

# Request for Proposal for Research and Strategic Stakeholder Engagement Services

## RE: Future Ottawa Bike Share Program

Issued: January 16, 2023

EnviroCentre and the Ottawa Climate Action Fund, an initiative of the Ottawa Community Foundation, are seeking consulting services to conduct research and engage stakeholders to **inform the considerations and planning of a potential future Bike Share program in Ottawa**. This work will contribute to shaping a compelling case for Bike Share in the region, including best practices, learnings from the previous programs (in Ottawa and beyond), and industry innovations. The research will culminate in a report and presentation to share with regional stakeholders and be used to inform the next phase of program design considerations.

### ABOUT ENVIROCENTRE

Established in 1999, EnviroCentre is an Ottawa-based environmental not-for-profit organization that scopes, designs, delivers, and scales practical solutions to dramatically reduce climate emissions in our communities in the National Capital Region.

### ABOUT THE OTTAWA CLIMATE ACTION FUND

The Ottawa Climate Action Fund (OCAF), an initiative of the Ottawa Community Foundation, exists to catalyze and scale low-carbon solutions to their full potential in Ottawa. OCAF aligns this work with community benefit, bringing low-carbon initiatives, investments, and people together to deliver tangible, lasting success.

### BACKGROUND AND PROJECT NEED

Existing and emerging micro-mobility solutions are important to a sustainable and integrated transportation system. There are a variety of successful Bike Share program models operating around the world that provide compelling examples of the local benefits including health, environmental, economic, and zero-carbon mobility options. These examples of program models and benefits are now available in high-quality resources to support system design and planning (e.g., [ITDP](#) and [Better Bike Share](#)).

**A Bike Share program in Ottawa would support an efficient, convenient, and equitable transportation system** that maximizes investments in transit and provides affordable transportation options for all, particularly lower-income residents. Whether people commute, run simple errands, or visit the Nation's Capital, a Bike Share program would promote and encourage zero-carbon micro-mobility transportation choices. By compiling best-in-class examples, technology solutions, key considerations, and recommendations, we aim to inform a compelling and practical future Bike Share approach for Ottawa.

## SCOPE OF WORK

The objective of this work is to **provide the Ottawa region with an updated review of the conditions that lead to successful Bike Share Programs, identify, and engage regional stakeholders, and understand the opportunities, implications, and next steps for the region.**

The summary and analysis of the findings (through research and stakeholder engagement) would generate an updated picture and clearer understanding of the key considerations, recommendations, opportunities, and next steps needed to bring Bike Share back to the region.

An equity and inclusion lens must be applied to ensure that all recommendations and approaches meet the needs of low-income Ottawans who stand to benefit greatly from affordable sustainable transportation options. With Ottawa's major investments in light rail, a Bike Share program that connects residents to transit is key to maximizing **return on investments in public transit** and providing quick, reliable, options to access key transit hubs.

### Key deliverables:

1. A findings report that includes a summary of the research, analysis of the findings, and key next steps that will contribute to a successful bike share program.
2. Identifying and engaging key stakeholders.
3. Presentation of the analysis, findings, and recommendations to key stakeholders.

### Key Activities:

1. Conduct strategic research based on existing resources and program models, including:
  - **Compiling learnings** from the previous Ottawa Bike Shares: what worked, what didn't, why.
  - Applicable examples of **best-in-class models** for bike-sharing programs. (nationally/internationally), including technologies related to bikes, e-bikes, docks/dockless/GPS location, payment models, etc.
  - Recommendations for ensuring the future program is built on **equity and inclusion**.
  - **High-level financial considerations** and financing recommendations (sources/options for revenue models).
  - **Transit integration** examples, recommendations, and key considerations.
  - **Resident vs tourist** focus (examples/recommendations).
  - Recommendations and considerations for the **pace and scale** of deployment.
2. Strategic partnership engagement, including:
  - Working with EnviroCentre and OCAF to identify key stakeholders (e.g., community and economic leaders), including contact information and potential roles.
  - Conducting stakeholder engagement and interviews (up to 10 stakeholders), including a summary of findings and considerations.

3. Analysis and preparation/presentation of findings:

- Analyse the research and stakeholder input and develop recommendations including identifying key considerations for future analysis.
- Summarize the proposed next steps and potential pathway forward.
- Present the findings (research, analysis, recommendations) to stakeholders using a dynamic and engaging presentation approach to build regional buy-in and excitement.

Additional activities include:

- Kick-off meeting with EnviroCentre and OCAF to review the deliverables and timelines.
- Minimum 3 additional meetings with EnviroCentre and OCAF to review the findings to date and allow for input.

**The ideal consultant/agency will:**

- Be based in Canada, preferably Ottawa
- Have previous experience working on bike share programs (delivery and/or research)
- Have previous experience with stakeholder engagement including conducting interviews, summarizing findings, and presenting the information.
- Have an understanding of the existing research on bike share programs, including feasibility studies, program models, and technology solutions being used elsewhere.

**Please include the following in your proposal:**

1. An Executive Summary outlining the background information of the proposer's company.
2. Qualifications: a description of the proposer's capabilities and experience, pertaining to the scope of work of this RFP, including examples of similar/relevant previous work.
3. A statement and description of understanding, including the physical and human resources required to complete the project activities and a description of the composition of the proposed team (name, position, role within the project, level of experience).
4. A description of the proposed approach and work plan that demonstrates the proponent's ability to meet the stated objectives.
5. A breakdown of the costs for the proposed services.
6. References/Testimonials

## EVALUATION CRITERIA

Criteria	Points
<b>Experience &amp; Qualifications:</b> Details of projects (minimum 2) that you are currently and/or have previously been involved with that are similar in nature and relevance to the work described in this RFP.	/30
<b>Understanding of Requirements:</b> Statement of your understanding of the requirements for this project, and the overall quality of the proposal.	/20
<b>Approach/Work plan:</b> Description of your proposed approach to the tasks and deliverables.	/30
<b>Implementation plan:</b> A timeline showing how you can complete the deliverables within the timeline (Gantt Chart)	/10
<b>Budget:</b> A clear and viable budget to conduct the proposed activities	/10
Total	/100

## RIGHTS OF ENVIROCENTRE AND OCAF

EnviroCentre and OCAF reserve the right to:

1. Reject any or all proposals received in response to this RFP.
2. Enter into negotiation with one or more consultants on any or all aspects of their respective proposals.
3. Accept any proposal in whole, or in part.
4. Cancel and/or re-issue a modified version of this RFP.
5. Award one or more contracts.
6. Request an interview with potential candidates to discuss their submissions.

## KEY DATES/TIMELINE

- RFP Posted: January 16, 2023
- Deadline for questions: January 25, 2023
- Submission Deadline: February 15, 2023 at midnight
- Final selection: February 24, 2023
- Anticipated Contract Start Date: March 15, 2023
- Projected work timeline: 4-6 months.

## MISCELLANEOUS PROVISIONS

### Budget

Contractors must provide a fixed price, including administrative fees, hard costs, transportation/travel costs, taxes, etc. The budget for this phase of the work is \$25,000. This work is intended as the first phase of the analysis required for a full system design and future program rollout.

### **Confidentiality**

Responses to this RFP will be considered confidential information by EnviroCentre and OCAF and will be used solely for the purpose of selecting the successful bidder.

The selected contractor will be required to sign a non-disclosure agreement, in addition to adhering to confidentiality provisions as set out in the contract with the successful bidder.

### **Clarification/Questions:**

All proposals will be acknowledged. Requests for clarification and/or questions regarding this RFP should be directed to: Elyse McCann, Director of Business Development by January 25, 2023, at this email address: [elyse.mccann@envirocentre.ca](mailto:elyse.mccann@envirocentre.ca).

Answers to questions will be shared with all potential applicants.

### **Responses/Submissions:**

Only those submissions that meet the deadline will be considered. Responses to this RFP must be received by: February 10, 2023.

Responses shall be sent by email to: [elyse.mccann@envirocentre.ca](mailto:elyse.mccann@envirocentre.ca)