PROPOSAL: Approve Contract Awards and Modifications and Issue Solicitations for Bikeshare Demonstration and Rideshare Awareness Programs under FYs 2010-11 and 2011-12 AB 2766 Discretionary Fund Work Programs

SYNOPSIS: As part of their FY 2010-11 Work Program, the MSRC approved modifications to a previously awarded contract to provide supplemental transit for the Coachella and Stagecoach Music Festivals in Indio. The MSRC also approved additional awards under their “Showcase II” Off-Road Aftetreatment Demonstration Program. As part of their FY 2011-12 Work Program, the MSRC approved award of a contract to provide bus service to Dodger games and a sole-source contract to provide incentives for purchase of home CNG refueling apparatus, as well as the release of RFPs for a Bikeshare Demonstration Program and a Rideshare Awareness Program. At this time the MSRC seeks Board approval of these contract awards and modifications and approval to release the RFPs.

COMMITTEE: Mobile Source Air Pollution Reduction Review, March 15, 2012, Recommended for Approval

RECOMMENDED ACTIONS:
1. Approve modified award to Sunline Transit Agency to provide supplemental transit service for the Coachella Valley and Stagecoach Music Festivals, reducing the frequency of the supplemental service and reducing the award amount from $221,253 to $41,849, under the Event Center Transportation Program as part of the FY 2010-11 AB 2766 Discretionary Fund Work Program, as described in this letter;
2. Approve the award of 5 contracts totaling $822,244 under the “Showcase II” Off-Road Aftetreatment Demonstration Program as part of the FY 2010-11 AB 2766 Discretionary Fund Work Program, as described in this letter and as follows:
   a. A contract with Load Center in an amount not to exceed $93,870 for the purchase, installation, demonstration and evaluation of a diesel emission control system on up to 6 off-road diesel vehicles;
b. A contract with Standard Concrete in an amount not to exceed $117,000 for the purchase, installation, demonstration and evaluation of a diesel emission control system on up to 2 off-road diesel vehicles;
c. A contract with Metropolitan Stevedore in an amount not to exceed $45,416 for the purchase, installation, demonstration and evaluation of a diesel emission control system on up to 2 off-road diesel vehicles;
d. A contract with Baumot in an amount not to exceed $65,958 for the purchase, installation, demonstration and evaluation of a diesel emission control system on up to 4 off-road diesel vehicles;
e. A contract with Cattrac Construction in an amount not to exceed $500,000 for the purchase, installation, demonstration and evaluation of a diesel emission control system on up to 8 off-road diesel vehicles;
3. Approve a contract award to the Los Angeles County Metropolitan Transportation Authority in an amount not to exceed $300,000 to provide bus service for 2012 Dodger games, from the funding previously allocated for Event Center Transportation Programs, as part of FY 2011-12 AB 2766 Discretionary Fund Work Program, as described in this letter;
4. Approve a sole-source award to Mansfield Gas Equipment Systems in an amount not to exceed $296,000 for implementation of the Home Refueling Apparatus Purchase Incentive Program, as part of FY 2011-12 AB 2766 Discretionary Fund Work Program, as described in this letter;
5. Issue RFP for the Bikeshare Demonstration Program as part of FY 2011-12 AB 2766 Discretionary Fund Work Program, with a targeted funding level of $1,000,000, as described in this letter;
6. Issue RFP for the Rideshare Awareness Program as part of FY 2011-12 AB 2766 Discretionary Fund Work Program, with a targeted funding level of $1,000,000, as described in this letter;
7. Authorize MSRC the authority to adjust contract awards up to five percent, as necessary and previously granted in prior work programs; and
8. Authorize the Chairman of the Board to execute new and modified contracts under FY's 2010-11 and 2011-12 AB 2766 Discretionary Fund Work Programs, as described above and in this letter.

Greg Winterbottom
Chair, MSRC

Background
In September 1990 Assembly Bill 2766 was signed into law (Health & Safety Code Sections 44220-44247) authorizing the imposition of an annual $4 motor vehicle registration fee to fund the implementation of programs exclusively to reduce air
pollution from motor vehicles. AB 2766 provides that 30 percent of the annual $4 vehicle registration fee subvened to the AQMD be placed into an account to be allocated pursuant to a work program developed and adopted by the MSRC and approved by the Board.

Each year the MSRC chooses categories of projects which it seeks to fund. Among other programs, the MSRC’s FY 2010-11 Work Program included an Event Center Transportation Program to provide supplemental transportation to traffic-impacted major event centers and a “Showcase II” Program to demonstrate diesel exhaust aftertreatment devices on off-road vehicles. At their March 15, 2012 meeting, the MSRC considered a request for changes to a previously awarded event center transportation project and additional recommended awards under the Showcase II Program. Details are provided below in the Proposal section.

For their FY 2011-12 Work Program, the MSRC selected categories and targeted funding amounts in December 2011. The MSRC’s Technical Advisory Committee (MSRC-TAC) has since been working to refine the categories and develop solicitation documents. Six solicitations were released on March 2, 2012. Two additional draft solicitations were ready for MSRC consideration on March 15, 2012. The MSRC also considered a recommendation for a sole-source award to implement the Home Refueling Apparatus Purchase Incentive Program, as well as considering an award for transit service to Dodger games. Details are provided below in the Proposal section.

**Outreach**

In accordance with AQMD’s Procurement Policy and Procedure, public notices advertising the Bikeshare Demonstration Program and Rideshare Awareness Program RFPs and inviting bids will be published in the Los Angeles Times, the Orange County Register, the San Bernardino Sun, and Riverside County Press Enterprise newspapers to leverage the most cost-effective method of outreach to the entire South Coast Basin. In addition, the RFPs will be advertised in the Desert Sun newspaper for expanded outreach in the Coachella Valley. Public notices advertising the Showcase II Off-Road Aftertreatment Demonstration Program Announcement were likewise published in the Los Angeles Times, the Orange County Register, the San Bernardino Sun, and Riverside County Press Enterprise newspapers.

Additionally, potential bidders may be and/or may have been notified utilizing AQMD’s own electronic listing of certified minority vendors. Notice of the solicitations will be/was mailed to the Black and Latino Legislative Caucuses and various minority chambers of commerce and business associations, and placed on the Internet at AQMD’s Website ([http://www.aqmd.gov](http://www.aqmd.gov)) where it can be viewed by making menu selections “Inside AQMD”/“Employment and Business Opportunities”/“Business Opportunities” or by going directly to [http://www.aqmd.gov/rfp/index.html](http://www.aqmd.gov/rfp/index.html). Information is also available on AQMD’s bidder’s 24-hour telephone message line (909) 396-2724. Further, the solicitations will be/were posted on the MSRC’s website at
http://www.cleantransportationfunding.org and electronic notifications will be/were sent to those subscribing to this website’s notification service.

**Proposals**

At its March 15, 2012 meeting, the MSRC considered recommendations from its MSRC-TAC and unanimously approved the following:

**FY 2010-11 Event Center Transportation Program**

In November 2011, the MSRC approved an award under their FY 2010-11 Event Center Transportation Program to the SunLine Transit Agency in an amount not to exceed $221,253 to provide supplemental transit service for the Coachella Valley and Stagecoach Music Festivals. These events will be held in the City of Indio on three consecutive weekends in April 2012. SunLine had originally proposed to partner with the events’ promoter, Goldenvoice, to connect Palm Springs as well as Palm Desert park-and-ride lots and hotels with the event venue. It was estimated that the supplemental service would transport 6,000 patrons daily for the Coachella Festival and 1,500 patrons daily for the Stagecoach Festival. Subsequent to MSRC and AQMD approval of the award, SunLine determined that they were not able to meet the Federal Transit Administration’s Charter Guidelines to do a project in partnership with Goldenvoice. SunLine still wanted to provide additional transit services in support of the Festivals, so they developed a scaled-back approach for consideration. The revised project would eliminate the Palm Desert to Indio route, retaining the expanded Palm Springs to Indio service on SunLine’s existing Route 111. Additionally, the frequency of expanded service would be reduced to once every 20 minutes, and would no longer include Fridays. The estimate of daily patrons transported would thereby be reduced to a range of 1,150 to 1,500 patrons per day. SunLine also correspondingly reduced their funding request from $221,253 to $41,849. The MSRC considered and approved SunLine’s requested modifications to the project.

**FY 2010-11 Showcase II Program**

As mentioned in the Background section, the MSRC approved a “Showcase II” diesel exhaust aftertreatment demonstration program as an element of their FY 2010-11 Work Program. The MSRC released a $2.25 million “Showcase II” Vehicle Program Announcement #PA2011-07, and to date, funding totaling $1,187,681 to retrofit 43 vehicles has been awarded. Additional applications have been under evaluation. The MSRC considered recommendations for five fleets and approved five additional contract awards totaling $822,244 under the “Showcase II” Off-Road Aftertreatment Demonstration Program as part of the FY 2010-11 AB 2766 Discretionary Fund Work Program, as follows:

a. A contract with Load Center in an amount not to exceed $93,870 for the purchase, installation, demonstration and evaluation of a diesel emission control system on up to 6 off-road diesel vehicles;
b. A contract with Standard Concrete in an amount not to exceed $117,000 for the purchase, installation, demonstration and evaluation of a diesel emission control system on up to 2 off-road diesel vehicles;

c. A contract with Metropolitan Stevedore in an amount not to exceed $45,416 for the purchase, installation, demonstration and evaluation of a diesel emission control system on up to 2 off-road diesel vehicles;

d. A contract with Baumot in an amount not to exceed $65,958 for the purchase, installation, demonstration and evaluation of a diesel emission control system on up to 4 off-road diesel vehicles; and

e. A contract with Cattrac Construction in an amount not to exceed $500,000 for the purchase, installation, demonstration and evaluation of a diesel emission control system on up to 8 off-road diesel vehicles.

Although the PA closed October 7, 2011, the Evaluation Subcommittee is still reviewing a few remaining applications and additional funding recommendations are anticipated. They will be submitted to the AQMD Board for consideration after action is taken by the MSRC.

FY 2011-12 Event Center Transportation Program
As part of the FY 2011-12 Work Program, the MSRC allocated $2.0 million for event center transportation programs and released a Program Announcement to solicit projects for traffic-impacted centers. The Los Angeles County Metropolitan Transportation Authority (Metro) requested the MSRC to consider an award of $300,000 to implement express bus service for Dodger Stadium for the 2012 season. A minimum of seven CNG buses would be used for 84 scheduled home games, providing service from two hours prior to each game until 45 minutes after the game ends. Outreach for the service would also promote the air quality benefits of ridesharing, public transportation, and alternative fuels, as well as promoting the MSRC. Metro and Metrolink would collectively contribute at least $576,500 towards the development and procurement of outreach and promotional materials. The MSRC approved a $300,000 contract award to Metro to implement the 2012 Dodger Stadium Express.

FY 2011-12 Home Refueling Apparatus Purchase Incentive Program
There is one compressed natural gas refueling system, dubbed “Phill”, manufactured for home use. In August 2008 the MSRC awarded $296,000 to FuelMaker, the original manufacturer, to provide incentives for Phill purchases. Shortly thereafter FuelMaker was adjudged bankrupt so a contract was never executed. After a hiatus, the Phill is once again being manufactured and offered for sale. In December 2011, the MSRC selected a Home Refueling Apparatus Purchase Incentive Program as an element of their FY 2011-12 Work Program. Because AQMD has already awarded $60,000 in Clean Fuels Funding to provide $1,000 per unit incentives for Phill purchases, the MSRC considered a recommendation to integrate the MSRC’s incentives with AQMD. MSRC funds could be used to augment the AQMD contract. MSRC would fund $1,000 per unit.
for those Phill purchases which receive $1,000 from AQMD. Once AQMD funding is exhausted, MSRC would provide $2,000 per unit. The MSRC considered recommendations and approved a $296,000 sole-source award to Mansfield Gas Equipment Systems to provide incentives for Phill purchases in accordance with these terms.

FY 2011-12 Bikeshare Demonstration Program
The MSRC unanimously approved release of RFP #P2012-21 under the FY 2011-12 AB 2766 Discretionary Fund Work Program. The RFP, with a targeted funding level of $1.0 million, seeks to facilitate and promote the implementation, demonstration or expansion of shared bicycle facilities as a strategy to reduce motor vehicle-generated air pollution, with a primary emphasis on transit connectivity. It is anticipated that two or more projects will be funded, with the maximum total funding award for any single project set at $500,000. Proposals must be submitted by public agencies, although the MSRC encourages the formation of public/private partnerships under this RFP. The Program Announcement includes an open application period commencing April 6, 2012 and closing July 10, 2012.

FY 2011-12 Rideshare Awareness Program
The MSRC unanimously approved release of RFP #P2012-20 under the FY 2011-12 AB 2766 Discretionary Fund Work Program. The RFP, with a targeted funding level of $1.0 million, solicits proposals to assist the MSRC in reintroducing the Rideshare Thursday campaign in the South Coast Air District. This is envisioned as a multimedia campaign with the overall goal of encouraging Southland commuters to use an alternative commute mode at least one day each week. Specific objectives include, but are not limited to, raising awareness of “511” services, increasing the use of high occupancy vehicle lanes, and increasing awareness and participation in local rideshare incentive programs. It is anticipated that one award will be made under this RFP. The Program Announcement includes an open application period commencing April 6, 2012 and closing June 26, 2012. An optional attendance bidders’ conference is scheduled for May 8, 2012.

Sole-Source Justification: The request for a sole-source award to Mansfield gas equipment systems is made under provision VIIIB.2.c.(3): The contractor has ownership of key assets required for project performance. Mansfield is the sole distributor of the Phill home refueling apparatus in California.

At this time the MSRC requests the AQMD Board to approve the contract awards and modifications as part of FYs 2010-11 and 2011-12 AB 2766 Discretionary Fund Work Programs as outlined above. The MSRC also requests the Board to authorize the AQMD Chairman of the Board to authority to execute all agreements described in this letter. The MSRC further requests the authority to adjust the funds allocated to each project specified in this Board letter by up to five percent of the project’s recommended funding. The Board has granted this authority to the MSRC for all past Work Programs. Lastly,
the MSRC requests approval to release the solicitations described in this letter under the FY 2011-12 Work Program.

**Resource Impacts**
The AQMD acts as fiscal administrator for the AB 2766 Discretionary Fund Program (Health & Safety Code Section 44243). Money received for this program is recorded in a special revenue fund (Fund 23) and the contracts specified herein, as well as any contracts awarded in response to the RFPs, will be drawn from this fund.

**Attachments**
- Bikeshare Demonstration Program #P2012-21
- Rideshare Awareness Program #P2012-20
Development & Implementation of a

“RIDESHARE THURSDAY”
PUBLIC AWARENESS CAMPAIGN
in the South Coast Air Quality Management District

Request for Proposals

P2012-20

April 6, 2012
The Mobile Source Air Pollution Reduction Review Committee (MSRC) requests proposals from qualified bidders for the development and implementation of a “Rideshare Thursday” public awareness campaign in accordance with the terms and conditions outlined below. This Request for Proposals (RFP) uses the words "Proposer," "Contractor," and "Bidder" interchangeably. Please note that bidders whose proposed projects are selected for either full or partial funding must enter into a legally binding contract with the South Coast Air Quality Management District as a condition of receiving MSRC funds.

The targeted funding level for this RFP is one million dollars ($1,000,000). In the event the MSRC does not receive meritorious proposals that meet or exceed the $1,000,000 funding target, the balance of available funds may be used to fund proposals in the other Work Program categories.

The following are contained in this RFP:

<table>
<thead>
<tr>
<th>Section I</th>
<th>Solicitation Overview &amp; Schedule of Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>Section II</td>
<td>Proposal Submittal Requirements</td>
</tr>
<tr>
<td>Section III</td>
<td>Background on AB 2766</td>
</tr>
<tr>
<td>Section IV</td>
<td>Audit Procedures</td>
</tr>
<tr>
<td>Section V</td>
<td>Proposal Evaluation Process</td>
</tr>
<tr>
<td>Section VI</td>
<td>Proposal Evaluation Criteria</td>
</tr>
<tr>
<td>Attachment A</td>
<td>Proposal Summary Sheet</td>
</tr>
<tr>
<td>Attachment B</td>
<td>Business Questionnaire Forms</td>
</tr>
<tr>
<td>Attachment C</td>
<td>Certifications</td>
</tr>
</tbody>
</table>

SECTION I. SOLICITATION OVERVIEW

A. INTRODUCTION: The purpose of this RFP is to retain a public relations firm, advertising agency, or other public or private entity (contractor) to develop and implement a regional public awareness campaign promoting the benefits of ridesharing. The theme of the campaign is **Rideshare Thursday**; the objective of which is to encourage Southland commuters to use an alternative commute mode at least one day each week. It is the desire of the MSRC that the campaign reintroduce creative strategies previously funded by the California Department of Transportation (Caltrans) during the 1993-1994 Team Rideshare/Rideshare Thursday campaign.

B. BACKGROUND: The original Team Rideshare/Rideshare Thursday public awareness campaign used a mix of broadcast, print, and outdoor media to educate commuters about the benefits and importance of ridesharing. Commuters were encouraged to join “Team Rideshare”, emphasizing carpooling, vanpooling, public transit, and walking as viable alternatives to commuting by single occupant vehicle. The second theme of the campaign introduced commuters to **Rideshare Thursday**. This promoted the concept that commuters didn’t need to make an everyday commitment to ridesharing – even once a week can make a difference. Thursdays were selected because they are typically the busiest traffic day of the week for both the morning
and evening commutes. The goal was not to necessarily decrease driving alone specifically on Thursdays; rather, to deliver the “one-day-a-week” concept, regardless of which day might be most convenient for each commuter.

In the 2003-2005 time period, the MSRC further embraced the “one day per week” rideshare theme and implemented a “Pick a Day, any Day” rideshare campaign. This was a broad-based outreach program that included radio advertising, print media, traffic reporter news spots, bus advertising, etc. The outreach program was implemented in multiple “flights”, and before and after surveys and analysis were performed to gauge public awareness and, most importantly, to ascertain to the extent feasible the influence the campaign had on southland commuter driving habits. Overall, the survey results indicated the program was very successful.

While not diminishing the success of the “Pick a Day” campaign, the “Rideshare Thursday” slogan has retained a surprisingly high degree of recognition among commuters, especially considering no formal advertising has been conducted since 1994. Local traffic reporters and radio personalities make frequent references to Rideshare Thursday, to the extent that the slogan has become part of Southern California’s urban culture. While this continued recognition has served to aid the ridesharing effort, unpaid media alone does not allow control over the message delivered and the frequency of that message, nor do the reporters typically inform listeners as to how they can obtain information to assist in modifying their commuting habits.

Therefore, the objective of this RFP is to solicit proposals to assist the MSRC in reintroducing the Rideshare Thursday campaign in the South Coast Air District. The MSRC intends to utilize, to the maximum extent practicable, the lessons learned from both the Caltrans-funded Rideshare Thursday and MSRC-funded Pick a Day campaigns. The specific reintroduced Rideshare Thursday campaign elements, however, will require new development.

Three measurable goals of the reintroduced campaign are to:

- **Raise Awareness of and utilization of the “511” Telephone Information Line, Go511 and IE511 websites, and Go511 and IE511 “smartphone” mobile apps.** This is the commuter’s first step to finding commute alternatives. Most, if not all, campaign advertisements will include “511” as the primary source for rideshare information;

- **Increase the Use of HOV Lanes.** The campaign will highlight the benefits of High Occupancy Vehicle (HOV, i.e., carpool lanes) and educate the public as to how HOV lanes help ease overall traffic congestion;

- **Increase Awareness and Participation in Local Rideshare Incentive Programs, including Vanpools.** Rideshare incentive programs currently exist in most areas of the South Coast AQMD. The campaign will emphasize the availability of these programs and provide contact information. Inquiries and participation rates in these existing incentive programs will be tracked during and immediately following implementation of the campaign to help assess the effectiveness of the outreach program.

C. **NUMBER OF AWARDS:** One (1) award is anticipated under this RFP.
D. PROPOSER ELIGIBILITY REQUIREMENTS: Proposers under this solicitation should have significant prior experience in the creation and implementation of public outreach and public awareness media campaigns, including:

- Demonstrated experience in the creation and implementation of public relations, community outreach, and media campaigns;
- Demonstrated experience in the development and production of print advertisements, including outdoor media;
- Direct experience in the use of social media as an advertising medium;
- Direct experience in purchasing broadcast media advertising space/time;
- Direct experience in conducting follow-up research to determine campaign impact and effectiveness.

In addition, all bidders are required to complete and submit the Business Questionnaire, Attachment B, as an element of their proposal.

E. CONCEPTUAL CAMPAIGN: The following paragraphs outline the parameters of the Rideshare Thursday campaign sought by the MSRC. This conceptual program is intended to serve as guidance to proposers in developing bids – the submission of alternative concepts based upon direct experience in developing and implementing public awareness campaigns is acceptable.

1. **Roles and Responsibilities** – the following sections delineate the programmatic responsibilities of the MSRC and Contractor.

   **MSRC:** The MSRC will provide the contractor, to the extent available; background and materials from the 1993-1994 Team Rideshare/Rideshare Thursday campaign and 2003-2005 Pick a Day, Any Day campaign:

   - Copies of print advertisements;
   - Audiotapes of radio spots;
   - Survey Results.

   **Contractor:** The contractor is responsible for developing new creative content for multiple advertising media, implementing the new Rideshare Thursday campaign, and evaluating the Rideshare Thursday campaign. This includes, at a minimum:

   - **Campaign Design and Creative Development** – Contractor will develop and produce media advertisements in the theme of the Team Rideshare/Rideshare Thursday campaign. These may include, but are not necessarily limited to:
     - Development and production of print advertisements for newspaper, billboards, bus stop shelters, bus advertising, etc.;
     - Development and production of radio spots, including production of radio advertisements in languages in addition to English;
Development and implementation of advertising using popular social media outlets.

Due to budgetary constraints, the MSRC does not envision the production of network-oriented television advertisements. However, the proposer should consider televised public service announcements or local cable access advertisements. Please note that the MSRC reserves the right to approve the campaign design and creative content prior to its implementation by the contractor;

- **Campaign Roll-out and Media Placements** – Contractor will be responsible for the identification and selection of advertising venues, including selection of newspapers, radio stations, billboard locations, etc., and negotiating the purchase of media time and advertising space. Please note that the MSRC reserves the right to approve media placements prior to implementation by the contractor;

- **Development and Coordination of Free Publicity Opportunities** – Contractor will be responsible for actively pursuing other publicity opportunities, including Public Service Announcements and other forms of free publicity;

- **Program Administration** – Contractor will be responsible for managing the campaign budget, including preparation and submission of monthly progress reports and program budget documentation;

- **Pre-and Post-Campaign Evaluation** – Contractor will be responsible for performing a pre-and post-campaign evaluation of the overall advertising effort. This may be performed in coordination with regional and sub-regional Rideshare Agencies, Caltrans, County Transportation Commissions, or other agencies as appropriate. The campaign evaluation may include conducting pre-and post-campaign surveys, analysis of changes in traffic lane vehicle count data, analysis of HOV lane data, etc.

2. **Campaign Roll-out, Overall Duration, and Contractor Period of Performance** – the MSRC envisions that the Rideshare Thursday campaign will be launched in 2013 and be implemented in two waves during an approximately twelve (12) month period. The overall contractor period of performance, including campaign design and post-campaign evaluation should not exceed twenty-four (24) months. All bidders should include a campaign implementation schedule, including the rationale for the recommended campaign timing, as an element of their proposal.

3. **Campaign Funding Splits** – As an element of the proposal submission, bidders should provide a draft funding profile for the entire campaign, apportioning the available $1,000,000 across appropriate cost line items. These line items may include costs associated with:

- Creative Materials Development;
- Radio Time Buys;
- Social Media Advertising;
- Bus/Bus Shelter Advertising;
- Billboard Advertising;
 Printed Material Reproduction;
 Campaign Administration;
 Post-campaign Evaluation.

All bidders must include a draft Campaign Budget as an element of their proposal.

4. “Priced Option” for Second Campaign Year – To maximize effectiveness, ridesharing needs consistent, on-going exposure to its audience of commuters in the South Coast AQMD. To this end, the MSRC requests that proposals include a priced option for implementing the campaign for a second consecutive year. Please note that at this time, the MSRC has not made any decision relative to extending the campaign, nor has the MSRC allocated any additional Discretionary Funds to implement a follow-on campaign.

F. SOLICITATION SCHEDULE OF EVENTS:

<table>
<thead>
<tr>
<th>DATE</th>
<th>SOLICITATION EVENT</th>
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<tbody>
<tr>
<td>April 6, 2012</td>
<td>Release of RFP</td>
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<tr>
<td>May 8, 2012</td>
<td>Bidders’ Conference, AQMD, Room CC6,</td>
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<tr>
<td></td>
<td>10:00 a.m. to 11:00 a.m.</td>
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<tr>
<td>June 26, 2012</td>
<td>All proposals Due by 5:00 p.m.</td>
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<tr>
<td>July 16-20, 2012</td>
<td>Interviews of Selected Candidate Contractors</td>
</tr>
<tr>
<td>August 2, 2012</td>
<td>Selection &amp; Funding Recommendations to MSRC-TAC</td>
</tr>
<tr>
<td>August 16, 2012</td>
<td>MSRC Review &amp; Approval</td>
</tr>
<tr>
<td>September 7, 2012</td>
<td>AQMD Governing Board Approval of Work Program</td>
</tr>
<tr>
<td>September 7 – October 31, 2012</td>
<td>Contract Preparation Period</td>
</tr>
</tbody>
</table>

G. BIDDERS’ CONFERENCE

A bidders’ conference for the Rideshare Thursday Program will be held on May 8, 2012. Please note that attendance at the bidders’ conference is voluntary. The purpose of the conference is to provide new or updated Program information, provide clarification regarding this Request for Proposals, and answer general questions regarding proposal preparation. In addition, the conference will provide a forum to address individual proposal preparation issues and provide one-on-one guidance to potential bidders. The location and time for the bidders’ conference is as follows:
Date: May 8, 2012
Time: 10:00 a.m. – 11:00 a.m.
Location: South Coast AQMD Headquarters
          Conference Room CC6
Address: 21865 Copley Drive
          Diamond Bar, California 91765

In addition, MSRC staff members are available to answer questions and provide assistance as appropriate
during the proposal preparation period. A list of MSRC Staff contacts is included in the following Section.

H. IF YOU NEED HELP:

This RFP can be obtained by accessing the MSRC web site at www.cleantransportationfunding.org. MSRC staff
members are available to answer questions during the proposal preparation period. In order to help expedite
assistance, please direct your inquiries to the applicable staff person, as follows:

- For **General or Technical Assistance**, please contact:
  Ray Gorski
  MSRC Technical Advisor
  Phone: 909-396-2479
  E-mail: Ray@cleantransportationfunding.org

- For **Administrative Assistance**, please contact:
  Cynthia Ravenstein
  MSRC Program Administrator
  Phone: 909-396-3269
  E-mail: Cynthia@cleantransportationfunding.org

- For **Contractual Assistance**, please contact:
  Dean Hughbanks
  AQMD Procurement Manager
  Phone: 909-396-2808
  E-mail: dhughbanks@aqmd.gov

SECTION II. PROPOSAL SUBMITTAL REQUIREMENTS

Proposals must follow the format outlined below and all requested information must be supplied. Failure to
submit proposals in the required format may result in elimination from the proposal evaluation process.
The maximum length of proposals accepted will be twenty (20) 8-1/2 X 11 sheets of paper. All pages and appendices must be numbered. Appendices or portfolios of no more than fifty (50) 8-1/2 X 11 sheets of paper, including information on bidder's past public awareness or advertising campaigns and other relevant experience, may be attached.

All proposals shall be submitted in an environmentally friendly format.

A. PROPOSAL REQUIREMENTS: All proposals must contain the following elements:

1. **Cover Letter** - Transmittal of the proposal must specify the subject of the proposal, the RFP number, and Bidder’s name, address, e-mail address, website, and telephone number. The letter shall specify contact person(s) for technical and contractual matters, and be signed by the person(s) authorized to contractually bind the bidding entity.

2. **Summary Sheet** - Provide basic information indicated, including a brief project overview in the space provided. The summary sheet form is included in this RFP as Attachment A.

3. **Project Description and Statement of Work** – This section comprises the body of the proposal. The proposer should describe their project concept in detail, addressing all project requirements as specified in RFP Sections I.D. and I.E., above. Proposers should place special emphasis on the following key proposal elements:
   a) Campaign Design – Describe in detail the proposed methodology for developing and implementing a Rideshare Thursday campaign, including but not limited to: a) Campaign design and creative development; b) Media placements, including development of free publicity opportunities; c) Program management and campaign administration, including for program documentation and reporting; and d) Pre-and post-campaign evaluation;
   b) Proposer Qualifications – Describe previous experience in developing and implementing public awareness campaigns. Proposer should address, at a minimum, how their qualifications and past experience relate to those outlined in Section I.D. of this RFP.

4. **Campaign Schedule** - This section shall identify anticipated dates of completion of all tasks specified in the Project Description and Statement of Work, including a list of milestones. Specifically, this section should include:
   a) An overall time schedule to complete the tasks;
   b) A list of significant milestones and the projected delivery date.

5. **Project Organization** - This section shall describe the organization proposed to implement the Rideshare Thursday public awareness campaign. This shall include assigned personnel and all subcontractors.
6. **Conflict of Interest** - Address any possible conflicts of interest with other clients affected by actions performed by the firm on behalf of the MSRC. Although the bidder will not be automatically disqualified by reason of work performed for such firms, the MSRC reserves the right to consider the nature and extent of such work in evaluating the proposal.

7. **Campaign Budget and Project Cost Schedule** - This section shall include a proposed funding split of MSRC funds across the campaign statement of work tasks. The format for this schedule shall include, but not be limited to, the following:

   a) **Labor** - Identify each professional category of direct project support, the number of hours for each, and the fully burdened rate per hour. The rates quoted must include labor, general, administrative, and overhead costs;

   b) **Equipment and Supplies** - Provide an itemized list of any equipment to be used and/or purchased, including the manufacturer, number of each, and the unit cost. Please note that the MSRC will not pay for any equipment costs unless adequately justified;

   c) **Subcontractor Costs** - Identify subcontractors by name, the basis for the subcontractors selection and describe in detail the work the subcontractors will be hired to perform, list their cost per hour or per day, and the number of hours or days their services will be used;

   d) **Priced Option** – Please include a cost proposal for continuing the Rideshare Thursday campaign for an additional one (1) year period. The cost breakdown for the priced options should include all costs included with program administration, direct reimbursements, and all overhead and administrative costs;

   e) **Billing Procedures** - Describe billing procedures for the project and how costs will be documented for invoicing the District for reimbursement of expenditures;

   f) **Miscellaneous Costs** - if any.

Please consider the following when preparing the cost schedules:

- Charges for supplies, equipment, and subcontractors will be paid at cost. No profit will be paid on these costs;
- Costs are reimbursed on an as-incurred basis only;
- The Bidder is required to certify as part of their proposal submission that the prime contractor and subcontractor rates contained in the proposal are no higher than the rates offered to the prime or subcontractor’s most-favored customer;
- Provide an itemized list of equipment to be purchased (equipment purchased with AB 2766 Discretionary Funds will become the property of the bidder upon successful completion of project and approval of final report) and associated labor costs for the installation of the equipment (if applicable);
Identify all subcontractors by name, and include their hourly or daily rate of compensation and the number of hours or days their services will be utilized. If subcontractors are not yet identified, provide an estimate of their rates of compensation and number of hours or days the subcontractors’ services will be utilized.

8. **Co-funding** – If the proposer offers financial or in-kind co-funding, the forms and sources of all co-funding must be specified. In addition, describe how co-funding will be used in relation to specific campaign tasks. Co-funding is not required under this RFP.

9. **Certificates of Insurance** - Bidders are required to provide a statement that upon notification of award, a certificate(s) of insurance naming the AQMD as an additional insured will be provided within forty-five (45) days. Entities that are self-insured are required to provide a statement to that effect in their proposal.

10. **Business Management Questionnaire** - Complete the questionnaire included in this RFP as Attachment B and submit with proposal.

11. **Certifications** – All applicants must complete and submit the following Attachment C forms as an element of their Application (unless specifically exempted below):
   - Internal Revenue Service Form W-9 – Request for Taxpayer Identification Number and Certification. If you are selected for an award, you cannot be established as a vendor without this information.
   - Campaign Contributions Disclosure. This information must be provided at the time of application in accordance with California law. You may be asked for an update when awards are considered.
   - Disadvantaged Business Certification. The AQMD needs this information for their vendor database. IT WILL NOT BE CONSIDERED IN THE DETERMINATION OF YOUR MSRC AWARD. Governmental entities do not need to complete this form.

B. **PROPOSAL SUBMITTAL**

1. **Due Date** - The proposer shall submit one (1) original and three (3) complete copies of the proposal in a sealed envelope, plainly marked in the upper left-hand corner with the name and address of the proposer and the words “Rideshare Thursday RFP P2012-20”. All proposals are due no later than 5:00 p.m., June 26, 2012, and should be directed to:
   
   Procurement Unit  
   South Coast Air Quality Management District  
   21865 Copley Drive  
   Diamond Bar, CA  91765

In addition to the four paper proposal documents (one original and three copies), proposers must submit an electronic copy of their proposal, preferably in PDF format. This may be provided via e-mail, flash drive, or CD-ROM at the convenience of the Proposer. E-mailed electronic proposal copies should be sent to matt@cleantransportationfunding.org; CD-ROM disks should be sent in care of the Procurement Unit at the street address listed above.
Please note that the Proposal is only deemed “received” when the four (4) complete paper copies are submitted in accordance with the above instructions - submittal of an electronic Proposal only does not constitute receipt by the AQMD. In addition, please note that faxed Proposals will not be accepted.

2. **Addenda** - The MSRC may modify the proposal and/or issue supplementary information or guidelines relating to the RFP during the proposal preparation period of April 6, 2012 to June 26, 2012.

3. **Grounds for Rejection** - A proposal may be immediately rejected if:
   - It is received at any time after the deadline of 5:00 pm on June 26, 2012; or
   - It is not prepared in the format described in this RFP.

4. **Disposition of Proposals** - The MSRC reserves the right to reject any or all proposals. All responses become the property of MSRC. One copy of the proposal shall be retained for AQMD files. Additional copies and materials will be returned only if requested and at the proposer's expense.

5. **Modification or Withdrawal** - Once submitted, proposals cannot be altered without the prior written consent of MSRC. All proposals shall constitute firm offers and may not be withdrawn for a period of ninety (90) days following the last day to accept proposals.

**SECTION III. BACKGROUND ON AB 2766 AND THE DISCRETIONARY FUND PROGRAM**

In September of 1990, Assembly Bill 2766 was signed into law (Health & Safety Code Section: 44220 - 44247). This legislation authorizes the imposition of an additional motor vehicle registration fee of $2 in 1991 and $4 in 1992 and subsequent years to fund the implementation of programs to reduce air pollution from motor vehicles pursuant to air quality management plans and provisions of the California Clean Air Act. The provisions of the bill stated that the fee would be imposed by non-attainment air pollution control districts upon the approval of the fee and a corresponding program to reduce motor vehicle air pollution by the Governing Board of the South Coast Air Quality Management District (AQMD). In November of 1990, the AQMD Governing Board approved the $2 fee to be levied beginning April 1, 1991, and the $4 fee to be levied on April 1, 1992, and thereafter.

AB 2766 also provided that the monies collected by the Department of Motor Vehicles would be distributed to the AQMD for distribution in the following manner: thirty cents of every dollar shall be used by the AQMD for programs to reduce air pollution from motor vehicles and to carry out planning, monitoring, enforcement and technical studies which are authorized by, or necessary to implement, the California Clean Air Act; forty cents of every dollar shall be distributed by the AQMD to cities and counties located in the South Coast District to be used to reduce motor vehicle air pollution; and, thirty cents of every dollar shall be deposited by the AQMD in a discretionary account (the "Discretionary Fund") to be used to implement or monitor programs to reduce motor vehicle air pollution.
To determine which projects should be funded by the Discretionary Fund, AB 2766 called for the creation of the Mobile Source Air Pollution Reduction Review Committee (MSRC), which would develop a work program for evaluating programs, would evaluate said programs, and would make a final recommendation to the AQMD Governing Board as to which programs and/or projects would be funded. The legislation also allowed for the formation of a Technical Advisory Committee (TAC) to assist and advise the Mobile Source Air Pollution Reduction Review Committee.

Please note that the source of MSRC Clean Transportation Funding™ for projects submitted in response to this RFP is motor vehicle registration fees collected by the California Department of Motor Vehicles (DMV) in accordance with the California Health and Safety Code. Thus, the availability of MSRC Clean Transportation Funding™ is contingent upon the timely receipt of funds from the DMV. Neither the MSRC nor South Coast AQMD can guarantee the collection or remittance of registration fees by the DMV.

SECTION IV. AUDIT PROCEDURES

The AB 2766 legislation requires that the AQMD, at least once every two years, undertake an audit of each program or project funded. The audit is to be conducted by an independent auditor selected by the AQMD. Any bidder who receives MSRC Clean Transportation Funding™ may be subject to an audit.

If the AQMD determines that the monies were expended in a manner contrary to law, the AQMD will notify the contractor of the determination and, within 45 days, will hold a public hearing at which the contractor may present information related to the expenditure of monies.

After the hearing, if the AQMD determines that the contractor has expended the monies in a manner that is contrary to law, the AQMD shall withhold monies from the contractor in an amount equal to the amount, which was inappropriately expended. The aforementioned withholding is not an exclusive remedy.

In addition to the audit described above, contract monitoring will be performed by the MSRC on a regular basis. It is highly recommended that bidders employ government accepted accounting practices when administering their MSRC funded project.

SECTION V. PROPOSAL EVALUATION PROCESS

The MSRC staff and MSRC Technical Advisory Committee (MSRC-TAC) will evaluate all proposals to determine responsiveness to the RFP. AQMD staff will provide administrative assistance during the proposal evaluation process.

Proposals will be evaluated and points awarded based upon the criteria outlined in Section VI. The evaluation criteria are included to provide the bidder additional guidance as to the particular components of the proposal that will be evaluated.
Submitters of top-scoring proposals will be asked to participate in an oral interview. The tentative dates for convening oral interviews are July 16 – 20. Interviews will be conducted at the South Coast AQMD headquarters in Diamond Bar, California. The final date and time for oral interviews will be determined following the conclusion of written proposal evaluation and scoring. Participation in the oral interview process is mandatory.

At the completion of the evaluation process, the MSRC will forward a funding recommendation on behalf of the successful bidder to the AQMD Governing Board for final approval.

The MSRC reserves the right to approve only a portion of the bidder's scope of work and funding request. In this case, the bidder will be required to submit a revised work statement, schedule of deliverables, and cost breakdown within forty-five (45) calendar days of notification of selection.

SECTION VI. PROPOSAL EVALUATION CRITERIA

The following evaluation criteria form the basis upon which proposal scoring and selection will be conducted. The maximum score available is 100 points.

1. CAMPAIGN DESIGN:

   Maximum Points Available: 40 points

   As discussed in RFP Section II, Subsection A.3, proposers are required to submit a comprehensive Campaign Design, including a proposed implementation methodology for a regional Rideshare Thursday public awareness campaign. Following a review of the Campaign by members of the MSRC–TAC Evaluation Subcommittee, the subcommittee members will assign a score based upon the technical merits and level of completeness and specificity of the proposed methodology.

2. PROPOSER QUALIFICATIONS:

   Maximum Points Available: 25 points

   As discussed in RFP Section II, Subsection A.3, proposers are required to address their experience and qualifications as they relate to the Proposer Qualifications delineated in RFP Section I.D. Following a review of each proposal, the Evaluation Subcommittee will assign a score based upon the qualifications of the proposer as they relate to the attributes listed in Section 1. D.

3. CAMPAIGN IMPLEMENTATION:

   Maximum Points Available: 20 points
As discussed in RFP Section II, Subsection A.3, bidders are required to discuss their approach to campaign design and implementation as an element of their proposal. Following a review of each proposal, the Evaluation Subcommittee will assign a score based upon the technical merits and level of completeness and specificity of the proposed marketing and outreach strategy.

4. COST PROPOSAL:

Maximum Points Available: 15 points

As discussed in RFP Section II, Subsection A.8, bidders are required to submit a detailed cost breakdown for the proposed project. Following a comprehensive review of the cost proposal, the Evaluation Subcommittee will assign a score based upon the competitiveness, completeness, documentation quality, accuracy, and substantiation of the information provided.
ATTACHMENT A - PROPOSAL SUMMARY INFORMATION

A. Please provide the following proposer information in the space provided:

<table>
<thead>
<tr>
<th>Business Name</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Division of:</td>
<td></td>
</tr>
<tr>
<td>Subsidiary of:</td>
<td></td>
</tr>
<tr>
<td>Website Address</td>
<td></td>
</tr>
</tbody>
</table>

Type of Business

Check One:
- Individual
- DBA, Name _______________, County Filed in _______________
- Corporation, ID No. ________________
- LLC/LLP, ID No. ________________
- Other ________________

<table>
<thead>
<tr>
<th>Address</th>
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<tbody>
<tr>
<td>City/Town</td>
<td></td>
</tr>
<tr>
<td>State/Province</td>
<td>Zip</td>
</tr>
<tr>
<td>Phone</td>
<td>Ext</td>
</tr>
<tr>
<td>Fax</td>
<td>Ext</td>
</tr>
</tbody>
</table>

Contact | Title

E-mail Address |  |

Payment Name if Different |  |

B. Funding Request Summary:

MSRC **Clean Transportation Funding™** Requested: $_______________

Co-Funding Applied to Project (if any): $_______________

Total Project Cost: $_______________
ATTACHMENT B - BUSINESS MANAGEMENT QUESTIONNAIRE

A. Provide the work distribution, by percentage, among commercial contracts and Government prime contracts (including subcontracts under Government contracts).

   Commercial__________________   Government___________________

B. List the three (3) largest contracts awarded in the past three (3) years that are of a related nature, indicating for each of the following:

1. Contract 1
   a. Item________________________________________________________
   b. Customer____________________________________________________
   c. Contract #___________________________________________________
   d. Name of Contact____________________________________________
   e. Period_______________________________________________________
   f. Type of Contract____________________________________________
   g. Dollar amount________________________________________________
   h. Initial Price_________________________________________________
      (If cost type, set forth estimated final cost and fixed fee)
   i. Final Price__________________________________________________
      (If cost type, set forth estimated final cost and fixed fee)
   j. Reason for increase or decrease and source of cause______________

2. Contract 2
   a. Item________________________________________________________
   b. Customer____________________________________________________
   c. Contract #___________________________________________________
   d. Name of Contact____________________________________________
   e. Period_______________________________________________________
   f. Type of Contract____________________________________________
   g. Dollar amount________________________________________________
   h. Initial Price_________________________________________________
      (If cost type, set forth estimated final cost and fixed fee)
   i. Final Price__________________________________________________
(If cost type, set forth estimated final cost and fixed fee)

j. Reason for increase or decrease and source of cause___________________

_______________________________________________________________

3. Contract 3
   a. Item___________________________________________________________
   b. Customer_______________________________________________________
   c. Contract #______________________________________________________
   d. Name of Contact_________________________________________________
   e. Period _________________________________________________________
   f. Type of Contract_________________________________________________
   g. Dollar amount___________________________________________________
   h. Initial Price_____________________________________________________
   (If cost type, set forth estimated final cost and fixed fee)
   i. Final Price_______________________________________________________
   (If cost type, set forth estimated final cost and fixed fee)
   j. Reason for increase or decrease and source of cause______________________

C. Provide the following information about your business entity:

   1. Legal status (i.e., corporation, sole proprietorship, partnership)___________________

   2. If a corporation or limited partnership, the date on which the Articles of Incorporation,
Certificate of Qualification, or Certificate of, limited partnership, as appropriate, was approved
by the California Secretary of State.

D. 1. Indicate whether offeror is a separate entity, a division or subsidiary corporation. If offeror is a
division or subsidiary corporation, provide the name and address of the parent company.

________________________________________________________________________________________
________________________________________________________________________________________
________________________________________________________________________________________
________________________________________________________________________________________

2. If a division, subsidiary or affiliate, indicate whether functions such as purchasing, finances,
planning, etc. are located at other than the address stated on letterhead of the proposal.

________________________________________________________________________________________
________________________________________________________________________________________
3. Provide the names and locations of any other divisions or subsidiaries that will perform under proposed contract, if awarded.

<table>
<thead>
<tr>
<th>Name</th>
<th>Location</th>
</tr>
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</table>

E. Indicate whether or not offeror’s accounting system has been approved any Government agency; if so, state:

1. Name and location of cognizant audit agency:

   _____________________________
   _____________________________
   _____________________________

2. Name and telephone number of cognizant auditor:

   _____________________________
   _____________________________
   _____________________________

3. Types of Government contracts for which your accounting system has been approved.

   _____________________________
   _____________________________
   _____________________________

F. If subcontracting is contemplated, indicate the types of work normally subcontracted, stating:

1. The percentage of each type of work subcontracted to the total work performed (both subcontracted and not subcontracted):

   Commercial ________________________  Government______________________

2. Extent to which competition is normally solicited prior to selection of subcontractors:
3. Types of Subcontracts usually executed by your firm:

______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________

Names and addresses of subcontractors/consultants proposed for this contract:

______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________

G. 1. Indicate your backlog of business of a nature related to this procurement as of the date of this proposal:

   $________________________ (excluding amount of this proposal)

2. Indicate total capacity of business of a nature related to this procurement.

   $________________________

H. Furnish your most current certified balance sheet and profit and loss statement.

I. List any contract that was terminated for convenience of a client within the past three (3) years, and any contract that was terminated for default within the past five (5) years; explain briefly the circumstances:

______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________
ATTACHMENT C – CERTIFICATIONS

W-9 Request for Taxpayer Identification Number and Certification

Give form to the requester. Do not send to the IRS.

Name (as shown on your income tax return)

Business name, if different from above

Check appropriate box:  [ ] Individual  [ ] Sole proprietor  [ ] Corporation  [ ] Partnership  [ ] Other  [ ] Exempt from backup withholding

Address (number, street, and apt. or suite no.)

City, state, and ZIP code

List account number(s) here (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on Line 1 to avoid backup withholding. For individuals, this is your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see How to get a TIN on page 3.

Note: If the account is in more than one name, see the chart on page 4 for guidelines on whose number to enter.

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me), and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding, and
3. I am a U.S. person (including a U.S. resident alien).

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the Certification, but you must provide your correct TIN. (See the instructions on page 4.)

Sign Here

Signature of U.S. person

Date

Purpose of Form

A person who is required to file an information return with the IRS, must obtain your correct taxpayer identification number (TIN) to report, for example, income paid to you, real estate transactions, mortgage interest you paid, acquisition or abandonment of secured property, cancellation of debt, or contributions you made to an IRA.

U.S. person. Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN to the person requesting it (the requester) and, when applicable, to:

1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
2. Certify that you are not subject to backup withholding, and
3. Claim exemption from backup withholding if you are a U.S. exempt payee.

Note. If a requester gives you a form other than Form W-9 to request your TIN, you must use the requester’s form if it is substantially similar to this Form W-9.

For federal tax purposes you are considered a person if you are:

• An individual who is a citizen or resident of the United States,
• A partnership, corporation, company, or association created or organized in the United States or under the laws of the United States, or
• Any estate (other than a foreign estate) or trust. See Regulations sections 301.7701-6(a) and 7(a) for additional information.

Foreign person. If you are a foreign person, do not use Form W-9. Instead, use the appropriate Form W-8 (see Publication 515, Withholding of Tax on Nonresident Aliens and Foreign Entities).

Nonresident alien who becomes a resident alien. Generally, only a nonresident alien individual may use the terms of a tax treaty to reduce or eliminate U.S. tax on certain types of income. However, most tax treaties contain a provision known as a “saving clause.” Exceptions specified in the saving clause may permit an exemption from tax to continue for certain types of income even after the recipient has otherwise become a U.S. resident alien for tax purposes.

If you are a U.S. resident alien who is relying on an exception contained in the saving clause of a tax treaty to claim an exemption from U.S. tax on certain types of income, you must attach a statement to Form W-9 that specifies the following five items:

1. The treaty country. Generally, this must be the same treaty under which you claimed exemption from tax as a nonresident alien.
2. The treaty article addressing the income.
3. The article number (or location) in the tax treaty that contains the saving clause and its exceptions.
4. The type and amount of income that qualifies for the exemption from tax.

5. Sufficient facts to justify the exemption from tax under the terms of the treaty article.

Example. Article 20 of the U.S.-China income tax treaty allows an exemption from tax for scholarship income received by a Chinese student temporarily present in the United States. Under U.S. law, this student will become a resident alien for tax purposes if his or her stay in the United States exceeds 5 calendar years. However, paragraph 2 of the first Protocol to the U.S.-China treaty (dated April 30, 1984) allows the provisions of Article 20 to continue to apply even after the Chinese student becomes a resident alien of the United States. A Chinese student who qualifies for this exception (under paragraph 2 of the first protocol) and is relying on this exception to claim an exemption from tax on his or her scholarship or fellowship income would attach to Form W-8 a statement that includes the information described above to support that exemption.

If you are a nonresident alien or a foreign entity not subject to backup withholding, give the requester the appropriate completed Form W-8.

What is backup withholding? Persons making certain payments to you must under certain conditions withhold and pay to the IRS 28% of such payments (after December 31, 2002). This is called "backup withholding." Payments that may be subject to backup withholding include interest, dividends, broker and barter exchange transactions, rents, royalties, nonemployee pay, and certain payments from fishing boat operators. Real estate transactions are not subject to backup withholding.

You will not be subject to backup withholding on payments you receive if you give the requester your correct TIN, make the proper certifications, and report all your taxable interest and dividends on your tax return.

Payments you receive will be subject to backup withholding if:

1. You do not furnish your TIN to the requester, or
2. You do not certify your TIN when required (see the Part II instructions on page 4 for details), or
3. The IRS tells the requester that you furnished an incorrect TIN, or
4. The IRS tells you that you are subject to backup withholding because you did not report all your interest and dividends on your tax return (for reportable interest and dividends only), or
5. You do not certify to the requester that you are not subject to backup withholding under 4 above (for reportable interest and dividend accounts opened after 1983 only).

Certain payees and payments are exempt from backup withholding. See the instructions below and the separate Instructions for the Requester of Form W-9.

Penalties
Failure to furnish TIN. If you fail to furnish your correct TIN to a requester, you are subject to a penalty of $50 for each such failure unless your failure is due to reasonable cause and not to willful neglect.

Civil penalty for false information with respect to withholding. If you make a false statement with no reasonable basis that results in no backup withholding, you are subject to a $500 penalty.

Criminal penalty for falsifying information. Willfully falsifying certifications or affirmations may subject you to criminal penalties including fines and/or imprisonment.

Misuse of TINs. If the requester discloses or uses TINs in violation of federal law, the requester may be subject to civil and criminal penalties.

Specific Instructions
Name
If you are an individual, you must generally enter the name shown on your social security card. However, if you have changed your last name, for instance, due to marriage without informing the Social Security Administration of the name change, enter your first name, the last name shown on your social security card, and your new last name.

If the account is in joint names, list first, and then circle, the name of the person or entity whose number you entered in Part I of the form.

Sole proprietor. Enter your individual name as shown on your social security card on the "Name" line. You may enter your business, trade, or "doing business as" (DBA) name on the "Business name" line.

Limited liability company (LLC). If you are a single-member LLC (including a foreign LLC with a domestic owner) that is disregarded as an entity separate from its owner under Treasury regulations section 301.7701-3, enter the owner's name on the "Name" line. Enter the LLC's name on the "Business name" line. Check the appropriate box for your filing status (sole proprietor, corporation, etc.), then check the box for "other" and enter "LLC" in the space provided.

Other entities. Enter your business name as shown on required Federal tax documents on the "Name" line. This name should match the name shown on the charter or other legal document creating the entity. You may enter any business, trade, or DBA name on the "Business name" line.

Note. You are requested to check the appropriate box for your status (individual/sole proprietor, corporation, etc.).

Exempt From Backup Withholding
If you are exempt, enter your name as described above and check the appropriate box for your status, then check the "Exempt from backup withholding" box in the line following the business name, sign and date the form.

Generally, individuals (including sole proprietors) are not exempt from backup withholding. Corporations are exempt from backup withholding for certain payments, such as interest and dividends.

Note. If you are exempt from backup withholding, you should complete the form to avoid possible erroneous backup withholding.

Exempt payees. Backup withholding is not required on any payments made to the following payees:

1. An organization exempt from tax under section 501(a), any IRA, or a custodial account under section 403(b)(7) if the account satisfies the requirements of section 401(f)(2),
2. The United States or any of its agencies or instrumentalities,
3. A state, the District of Columbia, a possession of the United States, or any of their political subdivisions or instrumentalities,
4. A foreign government or any of its political subdivisions, agencies, or instrumentalities, or
5. An international organization or any of its agencies or instrumentalities.

Other payees that may be exempt from backup withholding include:

6. A corporation,
7. A foreign central bank of issue,
8. A dealer in securities or commodities required to register in the United States, the District of Columbia, or a possession of the United States,
9. A futures commission merchant registered with the Commodity Futures Trading Commission,
10. A real estate investment trust,
11. An entity registered at all times during the tax year under the Investment Company Act of 1940,
12. A common trust fund operated by a bank under section 584(a),
13. A financial institution,
14. A middleman known in the investment community as a nominee or custodian, or
15. A trust exempt from tax under section 664 or described in section 4947.

The chart below shows types of payments that may be exempt from backup withholding. The chart applies to the exempt recipients listed above, 1 through 15.

<table>
<thead>
<tr>
<th>IF the payment is for . . .</th>
<th>THEN the payment is exempt for . . .</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interest and dividend payments</td>
<td>All exempt recipients except for 9</td>
</tr>
<tr>
<td>Broker transactions</td>
<td>Exempt recipients 1 through 13. Also, a person registered under the Investment Advisers Act of 1940 who regularly acts as a broker</td>
</tr>
<tr>
<td>Barter exchange transactions and patronage dividends</td>
<td>Exempt recipients 1 through 5</td>
</tr>
<tr>
<td>Payments over $600 required to be reported and direct sales over $5,000 1</td>
<td>Generally, exempt recipients 1 through 7 1</td>
</tr>
</tbody>
</table>

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Part I. Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. If you are a resident alien and you do not have and are not eligible to get an SSN, your TIN is your IRS individual taxpayer identification number (ITIN). Enter it in the social security number box. If you do not have an ITIN, see How to get a TIN below.

If you are a sole proprietor and you have an EIN, you may enter either your SSN or EIN. However, the IRS prefers that you use your SSN.

If you are a single-owner LLC that is disregarded as an entity separate from its owner (see Limited Liability Company (LLC) on page 2), enter your SSN (or EIN, if you have one). If the LLC is a corporation, partnership, etc., enter the entity’s EIN.

Note. See the chart on page 4 for further clarification of name and TIN combinations.

How to get a TIN. If you do not have a TIN, apply for one immediately. To apply for an SSN, get Form SS-5, Application for a Social Security Card, from your local Social Security Administration office or get this form online at www.socialsecurity.gov/online/ss-5.pdf. You may also get this form by calling 1-800-772-1213. Use Form W-7, Application for IRS Individual Taxpayer Identification Number, to apply for an ITIN, or Form SS-4, Application for Employer Identification Number, to apply for an EIN. You can apply for an EIN online by accessing the IRS website at www.irs.gov/businesses/ and clicking on Employer ID Numbers under Related Topics. You can get Forms W-7 and SS-4 from the IRS by visiting www.irs.gov or by calling 1-800-TAX-FORM (1-800-829-3676).

If you are asked to complete Form W-9 but do not have a TIN, write “Applied For” in the space for the TIN, sign and date the form, and give it to the requester. For interest and dividend payments, and certain payments made with respect to readily tradable instruments, generally you will have 60 days to get a TIN and give it to the requester before you are subject to backup withholding on payments. The 60-day rule does not apply to other types of payments. You will be subject to backup withholding on all such payments until you provide your TIN to the requester.

Note. Writing “Applied For” means that you have already applied for a TIN or that you intend to apply for one soon. Caution: A disregarded domestic entity that has a foreign owner must use the appropriate Form W-8.

---

1See Form 1099-MISC, Miscellaneous Income, and its instructions.
2However, the following payments made to a corporation (including gross proceeds paid to an attorney under section 6013(f)), even if the attorney is a corporation and reportable on Form 1099-MISC are not exempt from backup withholding: medical and health care payments, attorneys’ fees; and payments for services paid by a Federal executive agency.
Part II. Certification

To establish to the withholding agent that you are a U.S. person, or resident alien, sign Form W-9. You may be requested to sign by the withholding agent even if items 1, 4, and 5 below indicate otherwise.

For a joint account, only the person whose TIN is shown in Part I should sign (when required). Exempt recipients, see Exempt From Backup Withholding on page 2.

Signature requirements. Complete the certification as indicated in 1 through 5 below.

1. Interest, dividend, and barter exchange accounts opened before 1984 and broker accounts considered active during 1993. You must give your correct TIN, but you do not have to sign the certification.

2. Interest, dividend, broker, and barter exchange accounts opened after 1983 and broker accounts considered inactive during 1993. You must sign the certification or backup withholding will apply. If you are subject to backup withholding and you are merely providing your correct TIN to the requester, you must cross out item 2 in the certification before signing the form.

3. Real estate transactions. You must sign the certification. You may cross out item 2 of the certification.

4. Other payments. You must give your correct TIN, but you do not have to sign the certification unless you have been notified that you have previously given an incorrect TIN. "Other payments" include payments made in the course of the requester's trade or business for rents, royalties, goods (other than sales for merchandise), medical and health care services (including payments to corporations), payments to a nonemployee for services, payments to certain fishing boat crew members and fishermen, and gross proceeds paid to attorneys (including payments to corporations).

5. Mortgage interest paid by you, acquisition or abandonment of secured property, cancellation of debt, qualified tuition program payments (under section 529), IRA, Coverdell ESA, Archer MSA or HSA contributions or distributions, and pension distributions. You must give your correct TIN, but you do not have to sign the certification.

Table: What Name and Number To Give the Requester

<table>
<thead>
<tr>
<th>For this type of account:</th>
<th>Give name and SSN of:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Individual</td>
<td>The individual</td>
</tr>
<tr>
<td>2. Two or more individuals (joint account)</td>
<td>The actual owner of the account or, if combined funds, the first individual on the account</td>
</tr>
<tr>
<td>3. Custodian account of a minor (Uniform Gift to Minors Act)</td>
<td>The minor ¹</td>
</tr>
<tr>
<td>a. The usual revocable savings trust (grantor is also trustee)</td>
<td>The grantor-trustee ³</td>
</tr>
<tr>
<td>b. So-called trust account that is not a legal or valid trust under state law</td>
<td>The actual owner ¹</td>
</tr>
<tr>
<td>5. Sole proprietorship or single-owner LLC</td>
<td>The owner ³</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>For this type of account:</th>
<th>Give name and EIN of:</th>
</tr>
</thead>
<tbody>
<tr>
<td>6. Sole proprietorship or single-owner LLC</td>
<td>The owner ³</td>
</tr>
<tr>
<td>7. A valid trust, estate, or pension trust</td>
<td>The legal entity ⁴</td>
</tr>
<tr>
<td>8. Corporate or LLC electing corporate status on Form 8832</td>
<td>The corporation</td>
</tr>
<tr>
<td>9. Association, club, religious, charitable, educational, or other tax-exempt organization</td>
<td>The organization</td>
</tr>
<tr>
<td>10. Partnership or multi-member LLC</td>
<td>The partnership</td>
</tr>
<tr>
<td>11. A broker or registered nominee</td>
<td>The broker or nominee</td>
</tr>
<tr>
<td>12. Account with the Department of Agriculture in the name of a public entity (such as a state or local government, school district, or prison) that receives agricultural program payments</td>
<td>The public entity</td>
</tr>
</tbody>
</table>

¹ List first and circle the name of the person whose number you furnish. If only one person on a joint account has an SSN, that person's number must be furnished.
² Circle the minor's name and furnish the minor's SSN.
³ You must show your individual name and you may also enter your business or "DBA" name on the second name line. You may use either your SSN or EIN (if you have one). If you are a sole proprietor, IRS encourages you to use your SSN.
⁴ List first and circle the name of the legal trust estate, or pension trust. (Do not furnish the TIN of the personal representative or trustee unless the legal entity itself is not designated in the account title.)

Note. If no name is circled when more than one name is listed, the number will be considered to be that of the first name listed.

Privacy Act Notice

Section 6109 of the Internal Revenue Code requires you to provide your correct TIN to persons who must file information returns with the IRS to report interest, dividends, and certain other income paid to you, mortgage interest you paid, the acquisition or abandonment of secured property, cancellation of debt, or contributions made to an IRA, Archer MSA or HSA. The IRS uses the numbers for identification purposes and to help verify the accuracy of your tax return. The IRS may also provide this information to the Department of Justice for civil and criminal litigation, and to cities, states, and the District of Columbia to carry out their tax laws. We may also disclose this information to other countries under a tax treaty, to federal and state agencies to enforce federal nontax criminal laws, or to federal law enforcement and intelligence agencies to combat terrorism.

You must provide your TIN whether or not you are required to file a tax return. Payers must generally withhold 28% of taxable interest, dividend, and certain other payments to a payee who does not give a TIN to a payer. Certain penalties may also apply.
DISADVANTAGED BUSINESS CERTIFICATION

Federal guidance for utilization of disadvantaged business enterprises allows a vendor to be deemed a small business enterprise (SBE), minority business enterprise (MBE) or women business enterprise (WBE) if it meets the criteria below.

- is certified by the Small Business Administration or
- is certified by a state or federal agency or
- is an independent MBE(s) or WBE(s) business concern which is at least 51 percent owned and controlled by minority group member(s) who are citizens of the United States.

Following state guidance, a vendor may be deemed a disabled veteran business enterprise (DVBE) if it meets the following:

- is an independent business concern which is at least 51 percent owned and controlled by disabled veteran(s), and the home office is located in the U.S.

Statements of certification:

As a prime contractor to the SCAQMD, (name of business) will engage in good faith efforts to achieve the fair share in accordance with 40 CFR Section 31.36(e), and will follow the six affirmative steps listed below for contracts or purchase orders funded in whole or in part by federal grants and contracts.

1. Place qualified SBEs, MBEs, and WBEs on solicitation lists.
2. Assure that SBEs, MBEs, and WBEs are solicited whenever possible.
3. When economically feasible, divide total requirements into small tasks or quantities to permit greater participation by SBEs, MBEs, and WBEs.
4. Establish delivery schedules, if possible, to encourage participation by SBEs, MBEs, and WBEs.
5. Use services of Small Business Administration, Minority Business Development Agency of the Department of Commerce, and/or any agency authorized as a clearinghouse for SBEs, MBEs, and WBEs.
6. If subcontracts are to be let, take the above affirmative steps.

Self-Certification Verification:

Check all that apply:

- Small business enterprise
- Local business
- Minority-owned business enterprise
- Women-owned business enterprise
- Disabled veteran-owned business enterprise

Percent of ownership: ________%

Name of Qualifying Owner(s): ______________________________________ __________________________

I, the undersigned, hereby declare that to the best of my knowledge the above information is accurate. Upon penalty of perjury, I certify information submitted is factual.

__________________________________________  ______________
NAME TITLE

__________________________________________  ______________
TELEPHONE NUMBER  DATE
Definitions

**Disabled Veteran-Owned Business Enterprise** means a business that meets all of the following criteria:
- is a sole proprietorship or partnership of which is at least 51 percent owned by one or more disabled veterans, or in the case of any business whose stock is publicly held, at least 51 percent of the stock is owned by one or more disabled veterans; a subsidiary which is wholly owned by a parent corporation but only if at least 51 percent of the voting stock of the parent corporation is owned by one or more disabled veterans; or a joint venture in which at least 51 percent of the joint venture’s management and control and earnings are held by one or more disabled veterans.
- the management and control of the daily business operations are by one or more disabled veterans. The disabled veterans who exercise management and control are not required to be the same disabled veterans as the owners of the business.
- is a sole proprietorship, corporation, partnership, or joint venture with its primary headquarters office located in the United States and which is not a branch or subsidiary of a foreign corporation, firm, or other foreign-based business.

**Joint Venture** means that one party to the joint venture is a MBE/WBE/DVBE and owns at least 51 percent of the joint venture. In the case of a joint venture formed for a single project this means that MBE/WBE/DVBE will receive at least 51 percent of the project dollars.

**Local Business** means a business that meets all of the following criteria:
- has an ongoing business within the boundary of the SCAQMD at the time of bid proposal.
- performs 90 percent of the work within SCAQMD’s jurisdiction.

**Minority-Owned Business Enterprise** means a business that meets all of the following criteria:
- is at least 51 percent owned by one or more minority persons or in the case of any business whose stock is publicly held, at least 51 percent of the stock is owned by one or more minority persons.
- is a business whose management and daily business operations are controlled or owned by one or more minority person.
- is a business which is a sole proprietorship, corporation, partnership, joint venture, an association, or a cooperative with its primary headquarters office located in the United States, which is not a branch or subsidiary of a foreign corporation, foreign firm, or other foreign business.

“Minority” person means a Black American, Hispanic American, Native American (including American Indian, Eskimo, Aleut, and Native Hawaiian), Asian-Indian American (including a person whose origins are from India, Pakistan, or Bangladesh), Asian-Pacific American (including a person whose origins are from Japan, China, the Philippines, Vietnam, Korea, Samoa, Guam, the United States Trust Territories of the Pacific, Northern Marianas, Laos, Cambodia, or Taiwan).

**Small Business Enterprise** means a business that meets all of the following criteria:
- is any business enterprise including its affiliates located inside the United States that is organized for profit, pays U.S. taxes, and/or uses American products, materials, and/or labor, etc.
- is independently owned and operated
- is not dominant in the field of operation
- is qualified as a small business under the criteria and size standards set forth in 13 CFR 121

**Women-Owned Business Enterprise** means a business that meets all of the following criteria:
- is at least 51 percent owned by one or more women or in the case of any business whose stock is publicly held, at least 51 percent of the stock is owned by one or more women.
- is a business whose management and daily business operations are controlled or owned by one or more women.

is a business which is a sole proprietorship, corporation, partnership, or a joint venture, with its primary headquarters office located in the United States, which is not a branch or subsidiary of a foreign corporation, foreign firm, or other foreign business.
CAMPAIGN CONTRIBUTIONS DISCLOSURE

California law prohibits a party, or an agent, from making campaign contributions to AQMD Governing Board Members or members/alternates of the Mobile Source Air Pollution Reduction Review Committee (MSRC) of $250 or more while their contract or permit is pending before the AQMD; and further prohibits a campaign contribution from being made for three (3) months following the date of the final decision by the Governing Board or the MSRC on a donor’s contract or permit. Gov’t Code §84308(d). For purposes of reaching the $250 limit, the campaign contributions of the bidder or contractor plus contributions by its parents, affiliates, and related companies of the contractor or bidder are added together. 2 C.C.R. §18438.5.

In addition, Board Members or members/alternates of the MSRC must abstain from voting on a contract or permit if they have received a campaign contribution from a party or participant to the proceeding, or agent, totaling $250 or more, in the 12-month period prior to the consideration of the item by the Governing Board or the MSRC. Gov’t Code §84308(c). When abstaining, the Board Member or member/alternate of the MSRC must announce the source of the campaign contribution on the record. Id. The requirement to abstain is triggered by campaign contributions of $250 or more in total contributions of the bidder or contractor, plus any of its parent, subsidiary, or affiliated companies. 2 C.C.R. §18438.5.

In accordance with California law, bidders and contracting parties are required to disclose, at the time the application is filed, information relating to any campaign contributions made to Board Members or members/alternates of the MSRC, including: the name of the party making the contribution (which includes any parent, subsidiary or otherwise related business entity, as defined below), the amount of the contribution, and the date the contribution was made. 2 C.C.R. §18438.8(b).

The list of current AQMD Governing Board Members can be found at the AQMD website (www.aqmd.gov). The list of current MSRC members/alternates can be found at the MSRC website (http://www.cleantransportationfunding.org).

SECTION I. Please complete Section I.

Contractor:  
RFP #: P2012-20

List any parent, subsidiaries, or otherwise affiliated business entities of Contractor:  
(See definition below).

SECTION II.

Has Contractor and/or any parent, subsidiary, or affiliated company, or agent thereof, made a campaign contribution(s) totaling $250 or more in the aggregate to a current member of the South Coast Air Quality Management Governing Board or member/alternate of the MSRC in the 12 months preceding the date of execution of this disclosure?
If YES, complete Section II below and then sign and date the form. If NO, sign and date below. Include this form with your submittal.

Name of Contributor ________________________________

<table>
<thead>
<tr>
<th>Governing Board Member or MSRC Member/Alternate</th>
<th>Amount of Contribution</th>
<th>Date of Contribution</th>
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</tr>
</thead>
</table>

I declare the foregoing disclosures to be true and correct.

By: ________________________________

Title: ________________________________

Date: ________________________________
DEFINITIONS

Parent, Subsidiary, or Otherwise Related Business Entity.

(1) Parent subsidiary. A parent subsidiary relationship exists when one corporation directly or indirectly owns shares possessing more than 50 percent of the voting power of another corporation.

(2) Otherwise related business entity. Business entities, including corporations, partnerships, joint ventures and any other organizations and enterprises operated for profit, which do not have a parent subsidiary relationship are otherwise related if any one of the following three tests is met:

   (A) One business entity has a controlling ownership interest in the other business entity.
   (B) There is shared management and control between the entities. In determining whether there is shared management and control, consideration should be given to the following factors:
       (i) The same person or substantially the same person owns and manages the two entities;
       (ii) There are common or commingled funds or assets;
       (iii) The business entities share the use of the same offices or employees, or otherwise share activities, resources or personnel on a regular basis;
       (iv) There is otherwise a regular and close working relationship between the entities; or
   (C) A controlling owner (50% or greater interest as a shareholder or as a general partner) in one entity also is a controlling owner in the other entity.

Funding for New or Expanded Transit-Oriented

BIKESHARE PROGRAMS

in the South Coast Air Quality Management District

“Air Quality Improvements through First & Last Mile Transit Connectivity”

Request for Proposals

P2012-21

April 6, 2012
SECTION 1 - INTRODUCTION

Bikesharing, or the short-term rental of bicycles on a one-way or round-trip basis, is by no means a new concept. Several bicycle rental facilities have established themselves as viable business enterprises within the greater Southern California area, and bikeshare programs continue to be implemented on an ever-broadening scale in metropolitan areas throughout the country. Cities as large as New York and Chicago, and as small as Hailey, Idaho (population 7,960) are pursuing bikeshare programs as a means to augment their transportation infrastructure, while addressing congestion, air pollution, and climate change issues.

Advancements in communications technology, especially Wi-Fi and smartphones, are having a dramatic impact on how bikeshare facilities operate. The ability to reserve, gain access to, and pay for a short-term bicycle rental using an internet-based electronic transaction is increasingly becoming the industry standard, and in some areas can be accomplished using one’s cell phone. Convenience, coupled with a relatively low rental cost, will likely fuel the demand for increased bikeshare availability, especially in urban areas.

The MSRC seeks to facilitate and promote the implementation, demonstration, or expansion of shared bicycle facilities as a strategy to reduce motor vehicle-generated air pollution. The intent is to promote the use of bicycles as the transportation linkage between the commuter’s home or workplace and public transit stations – the bicycle providing the essential “first and last mile” of connectivity that allows the commuter to use public transportation for their commute.

The availability of shared bicycles also affords the commuter, as well as other uses, a convenient transportation option for performing short trips during the workday. To maximize the reduction in automobile trips, it is a goal of the MSRC that bikeshare projects implemented under this Request for Proposals (RFP) allow short-term bicycle rental on a 24-hour per day, seven-day per week basis.

Because bikeshare infrastructure is typically comprised of multiple bicycle “docking stations” located throughout a defined area, the MSRC believes the identification, permitting, and construction of permanent or semi-permanent infrastructure will require participation by that local jurisdiction. A commercial vendor will likely provide the bikeshare infrastructure itself. Finally, because of the “transit-oriented” nature of this program, the transit center owner or transit agency is also an essential project participant. Thus, the MSRC envisions that projects implemented under this RFP will be public/private partnerships, with each entity having well defined roles and responsibilities.

Given the essential role local jurisdictions and public agencies play in implementing new or expanded transit-oriented infrastructure, the MSRC requires that all proposals submitted in response to this RFP be submitted by a public agency on behalf of their project team members, and that the public agency act as Contractor in the event MSRC Clean Transportation Funding™ is awarded.

SECTION 2 – PROGRAM REQUIREMENTS, CONDITIONS & RESTRICTIONS

The following sections define proposer eligibility requirements, transit-oriented design requirements, and level of project readiness deemed necessary to submit a proposal under this RFP.
1. **Available Funding** - The amount of FY 2011-'12 MSRC Clean Transportation Funding™ allocated for Bikeshare Programs is $1.0M. It is anticipated that two or more projects will be funded under this RFP.

This funding level is a targeted amount – should meritorious projects be received totaling greater than $1.0M, the MSRC reserves the right to increase the amount of total funding available. Also, should the MSRC receive proposals with total requests less than the amount allocated, or if proposals are deemed non-meritorious, the MSRC reserves the right to reduce the total funding available and reallocate funds to other Work Program categories. The MSRC also reserves the right to not fund any of the proposals received, irrespective of the merits of the proposals submitted.

Please note that the source of MSRC Clean Transportation Funding™ for projects submitted in response to this solicitation is motor vehicle registration fees collected by the California Department of Motor Vehicles (DMV) in accordance with the California Health and Safety Code. Thus, the availability of MSRC Clean Transportation Funding™ is contingent upon the timely receipt of funds from the DMV. Neither the MSRC nor South Coast AQMD can guarantee the collection or remittance of registration fees by the DMV.

2. **Eligible Proposers** - The MSRC requires that all proposals submitted in response to this RFP be submitted by a Public Agency on behalf of their project team members, and that the public agency act as Contractor in the event MSRC Clean Transportation Funding™ is awarded. For the purpose of this RFP, “Public Agencies” include governments, cities, municipalities, councils of government, or governing bodies. It also includes Transit Authorities, Special-Purpose Districts, Port Districts, Economic Development Agencies, or Joint Powers Authorities. Please note that the MSRC encourages the participation of private business enterprises and the formation of public/private partnerships under this RFP.

3. **“Transit-Oriented” Bikeshare Project Design** – The primary purpose of this MSRC funding opportunity is to promote the use of bicycles as the transportation linkage between commuters’ home or workplace and public transit stations. In keeping with this “transit connectivity” focus, new or expanded bikeshare facilities proposed under this solicitation must include bicycle docking stations located at, or immediately adjacent to, a transit center served by bus, rail, or a combination thereof.

4. **Maximum MSRC Funding Limits** – The maximum total funding award to any single proposal under this solicitation shall not exceed 50% of the total Available Funding. The total available funding currently allocated by the MSRC for this Program is $1.0M. Thus, the maximum total funding award for any single bikeshare project is currently set at $500,000. This maximum funding restriction can be waived by the MSRC in the event the MSRC does not receive meritorious Proposals from other bidders that meet or exceed 50% of the total available funds, or if the MSRC allocates additional funds to the Program. The MSRC reserves the right to determine which projects, if any, are deemed meritorious and warrant a Clean Transportation Funding™ award.
5. **Bikeshare Program Advertising, Outreach, and Promotion** – All bikeshare projects that receive an MSRC Clean Transportation Funding™ award must include advertising and promotion of the availability of the service as a project element. **This is a mandatory component of any MSRC-funded Bikeshare project.** Advertising and promotion may include, but is not limited to:

- Radio, television, newspaper, or specialty publication advertisements;
- Print materials;
- Materials developed for incorporation into a website, social media, etc.;
- Transportation program kickoff events, ribbon cuttings, or news conferences, etc.

6. **Program Co-Funding Requirements** – Proposals submitted in response to this RFP are required to offer match funding (co-funding) in an amount equal to or greater than the MSRC funding award amount. Co-funding may include both cash contributions as well as approved in-kind services.

7. **Minimum Bikeshare Project Duration** - Recipients of MSRC Clean Transportation Funding™ must guarantee that bikeshare projects implemented under this Program will remain operational and in the approved location for a period of no less than two (2) years from the date the project is fully implemented. For the purpose of bikeshare projects, “fully implemented” is defined as the date the new or expanded bikeshare project begins bicycle rental operations.

8. **MSRC Funds Remitted on a Reimbursement Basis** - MSRC funds will be distributed on a reimbursement basis only upon completion of approved project milestones and submission of all required reports and invoices.

9. **Ownership** – Title and full ownership rights to any products purchased or developed under a contract resulting from this RFP shall at all times remain with the contractor. The contractor shall also retain title and full ownership rights to any documents or reports developed under any contract resulting from this solicitation, subject to the following conditions:

   A. **PATENT RIGHTS** – The contract shall have patent rights, as well as title and full ownership rights, for invention(s) developed under a contract resulting from this RFP, subject to MSRC/AQMD retaining a no-cost, nonexclusive, nontransferable, irrevocable license to use or test such invention(s) for AQMD purposes.

   B. **RIGHTS OF TECHNICAL DATA** – The MSRC/AQMD shall have the right to use technical data resulting from performance under a contract resulting from this RFP. The contractor shall have the right to use data for its own benefit.

   C. **COPYRIGHT** – For a contract that results from this RFP, the contractor agrees to grant the MSRC/AQMD a royalty free, nonexclusive license to produce, translate, publish, use, and dispose of all copyrightable material first produced or composed in the performance of the contract.
D. SOFTWARE RIGHTS – The contractor agrees to grant MSRC/AQMD a royalty free, nonexclusive license to use any software developed by the contractor under a contract resulting from this RFP. CONTRACTOR further agrees to obtain the rights required from any third party for AQMD to have a worldwide, royalty free, nonexclusive, irrevocable license in perpetuity to use any other software essential to performance of CONTRACTOR’S obligations under this Contract or necessary to the operation of the software developed by CONTRACTOR. CONTRACTOR shall provide AQMD with documentation confirming CONTRACTOR’S right to assign the use of such software. CONTRACTOR shall also provide AQMD with all documentation and manuals required to operate the software developed by it or third parties.

10. Additional Conditions on MSRC Funding

- Conflict of Interest – Proposers must identify possible conflicts of interest, in their own right or those of their project partners, with other clients affected by actions performed by the firm on behalf of the MSRC. Although the bidder will not be automatically disqualified by reason of work performed for such firms, the MSRC reserves the right to consider the nature and extent of such work in evaluating the proposal.

- Finally, in accordance with state law, all projects awarded MSRC Clean Transportation Funding™ are subject to audit. It is highly recommended that bidders employ government accepted accounting practices when administering their MSRC co-funded project.

SECTION 3 – BIKESHARE PROJECT DESIGN

In preparing a Bikeshare Project proposal in response to this RFP, proposers must include a detailed description of the project’s design attributes and planning status. The following topics should be discussed to the extent feasible – please note that this is not an exhaustive list of project information to be included in the proposal, and that proposers should provide additional pertinent information for their proposed project. All information relative to Bikeshare Project Design should be submitted under proposal Attachment B – Project Description. This is discussed further in Sections 5 (Proposal Preparation) and Section 8 (Proposal Attachments) of this RFP.

1. Qualifications & Experience of the Project Team – Discuss the qualifications and related past experience of the project team members in implementing bicycle sharing, bicycle infrastructure, or similar projects. Proposers should include concise summaries of team member qualifications and relevant experience in their proposal response.

2. Bikeshare Project Scope – Discuss the status of determining the project location and the siting of bikeshare infrastructure. This may include, but is not limited to:

   - Preliminary bicycle docking station siting locations;
• Number of bicycles and bicycle docks;
• Status of obtaining necessary right of way, easements and permits;
• Status of obtaining siting commitments from private property owners, etc.

3. **Connectivity with Existing & Planned Public Transportation Stations & Transit Centers** – Discuss the proposed bikeshare project’s connectivity with regional or municipal bus service, MetroLink, light rail, transit centers, park and ride lots, etc.

4. **Bikeshare Project Infrastructure** – Discuss the status and plans for selecting and acquiring bikeshare infrastructure, including but not limited to bicycles, bicycle docks, computer systems, and other essential hardware and software. Provide specifications for selected infrastructure hardware if known. Identify hardware and software vendors if selected.

5. **Technology** – Discuss the bikeshare hardware and software technologies selected or planned, including but not limited to the service, vendor(s), central computer system, computer system interfaces, databases, and planned websites.

6. **Bikeshare Operations** – Provide a description of the overall system operations strategy, including but not limited to roles and responsibilities of the project partners, rental transaction strategies, and the status of or plans for a rental transaction website. Discuss related bikeshare operations elements to the extent known, such as system maintenance plans, bicycle fleet redistribution, etc.

7. **Project Promotion, Advertising, & Sponsorship** – Discuss the plan for conducting bikeshare program outreach, promotion, and advertising. Discuss the ability to and plans for obtaining sponsorships to support ongoing operations.

8. **Performance Tracking & Metrics** - The MSRC will require selected bikeshare projects to provide quarterly reports on specific metrics that will be collected by the system’s software and by periodic surveys of customers. Discuss plans for collecting and disseminating bikeshare system performance data. Examples of desirable metrics include, but are not limited to:

   **Example Tracking Measures: Tracked by System**

   - Bike rentals (month/quarter/annual)
     - By members (month/quarter/annual)
     - By walk-up renters (month/quarter/annual)
   - Bicycle miles traveled (month/quarter/annual)

   **Example Annual Evaluation Measures: Survey of Customers**

   - Annual subscriptions
   - Trip purpose
   - Mode shift from single-occupant vehicle (SOV)
- SOV Trips Reduced
- Vehicle Miles Traveled (VMT) reduced
- Emissions reduced (criteria air pollutant & greenhouse gases)
  - Customer satisfaction ratings
  - Job creation

SECTION 4 – RFP TIMETABLE

The MSRC understands that developing a bikeshare project is a complex undertaking. To that end, the MSRC has established a three-month window to prepare proposals for funding consideration. The window is anticipated to open with the approval of this RFP on April 6, 2012. Proposals are due on or before 5:00 pm on Tuesday, July 10, 2012. Please note that late proposals cannot and will not be evaluated and will not be eligible for MSRC funding!

<table>
<thead>
<tr>
<th>Program Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>RFP Release</td>
<td>April 6, 2012</td>
</tr>
<tr>
<td>Bidders’ Conference</td>
<td>April 26, 2012</td>
</tr>
<tr>
<td><strong>Deadline for Proposal Submittal</strong></td>
<td>July 10, 2012 @ 5:00 p.m.</td>
</tr>
<tr>
<td>MSRC Proposal Selection &amp; Funding Recommendations</td>
<td>August 16, 2012</td>
</tr>
<tr>
<td>Approval of Funding Awards by AQMD Board</td>
<td>September 7, 2012</td>
</tr>
</tbody>
</table>

BIDDERS’ CONFERENCE

A bidders’ conference for the Bikeshare Program will be held on April 26, 2012. Please note that attendance at the bidders’ conference is voluntary. The purpose of the conference is to provide new or updated Program information, provide clarification regarding this Request for Proposals, and answer general questions regarding proposal preparation. In addition, the conference will provide a forum to address individual proposal preparation issues and provide one-on-one guidance to potential bidders. The location and time for the bidders’ conference is as follows:

- **Date:** April 26, 2012
- **Time:** 10:00 a.m. – 11:00 a.m.
- **Location:** South Coast AQMD Headquarters
  - Conference Room CC6
- **Address:** 21865 Copley Drive
  - Diamond Bar, California 91765
In addition, MSRC staff members are available to answer questions and provide assistance as appropriate during the proposal preparation period. A list of MSRC Staff contacts is included in Section 6 of this RFP.

SECTION 5 - PROPOSAL PREPARATION & SUBMITTAL INSTRUCTIONS

A detailed Bikeshare Project Proposal must be completed and submitted for funding consideration under this Program. Proposals must be prepared and submitted in accordance with the instructions outlined below.

1. Proposal Preparation – Proposals must include the following completed Attachments, including all required supporting documentation as requested. Proposal Attachment guidelines and Instructions are included in Section 8 of this RFP:
   - Attachment A: Proposer and Project Participant Information
   - Attachment B: Project Description
   - Attachment C: Preliminary Statement of Work
   - Attachment D: Project Cost Breakdown
   - Attachment E: Project Schedule

2. Proposal Submittal Instructions - Proposers must submit one (1) original Proposal and three (3) copies (total of four) in a sealed envelope, marked in the upper left-hand corner with the name and address of the Proposer and the words “P2012-21, Bikeshare Program”. When possible, any plans, diagrams, etc. should be affixed to standard size paper to facilitate reproduction. The last date and time to submit is July 10, 2012 at 5:00 p.m. All Proposals should be directed to:
   
   Procurement Unit
   South Coast Air Quality Management District
   21865 Copley Drive
   Diamond Bar, CA 91765

   In addition to the paper Proposal, Proposers must also submit an electronic copy of their Proposal in either PDF format or Microsoft Word. This may be provided via e-mail or CD-ROM at the convenience of the Proposer. Over-sized attachments, such as site drawings, etc. are not required to be included in the electronic copy if inclusion would be problematic. E-mailed electronic Proposal copies should be sent to matt@cleantransportationfunding.org; CD-ROM disks should be sent in care of the Procurement Unit at the street address listed above.

   Please note that the Proposal is only deemed “received” when the four (4) complete paper copies are submitted in accordance with the above instructions - submittal of an electronic Proposal only does
not constitute receipt by the AQMD. In addition, please note that faxed Proposals will not be accepted.

3. **Addenda** – The Mobile Source Air Pollution Reduction Review Committee may modify the RFP and/or issue supplementary information or guidelines relating to the RFP during the Proposal preparation and acceptance period of April 6 to July 10, 2012. Amendments will be posted on the MSRC website at [www.cleantransportationfunding.org](http://www.cleantransportationfunding.org).

4. **Proposal Modifications** - Once submitted, Proposals cannot be altered without the prior written consent of the Mobile Source Air Pollution Reduction Review Committee.

5. **Certificates of Insurance** - Upon notification of an MSRC funding award, a certificate(s) of insurance naming the South Coast Air Quality Management District (SCAQMD) as an additional insured will be required within forty-five (45) days. Entities that are self-insured will be required to provide proof of self-insurance prior to contract execution.

**SECTION 6 - IF YOU NEED HELP...**

This RFP can be obtained by accessing the MSRC web site at [www.cleantransportationfunding.org](http://www.cleantransportationfunding.org). MSRC staff members are available to answer questions during the proposal preparation period. In order to help expedite assistance, please direct your inquiries to the applicable staff person, as follows:

- **For General or Technical Assistance**, please contact:
  
  Ray Gorski  
  MSRC Technical Advisor  
  Phone: 909-396-2479  
  E-mail: [Ray@cleantransportationfunding.org](mailto:Ray@cleantransportationfunding.org)

- **For Administrative Assistance**, please contact:
  
  Cynthia Ravenstein  
  MSRC Program Administrator  
  Phone: 909-396-3269  
  E-mail: [Cynthia@cleantransportationfunding.org](mailto:Cynthia@cleantransportationfunding.org)

- **For Contractual Assistance**, please contact:
  
  Dean Hughbanks  
  AQMD Procurement Manager  
  Phone: 909-396-2808  
  E-mail: [dhughbanks@aqmd.gov](mailto:dhughbanks@aqmd.gov)
SECTION 7- PROPOSAL EVALUATION AND SCORING PROCESS

MSRC staff members will screen all proposals received prior to the July 10, 2012 deadline to determine compliance with mandatory RFP requirements. Proposals deemed compliant will be forwarded to an Evaluation Subcommittee comprised of members of the MSRC Technical Advisory Committee (MSRC-TAC). Proposals will be evaluated using the criteria listed below. Proposals will be scored against these criteria and in accordance with the maximum funding limitation stipulated in Section 1.4 of this RFP.

Evaluation Criteria – Factors to be used when assessing the merits of a proposed bikeshare project are outlined below. Each project will be assessed against the evaluation criteria and assigned a point score.

1. **BIKESHARE PROJECT SCOPE** (40 point maximum) – The bikeshare project scope and readiness will be evaluated relative to the following factors:
   
   1. Project Location and Siting Plans, including but not limited to:
      
      a. Status of bike docking station location selection;
      b. Acquisition of docking station right of way and easements;
      c. Commitments from private property owners, and;
      d. Overall project readiness.
   
   2. Bikeshare Infrastructure Implementation Plans, including but not limited to:
      
      a. Identification of, or selection process for, infrastructure vendors, including hardware specifications for bicycles and docking stations,
   
   3. Bikeshare Technology Plans, including but not limited to:
      
      a. Identification of bikeshare system central computer system or service vendor;
      b. System interface design;
      c. Bikeshare database plans;
      d. Bike rental transaction website plans.
   
   4. Bikeshare Operations Plans, including but not limited to:
      
      a. Bikeshare operations roles and responsibilities;
      b. Bikeshare system maintenance plans;
      c. Bike fleet redistribution plans;
      d. Proposed rental transaction strategy(s), rental transaction website plans, etc.
   
   5. Connectivity with Existing & Planned Public Transportation Stations & Transit Centers: The ability to integrate the proposed bikeshare program with other existing or planned public transportation services will be evaluated. Connectivity with regional or municipal bus service, MetroLink, light rail, transit centers, park and ride lots, etc. will be evaluated.
2. **PROPOSER/TEAM QUALIFICATIONS** (15 point maximum) – The qualifications and past experience of the project team members in implementing bicycle sharing, bicycle infrastructure, or related projects will be evaluated. Proposers should include concise summaries of team member qualifications and relevant experience.

3. **PROMOTIONAL, ADVERTISING, & SPONSORSHIP PLANS** (15 point maximum) – The proposers plan for conducting bikeshare program outreach, promotion, advertising, and obtaining sponsorships to support ongoing operations will be evaluated.

4. **PERFORMANCE TRACKING & METRICS** (15 point maximum) - The proposers plan for tracking, documenting, and disseminating bikeshare project performance during project implementation will be evaluated. This includes an evaluation of the specific metrics proposed for performance tracking as well as the frequency of data collection and reporting.

5. **PROPOSED LEVEL OF PROJECT CO-FUNDING/INVESTMENT** (15 point maximum) - The amount of cash and in-kind co-funding or outside investment, as well as the proposed use of co-funding, will be evaluated as a percentage of total project cost. Proposers must provide substantiating documentation to support all co-funding/investment commitments and representations.

Proposals will be ranked from highest to lowest score and recommended for funding based upon relative rank. Proposals will be considered for funding in rank order; however, the MSRC retains full discretion and authority as it pertains to a potential award of **Clean Transportation Funding™**. Please note that this is a competitive procurement and that funding is limited; it is anticipated that not all projects submitted in response to this RFP will receive an MSRC award.

Also, all proposers will be required to complete a Campaign Contributions Disclosure Form prior to having their proposal reviewed by the MSRC. MSRC staff will provide this document at the appropriate time. In addition, the South Coast AQMD Governing Board must approve all proposals selected for funding by the MSRC. The contract negotiation and formation process will commence once all required approvals have been obtained.
## SECTION 8 - PROPOSAL ATTACHMENTS

### ATTACHMENT A: PROPOSAL CONTACT INFORMATION

A. Please provide the following Proposer information in the space provided (This is information about the entity submitting the proposal):

<table>
<thead>
<tr>
<th>Agency Name</th>
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<table>
<thead>
<tr>
<th>Address</th>
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<table>
<thead>
<tr>
<th>City</th>
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<table>
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<tr>
<th>State</th>
<th>Zip</th>
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<table>
<thead>
<tr>
<th>Phone (_____ - Ext</th>
<th>Fax (____) -</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Contact Name</th>
<th>Title</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>E-mail Address</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Payment Name if Different</th>
</tr>
</thead>
</table>

B. Funding Request Summary:

MSRC *Clean Transportation Funding™* Requested: $_______________

Total Co-Funding Applied to Project: $_______________

**Total Project Cost:** $_______________
C. Please provide the following information for other project partners or other participating organizations:

<table>
<thead>
<tr>
<th>Name</th>
<th>Website Address</th>
<th>Type of Business</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Address</th>
<th>City</th>
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</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>State</th>
<th>Zip</th>
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</thead>
<tbody>
<tr>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>Phone</th>
<th>Ext</th>
<th>Fax</th>
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<tbody>
<tr>
<td>( )</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Contact Name</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| E-mail Address | |
|----------------||
|                | |
ATTACHMENT B: PROJECT DESCRIPTION

Please provide a detailed description of the proposed Bikeshare Project. This should include to the extent feasible a concise yet thorough discussion of the elements outlined in Section 3, “Bikeshare Project Design” of this RFP. At a minimum, Attachment B should include a discussion of the following project elements:

- Qualifications & Experience of the Project Team
- Bikeshare Project Scope
- Connectivity with Existing & Planned Public Transportation Stations & Transit Centers
- Bikeshare Project Infrastructure
- Technology
- Bikeshare Operations
- Project Promotion, Advertising, & Sponsorship
- Performance Tracking & Metrics

ATTACHMENT C: PRELIMINARY STATEMENT OF WORK

Proposers should provide a preliminary Statement of Work for the proposed bikeshare project. The statement of work should include a concise listing of the specific project tasks that will be undertaken in performance of an MSRC-funded project. Identify key project milestones within a statement of work task as applicable. The preliminary statement of work will form the basis for contract formation in the event the project is awarded MSRC Clean Transportation Funding™.

ATTACHMENT D: COST BREAKDOWN:

Please provide the following cost breakdowns for the proposed project. Eligible uses of MSRC funds include, but are not necessarily limited to, purchase or lease of capital equipment and infrastructure, related technology development, and labor costs associated with initial operations, project promotion, and monitoring, documentation, and reporting. Please note that MSRC funds are not eligible for ongoing operations beyond the initial startup and project demonstration phase. The MSRC reserves the right to exclude cost elements deemed unallowable, as well as award funding in an amount less than the requested amount.

Note that co-funding contributions must equal or exceed the amount of MSRC Clean Transportation Funding™ requested for a bikeshare project.
a) Provide a cost breakdown for project costs by Project Statement of Work Task:

Example Format: Project Costs by Statement of Work Task

<table>
<thead>
<tr>
<th>TASK</th>
<th>MSRC FUNDING</th>
<th>CO-FUNDING</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Task 1:</td>
<td>$</td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>Task 2:</td>
<td>$</td>
<td>$</td>
<td>$</td>
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<td>Task 3:</td>
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<td>Task 5:</td>
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<td>$</td>
</tr>
<tr>
<td>Task 6:</td>
<td>$</td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>Total Costs by Project Tasks</td>
<td>$</td>
<td>$</td>
<td>$</td>
</tr>
</tbody>
</table>

b) Provide a cost breakdown as a function of Cost Category:

Example Format: Cost as a Function of Major Project Category

<table>
<thead>
<tr>
<th>PROJECT CATEGORY</th>
<th>MSRC FUNDING</th>
<th>CO-FUNDING</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>CAPITAL PURCHASE/LEASE COSTS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bicycles</td>
<td>$</td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>Docking Stations</td>
<td>$</td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>Marketing &amp; Promotion Materials</td>
<td>$</td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>LABOR COSTS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Performance Tracking Analysis</td>
<td>$</td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>Total Costs by Project Category</td>
<td>$</td>
<td>$</td>
<td>$</td>
</tr>
</tbody>
</table>

Please note that the above Example Formats are provided as general guidance only. Proposers may deviate from the example formats in keeping with agency standard accounting practices.

c) Provide a summary of proposed labor costs by labor category and fully burdened labor rate. (Example: Senior Project Manager: 100 hours; $120.00 per hour; total $12,000)
d) Please discuss the long-term funding strategy for the proposed bikeshare project. Include a concise yet thorough discussion of the business case that ensures the bikeshare project will continue to operate beyond the MSRC funding period. Include a discussion of revenue generation strategies, including bike rental fees, subscription fees, sponsorship opportunities, etc.

ATTACHMENT E: PROJECT SCHEDULE

Please provide a Project Schedule for your proposed Bikeshare Project. This should include, at a minimum: a) the anticipated duration of tasks identified in the project Statement of Work; b) identification of key project milestones (e.g., bikeshare project launch, etc.). The example format shown below is for general guidance only – a proposer may provide a schedule format consistent with the proposer’s standard agency practice.

<table>
<thead>
<tr>
<th>PROJECT MILESTONE</th>
<th>START DATE</th>
<th>COMPLETION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Task 1: Authority to Proceed (ATP)</td>
<td>ATP + 3 months</td>
<td></td>
</tr>
<tr>
<td>Task 2: ATP + 2 months</td>
<td>ATP + 4 months</td>
<td></td>
</tr>
<tr>
<td>Task 3: ATP + 3 months</td>
<td>ATP + 5 months</td>
<td></td>
</tr>
<tr>
<td>Task 4: ATP + 5 months</td>
<td>ATP + 9 months</td>
<td></td>
</tr>
<tr>
<td>Task 5: ATP</td>
<td>ATP + 11 months</td>
<td></td>
</tr>
<tr>
<td>Task 6: ATP + 12 months</td>
<td>ATP + 13 months</td>
<td></td>
</tr>
</tbody>
</table>