

Bid Number:	SUCO202527506
Bid Title:	RFP- Summit Bike Share Marketing Plan
Category:	RFP Postings
Status:	Open



Description:

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SUMMIT COUNTY REQUEST FOR PROPOSALS



Summit Bike Share

Marketing Plan

Proposals Due:

August 9, 2024

5:00 P.M. (MDT)

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Part 1: Overview and Instructions

1.1 Purpose of the RFP

Summit County (“County”) is soliciting proposals from qualified individuals or firms (“Consultant” or “Respondent”) to develop a bikeshare marketing plan as further described within the Request for Proposals (“RFP”). The County intends to award this contract to a Consultant based upon work plan and project team expertise and qualifications.

Summit Bike Share (“SBS”) operates in a community that is home to world-renowned ski resorts, thriving businesses, and many other stakeholders that support the bikeshare program to help supplement the winter ski season with a summer outdoor recreational season.

SBS has operated since 2017 as a key component of a multi-faceted transportation system in Park City and the Snyderville Basin. The County took control of operations of the bikeshare in May 2022, but does not have the staffing to develop a financial and marketing plan.

Moreover, SBS is unique as our tourism-based economy and rural location is distinctive amongst bikeshares. However, our current marketing and branding currently mimic the status quo for other bike shares. Instead of relying on generic, templated communications, we would like to showcase our strengths and tell our distinct story. The SBS marketing plan will help us to ensure the financial viability of the program and reach new audiences.

The County's budget for this project is \$75,000. Responses should break down cost by task. Cost of the proposal is not the sole deciding factor in Consultant selection.

1.2 Projected Schedule for the RFP Process

County reserves the right to modify the following schedule at its discretion:

Activity Date

RFP Available	July 19, 2024
Deadline for Questions	July 31, 2024 @ 5:00 pm (MDT)
Deadline for Proposals Submission	August 9, 2024 @ 5:00 pm (MDT)
Interviews (if necessary)	August 19-23, 2024 (TBD)
Anticipated Contract Commencement	Week of August 26, 2024

1.3 Submission Guidelines

Respondents are advised to read this RFP in its entirety. Failure to read and/or understand any portion of this RFP shall not be cause for waiver of any portion of the RFP or subsequent agreement. The submitted proposal and this RFP become a part of any subsequent agreement.

All inquiries or questions relating to this RFP must be addressed to Carl Miller, PMP, AICP CTP – Transportation Planning Director. All communications regarding this RFP will be conducted through the query system in SciQuest (<http://solutions.sciquest.com/apps/Router/SupplierLogin?CustOrg=StateOfUtah>). Phone

calls or in person visits are prohibited. Do not contact any other Department or other County officers or employees regarding this RFP. All questions and answers posed will be forwarded to all interested persons or firms through SciQuest.

The right is reserved by the County to reject any or all proposals, to waive any informality or technicality or to accept proposals deemed in the best interest of the County.

1.4 Constraints

Proposals will be accepted only from Respondents that are free of all obligation and interests that might conflict with the best interest of the County and have the capacity to provide all services on a timely basis.

Part 2: Scope of Work and Requirements

2.1 Scope of Work

The SBS marketing plan shall be comprised of development of a financial plan, a communications plan, and overall project management.

Project Management

Overall description and execution of the workplan, including schedule, milestones, and deliverables with regular updates of accomplishments and proposed next steps. This includes developing an approach to involving various stakeholders including clients, sponsors, leadership, and others in key decision points.

Deliverable: Final Workplan, Monthly Progress Reports, and Stakeholder Engagement Plan

Financial Plan

The financial plan will include a review and recommendations of the SBS sponsorship program and membership packages. The result of the financial plan will be greater financial viability of the SBS.

Sponsorship Program

The reconfiguration of the SBS sponsorship program will help us identify, solicit, and secure additional corporate sponsorships so that we can establish a strong and resilient funding base. The sponsorship program should include a more robust catalog of sponsorship opportunities and reflect the value of various levels of sponsorships, a sponsor package template, and a sponsor benefit brochure reflecting benefits of brand recognition.

Deliverable: Sponsorship Report

Membership Pricing Analysis

The pricing analysis will assist SBS in developing a suite of membership packages and single-use passes that better reflect the market demand and create a more tailored opportunity for riders. This should include diversification of standard membership types, a redesign of the corporate membership program, evaluation of a group rides program, and a new equity or low-income membership option to increase access for the most financially vulnerable residents. This analysis will also help identify grants, partners, or other funds that will help subsidize potential programs.

Deliverable: Membership and Pricing Program

Communications Plan

The communications plan will consist of an audience analysis, rebranding, and a marketing plan. The goal of the communications plan is to increase public sentiment and overall use of the system.

Audience Analysis

Evaluation of ridership data and social media analytics to generate a clear picture of SBS's traditional user base and identify potential future users. This would include reviewing ridership data and survey results and conducting client interviews to develop an audience persona report that better reflects our existing and potential clients.

Deliverable: Audience Persona Report

Rebranding

Rebranding is needed to create a fresh image reflecting the County's recent establishment as operators of the program. The branding should promote local elements and highlight sustainable aspects of the system. The result should be a well-recognizable brand suite including fonts, color sets, and updated logo and could also include web elements, bike wrap designs and/or station elements (e.g., maps, station name boards).

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Communications plan

The communications plan will implement the results of the audience analysis and rebranding efforts. The plan will outline methods to promote our membership packages and sponsorship program, as well as create strategies to best reach and engage our community to both use and champion the bike share. This should include an advertising plan to create a cost-effective approach for spending on both traditional and paid media, other tools to best reach audiences, and an approach to maintain this effort into future seasons.

Deliverables: Advertising Plan, Event Calendar, Membership Promotion Campaign, Audience Communications, Social Media Prize Policy, Brand Ambassador Job Description

2.2 Length of Agreement

Upon written Notice to Proceed, the Consultant shall have one year to complete the bikeshare marketing plan.

2.3 Payment

Payment will be based on a percentage of the work completed per month upon receipt of an invoice. Invoices will detail all work performed during the period.

The County may request certain extra services. The Consultant shall perform such work at a rate stipulated in writing. Unless otherwise mutually agreed, such work will be performed only after the County has been furnished an estimate of total costs and authorization to proceed has been granted by the County.

2.4 Insurance Requirements

Insurance will be required in accordance with the County's Standard Agreement attached as Exhibit A. Respondents should examine these insurance requirements and include Proof of Insurance certificates upon execution of the contract. Failure to meet the insurance requirements may result in cancellation of the contract.

2.5 Submission Requirements

- **Consultant Profile** - Respondents to this RFP shall include the following minimum information in their proposal:

1. General qualifications: describe the Consultant's general qualifications
2. Special qualifications: describe any special or unique qualifications of Consultant as they relate to this bikeshare marketing plan.
3. Previous experience:

- **Proposal Response** - Respondents to this RFP shall include the following minimum information in their proposal:

Part 3: Proposal Submittal Requirements

3.1 Proposal Length

Limit the TOTAL LENGTH of the proposal to fifteen (15) pages (maximum), which includes cover letter, index and/or table of contents, front and back covers, title page, written references, and separation tabs (if used). A maximum of two (2) of the twelve (12) pages can be in 11x17 tri-fold format. Respondent must use an 11-point font or larger. Use of figures, photographs, or other graphics within the page constraints indicated is up to the discretion of the Respondent. Keep resumes brief.

3.2 Proposal Content^[HS1]

The Respondent's proposal shall include, at a minimum, the following information:

1. Cover letter with a brief narrative describing:
 1. brief overview of the Consultant's team, their areas of expertise and role on the project team.
 2. key highlights of the proposal.
 3. project manager and/or point of contact for the team.
2. Company background
 1. Consultant qualifications including: a statement of Consultants' understanding that demonstrates knowledge of the project requirements.
 2. Staff Availability: provide a detailed and realistic overview of current commitments of key staff. List any major assignments, key roles and approximate competing project deadlines and schedules.
 3. List the names of any sub-consultants that are intended to be used and the specific services to be provided by the sub-consultant(s).
3. Demonstrated experience with at least three (3) references including a list of at least three relevant project-specific references, provide a list of clients, including name, address, contact person and telephone number for whom similar or related design services that have been provided within the last

five (5) years. Include a short description of the project(s), the name of the project manager(s), and other staff members that were assigned and their role(s) in the project.

4. Budget

1. Provide a fee proposal organized by task and deliverables. Shall be presented on an hourly basis, plus directly related expenses. Fees shall include ALL meetings, time, materials/supplies needed to successfully complete this project. Describe and list any and ALL reimbursable costs.
2. Provide a description of any possible additional related costs and/or fees (not included in your base fee) that the County might incur as a result of this review process.

5. Statement that response time required in the RFP can be met or describe any limitations to complete the work identified in the Scope of Work.

Part 4: Response Evaluation and Notice to Proposers

4.1 Evaluation and Scoring Criteria

The proposal will be evaluated, scored, and ranked by a Selection Committee appointed by the County. Respondents will bear all costs of this RFP and interviews, if any.

- Proposals will be reviewed using the following criteria /elements:
 1. Project Team qualifications and experience on similar projects and available capacity to take on the project and deliver high quality, innovative, and relevant work.
 2. Responsiveness/Completeness of the proposal to the information requested, objectives, and deliverables as outline in the RFP.

Factor /Weight

<u>Factor</u>	<u>Weight</u>
Qualifications and Experience _____	30%
Financial Plan Proposal _____	30%
Communications Plan Proposal _____	30%
Project Management Proposal _____	10%

4.1.1 Proposal

The proposal will be evaluated, scored, and ranked by a Selection Committee. Each member of the committee will be provided a score sheet to complete the proposal evaluation.

4.1.2 Interviews

Following the evaluation of the proposal using the criteria above, the County may determine to interview one or more of the Respondents. Submission of a proposal does not guarantee the right to an interview. The County reserves the right to accept or reject any or all proposals. A request for additional information may be provided to those Respondents being interviewed.

The interview will be used as another opportunity to clarify any issues within a given proposal and explore the approaches that may be used to satisfy all requirements for the County.

4.1.3 Recommended Award

After the Selection Committee has completed their evaluation process, the Selection Committee will then present a recommendation for award to the County Manager and for authorization to negotiate a contract with the top-ranked Respondent.

The County may investigate the qualification of any individual or firm under consideration, require confirmation of information furnished and require additional evidence of qualifications to perform the Scope of Work described in this RFP. The County also reserves certain rights, including, but not limited to, the following:

1. Reject any or all proposals
2. Issue subsequent Requests for Proposals
3. Cancel the entire Request for Proposal
4. Remedy technical errors in the Request for Proposal process
5. [HS2] Seek the assistance of outside technical experts
6. Approve or disapprove the use of particular subcontractors
7. Establish a short list of Respondents eligible for discussions after review of proposals
8. Negotiate with any, all, or none of the Respondents
9. Solicit best and final offers from all, some, or one of the Respondents
10. Award a contract to one Respondent
11. Waive informalities and irregularities in RFP and/or proposals
12. Award without discussion

4.2 Written Agreement Required

The selected Respondent must agree to all requirements in the RFP Scope of Work. The selected Respondent must also be willing to enter into a written agreement with County and agree to all the terms set forth in the Standard Summit County Services Agreement attached as Exhibit A.

Respondents are advised that the County is not bound by the terms of the RFP until a written agreement is fully executed and any activity taken on by the Respondent prior to full execution of a written agreement is done at the Respondent's sole risk.

4.3 Notice to Respondents

By submitting a proposal to this RFP, Respondent understands and agrees to the following:

- Government Records Access and Management Act (GRAMA):
 1. The County is a governmental entity subject to the Utah Government Records Access and Management Act ("GRAMA"), Utah Code §§ 63G-2-101 to -901. As a result, the County is required to disclose certain information and materials to the public, upon request. Generally, any document submitted to the County is considered a "public record" under GRAMA. Any person who provides to the County a record that the person believes merits protection under subsection 63G-2-305(1) or (2) must submit with their proposal both: (1) a written claim of business confidentiality and (2) a concise statement of reasons supporting the claim of business confidentiality. Generally, GRAMA only protects against the disclosure of trade secrets or commercial information that could reasonably be expected to result in unfair competitive injury. For your convenience, the County has provided a Business Confidentiality Request Form which is attached to this RFP as Exhibit B. **All documents submitted in response to this RFP will be treated as public records in accordance with GRAMA, unless a claim of business confidentiality has been properly made and approved by the County. All proposed costs/pricing/fees submitted to the County are public records. An entire proposal cannot be identified as "PROTECTED," "CONFIDENTIAL," or "PROPRIETARY" and may be considered non-responsive if marked as such.**
- Hold Harmless/Indemnification: By submitting its proposal, the Respondent certifies that it owns, or it has obtained all necessary approvals for the reproduction or distribution of the contents of their proposal and agrees to indemnify, protect, save and hold the County, its representatives and employees harmless from any and all claims arising from all intellectual property claims related or connected to the proposal and agrees to pay all legal fees incurred by the County in the defense of any such claim or action.

- RFP Cancellation: This RFP may be cancelled at any time prior to the execution of a written agreement if deemed in the best interests of County. This includes cancellation of the RFP after an award has been made, but prior to the execution of a written agreement. Respondent is not entitled to recover any costs related to the preparation of the proposal due to cancellation of the RFP or withdrawal of an award prior to the execution of a written agreement.
- Firm Pricing: All prices, quotes, or proposals are to remain firm for 120 days after the Deadline for Proposal Submissions, unless a different period is stated in the County's RFP. Any proposal that does not offer to remain firm for the required period may be considered to be non-responsive. At the County's discretion, it may directly negotiate with the best qualified Respondent on final scope and fee.
- Costs: Respondents bear all costs and expenses related to this RFP including, but not limited to, preparation and delivery of the proposal, attending the pre-proposal conference, and attending the interview.
- Licensing: All applicable federal, state, and local licenses must be acquired before the contract is entered into between County and the selected Respondent. Licenses must be maintained throughout the entire contract period. Persons doing business as an Individual, Association, Partnership, Corporation, or otherwise must be registered with the Utah State Division of Corporations and Commercial Code. NOTE: Forms and information on registration may be obtained by calling (801) 530-4849 or toll free at 877-526-3994, or by accessing: www.commerce.utah.gov.
- Changes or Modifications: Any changes or modification to the RFP will be made by written addendum. Respondent submitting a proposal based on any information other than that contained in County's RFP and any addenda, do so at their own risk.
- Modifying or Withdrawing Proposals: Respondent may modify or withdraw their proposals at any time prior to the Deadline for Proposal Submissions. Requests to modify a proposal before the Deadline for Proposal Submissions must be made in writing to the County.
- Rejection of Proposals: Any proposal containing significant deviations from the specifications of the RFP will be considered non-responsive and may be rejected in whole or in part.

[HS1]There seems to be overlap/conflict between this section and 2.5 above, which asks for the submission requirements. Maybe streamline this a bit?

[HS2]Aren't we already doing this?

Publication Date/Time:

7/19/2024 12:00 PM

Closing Date/Time:

8/9/2024 5:00 PM

Submittal Information:

<https://solutions.sciquest.com/apps/Router/SupplierLogin?CustOrg=StateOfUtah>

Contact Person:

Clay Coleman ccoleman@summitcountyutah.gov

Carl Miller cmiller@summitcountyutah.gov

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