

CITY OF MADISON

REQUEST FOR PROPOSALS



RFP #: 8569-0-2016-DM

Title: Operator for the Madison Bicycle Center

City Agency: Office of Real Estate Services

Due Date: Friday, December 16, 2016
12:00 PM CST

Table of Contents

1 NOTICE TO PROPOSERS..... 1

 1.1 Summary..... 1

 1.2 Important Dates..... 1

 1.3 Format..... 1

 1.4 Labeling..... 1

 1.5 Delivery of Proposals 1

 1.6 Appendix A: Standard Terms & Conditions 2

 1.7 Appendix B: Sample Contract for Purchase of Services 2

 1.8 Affirmative Action Notice 2

 1.9 Multiple Proposals..... 2

 1.10 City of Madison Contact Information..... 2

 1.11 Inquiries, Clarifications, and Exceptions 3

 1.12 Addenda..... 3

 1.13 Bid Distribution Networks..... 3

 1.14 Local Vendor Preference **Error! Bookmark not defined.**

 1.15 Oral Presentations/Site Visits/Meetings 4

 1.16 Acceptance/Rejection of Proposals 4

 1.17 Withdrawal or Revision of Proposals 4

 1.18 Non-Material and Material Variances..... 4

 1.19 Public Records 4

 1.20 Usage Reports 5

 1.21 Partial Award..... 5

 1.22 Tax Exempt..... 5

 1.23 Cooperative Purchasing..... **Error! Bookmark not defined.**

 1.24 Proposers Responsibility 5

2 SCOPE OF WORK 6

 2.1 Purpose 6

 2.2 Background..... 6

 2.3 Funds Available..... 7

 2.4 Project Scope/Description..... 7

 2.5 User Rates 9

 2.6 Ownership and Rent Structure..... 9

 2.7 Criteria for Evaluation..... 9

3 PROPOSAL SUBMISSION REQUIREMENTS 10

 3.1 Response Format..... 10

 3.2 Required Information and Content of Proposals..... 10

Form A: Signature Affidavit

Form B: Receipt of Forms and Submittal Checklist

Form C: Vendor Profile

Form D: Budget Proposal

Form E: References

Appendix A: Standard Terms & Conditions

Appendix B: Sample City of Madison Master Lease Form

1 NOTICE TO PROPOSERS

1.1 Summary

The City of Madison ~~Office of Real Estate Services~~~~Office of Real Estate Services~~ ("City") is soliciting Proposals from qualified vendors for ~~Operator for the Madison Bicycle Center~~~~Operator for the Madison Bicycle Center~~ that would provide secure bike storage, changing facilities, self-service bicycle maintenance facilities and bike supplies available for purchase from the operator. Vendors submitting Proposals ("Proposers") are required to read this Request for Proposals ("RFP") in its entirety and follow the instructions contained herein.

1.2 Important Dates

Deliver Proposals no later than the due time and date indicated below. The City will reject late Proposals:

Issue Date: Wednesday, November 2, 2016
 Questions Due Date: Monday, November 28, 2016
 Answers Posted Date: Monday, December 5, 2016
 Due Date: Friday, December 16, 2016, 12:00 PM CST

1.3 Format

Submit Technical and Cost Proposals (Form D) in separate, distinct parts within the proposal package.

Proposal must be submitted by e-mail, acceptable formats include Microsoft Word or pdf. The budget document must be in pdf or Excel form.

Submissions are due to City of Madison Purchasing Services by Friday, December 16, 2016, 12:00 PM CST.

1.4 Labeling

All proposals must be clearly labeled:

Proposer's Name and Address
 RFP #: ~~8569-0-2016-DM~~~~8569-0-2016-DM~~
 Title: ~~Operator for the Madison Bicycle Center~~~~Operator for the Madison Bicycle Center~~
 Due: ~~Friday, December 16, 2016~~~~Friday, December 16, 2016~~, 12:00 PM CST

All email correspondence must include RFP # ~~8569-0-2016-DM~~~~8569-0-2016-DM~~ in the subject line.

1.5 Delivery of Proposals

Delivery of hard copies to: City of Madison Purchasing Services
 City County Building, Room 407
 210 Martin Luther King Jr. Blvd.
 Madison, WI 53703

Delivery of electronic copy to: via email to bids@cityofmadison.com
 or on a commonly used media with the hard copies.

Proposals must be delivered as instructed. Deliveries to other City departments and/or locations may result in disqualification.

Note: When mailing your response via a third party delivery service, the outside of the packaging MUST be clearly marked with the RFP name and number. This ensures that the bid can be delivered to the correct purchasing agent without having to open the bid.

1.6 Appendix A: Standard Terms & Conditions

Proposers are responsible for reviewing Appendix A prior to submission of their Proposals. City of Madison Standard Terms and Conditions are the minimum requirements for the submission of Proposals. **Section II, Conditions of Purchase**, provides the standard legal terms required in all city contracts and proposers should assume these terms will be included in the final operating agreement and/or lease governing this arrangement. By submitting a proposal, Proposers affirm their willingness to enter into a contract that contains the terms in Appendix A.

1.7 Appendix B: Sample Master Lease Form

Proposers are responsible for reviewing Appendix B prior to submission of their Proposals. The sample lease may form the basis for the agreement governing the rental of space for the operation of the bicycle center. By submitting a proposal, Proposers affirm their willingness to enter into a lease containing terms that substantially conform to this sample, with the understanding that final lease document could vary significantly depending on the nature of the proposal selected. The City is not obligated to use the sample master lease form. Further, the City may opt to use another arrangement such as an operating agreement rather than a lease. Nonetheless proposers should familiarize themselves with both Appendix A and Appendix B.

1.8 Affirmative Action Notice

If Contractor employs 15 or more employees and does aggregate annual business with the City \$25,000 or more during the calendar year Contractor shall file, within thirty (30) days from the PO/Contract effective date and BEFORE RELEASE OF PAYMENT, an Affirmative Action Plan (www.cityofmadison.com/dcr/aaFormsVS.cfm) designed to ensure that the Contractor provides equal employment opportunity to all and takes affirmative action in its utilization of applicants and employees who are women, minorities and/or persons with disabilities. The Model Affirmative Action Plan for Vendors, Request for Exemption form, and instructions are available at: www.cityofmadison.com/dcr/aaForms.cfm or by contacting a Contract Compliance Specialist at the City of Madison Affirmative Action Division at (608) 266-4910.

Contractor shall also allow maximum feasible opportunity to small business enterprises to compete for any subcontracts entered into pursuant to this PO/Contract.

Job postings: If Contractor employs 15 or more employees, regardless of dollar amount, Contractor must notify the City of all external job openings at locations in Dane County, WI and Contractor agrees to interview candidates referred by the City or its designee. Job posting information is available at: www.cityofmadison.com/dcr/aaJobSkillsBank.cfm.

The complete set of Affirmative Action requirements, if applicable to this RFP, are for found in **paragraph 20 of Appendix A – Standard Terms and Conditions**.

1.9 Multiple Proposals

Multiple Proposals from Proposers are permitted; however, each must fully conform to the requirements for submission. Proposers must sequentially label (e.g., Proposal #1, Proposal #2) and separately package each Proposal. Proposers may submit alternate pricing schemes without having to submit multiple Proposals.

1.10 City of Madison Contact Information

The City of Madison ~~Office of Real Estate Services~~ ~~Office of Real Estate Services~~ is the procuring agency: Jerry Lund, Real Estate Agent 4
City of Madison Community Development Division
PH: (608) 267-8718
jlund@cityofmadison.com

For questions regarding Affirmative Action Plans please contact: Contract Compliance
Department of Civil Rights
City-County Bldg., Room 523
210 Martin Luther King, Jr. Blvd.
Madison, WI 53703
PH: (608) 266-4910
dcr@cityofmadison.com

The City employs spam filtering that occasionally blocks legitimate emails, holding them in ‘quarantine’ for four calendar days. The contacts listed in this RFP will acknowledge all emails received. Proposers not receiving acknowledgement within twenty-four hours shall follow-up via phone with specific information identifying the originating email address for message recovery.

1.11 Inquiries, Clarifications, and Exceptions

Proposers are to raise any questions they have about the RFP document without delay. Direct all questions, **in writing**, to the Purchasing Services administrator listed in Section 1.10.

Proposers finding any significant ambiguity, error, conflict, discrepancy, omission, or other deficiency in this RFP document shall immediately notify the Buyer and request clarification. In the event that it is necessary to provide additional clarification or revision to the RFP, the City will post addenda – see 1.12 below. Proposers are strongly encouraged to check for addenda regularly.

Proposals should be as responsive as possible to the provisions stated herein. A prospective vendor may take “exception” to bid terms, conditions, specifications and dates stated within the bid package. However, the City of Madison reserves the right to disqualify any and all bids submitted which include exceptions, if deemed not in the City’s best interests.

1.12 Addenda

In the event that it is necessary to provide additional clarification or revision to the RFP, the City will post addenda to its Proposals distribution websites – see 1.13 below. It is the Proposers responsibility to regularly monitor the websites for any such postings. Proposers must acknowledge the receipt of any addenda on Form B. Failure to retrieve addenda and include their provisions may result in disqualification.

1.13 Bid Distribution Networks

The City of Madison posts all Request for Proposals, addenda, tabulations, awards and related announcements on two distribution networks – VendorNet and DemandStar. The aforementioned documents are available **exclusively** from these websites. It is the Proposers responsibility to regularly monitor the bid distribution network for any such postings. Proposers failure to retrieve such addenda and incorporate their appropriate provisions in their response may result in disqualification. Both sites offer free registration to City Proposers.

State of Wisconsin VendorNet System: State of Wisconsin and local agencies bid network. Registration is free.
<http://vendornet.state.wi.us/vendornet>

DemandStar by Onvia: National bid network – Free subscription is available to access Proposals from the City of Madison and other Wisconsin agencies, participating in the Wisconsin Association of Public Purchasers (WAPP). A fee is required if subscribing to multiple agencies that are not included in WAPP.

Bid Opportunities: www.cityofmadison.com/finance/purchasing/bidDemandStar.cfm

Home Page: www.demandstar.com

To Register: www.onvia.com/WAPP

1.14 Oral Presentations/Site Visits/Meetings

Proposers may be asked to attend meetings, make oral presentations, inspect City locations or make their facilities available for a site inspection as part of this RFP process. Such presentations, meetings or site visits will be at the Proposers expense.

1.15 Acceptance/Rejection of Proposals

The City reserves the right to accept or reject any or all proposals submitted, in whole or in part, and to waive any informalities or technicalities, which at the City's discretion is determined to be in the best interests of the City. Further, the City makes no representations that a contract will be awarded to any proposer responding to this request. The City expressly reserves the right to reject any and all proposals responding to this invitation without indicating any reasons for such rejection(s).

The City reserves the right to postpone due dates and openings for its own convenience and to withdraw this solicitation at any time without prior notice.

1.16 Withdrawal or Revision of Proposals

Proposers may, without prejudice, withdraw Proposals submitted prior to the date and time specified for receipt of Proposals by requesting such withdrawal before the due time and date of the submission of Proposals. After the due date of submission of Proposals, no Proposals may be withdrawn for a period of 90 days or as otherwise specified or provided by law. Proposers may modify their Proposals at any time prior to opening of Proposals.

1.17 Non-Material and Material Variances

The City reserves the right to waive or permit cure of nonmaterial variances in the offer if, in the judgment of the City, it is in the City's best interest to do so. The determination of materiality is in the sole discretion of the City.

1.18 Public Records

Proposers are hereby notified that all information submitted in response to this RFP may be made available for public inspection according to the Public Records Law of the State of Wisconsin or other applicable public record laws. Information qualifying as a "trade secret"—defined in State of Wisconsin Statutes—may be held confidential.

Proposers shall seal separately and clearly identify all information they deem to be "trade secrets," as defined in the State of Wisconsin Statutes. Do not duplicate or co-mingle information, deemed confidential and sealed, elsewhere in your response.

S. 19.36(5)

(5) TRADE SECRETS. An authority may withhold access to any record or portion of a record containing information qualifying as a trade secret as defined in s. 134.90(1)(c).

s. 134.90(1)(c)

(c) "Trade secret" means information, including a formula, pattern, compilation, program, device, method, technique or process to which all of the following apply:

1. The information derives independent economic value, actual or potential, from not being generally known to, and not being readily ascertainable by proper means by, other persons who can obtain economic value from its disclosure or use.
2. The information is the subject of efforts to maintain its secrecy that are reasonable under the circumstances.

The City cannot ensure that information will not be subject to release if a request is made under applicable public records laws. The City cannot consider the following confidential: a bid in its entirety, price bid information, or the entire contents of any resulting contract. The City will not provide advance notice to Proposers prior to release of any requested record.

To the extent permitted by such laws, it is the intention of the City to withhold the contents of Proposals from public view—until such times as competitive or bargaining reasons no longer require non-disclosure, in the City's opinion. At that time, all Proposals will be available for review in accordance with such laws.

1.19 Usage Reports

Annually, the successful Proposers shall furnish to City Purchasing usage reports summarizing the ordering history for each department served during the previous contract year. The report, at a minimum, must include each and every item or service ordered during the period, its total quantities and dollars by item/service and in total. The City reserves the right to request usage reports at any time and request additional information, if required, when reviewing contract activity.

1.20 Partial Award

Unless otherwise noted, it will be assumed that Proposers will accept an order for all or part of the items/services priced.

1.21 Tax Exempt

The City of Madison as a municipality is exempt from payment of federal excise taxes (Registration Number 39-73-0411-K) and State of Wisconsin taxes per Wisconsin statute 77.54(9a). Federal Tax ID #39-6005507. A completed Wisconsin Department of Revenue Form S-211 (R.2-00) can be found on the City website. Our tax-exempt number is ES 42916.

1.22 Proposers Responsibility

Proposers shall examine this RFP and shall exercise their judgment as to the nature and scope of the work required. No plea of ignorance concerning conditions or difficulties that exist or may hereafter arise in the execution of the work under the resulting contract, as a consequence of failure to make necessary examinations and investigations, shall be accepted as an excuse for any failure or omission on the part of the Proposers to fulfill the requirements of the resulting contract.

2 SCOPE OF WORK

2.1 Purpose

The City of Madison is seeking proposals to operate a new Bicycle Center to be built as part of the Judge Doyle Square project, located on the 200 block of S Pinckney St. As part of the City's efforts to increase the number of regular cyclists, a bike center is envisioned to provide enhanced rider services that will aid existing and potential riders in and around the Capitol Square area.

From RFP submittals the City will select one potential operator. Following the award of the RFP, the City will begin exclusive negotiations with the selected operator.

Phases of the Judge Doyle Square project containing the bike center space are anticipated to be complete in time for a 2018 opening. The RFP is being issued at this time to allow the selected operator to work with the project architect during initial design phases to ensure the design of the space will work with the operator's business model.

The selected operator will be responsible for complete operation of the bike center, with day to day tasks including but not limited to soliciting memberships, ensuring security, and maintaining cleanliness of the facility.

2.2 Background

In 2012, the City adopted the Downtown Plan, a guide for future growth of the central area. The plan recognized many of the City's public parking structures, including the Government East facility on Pinckney between Doty and Wilson Streets, were reaching the end of their useful life and would need to be replaced. Across Pinckney Street from the Government East parking structure is a surface parking area serving the Madison Municipal Building, which was also in need of a major renovation. These two blocks became the focus of a major redevelopment site known as Judge Doyle Square. The Downtown Plan also identified the Judge Doyle Square redevelopment as the location of a future Bicycle Center, with bike storage, lockers, and other bike amenities.

Following the adoption of the Downtown Plan, the City proceeded with a detailed master plan of the sites to guide future redevelopment of the two parcels. As part of the Judge Doyle Square Master Plan the feasibility of the recommended [Bicycle Center](#)¹ was studied. The study included a needs assessment, research on best practices and operational models, and a public outreach effort; it will serve as a flexible outline for the size, features, and services the bike center will provide. The study identified a target facility size of 3,500 square feet. Results of a survey of nearly 1,500 participants indicated that secured bike parking was the most desired feature in a bike center, followed by restrooms, bike repair facilities, lockers, changing facilities and bike-related retail.

In 2015 the City issued a request for proposals for the development of Judge Doyle Square and in 2016 a request to update the proposals was received. In July of 2016 the Common Council authorized the Mayor and City Clerk to enter into a development agreement with [Beitler Real Estate Services](#)² to develop a 600 stall subterranean parking structure with retail and office on the first two floors on Block 88 and a 13 story hotel and apartment building on Block 105. (See figure 1.)

¹ <http://madison.legistar.com/View.ashx?M=F&ID=1949899&GUID=5D68BCDE-2ADE-49E1-A11B-B813141B8872>

² https://www.cityofmadison.com/planning/judgeDoyleSquare/documents/BeitlerRealEstate_JDSProposal_121815.pdf

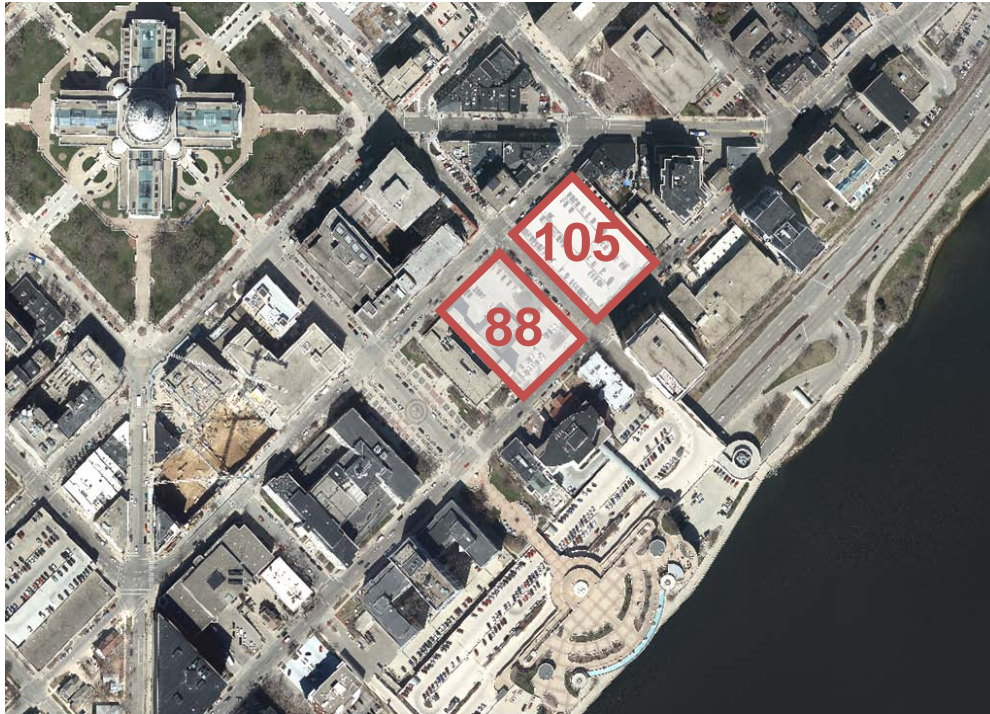


Figure 1: Judge Doyle Square parcels

2.3 Funds Available

The City of Madison is funding the construction of the bicycle center space. Once construction costs are finalized, limited funds may be available for furniture, fixtures and equipment (FFE), but this is not a certainty. These funds will not be paid directly to the awardee, and FFE purchased with City funds will remain property of the City. The City will not provide funds for the operation of the Bicycle Center. The operator must generate sufficient revenue, typically through user fees and memberships, sale and service of bikes and sponsorships, to cover costs of staffing and maintaining the facility.

2.4 Project Scope/Description

The City is seeking a qualified entity to occupy and operate the Bicycle Center space. The entity may be a non-profit organization or a business with experience appropriate to operate a bicycle center.

1. Bicycle Center Required and Potential Amenities

In order to allow maximum flexibility to potential operators, features and amenities of the bicycle center are classified as either “required” or “desirable but optional.” This list was generated from the Bicycle Center Feasibility Study, which utilized 1,500 survey responses to discover the features most desired by Madison’s cycling community.

2. Required Components

Secured, indoor bike parking for at least 150 bikes: Bike parking areas shall be accessed without carrying a bike down stairs. Bike center members shall be able to access the bike parking area 24 hours/day with a pass card or similar access system.

Changing areas and lockers: Lockers for personal items shall be provided for members of the bicycle center and changing areas must be located in locker rooms or in individual unisex changing rooms.

Limited bike supplies available for purchase: At a minimum, cyclists should be able to purchase basic cycling supplies and accessories such as tubes, tire levels, locks, lights, water bottles, etc. These items may be sold by a staffed retail operation, vending machine, or other method determined by the operator.

Self-Service Bike Maintenance Station: A bike stand, basic tools, and a pump shall be made available to cyclists. Non-members shall have access to the station during staffed bike center hours.

Restrooms: Available to members 24 hours/day.

Cycling information: Information regarding bike routes, paths, B-Cycle, etc., must be publicly available during staffed hours.

Facility maintenance: The operator will be required to maintain cleanliness of the facility.

3. Desirable/Optional Features

Staffed Presence: While all required functions can be performed without regular staff hours, having staff present during regular business hours is encouraged and will expand the usability of the bike station to potential users who are not members, including visitors to Madison.

Showers: Showers could be provided in locker rooms, individual unisex showers, or through an agreement with adjacent retail tenants such as fitness centers, if applicable.

Staffed Bicycle Service Center: On-site bike mechanics with the ability to offer repair and tune-up services to bike center members and the general public.

Enhanced Bicycle retail: A staffed retail facility offering products typically found in bike stores, including bikes, parts, clothing and accessories.

Bike Wash Station: Cleaning dirt, salt, and road debris from bikes is especially important for winter cyclists when roads are often less clear.

Bike Rental/Share: Operators may choose to offer bike rental services or coordinate with B-Cycle to provide bike share access and support. Space required for a bike rental may not interfere with the required number of secured indoor bike parking stalls.

4. Potential operators are free to include amenities and offerings beyond the required and desirable/optional features in their proposals.

5. City of Madison's commitment to Racial Equity and Social Justice (RESJI)

Madison is committed to improving racial equity and social justice. Proposals should include descriptions of how the bicycle center's operation can contribute to this important effort. Examples could include reduced membership fees for lower-income cyclists, targeted hiring, programs to reduce barriers to cycling for low-income families, etc.

6. Showcase Madison's Bike Economy

Madison's bicycle center is a major opportunity to showcase and encourage continued growth in the local bike economy. The Madison area is home to several bicycle and related equipment manufacturers and supporting businesses. To the extent possible the bike center should utilize local products and promote local businesses.

2.5 User fees

Bicycle center operators generally charge for use of the facilities, typically with daily, monthly and annual rates. The applicant shall provide estimated user fees based on the level of features the contained in the proposal.

2.6 Ownership and Rent Structure

The City of Madison will be the owner of the space. Each proposal shall include a proposed rent to be paid to the City for use of the space the Bicycle Center occupies. Given the nature of the use and benefit to Madison residents, the City of Madison ~~Office of Real Estate Services~~ ~~Office of Real Estate Services~~ is anticipating a below market rate rent structure. Proposals shall include proposed basic rental terms (excluding legal boilerplate, which shall confirm to the City's required legal terms in Appendix B, sample Lease.) For the purposes of this RFP it should be assumed that all utility costs shall be paid by the operator. The operator will enter into a minimum 5 year lease with the City

2.7 RFP Calendar

Please Note: These dates are for planning purposes. They represent the City's desired timeline for implementing this project. Any revision to the Due Date for submission of proposals will be made by addendum. All other dates may be adjusted without notice, as needs and circumstances dictate.

Date	RFP Activity
November 2, 2016	Release of RFP
12:00 p.m. (CST), Friday, December 16, 2016	DEADLINE FOR SUBMISSION OF PROPOSALS
Week of January 2, 2017	Vendor Interviews/presentations by invited applicants, if applicable
January 17, 2017	Common Council Approval
January 18, 2017	Notification of Award
February 1, 2017	Begin Contract Negotiations and Design Consultations

2.8 Criteria for Evaluation

	Criteria	Point Value
1	Applicant demonstrates relevant experience and capacity to operate a bicycle center meeting expectations discussed in this RFP.	15
2	Services and amenities located within the bicycle center space or in adjacent retail spaces and contractually coordinated for use for bicycle center members.	30
3	Weekly hours of staffed operation.	15
4	Applicant provides services to cyclists other than monthly members.	10
5	To the extent possible, the bicycle center showcases Madison's Bike Economy.	10
6	The applicant identifies an operational approach to further the City's Racial Equity and Social Justice (RESJI) goals. ³	10
7	Operator proposes an appropriate and reasonable budget, including facility usage rates and rent payments.	10
	Total Points available	100

³ <https://madison.legistar.com/View.ashx?M=F&ID=3051611&GUID=1A1EE57E-1488-4735-8E31-72E22CB345E7>

3 PROPOSAL SUBMISSION REQUIREMENTS

3.1 Response Format

Applicants should prepare a document that addresses the information requested. Response should be complete but succinct. **Proposal must be submitted by e-mail**, acceptable formats include Microsoft Word or pdf. The budget document must be in pdf or Excel form.

3.2 Required Information and Content of Proposals

1. Complete Forms A, B, C, D and E.
2. Describe background, qualifications and experience that demonstrate the ability to operate a bicycle center. Provide information on three references relevant to qualifications and experience (contact name, email, telephone, nature of relationship)
3. Describe the proposals overall approach and bicycle center concept, and how it will interact with the larger cycling community in Madison.
4. Describe planned features and services to be provided to users of the Bicycle Center. Address the following:
 - a. Which features and services will be available to paid bicycle center users and those available to the general public. Discuss access, changing/locker/shower facilities
 - b. Describe provisions of bike service and retail available (ie staffed retail vs. automated vending system).
5. Describe the operational plan for the bike facility.
 - a. Proposed hours of operations and staffing
 - b. Proposed plan for facility cleaning and maintenance
6. Describe planned strategies to meet Racial Equity and Social Justice goals.
7. Describe how the bicycle center will showcase Madison's bicycle economy.
8. Budget: Provide an estimated budget that includes:
 - a. Proposed user rate schedule
 - b. Other sources of anticipated operator income (retail, service, bike rental, sponsorships, etc.)
 - c. Proposed rent paid to City
9. Letter of Intent to Operate: Submit a signed Letter of Intent to Operate that documents understanding of the proposal requirements, and agreement to enter a lease and/or operating agreement.