



The City of New York
Department of Transportation
Ride On - Bike Share Equity Program
Concept Paper

A. Purpose

The following “Ride On” Bike Share Equity Program Concept Paper is a precursor to the forthcoming New York City Department of Transportation (NYC DOT), Request For Proposal (RFP). NYC DOT is seeking (4) qualified vendors to provide active transportation (biking and bike share) community engagement services in four areas of the city, Harlem (zip codes 10026, 10027, 10029, 10035,), Astoria-Long Island City (zip codes 11101, 11102, 11103, 11105, 11106), Bedford-Stuyvesant (zip codes 11206, 11216, 11221), and Red Hook (11231) respectively. One RFP will be issued with four different competition pools consistent with the neighborhoods referenced.

B. Background

NYC DOT is committed to improving traffic safety and public health, expanding travel choices for all New Yorkers, and supporting the City’s efforts to fight climate change. Mayor Bill de Blasio has framed the central element of the City’s transportation policy to be Vision Zero, which seeks to reduce to zero the number of people killed or seriously injured due to road crashes. The Mayor has also articulated a goal of doubling the number of active cyclists by 2020 from 2015 levels. Increasing bike ridership will help reduce greenhouse gas emissions, improve public health, reduce noise and air pollution, boost neighborhood livability and improve access to jobs and important services. Biking and bike share can provide affordable transportation options, especially for lower income people who have limited access to transit.

Over the past two decades, New York City has seen tremendous growth in cycling, reflecting broad efforts to expand the city’s bicycle infrastructure. In the mid-1990s, NYC DOT established a bicycle program to oversee development of the city’s fledgling bike network. Since then, NYC DOT has led the charge to build an expansive network that serves an ever growing number of New Yorkers. These efforts were accelerated following the release of PlaNYC in 2007, which set ambitious goals toward creating a more sustainable city, and have been expanded further—with increased emphasis on transportation safety and equity—under the framework of OneNYC.

Over the past ten years, the City dramatically increased its efforts to make cycling safer and more convenient. Since 2006 NYC DOT has expanded and enhanced the on-street bike network by adding 308 lane miles of conventional bicycle lanes and 74 lane miles of protected facilities. In 2017 the City installed a record 25 miles of protected bike lanes.



With this expansion of bicycle routes on City streets, miles of new greenway paths in public parks, and the introduction of bike share, there have never been more people biking in New York City. Creation of local bike networks beyond the Manhattan core, in communities such as Long Island City and Brownsville, encourages people to use a bicycle to get around their neighborhoods, run errands, and visit friends. Development of new stretches of path along greenways such as the Brooklyn Waterfront and Bronx River makes it more enticing for cyclists to take recreational rides and provide comfortable spaces for parents with young children to go for family bike rides. Miles of protected on-street bike lanes are emboldening the more cautious and risk-averse New Yorkers to take to the streets on a bike, while Citi Bike makes cycling a more convenient option for quick trips around the city and multi-modal commutes—even for those who do not own a bicycle.

In 2013 Citi Bike, New York City’s Bike Share program launched, creating an easy to use, affordable transportation option allowing users to make point A to point B trips using sturdy, publicly available bikes at self-service docking stations. The bikes can be unlocked from one station and returned to any other station in the system, making bike share ideal for short, one way trips. New York City’s bike share system, Citi Bike, is a public-private partnership between the City of New York, represented by NYC DOT, and Motivate, a private company that owns and operates bike share systems around the country.

Bike share provides New Yorkers with more options for getting around the city. A majority of all trips made in the City are less than two miles. Bike share gives New Yorkers a convenient, efficient, affordable option for these trips by providing easy access to a bike, without having to worry about storage or maintenance. Bike share also leverages the City’s great mass transit system – 50% of Citi Bike trips are made to get to or from a public transit station — and extends the reach of transit into newly developing areas that don’t have great subway coverage. As Mayor de Blasio has said, “Citi Bike has become part of our public transportation system.”

While the City has never had more bike lanes, and Bike Share will continue to expand further into new neighborhoods, only 2.5% of commuting NYC residents usually bike to work or school according to the New York City Department of Health and Mental Hygiene, Community Health Survey from 2014. The City’s commitment to cut 80% of Greenhouse Gas emissions by 2050 requires investments from government and the private sector, new regulations and policies, and behavior change. While 67% of New Yorkers currently use sustainable transportation options (transit, biking, walking), the City aims to increase sustainable transportation trips to 80% mode share (OneNYC). As Bike Share expands to new neighborhoods, and the bike lane network continues to grow, ridership will likely grow, bringing the City closer to its sustainability goals. In order to increase equity of bicycling and bike share, partnerships with community based organizations are necessary to help increase awareness of bike share, and attract new



cyclists who may not have considered cycling or may not feel comfortable riding in traffic on City Streets. Expanding outreach efforts to women, people of color, and low income people to this convenient and healthy mode of travel will help foster social mobility and help the City achieve its transportation policy and sustainability goals.

C. Program Details

The New York City Department of Transportation (NYC DOT) is initiating *Ride On New York!*, a community outreach program seeking innovative proposals to support the City's goal of doubling bicycling by 2020. Through an integrated outreach framework of engagement, bike education, encouragement, and evaluation, the program aims to increase the numbers of New Yorkers who bike with focus on under-represented groups of New Yorkers such as, but not limited to, women, people of color, and low to moderate level income people.

NYC DOT aims to partner with community based organizations in the Harlem, Astoria, Bedford-Stuyvesant, and Red Hook neighborhoods to engage and promote active transportation options such as biking and bike share in the community. Utilizing a range of strategies from focus groups, targeted outreach, events, and promotions, the organizations will work with stakeholders in their communities to raise awareness of bicycling and bike share as transportation tools and increase trips made by these modes.

The Specific program objectives of *Ride On* include:

- Improving awareness of healthy and sustainable active transportation options such as biking and bike share as transportation tools
- Reducing single occupancy vehicle trips
- Increasing numbers of low to moderate level income people, people of color, and women cycling
- Improving community safety and health
- Increasing access to jobs through alternative transportation options
- Encouraging economic development in the neighborhood by boosting foot traffic and easy access to local businesses

NYC DOT will support the Program by providing a resource tool kit including educational and outreach resources, and access to Agency resources such as Bike Helmet Fittings, Bike Bonanzas, Bike Safety Information, support and services.



D. Qualifications & Scope of Work

Experience

The Contractor must demonstrate that it possesses the following successful experience:

1. 3+ years of experience with community development in target neighborhood
2. Established programming in some or all of the following areas: health and wellness, financial counseling, job training and placement

Organizational Capability

The Contractor would have the following organizational capabilities:

1. Capability to provide staff available to manage the program and oversee all services including:
 - a. Community engagement and awareness campaign
 - b. Ability to oversee events and communications listed in scope of work
 - c. Capacity to organize regular bike rides and/or bike related events
2. Ability to integrate this work into their organization and demonstration of ability to provide the resources associated with the needs of the program.

Scope of Work

The following services will be provided by the Contractor in the targeted neighborhood including but not limited to:

Manage the program; oversee all services including:

- a. A community engagement and awareness campaign
- b. Hosting a community event such as a block party, annual run, weekend walk, street fair, or arts festival
- c. Facilitate regular weekly or biweekly bike rides (weather permitting)
- d. 1-2 other strategies to engage staff, constituents and community including meetings, ongoing communication strategy, employee engagement program, or marketing campaign
- e. Capacity to serve non-English speaking community members
- f. Program evaluation, develop a system to measure progress and report efficacy
- g. Planned Method of Evaluating Proposals



Proposals will be evaluated pursuant to the criteria set forth in the RFPs. This includes the quality of the proposer’s approach and program design. In addition, the evaluation will assess the proposer’s successful, relevant experience providing similar services. Proposals will also be evaluated based on the organization’s staffing model and organizational structure as it relates to capacity to deliver those services.

The selected vendor will be required to have substantial experience in the provision of community development services in a community-based context or comparable experience. The selected vendor should also have the capacity to serve non-English speaking community members with the demographics of the neighborhood.

The DOT will award the contracts to the responsible proposers whose proposal is determined to be the most advantageous to the City, taking into consideration the criteria set forth in the RFP. The DOT reserves the right to conduct site visits and interviews and to request that proposers make presentations as the DOT deems applicable.

E. Proposed Contract Term

The term of the contract resulting from this RFP shall be one (1) year (365 CCD) and may be renewed for up to two additional one (1) year terms. The term shall commence upon the issuance of a Notice to Proceed. It is presently anticipated that the term will commence on November 1, 2018 and expire on October 31, 2019.

F. Anticipated Procurement Timeline

- Expected RFP Release: May 15, 2018
- Expected pre-proposal conference: May 29, 2018
- Expected Proposal Submissions due: June 28, 2018
- Expected Award Selection Announcement: September 15, 2018
- Expected Contract Start: November 1, 2018

G. Available Funding

The Department of Transportation anticipates contracting with (4) qualified vendors for \$75,000. The total available funding for the entirety of the program each year is \$300,000 and at full implementation, will be \$900,000.

H. Vendor Reporting Requirements

Selected vendors will be required to submit monthly or quarterly invoices prompting payment. Additionally, selected vendors will be required to submit monthly reports on all program activities including self-evaluation updates on progress.



I. Use of HHS Accelerator

To respond to the DOT Bike Share Equity RFP, and all other client and community services (CCS) Requests for Proposals (RFPs) released Spring 2018 and later, vendors must first complete and submit an electronic prequalification application using the City's Health and Human Services (HHS) Accelerator System. The HHS Accelerator System is a web-based system maintained by the City of New York for use by its human services agencies to manage procurement.

J. Required Service Prequalification

The Bike Share Equity RFP will be released exclusively through the HHS Accelerator System. Only organizations with approved HHS Accelerator Business Application and Services Applications for one or more of the following will be able to propose:

- Community Engagement
- Life Skills
- Recreational Services
- Health Education and Supports
- Outreach

To submit a prequalification application to become eligible to apply for this and other CCS RFPs, please visit:

<http://www.nyc.gov/hhsaccelerator>.

K. Comments

Please submit all comments to this concept paper no later than May 14, 2018 date to:

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