

DOWNTOWN OKLAHOMA CITY, INC.
REQUEST FOR PROPOSALS
SPOKIES BIKE SHARE PROGRAM/CONTRACT PROJECT MANAGEMENT POSITION

Downtown Oklahoma City, Inc. (DOKC) is a 501(c) 6 non-profit whose mission is to market, promote and manage downtown Oklahoma City. DOKC has the opportunity to launch the new "Spokies" Bike Share Program to be awarded by contract from the City of Oklahoma City. The program will initially include six bike stations and 95 bikes strategically placed at locations downtown, but future plans include expansion throughout downtown and potentially throughout Oklahoma City. Upon successful negotiation of a contract with the City, DOKC will retain a Project Manager for the program via contract. Bids are welcome from either individuals or organizations as follows:

RFP RELEASE DATE:	January 5, 2012
PROPOSALS DUE:	January 20, 2012
PROJECT TO BE AWARDED:	January 27, 2012
CONTRACT START DATE:	On or about February 1, 2012
CONTRACT END DATE:	April 30, 2012
CONTRACT RENEWAL TERMS:	TO BE DETERMINED

SCOPE OF WORK: The initial contract responsibilities include the overall management of the Spokies program launch, including the development of a timeline for the project and implementation of all items on the timeline. Launch is tentatively scheduled for late April 2012. The contractor will act as liaison between DOKC and the City of Oklahoma City's Office of Sustainability on all aspects of the program including program setup and structure, and the contractor will be responsible for a membership drive, database management, vendor relations, rider education and customer service. Secondly, the contractor will work with DOKC staff to build the following program components:

- Final placement, permitting and setup of bike racks
- Development of a membership database
- Sponsorships
- Accounting and financial reporting
- Installation and development of a maintenance program
- Development of a program website, eblast template and social media program
- Development, production and distribution of advertising, promotions, maps and forms
- Development and generation of reports
- Expansion planning

Questions regarding any aspect of this program or this RFP can be sent via email to kathy@downtownokc.com. All questions and responses will be shared with all bidders via email. A detailed written proposal with a monthly breakdown of contract fees must be submitted. Due to the tentative start date, any partial periods will be prorated. Final bids must be submitted in writing to:

Spokies Bike Share Program Proposal
Attention: Kathy Ford-Wallis
211 North Robinson, Suite 225
Oklahoma City, OK 73102

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