



Invitation for Expressions of Interest

for the

Provision of Sponsorship to Public Bike Schemes in the Regional Cities

National Transport Authority
Dun Scéine
Harcourt Lane
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1 Background

1.1 National Transport Authority

The National Transport Authority (the “Authority”) is a State body set up under statute in 2009, and established in December 2009. The role and functions of the Authority are set out in three Acts of the Oireachtas; the Dublin Transport Authority Act 2008, the Public Transport Regulation Act 2009 and the Taxi Regulation Act 2003.

The Authority has responsibility for securing the provision of public passenger land transport services including the provision of subvented bus and rail services. The Railway Procurement Agency manages the operation of the Luas light rail service on assignment from the Authority. In addition the Authority also licenses public bus passenger services and has responsibility for the regulation of the small public service vehicle sector (i.e. taxis, hackneys and limousines). The Authority also has responsibility for the development of an integrated transport system within the Greater Dublin Area (GDA). The principal functions of the Authority with respect to the GDA are:

- strategic planning of transport;
- development of an integrated, accessible public transport network;
- promoting cycling and walking;
- provision of public transport infrastructure generally including light rail, metro and heavy rail; and
- Effective management of traffic and transport demand.

In addition, the Authority also manages, on an administrative basis, a number of funding programmes on behalf of the Department of Transport, Tourism and Sport. These include:

- Regional Cities Programme;
- Accessibility Programme; and
- Rural Transport Programme.

1.2 Definition of a Bike Scheme

A bicycle sharing scheme typically consists of a fleet of bicycles that can be picked up by users from docking points at docking stations located throughout the designated region and returned to any other station. They are mostly intended for short-term, urban journeys. Users register to avail of the system and are charged various fees depending on the duration of usage of the bicycle. A large number of these schemes are in operation worldwide with different funding models.

Bicycle schemes allow people to travel around city centres in a quick and inexpensive manner, avoiding urban traffic congestion. Such schemes have been introduced in several European cities and are popular for a variety of travel purposes including travel to/from rail and bus stations, commuting, education, shopping, travel in the course of business and leisure.

2 Proposed Bike Schemes

2.1 Introduction

Following the success of the public bicycle sharing scheme ('bike scheme') introduced in Dublin in 2009 ('dublinbikes') and under instruction from the Minister for Public and Commuter Transport, the Authority, working in conjunction with the Department and the local authorities, proposes to introduce similar schemes in Cork, Limerick, Waterford and Galway, subject to funding availability and normal project evaluation processes.

It is intended that the bike schemes would be delivered through a supply, install and maintain contract, which will be separately procured to install the bike scheme in the contracted cities and operate the scheme for the period of the contract. It is envisaged that the required capital expenditure for the set-up of each scheme would be provided by the Authority on behalf of the Department of Transport, Tourism and Sport. For the avoidance of doubt this document is only concerned with the potential sponsorship of the bike schemes and not their operation.

In respect of each city, the proposed layout (subject to change) of the schemes is described in the following sections. Updated information will be provided at the next stage of this sponsorship competition.

2.2 Cork

As proposed, docking stations for the scheme would be located in a linear pattern with the main catchment area being University College Cork in the west of the city linked to the train station east of the city centre. This would successfully target city centre users, while also providing a service for the high numbers of tourists and students in the area. There are no docking stations proposed for the north of the city given the generally steep terrain.

2.3 Galway

The proposed scheme for Galway would encompass the city centre serving tourists and residents alike. There is potential for a subsequent expansion south-west of the city centre towards Salthill, enabling an increased profile for sponsors due to the high number of residents already regularly cycling in the area.

2.4 Limerick

The proposed scheme for Limerick city extends from Limerick Institute of Technology in the northwest to Colbert Station in the centre, with a relatively high density of docking stations. The target customer base here would encompass residents, tourists and students. The possible expansion of the scheme to include linkages to Limerick University will be examined as part of the ongoing technical development.

2.5 Waterford

Waterford is a more compact city and as such, a smaller number of docking stations has been proposed for the city centre. A potential subsequent extension, which would cover a 2.5km distance southwest to Waterford Institute of Technology, would have potential to capture additional student users and increase commercial exposure.

2.6 Maps

Maps providing a visual reference for the location of the proposed scheme in each city are set out in Appendix 1. Please note these layouts are indicative and the location and structure of the bike scheme may change during the further development of the project.

2.7 Key City Statistics

Indicative population figures for the Irish cities and the proposed public bike schemes in respect of each location are as follows:

	Cork	Galway	Limerick	Waterford
Estimated population	150,000	100,000	100,000	60,000
Of which students (approx.)	30,000*	25,000	20,000	14,000
Average annual number of tourists	950,000	860,000	330,000	200,000
Proposed number of bicycles	235-265	200-250	135-165	80-100
Proposed number of docking stations	25	23	20	10
Average docking points per station	20	15-20	10-15	15
Estimated number of scheme subscribers	2,250	1,500	1,500	900
Average number daily rentals per bike	3	2	1.5	1.5

Source: 'Proposals for Introducing Public Bike Schemes in Regional Cities', Jacobs Engineering on behalf of the NTA; NTA figures.

3 Current Status of Scheme Development

An initial feasibility study was completed in 2011 setting out preliminary proposals for the introduction of a bike scheme into each of Cork, Galway, Limerick and Waterford. Copies of a commercial and a technical report completed as part of that feasibility study are available on the Authority's website at www.nationaltransport.ie

Links are: <http://nationaltransport.ie/downloads/Bike-Scheme-Technical-Report.pdf>
<http://nationaltransport.ie/downloads/Bike-Scheme-Commercial-Report.pdf>

The Authority has now engaged technical consultants to assist it in further progressing those feasibility studies and to complete a scheme design for each city. In addition, this work will include the preparation of tender documents for the procurement of a bike scheme operator who would supply, install and operate the bike scheme in each city. Subject to funding, the Authority anticipates being in a position to appoint a bike scheme operator for each city in the second half of 2013.

It is currently intended that the contracting party for the bike schemes will be the Authority acting on behalf of the Department, but the exact arrangements are subject to final determination.

4 Proposed Sponsorship Arrangements

4.1 Proposed Sponsorship

In order to defray the operational costs of the schemes, the Authority, acting on behalf of the Department of Transport, Tourism and Sport, is seeking proposals from commercial interests for the provision of sponsorship for the regional city bike schemes for an agreed period of time. It is envisaged that, for an appropriate sponsor, the sponsorship contract for each city would allow:

- Naming rights to the bike scheme;
- Advertising/branding on the bicycles; and
- Advertising/branding at bike station locations.

For the purposes of this sponsorship competition, each city will be available for sponsorship on an individual basis. Potential sponsors will be able to propose a sponsorship arrangement for just one city or for two or more cities.

In terms of likely duration, the suggested period of sponsorship is proposed to be between three and five years. However, alternative periods may be considered.

4.2 Characteristics of the Proposed Schemes

The Authority has established a number of key values attributable to the bike schemes set out as follows:

Sustainability	The encouragement of the use of more sustainable modes of transport. The credentials of cycling in reducing car usage, carbon emissions and congestion, reinforces the sustainable image of the scheme
Economic viability	Promoting cycling as a means of travel for work, education, business, shopping or leisure reasons reflects the changed circumstances many face as a result of the current economic conditions
Mobility	Providing a practical way to get around the city centre will increase mobility, regardless of whether the scheme users are already resident in the city centre or have arrived there by bus, rail or private car. The scheme will provide a practical integrating link between existing bus and rail services
Inclusivity	The scheme will be equally available to all age and socio-economic groups
Lifestyle and health	The bike scheme will promote a healthier lifestyle and provide all users with an opportunity to integrate exercise into transport
Tourist friendly	The scheme will offer a cost-effective urban transport method for tourists

Some or all of the bike scheme attributes should be considered in the context of the brand values of the potential sponsors.

4.3 Excluded Sponsorship Products and Services

In accordance with the bike scheme attributes and having regard to relevant legal requirements, the sponsorship contract would exclude direct association with the following products or services:

- Tobacco products, as they are not in keeping with the attributes of the scheme and prevented by the Public Health (Tobacco) Act, 2002;
- Alcoholic products, as they are not in keeping with the attributes of the scheme; and
- Politically associated purposes or campaigns.

In addition, the Authority expressly reserves the right to exclude candidates at its sole discretion where it is deemed that the Applicant would not be an appropriate fit with the attributes of the bike scheme or where it is considered by the Authority that there is a risk of damage to the reputation of the Authority, the Department of Transport, Tourism and Sport, or any local authority in whose functional area the bike scheme may be located in concluding a sponsorship contract with the Applicant.

5 Administrative Requirements

5.1 Overall Approach

The Authority intends to follow the procedure specified below when receiving proposals from potential sponsors.

5.2 Deadline for Receipt of Requests to Participate

Entities who wish to be considered as potential sponsors of the bike schemes are required to submit a completed application in the prescribed form set out in Appendix II, by no later than **5:00 p.m. on Tuesday, 18th December 2012**.

The onus is on candidates to ensure their application form has been received before the specified date and time. Proposals should be sent to the following address marked for the attention of Bernard Rennick:

Bernard Rennick,
National Transport Authority,
Dún Scéine, 4th Floor,
Iveagh Court,
Harcourt Lane,
Dublin 2.

The Authority will, together with its advisers, evaluate all submitted applications and assess the suitability of each candidate for inclusion in the next phase of this sponsorship competition process.

The Authority reserves the right to adapt or modify this proposal invitation document and the process at any time.

5.3 Procedure

The Authority intends to operate a two stage process in relation to this sponsorship competition. The two stages are:

Stage 1:

Potential sponsors are invited to submit completed application forms indicating their interest in sponsoring one of more of the four regional cities' bike scheme. The application form is provided as Appendix 2.

Following receipt of these submissions, the Authority will, subject to its rights and discretions as set out in these Instructions, assess the application forms received, and select those applicants considered suitable for participation in the next phase of the process.

The Authority expressly reserves the right to require an Applicant to provide additional information in the next stage and also information which may supplement or clarify any of the information

provided in response to the request set out in this document. The Authority may seek independent financial and market advice to validate information declared, or to assist in the evaluation.

Progression to the next stage should not be taken as an acceptance by the Authority of any of the information provided in response to this document or as acceptance of the suitability of the Applicant.

Stage 2:

The Authority proposes to invite the submission of detailed sponsorship proposals from the selected applicants. A draft form of Sponsorship Contract will be issued by the Authority as part of this Stage 2 process.

Following receipt of the detailed sponsorship proposals, the Authority proposes to select a preferred sponsor for each city bike scheme with whom it will seek to conclude a sponsorship contract. However, the Authority reserves the right to seek best and final offers from a number of the potential sponsors.

5.4 Selection of Applicants for Stage Two

The assessment criteria for selection of potential sponsors to be invited to submit detailed sponsorship proposals are:

Following receipt of the submissions from potential sponsors, each submission will be assessed as followed:

1. Confirmation of compliance of the submission with these Instructions; and
2. Assessment of whether the sponsorship proposal is one of the excluded categories listed in Section 4.3 or whether the proposal would not be an appropriate fit with the attributes of the bike scheme or where it is considered by the Authority that there is a risk of damage to the reputation of the Authority, the Department of Transport, Tourism and Sport, or any local authority in whose functional area the bike scheme may be located in concluding a sponsorship contract with the Applicant.

Both of the above criteria will be assessed on a pass/fail basis.

Following the above assessment, candidates who have received a “pass” assessment under both criteria will be selected for stage two of the competition. Those successful applicants will be subsequently invited to submit detailed sponsorship proposals.

5.5 Proposal Costs

Potential sponsors shall bear all costs associated with the preparation and submission of their proposals. The Authority shall not be responsible and/or liable to pay for any costs, expenses or losses which may be incurred in the preparation or submission of its proposal or in relation to any interviews, proposals, clarifications or additional information associated with the evaluation of

submitted proposals that may arise following submission, regardless of the conduct or outcome of the proposal submission process.

The Authority reserves the right to abandon or alter this process and may award a contract(s) in whole, in part, or not at all as a result of the request for proposals and the Authority shall not be liable for any costs or expenses incurred by any Applicants in considering and/or responding to the process.

5.6 Query Process

Any queries regarding this sponsorship competition should be directed to the Authority at bikeschemes@nationaltransport.ie

Queries should be submitted no later than three days before the stipulated deadline for receipt of completed applications set out in section 5.2.

5.7 Change in circumstances

If, as a result of a change in circumstances or otherwise, any information given by a potential sponsor in a proposal, request to participate submission or otherwise, was (when submitted) or has become (by reference to the facts as they then stand) untrue, incomplete or misleading, the potential sponsor must so inform the Authority as soon as it becomes aware of this. The Authority reserves the right, at its absolute discretion, to withhold approval for any such changes and to disqualify the potential sponsor from further participation in the procurement process.

If it comes to the Authority's attention that:

- there has been a change in circumstances concerning a potential sponsor that could affect the assessment of that potential sponsor's proposal or a decision that the potential sponsor has qualified to have its proposal assessed; or
- information submitted by a potential sponsor was (when submitted) or has become (by reference to the facts as they then stand) untrue, incomplete or misleading,

the Authority may (but is not required to) revise its assessment of the potential sponsor's proposal or whether that proposal can be included in the evaluation on the basis of the information then available to the Authority.

5.8 Non-compliant Submissions

Proposals must be submitted in accordance with these Instructions. The Authority's decision on whether a proposal is compliant will be final.

If a proposal fails to comply in any respect with the requirements set out in these Instructions, the Authority shall be entitled (but shall not be obliged) to take such action as is considered appropriate, including (but not limited to):

- rejecting the relevant proposal as non-compliant;

- without prejudice to the Authority's right to reject the proposal:
 - (i) meeting with, raising issues and/or seeking clarification from the potential sponsor in respect of the relevant proposal;
 - (ii) requesting the potential sponsor to provide information or items which has/have not been provided or has/have been provided in an incorrect form;
 - (iii) waiving a requirement which, in the Authority's opinion is minor or procedural; and or
 - (iv) amending the relevant requirements of these Instructions and inviting potential sponsors to adjust their proposals on the basis of such revised requirement.

6 GENERAL PROVISIONS

6.1 Freedom of Information Act Requirements

The Authority and the Department of Transport, Tourism and Sport are subject to the provisions of the Freedom of Information Acts. Therefore, where potential sponsors consider any information they provide in the course of this process to be commercially sensitive or confidential in nature, the Authority shall be so advised and the reasons specified. The nature of the documentation may then be taken into account by the Authority or the Department of Transport, Tourism and Sport in considering requests, if any, for access to such information under the Freedom of Information Acts.

Potential sponsors shall note, on conclusion of the Contract, that the Contract and associated documents will be open to public examination to the extent required by the Freedom of Information Acts or any act amending or replacing it.

The statutory requirements of the Freedom of Information Acts will, in all circumstances, supersede all the stated requirements of the various parties.

6.2 Conflict of interest

Any conflict of interest or potential conflict of interest must be fully disclosed to the Authority as soon as such conflict or potential conflict becomes apparent. In the event of any conflict or potential conflict of interest, the Authority shall, in its absolute discretion, decide on the appropriate course of action.

6.3 Tax Clearance Status

In line with general public sector arrangements, it will be a condition of the awarding of a sponsorship contract that the successful potential sponsor is able to promptly provide a valid tax clearance certificate in respect of the entity proposing to enter into the sponsorship contract.

6.4 Disclaimer

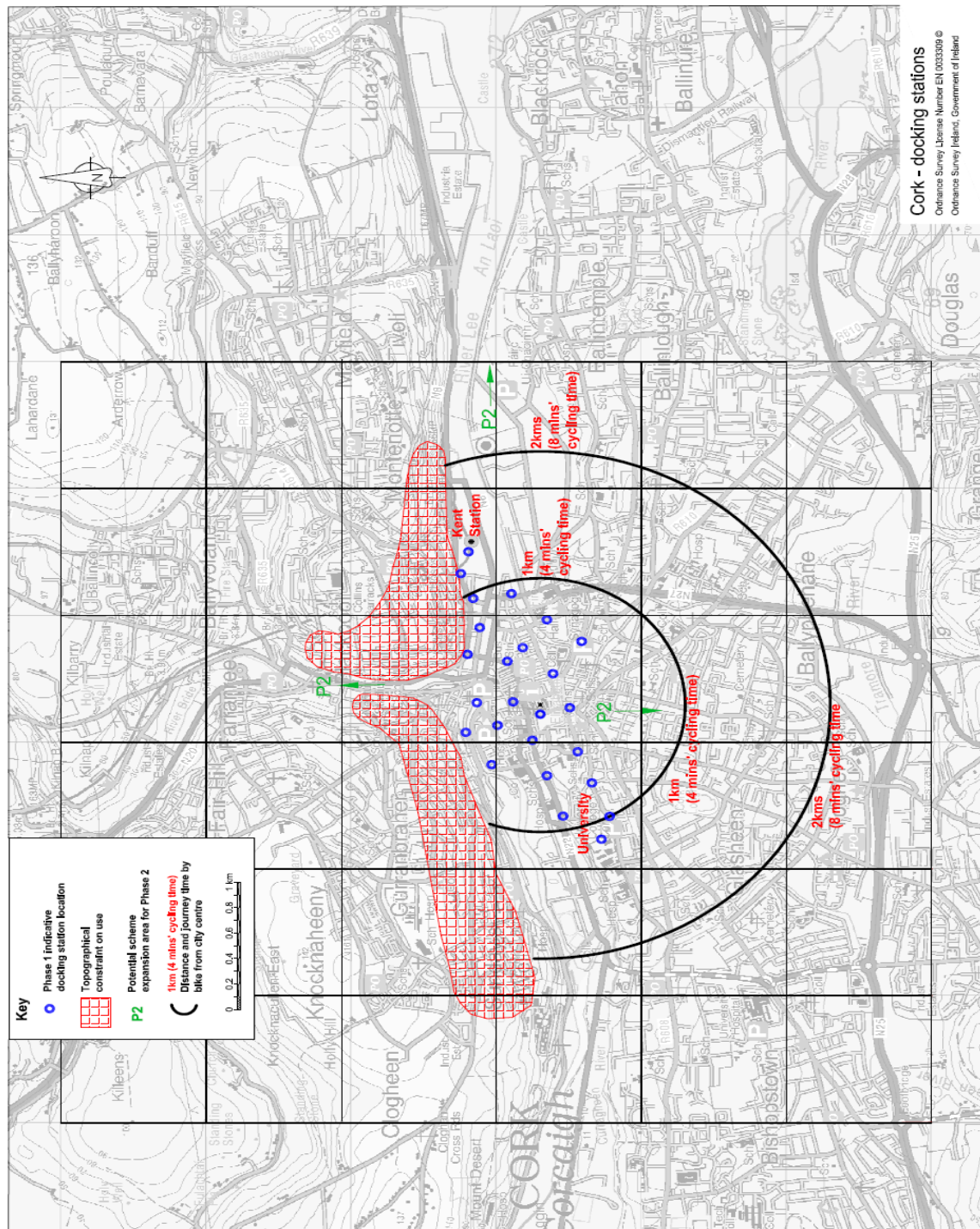
The Authority makes no representation, warranty or undertaking in or in connection with these documents. The Authority has not authorised anyone to make any representation in connection with these documents on its behalf, and Applicants should not rely on any representation purportedly made on the Authority's behalf in connection with them. Neither the Authority nor the Department of Transport, Tourism and Sport nor their officers, employees, or advisers will have any liability in connection with these documents. Applicants must make their own assessment of the adequacy, accuracy, and completeness of these documents.

Appendix A

Proposed Layout Diagrams

(Layouts are indicative only and are subject to change as part of the ongoing scheme development)

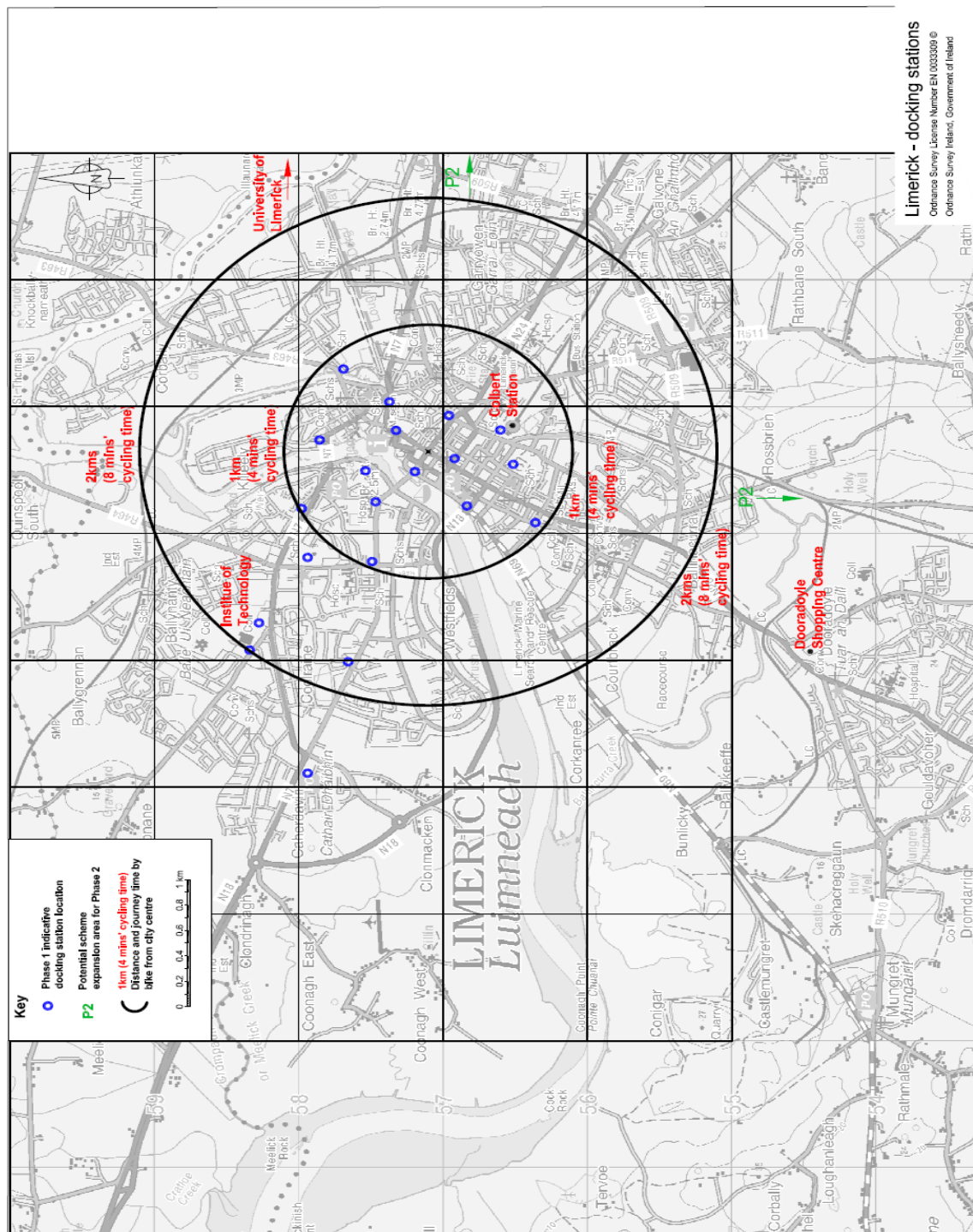
Regional City Bike Scheme- Cork



Source: Proposals for Introducing Public Bike Schemes in Regional Cities- Jacobs Engineering / NTA.

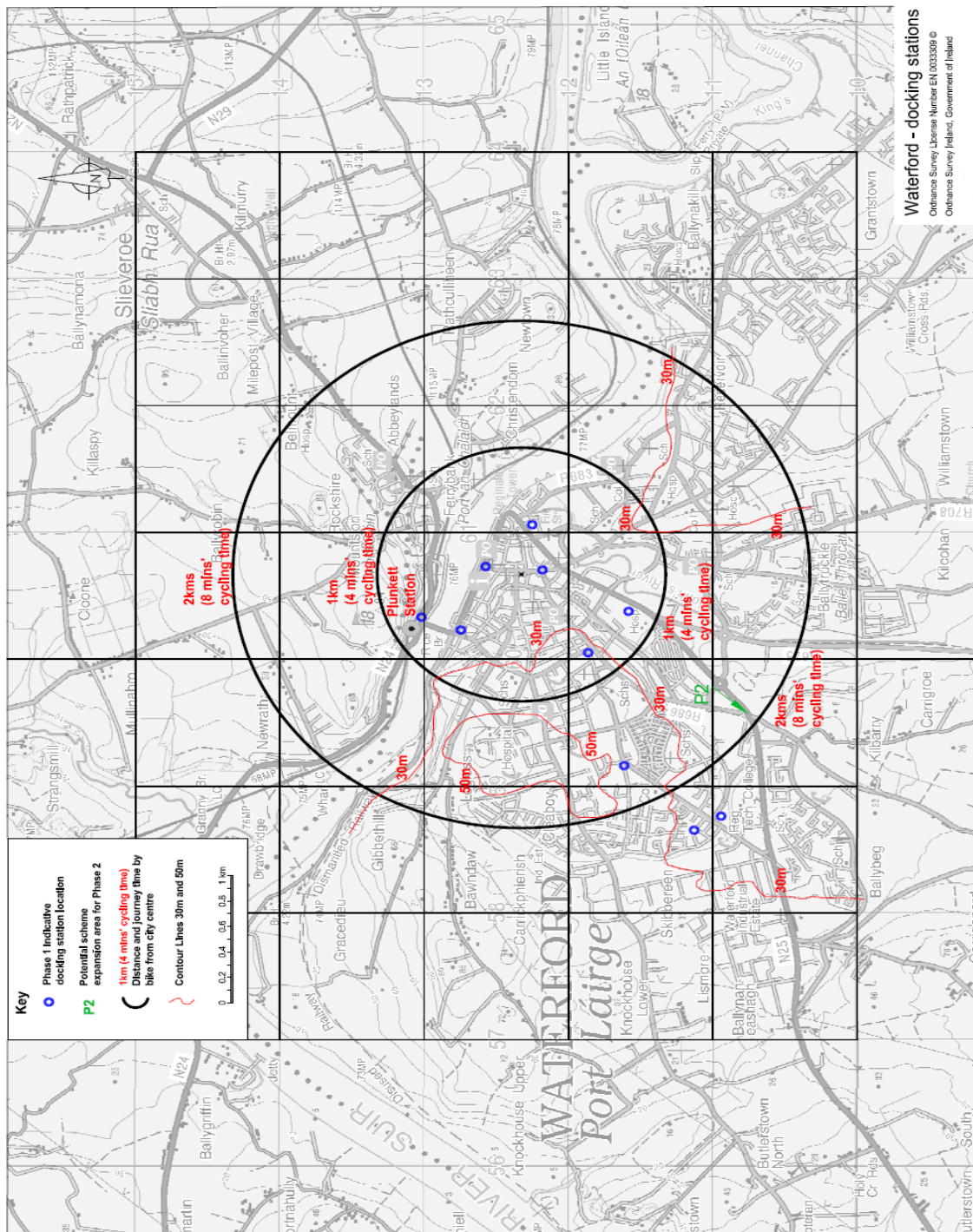


Regional City Bike Scheme- Limerick



Source: Proposals for Introducing Public Bike Schemes in Regional Cities- Jacobs Engineering / NTA.

Regional City Bike Scheme- Waterford



Source: Proposals for Introducing Public Bike Schemes in Regional Cities- Jacobs Engineering / NTA.

Appendix B

Sponsorship Application Form

SPONSORSHIP APPLICATION DETAILS

Contact Information

Name of Company _____

Postal Address: _____

Name of Contact Person: _____

Contact email address: _____

Contact telephone number _____

Proposed Sponsor Information

Name of Proposed Sponsor Company _____

Address _____

Product brand (or brands) proposed to be associated with bikes schemes:

Please provide the identity of any associated advertising agency, if applicable:

Which bike schemes do you wish to consider submitting a sponsorship proposal for in the next stage of this sponsorship competition and what order of preference? *Tick the relevant cities in the first column – all cities may be selected. Insert 1, 2, 3 or 4 in the second column.*

Cities of Interest

Order of Preference

☐

Galway

☐☐

Cork

☐☐

Limerick

☐☐

Waterford

☐

The following items may be provided on separate pages or in a separate document.

Proposed Sponsor Company:

Details of Proposed Sponsor Company including:

- Information on the nature of the company's business;
- Nature of company (e.g. public limited company, unlimited company, etc);
- Details of where the company is registered;
- General description of corporate structure relating to the company proposing to provide the sponsorship (parent company, subsidiary, etc) ; and
- Details of the product brand (or brands) proposed to be associated with bikes schemes including a description of the brand(s) values and how they align with, or are not in conflict with, the objectives and attributes of the bikes schemes.

Experience

- Please provide information of your experience of previous significant sponsorship arrangements in the public domain.

Ethics

- Please provide a statement that defines your ethical code of practice.

Special Requirements

- Please indicate:
 - Any preferences in relation to the means of advertising products or services on the bikes;
 - Any preferences in relation to the means of advertising products or services at bike docking stations;
 - Your views on whether the colour of the bicycles should be included in the sponsorship contract; and
 - Any other particular requirements.

(Please note that the Authority reserves the right to determine the final permitted arrangements and does not commit to accepting any indicated preferences.)

Term and Conditions

- Please indicate your view of the optimum length of the sponsorship contract. Please indicate any other conditions you may wish to bring to the Authority's attention.

Signature:

Print name of signatory:

Capacity or authority of signatory:

Dated the _____ day of _____ 2012