

Metropolitan Transportation Commission
Administration Committee

January 11, 2023

Agenda Item 2g

Contract - Bay Area Bike to Work Day / Bay Area Bike to Wherever Days Program
Implementation: Silicon Valley Bicycle Coalition (\$1,240,000)

Subject:

Approval of a multi-year contract from January 11, 2023 through June 30, 2026, with an option to extend for up to three (3) additional years, with the Silicon Valley Bicycle Coalition (SVBC), in an amount not to exceed \$1,240,000 to implement the Bay Area Bike to Work Day/Bay Area Bike to Wherever Days Program (BTWD).

Background:

The Bay Area BTWD Program is the region's premiere bicycling event. Since 2014, when BTWD was brought under the Climate Initiatives program, the contract has been awarded through a competitive process using Congestion Mitigation and Air Quality (CMAQ) funds. The contract was previously awarded to the Silicon Valley Bicycle Coalition (SVBC). The SVBC has managed the project since January 2015 through the most recent contract, which ended on June 30, 2022. This proposed contract will use One Bay Area Grant (OBAG) 3 CMAQ funds.

Procurement Process

On October 27, 2022, MTC issued a Request for Proposal (RFP) for consultant assistance for the above-described project. An email advertising the availability of the RFP on MTC's website was sent to over 4,500 individuals/firms. MTC received one proposal, from SVBC, which was evaluated by a panel of representatives from MTC. The evaluation criteria, listed in order of importance, included: 1) Individual and team expertise (30%); 2) Coordination experience (20%); 3) Approach (15%); 4) Cost effectiveness (15%); 5) Cost (15%); and 6) Communication (5%).

The SVBC proposal was under or at the amount budgeted for the project. After a thorough review of the proposal, the evaluation panel elected to recommend the SVBC without conducting interviews based on the superior evaluation scores of the SVBC.

The evaluation panel determined the SVBC team to be advantageous to MTC based on the evaluation criteria stated in the RFP, as follows: the team's and individuals' extensive experience working on projects of similar scope — including their established relationships with local stakeholders and partners — and their depth of understanding of the project elements including management and coordination of relationships with all county, city and non-agency implementers of Bay Area Bike to Work Day/Bay Area Bike to Wherever Days at the local level. Additionally, SVBC's understanding of the process needed to implement the project, their overall approach and cost-effectiveness, and their significant emphasis on continuing to ensure that the maximum amount of funding for program implementation is funneled to the local implementers will allow local agencies to more successfully leverage the funding received from MTC and implement more robust events throughout the region.

SVBC's proposal included one Disadvantaged Business Enterprise (DBE) subconsultants performing 20% of the work under this contract. Attachment A includes a summary of the SVBC's and its project team's Small Business Enterprise (SBE) and DBE status.

Issues:

None identified.

Recommendations:

Staff recommends that the Committee authorize the Executive Director or his designated representative to negotiate and enter into a multi-year contract from January 11, 2023 through June 30, 2026, with an option to extend for up to three (3) additional years, with SVBC, in an amount not to exceed \$1,240,000 to implement BTWD.

Attachments:

- Attachment A: Disadvantaged Business Enterprise and Small Business Enterprise Status
- Request for Committee Approval: Summary of Proposed Contract



Andrew B. Fremier

Attachment A

Disadvantaged Business Enterprise and Small Business Enterprise Status

	Firm Name	Role on Project	DBE* Yes / No	If DBE Yes, List #	SBE** Yes / No	If SBE Yes, List #
Prime Contractor	Silicon Valley Bicycle Coalition	Prime	No		No	
Subcontractor	Hallie Baron Consulting LLC	Project management support	Yes	44107	No	

*Denotes certification by the California Unified Certification Program (CUCP).

**Denotes certification by the State of California.

Request for Committee Approval

Summary of Proposed Contract

Work Item No.: 1413

Consultant: Silicon Valley Bicycle Coalition (SVBC)
San José, CA

Work Project Title: Bay Area Bike to Work Day/Bay Area Bike to Wherever Days Program Implementation

Purpose of Project: Implement Bay Area Bike to Work Day/Bay Area Bike to Wherever Days Program events and related Bike Month activities.

Brief Scope of Work: Coordinate, promote and implement all Bay Area Bike to Work Day/Bay Area Bike to Wherever Days Program activities for 2023-2026.

Project Cost Not to Exceed: \$1,240,000

Funding Source: OBAG 3/Toll Credits, optional additional years are subject to budgeting approvals.

Fiscal Impact: Funds included in the FY 2022-23 agency budget for Bay Area Bike to Work Day/Bay Area Bike to Wherever Days Program.

Motion by Committee: That the Executive Director or designee is authorized to negotiate and enter into a contract with SVBC to implement the Bay Area Bike to Work Day/Bay Area Bike to Wherever Days Program activities as described above, and in the Executive Director's memorandum dated January 11, 2023 and the Chief Financial Officer is directed to set aside funds in an amount not to exceed \$1,240,000 for such contract.

Administration Committee:

Federal D. Glover, Chair

Approved: January 11, 2023