



# ATP C6 Segments 8 & 9 Request for Proposals (RFP)

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## Project Overview

**Purpose:** The City of Santa Cruz invites proposals from qualified parties to implement a bicycle and pedestrian safety education, and engagement program focused on serving low-income and minority communities in Santa Cruz, CA, particularly in the Seabright and Live Oak neighborhoods.

**Funding:** This project is funded by the California Active Transportation Program (ATP) Cycle 6 as a Non-Infrastructure (education and outreach) project, which may include federal funding. All activities must comply with applicable grant requirements.

**Ecology Action:** The project will be administered by Ecology Action, which will oversee the contract and project deliverables on behalf of the City of Santa Cruz.

**Contract:** One or more consultants (firm, nonprofit organization, or team) will be selected through this RFP to perform the scope of work described below. This is a Non-Architecture & Engineering (Non-A&E) professional services contract.

**Budget:** Approximately **\$70K** is the total available for this contract. The final budget and scope will be finalized during contract negotiation.

**Application Process:** This RFP uses a streamlined application process to encourage participation from small and community-based organizations.

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## Scope of Work

Ecology Action is leading a multi-year initiative to promote safe and active transportation through education, training, and community engagement. We are seeking CBO partners to assist with the remaining activities under the following contract tasks. At least one bilingual (Spanish/English) staff member must be present at each event or workshop, and all outreach, programming, and materials must be provided in both English and Spanish. The consultant will coordinate with Ecology Action and other partners in the area to maximize outreach and program quality. In partnership with Ecology Action, consultants may apply to support one or more of the following contract tasks:



### **Contract Task 3.2: Urban Bicycling Presentations**

Provide parents and community members with Urban Bicycling presentations covering the basics of biking, geared to low-income and minority populations.

Deliverables: Up to 7 presentations. Copies of presentation schedules, photos, number of attendees, and evaluation activity results.

### **Contract Task 3.3: On-Bike Safety Training**

Provide parents and community members with on-bike safety training, geared to low-income and minority populations (for example, school-based family bicycle rodeos).

Deliverables: Up to 3 on-bike training events (bicycle rodeos). Number of attendees, photos, and evaluation activity results.

### **Contract Task 3.4: Basic Bike Maintenance Events**

Provide basic bike maintenance training (and a checklist of larger maintenance tasks) to parents and families of students during a community event or clinic.

Deliverables: Up to 3 bicycle maintenance events (clinics). Number of attendees and/or repairs completed, and photos.

### **Contract Task 3.5: Family Bike-to-School Rides**

Host family bike rides to school, geared to low-income and minority populations.

Deliverables: Up to 5 guided group rides to school. Log of event dates, number of attendees, , and photos.

### **Contract Task 3.6: Community Family Fun Rides**

Host community-based fun, family bike rides geared to low-income and minority parents and families.

Deliverables: Up to 2 community-based group bike rides. Number of attendees, and photos.

### **Budget Breakdown**

TASK	EVENT	NOT-TO-EXCEED EVENT QUANTITY	NOT-TO-EXCEED PER-EVENT BUDGET	NOT -TO-EXCEED EVENT TOTAL
<b>TASK 3.2</b>	Urban Bicycling Presentations	7	\$3,105.00	\$21,735.00
<b>TASK 3.3</b>	On-Bike Safety Trainings	3	\$3,263.00	\$9,789.00
<b>TASK 3.4</b>	Basic Bike Maintenance Events	3	\$3,894.00	\$11,682.00



<b>TASK 3.5</b>	Family Bike-to-School Rides	5	\$3,876.00	\$19,380.00
<b>TASK 3.6</b>	Community Family Fun Rides	2	\$3,876.00	\$7,752.00
<b>TOTAL PROJECT NOT-TO-EXCEED BUDGET</b>				<b>\$70,338.00</b>

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## Proposal Submission Instructions

### Eligibility

This RFP is open to qualified consultants, nonprofit organizations, community-based organizations (CBOs), or teams consisting of such entities. We especially encourage proposals from organizations or teams that have direct experience with the Santa Cruz community. Prior experience with Active Transportation Program (ATP) grants is not required; however, proposers should demonstrate relevant experience in community engagement, bicycle/pedestrian safety education, or similar projects.

### Proposal Format and Content

Proposals should be clear, concise, and focused. We encourage brevity (approximately 4-10 pages, not including resumes or appendices). Proposals must be written in English (you may provide Spanish translations of sections for community reviewers, but this is optional). The proposal should contain the following sections:

- **Cover Letter** – A one-page cover letter introducing your organization/team and expressing your interest in the project. Include a brief summary of why you are well-suited for this work, and provide the contact information (name, phone, email) of a representative authorized to negotiate on behalf of the proposer.
- **Organization Background and Experience** – Describe your organization or team, highlighting relevant experience. Emphasize experience working with low-income and minority communities in Santa Cruz or similar communities. Mention any previous projects involving bicycle/pedestrian education, safety training, or community outreach. If you are a community-based organization, you may include a brief overview of your mission and community ties.
- **Project Understanding and Approach** – Explain your understanding of the project goals and the needs of the target community. Outline your approach to completing



the tasks in the Scope of Work. Rather than repeating the task list, describe key strategies or methods you will use to engage the community and deliver effective programs (for example, culturally appropriate engagement methods, scheduling strategies, or innovative educational techniques). Include a brief proposed timeline or work schedule for the tasks (this can be tentative and will be finalized with the City/Ecology Action).

- **Team and Staffing** – Identify the key personnel who will work on this project, including the Project Manager and lead instructors/facilitators for events. For each person, summarize their relevant qualifications (e.g., LCI certification, first aid training, language skills) and experience. Clearly indicate which staff are bilingual in Spanish and English (a requirement for public events). You may attach one-page resumes for key staff as appendices (resumes are not counted toward the page limit).
- **Community Partnerships** – If applicable, describe any partnerships or collaborations you have that will support this project. For example, you might partner with local schools, community centers, health organizations, or bike clubs to help with outreach or event delivery. Highlight how these partnerships will help reach the target audience and ensure successful events.
- **References/Past Projects** – Provide 2–3 references for similar work you have done, or brief descriptions of past projects relevant to this RFP. For each reference, include a contact name, organization, phone/email, and a short description of the work performed. Ideally, at least one reference should relate to community-based education or active transportation (bicycle/pedestrian) initiatives.
- **Cost Proposal** – Provide a budget for the project. Break out the costs by task or activity as much as possible (for example, personnel hours for each task, materials costs for events, travel, indirect costs, etc.). Include the total proposed cost. If you are a nonprofit with a federally approved indirect cost rate, you may use it; otherwise, clearly list any administrative or overhead costs. The cost proposal can be included in the main proposal document or as a separate attachment. **Note:** The available funding for this contract is approximately **\$70,000.00**. While cost is a key factor, the lowest bid will not automatically be selected; we will consider the overall value and feasibility of your budget.



**Optional:** You may include additional supporting materials (such as letters of support from partner organizations, samples of educational materials you have developed, etc.) as appendices. If provided, keep these supplemental materials brief.

### **Submission Method**

Proposals are due by **Friday, September 5th at 11:59PM** Pacific Time. Late submissions will not be accepted.

Submit your proposal in electronic format (PDF or Word document) via email to **[juan.castillo@ecoact.org](mailto:juan.castillo@ecoact.org)**. If you are unable to submit electronically, please contact us to arrange an alternative method.

If submitting by email, include **“Proposal for Santa Cruz Bike/Ped Program”** in the subject line of your email.

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## **Evaluation and Selection**

Proposals will be evaluated by a committee of Ecology Action staff and/or project partners. Our goal is to select a consultant who offers the best combination of relevant experience, community understanding, and value. All proposals that meet the submission requirements will be reviewed. The evaluation will be based on the following criteria:

- **Relevant Experience and Community Knowledge (30 points):** Demonstrated experience in community outreach, bicycle/pedestrian safety education, and working with low-income and Spanish-speaking communities. This includes assessment of past project success and references, as well as knowledge of Santa Cruz’s communities (such as Seabright and Live Oak) or similar communities.
- **Project Approach and Work Plan (25 points):** Quality and feasibility of the proposed approach to the Scope of Work. This includes the proposer’s understanding of the project goals, proposed strategies for effective outreach and education, and a logical timeline/work plan. Innovative and culturally appropriate approaches will earn higher scores.
- **Qualifications of Team (15 points):** The expertise and capabilities of the project team. Evaluators will consider relevant certifications (e.g., LCI), experience of key staff, language abilities (Spanish/English), and the overall capacity to deliver the project successfully. Involvement of local staff or partners can be a plus.



- **Cost Proposal (30 points):** The cost-effectiveness of the proposal. This considers the total proposed cost and its breakdown. Lower costs will score higher, but this score also reflects whether the budget is reasonable and appropriate for the scope. (A very low bid that raises feasibility concerns may score lower than a slightly higher bid that is well-justified.)

***Optional Interview:*** After the initial evaluation, Ecology Action may invite one or more top-ranked proposers to a brief interview (in person or via video conference) to provide clarifications or answer questions. If interviews are conducted, they will be factored into the final evaluation (for example, by adjusting the Project Approach or Team Qualifications scores). We will keep this process as simple and accessible as possible and only use interviews if necessary to distinguish between top proposals.

Local or small community-based organizations will receive full consideration. While we value local experience, we cannot give an automatic preference to local firms due to public contracting laws. However, demonstrated knowledge of and connections to the Santa Cruz community are reflected in the above criteria and will be taken into account in scoring.

The contract will be awarded to the proposer with the highest overall score, provided that the cost is within the project budget and the proposer meets all minimum requirements. Ecology Action will notify all proposers of the outcome once a selection is made.

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## General Conditions and Requirements

### Budget and Contract Term

**Budget:** The contract budget is anticipated to be up to **\$70,338.00**. This project is funded through the California Active Transportation Program. The final contract will be a not-to-exceed amount, and payments will be made on a reimbursement basis (the consultant will invoice for actual costs incurred, up to the budget limit). Payments will be contingent on documentation of completed tasks/deliverables and approval by the City of Santa Cruz/Ecology Action.

### Multiple Awards Clause

The issuing agency reserves the right to award contracts to multiple vendors based on the evaluation of proposals. Applicants may submit proposals for one or more of the deliverables listed in this RFP. Each deliverable will be evaluated independently, and awards may be made to different vendors for different components of the scope of work.



**Timeline:** The expected contract term is approximately **1.5 years**, starting in September **2025** and concluding by **June 30, 2027**. The precise timeline for completing all tasks will be finalized in consultation with the selected consultant(s) and must align with the requirements of the ATP grant.

**Contract Form:** The selected consultant(s) will be required to enter into a standard professional services agreement. A sample agreement can be provided for review upon request. The contract will include all terms and conditions required for state-funded projects.

**Travel Reimbursement Policy:** Consultants must comply with the City of Santa Cruz's travel reimbursement policy, including per diem rates and documentation requirements.

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## Disadvantaged Business Enterprise (DBE) and Equal Opportunity

Because this project may utilize federal funds, it is subject to Disadvantaged Business Enterprise (DBE) requirements. The DBE goal for this contract is **21.25%**. (DBEs are businesses owned by socially and economically disadvantaged individuals, certified through the California Unified Certification Program.)

If your organization is a certified DBE or you plan to utilize certified DBE subconsultants, please indicate this in your proposal (include the firm's name and DBE certification number, if available). Participation of DBE firms will count toward meeting the contract's DBE goal.

If you cannot meet the DBE goal, you must demonstrate a "Good Faith Effort" to solicit and utilize DBE firms. In practical terms, this means you should reach out to potential DBE subconsultants or vendors (for example, for providing materials, translation, outreach support, etc.) and document those efforts.

Assistance is available if you need help identifying DBE partners or understanding the DBE requirements. Please contact us for guidance or refer to the state's online DBE directory to find certified DBE firms in relevant services.

All proposers must comply with Title VI of the Civil Rights Act of 1964 and related nondiscrimination laws. In plain language, this means the consultant must agree not to discriminate on the basis of race, color, national origin, sex, age, disability, or any other protected status in its employment practices or in the execution of this project. The City of





Santa Cruz/Ecology Action is an equal opportunity employer and requires the same commitment from its consultants.

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## Procurement Conditions & Compliance Requirements

**Protest / Appeals Procedure:** Proposers may protest any aspect of this solicitation by submitting a written protest to the Agency Contract Manager within five (5) business days of the Notice of Intent to Award. The protest must state the grounds, relevant facts, and the relief requested. The Agency will issue a written decision before the contract award; that decision is final.

**Minimum Competition:** The Agency seeks to receive at least three (3) responsive proposals. If fewer than three are received, the Agency may either re-advertise or proceed only after completing a Cost-Effectiveness/Public-Interest Finding (Caltrans LAPM Exhibit 12-F).

**Advertising Period:** This RFP will remain publicly advertised for no fewer than fourteen (14) calendar days before the submission deadline.

**No Transaction Splitting:** The Agency will not split, subdivide, or incrementally award contracts to evade competitive procurement requirements.

**Evaluation Records:** Proposal evaluations will use the criteria and weights published in this RFP.

**DBE Documentation:** Proposers must either (1) meet the stated DBE goal and submit Caltrans Exhibits 10-O1 and 10-O2, or (2) document Good-Faith Efforts using Caltrans Exhibit 15-H. (See links in Proposal Resources.)

**Conflict of Interest & Lobbying Certifications:** All evaluation committee members will sign Caltrans Exhibit 10-T (Conflict of Interest & Confidentiality Statement). The successful proposer must complete Caltrans Exhibit 10-Q (Disclosure of Lobbying Activities) if applicable.

**Suspension/Debarment Check:** Before contract execution, the Agency will verify that the selected consultant is not suspended or debarred at SAM.gov.

**Follow-On Contracting Limitation:** Per California Public Contract Code §10365.5, the consultant may not receive a subsequent contract for construction or goods related to this project if that contract would be awarded without competitive bidding and the consultant's





work under this RFP directly contributed to the specifications or design of that subsequent project (the threshold is 10% of the value of this contract).

**Record Retention & Audit Access:** The consultant shall retain all project records for at least three (3) years after final payment and shall make them available to the Agency, Caltrans, FHWA, or other authorized auditors upon request.

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## Insurance and Legal Requirements

The successful proposer will be required to obtain and maintain insurance coverage as required by the contracting agency. This typically includes general liability insurance, automobile liability insurance, workers' compensation coverage, and may include professional liability (errors and omissions) insurance. Minimum coverage amounts will be specified in the contract. If you have not worked with public agency contracts before, please be aware that these insurance requirements are standard; assistance can be provided if you have questions about obtaining the required coverage.

The consultant will be responsible for obtaining any necessary permits or permissions for carrying out the project activities (for example, event permits for open streets events). The consultant must also comply with all applicable local and state laws in performing the work.

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## Reservation of Rights by Ecology Action

- **Cancel or modify this RFP, or reject all proposals,** if doing so is in the best interest of the Agency.
- **Request clarification or additional information** from any proposer during the evaluation process.
- **Award the contract in whole or in part,** or negotiate contract terms with the selected proposer before finalizing an award.
- **Verify the information provided in any proposal.** Misrepresentations or omissions may be grounds for disqualification.

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## Proposal Costs



All costs incurred in the preparation and submission of a proposal are the sole responsibility of the proposer. The Agency will not reimburse any expenses related to participating in this procurement (e.g., the cost of preparing proposals or attending interviews).

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## Contract Award and Execution

After the selection process is complete, Ecology Action will notify all proposers of the outcome. The top-ranked proposer(s) will be invited to negotiate the final scope, schedule, and fee in order to enter into a contract. If an agreement cannot be reached with the top-ranked proposer within a reasonable timeframe, the Agency may end negotiations and invite the next-highest-ranked proposer.

The award of the contract is subject to final approval by the City of Santa Cruz/Ecology Action and is contingent on compliance with all applicable requirements of the Active Transportation Program funding. The selected consultant must be prepared to begin work promptly after contract execution.

*Thank you for your interest in making Santa Cruz a safer and more bicycle- and pedestrian-friendly community. We look forward to reviewing your proposal!*

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## Proposal Resource Links:

- [Exhibit 10-I — Notice to Proposers DBE Information](#)
- [Exhibit 10-O1 — Consultant Proposal DBE Commitment](#)
- [Exhibit 10-O2 — Consultant Contract DBE Commitment](#)
- [Exhibit 15-H — Proposer/Contractor Good-Faith Efforts](#)