

**MUNICIPALITY OF ANCHORAGE**  
**PURCHASING DEPARTMENT**  
**PHONE (907) 343-4590 - FAX (907) 343-4595**

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P.O. Box 196650  
Anchorage, AK 99519-6650

Physical Address  
632 W. 6th Avenue, Suite 520  
Anchorage, AK 99501

**REQUEST FOR QUOTATION NO. 2023Q009**

RFQ No. **2023Q009** – Provide **Bike Month Event Services** to the Municipality of Anchorage, Anchorage Health Department.

Date of Request	Reply Must Be Received Prior To	Buyer	Buyer Phone Number
03/22/2023	<b>12:00 P.M. Local Time, March 29, 2023</b>	<b>Cierra Grabowski</b>	<b>907-343-4590</b>

**THIS IS NOT AN ORDER**  
PLEASE QUOTE AT ONCE ON THE FOLLOWING AND SPECIFY YOUR DELIVERY DATE

Cover Sheet	Page	1
Quote Proposal	Page	2
General Provision	Page	3
Specifications	Consisting of	5 Pages

**Quote must be submitted on Quote Proposal Page 2 along with all required information per attached Specifications.**

This Request for Quotation is available electronically (.pdf) at the Municipality of Anchorage, Purchasing Office’s website; <http://www.muni.org/Departments/purchasing/Pages/bidding.aspx>. Should you choose to obtain a copy of this from our website; it is your responsibility to periodically check the website for any addenda.

Questions regarding this RFQ **will** be submitted in writing via email to [wwpur@muni.org](mailto:wwpur@muni.org). Written questions **will** be received no later than **12:00 P.M. Alaska Time, March 24, 2023**. Questions will include the Buyer’s name, the RFQ number and RFQ Title, on the subject line.

Quotations will be submitted to the Purchasing Department via one of the following methods:

1. Email: [wwpur@muni.org](mailto:wwpur@muni.org) (**"Subject" line must include Buyer name and RFQ number**)
2. Mail: P.O. Box 196650, Anchorage, AK 99519-6650
3. Hand delivery: 632 W. 6<sup>th</sup> Avenue, Suite 520, Anchorage, AK 99501.

Municipality of Anchorage  
Purchasing Department  
632 W. 6th Avenue, Suite 520  
Anchorage, AK 99501

Municipality of Anchorage  
Purchasing Department  
P.O. Box 196650  
Anchorage, AK 99519-6650

MUNICIPALITY OF ANCHORAGE

*Cierra Grabowski* 

Cierra Grabowski

Buyer

Phone: 907-343-4590

Office Hours: 8:00 - 5:00 M-F

Excluding Municipal Holidays

## QUOTE PROPOSAL

Item	Description	Qty.	Unit	Unit Price	Extended Price
1	2023 Anchorage Bike Month Event Planning, Coordination, and Delivery, Per Attached Specifications	1	LOT	\$ _____	\$ _____
<b>Total Price</b>				\$ _____	

Addendum Acknowledgement	Prompt Payment Discount - Payment Terms Offered
Number(s) _____ is/are hereby acknowledged	_____ % _____ Days OR Net 30 (default) 1% minimum and 15 days are the minimum amounts allowed (As referenced on page 3 under General Provisions)

The bidder will accept CREDIT CARDS for purchases against this RFQ

- Yes  
 No

By submitting a quote, the quoter acknowledges that he/she have received all documents listed on the cover page. Carefully reviewed and possesses knowledge of all documents listed

\_\_\_\_\_  
Authorized Representative Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Printed Vendor Name

\_\_\_\_\_  
Phone Number

\_\_\_\_\_  
Mailing Address

\_\_\_\_\_  
Fax Number

\_\_\_\_\_  
City, State, Zip Code

\_\_\_\_\_  
Company Email Address

\_\_\_\_\_  
Physical Address of Company (if different from above)

\_\_\_\_\_  
City, State, Zip Code

By signing above the bidder certifies they are an equal opportunity employer and will not discriminate against any employee or applicant for employment because of race, color, religion, national origin, ancestry, age, sex, sexual orientation, gender identity, marital status, or physical or mental disability. The contractor will comply with all laws concerning the prohibition of discrimination including, but not limited to Title 5 and Title 7 of the Anchorage Municipal Code.

## **GENERAL PROVISIONS**

**REQUIRED DOCUMENTS:** Only the following listed items marked with an “☑” are required to be submitted with your Quote.”

- ☑ Quote MUST be submitted on the Quote Proposal Page 2 of this RFQ
- ☑ Shipping is FOB destination (include shipping cost in quote)
- ☑ Quoted prices may not be withdrawn or changed for a period of thirty (30) days
- ☑ Payment terms are Net/30
- ☑ Provide a 3-year history of bicycling education and advocacy within the MOA to align with the goals and outcomes of this project

**EVALUATION:** Award will be made to the lowest responsive and responsible bidder in accordance with Anchorage Municipal Code Sections 7.15.040, 7.20.020, 7.20.030, and 7.20.040, with preference to local bidders applied in accordance with Section 7.20.040. Evaluation for determining the lowest bid will be made in the **aggregate. TO BE CONSIDERED FOR AWARD ALL ITEMS MUST BE BID.** All items must be new and come with manufacturer's warranty, if supplied by the manufacturer. The purchasing Director will have the sole discretion to determine whether the bid submitted meets specifications of the Invitation to Bid, whether a bidder is responsive, and whether a deviation is material.

### **CONTRACT VOLUME**

The MOA does not guarantee any minimum or maximum purchase quantities and/or dollar amounts. The above quantities are for evaluation purposes only. The MOA reserves the right to increase or decrease the quantities listed at the same unit price.

### **PERIOD OF PERFORMANCE**

Period of Performance will be from April 22, 2023 to June 30, 2023. There are no options to extend the period of performance.

**ANTI-DISCRIMINATION CLAUSE:** The Contractor will not discriminate against any employee or applicant for employment because of race, color, religion, national origin, ancestry, age, sex, sexual orientation, gender identity, marital status or mental or physical handicap. The Contractor will take affirmative action to ensure that applicants are employed and that employees are treated during employment without regard to the characteristics listed above. Such action will include, without limitation, employment, upgrading, demotion or transfer, recruitment or recruiting advertising, lay-off or termination, rates of pay or other forms of compensation and selection for training including apprenticeship. The Contractor will post in conspicuous places, available to employees and applicants for employment, notices setting forth the provisions of this non-discrimination clause. The contractor will comply with all laws concerning the prohibition of discrimination including, but not limited to Title 5 and Title 7 of the Anchorage Municipal Code

## **SPECIFICATIONS**

### **2023 Anchorage Bike Month Event Planning, Coordination, and Delivery**

#### **1. Overview**

The Municipality of Anchorage (MOA), Anchorage Health Department (AHD) Environmental Health Services Air Quality program is requesting a local bicyclist advocacy group (vendor) to provide services to plan, coordinate, and assist to deliver Bike Month (May) events such as the Anchorage Bike to Work Day (BTWD), support Bike to School Day and coordinate other Bike Month events during May 2023.

AHD receives a grant from the State of Alaska Department of Transportation and Public Facilities to conduct an Air Quality Public and Business Awareness Education Campaign.

#### **2. Scope of Work**

The Vendor's scope of work consists of the following:

- A. Bike to Work Day
- B. Increase participation in Anchorage Bike to Work Day event by at least 10% above the previous 3-year average.
  - a. BTWD participation will be measured on the day of the event by manual trail counters located across the Anchorage Municipality.
  - b. Collaborate with the AHD Air Quality Public and Business Awareness Education Campaign manager to obtain historical BTWD data.
- C. Coordinate an online registration system for individuals, teams/Team Captains and treat station managers for Bike to Work Day at least one month prior to the event.
  - a. Assist with the collection of registration data such as demographics, email address, workplace location, biking distances, previous participation, obstacles of participation, and benefits of participation for event assessment.
  - b. Registration form will be made available on the Vendor's website, AHD BTWD webpage, and social media platforms.
  - c. Collaborate with the AHD Air Quality Public and Business Awareness Education Campaign manager to develop registration data questions.
  - d. Collect the number of individuals and teams that have registered for the event.
  - e. Collect team names/team captain information and their workplace locations.

- f. Collect treat station managers' information such as name, organization, desired treat station location, and item(s) available to give away at the treat station.
      - g. Provide all registration data to AHD Air Quality Public and Business Awareness Education Campaign manager no later than 30 days following the event.
- D. Educate and provide bicycle safety information to registered Team Captains prior to the Bike to Work Day event.
  - a. To promote workplace safety and active commuting, Team Captains shall be given bicycle safety information to disseminate to their workplace team members. Hand signaling, trail/road etiquette, vehicular safety, and bike theft prevention techniques are relevant topics for Team Captains.
  - b. Education may occur in a variety of methods such as online platforms, fliers or handouts, special events, meet-ups, or as an automated email after registration for a Team Captain is complete.
  - c. Collaborate with the AHD Air Quality Public and Business Awareness Education Campaign manager to develop and deliver bicycle education.
- E. Recruit, oversee, and coordinate treat station managers for Bike to Work Day.
  - a. Recruit treat stations and their managers across the MOA (approximately 50 stations). Locations of treat stations should be varied throughout neighborhoods, communities, and trail systems within the MOA. To be an inclusive event, treat stations should be located from Girdwood to Eagle River if feasible. Treat stations shall remain open for the duration of the event.
    - i. Treat stations may give away the following items to Bike to Work Day participants: bicycle/pedestrian safety education materials, goods or supplies, snacks, or non-alcoholic beverages. Team captains need to receive training/information on types of food that can be distributed and food handling safety information. Examples of snacks that can be distributed are commercially packaged cut fruit or vegetables, black coffee or tea with single serving creamer and sweetener, and baked goods individually wrapped or served with tongs.
  - b. Disseminate information to the public about the location and availability of treat stations prior to the event online and include an online map of treat station locations if feasible.
  - c. Provide all treat station data to AHD Air Quality Public and Business Awareness Education Campaign manager prior to the event and report on all treat stations in final reporting due no later than 30 days following the event.

- F. Recruit, oversee, and coordinate manual trail counter volunteers throughout the MOA for the day of the Bike to Work Day event.
  - a. Recruit, oversee, and coordinate manual trail counter volunteers for the purpose of tracking participation data on the day of the event. Trail counters should be spread across the MOA at various trails and bike routes, popular traffic intersections, near treat stations and areas of active commuting. To be an inclusive event, manual trail counters should be located from Girdwood to Eagle River if feasible. Manual trail counters will capture real-time event participation and shall remain at their designated counting area for the duration of the event.
  - b. Provide signage/identifiers to manual trail counters as a means to be identified on the trails.
  - c. Manual trail counting can be accomplished by counting cyclists as they pass by manually by hand or electronic tally device on the day of the event.
  - d. Provide measured trail counter data to AHD Air Quality Public and Business Awareness Education Campaign manager no later than 30 days after the event.
  
- G. Evaluate and assess the 2023 Anchorage Bike to Work Day efficacy.
  - a. Provide a post-event survey to registered participants of Bike to Work Day via email.
  - b. Collaborate with the AHD Air Quality Public and Business Awareness Education Campaign manager to create post-event survey questions.
  - c. Assess the strengths and weaknesses of the event as perceived by the participants with qualitative/quantitative data.
  - d. Evaluate the obstacles of the event.
  - e. Collect post-event survey data.
  - f. Provide post-event survey data to the AHD Air Quality Public and Business Awareness Education Campaign manager no later than 30 days after the event.
  
- H. Provide consistent event messaging and bicycle education information for Bike to Work Day and Bike Month.
  - a. Collaborate with the AHD Air Quality Public and Business Awareness Education Campaign manager to provide consistent messaging and bicycle education for Bike Month.
  - b. Provide bicycle education to Anchorage residents in a variety of methods such as: online, face-to-face, group training, or other methods approved by the AHD Air Quality Public and Business Awareness Education Campaign manager.

- c. The AHD Air Quality Public and Business Awareness Education Campaign will be responsible for the primary advertising costs of the 2023 Anchorage Bike to Work Day/Bike Month events. Advertising costs and services are not included in the Vendor's scope of work for this project.
- I. Provide other Bike Month Event support:
    - a. Bike to School Day/Bike Rodeo: In collaboration with Anchorage School District, the Vendor is to provide support for Bike to School Day as needed.
    - b. Collaborate with the AHD Air Quality Public and Business Awareness Education Campaign manager to assess the need to support Bike to School Day events such as volunteer coordination and/or to provide bicycle education.
    - c. Other Bike Month events to be determined to enhance engagement: Provide support and coordination for bicycle-related events as appropriate and approved by the AHD Air Quality Public and Business Awareness Education Campaign manager to engage participation.

### **3. Period of Performance**

- a. All Bike Month events must occur in the month of May as directed by the AHD Air Quality Public and Business Awareness Education Campaign manager.
- b. Bike to Work Day online registration system made available to the public for individuals, teams, and Team Captains 30 days before the event.
- c. Provide bicycle safety education to Team Captains 7 days before the event.
- d. Bike to Work Day registration data due to the AHD Air Quality Public and Business Awareness Education Campaign manager no later than 30 days after the event.
- e. Provide treat station data to the AHD Air Quality Public and Business Awareness Education Campaign manager no later than 30 days after the event.
- f. Provide trail counter data to the AHD Air Quality Public and Business Awareness Education Campaign manager no later than 30 days after the event.
- g. Provide all post-event survey data (Bike to Work, Bike to School, and other events) to the AHD Air Quality Public and Business Awareness Education Campaign manager no later than 30 days after the event.
- h. Provide all Bike Month event data, such as participation metrics, analytics, or correspondence to the AHD Air Quality Public and Business Awareness Education Campaign manager no later than 30 days after the event.

#### **4. Requirements**

- a. The Vendor must agree to work directly with The AHD Air Quality Public and Business Awareness Education Campaign manager to review and give final approval of any general event messaging, bicycle educational material, registration data, survey collection information, evaluation metrics and treat station/trail counter information related to BTWD. All event messaging must be approved and completed to the sole satisfaction of the AHD Air Quality Public and Business Awareness Education Campaign manager prior to distribution.
- b. The Vendor must agree to obtain approval for certain messaging and outreach materials as per the AHD Public Information Officer (PIO).
- c. The Vendor must be able to demonstrate a 3-year history of bicycling education and advocacy within the Anchorage Municipality to align with the goals and outcomes of this project.
- d. By agreeing to this contract, the Vendor transfers all rights associated with the final designs of any products to the Municipality.