Request for Proposals (RFP)
Development of Sole Power Mobile App
Town of Vail – Sole Power Program

Introduction

The Town of Vail is soliciting proposals from qualified mobile app developers or providers of white-label mobile applications with a focus on mobility. This initiative aims to support the Sole Power Challenge program, which is designed to promote green commuting practices within the Eagle County community. The goal is to encourage individuals to opt for human-powered modes of transportation rather than relying solely on personal vehicles and build a culture that embraces alternative and low impact transportation options.

Instructions and Timeline

All Respondents who wish to respond to this RFP must submit all required information via email with PDF attachments – no hard copies, please.

Questions

Please submit any questions to Beth Markham, Environmental Sustainability Manager via email at bmarkham@vail.gov by March 26, 2024 at 12:00 PM MT. Responses will be posted HERE by March 29, 2024 at 5 pm MST

Schedule of Events:

Activity	Due Date
RFP Distribution	March 19, 2024
Deadline for Question Submission (via email)	March 26, 2024 12:00 PM MST
Response to Questions Available HERE	March 29, 2024 5:00 PM MST
Deadline for Proposal Submittal	April 5, 2024 5:00 PM MST
Contract Award (Anticipated)	April 16, 2024 5:00 PM MST
Anticipated Agreement Start Date	April 22, 2024

RFP Timeline

These dates are for planning purposes and represent the Town of Vail's desired timeline for this project. Any revision to the "Deadline for Proposals" will be made by addendum. All other dates may be adjusted without notice as needs or circumstances dictate.

Clarification of Proposal:

During the evaluation of submittals: Town of Vail reserves the right to reject any and all proposals; contact respondents for additional information or clarification; to waive any informalities and irregularities in the proposal submission process; negotiate with any respondents; and to accept proposals which are considered to be in the best interest of the Town of Vail.

General Information
In the event it becomes necessary to revise any part of the bid, a notification of addenda will be posted to the Town of Vail's website. It shall be the Respondent's responsibility to make inquiry as to changes or addenda issued. All such changes or addenda shall become part of the contract and all Respondents shall be bound by such addenda.

1. The Town reserves the right to take other action before a contract is signed or a purchase order is approved; even after Town Council accepts or approves the proposal.
2. Please provide all pricing necessary to meet the Specifications (Section 2.0), including price per unit or service (as applicable), total cost, and earliest starting date possible, considering all factors.
3. Applicable Laws: the Ordinances and Charter for the Town and the laws of the State of Colorado concerning competitive bids, quotes, contracts, proposals and purchases will be employed.
4. Taxes: The Town is generally exempt from Federal Excise and Colorado Sales Tax, so prices shall not include tax. The Town is a governmental agency and typically qualifies for governmental discounts.
5. If the Respondent elects to deviate from the Specifications stated, all exceptions or other changes shall be clearly noted, and details provided.
6. Proposals may not be withdrawn or changed for a period of ninety (90) days after the official date of opening thereof. This time period may be extended by mutual agreement of the Town and any Respondents.
7. All proposals shall stipulate an available starting date, and the Town's preferred starting date for this relationship is **April 22, 2024**.
8. Proposals shall include all charges for delivery, packing, crating, containers, handling, etc., if relevant.

Limitations and Award
This RFP does not commit the Town of Vail to award or contract, nor to pay any costs incurred, in the preparation and submission of proposals in anticipation of a contract. The Town reserves the right to shortlist or select one firm from qualified submitters to pursue construction services. The Town may reject all or any submittal received as a result of this request, to negotiate with all qualified sources, or to cancel all or part of the RFP. The Town may negotiate a contract with the first priority firm. If negotiations cannot be successfully completed with the first priority firm, negotiations will be formally terminated and may be initiated with the second most qualified firm and, likewise, with the remaining firms.

The project will be awarded to that responsible, responsive Respondent whose proposal, conforming to this solicitation will be most advantageous to the Town, price and other factors considered. The Town reserves the right to accept a proposal in whole or in part, to award by item or by group, reject any and all proposals, waive informalities or defects in proposals and accept such proposals which is deemed to be in the best interest of the Town. Any Respondent who is in default to the Town at the time of submittal of the proposal shall have his proposal rejected. The Town reserves the right to clarify any contractual terms with the concurrence of

the Contractor; however, any substantial non-conformity in the offer, as determined by the Town, shall be deemed non-responsible and the offer rejected.

In evaluating proposals, the Town Vail shall consider the qualifications of the Respondents, and where applicable, operating costs, delivery time, maintenance requirements, performance data, and guarantees of materials and equipment. In addition, the Town may conduct such investigations, as it deems necessary to assist in the evaluation of a proposal and to establish the responsibility, qualifications, and financial ability of the Respondent to fulfill the contract. The Respondent's experience with the other users shall be taken into consideration when evaluating responsibility of the Respondent.

All proposals submitted in response to this invitation shall become the property of the Town and be a matter of public record available for review.

Background Information:
Town of Vail is a municipality nestled in the central Rocky Mountains of Colorado in Eagle County along the I-70 interstate corridor. There are about 4,800 year-round residents, 5,000 second homeowners and welcomes approximately 3.7 million visitors annually. To help achieve goals in the Environmental Sustainability Strategic Plan of reducing vehicle miles traveled and transportation related greenhouse gas (GHG) emissions, the Town of Vail created the Sole Power program in 2011. The Sole Power program is an integral part of the Town of Vail's sustainability efforts. By incentivizing and promoting alternative forms of commuting such as walking, biking, and public transit, the program seeks to reduce traffic congestion, promote healthier lifestyles, and minimize environmental impact. While the Town of Vail manages and implements the Sole Power program, it is a program for the entire Eagle County community and neighboring communities. Transportation is the second leading cause of greenhouse gas (GHG) emissions in Vali and Eagle County. The adopted Climate Action Plan for the Eagle County Community 2020 Update (which is also adopted by Town of Vail) includes goals to reduce GHG emissions 50% by 2030 and 80% by 2050 over 2014 baseline numbers.

Sole Power is a green commuting challenge for the entire Eagle County community. It was founded in 2011 with the goal of getting as many community members participating as possible. In the first year, participants logged over 19,000 miles and to date, Sole Power participants have logged over 506,372 miles. The Sole Power challenge runs from Memorial Day through Columbus Day. Members can track their mileage, fuel savings, and carbon emissions over the course of the season with a goal of logging at least 60,000 miles collectively during the challenge. Sole Power is a great way to get to work, have fun, save money, and get fit over the summer season. Throughout the season there are social events, mini competitions, and prize drawings. It doesn't matter how participants commute: walk, bike, run, skate, etc. As long as it is not in a motor vehicle, participants are welcome to join and log trips. While the challenge runs for a limited time each year, participants can log trips and miles year-round.

A website and web-based portal were developed for participants to sign up for the challenge, join teams, track progress, and display leaderboards and dashboards. In 2022 the website was rebuilt, however, in order to fully modernize the program and allow for user-friendly and engaging experience, the town has secured funding to develop a mobile app.

The Town of Vail contributes financially to the program and secures cash and in-kind sponsorships from other participating municipalities and local businesses to fund the program.

Project Description:

The Sole Power program has used a website as the main tracking method for the program (www.solepower.org). A new website and trip log portal was created through the Town of Vail's website developer in 2022. However, a mobile app would allow an efficient and streamlined process for the end user (the participant) to register, track, record and log trips via their phone. The mobile app is to include an option for a user to track their trip and have that trip automatically populate in the trip log. An option to manually enter trips is also required. The app should be available for free download on all platforms, including iOS, Android, and any other key platforms. There should also be ability to access the app through the current website www.solepower.org for those who don't have a compatible mobile device. The mobile app users will be new and existing Sole Power participants who span a wide range of ages from teenagers to retirees. To be accessible to the entire Eagle County community, including ability to download the app in Spanish is also desired.

Scope of Work: The selected vendor will be responsible for the following tasks:
- Designing and developing a custom mobile application compatible with iOS and Android platforms.
- Creating an intuitive and visually appealing user interface (UI) that aligns with the branding and messaging of the Sole Power program.
- Implementing features for activity tracking, goal setting, leaderboards, challenges, rewards, and social sharing.
- Integrating mapping, tracking, and geolocation functionalities to provide users with route recommendations and navigation assistance.
- Ensuring all data is captured and available for the Town of Vail's use for data storage and analysis.
- Conducting thorough testing and debugging to ensure the app functions reliably across different devices and operating systems.
- Providing documentation, training, and ongoing technical support as needed.

*Goals and Metrics***:** The primary objectives of the mobile app development project are as follows:
- Develop a user-friendly mobile application that tracks, logs and incentivizes human-powered commuting activities.
- Encourage community engagement and participation through gamification, challenges, and rewards.
- Provide users with real-time information on alternative transportation options, including bike lanes, walking paths, and public transit routes.
- Enable users to set personal goals, track their progress, and compare their performance with others in the community.
- Integrate social features to foster a sense of community and support peer-to-peer encouragement.

Product Functionality – App Requirements:

   A. **Key Features:** The Mobile app will provide information about the Sole Power program and serve as the primary portal for participants to:

- Sign up, create password, create team (this would require approval from admin), choose team (although users do not have to join a team, they can just participate as an individual)
- Log into trip portal, track trips, edit trips, access personal data, update passwords, forgot password reset, change associated email address, and more.
- Access historical data- for each participant as well overall leaderboards. It will need to be able import previous data for participants.
- Integrate mapping, tracking, and geolocation functionalities to provide users with route recommendations and navigation assistance.
- Provide users option to track trips to auto populate in their trip log or manually enter the trip.

B. **Branding:** All areas, pages and views of the mobile app should be branded with Sole Power logo and design features (colors, font, etc.).

C. **Translation:** The mobile app will be available in English and Spanish

D. **Push notification capable**: the app can send push notifications to participants as needed.

E. **Incentives:** Ability to incorporate incentives into the program through the mobile app.

F. **Ability to Update/Adapt to accommodate Future Program Iterations:** The mobile app should also support upgrades and changes to the program. For instance, there has been discussion on using Sole Power program to create a complimentary program that encourages bus ridership and carpooling. Use of the same mobile app would be ideal.

G. **Real Time Participant Trip Log, Leaderboards & Dashboard Specifics:** All data is available in real time once a trip is logged.

Trip Log Portal: The trip log portal provides a way to log a trip, manage team and also shows each individual trip logged with ability to edit/delete. This is where all trips from previous years also are stored. The current platform just has a running total of trips sorted by most recent.

My Trips - Team: Town of Vail

SOLE POWER
BIKE • RUN • WALK • SKATE
A GREEN COMMUTING CHALLENGE

[Log Trip] [Manage Team]

Show [10 ▾] entries   Search: [_____]

Date	Mileage	Type	Mode	
08/03/2023	2.00	Social	Bike	Edit/Delete Trip
08/02/2023	8.00	Work	E-Bike	Edit/Delete Trip
07/13/2023	1.00	Social	Bike	Edit/Delete Trip
07/12/2023	2.00	Work	E-Bike	Edit/Delete Trip
07/10/2023	20.00	Work	E-Bike	Edit/Delete Trip
06/29/2023	1.00	Social	Bike	Edit/Delete Trip
06/28/2023	4.00	Work	E-Bike	Edit/Delete Trip
06/28/2023	20.00	Work	E-Bike	Edit/Delete Trip
06/20/2023	4.00	Work	Bike	Edit/Delete Trip
06/16/2023	2.00	Work	Walk	Edit/Delete Trip

Participant Trip Log: when an individual logs into their personal account, this is where they log each trip including date, miles, trip type (work, errand, social, other) and mode (walk, bike, run, e-bike, skate, other).
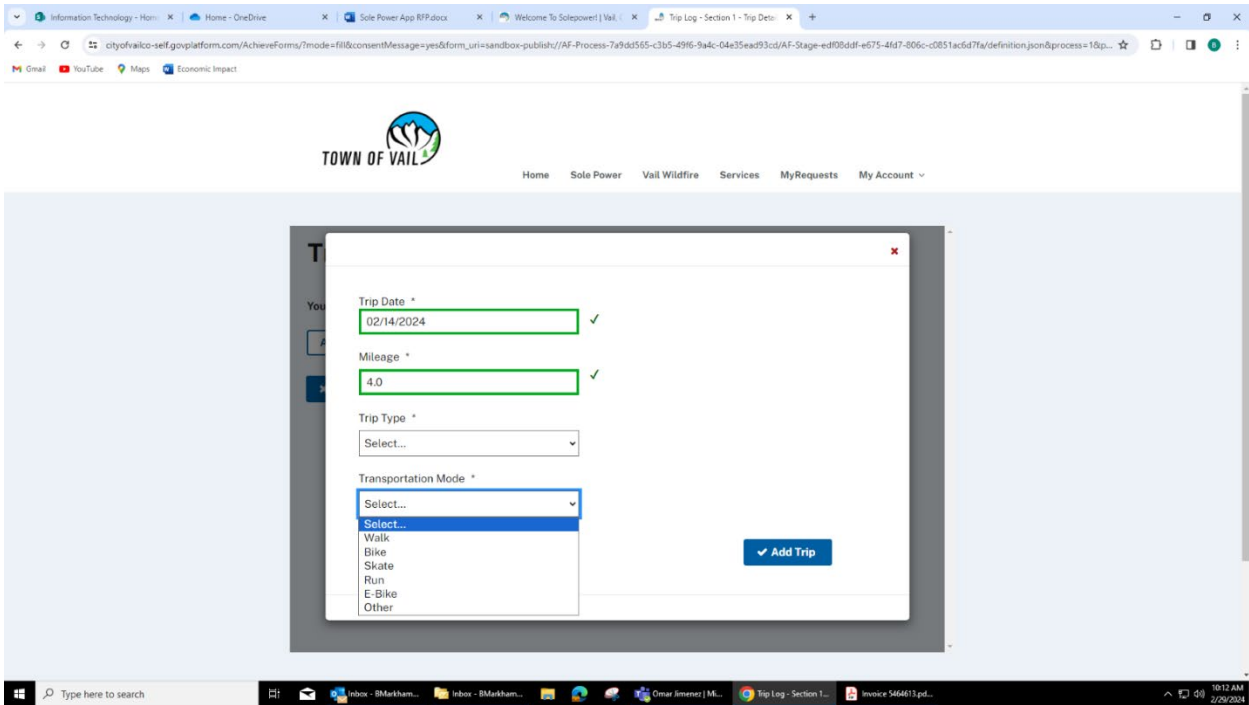
Personal Dashboard: There is also a personal dashboard in the trip log that tallies cumulative data for that participant for the current season (Memorial Day – Columbus Day).

- It includes number of trips, mileage (miles logged), gas saved (gallons), CO2e reduced (Lbs), and money saved ($).
- It would be beneficial to also have a feature to switch to see data for the calendar year and over time (life of account to date).

Your Current Year Trip Totals

Number of Trips	Mileage (Miles)	Gas Saved (Gallons)	CO2 Reduced (Lbs)	Money Saved ($)
18	86	4.02	78.88	$16.02

Leaderboards: There will be two public facing leaderboards for the season- individual and team leaderboards. Historic leaderboards are also accessible.

- ***Individual Leaderboard*** - cumulative data for each individual participant and individual entries for current season
  - Display Name (username), team, number of trips logged, total miles logged, gas saved (gallons), CO2e reduced (Lbs), Money saved ($)
  - Provide access to historical individual data from previous years (this is not currently available on the website)

Individual Leaderboard

Show 10 ⌄ entries   Search:

Display Name	Team	Number of Trips	Total Mileage (Miles)	Total Gas Saved (Gallons)	Carbon Dioxide Reduced (Lbs)	Money Saved ($)
Beth Markham	Town of Vail	1	1.00	0.05	0.92	$0.19

Showing 1 to 1 of 1 entries   Previous 1 Next

- ***Team Leaderboards*** - cumulative totals for season for each team
  - Show per Team: Team Name, Number of current members, miles logged, trips logged, CO2e reduced, Gas saved (gallons)
  - Ability to click on Team Name and see all active participants on that team
  - Ability to click each team participant's name within each team to see trips logged and individual totals for season (pulled from individual trip log)
  - Include historical team leaderboards from previous years (this is not currently available on the website).

Team Leaderboard

Show 10 ⌄ entries   Search:

Team Name	Number of Members	Miles Per Member	Number of Trips	Total Mileage (Miles)	Total Gas Saved (Gallons)	C02 Reduced (Lbs)
Town of Vail	124	0.01	1	1.00	0.05	0.92

Showing 1 to 1 of 1 entries   Previous 1 Next

Season Dashboard: include real time dashboard for current challenge on the app and sync to the dashboard on www.solepower.org. The Dashboard should include:

- cumulative miles logged for season,
- CO2e/GHG reductions,
- total number of trips logged,
- number of active participants

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259	**$8,421**	**51914**	**47,614**
Number of participants in 2023 Challenge	Dollars of fuel saved in 2023 Challenge	Miles logged in 2023 Challenge	LBS of carbon reduced in 2023 Challenge

Lifetime Dashboard: show these same numbers included in the Season Dashboard for the lifetime of the program. This does not currently exist but would be a helpful addition.

H. **Link to Current Website:** Ability to link dashboard, individual and team leaderboards to the dashboard and leaderboards on www.solepower.org. This could be through providing access to create an I-frame of these elements from the app.

I. **Ability to add functionality:** There is discussion that the Sole Power program will grow to have a complementary program to include tracking bus ridership and carpooling miles. Ability to use the same mobile app is important for ease and consistency. Ability for these to be built in and hidden until that program launches or having ability to add them at a later time is important.

J. **Tracking and Logging Trips:**

- **GPS Capability:** Participants can start app to track them when commuting, identify if trip is for: work, social or errands, how trip is being made: walk, bike, skate, run, e-bike, other (with option to describe), tracks mileage for trip, and can auto populate in participant log. Tracking would have a "start trip" and "end trip" function.

- **Manual Entry:** Participants would also have the option to manually enter each trip for the mobile or web-based app.

K. **Administrative tools** for identified admin/super users with ability to:

- Approve or deny requested teams,
- Change user password or force password reset,
- Add participants to teams, delete participants from teams, change participants teams,
- Edit trips for participants,
- Ability for new users to join weekly e-newsletter,
- Ability to export user data, and
- Ability to reset overall dashboard when official challenge starts on Memorial Day
- Provide backend access to user database.

L. **Available on Mobile Platforms**: Compatible with iOS and Android platforms. There should also be ability to access the app and ability to log trips from the current website or users to access if they do not have a compatible mobile device.

Project Budget:
The project budget is not to exceed $50,000.

Project Timeline:
- Deadline to submit questions: March 26, 2024, 12:00 pm MST
- Responses to questions posted: March 29, 2024, 5:00 pm MST
- Deadline for proposal submittal: April 5, 2024, 5:00 pm MST
- Anticipated contract award date by: April 16, 2024
- Anticipated Project Start Date: April 22, 2024
- Project Completed By: ideally by May 22, 2024*, but no later than July 1, 2024

Timeline Notes: Project completion includes mobile Sole Power app development, testing, troubleshooting, training, and implementation. Ongoing technical support will continue for a minimum of a one-year after implementation.

While aggressive, the timeline allows for the mobile app to be fully developed a week prior to the program start date of May 27th. If that timeline is not feasible, it should be fully developed no later than July 1, 2024, so that it can be rolled out during the 2024 Sole Power Challenge.

Submittal Requirements:
Interested parties are requested to submit the following proposal requirements which address the following key areas:

A. *Cover Letter*: Cover Letter sent via email as attached PDF to bmarkham@vail.gov, Environmental Sustainability Manager. This letter should serve as both an introduction of the Respondent and an overview of the proposal.

B. *Company Background*: Provide a description of your company, identifying the number of employees in your local office and any national affiliation you have with other providers or product manufacturers. In addition, provide a history of your company, which will include information about how long you have been in business and how long you have been authorized to install the required manufacturer's products. Respondent must provide type of organization (Corporation, Sole Proprietorship, Limited Liability Corporation, Partnership, etc.) including date of formation. Include any relevant experience in mobile app development, including those that pertain to sustainable transportation initiatives.

C. *Approach and Innovation:* Approach to meeting the project objectives, including proposed methodologies, technologies, and timelines.

D. *Mobile App Description:* Description of the proposed mobile app features inclusive of required product functionality as described in RFP. Include a description of user experience and wireframes or mockups if available.

E. *Budget:* Include a cost estimate, including itemized breakdown of expenses such as labor, development, licensing, maintenance, etc.

F. *Project Team:* Include names, contact numbers and description of experience of all key

personnel who would be assigned to perform the required services.

G. *References*: Provide references from three past clients or projects of a similar nature, including client name, email and phone contact and a brief description of the project.

H. *Professional Service Agreement*: Agreement(s) upon acceptance of any proposal, Respondent shall be required to enter into an agreement with the Town of Vail, on a form approved by the Town's attorney, that will dictate the terms of this business relationship and subsequent projects.

I. *Evidence of Insurance:* Respondent shall provide evidence of possession of insurance.

Submission Details: Proposals must be submitted electronically no later than April 5, 2024 at 5:00 PM MST to Beth Markham, Environmental Sustainability Manager at bmarkham@vail.gov. Late submissions will not be considered. Any questions or requests for clarification regarding this RFP should be directed to Beth Markham at bmarkham@vail.gov or 970-479-2333.

Evaluation and Selection Process:

Evaluation Criteria: Proposals will be evaluated based on the following criteria:
- Demonstrated understanding of the project requirements and objectives.
- Technical expertise and experience in mobile app development, particularly in the transportation or sustainability sector.
- Quality and innovativeness of proposed features and design.
- Cost-effectiveness and value for money.
- Track record of successful project delivery and client satisfaction.

Selection Process: Following the submission deadline, proposals will be reviewed by a selection committee appointed by the Town of Vail. Shortlisted candidates may be invited for interviews or demonstrations to further assess their capabilities. The Town reserves the right to negotiate terms and conditions with the selected vendor(s) before finalizing the contract.

Confidentiality: All information provided in response to this RFP is considered confidential and shall not be disclosed to third parties without the express consent of the Town of Vail.

Disclaimer: This RFP does not commit the Town of Vail to award a contract or pay any costs incurred in the preparation of proposals. The Town reserves the right to reject any or all proposals received in response to this solicitation.

Appendices: Any additional documents or appendices deemed necessary for understanding the project requirements may be included at the discretion of the Town of Vail.

Thank you for your interest in supporting the Sole Power program. We look forward to receiving your proposals and working together to promote sustainable transportation in our community.