Request for Proposals

UBER Request for Proposals (RFP):
2018 PNW Community Impact Program

Application Deadline: September 30, 2017

Summary: Since launching Uber in the Pacific Northwest 5 years ago, we've been committed to making a positive impact in local communities. We believe in joining forces with our driver-partners and riders, as well as like-minded organizations, to create change across our 4 community impact focus areas: Mobility, Opportunity, Safety, and Efficiency.

Organizations across our region—**Washington, Oregon, Idaho, Montana, Wyoming, and Alaska**—are invited to submit proposals for robust 'shared-value' programs that leverage Uber's technology and products to contribute solutions to challenges in the PNW community as it relates to at least one of the following community impact focus areas:

- **Mobility** - *improving access to affordable, reliable transportation*
- **Safety** - *keeping riders, drivers, and the public safe on the road*
- **Efficiency** - *innovating to conserve resources and manage environmental impacts*
- **Opportunity** - *creating avenues for economic empowerment*

This RFP process was created to help identify the most innovative, high-impact programs and priority will be given to submissions which clearly designate how the proposed program is directly aligned to at least one of these focus areas. For examples of previous programs, read about our 2017 partnerships and programs.

Criteria to apply:

- Requesting organization must be a non-profit, social enterprise, or educational institution.
- Organization must be located in, or serve, a community in the PNW region of the United States, where Uber operates.
- If your request includes the use of Uber ride credits, riders must be at least 18 years of age, and ride credits may not be used for political or partisan events or programs.
- Proposals must clearly describe how Uber's technology/services will be leveraged to support the proposed program.
- The expected period of performance should be between January 1 – June 30, 2018 OR January 1 – December 31, 2018.
- Funding amounts will vary based on the activities described in the proposal and the budget requested should not exceed $30,000.
- Proposals that ONLY solicit event sponsorship will not be considered through this process. Rather, those requests should be made through this online form at least 6 months before the event is to take place.

Please read the entire RFP package before submitting an application, and follow the steps in order to submit before the deadline. **Applications that do not meet the eligibility criteria and/or do not contain all of the required information will not be considered.**

For any questions, please contact Community Impact Initiative Manager, Sarah Freed, at communityimpact@uber.com.

A. DESCRIPTION

Organizations across our region—**Washington, Oregon, Idaho, Montana, and Wyoming**—are invited to submit proposals for robust 'shared-value' programs that leverage Uber's technology and products to contribute solutions to challenges in the PNW community as it relates to at least one of the following strategic focus areas:

> **Mobility** – *Improving access to affordable, reliable transportation for underserved communities*
> How we can collaborate: What are the challenges your organization or program faces with regards to transportation challenges for underserved populations? Is there an opportunity for Uber to collaborate to break down these transportation barriers to ensure each and every person has access to reliable, affordable transportation?
>
> For example, Uber is partnering with the International Refugee Committee (IRC) to provide rides for refugees who don't have access to public transportation to get to career training, job interviews, or educational opportunities.
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> **Opportunity** – Creating avenues for economic empowerment
> How we can collaborate: How does your organization or program increase economic opportunities for underserved populations? Is there an opportunity for Uber to collaborate to introduce the sharing/gig economy to connect people with flexible, income-generating opportunities and provide access to job training and education?
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> For example, Uber is partnering with South Seattle Community College to integrate opportunities in the sharing economy into the school's career development services and also to provide scholarships for driver-partners to go back to school.
>
> **Safety** – *Keeping riders, drivers, and the public safe on the road*
> How we can collaborate: What are the challenges your organization or program faces with regards to safety in our cities? Is there an opportunity for Uber to collaborate to make our cities safer?
>
> For example, Uber is partnering with Oregon Impact to run campaigns and programs that will reduce traffic deaths and serious injuries caused by drunk driving.
>
> **Efficiency** – *Innovating to conserve resources and manage environmental impacts*
> How we can collaborate: How does your organization or program contribute to reducing carbon emissions and environmental sustainability? Is there an opportunity for Uber to collaborate to get more people into fewer cars?
>
> For example, Uber is partnering with Goodwill Industries to help keep useful goods out of landfills by running bi-annual clothing drives.

If your proposal includes the use of Uber ride credits, please take a moment to consider which Uber product(s) would be most appropriate to use:

- Promo codes – can be created with specific criteria such as time, starting/ending locations, and number of users to restrict who can access ride credits and when. Using a promo code allows you to have more control over where and when program participants are able to use their free or discounted rides.

- Gift cards – can be distributed in denominations of $25 - $500 and can be applied to an Uber rider's account to be used at the discretion of program participants.
- U4B - With an Uber for Business account, you can enable employee or program participant access and monitor trip activity. Employees or program participants are granted access to the organization's payment profile so the ride is billed directly to the organization instead of the individual rider.
- UberEVENTS - UberEVENTS allows program organizers to purchase guest passes for their event/program attendees. Event hosts can set date, time, and location parameters, granting their guests credit off trips to their event or program. Hosts will only pay for the guest passes used by their guests.
- Uber Central - Uber Central is an online tool that lets you request, manage, and pay for rides for others without the use of a smart phone. Organizations can use Uber Central to order rides on behalf of individuals. The cost of the trip is then billed centrally to the organization. Note: using Uber Central requires the organization to provide administrative support to request rides on behalf of program participants.

Promo codes, gift cards, UberEVENTS, and U4B can only be used if the program participants are able to sign up for an Uber rider account. To learn more about requirements to open an Uber rider account, read here. Uber Central does not require a rider to have or open an individual Uber rider account.

If you have any questions, please reach out to communityimpact@uber.com.

B. ELIGIBILITY INFORMATION

U.S. not-for-profit 501(c)3 organizations, social enterprises, and educational institutions whose operations serve communities where Uber operates in the Pacific Northwest are invited to submit a proposal that describes how each of the following criteria will be incorporated:

- Comprehensive explanation for how proposed activities contribute solutions to at least one of Uber's community impact pillars (proposals that integrate more than one strategic focus areas are highly encouraged).
- Data and metrics to prove that the identified challenge and proposed solution will actually address the root of the issue, as described by the intended program beneficiary.
- Detailed description and goals of proposed solution/program and activities throughout the expected period of performance.
- Thorough understanding and description of how the program will leverage Uber's technology solutions to contribute solutions (i.e. solving mobility challenges by providing transportation options for underserved communities; opening up new avenues for income generation through the sharing economy).
- Statement of need as to why Uber is best positioned to strategically partner with your organization for this program.
- Communications plan for how this program will be communicated to program participants as well as your organization's network (i.e. social media, newsletters, email, earned media, etc). Please reach of network and proposed schedules.
- Description of other organizations who will be involved in meeting the program's stated goals and Uber's requested interaction with other program partners.
- Plan of evaluation and metrics that will be used to measure the impact of Uber's involvement in the initiative.

If your proposal includes proposed activities that are directly meant to serve Uber driver-partners, be sure to include data and metrics demonstrating that driver-partners are in need of and will participate in the proposed program, if created.

Proposals will be reviewed on the basis of their responsiveness to the criteria listed in this RFP, as well as coherence, clarity and attention to detail. Proposal should include:

- Table of Contents that lists application contents and attachments (if any)
- Proposal Narrative (not to exceed 10 pages). The proposal narrative should identify inputs, outputs, and outcomes of the proposal activities, timelines, and any qualitative or quantitative targets, and impact
- A management plan for the work including a schedule and detailed roles and responsibilities
- A communications strategy and plan
- Information about the team of people who would execute the work, with descriptions of the experiences and skills of each and his/her role in the bidder's organization and in the team
- A detailed budget (including other sources of funding if the program is not fully subsidized by this program)
- Administrative costs as low and reasonable as possible

Applications that do not meet the eligibility or deadline will not be reviewed.

C. APPLICATION AND SUBMISSION INFORMATION

Please read the entire RFP and follow the guidelines for proposal preparation below. Proposals should be submitted electronically via the online form by **6PM PST on September 30, 2017**. Please attach proposals in Microsoft Word or PDF format. Late submissions will not be considered.

Timeline:

- Accepting proposals: August 29 – September 30
- Review/questions period: October 2 – October 23
- Contracting: October 23 – December 31

- Implementation: January 1 - June 30, 2018

D. APPLICATION REVIEW INFORMATION

Evaluators will judge each application individually against the following criteria, listed below in order of importance, and not against competing applications.

Responsiveness to need

Applications should be demand-driven in nature and include data and metrics to prove that that the proposed solution actually addresses the needs and barriers of the identified challenge.

Quality of Program/Project Idea

Applications should be responsive to the RFP, appropriate to the PNW regional context, and should exhibit originality, substance, precision, and relevance to the PNW Community Impact Initiative. Uber PNW prioritizes innovative and creative 'shared value' approaches that take a collective impact approach to leveraging Uber's technology solutions and products to solve priority challenges in the community.

Communications Plan

Applications should have a clear plan for how the project will be communicated to program participants/beneficiaries to ensure full participation in the program, as well as how the results and/or progress of the partnership will be communicated to the organization's network. Areas to consider include social media, newsletters, emails, earned media, etc.

Project Planning/Ability to Achieve Objectives

A strong application will include a clear articulation of how the proposed project activities contribute to the goals of the PNW Community Impact Initiative, the overall program objectives, and each activity will be clearly developed and detailed. A comprehensive work plan should demonstrate substantive undertakings and the logistical capacity of the organization. Objectives should be ambitious, yet measurable and results-focused within a reasonable time frame. If applicable, applications should identify target areas for activities, target participant groups, among other pertinent details.

Institution's Record and Capacity

Uber PNW will consider the past performance of prior recipients and the demonstrated potential of new applicants. Applications should demonstrate an institutional record, including responsible fiscal management and full compliance with all reporting requirements. Proposed personnel and institutional resources should be adequate and appropriate to achieve the project's objectives.

Cost Effectiveness

Uber PNW strongly encourages applicants to clearly demonstrate program cost-effectiveness in their application, including examples of leveraging institutional and other resources. However, cost-sharing or other examples of leveraging other resources is not required and does not need to be included in the budget. Budgets should have low and/or reasonable overhead and administration costs and applicants should provide clear explanations and justifications for these costs in relation to the work involved. All budget items should be clearly explained and justified to demonstrate its necessity, appropriateness, and its link to the project objectives.

If requesting subsidized or free Uber rides as a part of the program, applicants should consider if and the program can be linked to other public transportation options and/or how Uber PNW can be included in grant requests to federal/state transportation subsidy programs to help offset program costs.

Multiplier Effect/Sustainability

Applications should clearly delineate how elements of the project will have a multiplier effect and be sustainable beyond the life of the grant. A good multiplier effect will have an impact beyond the direct beneficiaries of the grant or program. A strong sustainability plan may include demonstrating continuing impact beyond the life of a project or garnering other support after funding ceases.

Project Monitoring and Evaluation

Complete applications will include a detailed plan (both a narrative and table) of how the project's progress and impact will be monitored and evaluated throughout the project. Incorporating a well-designed monitoring and evaluation component into a project is one of the most efficient methods of documenting the progress and results (intended and unintended) of a project. Applications should demonstrate the capacity to provide objectives with measurable outputs and outcomes and engage in robust monitoring and assessment of project activities.

E. Review and Selection Process

Uber PNW will perform an initial review of all applications to determine which meet all of the eligibility requirements and analyze the proposal against a scorecard using the criteria noted. Eligible proposals will then be reviewed by a panel of Uber PNW employees to select final partnership recipients.

If the award is not made on the initial applications, Uber PNW staff may request clarification and supplemental materials from applicants whose applications have a reasonable chance of being selected for the award. The entry into discussion is to be viewed as part of the evaluation process and shall not be deemed by Uber PNW or the applicants as indicative of a decision or commitment upon the part of Uber PNW to make an award to the applicants with whom discussions are being held.

F. AWARD ADMINISTRATION INFORMATION

Award Notices

The successful applicant will receive notice by email stating that the application has been selected. This notice will be sent before Uber PNW has actually made the award and is not an authorization to begin performance. Any pre-award costs expended will be at your own risk. The notice of award is the authorizing agreement and will be sent directly to the applicant selected for this grant via email. As soon as selections are made, notifications via email will also be sent to unsuccessful applicants.

Reporting

The funds for this agreement will be disbursed based on project milestones and expenditures, as proposed in the submitted budget. A properly submitted invoice will be required prior to payment. Financial reporting is required at the conclusion of the period of performance.

G. CONTACT

Any prospective applicant who has questions concerning the contents of this RFP should email communityimpact@uber.com. Note that once the RFP deadline has passed Uber PNW staff may not discuss this competition with applicants until the review process has been completed.