

Request for Proposal
GCO and Regional Modal (Bike) Promotions RFP
Questions and Answers

1. Can Love to Ride continue to be used for the technical support tool since it's currently in use?

A. *This RFP includes the provision of the technical support tool as one of its core elements (Task 3). Submitting vendors are expected to provide the technical functionality to deliver the digital encouragement aspects of the program, whether directly or through a subcontractor.*

2. How are the existing bike promotions, Biketober and May Bike GA, advertised?

A. *Each promotion has been historically advertised across many platforms, including: social media, paid social, paid digital advertising, print advertising, and out-of-home. This advertising is done by ARC and ARC contractors separate to this promotional contract, but in close collaboration with the bike modal promotion vendor.*

3. Are any buses currently wrapped to advertise the bike promotions?

A. *Not at this time; bus wraps and clings have been explored and priced for marketing purposes more broadly but are not currently used for marketing any bike promotions.*

4. The selected vendor will provide support to outreach and marketing teams to help in the development and production of promotional materials. Are the actual materials and prizes funded under this contract or by the partner organizations directly?

A. *It is expected that the vendor will source the bulk of the prizes and materials; this can include direct purchase or soliciting sponsorships/partnerships.*

5. Do bikers currently use any apps other than Love to Ride to track their bike trips? Will the selected vendor have access to all available data? Is GCO specifically looking for a new tool to track the trips?

A. *The current vendor (Love to Ride) provides API connectivity for Strava, Garmin Connect, and MapMyRide. The selected vendor is expected to provide a platform for collecting trips/bike activity, as well as packaging and reporting that data. We encourage vendors with the ability for participants to engage in the promotion while using common 3rd party consumer applications to indicate that in their submissions.*

6. Is there currently Corporate Sponsorship committed to these two bike events?

A. *Not currently, we encourage vendors with experience in using sponsorships for bike programs to share that in their proposals.*

7. Can ARC share information and data about previous Biketober and May Bike Month programs?

A. *Participation and engagement data from the prior five Biketober programs are included in the RFP document (page 3). Additional data from prior programs will be made available to selected vendor as-needed to support program development, continuity, and success. May Bike Month participation:*

	Registrations	New Users	Logged a Ride	Workplaces	New Riders	New Logged	Miles	Trips
2025	2760	139	1755	88	273	70	247,972	18,084
2024	2000	101	1505	45	145	63	125,884	8,619

8. Are there equity targets or priority populations (underserved) that should be addressed?

A. *We expect bike promotions to reflect and be inclusive of the region based on ARC's vision of One Great Region. We welcome opportunities and strategies to engage parts of the region that have not previously participated as highly but may have compelling opportunities such as new and proposed trail connections or on-street facilities.*