



**Ecology Action**

**REQUEST FOR PROPOSALS**

**Active Transportation Program Cycle 5 - Segment 7 - (City of Santa Cruz)**

**Community-Based Bicycle Safety & Encouragement Program**  
**Request for Proposals: *Community Engagement and Bicycle Safety Education Services***

**Date Released: March 26<sup>th</sup>, 2025.**

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**Proposals are due prior to 4:00 P.M. on April 9, 2025**

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## INTRODUCTION

Ecology Action is requesting proposals (RFP) for *Community Engagement and Bicycle Safety Education Services*.

The Community-Based Bicycle Safety & Encouragement Program will be funded with State Active Transportation Program (ATP) dollars, requiring the Consultant to follow all pertinent local, State, and Federal laws and regulations. **The DBE goal for this project is 21.35%.**

Total amount payable to the Consultant shall not exceed \$40,000 and with a performance period of the contract from the date approved by City of Santa Cruz through June 30, 2025, whichever is the lesser.

The proposals submitted in response to this RFP will be used as a basis for selecting the Consultant for this project. The Consultant's proposal will be evaluated and ranked according to the criteria provided in Appendix B, "Evaluation Criteria," of this RFP.

Addenda to this RFP, if issued, will be sent to all prospective Consultants Ecology Action has specifically e-mailed a copy of the RFP to and will be posted on the Ecology Action's website at <https://ecoact.org/>. It shall be the Consultant's responsibility to check Ecology Action's website to obtain any addenda that may be issued.

The Consultant's attention is directed to Appendix A, "Proposal Requirements."

Submit one (1) electronic copy in PDF format via email of the Consultant's proposal prior to **4:00 P.M., April 9<sup>th</sup>, 2025**. Proposals shall be submitted with the subject line "*Request for Proposals: Community Engagement and Bicycle Safety Education Services*." Proposals received after the time and date specified above will be considered nonresponsive and will be returned to the Consultant. Any proposals received prior to the time and date specified above may be withdrawn or modified by written request of the Consultant. To be considered, however, the modified Proposal must be received prior to 4:00 P.M., **April 9<sup>th</sup>, 2025**. Unsigned proposals or proposals signed by an individual not authorized to bind the prospective Consultant will be considered nonresponsive and rejected.

This RFP does not commit Ecology Action to award a contract, to pay any costs incurred in the preparation of a proposal for this request, or to procure or contract for services. Ecology Action reserves the right to accept or reject any or all proposals received as a result of this request, to negotiate with any qualified Consultant, or to modify or cancel in part or in its entirety the RFP if it is in the best interests of Ecology Action to do so. Furthermore, a contract award may not be made based solely on price.

The prospective Consultant is advised that should this RFP result in recommendation for award of a contract, the contract will not be in force until it is approved and fully executed by Ecology Action.

All products used or developed in the execution of any contract resulting from this RFP will remain in the public domain at the completion of the contract.

The anticipated consultant selection schedule is as follows:

Proposal review and evaluation: **April 10<sup>th</sup>, 2025 – April 11<sup>th</sup>, 2025**

Contract Award and Notice to Proceed: **April 14<sup>th</sup>, 2025**

Any questions related to this RFP shall be submitted via email to the attention of Juan Castillo at [juan.castillo@ecoact.org](mailto:juan.castillo@ecoact.org). Questions shall be submitted before 5:00 PM on April 7th, 2025.

No oral question or inquiry about this RFP/RFQ shall be accepted.

## **PROJECT DESCRIPTION AND BACKGROUND**

The Community-Based Bicycle Safety & Encouragement Program aims to improve bicycle and pedestrian safety, increase active transportation participation, and enhance community engagement, with a particular focus on low-income and minority populations in Santa Cruz along Segment 7 of the rail trail, including the Beach Flats community and other Disadvantaged Communities (DACs).

This program is part of a broader initiative to expand multimodal transportation opportunities, reduce greenhouse gas emissions, and promote healthier, more sustainable travel habits. The project is funded by the Active Transportation Program (ATP) grant and will engage local Community-Based Organizations (CBOs) to help increase awareness, education, and participation in bicycle safety initiatives.

Key objectives of this program include:

- Conducting community bicycle safety education workshops tailored for residents of all ages, with an emphasis on reaching underserved communities.
- Providing hands-on bicycle repair and maintenance clinics to empower individuals to keep their bicycles in good working condition.
- Organizing bike rodeos and or group rides to build confidence in cyclists, with a special focus on engaging women and families.
- Partnering with schools and parent groups to integrate bicycle and pedestrian safety education into student transportation plans.
- Developing multilingual educational materials on bicycle safety laws, best practices, and encouragement strategies.
- Hosting special events, such as Open Streets initiatives and Walk & Roll days, to encourage participation in active transportation.
- Strengthening relationships between community members, local businesses, advocacy groups, and law enforcement to create a safer and more accessible cycling environment.

By implementing this program, the City of Santa Cruz aims to address transportation equity, improve mobility options for underrepresented communities, and support a long-term shift toward safe, sustainable, and inclusive active transportation.

## SCOPE OF WORK

### General:

Ecology Action is interested in contracting with a consultant who will conduct and coordinate specified tasks related to this project.

The work shall comply with the requirements of all of the following without limitation, and shall apply to this RFP and any subsequent contract as though incorporated herein by reference:

1. Federal laws
2. State laws
3. Local laws
4. Rules and regulations of governing utility districts
5. Rules and regulations of other authorities with jurisdiction over the procurement of products

The Consultant shall comply with all insurance requirements of the Ecology Action.

### Services to be Provided:

The selected consultant will coordinate with Ecology Action to support in expanding the reach and depth of bicycle safety and encouragement activities, with a strong emphasis on serving low-income and minority populations, particularly within the Beach Flats community and other Disadvantaged Communities (DACs) along Segment 7 of the rail trail.

### Examples of Programming Supporting This Project:

- Organize and facilitate community bike safety workshops, bicycle repair clinics, and group rides.
- Conduct outreach and engagement focused on women, particularly migrant women, to influence household transportation behaviors.
- Host family-focused bicycle education sessions to promote safe cycling habits and increase ridership.
- Deliverables:
  - Monthly reports detailing outreach efforts and program participation metrics.
  - Documentation of community events, including attendance records, feedback, and impact assessment.

**Contract Term** – Contract amendments are required to modify the terms of the original contract for changes such as extra time, added work, or increased costs and must be done prior to expiration of the original contract. Only work within the original advertised scope of services shall be added by amendment to the contract.

**Method of Payment** – The consultant will perform will the services stated in the contract for an agreed amount as compensation, including a net fee or profit.

**Minimum Qualifications of Personnel** – The Consultant shall meet the appropriate minimum qualifications as required by this contract.

**Materials to be provided by the Agency** - The Consultant shall provide all materials to complete the required work in accordance with the delivery schedule and cost estimate outlined in each Task Order. Materials deemed applicable, necessary, and when available from Ecology Action that may be furnished or made available by Ecology Action and where listed in the individual Task Orders and this Contract, are for the Consultant’s use only, and shall be returned at the end of the Contract.

### **Work to be performed by Ecology Action**

Ecology Action will serve as a key implementation partner in executing community-centered bicycle safety education and encouragement activities. Their role will focus on program development, community outreach, and direct service delivery in collaboration with local Community-Based Organizations (CBOs), schools, and stakeholder groups.

Key responsibilities include:

- **Community Bicycle Safety Education & Training:**
  - Develop and deliver bicycle safety training for youth, families, and underserved communities, with a focus on Beach Flats and other Disadvantaged Communities (DACs).
  - Facilitate multilingual urban bicycling presentations and workshops, emphasizing safe riding practices and California bike laws.
- **Encouragement & Engagement Activities:**
  - Organize community bike rides, bicycle rodeos, and “Walk & Roll” events to increase participation in active transportation.
  - Develop and distribute culturally relevant promotional materials that encourage bicycling as a sustainable and accessible mode of transportation.
  - Lead community outreach efforts to engage women, particularly migrant women, in bicycle safety education to promote safer student transportation habits.
- **Collaboration with Local CBOs & Schools:**
  - Partner with schools, parent groups, and CBOs to integrate bicycle and pedestrian safety education into student transportation programs.
  - Coordinate with local advocacy groups and agencies to enhance community buy-in and maximize program reach.
- **Data Collection & Reporting:**
  - Conduct pre- and post-program surveys to assess changes in bicycle usage and safety awareness.
  - Track participation rates, collect event documentation, and submit progress reports to the funding agency.

**Conflict of Interest Requirements** - The Consultant shall also provide possible mitigation efforts, if any, to eliminate or avoid any actual or perceived conflicts of interest. If a consultant discovers a conflict during the execution of an assigned task order, the Consultant must immediately notify Ecology Action regarding the conflicts of interest. Ecology Action may terminate the Task Order involving the conflict of interest and Ecology Action may obtain the conflicted services in any way allowed by law. Failure by the Consultant to notify Ecology Action may be grounds for termination of the contract.

**Project Schedule** - Please provide a timeline of the services estimated to be performed from the beginning to the end term of the contract.



## **APPENDIX A – PROPOSAL REQUIREMENTS**

These guidelines are provided for standardizing the preparation and submission of Proposal/Proposals by all Consultants. The intent of these guidelines is to assist Consultants in preparation of their proposals, to simplify the review process, and to help assure consistency in format and content.

Proposals shall contain the following information in the order listed:

### **1. Introductory Letter**

The letter shall be on consultant letterhead and include the Consultant's contact name, mailing address, telephone number, and email address. The letter will address the Consultant's understanding of the services and any other pertinent information the Consultant believes should be included.

### **2. Executive Summary**

### **3. Consultant Information, Qualifications & Experience**

Ecology Action will only consider submittals from consultants that demonstrate they have successfully completed comparable projects. These projects must illustrate the quality, type, and past performance of the project team. Submittals shall include a detailed description of a minimum of one (1) project within the past two (2) years which include the following information:

1. Contracting agency
2. Contract amount
3. Date of contract
4. Date of completion
5. Project Objective
6. Project Description
7. Project Outcome

### **4. Organization and Approach**

Describe the roles and organization of your proposed team for this project. Indicate the composition of subcontractors and number of project staff, facilities available and experience of your team as it relates to this project. Describe your project and management approach.

### **5. Scope of Work**

1. Detailed description of all services to be provided.
2. Describe project deliverables for each phase of your work.
3. Describe your cost control and budgeting methodology for this project.

### **6. Schedule of Work**

Provide a detailed schedule for all phases of the project and the proposing Consultant's services including time for reviews and approvals.

### **7. Conflict of Interest Statement**

The proposing Consultant shall disclose any financial, business, or other relationship with Ecology Action that may have an impact upon the outcome of the contract or the construction project. The Consultant shall also list current clients who may have a financial interest in the outcome of this contract. The proposing.

### **8. Litigation**

Indicate if the proposing Consultant was involved with any litigation in connection with prior projects. If yes, briefly describe the nature of the litigation and the result.

### **9. Contract Agreement**

Indicate if the proposing Consultant has any issues or needed changes to the proposed contract agreement.

The Consultant shall provide a brief statement affirming that the proposal terms shall remain in effect for ninety (90) days following the date proposal submittals are due.

### **10. Federal-Aid Provisions**

The proposing Consultant's services are federally funded, which necessitate compliance with additional requirements. Special attention is directed to Local Assistance Procedures Manual Exhibit (LAPM) 10-I, Notice to Proposers DBE Information. The proposing Consultant shall complete and submit the following forms with the proposal to be considered responsive.

- Local Agency Proposer DBE Commitment (Consultant Contracts); (LAPM 10-O1). **The local agency's current contract DBE Goal is 21.35%.**
- DBE Information - Good Faith Effort (LAPM 15-H) – Required only if DBE goal is not achieved. It is recommended that proposer prepare and submit a GFE irrespective of meeting the DBE goal.
- Disclosure of Lobbying Activities (LAPM 10-Q)

Upon award and through completion of the project, the successful proposing Consultant will be required to follow applicable federal-aid requirements and shall complete and submit with the agreement the following forms at the time of award:

- Local Agency Proposer DBE Information (Consultant Contracts) (LAPM 10-02)
- Any other relevant forms required during the project.

Consultant shall demonstrate familiarity of providing services for federally funded projects and have a clear understanding of requirements/needs to facilitate the project through Caltrans Local Assistance and Local Assistance Procedures Manual.

### **11. Cost Proposal**

The proposal shall include a cost proposal for each service of the proposal. Cost proposal shall be included with the proposal and will be a part of the evaluation criteria. Consultant shall prepare a Lump Sum Fee estimate with progress payments at defined milestones/tasks.

## **APPENDIX B – PROPOSAL EVALUATION**

## Evaluation Process

All proposals will be evaluated by an Ecology Action Selection Committee (Committee). The Committee may be composed of Ecology Action staff and other parties that may have expertise or experience in the services described herein. The Committee will review the submittals and will rank the proposers. The evaluation of the proposals shall be within the sole judgment and discretion of the Committee. All contacts during the evaluation phase shall be through the Ecology Action Contract Administrator/Project Manager only. Proposers shall neither contact nor lobby evaluators during the evaluation process. Attempts by Proposer to contact members of the Committee may jeopardize the integrity of the evaluation and selection process and risk possible disqualification of Proposer.

The Committee will evaluate each proposal meeting the qualification requirements set forth in this RFP.

The selection process could include oral interviews. The consultant will be notified of the time and place of oral interviews and if any additional information that may be required to be submitted.

## Evaluation Criteria

Proposals will be evaluated according to each Evaluation Criteria and scored on a zero to five point rating. The scores for all the Evaluation Criteria will then be multiplied according to their assigned weight to arrive at a weighted score for each proposal. A proposal with a high weighted total will be deemed of higher quality than a proposal with a lesser-weighted total.

|   |                       | <b>Rating Scale</b>  |
|---|-----------------------|--|
| 0 | Not Acceptable        | Non-responsive, fails to meet RFP specifications. The approach has no probability of success. For mandatory requirement, this score will result in disqualification of proposal.                                       |
| 1 | Poor                  | Below average, falls short of expectations, is substandard to that which is the average or expected norm, has a low probability of success in achieving project objectives per RFP.                                    |
| 2 | Fair                  | Has a reasonable probability of success, however, some objectives may not be met.  |
| 3 | Average               | Acceptable, achieves all objectives in a reasonable fashion per RFP specification. This will be the baseline score for each item with adjustments based on interpretation of proposal by Evaluation Committee members. |
| 4 | Above Average/Good    | Very good probability of success, better than that which is average or expected as the norm. Achieves all objectives per RFP requirements and expectations.  |
| 5 | Excellent/Exceptional | Exceeds expectations, very innovative, clearly superior to that which is average or expected as the norm. Excellent probability of success and in achieving all objectives and meeting RFP specification.              |

The Evaluation Criteria Summary and their respective weights are as follows:

| No. | Written Evaluation Criteria     | Weight    |
|-----|---------------------------------|-----------|
| 1   | Organization of Proposal        | 10        |
| 2   | Cost Proposal                   | 30        |
| 3   | Staff Qualifications & Approach | 10        |
| 4   | Project Scope                   | 10        |
| 5   | Schedule of Work                | 10        |
| 6   | Conflict of Interest Statement  | Pass/Fail |
| 7   | References                      | 10        |
|     | <b>Subtotal:</b>                | <b>80</b> |

**1. Organization of Proposal (10 points)**

- a. Responses to this RFP must be complete. Responses that do not include the proposal content requirements identified within this RFP and do not address each of the items listed below will be considered incomplete, be rated a Fail in the Evaluation Criteria and will receive no further consideration. Responses that are rated a Fail and are not considered may be picked up at the delivery location within 14 calendar days of contract award and/or the completion of the competitive process.

**2. Cost Proposal (30 points)**

- a. Proposal clearly defines cost in spreadsheet format.

**3. Staff Qualifications and Approach (10 points)**

- a. Relevant experience, specific qualifications, and technical expertise of the firm and sub-consultants to conduct services on both federal and nonfederal-aid projects.
- b. Describes familiarity of project and demonstrates understanding of work completed to date and project objectives moving forward.
- c. Roles and Organization of Proposed Team
  - i. Proposes adequate and appropriate disciplines of project team.
- d. Project and Management Approach
  - i. Team is managed by an individual with appropriate experience in similar projects. This person's time is appropriately committed to the project.
- e. Roles of Key Individuals on the Team
  - i. Proposed team members have relevant experience for their role in the project.
  - ii. Key positions required to execute the project team's responsibilities are appropriately staffed.
- f. Working Relationship with Ecology Action
  - i. Proposal responds to need to assist Ecology Action during the project.

**4. Project Scope (10 points)**

- a. Detailed Scope of Services to be Provided
  - i. Scope addresses all known project needs and appears achievable in the timeframes set forth in the project schedule.
- b. Project Deliverables
  - i. Deliverables are appropriate to schedule and scope set forth in above requirements.
- c. Cost Control and Budgeting Methodology
  - i. Proposer has a system or process for managing cost and budget.

**5. Schedule of Work (10 points)**

- a. Schedule shows completion of the work within or preferably prior to Ecology Action's overall time limits.

**6. Conflict of Interest Statement (Pass/Fail)**

- a. Discloses any financial, business, or other relationship with Ecology Action that may have an impact upon the outcome of the contract or the construction project.
- b. Lists current clients who may have a financial interest in the outcome of this contract or the construction project that will follow.
- c. Discloses any financial interest or relationship with any construction company that might submit a bid on the construction project.

**7. References (10 points)**

- a. Provide as reference the name of at least three (3) agencies you currently or have previously consulted for in the past three (3) years.