



**Ecology Action
REQUEST FOR PROPOSALS**

**Bicycle and Pedestrian Infrastructure Pop-Ups and
Traffic Gardens – Community Based Organization
Support**

Date Released: April 2, 2026
Proposals Due: April 16, 2026

**Ecology Action
877 Cedar Street
Suite 240
Santa Cruz, CA 95060**

Program Manager: Bennett Williamson
Email: bennett.williamson@ecoact.org
Phone: (831) 515-1332

INTRODUCTION

Ecology Action is requesting proposals (RFP) for community-based organizations to support *Bicycle and Pedestrian Infrastructure Pop-Ups and Traffic Gardens*, a project that aims to construct three new Traffic Garden bicycle training facilities, and 2-3 temporary infrastructure projects in the city of Watsonville near local schools and parks.

[Traffic Gardens](#) are safe, miniature road systems designed to teach children about traffic rules and road safety. Infrastructure pop-ups use temporary materials installed on roads to test traffic calming measures that enhance safety for bikes and pedestrians, providing a chance to get feedback from the community on potential road designs.

These projects are part of a larger effort organized by the Health Services Agency of Santa Cruz County that aims to improve pedestrian and bicycle safety, encourage walking and biking - especially among low income and Spanish speaking residents - and evaluate behavior change through education, infrastructure demonstrations, community engagement, and data collection, funded by the Caltrans Active Transportation Program

Cycle

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- This project is funded with Caltrans Active Transportation Program (ATP) dollars, requiring the Consultant to follow all pertinent local, State, and Federal laws and regulations.
- Total amount payable to the Consultant shall not exceed **\$12,500** with a performance period of the contract from the date approved to **June 30 2027**.
- 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 and responses to any questions received, will be posted on the Ecology Action's website at: <https://ecoact.org/transportation/request-for-proposals-bicycle-and-pedestrian-infrastructure-pop-ups-and-traffic-gardens-community-based-organization-support>
- 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 an electronic copy of the proposal in PDF format via email to bennett.williamson@ecoact.org **prior with the subject line: Bicycle and Pedestrian Infrastructure Pop-Ups and Traffic Gardens RFP response**
- Proposals received after the specified due date / time will be considered nonresponsive and will be considered at the discretion of the Program Manager.
- Any proposals received prior to due date may be withdrawn or modified by written request of the Consultant. To be considered, however, the modified Proposal must be received by the specified due **April 16, 2026, 11:59pm PST**.
- 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: **Week of April 20, 2026**
 - Oral interviews (if applicable): **Week of April 20**
 - Cost Negotiation with first ranked consultant: **Week of April 27**
 - Contract Award and Notice to Proceed: **Week of April 27**

- Any questions related to this RFP shall be submitted in writing to the attention of Bennett Williamson via email at bennett.williamson@ecoact.org and must be submitted at least one week prior to the due date of **April 16, 2026**.
 - Answers to all electronically submitted questions will be posted on the RFP website detailed above.
 - No oral question or inquiry about this RFP/RFQ shall be accepted.

SCOPE OF WORK

Bicycle and Pedestrian Infrastructure Pop-Ups and Traffic Gardens – Community Based Organization Support

BUDGET

- Not-to-Exceed Budget: **\$12,500**

SCOPE

- Task 3: Traffic Garden Support
 - Provide feedback on three Traffic Garden designs – two located at school sites and one located in a publicly accessible location, e.g. public park.
 - Work with Ecology Action and project team to organize an opening event for the Traffic Garden in the public location. Promote the opening event through existing networks and community outreach (e.g. flyers, announcements, newsletters, messaging, email, etc.) to drive attendance.
- Task 4: Traffic Calming Pop-up Support
 - Attend at least two meetings in Watsonville to give feedback on the design of temporary Bicycle and Pedestrian Infrastructure Pop-Ups located near Watsonville schools. Meetings will be organized by Ecology Action.
 - Collaborate with EA staff on the creation of an online and paper survey used to collect feedback of people's experience of using the temporary infrastructure pop-ups.
 - Take part in installation of infrastructure pop-ups. Depending on the final designs this may include sweeping, measuring, painting, applying traffic tape and plastic delineators, placing traffic cones, signs, and other traffic control devices, moving supplies and materials, and other installation tasks. Depending on final number and location of installations this may require 3-5 full days of on-site work in Watsonville. Ecology Action staff will organize the installation days and purchase all materials.
 - Lead on gathering survey responses during the 4-6 week installation period. The focus should be on in-person surveying of people walking, biking, and driving through the temporary installations, especially during school pick-up and drop off hours. Surveys can be given on paper or using digital form but all paper surveys must be entered into online form.
 - EA staff will lead on the analysis of data collected during survey and drafting a project report. Assist in data analysis and coding as directed by EA staff, and review draft report and give feedback.

SCHEDULE

- April – May:
 - Provide feedback on Traffic Garden Designs (Task 3)
 - Attend meeting(s) to give feedback on pop up locations and designs (Task 4)
- June – July
 - Collaborate with EA staff on creation of Traffic Calming project survey (Task 4)
- August – September
 - Assist with installation of traffic calming projects
 - During pop up installation period (4-6 weeks), collect community feedback on traffic calming projects while surveying on the street and enter data into online form (Task 4)
- Aug-Oct TBD
 - Promote and attend opening of Traffic Garden at public park location (Task 3)
 - Collaborate with EA staff on the analysis of data from Temporary and review project report (Task 4)

APPENDIX A: PROPOSAL REQUIREMENTS

Bicycle and Pedestrian Infrastructure Pop-Ups and Traffic Gardens – Community Based Organization Support

These guidelines are provided for standardizing the preparation and submission of the Proposal 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 introductory (or transmittal) letter shall be addressed to: bennett.williamson@ecoact.org
- The letter shall be on Consultant letterhead and include the Consultant's contact name, mailing address, telephone number, facsimile number, and email address.
- The letter will address the Consultant's understanding of the services being requested and any other pertinent information the Consultant believes should be included.
- The letter shall be signed by the individual authorized to bind the Consultant to the proposal.

2. Executive Summary

3. Consultant Qualifications & Experience

- Ecology Action requests information demonstrating that candidate Consultants have successfully completed comparable projects. These examples must illustrate the quality, type, and past performance of the project team.
 - Submittals shall include a detailed description of a minimum of three (3) projects within the past five (5) years which include the following information:
 - *Contracting agency, including contact information*
 - *Contract amount & funding source*
 - *Timeline of contract*
 - *Consultant Project Manager*
 - *Project Objective*
 - *Project Description*
 - *Project Outcome*

4. Organization and Approach

- Describe the roles and organization of your proposed team for this project.
 - a. 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.
 - a. Provide a detailed description of how the team and scope of work will be managed.
- Describe the roles of key individuals on the team.
 - a. Provide brief bios for all key team members that highlight their relevant experience, for the Project's Scope of Work, as well as their length of employment with the proposing Consultant. **Key members, especially the Project Manager, shall have significant demonstrated experience with this type of project, and should be committed to stay with the project for the duration of the project.*

5. Scope of Work

- Include a detailed Scope of Work Statement describing all services to be provided.
- Describe project deliverables for each phase of your work.
- 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 timeline for reviews and approvals. The schedule shall meet the project deadline above.

7. Conflict of Interest Statement

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

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. The proposing Consultant shall complete and submit the following forms with the proposal to be considered responsive. These forms and instructions are provided for the proposer as attachments.
 - Disclosure of Lobbying Activities (LAPM 10-Q)
- NOTE: 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)
- 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 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 proposal evaluations will be administered by the Ecology Action Program Manager owning oversight of the proposed project, and may include one or more project team members and/or stakeholders with expertise or experience in the services described herein.
- Submittals will be reviewed and ranked within the sole judgment and discretion of the Program Manager.
- All contacts during the evaluation phase shall be through the Ecology Action Project Manager only.
- Proposers shall neither contact nor lobby evaluators during the evaluation process.
 - Attempts by Proposer to contact proposal reviewers may jeopardize the integrity of the evaluation and selection process and risk possible disqualification of Proposer.
- The Program Manager and their team will evaluate each proposal meeting the qualification requirements set forth in this RFP.

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.
- The final maximum score for any project is four hundred fifty (450) points.

SCALE	CATEGORY	DESCRIPTION
0	Not Acceptable	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • Has a reasonable probability of success, however, some objectives may not be met.
3	Average	<ul style="list-style-type: none"> • 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 team members.
4	Above Average/Good	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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:

#	CRITERION	WEIGHT	MAX SCORE
1	Organization of Proposal	10	50
2	Cost Proposal	20	100
3	Staff Qualifications & Approach	25	125
4	Project Scope	15	75
5	Schedule of Work	10	50
6	Conflict of Interest Statement	Pass/Fail	PASS
7	References	10	50
TOTAL POSSIBLE:			450

1. Organization of Proposal (10 points)

- 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.

2. Cost Proposal (20 points)

- Proposal clearly defines cost in spreadsheet format.

3. Staff Qualifications and Approach (25 points)

- Relevant experience, specific qualifications, and technical expertise of the firm and sub-consultants to conduct services on both federal and nonfederal-aid projects.
 - Describes familiarity of project and demonstrates understanding of work completed to date and project objectives moving forward
- Roles and Organization of Proposed Team
 - Proposes adequate and appropriate disciplines of project team.
 - Some or all of team members have previously worked together on similar project(s).
 - Overall organization of the team is relevant to Ecology Action’s needs.
- Project and Management Approach
 - Team is managed by an individual with appropriate experience in similar projects.
 - This person’s time is appropriately committed to the project.
 - Team successfully addresses Site Planning and Programming efforts.
 - Project team and management approach responds to project issues.
 - Team structure provides adequate capability to perform both volume and quality of needed work within project schedule milestones.
- Roles of Key Individuals on the Team
 - Proposed team members, as demonstrated by enclosed resumes, have relevant experience for their role in the project.
 - Key positions required to execute the project team’s responsibilities are appropriately staffed.
- Working Relationship with Ecology Action
 - Proposal responds to need to assist Ecology Action during the project.

4. Project Scope (15 points)

- Detailed Scope of Services to be Provided
 - Proposed scope of services is appropriate for all phases of the work.
 - Scope addresses all known project needs and appears achievable in the timeframes set forth in the project schedule.
- Project Deliverables
 - Deliverables are appropriate to schedule and scope set forth in above requirements.

- Cost Control and Budgeting Methodology
 - Proposer has a system or process for managing cost and budget.
 - Evidence of successful budget management for a similar project.

5. Schedule of Work (10 points)

- Schedule shows completion of the work within Ecology Action’s timelines or – at a minimum – prior to overall deadlines as specified.
- The schedule serves as a project timeline, stating all major milestones and required submittals for project management and Federal-Aid compliance.
- The schedule addresses all knowable phases of the project, in accordance with the general requirements of this RFP.

6. Conflict of Interest Statement (Pass/Fail)

- 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.
- Lists current clients who may have a financial interest in the outcome of this contract or the construction project that will follow.

7. References (10 points)

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

Weighted scores for each Proposal will be assigned utilizing the table below:

PROPOSAL SCORING TABLE				
#	CRITERION	Rating (0-5)	Weight	SUBSCORE (Rating * Weight)
1	Organization of Proposal		10	
2	Cost Proposal		20	
3	Staff Qualifications & Approach		25	
4	Project Scope		15	
5	Schedule of Work		10	
6	Conflict of Interest Statement	N/A	Pass/Fail	Pass/Fail
7	References		10	
Total:				/ 450 %