

CITY OF LOS ANGELES

CALIFORNIA

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February 25, 2009

REQUEST FOR INFORMATION PUBLIC BICYCLE-SHARING PROGRAM FOR LOS ANGELES

The City of Los Angeles Department of Transportation (LADOT) is soliciting Letters of Interest (LOI) from bicycle vendors/manufacturers, public transportation contractors, advertising companies, or other entities interested in developing, installing, operating, and maintaining a bicycle-sharing program for the City of Los Angeles.

This Request for Information (RFI) is a direct solicitation of companies involved with, or who have an interest in, the development, implementation, and operation of an electronic, self-serve, bicycle-sharing program. The goal of this RFI is to determine the feasibility of implementing a public bicycle-sharing program in the City of Los Angeles and to gain a better understanding of the number and type of entities that would be interested in the operation and maintenance of a project in the City.

Disclaimer

LADOT will evaluate the Letters of Interest received in response to this RFI and may recommend that the City Council authorize the implementation of a bicycle-sharing program in the City at various locations.

Since this solicitation is not a Request for Proposals (RFP), this process shall not be construed as a commitment by the City to award a contract(s). The City is not liable for any cost(s) incurred by any responders for the preparation and submission of responses to this solicitation. All materials submitted in response to this solicitation will become the property of the City of Los Angeles.

Background

The LADOT has been implementing projects throughout the City of Los Angeles to support and encourage the use of the bicycle for transportation. As car-sharing programs have been introduced throughout the region, with the operators owning and insuring their own vehicles, bicycle-sharing programs have also been implemented in various cities throughout the world, most notably the Velib' program in Paris.

In an effort to encourage the use of bicycles for short trips, the City seeks to investigate the feasibility of developing such a program in the City of Los Angeles, as well as to determine the interest and ability of private partners to own and operate a program in the City. LADOT is only interested in receiving LOIs from potential entities who will comply with all the City's Requirements in the event the City determines to proceed with an RFP. The City Requirements include the Minority Business Enterprise, Women Business Enterprise, Other Business Enterprise (MBE/WBE/OBE) Subcontractor Outreach, Nondiscrimination, Affirmative Action/Equal Employment Practices, Affidavit of Non-Collusion, Contractor/Bidder History, Certification with Child Support Obligations, Compliance with the Americans with Disabilities Act, Living Wage Ordinance, Service Contractor Worker Retention Ordinance, Equal Benefits Ordinance, Contractor Responsibility Ordinance, Slavery Disclosure Ordinance, Los Angeles Residence Information and Municipal Lobbying Ordinance.

Solicitation of Letters of Interest

Interested parties are invited to submit a LOI in response to this solicitation describing how a bike-sharing program might be implemented, operated and maintained in the City of Los Angeles. This response should include the following information:

- (a) Indication of the party's interest in owning, operating, and maintaining a program including bicycles, stations, and any associated equipment for the City of Los Angeles.
- (b) Information concerning the party's qualifications and ability to operate and maintain a bicycle-sharing program including: outreach to the public, management and administration of program users, operation and maintenance of program equipment.
- (c) Technical specifications of the program such as the type of bicycles, number and type of stations, and technologies to be used.
- (d) Structure of the operating organization for the program, including the number of employees and type of work to be performed by staff members, number and potential locations of stations, and physical location requirements. The City would entertain a response that developed a micro bike-sharing concept for implementation as a pilot project in Los Angeles.
- (e) Structure and required interactions of the vendor with the City of Los Angeles staff including the required functions to be performed by the City and vendor requirements of the program by the City for the implementation.
- (f) Potential schedule for program development, design, and implementation.
- (g) Identification of a business plan and funding mechanism to support the ongoing operation and maintenance of the program at no cost to the City.
- (h) Identification of potential strengths and weaknesses for implementation of a bike-sharing program in the City of Los Angeles.
- (i) References for the responding party and past organizational history with similar projects or programs.

- (j) The name and contact information of an authorized representative of the responding party, including telephone number(s), mailing and e-mail addresses.

Evaluation Process

LADOT will review the LOIs received in response to this solicitation and identify the best response for the potential development and implementation of a Los Angeles bicycle-sharing program

Questions

Questions regarding this solicitation shall be submitted in writing to Michelle Mowery of LADOT at michelle.mowery@lacity.org. Ms. Mowery should not be contacted by telephone or in person with regard to this solicitation. All questions must be submitted via e-mail prior to **5:00 PM PST on Monday, March 9, 2009** LADOT reserves the right to combine and re-phrase like questions into a single question with an appropriate response to be provided to all parties who received this direct solicitation.

Submission Date

In order to give fair consideration to all responses and render the findings from this solicitation in a timely manner, the interested parties shall submit their Letter of Interest so that it is **received at the address below no later than 5:00 PM PST on Thursday, April 2, 2009**. All responses shall include three (3) copies and one (1) compact disc (CD-ROM) containing all documents in a PC-compatible Adobe Acrobat or Microsoft Office document format. This package shall be submitted in a white, three ring binder and delivered to the following address:

CITY OF LOS ANGELES
Department of Transportation
Bicycle Planning and Outreach
100 South Main Street, 9th Floor
Los Angeles, California 90012
Attention: Michelle Mowery