



**City of Seattle**  
Department of Finance and Administrative Services

Date: August 3, 2016  
To: Council President Harrell  
Committee Chair O'Brien  
From: Nancy Locke, FAS, Director of City Purchasing and Contracting Services  
Subject: Bike Share Request for Proposal (RFP) Procurement

As required by Ordinance 125011, this briefing is a formal step in the City Bike Share proposal evaluation process. We invite City Councilmembers to consider the Request for Proposal (RFP) process, proposals and progress to determine if the RFP selection process to date sufficiently meets the City's vision to continue steps that will complete the selection process. City Purchasing and Contracting Services (CPCS) seeks a response from City Council by Tuesday, Aug. 9, 2016.

This briefing will reference:

- Attachment 1: Memo to Calvin Chow, July 18, 2016, Council process
- Attachment 2: Guidelines for reviewers
- Attachment 3: SDOT summary of proposals received
- Attachment 4: Request for Proposal solicitation document

### **Background**

As you are aware, the Department of Finance and Administrative Services (FAS), through CPCS, is managing the Bike Share RFP solicitation process. Business needs and priorities are the decision of the Seattle Department of Transportation (SDOT), while the RFP process, including evaluation and selection, are independently directed by CPCS.

The evaluation process includes:

- Round One: CPCS review for responsibility and responsiveness
- Round Two: Team scores written proposals
- Round Three: City Council review
- Round Four: Team interviews and final selection

Round One: CPCS received seven proposals from interested firms by the July 15, 2016 deadline. All of the major North American firms responded. The proposals included one e-bike-only proposal and six proposals that combined standard bikes and e-bikes to varying degrees. CPCS is satisfied this was a

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robust and competitive response. All of the major North American firms responded. CPCS reviewed the proposals for responsibility and responsiveness; all seven were approved and forwarded to the evaluation team for scoring of the written proposals. Attachment 3 provides you a brief summary of the proposals.

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Round Two: FAS/CPCS appointed the evaluation team, which represented SDOT (Nicole Freedman and Cristina VanValkenburgh), City Council Central Staff (Calvin Chow) and the Executive (Kiersten Grove). The evaluation team completed scoring and selected the top three scored firms to “short list” for further evaluation and selection decisions. Below is the scoring for the proposals with the short listed firms’ scores highlighted. The top-ranked firm (Bewegen) is an “e-bike” proposal; the remaining two highest-ranked, short-list firms combine “standard bikes” and e-bikes.

<b>Vendor Name</b>	<b>Bike type</b>	<b>Technical Score Total</b>	<b>Financial Score Total</b>	<b>Total Score</b>	<b>Average Score</b>	<b>Rank</b>
Bewegen	Electric only	1025	690	1715	867.5	1
Motivate	Mixed	995	670	1665	832.5	2
Shift Transit	Mixed	920	690	1610	805	3
Bcycle	Mixed	860	605	1465	732.5	4
8D Technologies	Mixed	875	482	1357	678.5	5
CycleHop	Mixed	825	450	1275	637.5	6
NextBike	Mixed	585	470	1055	527.5	7

CPCS reviewed the scores and short list, and concurs with the evaluation team that these three constitute competitive proposals to send forward. Other notes of interest:

- CPCS retained an independent financial analyst from the FAS Finance Division to review the financial audits and documents submitted by each proposer. The analyst did not have high concerns over the financial stability for any of the proposals.
- CPCS required team members to score independently and individually, to ensure no single team member unintentionally influenced the outcome. CPCS examined the resultant scores, both individually and in total, and found there is appropriate and general consistency in all aspects of the scoring.
- CPCS reviewed the three top candidates to ensure that they were competitive not only in total, but for each sub-sectors (technical proposal and financial proposal). All three had competitive scores in both those areas, and by all the evaluators. This confirmed that the short-list proposals did not have weaknesses hidden when examining only total scores.
- The highest ranking short-listed firm, Bewegen, proposed a complete e-bike system at launch. The other two short-listed firms proposed a combination of e-bike and standard bike, with the majority consisting of a standard bike system at time of launch. This allows the City and

Council to continue with both types of systems in the evaluation process.

- The RFP allowed firms to propose two financial models. Only two firms did so: Bewegen and CycleHop. The two financial models resulted in no bearing on the results.

**Next steps: Council Review**

As described in Attachment 1, the intent for Round 3 is for City Council to evaluate the process overall and either affirm the process to continue or cancel the RFP solicitation. To further assist in this, Attachment 1 also includes a proposed evaluation process for the Council review and Attachment 2 provides guidelines to prepare reviewers, verify expectations, provide rules and cautions around confidentiality, guidance on conflicts of interest, and similar reminders.

You will note that the RFP process reserved the right of Council to consider whether to do some type of evaluation process that might accept/reject any of the three proposals. If exercising this option, I can provide you further guidance.

Thank you for your participation in this process. If you have any questions or would like additional, please let me know.

CC: Liz Alzeer