

**City of Birmingham, Alabama
Mayor's Office of Community Development**

**Request for Proposals
(RFP)**

**Operation and Management of
Mobile Markets**

Mobile Markets - City of Birmingham

RFP Issue Date: February 13, 2015
RFP Submittal Date: March 6, 2015

Introduction and Background:

The City of Birmingham, Alabama (“City”) is seeking proposals from an entity (“Operator”) able to manage and operate a Mobile Market program as described in this document. Many areas of the City suffer from issues related to food access, and as such there exists an opportunity to provide fresh, healthy foods to areas where such foods are unavailable to the population. It is the desire of the City to collect sales data in order to survey the current market for the possibility of investment in the aforementioned areas.. The immediate access will be available via the use of Mobile Markets, which will bring the grocery store to the residents using up to 4 (four) decommissioned, retrofitted transit buses. These buses will make stops throughout the City of Birmingham, creating mobile grocery shopping opportunities for residents in underserved communities.

Scope of Work:

The City is desirous to engage an operator to manage the Mobile Markets as a contractor to the City. The Operator shall be responsible for the following items:

- Retrofit the decommissioned transit buses into Mobile Markets;
- Increase staff capacity through positions including not limited to a manager, driver(s), cashier(s) and helper(s);
- Source all inventory (perishable and nonperishable);
- House bulk inventory storage for distribution by the Mobile Markets if necessary;
- Stock Mobile Markets for distribution;
- Work with City to determine and refine locations of Mobile Markets routes and stops;
- Facilitate the distribution of the Mobile Markets to predetermined routes and stops;
- Track and reporting of inventory sales through Point-of-sale management;
- Provide friendly, professional, and reliable service;
- Track needs of users;
- Provide sales, operational and financial data to the City for review;
- Marketing and Promotion of the Mobile Markets;
- Manage all day-to-day operations of the Mobile Markets.

The Operator, through an agreement with the City, shall operate up to four (4) buses at any given time, with one bus acting as redundancy in the event an active bus become inoperable.

As part of plan development, the consultant will review City documents to aide in understanding local conditions and the Mobile Market’s functional needs. Documents include, but are not limited to the following: the Birmingham Consolidated Plan 2010-2015; the Birmingham CDD Action Plan 2014-2015; the

CDBG-Disaster Recovery Action Plan for grants B-12 and B-13; the 10 Year Plan to End Chronic Homelessness in Birmingham; the Birmingham Comprehensive Plan as adopted October 2, 2013; IBM's Smarter Cities Challenge Report; Birmingham, Alabama, 2014; Field Surveys of desired Inventory as conducted by the UAB Minority Health & Disparities Research Center.

Timeline:

At least one bus shall be operational and deployed no later than April 24, 2015. The remaining buses, if any, shall be operational and deployed no later than 60 days after April 24, 2015.

The operational agreement with the entity will be reviewed for performance.

Submission Requirements:

Potential Operator wishing to submit a proposal for consideration must include the following items:

- Contact information and a brief background narrative of the entity;
- Key personnel that will be assigned to the Mobile Markets project;
- Evidence of capacity;
- At least one (1) example of experience in a similar or related capacity;
- Business plan showing projected capital and operational costs, and estimated sales or other revenue;
- References of at least three (3) organizations that the Operator has contracted with to deliver services of some kind.

Evaluation Criteria for RFP:

All proposals will be reviewed by staff and the criteria for evaluation will include:

- 30% Operator Capacity
- 25% Business Plan and Project Cost
- 20% References
- 10% Experience

Questions:

Please direct all questions to: Matthew.Churnock@birminghamal.gov

Submission Deadline:

All proposals are due no later than 4:00 pm on March 6, 2015. Three (3) printed copies and one (1) digital copy of the proposals shall be delivered to the Community Development Office:

**Community Development Office
City of Birmingham, City Hall
10th Floor
710 20th Street North
Birmingham, Alabama 35203**

Proposing entities are asked to note on the outside of their proposal package:

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City of Birmingham – Mobile Markets**