



UC SYSTEM-WIDE FITNESS EQUIPMENT Executive Summary

Lead Agency: University of California

Solicitation: 002295-DEC2020

RFP Issued: March 4, 2021

Pre-Proposal Date: March 18, 2021

Response Due Date: April 15, 2021

Proposals Received: #6

Awarded to: Life Fitness, LLC (Manufacturer Award)

The University of California issued RFP #002295-DEC2020 on March 4, 2021, to establish a national cooperative contract for UC System-Wide Fitness Equipment.

The solicitation included cooperative purchasing language in Section II on page 3 and Exhibit A:

“The University of California, as the Principal Procurement Agency, defined in Exhibit A, has partnered with OMNIA Partners, Public Sector (“OMNIA Partners”) to make the resultant contract (also known as the “Master Agreement” in materials distributed by OMNIA Partners) from this solicitation available to other public agencies nationally, including state and local governmental entities, public and private primary, secondary and higher education entities, nonprofit entities, and agencies for the public benefit (“Public Agencies”), through OMNIA Partners’ cooperative purchasing program. The University of California is acting as the contracting agency for any other Public Agency that elects to utilize the resulting Master Agreement. Use of the Master Agreement by any Public Agency is preceded by their registration with OMNIA Partners (a “Participating Public Agency”) and by using the Master Agreement, any such Participating Public Agency agrees that it is registered with OMNIA Partners, whether pursuant to the terms of a Master Intergovernmental Cooperative Purchasing Agreement, a form of which is attached hereto on Exhibit C, or as otherwise agreed to. Exhibit A contains additional information about OMNIA Partners and the cooperative purchasing program.”

Socio-economic outreach: To encourage participation of small businesses, minority owned businesses and women owned businesses, Historically Underutilized Business (HUB) outreach was performed as part of the solicitation process.

Notice of the solicitation was sent to potential offerors and Historically Underutilized Businesses were notified. The solicitation was also advertised in the following:

- University of California website
- OMNIA Partners website
- USA Today, nationwide
- Arizona Business Gazette, AZ
- San Bernardino Sun, CA
- Honolulu Star-Advertiser, HI

- The Advocate – New Orleans, LA
- New Jersey Herald, NJ
- Times Union, NY
- Daily Journal of Commerce, OR
- The State, SC
- South Carolina website/newsletter (get from Chris White)
- Houston Community Newspapers, Cy Creek Mirror, TX
- Deseret News, UT
- Richmond Times, VA
- Seattle Daily Journal of Commerce, WA
- Helena Independent Record, MT
- Kennebec Journal, ME

On April 15, 2021 proposals were received from the following offerors:

- American Barbell, LLC
- BeaverFit North America LLC
- Fitness and Exercise Solutions LLC
- Freemotion Fitness
- Life Fitness, LLC
- Marpo Kinetics, Inc.

The proposals were evaluated by an evaluation committee. Using the evaluation criteria established in the RFP, the committee elected to enter into negotiations with Life Fitness, LLC proceeding with contract award upon successful completion of negotiations.

Geographic Preferences: No geographic preferences were included in the evaluation of the responses.

The University of California, OMNIA Partners, and Life Fitness, LLC successfully negotiated a contract, and The University of California executed the agreement with a contract effective date of October 10, 2021.

Diversity: The policy of Life Fitness and its divisions is to employ qualified persons of the greatest ability without distribution against any employee or applicant for employment because of race, color, sex, physical or mental disability, national origin, age, transgendered, sexual orientation, status as a protected veteran, or any other protected group status and, further, to take equal opportunity steps to employ and advance in employment qualified minorities, women, persons with disabilities, or protected veterans. Additionally, Life Fitness has established Affirmative Actions Plans and makes every effort that all small and local businesses have an equitable opportunity.

Life Fitness has equipment divisions that focus on a variety of needs which include cardiovascular, strength training, group training and functional training. Sci Fit specializes in rehab, active ageing, and the disabled. Cybex focuses on medical wellness. Hammer Strength, a performance division, focuses on athletics and training. The contract includes but is not limited to the following fitness equipment: Cardio, group exercise, SciFit, Insignia, Signature B&R, Signature PL, Cable Motion, Multi-Jungles, Hammer Outdoor Box, Hammer Select, Hammer MTS, Axiom/Optima, Synrgy Core, Hammer PL/GB, Hammer Racks/Rigs, Wood Platforms, Rubber Platforms, Hammer B&R, Strength Accessories, LF Studio Collection, LF Accessories, Cybex Cardio, Cybex Strength, Billiards, and Digital Coach.

Term:

Initial term of five (5) years from October 10, 2021, through October 09, 2026 with one (1) successive five (5) year renewal period (October 09, 2031).

Pricing/Discount:

Discount off. Pricing available upon request.