



CITY OF LONG BEACH

R-25

DEPARTMENT OF PUBLIC WORKS

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January 22, 2019

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Adopt Plans and Specifications No. RFP PW18-044 for ongoing operation and maintenance of the Long Beach Bike Share Program; award the contract to Pedal Movement, LLC, of Long Beach, CA, in an annual amount of \$1,282,402, with a 10 percent contingency in the amount of \$128,240, for a total contract amount not to exceed \$1,410,642, for a period of two years, with the option to renew for three additional one-year periods; authorize the City Manager, or designee, to execute all documents necessary to enter into the contract, including any necessary amendments; and,

Increase appropriations in the Transportation Fund (SR 182) in the Public Works Department (PW) by \$1,410,642, offset by Proposition A funds available. (Citywide)

DISCUSSION

City Council approval is requested to enter into a contract with Pedal Movement, LLC, to operate and maintain the Long Beach Bike Share Program (Program), including operations, maintenance, balancing, and repair of Bike Share bicycles, and ongoing Program marketing.

The Program was launched in April 2017. The City's current Program consists of over 30,000 active members and 400 bicycles, with the potential to expand to 1,000 bicycles in 2019.

The RFP was advertised in the Long Beach Press-Telegram on April 13, 2018, and 5,870 potential proposers were notified of the opportunity. Of those proposers, 21 downloaded the RFP via the City's electronic bid system. The RFP was made available from the Purchasing Division, located on the seventh floor of City Hall, and the Division's website at www.longbeach.gov/purchasing. An RFP announcement was also included in the Purchasing Division's weekly update of Open Bid Opportunities, which is sent to 28 local, minority, and women-owned business groups. Three proposals were received on May 24, 2018. Of those three proposers, none were Minority-owned Business Enterprises (MBEs), Women-owned Business Enterprises (WBEs), one was a certified Small Business Enterprise (SBE), and one was a Long Beach Business (Local).

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A Selection Committee comprised of representatives from the Economic Development and Public Works Departments determined that Pedal Movement, LLC, of Long Beach, CA (Local and SBE; not MBE or WBE), was the most qualified to provide the requested services based on the evaluation criteria specified within the RFP. Pedal Movement's proposal demonstrated a history of, and competence in, working with Social Bikes smart bike equipment. They have operated the Long Beach program for the last year, and as a local vendor, are familiar with the City and the program needs.

Local Business Outreach

In an effort to align with the City's outreach goal, Long Beach businesses are encouraged to submit proposals for City contracts. The Purchasing Division also assists businesses with registering on the PlanetBids database to download RFP specifications. Through outreach, 657 Long Beach vendors were notified to submit proposals, of which five downloaded and one submitted a proposal. The Purchasing Division is committed to continuing to perform outreach to local vendors to expand the proposer pool.

This matter was reviewed by Deputy City Attorney Amy R. Webber on October 16, 2018 and by Budget Analysis Officer Julissa José-Murray on December 28, 2018.

TIMING CONSIDERATIONS

City Council action to adopt Specifications No. RFP PW18-044 and award a contract concurrently is requested on January 22, 2019, to ensure the contract and funding to support the Program without interruption are in place expeditiously.

FISCAL IMPACT

The total annual cost of the contract will not to exceed \$1,410,642. Approval is requested to increase appropriations in the Transportation Fund (SR 182) in the Public Works Department (PW) by \$1,410,642, offset by Proposition A funds available. Program membership fees and future advertising revenue are also expected to help offset a portion of the contract costs. Approval of this recommendation will provide continued support to our local economy. The number of additional local jobs created by this contract will not be known until the contract has commenced.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



CRAIG A. BECK
DIRECTOR OF PUBLIC WORKS

APPROVED:



PATRICK H. WEST
CITY MANAGER