

# **Request for Proposals**

Issued For:

**Public Bike Sharing Equipment, Software, and  
Related Data Services and Technology**

Issued By:

**The Town Of Jackson - Department of Public Works**

Proposals Must Be Submitted

**No Later than 3:00 PM Mountain Time on Friday, October 21, 2016**

**LATE PROPOSALS WILL BE REJECTED**

**ADVERTISEMENT FOR REQUEST FOR PROPOSALS**  
Public Bike Sharing Equipment, Software and Related

The Town of Jackson, Wyoming announces their interest in receiving Request for Proposals for a public bike sharing system that will provide convenient, healthy and cost effective transportation for residents, employees and visitors. The Town is seeking to deploy a public bike sharing system in Jackson, with a service area of approximately 2.5 square miles. Within this zone are neighborhood nodes, business districts and corridors, cultural, educational and recreational destinations, and transportation infrastructure. Monthly/yearly members and daily/per trip users will be able to utilize a fleet of shared bicycles for short utilitarian trips (i.e., commuting, errands, appointments). Users will be able to pick up and return bicycles from any self-service station after purchasing daily, monthly or per use access to the shared bicycle fleet.

The Town has secured grants for local government agencies to procure a fleet of fifty (50) bicycles and related infrastructure. The Town is issuing this Request for Proposals (RFP) package to competitively solicit firms/vendors to supply public bike sharing equipment, software and related data services and technology. The Town is actively working with Friends of Pathways, a 501 (c)(3) non-governmental organization, on the development of this public bike sharing system.

The Proposer shall deliver a signed copy of Proposal Part - A and Proposal Part - B to Larry Pardee at the Town of Jackson. Please mark your package **DO NOT Open until October 21<sup>st</sup> 2016 at 3:00PM.**

By courier service send package 150 East Pearl Avenue, Jackson WY 83001, or if by regular mail to P.O. Box 1687 Jackson WY. 83001, Packages must be received no later than **3:00 P.M. on FRIDAY, OCTOBER 21, 2016** and at said office opened and read out loud. Proposals received after the due date/time shall be returned to the sender unopened.

The Proposer shall also submit one (1) original PDF electronically copy of Proposal Part –A to Larry Pardee at [lpardee@ci.jackson.wy.us](mailto:lpardee@ci.jackson.wy.us) DO NOT include the (cost Proposal B).

The REQUEST FOR PROPOSAL DOCUMENTS may be examined and/or obtained at the following location:

Jackson Public Works Shop  
450 West Snow King Ave  
Jackson, WY 83001

Larry Pardee  
c/o Town of Jackson  
P.O. Box 1687  
Jackson, WY 83001  
Phone: (307) 733-3079 (Ext-1425)  
Fax : (307) 739-1664

THE OWNER RESERVES THE RIGHT TO REFUSE ANY AND ALL PROPOSALS

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*Please publish September 28<sup>th</sup>, October 5<sup>th</sup>, 12<sup>th</sup>, and 19<sup>th</sup>, 2016.*

Bill to: Town of Jackson P.O. Box 1687, Jackson, WY 83001. Attn: Public Works Department

## 1. GENERAL INFORMATION

### 1.1 INTRODUCTION

The Town of Jackson (Town) envisions a public bike sharing system that will provide convenient, healthy and cost effective transportation for residents, employees and visitors. The Town is seeking to deploy a public bike sharing system in Jackson, with a service area of approximately 2.5 square miles. Within this zone are neighborhood nodes, business districts and corridors, cultural, educational and recreational destinations, and transportation infrastructure. Monthly/yearly members and daily/per trip users will be able to utilize a fleet of shared bicycles for short utilitarian trips (e.g. commuting, errands, appointments). Users will be able to pick up and return bicycles from any self-service station after purchasing daily, monthly or per use access to the shared bicycle fleet.

The Town has secured grants for local government agencies to procure a fleet of 50 bicycles and related infrastructure. The Town is issuing this Request for Proposals (RFP) package to competitively solicit firms/vendors to supply public bike sharing equipment, software and related data services and technology. The Town is actively working with Friends of Pathways, a 501(c)(3) non-governmental organization, on the development of this public bike sharing system. The Town is seeking to conduct a negotiated procurement, so the award of a contract does not have to be made to the Proposer submitting the lowest cost proposal, but rather to the Proposer submitting the best, most responsive proposal satisfying the Town's requirements.

### 1.2 BACKGROUND INFORMATION

The Town of Jackson envisions providing all residents and businesses with a high quality, well-maintained, multi-modal transportation system that efficiently integrates multiple transportation options across the region, while strengthening the local economy and reducing environmental impacts. Bike share is a component of this system, and will:

- Provide a sustainable, energy efficient, non-polluting mode of public transportation for short trips within the Town of Jackson from April 15 to November 15.
- Reduce Jackson's environmental footprint and respond to local, national and international demands for clean energy and transportation systems which protect air quality.
- Increase ridership and enhance Jackson's transit system by offering first and last mile connectivity.
- Decrease demand for vehicular parking in downtown Jackson, while providing greater mobility for tourist and resident populations during congested summer periods.
- Support key goals in the Teton County Comprehensive Plan and Integrated Transportation Plan by developing alternatives to motor vehicle dependence.
- Complement Jackson's active and healthy lifestyle community.

Bike-share places an emphasis on moving *people* between destinations rather than just moving automobiles. This is important in a community which strives to increase visitor and resident mobility without exacerbating parking and traffic issues.

Bike share has been under study for the last six years in Jackson. A brief history of steps taken include:

- **Bike Share Feasibility Study** – In 2011, local non-profit organization Friends of Pathways (FOP) commissioned a privately-funded Bike Share feasibility study prepared by Alta Planning and Design. The study concluded that a Bike Share system would be feasible in Jackson and made recommendations for system structure, funding, service areas, operation, ownership, bicycle retailer outreach, and target markets. The report and associated stakeholder workshops also concluded that the system should be integrated with the Southern Teton Area Rapid Transit (START) Bus transit system. The study also recommended enhanced safety measures in the Town of Jackson before implementing a bike share program.
- **Infrastructure Improvements** – The Town of Jackson, in 2013, adopted the Town of Jackson Bicycle Improvement Plan and implemented the first phase of the plan which consists primarily of on-street signage and striping to identify bike lanes and preferred bike routes, and to provide wayfinding information for users not familiar with the area. The later phases (parts of Phase 2 and 3) have yet to be fully installed, but will continue to expand the in-town network and connections to the Town/County pathways network. Additionally, the Town has completed major improvements along West Broadway and continues to close gaps in the Town/County pathways system.
- **Bike Share Demo** – Friends of Pathways, in cooperation with the Town of Jackson, contracted with bike/car-share specialists Shared Mobility Inc. in the summer of 2015 to perform an implementation study based on a three-week Bike Share demonstration and pilot program in and around the Town of Jackson. The pilot program deployed a fleet of 25 “smart bikes” in an area generally bounded by the existing on-street bike routes and lanes. The GPS-enabled smart bikes can be docked anywhere, eliminating the need for fixed-location stations and typically reducing startup costs and the amount of infrastructure needed. The pilot program utilized designated “hubs” which allowed users to return bikes to the identified hubs or to any available rack within the service area. This was a hybrid between the traditional dock systems popular in large cities and a completely “free-range” system that might be used on college campuses or smaller towns and cities. A total of 391 people signed up for the demo, making 891 trips and topping out at 2119 miles traveled. Surveys on pricing, safety, and desire for Bike Share were also collected. Shared Mobility concluded that Bike Share could be a successful component of a transportation demand management program in Jackson.
- **Development of a Bike Share Action Plan** – An action plan was set in motion based on the results of the demo and input from the Transportation Advisory Committee and the START board and staff. The action plan resolved a number of key issues. The system will be publicly owned and operated under START. To date, START has provided bus-based fixed route services and some limited van pool service. The system will use smart bike technology where bikes can be parked anywhere within the service area, however bike share specific parking location with user information will be provided at 14 locations. The bikes will be maintained by a local bicycle dealer and rebalancing will be conducted using an EBike and custom trailers that can transport up to six bike share bikes at a time.

Rebalancing will be done either by a START employee or by a vendor under a fee for services contract. Cost offsets in the form of sponsorship and advertising may be pursued, and could include advertising on buses, vans, bikes bus stops and bike share hubs. This is yet to be determined by Town and START administrators.

- Route Shout - In 2015, START began operation of GPS real-time bus tracking using the Route Shout application developed by Route Match. START plans to add automated fare collection functionality to its buses. The Town would like the proposed bike share system to share some of the functionality of the Route Shout application over time, including billing and possibly real-time bus tracking on the mobile bike share map. Details of Routes Match automated billing system can be found at: <http://www.routematch.com/solutions/automated-fare-collection/>

### 1.3 PROJECT FUNDING

Funding for capital purchases and system startup is provided through local grants totaling \$142,500. Energy Conservation Works and the Teton County Energy Mitigation Fund have both provided grants of \$70,000. The Teton County Conservation District has provided \$2,500.

### 1.4 PROJECT SCHEDULE

Expected Date	Description of Event
September 28, 2016	RFP package released
October 21, 2016	Proposals due 3:00 PM MDT
October 24-26, 2016	Evaluation of proposal submissions
October 27-28, 2016	Interview of vendors (If needed)
October 31-Nov 2, 2016	Contract negotiations with selected vendor
November 8, 2016	Award Bid
March 1, 2017	Deliver fully functioning website
April 3, 2017	Delivery, bike assembly
April 10, 2017	System testing
April 24, 2017	System launch

The town will be responsible for the installation of the bike share racks, signs, concrete pads and other required items at each station. It is expected that this work will be complete prior to April 1, 2017.

### 1.5 PROCEDURE

The extent and character of the services to be performed by the firm shall be subject to the general control and approval of the Town's Project Manager or their authorized representative(s). The firm shall not comply with requests and/or orders issued by anyone other than the Town's Project Manager or their authorized representative(s) acting within their authority for the Town of Jackson. Any change to the contract must be approved in writing by the Town and the Contractor. The successful Proposer is prohibited from assigning, transferring, conveying, subletting or otherwise disposing of this agreement or its rights, title or interest therein or its power to execute such agreement to any other person, company or corporation without the prior consent and approval in writing by the Town of Jackson.

## 1.6 PROPOSER'S ACKNOWLEDGEMENT

By submitting a response to this RFP, each Proposer unequivocally acknowledges that the Proposer has read and fully understands this RFP and that the Proposer has asked questions and received satisfactory answers from the Town regarding any provisions of this RFP with regard to which the Proposer desired clarification.

## 2. SCOPE OF WORK

### 2.1 OBJECTIVES

The Town's public bike sharing system aims to provide an affordable, efficient, environmentally friendly public transportation program that complements existing transportation systems and provides residents, in-commuters, and visitors a healthy, convenient, and cost effective form of transportation. This project strives to improve mobility and quality of life for residents and visitors in the following ways:

- Providing a first- and last-mile solution to extend the reaches of START for in-commuters from surrounding communities, residents, and visitors alike.
- Creating an affordable, accessible, efficient way for visitors to experience the Town of Jackson.
- Supporting stated goals of the Teton County Integrated Transportation Plan by developing strategies for Jackson's transportation future that rely less on vehicular travel.
- Using strategically placed bike-share stations that connect business, recreational, residential, and retail centers.
- Encouraging bicycling for short trips, thereby freeing up car parking spots for use by those who do not choose to travel by bike.
- Offering a convenient and inexpensive alternative to driving which results in improved air quality, community health, and overall well-being of the citizens and visitors of Jackson Hole

### 2.2 PROJECT OVERVIEW

The Town of Jackson is seeking Proposals from qualified firms/vendors for the following:

- 1) 50 or more bike-share bikes
- 2) 86 or more docking points (bike share racks)
- 3) 14 or more informational signs to be installed at each bike share station
- 4) Operational software and required data services for system management

Any additional printed or informational collateral prepared by the vendor for other bike share launches would be beneficial as well. **The Town will be responsible for locating and installing the bike share stations.**

The Town may consider a larger number of bikes and stations depending on costs contained in vendors' proposals. Vendors are encouraged to develop proposals that maximize the amount of equipment and technology that can be provided. **Vendor must ship all equipment to the Town of Jackson. Upon receipt, the Town will install, test and assemble all equipment and**

**technology.** Technical support from the vendor may be necessary during the installation and testing process. Vendor should be capable of providing phone and online support for the Town during this installation and testing period.

The successful bidder must obtain or provide software for the Town's public bike sharing system, and shall list the Town of Jackson as the licensee or sub-licensee of this software. Under the terms of this license, the Town of Jackson and its authorized users or representatives shall be permitted to access, use, display, and reproduce the software for the purposes of operating and maintaining the bike sharing system.

Proposals will also indicate what processes or protocols the firm/vendor will establish to ensure that the Town of Jackson and its authorized users or representatives can continue operating the bike sharing equipment and software/technology in the event the firm/vendor ceases to exist, defaults, or is otherwise unable or unwilling to reasonably perform its obligations (including but not limited to bankruptcy, receivership, changes in ownership or substantial changes in operation) under the full term (including renewal terms) of the contract that is executed pursuant to this RFP.

At a minimum, these protocols should provide for the assignment and transfer of any and all licenses, rights, permissions, authorizations, or computer source code that may be necessary to continue operating the bike share system in the absence of the firm/vendor.

### **3. TECHNICAL SPECIFICATIONS**

This section provides expected characteristics of the bike sharing system for system installation and operations; station and bicycle equipment; software; and online presence. The burden is on the Proposer to affirmatively demonstrate in its proposal how these expected system equipment and operational characteristics will be met.

#### **3.1 SYSTEM IMPLEMENTATION**

- a. Provide equipment including, but not limited to, bicycles, software, and licensing.
- b. Produce membership cards that can be customized with the local brand logo.
- c. Pre-launch training for operational staff that addresses: (1) hardware maintenance; (2) software management and customer service; (3) potential integration of bike share system with cash-less technology planned for START
- d. Provide information on an option to provide 24-hour client services during the first year of system operation.

#### **3.2 STATION**

- a. Stations shall be composed of multiple passive docking points and signage capable of displaying station name, maps with preferred routes, use, and safety information, and advertising.
- b. Station docking points and signage shall have an option for providing custom color and branding.

- c. Station docking points and signage should be low maintenance with a long expected useful life and high durability features including, but not limited to, rust/corrosion preventative coating and materials, graffiti resistance.
- d. Stations shall be modular and capable of fitting in areas of various shapes and sizes and flexibly configured to adjust the number of racks per station as needs change.
- e. Stations shall have the flexibility to alter the name of sponsor logos on each kiosk, map display and/or dock as needed over time.

### 3.3 BICYCLE

Bike-share bicycles shall be of the station-less or Smart type and be custom colored and branded with “**START Biking**” or another title to be determined, on the down-tube, with sponsor logos on the basket.

Bikes shall include the following components and enhancements:

- a. Integrally mounted u-type lock.
- b. Constructed with low maintenance, durable, all-weather materials that are resistant to tamper, theft, vandalism, and rust/corrosion.
- c. Enclosed drive train and full fenders for protection from grease, dirt, and tire spray.
- d. Step-through, one-size, unisex frame designed to fit the majority of the adult population with seat-only adjustment.
- e. Self-charging, solid white headlight and rear red tail light (solid and/or blinking); both lights need to have the capability to remain lit for up to 60 seconds when the bicycle is not being pedaled.
- f. Minimum 3-speed internal gears with easy to use shifters.
- g. Puncture resistant tires and heavy duty, durable rims.
- h. Kickstand, loud bell, and durable theft- and weather-resistant saddle that is simple for system users to adjust.
- i. Self-charging GPS.
- j. Cargo capacity for items like a briefcase, purse, book bag, shopping bags (up to 20 pounds).
- k. Capacity to convey bicycle laws and safety, maintenance and customer service information on the inside of the basket on each bicycle.
- l. Simple methods for users to alert system operators of bike malfunctions.

### 3.4 SOFTWARE

#### *General Features*

- a. Ability to control/disable entire system and individual bikes from the system headquarters via wireless connectivity or online operator’s personal computer.
- b. Data security, particularly for financial data, user names, and addresses.
- c. Ability for users to read and accept a liability waiver via kiosk and online.
- d. Capacity to issue reports to maintenance crews indicating where to rebalance and where bicycles needing repair are located.
- e. Ability to adjust hours of operation with the capacity to operate 24 hours a day
- f. Ability to adjust prices for check-out and bike usage by day, time, station.

- g. Ability to charge for out-of-hub drop off and to credit for out-of-hub pick up to engage users in system balance.
- h. Potential ability to link the Jackson system to other bike share systems, so that users of each can utilize all systems with a single membership card.
- i. Ability to collect email addresses, e-mail receipts and sign users up for e-newsletter.
- j. Multi-language options with Spanish included as one of the language options (please provide a full list of all language options offered).
- k. Ability to purchase daily, weekly, monthly, and annual memberships online or at a kiosk.
- l. Ability to generate detailed reports by date/week/month.
- m. Software and online upgrading shall be provided at no additional cost during the term and all renewal terms and kept current with the latest release provided to any other system in the United States or Canada.
- n. User Reporting Metrics
  - 1. Total users (24-hour/week/month/year)
  - 2. Detailed trip characteristic reports (day/month/year)
  - 3. Detailed miles traveled report
  - 4. GPS bike route reports
  - 5. User demographics

### **3.5 ONLINE PRESENCE (WEB AND MOBILE)**

- a. Web site, personalized to the Jackson bike sharing system, coordinated with START, with basic information, FAQ, and brochure and map download.
- b. Ability for users to purchase memberships online and to set up auto-renew.
- c. Ability to offer membership discounts to certain populations online, including students, senior citizens, and employees of a certain organization.
- d. Language options with Spanish included as one of the language options.
- e. Ability for users to pay monthly installments toward the price of annual membership.
- f. All elements of the web site will be fully functional and thoroughly tested no less than one month before the launch of the program.
- g. Mobile application available on both iOS and Android phones.
- h. Easily navigable station map, also accessible on mobile application.
- i. Real-time display of station status (number of docking points, number of bikes), also accessible on mobile application.
- j. Mechanism for users to report problems, make system improvement suggestions.
- k. Social media integration on web site, such as Twitter/Facebook/blog feeds.
- l. Ability to collect survey information and customer satisfaction ratings.
- m. Search engine optimization for “Jackson Bike Share” and similar queries.

#### 4. PROPOSAL SUBMITTAL INFORMATION AND FORMAT

##### 4.1 GENERAL INFORMATION

The Town of Jackson desires to make the proposal submission process simple and low cost. Proposers should respond clearly and completely to all requirements. Failure to respond completely may be the basis for rejecting a Proposal. The response shall include sufficient information to enable the Town of Jackson to fully evaluate the capabilities of the Proposer. It is the responsibility of the Proposer to examine the entire RFP package and seek clarification of any item or requirement that may not be clear and to check all responses for accuracy before submitting a response. See Section 4.3 for instructions on how to obtain clarifications on this RFP.

##### 4.2 SUBMITTING A PROPOSAL

The Proposer shall deliver a signed copy of Proposal Part A and Proposal Part B to Larry Pardee at the Town of Jackson. Please mark your package **DO NOT Open until October 21<sup>st</sup> 2016 at 3:00 PM.**

Send packages to: 150 East Pearl Avenue, Jackson, WY 83001 (by courier service) or to P.O. Box 1687, Jackson, WY 83001 (by USPS).

Packages must be received no later than **3:00 PM on FRIDAY, OCTOBER 21, 2016.** Proposals received after the due date/time shall be returned to the sender unopened.

The Proposer shall also submit one (1) original PDF electronic copy of Proposal Part A to Larry Pardee at [lpardee@ci.jackson.wy.us](mailto:lpardee@ci.jackson.wy.us). DO NOT include the Proposal Part B (Cost Proposal) in the electronic submittal.

##### 4.3 REQUESTS FOR CLARIFICATIONS

The Town of Jackson will not respond to verbal requests for clarification. Only written requests, including questions and/or RFP or project clarifications, will be acceptable. Mail, email and/or email attachments will be accepted. Electronic requests should be sent to Jack Koehler (Friends of Pathways Program Director) at [jack@friendsofpathways.org](mailto:jack@friendsofpathways.org).

All written requests for clarification in response to the RFP, including any significant ambiguity, error, conflict, discrepancy, omissions or other deficiency in this RFP, must be received by the Town no later than **MONDAY, OCTOBER 17, 2016** at 3:00 PM Mountain Time.

Responses to requests for clarifications about the RFP will be sent out via email to all firms who provide their contact information to the Town for the RFP Holder's List. Please email Amy Renova at [arenova@ci.jackson.wy.us](mailto:arenova@ci.jackson.wy.us) to be placed on this list.

##### 4.4 PROPOSAL FORMAT

Proposals shall comply with the following instructions, which are intended to ensure submissions contain the required information and documentation and have a degree of uniformity in the presentation of material. Complete proposals **are limited to 40 pages** (excluding a typical title page and table of contents), type-written with text in legible print on one or both sides of 8.5 X 11-inch sheets (excluding the separate, sealed price proposal). Folded 8.5 x 14-inch (legal) or 8.5 x 17-inch (tabloid) sheets are acceptable but should be utilized only

for selective graphic displays, large spreadsheets or project schedules. Please include page numbers on each page of the proposal (excluding title page and table of contents).

#### **4.5 PROPOSAL SECTIONS AND DETAIL**

##### **Proposal Part A**

##### **Introductory/Cover Letter**

Limit the introductory letter to a maximum of three (3) pages. Include project title, contact names, telephone and email addresses and other relevant information, including past projects that would qualify your organization to fulfill the requirements of Jackson's proposed bike share system. As well, describe your firm's availability and capability to meet the projected project schedule.

##### **Products, Service and Support**

- a. Describe the proposed products including types of bicycles and their features;
- b. Describe the hardware and software necessary for operating the bike-share system.
- c. Describe the design and installation method for docking points.
- d. Include photos or descriptions of stations, as well as informational signs that will be installed at stations.
- e. Describe the average cost of maintenance per bike, and estimated life span of such.
- f. Describe the specifics of the proposed warranty terms.
- g. Describe implementation services including start-up training and testing support, website design and maintenance, bicycle graphic design, station graphic design, and other printed collateral design if included.
- h. Describe on-going, end-user customer support services.
- i. Describe Software Licensing fee which shall include on-going operational, billing, and training services.

##### **Exceptions to Any Portion of the Solicitation Requirements**

Proposers are cautioned to limit exceptions, conditions and limitations to solicitation documents as they may be determined to be so fundamental as to cause rejection of the Proposal for not responding to the requirements of the RFP. Exceptions taken to the terms and conditions of the solicitation, to any of its formal attachments or to other parts of the solicitation shall be clearly identified. Each exception shall be specifically related to each paragraph and/or specific part of the solicitation to which the exception is taken. Proposer shall provide rationale in support of the exception and fully explain its impact, if any, on the performance.

**Proposal Part B**

**Cost Proposal**

Proposers shall use the following table to submit their *separate*, sealed cost proposals. Proposers are welcome to submit additional relevant information regarding their cost proposal in any format of their choosing, but this information shall not be in lieu of completing the required cost proposal spreadsheet. No cost, price or financial information of any kind shall be included in Proposal Part A or any of the proposal documents that it will contain.

Item	Cost	Quantity	Total Cost
Smart Bike with custom paint and decals basket graphics (minimum 50 bikes)			
Custom bike repair tools			
Implementation services			
Bicycle graphic design			
Station graphic design			
Startup training and testing support			
Website design			
Replacement parts (projected annual; per bike)			
Single bike docking point without base plate (86 minimum)			
Single bike docking point with base plate (86 minimum)			
Station sign with station name, map, sponsor, user and safety information without base (minimum 14)			
Station sign with station name, map, sponsor, user and safety information with base (minimum 14)			
Freight and other delivery costs			
Total for above with docking point and station sign with base plates			
Total for above without docking point and station sign base plates			

Ongoing Services

One year of website hosting and maintenance	
Software license fee (per month) includes operation, technical and billing support	
Bike connectivity fee (per bike/per month)	
End-User Service Support per bike/per month (optional)	

**4.6 PAYMENT SCHEDULE**

Please note the Town of Jackson cannot pre-pay more than 20% of the value of the contact prior to delivery of goods by State of Wyoming Law. If this is an issue for your firm please explain in your Proposal Part A.

**4.7 INCURRING COSTS**

The Town of Jackson is not liable for any costs incurred by Proposers in responding to this RFP, including interviews, presentations or negotiations (i.e., travel, shipping/freight, etc.).

**4.8 INTERVIEWS, PRESENTATIONS, AND DEMONSTRATIONS**

The Town of Jackson reserves the option to conduct interviews and/or pre-award discussions via telephone with any or all responsive and responsible respondents who submit eligible proposals. No Proposer shall rely upon the opportunity to present additional or clarifying information at a later time. The interviews or pre-award discussions, if required, shall be conducted to solicit information to enable the Town to evaluate the capability of the applicable Proposer offering the desired services.

## **5. QUALIFICATIONS BASED SELECTION AND AWARD PROCESS**

### **5.1 EVALUATION COMMITTEE**

Responses to this RFP will be evaluated and ranked by an Evaluation Committee chaired by the START Director. The Town's Evaluation Committee will consist of members selected because of their special knowledge about this project and their knowledge of the State's requirements for these projects. Proposers may not contact members of the Evaluation Team except at the Town's request. The Evaluation Committee shall not disclose any information included in a proposing firm's proposal documentation to another firm and shall not disclose any information for the purpose of bringing one firm's proposal documentation up to that of a competitor's proposal documentation.

### **5.2 PRELIMINARY EVALUATION**

The Proposals will first be reviewed to determine if all requirements are met. Failure to meet all requirements may result in the Proposal being rejected.

### **5.3 PROPOSAL SCORING**

Following the preliminary evaluation, eligible Proposals will be reviewed by the Evaluation Committee and scored against the stated criteria. The committee will also review references. The Evaluation Committee's scoring will be tabulated, and Proposals ranked based on the numerical scores received.

### **5.4 EVALUATION CRITERIA**

Proposals shall be evaluated according to but not limited to the following criteria:

- a. Organization's Capabilities and Capacity
- b. Product, Service, and Support
- c. Equipment Availability and Delivery
- d. Cost Proposal

**Selected proposals will not be awarded solely on costs, but on the suitability of the overall package and options provided.**

### **5.5 FINAL EVALUATION**

The Evaluation Committee shall recommend the top ranked Proposer to the Jackson Town Council, which shall approve and award the contract.

### **5.6 RIGHT TO NEGOTIATE CONTRACT**

The Town reserves the right to negotiate the terms of the contract, including the award amount, with the selected Proposer prior to entering into a contract. If contract negotiations cannot be concluded successfully with the highest scoring Proposer, the Town may negotiate a contract with the next highest scoring Proposer. This process will be continued until a contract is negotiated and signed.