

Request for Qualifications

City of Atlanta E-Bike Rebate Program – Local Vendors

INTRODUCTION & BACKGROUND

The Atlanta E-Bike Rebate Program, managed by the Atlanta Regional Commission (ARC), is an innovative initiative to accelerate the adoption of sustainable transportation within the City of Atlanta and to support the strategic goals outlined in ARC's One Great Region. This initiative primarily aims to boost e-bike adoption among City of Atlanta residents, particularly among moderate- and low-income residents. By providing rebates, the program seeks to make e-bikes more accessible, thereby reducing traffic congestion, decreasing carbon emissions, and improving mobility in a sustainable, eco-friendly manner.

City of Atlanta residents can apply for a limited number of rebates. The program is expected to launch in Spring 2024. Income qualified residents are eligible to receive a \$1,500 rebate for a standard e-bike and \$2,000 for a cargo e-bike. Rebates for other residents are \$500 for a standard e-bike and \$1,000 for a cargo e-bike. Rebates are limited to one per resident and bikes must be purchased at a participating local business. About 800 to 1,000 e-bikes are expected to be purchased through the rebate program.

The program will provide an upfront rebate known as a point-of-sale rebate, which means the rebate amount is deducted from the price of the bike when you buy it at a local business.

SCOPE OF WORK

ARC's Mobility Services Department seeks to contract with local businesses to provide point-of-sale discounts to participants of the City of Atlanta E-Bike Rebate Program. Local businesses will be reimbursed by ARC. ARC seeks to onboard local businesses by Spring 2024 for project completion by December 31, 2024. The contract would be awarded in Spring 2024.

The maximum budget for this contract is \$960,000.00. This only includes the cost for e-bike reimbursements based on the value of rebate redemptions.

Required Qualifications for the selected businesses include:

- Brick and mortar location in the City of Atlanta;
- Registered entity with Georgia Corporations Division;
- Business sells new e-bikes at the physical location;
- Business provides basic on-site maintenance of e-bikes;
- Business must be able to provide a balance sheet, income statement, and statement of cash flow and IRS Form W-9 upon request.

Program Qualifications

Business must be a registered entity with the Georgia Corporations Division and maintains a brick-and-mortar store location within the City of Atlanta boundaries. (An interactive map of the boundaries can be found here: <https://gis.atlantaga.gov/lotboundary/>)

- a) Business sells new e-bikes at the physical location indicated above.
 - a. Rebates will be available for new Class 1, 2, and 3 standard e-bikes, e-cargo bikes, and e-trikes.
 - b. E-bike must have two or three wheels and fully operable pedals; the electric motor must be 750 watts or less and cannot be gas-powered.
 - c. E-bikes must meet the UL 2849, UL 2271, EN 15194 or comparable safety standard for e-bike batteries.
 - d. E-bike conversion kits, refurbished e-bikes and used e-bikes are **excluded** from the program.

- b) Business provides basic on-site maintenance of e-bikes.
 - a. Business must be capable of servicing e-bikes sold to program participants.

Customer Service

The business agrees to consult (via email, in person, or over a voice/video call) with the program participants to discuss the following:

- a) Appropriate bike type (Class 1, 2, or 3) for the participant.
- b) Appropriate bike size/style for the applicant.
- c) Available stock at the bike shop.
- d) Answer, to the best of the business' ability, the applicant's e-bike related questions.
- e) Provide general recommendations that are in the participant's best interest.
- f) Provide test ride for participant.
- g) Bike shop agrees to communicate with Propel ATL on education, resources, and classes related to the City of Atlanta E-Bike Rebate Program.

Rebate Redemption

The business agrees to the following regarding redemption:

- a. Business agrees to use the ARC portal and process for looking up rebate.
- b. Business agrees to attend at least one training session on ARC portal and process for looking and verifying rebate information.
- c. Business agrees to verify that customer information (applicant name, rebate expiration date, rebate type, rebate amount and rebate number).
- d. Business agrees to submit the standardized e-bike rebate redemption form at the time of sale, or not to exceed one (1) week following the time of sale.
- e. Notification must include the cost of the eBike sold, voucher type redeemed, voucher number redeemed, and a scan or photograph of the applicant's photo ID used to verify identification at the time of sale.
- f. Business agrees to provide following specifics about the bike sold:
 - i. Sales date
 - ii. Employee Name
 - iii. Manufacturer
 - iv. Model
 - v. Serial Number
 - vi. E-Bike Safety Standard Compliance

- vii. E-bike sales amount
- viii. Rebate recipient name, address, phone number, email address
- g. Business agrees to be reimbursed by ARC for the value of the e-bike rebate redeemed solely for the purchase of the indicated e-bike type. Any value remaining on the voucher shall be forfeit.
- h. The business agrees to only be reimbursed for valid redeemed rebate issued as part of this program and will be solely responsible for any costs incurred for improper sales.
- i. Business agrees to accept returns based on business return policy. Rebate reimbursements from returned bikes will be credited to business for future reimbursements from ARC. If credit remains, business must return funds to ARC within 30 days of the end of contract.
- j. Business agrees to notify ARC of returned bike within (1) week of return; notification must include applicant information.
- k. Business may not apply rebates retroactively to past purchases.
- l. Business agrees to maintain such records as are deemed necessary by ARC to assure proper accounting of the ARC rebate and funds. The records shall be available for inspection and copies shall be provided to the ARC. Business shall maintain the records for a minimum of five (5) years from the date of the transaction.
- m. Business agrees to assume all risk of injury or harm relating to the e-bike rebate Program and agrees to release, indemnify, defend, and forever discharge ARC, its officers, agents, or successors and assigns, from all liability, claims, demands, damages, losses, costs, expenses, and causes of action due to death, injury, loss, or damage to the Business.

Criteria for Termination from the Program

The Business agrees that the business may be terminated from the City of Atlanta E-Bike Rebate Program upon the occurrence of one (1) or more of the following:

- a. Failure to meet the Program Qualifications indicated in Section I at any time during the program.
- b. Failure to provide information to the participant that is in the participant's best interest.
- c. Failure to verify customer information on the participant rebate matches the copy provided to the business by ARC.
- d. Failure to notify ARC of each Rebate Redemption at the time of sale, not to exceed one (1) week following the time of sale.
- e. Failure to include the total cost of the e-bike sold, rebate type redeemed, voucher number redeemed, and a scan of the redeeming participant's photo ID that the business used to verify identification at the time of sale.
- f. Failure to provide the rebate value to the sale of the e-bike.
- g. Failure to sell applicant only the class/type of e-bike permitted by the program.
- h. Failure to notify ARC of returned bike within (1) week of return.

REQUEST FOR QUALIFICATION TIMELINE

All work activities for the first term of the contract must be completed by December 31, 2024. The successful vendor should be prepared to begin work Spring 2024. ARC reserves the right to

award all or part of the available funds for this project. The contract would be awarded in Spring 2024, with the option of two additional one-year term renewals pending available funding.

Response must include the following information:

1. Name of firm/vendor as it appears on Georgia Corporations Division.
2. Address of Business
3. Date business license was approved.
4. Confirmation that respondent has read and agrees to qualifications within the scope of work signed by CEO or business owner on company or business letterhead.
5. The point of contact (name, title, phone number, mailing address, and email address).

Request for Qualifications are due no later than 4:00 p.m. on April 11, 2024.

Request for Qualifications must be submitted via email to:

Atlanta Regional Commission

Attn: Bennett Foster at bfoster@atlantaregional.org