needed changes to the proposed contract agreement included as Appendix 2, Sample Agreement Template. 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.
9. **California Levine Act Statement** – The prime consultant only must submit a completed and signed Appendix 3, California Levine Act Statement.
10. **Federal-Aid Provisions** – The proposing Consultant's services are federally funded, which necessitate compliance with additional requirements. Special attention is directed to Attachment B, 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 B, Required Local Assistance Procedures Manual Exhibits.
 1. Local Agency Proposer DBE Commitment (Consultant Contracts); (LAPM 10-O1). The local agency's current contract DBE Goal is [0%].
 2. 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.
 3. Disclosure of Lobbying Activities (LAPM 10-Q)
 4. Consultant Annual Certification of Indirect Costs and Financial Management System (LAPM 10-K)

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:

1. Local Agency Proposer DBE Information (Consultant Contracts) (LAPM 10-02)
2. Any other relevant forms required during the project.

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.

III. EVALUATION

Evaluation Process – All proposals will be evaluated by a C/CAG Selection Panel (Panel). The Panel 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 Panel 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.

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.	Evaluation Criteria	Weight
1	Firm Qualifications and Team Experience	30
2	Approach to completing the Project and Schedule	35
3	Cost effectiveness, including hourly rates, reasonableness and appropriateness of preliminary task budget	30
4	Presentation, as evidenced in the written proposal, and interviews, if held.	5
5	Conflict of Interest Statement	Pass/Fail
	Total:	100

1. Firm Qualifications and Team Experience (30 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.

2. Approach to completing the Project and Schedule (35 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.
- 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.

3. 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.

4. Presentation (5 points)

- Presentation based on written proposals and sample reports.
- If interviews are held:
 - Team presentation conveying project understanding, communication skills, innovative ideas, critical issues and solutions.
 - Proposer provides responses to various interview panel questions.

5. 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.

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

No.	Evaluation Criteria	Rating (0-5)	Weight	Score (Rating * Weight)
1	Firm Qualifications and Team Experience		30	
2	Approach to completing the Project and Schedule		35	
3	Cost effectiveness, including hourly rates, reasonableness and appropriateness of preliminary task budget		30	
4	Presentation, as evidenced in the written proposal, and interviews, if held.		5	
5	Conflict of Interest Statement	N/A	Pass/Fail	Pass/Fail
	Total:		100	/500

Proposer Discussions

Following the initial evaluation, the evaluation panel may elect to recommend award to a particular Proposer (with or without interviews), or to enter into discussions with a “short list” of Proposers, consisting of those Proposers reasonably likely, in the opinion of the panel, to be awarded the contract.

The purpose of discussions with a Proposer on the “short list” will be to identify to that Proposer’s specific deficiencies and weaknesses in its proposal and to provide the Proposer with the opportunity to consider possible approaches to alleviating or eliminating them. These deficiencies or weaknesses may include such things as technical issues, management approach, cost, or team composition. Discussions may take place through written correspondence and/or during face-to-face interviews. The Proposer’s project manager, as well as other key personnel identified by the evaluation panel, will be expected to participate in any discussions. A Proposer on the “short list” invited to participate in discussions will be expected to provide a presentation consisting of an overview of its approach to the Project.

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 (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.

Award

Any award made will be to the Proposer whose proposal is most advantageous to C/CAG based on the evaluation criteria. If the selected firm fails to enter into a contract with C/CAG in a timely manner as determined by C/CAG, in accordance with the terms and conditions of this procurement, C/CAG reserves the

right to reject the proposal of the selected firm and enter into a contract with the next highest ranking firm and so forth until a Consultant is selected under the Terms of the procurement. C/CAG also reserves the right to cancel this procurement and re-procure for this project if it is determined to be in its best interest to do so.

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.

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, Form of Response, 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 II, Form of Responses, 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.

ORGANIZATIONAL CONFLICT OF INTEREST

By submitting a proposal, the Proposer represents and warrants that no Board of Director, or employee of C/CAG is in any manner interested directly or indirectly in the proposal or in the contract that may be made under it or in any profits expected to arise therefrom, as set forth in California Government Code Section 1090.

The Proposer further warrants and represents that it presently has no interest and agrees that it will not acquire any interest that would present a conflict of interest under California Government Code Sections 1090 *et seq.* or 87100 *et seq.* during the performance of services under any contract resulting from this procurement and that it will not knowingly employ any person having such an interest. Violation of this provision may result in the contract being deemed void and unenforceable.

POINT OF CONTACT

Kim Wever
Transportation Program Specialist
555 County Center, 5th Floor
Redwood City, CA 94063
E-mail: kwever@smcgov.org

Attachment A

PRELIMINARY SCOPE OF WORK

Background

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, is developing a Community Outreach Plan for the Shared Micromobility pilot project.

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.

The adopted [San Mateo County Shared Micromobility Study and Implementation Plan](#) includes the feasibility analysis of a bike share and scooter share program, research on best practices, and program guidelines to support jurisdictions that wish to launch a program. The study recommended a multi-jurisdictional shared micromobility pilot program in the County, with a pilot duration of one to two years with possible extensions. The primary recommended vehicle type is e-bicycles, and individual jurisdictions have the option to add e-scooters and manual bicycles. The two locations recommended for the pilot are 1) Daly City, Broadmoor, and Colma, and 2) Redwood City and North Fair Oaks. This selection is based on their close proximity to high frequency transit locations, the ability to serve a large population in an equity priority community with limited access to vehicles and high reliance on transit. C/CAG will be seeking for a micromobility operator in Spring 2024 and hope launch the program in Summer/Fall 2024.

The goals for the Community Outreach Plan include:

- Seek community input on potential micromobility station locations within the two pilot areas;
- Gain feedback on what should be included in an equity program for the shared micromobility pilots (focused on reducing barriers to use shared micromobility, including options for low-income and unbanked individuals and those who require the use of an adaptive vehicle);
- Advise the Micromobility Governance Working Group on refining the scope of work and program guidelines for the shared micromobility operator based on the community's comments; and
- Assist with promoting and marketing the program to potential users.

Scope of Work

The Scope of Work for the Consultant may include, but is not limited to:

Key Deliverables

1. Community Outreach Plan for the planning phase
2. Community meetings, workshops, or other outreach events
3. Targeted outreach materials appropriate for each event (in-person and online)
4. Shared micromobility service launch marketing plan

Tasks and Activities

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

Task 1: Project Administration and Meetings

The Community Outreach Consultant shall schedule and provide agendas, meeting materials, and minutes for meetings with C/CAG staff who will provide project direction. The Consultant shall also provide monthly progress reports and invoices for work completed during the prior month.

The Consultant may be tasked to present progress updates and/or draft deliverables at a minimum of two (2) Micromobility Governance Working Group, and one (1) C/CAG Board meetings. The Micromobility Governance Working Group includes representatives from the pilot participating jurisdictions: Daly City, Colma, Redwood City, and County of San Mateo, and community advisors, such as staff from County Supervisor's office, transit agencies, and other interested partners. When requested, the Consultant will assist with facilitating the Micromobility Governance Working Group meetings.

Task 1 Deliverables:

1. Project Kick-off Meeting
2. Weekly project management meeting agendas, materials, action items and minutes
3. Invoices with progress reports
4. Micromobility Governance Working Group and C/CAG Board meetings

Task 2: Planning Phase Community Outreach Plan and Collaterals

The success of the San Mateo County shared micromobility initiative heavily depends on meaningful community engagement, and it is critical to foster a sense of ownership and inclusivity during the process. The Consultant shall first create a comprehensive Community Outreach Plan that provides a framework, accompanying strategies, costs, timelines and performance indicators on the following areas:

a. Educating the stakeholders about the shared micromobility program:

The Consultant shall identify and assemble a list of key stakeholders for the project, including local residents, community based organizations (CBOs), businesses, advocacy groups, government officials, media contacts, and transportation experts. The Consultant shall also assist C/CAG with assembling a comprehensive contact list of CBOs in San Mateo County and the corresponding communities they serve. Key components of the contact list may include, but not limited to, organization name, type of organizations, a description of their service, contact person, contact information, website address, social media information, and the languages spoken by the organization's staff or volunteers. Furthermore, the Consultant shall also develop educational materials about micromobility safety, rules, and benefits for dissemination throughout the community.

b. Determining the best avenues to get input from the residents and community members:

The Consultant shall make recommendations on the appropriate outreach channels and develop multilingual materials to support the engagement process. A wide range of creative and cost-effective communications strategies shall be considered. The various outreach channels can include, but not limited to public meetings, social media campaign, partnership with community-based organizations, engagement with youth and elderly groups, and mobile workshops.

c. Obtaining feedback on bike and scooter share station locations; and

The Consultant shall assist with engaging the community to better understand their needs, preferences and concerns related to shared micromobility station locations. The consultant will analyze the feedback received and help identify station locations that are convenient and easily accessible.

d. ***Supporting C/CAG in the development of a meaningful subsidy program to incentivize and promote the use of this new shared mobility option.***

Using the input gathered from the stakeholders, the Consultant will carefully analyze the feedback received and support C/CAG in designing a micromobility subsidy program that boost affordability, inclusivity and accessibility.

Task 2 Deliverables:

1. Draft Planning Phase Community Outreach Plan
2. Final Planning Phase Community Outreach Plan
3. San Mateo County Community Based Organizations (CBOs) Contact List
4. San Mateo County Shared Micromobility Program public friendly fact sheet (in English, Spanish and Chinese), talking points and other marketing collaterals

Task 3: Implementation of the Planning Phase Community Outreach Plan

The Consultant shall deliver the recommendations outlined in the Planning Phase Community Outreach Plan. This will include crafting persuasive and engaging messages that highlight the benefits of the micromobility program, reaching the target audiences using the most effective communications channels, designing, and producing visually appealing marketing materials, organizing events and workshops, and engaging with local media to prepare press release and media kits. Furthermore, the Consultant will use tracking tools to measure the effectiveness of various outreach activities and channels. These performance indicators will allow the team to regularly make adjustments to the delivery of the tasks outlined in the Plan. The Consultant will serve as co-host and on-site coordinator for any outreach activities, as appropriate. The Consultant shall also provide appropriate logistical support, including appropriate meeting facilities and equipment, interpreter services, childcare as needed, and appropriate food and beverages. Consultant shall produce and distribute appropriate materials to advertise meetings or other outreach.

Task 3 Deliverables:

1. Targeted outreach materials appropriate for each event (in-person and online)
2. Summary of event(s), findings and assessments from the Planning Phase (To be completed by March 2024 to advise the procurement of the shared micromobility program operator)

Task 4: Micromobility Service Launch Marketing Plan

Based on the experience of delivering the Planning Phase Community Outreach Plan, the Consultant shall develop a well-structured and targeted marketing campaign to promote the launch of micromobility service. At a minimum, the marketing plan should include the following key components:

- a. Develop a strong brand and visual identity, including a memorable name, logo and color scheme, for the subsidy program.
- b. Prepare press release and media kits to share news about the micromobility service launch and the subsidy program with local media outlets.
- c. Propose launch event ideas to introduce the service to the community.
- d. Develop a list of key performance indicators to monitor the effectiveness of the marketing efforts.

Task 4 Deliverables:

1. Draft Service Launch Marketing Plan
2. Final Service Launch Marketing Plan

Task 5: Optional Tasks As Needed

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

1. Assist with the delivery of tasks in the Service Launch Marketing Plan

Task 5 Deliverables:

To be determined

Attachment B

LOCAL ASSISTANCE PROCEDURES MANUAL EXHIBITS

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

Appendix 1

COST PROPOSAL TEMPLATE

<https://ccag.ca.gov/wp-content/uploads/2023/07/Appendix-1-Cost-Proposal-Template.xlsx>

Appendix 2
SAMPLE AGREEMENT TEMPLATE

<https://ccag.ca.gov/wp-content/uploads/2023/07/Appendix-2-Sample-Funding-Agreement.pdf>

Appendix 3
CALIFORNIA LEVINE ACT STATEMENT

California Government Code Section 84308, commonly referred to as the "Levine Act," prohibits any City/County Association of Governments of San Mateo County (C/CAG) Board Member from participating in any action related to a contract if he or she receives any political contributions totaling more than \$250 within the previous twelve months, and for three months following the date a final decision concerning the contract has been made, from the person or company awarded the contract. The Levine Act also requires a member of the C/CAG Board who has received such a contribution to disclose the contribution on the record of the proceeding.

A list of C/CAG Board members can be found at <https://ccag.ca.gov/committees/board-of-directors-2/>. Proposers are responsible for accessing this link to review the names prior to answering the following questions.

1. Have you or your company, or any agent on behalf of you or your company, made any political contributions of more than \$250 to any C/CAG Board Member in the 12 months preceding the date of the submission of your proposals or the anticipated date of any Board action related to this contract?

___YES ___NO

If yes, please identify the Board Member(s):

2. Do you or your company, or any agency on behalf of you or your company, anticipate or plan to make any political contribution of more than \$250 to any C/CAG Board Member in the three months following any Board action related to this contract?

___YES ___NO

If yes, please identify the Board Member(s):

Answering yes to either of the two questions above does not preclude the C/CAG from awarding a contract to your firm or any taking any subsequent action related to the contract. It does, however, preclude the identified Board Member(s) from participating in any actions related to this contract.

Date

Signature of authorized individual

Type or write name of authorized individual

Type or write name of company