ECOLOGY ACTION OF SANTA CRUZ
REQUEST FOR PROPOSALS
Ride Forward Monterey: Community E-Bike Lending Library Project

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Issue Date: November 6, 2026
Proposals Due: December 1, 2026, 5:00 p.m. Pacific Time
Not-to-Exceed Budget: $46,000

1. Purpose

Ecology Action of Santa Cruz ("Ecology Action") invites proposals from qualified organizations or consultants to provide community engagement, outreach, advisory and planning support for the **Ride Forward Monterey: Community E-Bike Lending Library Project**. Ecology Action intends to award one contract through a one-step competitive proposal process. Interviews are not planned. Award may be made on the initial proposals without discussions; proposers should therefore submit their most favorable technical and cost proposal.

2. Contract & Project Period

The anticipated contract period is **January 4, 2027 through December 31, 2027**. Work may not begin before execution of the contract and written notice to proceed. The contract will be a **time-and-materials/cost-reimbursement agreement with task-level and overall not-to-exceed limits**. Payment will be limited to documented allowable costs incurred for approved work. The total contract may not exceed **$46,000**.

3. Scope, Schedule & Task Budgets

Ride Forward Monterey is a CARB-funded Community Planning and Capacity Building project administered by the Association of Monterey Bay Area Governments (AMBAG), with Ecology Action serving as technical lead. The project will screen 6–10 candidate locations and prepare 2–4 implementation-ready plans for community e-bike lending libraries in priority Monterey County communities, building on the recommendations of the Monterey County Zero Emission Shared Mobility Study. Residents most affected by high transportation costs, long commutes and limited first/last-mile options, including Latino and immigrant families, farmworkers, hospitality workers and youth, will help shape where and how the libraries operate through a bilingual Advisory Group, community meetings, surveys and pop-up events. The work also includes feasibility and operations planning, workforce pathways for staffing and maintaining the libraries, an assessment of co-locating libraries with potential mobility hub and resilience center sites, and funding and implementation readiness. The selected contractor will support the community engagement, advisory and planning tasks described below.

Task	Required Services	Schedule	NTE
2.1 Site Screening &	Review and refine the pipeline of 6–10 candidate sites for alignment with community realities and trusted	Q1 2027	$9,000

Task	Required Services	Schedule	NTE
Landscape Scan	networks. Assess readiness, need and feasibility using community knowledge, on-the-ground context and resident perspectives.		
2.2 Community-Driven Design & Engagement	Review and refine the initial outreach strategy; convene and facilitate bilingual Advisory Group meetings through centralized recruitment drawing from prior Monterey County Safe Routes to School Participatory Budgeting members and regional partners; host three Advisory Group meetings and one community meeting; lead deployment of community surveys with Ecology Action; identify locations for pop-up engagement such as e-bike demo and try-ride days which will be staffed by Ecology Action Community Bike team.	Q1–Q3 2027; surveys early in the phase; four ebike demo events – two at candidate sites early in phase; two at priority sites identified later in phase	$30,000, (including $5000 non-personnel funds for meeting support for Advisory Group Members, including stipends)
2.3 Feasibility, Modeling & Partner Readiness	Assess readiness, need and feasibility across candidate sites after surveying and events; recommend 2–4 priority sites through the Advisory Group review process; advise on workforce development, including worker-owned cooperative, micro-business or wealth-building opportunities and long-term community-based maintenance needs.	Q2–Q4 2027	$2,000
3.1 Mobility Hub Integration Assessment	Review and provide feedback on the draft Mobility Hub Integration Brief.	Q4 2027	$1,000
4.1 Funding Strategy & Application Support	Review and provide feedback on the table of funding opportunities and draft narrative materials supporting future funding acquisition.	Q4 2027	$2,000
4.2 Roadmap, Governance & Final Deliverables	Review and provide feedback on draft workforce-development component text.	Q4 2027	$2,000
	Total		**$46,000**

4. Proposal Submission

Submit one searchable PDF by email to **bennett.williamson@ecoact.org** no later than **5:00 p.m. Pacific Time on December 1, 2026**. Email subject should be **Ride Forward Monterey RFP Proposal.** Late proposals will not be considered. Proposals will not be publicly opened.

Maximum length

The complete proposal may not exceed **six pages**, including the cost proposal and references. Do not submit resumes, brochures, financial statements, work samples, letters of support, insurance certificates, tax forms or other attachments.

Required contents

1. **Proposer information and certification**
    - Legal name, address, website and primary contact.
    - Authorized representative's name, title and signature.
    - Identification of each proposed subcontractor, its work area and known DBE/UDBE certification status, or "none."
    - Disclosure of any actual, apparent or potential organizational conflict of interest, or "none."
    - Certification that the proposer:
        - can perform the work within the schedule and $46,000 ceiling;
        - can satisfy the insurance and grant requirements in the proposed agreement before award;
        - maintains or can maintain accounting records that segregate project costs by task;
        - is not suspended, debarred or otherwise ineligible for award; and
        - accepts the proposed agreement, except for any specifically listed requested exceptions.

2. **Approach and capacity — maximum three pages**
    - Concise approach to the six tasks.
    - Availability and ability to meet the schedule.
    - Names, roles and brief relevant qualifications of key personnel.
    - No separate resumes are required.

3. **Relevant experience and references — maximum one page**
    - Up to three brief examples of similar community engagement, bilingual outreach, mobility, advisory-group or planning work.
    - Three references, listing only client, contact name, email or telephone number, and associated project.

4. **Cost proposal — maximum one page**

Task	Labor Hours/Rates	Other Direct Costs	Proposed Total
2.1			
2.2			
2.3			
3.1			
4.1			
4.2			
Total—not to exceed $46,000			

** Identify any indirect cost included in the rates or totals.*

** Prices must include all costs necessary to perform the proposed work.*

5. Pass / Fail Responsiveness Review

A proposal must:

- be received by the deadline;
- include an authorized signature;
- address all required proposal contents;
- propose a total price not exceeding $46,000;
- identify all proposed subcontractors;
- disclose potential organizational conflicts;
- certify ability to meet applicable insurance, schedule, accounting and grant conditions; and
- contain no material exception that would prevent contract execution.

Ecology Action may waive a minor informality not affecting price, quality, competition or another proposer's rights.

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6. Evaluation & Selection

Responsive proposals will be scored as follows:

Criterion	Points
Work approach, understanding, availability and ability to meet schedule	35
Relevant organizational and key-personnel experience	25
Cost	40
Total	**100**

The responsive, responsible proposer receiving the highest total score will be recommended for award. References may be checked before award. Ecology Action may seek limited written clarification but will not permit correction of a material omission or an unequal proposal revision. No interview is planned. If Ecology Action determines that an interview is essential to resolve a material issue affecting the highest-ranked proposals, participating proposers will receive the same instructions and questions.

7. Questions & Addenda

Questions must be emailed to **bennett.williamson@ecoact.org** by **5:00 p.m. Pacific Time on November 18, 2026**. Ecology Action will issue written responses and any addendum by November 24, 2026. Only written addenda modify this RFP. Information provided to one prospective proposer that could affect competition will be made available to all known recipients.

8. Conflict of Interest Notice

The selected contractor and its subcontractors must be free from any actual, apparent or potential organizational conflict that would impair impartial performance or create an unfair competitive advantage. Proposers must disclose relevant relationships in their proposal and promptly disclose any conflict arising after submission. A proposer uncertain about a potential conflict may request a written determination before the proposal deadline.

9. DBE, Equal Opportunity & Nondiscrimination

Ecology Action encourages participation by certified Disadvantaged Business Enterprises, small businesses and community-based organizations. No numerical DBE goal applies unless Ecology Action issues an addendum stating otherwise. DBE firms will be afforded full opportunity to compete and no proposer will be discriminated against in consideration for award. The selected contractor must comply with applicable equal-employment, nondiscrimination and civil-rights requirements and flow applicable requirements to approved subcontractors.

10. Proposed Contract & Post-selection Documents

A proposed contract accompanies this RFP and includes insurance, indemnification, grant compliance, cost documentation, records retention/audit, nondiscrimination, conflict-of-interest, data-security, intellectual-property, termination and remedies provisions. The proposed contract need not be signed with the proposal. After notice of intent to award, the apparent successful proposer will be asked to provide applicable only:

- certificates and endorsements for workers' compensation, automobile liability, commercial general liability and professional liability;
- W-9/payee information;
- debarment and responsibility information;
- lobbying or other required grant certifications;
- confirmation of final personnel, rates and subcontractors; and
- any documentation needed to verify indirect cost treatment.

11. Protest Procedure

1. A protest challenging RFP terms must be received at **bennett.williamson@ecoact.org** **by November 25, 2026, 5:00 p.m. PT.**
2. An award protest must be received within **five business days** after issuance of the notice of intent to award.
3. The protest must identify the protester, procurement, factual and legal grounds, supporting evidence and requested remedy.

4. Ecology Action will provide a reasonable opportunity for the protester to present its position and will issue a written decision.
5. Contract execution will not occur until a timely protest is resolved, unless Ecology Action documents that urgent circumstances require otherwise.
6. Issues apparent from the RFP that are not timely protested before proposals are due are waived.

12. Reservations

Ecology Action may reject any or all proposals; cancel or amend the RFP; waive immaterial irregularities; verify information; determine proposer responsibility; negotiate with the highest-ranked proposer; reduce or revise the scope consistent with the solicitation and available funding; or decline to award. Issuance of this RFP does not commit Ecology Action to reimburse proposal costs or award a contract. Award is contingent upon funding, required approvals, successful resolution of protests, responsibility determination and execution of a written agreement.