

Operator for the Madison Bicycle Center

RFP SUMMARY

RFP NUMBER															
RFP TITLE	Operator for the Madison Bicycle Center														
DEADLINE FOR BID SUBMISSIONS	12:00 P.M. CDT, Monday December 16, 2016 Proposals received after the deadline will not be accepted.														
PURPOSE	The City seeks to find a operator for a Bicycle Center, providing secure bike storage, changing facilities, self-service facilities and opportunities for users to purchase bike supplies														
SUBMIT PROPOSAL TO:															
DIRECT ALL INQUIRES TO:															
RFP CALENDAR	<p>Please Note: These dates are for planning purposes. They represent the City’s desired timeline for implementing this project. Any revision to the Due Date for submission of proposals will be made by addendum. All other dates may be adjusted without notice, as needs and circumstances dictate.</p> <table border="1"> <thead> <tr> <th>Date</th> <th>RFP Activity</th> </tr> </thead> <tbody> <tr> <td>November 2, 2016</td> <td>Release of RFP</td> </tr> <tr> <td>12:00 p.m. (CST) Monday December 16, 2016</td> <td>DEADLINE FOR SUBMISSION OF PROPOSALS</td> </tr> <tr> <td>Week of January 2, 2017</td> <td>Vendor Interviews/presentations by invited applicants, if applicable</td> </tr> <tr> <td>January 17, 2017</td> <td>Common Council Approval</td> </tr> <tr> <td>January 18, 2017</td> <td>Notification of Award</td> </tr> <tr> <td>February 1, 2017</td> <td>Begin Contract Negotiations and Design Consultations</td> </tr> </tbody> </table>	Date	RFP Activity	November 2, 2016	Release of RFP	12:00 p.m. (CST) Monday December 16, 2016	DEADLINE FOR SUBMISSION OF PROPOSALS	Week of January 2, 2017	Vendor Interviews/presentations by invited applicants, if applicable	January 17, 2017	Common Council Approval	January 18, 2017	Notification of Award	February 1, 2017	Begin Contract Negotiations and Design Consultations
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SECTION 1: SCOPE OF WORK

1.1 Purpose

The City of Madison is seeking proposals to operate a new Bicycle Center, to be built as part of the Judge Doyle Square project. As part of the City's efforts to increase the number of regular cyclists, a bike center is envisioned to provide enhanced rider services that will aid existing and potential riders in and around the Capitol Square area.

From RFP submittals, the City will select one potential operator. Following the award of the RFP, the City will begin exclusive negotiations with the selected operator.

Phases of the Judge Doyle Square project containing the bike center space are anticipated to be complete in time for a 2018 opening. The RFP is being issued at this time to allow the selected operator to work with the project architect during initial design phases to ensure the design of the space will work with the operator's business model.

The selected operator will be responsible for complete operation of the bike center, with day to day tasks including but not limited to soliciting memberships, ensuring security and maintaining cleanliness of the facility.

1.2 Background

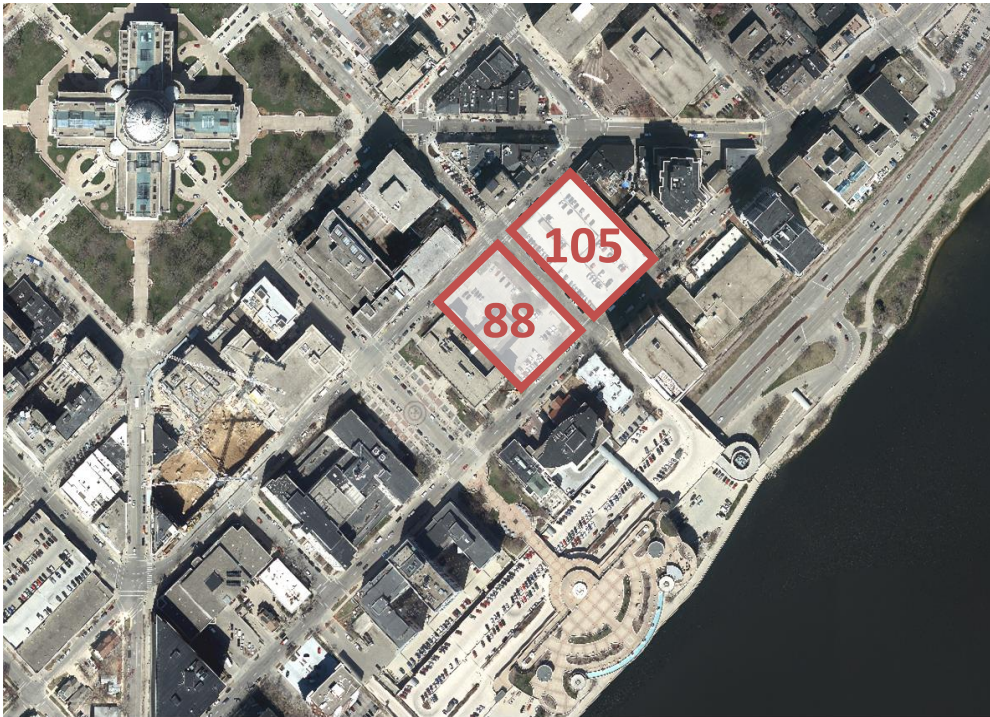
In 2012, the City adopted the Downtown Plan, a guide for future growth of the central area. The plan recognized many of the City's public parking structures, including the Government East facility on Pinckney between Doty and Wilson Streets, were reaching the end of their useful life and would need to be replaced. Across Pinckney Street from the Government East parking structure is a surface parking area serving the Madison Municipal Building, which was also in need of a major renovation. These two blocks became the focus of a major redevelopment site known as Judge Doyle Square. The Downtown Plan also identified the Judge Doyle Square redevelopment as the location of a future Bicycle Center, with bike storage, lockers, and other bike amenities.

Following the adoption of the Downtown Plan, the City proceeded with a detailed master plan of the sites to guide future redevelopment of the two parcels. As part of the Judge Doyle Square Master Plan the feasibility of the recommended [Bicycle Center](#)¹ was studied. The study included a needs assessment, research on best practices and operational models, and a public outreach effort, and will serve as a flexible outline for the size, features, and services the bike center will provide. It identified a target facility size of 3,500 square feet. Results of a survey of nearly 1,500 participants indicated that secured bike parking was the most desired feature in a bike center, followed by restrooms, bike repair facilities, lockers, changing facilities and bike-related retail.

¹ <http://madison.legistar.com/View.ashx?M=F&ID=1949899&GUID=5D68BCDE-2ADE-49E1-A11B-B813141B8872>

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In 2015, the City issued a request for proposals for the development of Judge Doyle Square and in 2016, a request to update the proposals received.. In July of 2016, the Common Council authorized the Mayor and City Clerk to enter into a development agreement with [Beitler Real Estate Services](#)² to develop a 600 stall subterranean parking structure with retail and office on the first two floors on Block 88 and a 13 story hotel and apartment building on Block 105.



1.3 Funds Available

The City of Madison is contributing \$1,000,000 toward the establishment of the bicycle center, a majority of which will be used for construction costs related to the space. Limited funds up to \$10 per square foot may be available for furniture, fixtures and equipment (FFE), but this is not a certainty.

1.4 Project Scope/Description

The City is seeking a qualified entity to occupy and operate the Bicycle Center space. The entity may be a non-profit organization or a business with experience appropriate to operate a bicycle center.

² https://www.cityofmadison.com/planning/judgeDoyleSquare/documents/BeitlerRealEstate_JDSProposal_121815.pdf

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Bicycle Center Required and Potential Amenities

In order to allow maximum flexibility to potential operators, features and amenities of the bicycle center are classified as either required or desirable but optional. This list was generated from the Bicycle Center Feasibility Study, which utilized 1,500 survey responses to discover the features most desired by Madison's cycling community.

Required Components

Secured, indoor bike parking for at least 150 bikes: Bike parking areas shall be accessed without carrying a bike down stairs. Bike center members shall be able to access the bike parking area 24 hours/day with a pass card or similar access system.

Changing areas and lockers: Lockers for personal items shall be provided for members of the bicycle center and changing areas may be located in locker rooms or in individual unisex changing rooms.

Limited bike supplies available for purchase: At a minimum, cyclists should be able to purchase basic cycling supplies and accessories such as tubes, tire levels, locks, lights, water bottles, etc. These items may be sold by a staffed retail operation, vending machine or other method determined by the operator.

Self-Service Bike Maintenance Station: A bike stand, basic tools and a pump shall be made available to cyclists. Non-members shall have access to the station during staffed bike center hours.

Restrooms: Available to members 24 hours/day.

Cycling information: Information regarding bike routes, paths, B-Cycle, etc., shall be publicly available during staffed hours.

Facility maintenance: The operator will be required to maintain cleanliness of the facility.

Desirable/Optional Features

Staffed Presence: While all required functions can be performed without regular staff hours, having staff present during regular business hours is encouraged and will expand the usability of the bike station to potential users who are not members, including visitors to Madison.

Showers: Showers could be provided in locker rooms, individual unisex showers, or through an agreement with adjacent retail tenants such as fitness centers, if applicable.

Staffed Bicycle Service Center: On-site bike mechanics with the ability to offer repair and tune-up services to bike center members and the general public.

Enhance Bicycle retail: A staffed retail facility offering products typically found in bike stores, including bikes, parts, clothing and accessories.

Bike Wash Station: Cleaning dirt, salt and road debris from bikes is especially important for winter cyclists when roads are often less clear.

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Bike Rental/Share: Operators may choose to offer bike rental services or coordinate with B-Cycle to provide bike share access and support. Space required for a bike rental may not interfere with the required number of secured indoor bike parking stalls.

Potential operators are free to include amenities and offerings beyond the required and desirable/optional features in their proposals.

City of Madison's commitment to Racial Equity and Social Justice (RESJI)

Madison is committed to improving racial equity and social justice. Proposals should include descriptions of how the bicycle center's operation can contribute to this important effort. Examples could include reduced membership fees for lower-income cyclists, targeted hiring, programs to reduce barriers to cycling for low-income families, etc.

Showcase Madison's Bike Economy

Madison's bicycle center also is a major opportunity to showcase and encourage continued growth in the local bike economy. The Madison area is home to several bicycle and related equipment manufacturers and supporting businesses. To the extent possible, the bike center should utilize local products and promote local businesses.

1.5. User Rates

Applicant shall provide an estimated schedule of user rates based on the level of features the contained in the proposal.

1.6 Ownership and Rent Structure

The City of Madison will be the owner of the space. The operator will enter into a minimum 5 year lease with the City. Given the nature of the use and benefit to Madison residents, City Real Estate is anticipating a below market rate rent structure. Proposals shall include proposed basic rental terms. For the purposes of this RFP, it should be assumed that all utility costs shall be paid by the operator.

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1.7 Criteria for Evaluation

	Criteria	Point Value
1	Applicant demonstrates relevant experience and capacity to operate a bicycle center meeting expectations discussed in this RFP.	15
2	Services and amenities located within the bicycle center space or in adjacent retail spaces and contractually coordinated for use for bicycle center members.	30
3	Weekly hours of staffed operation.	10
4	Applicant provides services to cyclists other than monthly members.	5
5	To the extent possible, the bicycle center showcases Madison's Bike Economy.	5
6	The applicant identifies an operational approach to further the City's Racial Equity and Social Justice (RESJI) goals. ³	5
7	Operator proposes an appropriate and reasonable budget, including facility usage rates and rent payments.	5
	Total Points available	75

³ <https://madison.legistar.com/View.ashx?M=F&ID=3051611&GUID=1A1EE57E-1488-4735-8E31-72E22CB345E7>