

Washington Park Transportation Management Association
Request for Proposal (RFP # 016)

WASHINGTON PARK SHUTTLE SERVICE

PROPOSALS DUE: February 16, 2015 by 5:00 pm

SUBMIT TO: Heather McCarey

Washington Park Transportation Management Association
4033 SW Canyon Road
Portland, OR 97221

REFER QUESTIONS TO: heather@washingtonparkpdx.org

REGISTER: To receive addendums to the RFP, register at <http://washingtonparkpdx.org/rfp/>

PART I SOLICITATION REQUIREMENTS

Section A	The Proposal	p. 4
	<ol style="list-style-type: none">1. Overview2. Invitation3. Cost to Proposal4. Addenda to plans or specifications5. Modification of Proposal6. Withdrawal of Proposal7. Late Proposal8. Execution9. Examination of Plans, Specifications and Site of Work10. Compliance11. Equal Employment Non-discrimination12. Permits and Licenses13. Conflicts of Interest	

Section B	General Conditions	p. 6
	<ol style="list-style-type: none">1. Notice of Award2. Contract3. Insurance4. Notice of Assignment5. Failure to Perform6. Patents7. Invoices8. Law of State of Oregon9. Subcontractors and Suppliers10. Payment Terms	

PART II SCOPE OF WORK

Section A	Overview	p. 10
	<ol style="list-style-type: none">1. Introduction2. Background	
Section B	Scope	p. 11
	<ol style="list-style-type: none">1. Scope of Work2. Budget Guideline3. Qualifications and Experience4. Timeline for Selection	
Section C	Work Requirements	p. 16
	<ol style="list-style-type: none">1. Deliverables and Schedule2. Place of Performance3. Period of Performance	

PART III PROPOSAL PREPARATION AND SUBMITTAL

Section A	Pre-submittal Meeting Clarification	p. 17
	1. Pre-submittal Meeting	
	2. RFP Clarification	

Section B	Proposal Submission	p. 17
	1. Proposals Due	
	2. Proposal	
	3. Proposal Submission	
	4. Cost of Responding	
	5. Organization of Proposal	

Section C	Proposal Content	p. 18
	1. Cover Letter	
	2. Project Team	
	3. Proposer's Capabilities and Experiences	
	4. Project Approach	
	5. Optional Tasks	
	6. Corporate Responsibility	
	7. Project Budget	
	8. References	
	9. Work Examples	

PART IV PROPOSAL EVALUATION

Section A	Proposal Review and Selection	p. 20
	1. Evaluation Criteria	
	2. Scoring Process	
	3. Clarifying Proposals During Evaluation	

Section B	Contract Award	p. 20
	1. Consultation Selections	
	2. Review	

ATTACHMENT A	Sample Routes, Maps, Schedules	p. 22
---------------------	---------------------------------------	--------------

PART I

SOLICITATION REQUIREMENTS

SECTION A

THE PROPOSAL

1. OVERVIEW

The WP TMA is requesting proposals from vendors to provide scheduled shuttle service between all major venues in the park. The purpose of this inter park shuttle is to provide guests a free transit option between each of the major venues in the park, as well as TriMet's MAX station(s). The goal of this shuttle is to decrease the number of people driving to and within the park.

2. INVITATION TO PROPOSAL

The WP TMA is requesting Proposals for inter park shuttle service for Washington Park. Proposals are due to be received (postmarks not accepted) no later than 5:00 pm on February 13, 2015. Proposals may be submitted electronically to heather@washingtonparkpdx.org or a hard copy may be sent to WP TMA, 4033 S.W. Canyon Road, Portland, OR 97221, Attention: Heather McCarey

The contract contemplated consists of a three (3) year contract with option to extend to provide bus service for the Washington Park venues. Contractor shall furnish all professional services, labor, materials, equipment, and permits necessary to render services as defined in the "Scope of Work."

The term of the contract is anticipated to be April 1, 2015 through November 1, 2018.

The WP TMA reserves the right to accept or reject any or all proposals, in whole or in part, to negotiate with any or all Proposers on modifications to proposals, to waive formalities, to postpone award, or to cancel this RFB in part or in its entirety if it is in the best interest of the WP TMA to do so.

The WP TMA and its contractors will not discriminate against any person(s), employee or applicant for employment based on race, creed, color, national origin, sex, sexual orientation, age, religion, disability, political affiliation or marital status. The WP TMA fully complies with Title VI of the Civil Rights Act of 1964 and related statutes and regulations in all programs and activities.

The WP TMA extends equal opportunity to all persons and specifically encourages minority and women-owned businesses to access and participate in this and all The WP TMA projects, programs and services.

3. COST TO PROPOSAL

This invitation to Proposal does not commit WP TMA to pay any costs incurred by any Proposer in the submission of a Proposal, or in making

necessary studies or designs for the preparation thereof, or for procuring or contracting for the items to be furnished under the invitation to Proposal.

4. ADDENDA TO PLANS OR SPECIFICATIONS

Requests for additional information or interpretation of the contract documents shall be delivered to the Project Manager, in writing, at least seven (7) business days prior to the Proposal due date and time. If, in the opinion of the Project Manager, additional information or interpretation is needed by the Proposers, an addendum will be issued to all known specification holders. The provisions of any written addenda issued by the Project Manager is at least seventy two (72) hours prior to the deadline for submittal of the Proposal.

5. MODIFICATION OF PROPOSAL

An offer to modify the Proposal which is received from the successful Proposer after award of contract which makes the terms of the Proposal more favorable or advantageous to The WP TMA will be considered, and may thereafter be accepted. To be effective, every modification must be made in writing over the signature of the Proposer.

6. WITHDRAWAL OF PROPOSALS

A Proposer may withdraw its Proposal by written or email request which is received prior to the scheduled closing time for filing Proposals.

7. LATE PROPOSAL

Proposals received after the scheduled closing time for filing Proposals may be returned to the Proposer unopened, or may be treated as timely filed, in the sole discretion of The WP TMA.

8. EXECUTION

Each Proposal shall give the Proposer's full business address and bear its legal signature.

Proposals by partnerships must list the full name of all partners and be signed by a partner or agent authorized to execute the contract on behalf of the partnership and identified by printed name and title.

Proposals by corporations must bear the legal name of the corporation, the name of the state of incorporation, and the signature of the officer or agent authorized to legally bind the corporation.

Upon request by The WP TMA, satisfactory evidence of the authority of the partner or officer shall be furnished.

If the Proposal is signed by an agent who is not an officer of the corporation or a member of the partnership, a notarized Power of Attorney must be on file with The WP TMA prior to the opening of Proposals or be submitted with the Proposal.

**9. EXAMINATION OF PLANS,
SPECIFICATIONS, AND SITE
OF WORK**

It is understood that the Proposer, before submitting a Proposal, has made a careful examination of the plans, specifications, and contract, if applicable; that it has fully informed itself as to the quality and quantity of materials and the character of the work required; and that it has made a careful examination of the location and condition of the work and the sources of supply for materials.

10. COMPLIANCE

Each Proposer shall inform itself of, and the Proposer awarded a contract shall comply with, federal, state, and local laws, statutes, and ordinances relative to the performance under the contract, including federal and/or state requirements governing contracts involving the expenditure of public funds, if applicable. This requirement includes, but is not limited to, nondiscrimination in the employment of labor, protection of public and employee safety and health, environmental protection, waste reduction and recycling, the protection of natural resources, fire protection, burning and non-burning requirements, permits, fees and similar subjects.

**11. EQUAL EMPLOYMENT,
NONDISCRIMINATION**

The WP TMA and its contractors will not discriminate against any person(s), employee or applicant for employment based on race, creed, color, national origin, sex, sexual orientation, age, religion, disability, political affiliation or marital status. The WP TMA fully complies with Title VI of the Civil Rights Act of 1964 and related statutes and regulations in all programs and activities

12. PERMITS AND LICENSES

Each Proposer shall obtain and include in his Proposal the cost for all permits and licenses which may be required to perform the contract.

13. CONFLICT OF INTEREST

A Proposer filing a Proposal thereby certifies that no member of the board of directors and no officer, agent, or employee of The WP TMA has a pecuniary interest in this Proposal; that the Proposal is made in good faith without fraud, collusion, or connection of any kind with any other Proposer for the same call for Proposals; the Proposer is competing solely in its own behalf without connection with, or obligation to, any undisclosed person or firm.

SECTION B

GENERAL CONDITIONS

1. NOTICE OF AWARD

The WP TMA expects to award the contract within 20 calendar days of the date Proposals are due to be received. Upon acceptance of the Proposal, the WP TMA will mail or deliver a written Notice of Award to the office designated in the Proposal. The WP TMA reserves the right to accept or reject any or all Proposals, in whole or in part, to negotiate

with any or all Proposers on modifications to proposals, to waive formalities, to postpone award, or to cancel this RFB in part or in its entirety if it is in the best interest of the WP TMA to do so.

The Notice of Award shall not entitle the party to whom it is delivered to any rights whatsoever.

2. CONTRACT

Within 10 business days of receipt of the contract from The WP TMA, the Successful Proposer shall sign and deliver the Contract to The WP TMA.

3. INSURANCE

The successful Proposer(s) shall obtain and maintain in full force, and at its own expense, throughout the duration of the contract and any warranty or extension periods, the required insurances identified below. The WP TMA reserves the right to require additional insurance coverage as required by statutory or legal changes to the maximum liability that may be imposed on Oregon cities during the term of the contract. Successful Proposer shall be able to provide evidence that any or all subcontractors performing work or providing goods or services under the contract have the same types and amounts of insurance coverage as required herein or that the subcontractor is included under the Successful Proposers policy.

Workers' Compensation Insurance: Successful Proposer shall comply with the workers' compensation law, ORS Chapter 656 and as it may be amended. Unless exempt under ORS Chapter 656, The Successful Proposer and any/all subcontractors shall maintain coverage for all subject workers for the entire term of the contract including any contract extensions.

Commercial General Liability Insurance: Successful Proposer shall have Commercial General Liability (CGL) insurance covering bodily injury, personal injury, property damage, including coverage for independent successful Proposer's protection (required if any work will be subcontracted), premises/operations, contractual liability, products and completed operations, in per occurrence limit of not less than \$1,000,000, and aggregate limit of not less than \$2,000,0000.

Automobile Liability Insurance: Successful Proposer shall have automobile liability insurance with coverage of not less than \$1,000,000 each accident, and an umbrella or excess liability coverage of \$2,000,000. The insurance shall include coverage for any auto or all owned, scheduled, hired and non-owned auto. This coverage may be combined with the commercial general liability insurance policy.

Professional Liability & Errors & Omissions Insurance: Successful Proposer shall have Professional Liability and/or Errors & Omissions insurance to cover damages caused by negligent acts, errors or

omissions related to the professional services, and performance of duties and responsibilities of the Successful Proposer under this contract in an amount with a combined single limit of not less than \$1,000,000 per occurrence and aggregate of \$2,000,000 for all claims per occurrence. In lieu of an occurrence based policy, Successful Proposer may have claims-made policy in an amount not less than \$1,000,000 per claim and \$2,000,000 annual aggregate, if the Successful Proposer obtains an extended reporting period or tail coverage for not less than three (3) years following the termination or expiration of the Contract.

Additional Insurance: Any insurance required by Federal Law or State Statute or City Code; such as Bailees Insurance, Maritime Coverage, or other coverage(s).

Additional Insured: The liability insurance coverage, except Professional Liability, Errors and Omissions, or Workers' Compensation, shall be without prejudice to coverage otherwise existing, and shall name the WP TMA and City of Portland Bureau of Portland Parks & Recreation as Additional Insureds, with respect to the Successful Proposer's activities to be performed, or products or services to be provided. Coverage shall be primary and non-contributory with any other insurance and self-insurance. Notwithstanding the naming of additional insureds, the insurance shall protect each additional insured in the same manner as though a separate policy had been issued to each, but nothing herein shall operate to increase the insurer's liability as set forth elsewhere in the policy beyond the amount or amounts for which the insurer would have been liable if only one person or interest had been named as insured.

Continuous Coverage; Notice of Cancellation: The Successful Proposer agrees to maintain continuous, uninterrupted coverage for the duration of the Contract. There shall be no termination, cancellation, material change, potential exhaustion of aggregate limits or non-renewal of coverage without thirty (30) days written notice from Successful Proposer to the WP TMA. If the insurance is canceled or terminated prior to completion of the Contract, Successful Proposer shall immediately notify the WP TMA and provide a new policy with the same terms. Any failure to comply with this clause shall constitute a material breach of Contract and shall be grounds for immediate termination of this Contract.

Certificate(s) of Insurance: Successful Proposer shall provide proof of insurance through acceptable certificate(s) of insurance and additional insured endorsement forms(s) to the WP TMA prior to the award of the Contract if required by the procurement documents (e.g., request for proposal), or at execution of Contract and prior to any commencement of work or delivery of goods or services under the Contract. The

Certificate(s) will specify all of the parties who are endorsed on the policy as Additional Insureds (or Loss Payees). The Successful Proposer shall pay for all deductibles and premium. The WP TMA reserves the right to require, at any time, complete, certified copies of required insurance policies, including endorsements evidencing the coverage required.

4. NOTICE OF ASSIGNMENT

The WP TMA will not recognize any assignment or transfer of any interest in this contract without its prior written consent.

5. FAILURE TO PERFORM

Should the Contractor fail to meet the agreed upon delivery schedule, thereby making it necessary for The WP TMA to purchase urgently-needed items from another source, the low Proposer shall pay the difference between the accepted low Proposal price and the purchase price or accept an offset against any monies then owed by The WP TMA.

6. PATENTS

The Contractor agrees to protect, to defend (if the WP TMA requests) and save WP TMA harmless against any demand for payment for wrongful or unauthorized use of any patented material, process, article, or device that may enter into manufacture, construction, or forms a part of the work covered by this contract.

7. INVOICES

Invoices shall be prepared and submitted with the following information: Contract or Purchase Order number (if any), item numbers, description of supplies or services, sizes, quantities, unit prices and extended totals.

8. LAW OF STATE OF OREGON

This contract is entered into within the state of Oregon, and the law of said State, whether substantive or procedural, shall apply and be followed with respect to this contract.

9. SUBCONTRACTORS AND SUPPLIERS

Proposers must disclose the names and address of all subcontractors and suppliers. A Proposer filing a Proposal thereby certifies that no member of the board of directors and no officer, agent, or employee of The WP TMA has a pecuniary interest in any subcontractor or supplier.

10. PAYMENT TERMS

The WP TMA pays thirty (30) calendar days after invoice date. Final payment will be paid upon complete receipt of all agreed upon deliverables.

PART II

SCOPE OF WORK

SECTION A

OVERVIEW

1. INTRODUCTION

The Washington Park Transportation Management Association (WP TMA) is a 501(c)3 private non-profit created in 2013 to implement a diverse and innovative package of access management tools that maximize safe and convenient access to and from the Park, its institutions, and the adjacent neighborhoods. The WP TMA is governed by an eleven member board including senior level representatives from the Portland Children's Museum, Portland Parks & Recreation, TriMet, Oregon Zoo, World Forestry Center, Hoyt Arboretum Friends, Portland Japanese Garden, Sylvan Highlands Neighborhood Association, Arlington Heights Neighborhood Association, and two at-large members.

For more information about Washington Park visit washingtonparkpdx.org.

2. BACKGROUND

The WP TMA is part of a broad range of park-wide changes that include a new pay to park system that went live on January 10, 2014, additional Park Ranger presence, improved park maintenance, and a free park-wide bus loop that began service in May 2014 through a partnership with TriMet.

Over the summer of 2014, the WP TMA partnered with TriMet to provide a fare promotion of TriMet's Bus Line 83, Washington Park Loop. This fare promotion allowed riders to ride the Washington Park Loop at no cost. The WP TMA hired Customer Service Staff who were stationed in both the north and south end of the park to help park visitors ride the free shuttle. This free service was very successful and saw a 67% increase in ridership from the previous year. While the WP TMA will not be partnering with TriMet on a fare promotion, TriMet will continue to operate Line 83 during the 2015 season. The WP TMA will continue to provide Customer Service Staff throughout the park to educate guests about their transportation options. There is the potential that the WP TMA inter park shuttle will replace TriMet's Line 83 in future years.

SECTION B

SCOPE

1. SCOPE OF WORK

The WP TMA seeks a consultant or agency with expertise for the following tasks:

- **Task 1 Service and Route Planning:** Work with the WP TMA to determine the most effective route and schedule of an inter park shuttle. The WP TMA will provide proposed routes, stops, schedules, and dates as a starting point. This plan should include periodic reviews of the system to determine potential service growth.
- **Task 2 Metrics:** Develop and deliver reports on ridership metrics, including, but not limited to, passengers counts.
- **Task 3 Shuttle Branding:** In conjunction with the WP TMA, brand all shuttle vehicles with Washington Park brand designs. Ensure all vehicle operators wear Washington Park branded uniforms.
- **Task 4 Washington Park Shuttle Service:** Provide scheduled fixed route service to the agreed upon locations within the park. First year service will run from weekends only starting May 2, with 7 day/week service starting on May 25 and running through September 7. Weekend only service will resume September 12 and run thru October 31. Service may expand as needed.

TASK 1: SERVICE AND ROUTE PLANNING

Work with the WP TMA to determine the most effective route and schedule of an inter park shuttle. The WP TMA will provide proposed routes, schedules, and dates as a starting point. This plan should include periodic reviews of the system to determine potential service growth. SEE ATTACHMENT A

The service and route planning task should include the following deliverables:

1. **Shuttle Route:** In conjunction with the WP TMA, finalize a Washington Park Shuttle route. Some aspects to consider are one-way vs. two-way routes, length of shuttle route both in mileage and time, and service to peak park attractions.
2. **Schedule:** In conjunction with the WP TMA, finalize a schedule for the Washington Park Shuttle. The schedule should take into account historical TriMet ridership numbers, peak attendance

hours of each venue, and special events, such as Rose Garden and Zoo concerts.

3. **System Review:** Provide a schedule of system reviews to determine if the operating shuttle route and schedule need to be scaled to meet actual demand. Provide a list of metrics that will be used in these reviews to determine if the service is appropriately meeting demand (i.e passenger loads and on-time performance). These reviews should be more frequent in year one with reviews occurring at longer intervals in years two and three.

TASK 2: METRICS:

The WP TMA wants to track shuttle usage over time. The successful proposer will be able to provide ridership data broken out hourly by bus and location.

The metrics task should include the following deliverables:

1. **Passenger Count Data:** Automatic Passenger Counters (APC) or the equivalent thereof, will be installed on all vehicles servicing the Washington Park Shuttle. APCs should be linked to location through an Automatic Vehicle Location system or equivalent thereof.
2. **Monthly Ridership Reports:** Provide the WP TMA monthly reports with the following information:
 - Hourly boardings by location
 - Hourly deboardings by location
 - On-time performance
 - Mechanical problems
 - Customer service logs
 - Total ADA rides provided
 - End of shift reports to include total passengers/ vehicle

TASK 3: SHUTTLE BRANDING

The WP TMA is currently working with a marketing firm to develop a Washington Park brand identity and design guide. The Washington Park brand will be incorporated into all public images of the Washington Park Shuttle.

The shuttle branding task should include the following deliverables:

1. **Branded vehicles:** The successful proposer will incorporate the Washington Park brand on all vehicles used on the Washington Park Shuttle route. Branding could include wrapping the vehicles in a design provided by the WP TMA or providing an applique on the side of the vehicles with a WP TMA provided design.

2. **Branded uniforms:** All vehicle operators will wear Washington Park branded uniforms as approved by the WP TMA

TASK 4: SHUTTLE SERVICE

Provide scheduled fixed route service to the agreed upon locations within the park.

The shuttle service task will include the following:

1. **Service Dates:** First year service will run weekends only May 1 to May 24 with 7 day/week service starting on May 25 and running through September 7. Weekend only service will resume September 12 and run thru October 31. Service may expand as needed. No scheduled bus service shall be terminated by the bus driver without approval from the WP TMA Executive Director or designee, such as a Washington Park Ranger.
2. **Frequency:** The shuttle will operate on a 15 minute headway or better.
3. **Fleet:** All fleet vehicles should meet the following:
 - Be as new as possible with minimal mileage.
 - Be less than 35 feet in length (due to tight turns in the park)
 - Be ADA compliant.
 - Have updated tags.
 - Seat at least 25 passengers when the ADA seat is not engaged.
 - Be WiFi enabled (this should be an option but is not required)
 - Have a driver controlled passenger door.
 - Be equipped with real-time GPS locator

The vendor is responsible for providing storage of the fleet when not in use.

4. **Gas/Emissions:** Fleet vehicles should be as energy efficient as possible and run on clean fuel.
5. **Real time location tracking:** The WP TMA is working with a marketing firm to create a robust website that will provide detailed information on Washington Park transportation options. The WP TMA hopes to have real time arrival data for the shuttle continuously feed into the website to provide park guest information on when the next shuttle is arriving at the desired shuttle stop. While this is not required for the first year, the WP TMA would like information on how much a system like this will cost and a timeframe for implementing it.

6. **GPS Activated Announcements:** The WP TMA would like to have the option of having GPS activated announcements on the shuttle. Depending on budget, this service could be utilized the first year or subsequent years.
7. **Safety protocols:** Providers shall comply with all federal, state, and local laws, safety requirements and regulations. Vehicles will be equipped with the following safety gear in addition to gear as required by safety standards:
 - Standard first aid kit
 - Body fluid kit
 - Fire extinguisher
 - Reflective triangles
8. **Vehicle Operators:** Drivers will maintain a clean and professional image and will wear WP TMA approved uniforms at all times. Drivers should prioritize safety and place a strong emphasis on customer service. All drivers will be trained on the use of safety equipment and protocols. Drivers will carry a WP TMA provided radio with them at all times, which will allow radio communication to WP TMA Customer Service Staff, WP TMA managers, Washington Park Rangers and traffic flaggers. The successful proposer will demonstrate that an employee drug-testing program is in place. Contractors shall run full background checks on all bus drivers and provide evidence of such upon request by the WP TMA
9. **Maintenance and cleaning:** All vehicles will be cleaned, fueled and ready for service at the start of each service day. Maintenance and service logs will be provided to the WP TMA upon request.
10. **Interruption of service plan:** Proposer should provide a plan for continuing service when a fleet vehicle is disabled. The plan should ensure that headway does not diminish to less than 30 minutes.
11. **Additional Service Plan:** As 2015 will be the first year the WP TMA is providing free shuttle service in Washington Park, the ridership numbers are unknown. TriMet ridership data can be used to anticipate numbers, but ridership may be greater than planned. The proposer should provide a high-level “additional service plan” that can be enacted mid-season. The plan should include how much notification is needed from the WP TMA in order to provide additional vehicles and operators, the type of vehicles, and if the hourly rate will remain the same for the additional vehicles.

12. **Rates:** The proposer should provide an hourly vehicle rate that includes:

- Use of fleet during agreed upon hours
- Vehicle operator
- Vehicle storage, maintenance, and cleaning
- Necessary Insurance
- Other items necessary to provide the requested shuttle service.
- Deadheading times should be provided

Potential rate increases and their schedule should be documented in the proposal. Additional fees outside the hourly rate should also be provided.

There may be occasions when the WP TMA wants to expand operating hours. For example, shuttle service will need to run additional hours during the Rose Garden Concert Series. The proposer should provide information on whether or not these additional operating hours can be provided, how much notice the WP TMA needs to provide to schedule these additional hours, and if the additional operating hours will be at the same hourly fee as regularly scheduled service.

3. QUALIFICATIONS AND EXPERIENCE

Proposers shall have at least (5) years' experience providing the following service:

- Fixed route shuttle service

4. TIMELINE FOR SELECTION

The following dates are proposed as a timeline for this project. All times are PST.

Questions and Clarifications due	February 6, 2015
Addendum Posted*	February 9, 2015
Proposals Due	February 13, 2015 by 5:00 pm
Notice of Intent to Negotiate and Award	March 9, 2015
Service to begin	May 2, 2015

The WP TMA reserves the right to make adjustments to the above noted schedule as necessary.

***Proposers must register at <http://washingtonparkpdx.org/rfp/> to receive an e-mail with addendum.**

SECTION C

WORK REQUIREMENTS

1. DELIVERABLE AND SCHEDULE

Deliverables shall be considered shuttle service and task deliverables as defined in the scope of work that comply to the agreed upon locations, times and routes, relevant branding artwork and any relevant reports.

2. PLACE OF PERFORMANCE

Contract performance will take place primarily in Washington Park. On occasion and as appropriate, work will be performed at a third-party location or any combination thereof.

3. PERIOD OF PERFORMANCE

First year service will run weekends only starting May 2, with 7 day/week service starting on May 25 and running through September 7. Weekend only service will resume September 12 and run thru October 31. Service may expand as needed.

PART III PROPOSAL PREPARATION AND SUBMITTAL

SECTION A

CLARIFICATION

1. RFP CLARIFICATION

Questions and requests for clarification regarding this Request for Proposal must be directed in writing, via email, to the person listed below. **The deadline for submitting such questions/clarifications is 7 days prior to the proposal due date.** An addendum will be issued no later than 72 hours prior to the proposal due date to all recorded holders of the RFP if a substantive clarification is in order. See Timeline for Selection for a full proposal timeline.

Heather McCarey
Executive Director
WP TMA
4033 SW Canyon Road
Portland, OR 97221

E-mail: heather@washingtonparkpdx.org

To receive a copy of the addendum via e-mail, Proposer must register online at <http://washingtonparkpdx.org/rfp/>.

SECTION B

PROPOSAL SUBMISSION

1. PROPOSALS DUE

Proposals must be received no later than the date and time, and the location, specified on the covers of this solicitation. It is the Proposer's responsibility to ensure that proposals are received prior to the specified closing date and time, and at the location specified. Proposals received after the specified closing date and time shall not be considered and will be returned to the Proposer unopened.

3. PROPOSAL SUBMISSION

For purposes of this proposal submission, the proposer shall submit an electronic copy via e-mail or one (1) printed copy.

4. COST OF RESPONDING

All costs incurred by the Proposer in preparation of proposals to this solicitation, including presentations to the WP TMA and/or for participation in an interview shall be borne solely by the Proposer; the WP TMA shall not be liable for any of these costs. At no time will the WP TMA provide reimbursement for submission of a proposal unless so stated herein.

5. ORGANIZATION OF PROPOSAL

Proposers must provide the information as requested in this Request for Proposal (RFP). Proposals must follow the format outlined in this RFP. The WP TMA may reject as non-responsive, at its sole discretion, any proposal or any part thereof, which is incomplete, inadequate in its response, or departs in any substantive way from the required format. Proposals shall be organized in the following manner:

1. Cover Letter (not included in page count)
2. Proposer's Capabilities and Experience
3. Proposer's ability to meet the tasks identified in the scope of work
4. Corporate Responsibility: Sustainability, Diversity, and Social Equity
5. References

SECTION C

PROPOSAL CONTENT

1. COVER LETTER

The Cover Letter must include the following:

- RFP number and project title
- Full legal name of proposing business entity
- Structure or type of business entity
- Name(s) of the person(s) authorized to represent the Proposer in any negotiations
- Name(s) of the person(s) authorized to sign any contract that may result
- Contact person's name, mailing or street addresses, phone and fax numbers and email address
- Statement that no redactions are requested, if applicable
- Statement that the proposal is good for ninety (90) days

A legal representative of the Proposer, authorized to bind the Proposer in contractual matters must sign the Cover Letter.

2. PROPOSER'S CAPABILITIES

Describe the proposer's experience operating fixed route shuttle service and dealing with a variety of customers and significant headway demand.

3. ABILITY TO MEET TASK

For each task described in the scope of work, the Proposer should:

- Provide a narrative description of how the company can execute the desired tasks
- Provide rates and/or fees associated with each task
- Describe the proposed work products that will result from each task or activity.

4. CORPORATE RESPONSIBILITY

The WP TMA is interested in doing business with vendors that carry out their business in a sustainable manner. From the list below, please choose the sustainable practice/s the Proposer will consider for this procurement and explain how the Proposer will address sustainable business practices in this procurement.

What sustainable business practices will you consider for this procurement:

☐ *Energy Conservation*

(i.e. computer power management; energy efficient lighting; Energy Star electronics))

☐ *Water Conservation*

(i.e. low flow faucets; high efficiency laundry equipment; low water landscaping plans)

☐ *Waste Management and Reduction*

(i.e. e-waste recycling, composting program; paper reduction; buying in bulk)

☐ *Alternative Fuels and Transportation Options*

(i.e. commuting options; bus pass program; hybrid electric vehicles; fuel efficient vehicles)

☐ *Sustainable Purchasing*

(i.e. recycled content products; green cleaning products; local food)

☐ *Fair trade and fair labor*

(i.e. sweatshop free uniforms; fair trade certified goods; fair labor practices)

☐ *Community engagement*

(i.e. LEED cleaning standards; certified green cleaning products such as Green Seal or EcoLogo)

☐ *Support for under-served populations*

(i.e. volunteering in the community; outreach for recruiting; partnering with community groups)

☐ *Other*

Enter any language you may be using in the procurement here.

5. REFERENCES

List at least three references, include the client contact, organization, address, phone number, and email address. Provide a brief project description (no more than one sentence) (or title of the project if it was previously listed in the Proposers Capabilities and Experience section).

PART IV

PROPOSAL EVALUATION

SECTION A

PROPOSAL REVIEW AND SELECTION

1. EVALUATION CRITERIA

A Selection Review Committee (Committee) will be appointed to evaluate the proposals received. The Committee may seek the assistance of outside expertise, including, but not limited to, technical advisors. The Committee will require a minimum of ten (10) working days to evaluate and score the proposals.

Proposals will be evaluated on the following criteria:

Ability to meet scope of work	50 pts.
Previous experience	10 pts.
Price	15 pts.
Corporate Responsibility	5 pts.
Overall Proposal	20 pts.
TOTAL	100 pts.

The choice of how to proceed, decisions to begin or terminate negotiations, determination of a reasonable time, decisions to open negotiations with a lower scoring Proposer, and any decision that a solicitation should be cancelled are all within the sole discretion of the WP TMA.

References will be called only for finalists and scored based on positive reviews of work done, including staying on budget and schedule, ease of working with the Proposer, exemplary communications, value of product deliverables, and other factors.

The highest scoring proposal, based on their Total Overall Score, may be identified as the Finalist.

2. CLARIFYING PROPOSALS DURING EVALUATION

At any point during the evaluation process, the WP TMA is permitted, but is not required, to seek clarification of a proposal. A request for clarification does not permit changes to a proposal.

SECTION B

CONTRACT AWARD

1. CONSULTANT SELECTION

Following the Evaluation Committee's final determination of the highest scored Proposer, the WP TMA will issue a Notice of Intent to Negotiate and Award and begin contract negotiations. The WP TMA will attempt to reach a final agreement with the highest scoring Proposer. However, the WP TMA may, in its sole discretion, terminate negotiations and reject the proposal if it appears agreement cannot be reached. The WP

TMA may then attempt to reach a final agreement with the second highest scoring Proposer and may continue on, in the same manner, with remaining proposers until an agreement is reached.

2. REVIEW

Following the Notice of Intent to Negotiate and Award, Proposers not awarded the contract may seek additional clarification or debriefing, request time to review the selection procedures or discuss the scoring.

WASHINGTON PARK PROPOSED SHUTTLE ROUTE

N

ATTACHMENT A
Proposed Route and schedule

