METROPOLITAN AREA PLANNING COUNCIL ("MAPC")
60 TEMPLE PLACE
BOSTON, MA 02111

REQUEST FOR INFORMATION ("RFI")

DOCUMENT TITLE:
BIKE SHARE AND OTHER MICROMOBILITY SERVICES

RELEASE DATE: NOVEMBER 5, 2019

Contents

1. INTRODUCTION

1.1 Notice to Bidders

Respondents to this Request for Information ("RFI") are requested to respond to all of the questions in this document. Responses to this RFI will assist the Metropolitan Area Planning Council ("MAPC") in understanding the current state of the marketplace with regards to the solicited information. This RFI does not obligate MAPC to issue a solicitation or to include any of the RFI provisions or responses in any future solicitation. An RFI response is entirely voluntary, and will not affect MAPC's consideration of any proposal submitted the event that it issues a subsequent procurement; nor will it serve as an advantage or disadvantage to the respondent in the course of any RFR, RFQ, or RFP that may be subsequently issued.

1.2 Purpose

The Metropolitan Area Planning Council is issuing this RFI to solicit submittals from interested parties on how MAPC may provide municipal governments with an objective evaluation of the different types of bike share services that are available that can best improve access to transit, enhance local mobility options, and promote active transportation. MAPC, a public sector organization, is the regional planning agency for Metropolitan Boston, serving a region of 3.1 million people by providing research, technical assistance, and direct services for municipalities. More information about MAPC and the region we serve can be found at www.mapc.org.

MAPC seeks to understand what regional bike share options are currently available to municipal governments. The evolution of the bike share industry has been deeply evident in the Metropolitan Boston region. The area's first station-based bike sharing system, Hubway, launched in 2011 in Boston and expanded to Brookline, Cambridge, and Somerville the following year. The City of Salem launched a station-based system in 2017, and later that year came the proliferation of dockless bike share services. Dockless bike share currently serves around 15 inner suburban communities in the region.

Not long after the advent of dockless bike sharing came the rise of electric scooter sharing. Since then, several companies have discontinued offering bike share services in favor of electric scooters, or have ceased operations all together. However, despite the growing prevalence of electric scooter sharing services, there is still tremendous demand for bike sharing options among the region's cities and towns. As such, MAPC is seeking responses from companies that provide some form of bike sharing services (e.g. station-based, dockless, or hybrid systems, offering pedal and/or electric bikes), but is not seeking responses from companies that solely provide electric scooter sharing services.

This RFI is being conducted by MAPC in coordination with several communities on the North Shore that are interested in bike share as a first mile/last mile connection to transit and a means to encourage more active transportation in their communities. Interested cities and towns include Beverly, Danvers, Hamilton, Lynn, Manchester, Marblehead, Nahant, Peabody, Salem, Saugus, Swampscott, Topsfield, and Wenham. These municipalities have varying levels of transit accessibility, trail connectivity, and on-street cycling infrastructure. Many of the communities are served by the Newburyport/Rockport Commuter Rail line, and they are actively working to foster stronger connections to transit as the region's traffic congestion crisis worsens. Furthermore, communities in the region are continuing to build out their trail and greenway network, and most of the named cities and towns have Complete Streets projects approved by the Massachusetts Department of Transportation. Regional bike share is one of several strategies the region would like to employ to continue to promote greater transportation choice within the participating communities.

The North Shore communities are interested in learning more about different micromobiltity business models that could accommodate a range a different transportation need in the region. The cities and towns are interested in an approach that would allow participating communities to select what kinds of vehicles operate in their boundaries from a menu of options.

<u>Other Suburban Municipalities Interested in Bike Share Services</u>
Please note that while these North Shore communities are actively exploring regional micromobility options, MAPC regularly works in collaboration with several other suburban communities in the region that are interested in staying informed on different micromobility options available to their municipalities. Other communities that may be interested in working in collaboration on regional bike share services may include Malden, Medford, Melrose, Saugus, Stoneham, and Wakefield.

Release of this RFI presents an invitation for interested parties to offer MAPC information regarding what kind of bike share services are available to municipal governments. The primary goal of this RFI is to gather information from qualified parties to understand the new bike share technologies and ownership/operational models in order to support and inform future planning initiatives. **This RFI does not constitute a solicitation for bids or proposals and will not result in a contract award for the identified services.** Respondents are by no means constrained in providing information to this request and are encouraged to provide further information in support of the stated purpose that may be responsive, relevant, and considered noteworthy.

1.3 Respondent Submissions
MAPC seeks information from qualified entities that have experience providing bike share services (including equipment, operations and maintenance services, or a combination of both) to municipal governments or similar entities. While respondents may offer electric scooters or other kinds of vehicles in their fleet, MAPC is not seeking responses from vendors that solely provide electric scooter sharing services. In responding to this RFI, MAPC asks respondents to provide clear and concise responses to the following questions:

A. General experience
1. Describe your experience providing bike share and scooter share services to a municipal government or a group of municipal governments. In your response, if you have experience providing regional bike share, please indicate what strategies have been successful for facilitating inter-municipal coordination, as well as coordination with transit agencies.

B. Equipment
1. Describe the products (manual bikes, electric assist bikes, electric scooters, or other similar products) currently offered in your shared fleets, including a list of relevant equipment specifications. Please make sure to indicate the propulsion type as well as how vehicles are parked (docking station, self-locking mechanism on wheel, or hybrid/alternative method).
2. If your fleets are typically composed of different kinds of vehicles, please indicate the general fleet mix (e.g. 50% e-bikes and 50% electric scooters).
3. Describe your ability to allow municipal partners to determine their own fleet composition from a range of options, and what (if any) parameters you place on those decisions.
4. What is the typical life cycle of each product you offer?
5. Describe your ability to provide adaptive vehicles to accommodate users with a wider variety of physical abilities.

C. Operations
1. Describe your methodology for determining the appropriate number of vehicles and/or stations to launch within a municipality.

2. Describe how users park and end a trip on each kind of vehicle you offer (e.g. locking the vehicle into a docking station or another fixed object, parking in a geofenced parking area, etc.).

3. Describe your ability to use geofencing or other similar technology to indicate no parking zones, no riding zones, slow riding zones, and any other restrictions on operation. Please indicate how you are able to modify these restrictions based on local and state regulations.

4. Demonstrate how you communicate local rules for operation and general safe riding behavior to users, both when they first sign up and after they have completed multiple trips.

5. Describe your strategy for rebalancing vehicles, including how frequently and during what time period you rebalance vehicles, whether you use any user incentives/disincentives to rebalance vehicles, and your methodology for identifying ideal rebalancing locations in collaboration with municipal partners.

D. Customer service

1. Indicate any restrictions you place on the age of your users, and explain how you verify the age of your customers.

2. Describe how customers are able to use your system without a smartphone.

3. Describe how customers who prefer to pay in cash are able to use your system.

4. Do you offer a discounted trip fee or membership option for low-income users? If so, please describe the structure of the program, including what kind of income verification is done.

E. Business model

1. What percentage of your local bike share/scooter share management team is composed of company employees and what percentage is contract workers?

2. Do you ever contract out operation and management of your fleet to other operators? Please indicate if you do so currently, or are amenable to doing so in the future.

3. Do you ever manage the operations of another vendor's fleet? Please indicate if you do so currently, or are amenable to doing so in the future.

4. Describe your experience seeking sponsorship funding to support capital and/or operations. If applicable, please describe the role of the host municipality in the effort to seek sponsorship dollars.

5. If you provide both bike and scooter share services, to what extent do you use the increased revenue generated by scooters to offset the operational costs of bikes? Furthermore, is your ability to offer bike share services at all contingent upon a minimum percentage of scooters in the fleet?

6. Describe your experience introducing new vehicle types into the markets you serve, and your approach to piloting new vehicle technology.

7. Describe your experience providing service to institutional partners, such as colleges and universities or healthcare providers. In your response, please discuss the nature of your collaboration with institutional partners, including whether it was part of a sponsorship agreement.

F. Pricing

1. Describe your pricing to consumers, including per-trip fees, membership fees, and any other fees customers may incur for improper use of the system.

2. What operating fee structures have you supported in other markets (e.g. permit fee, per-vehicle fee, etc.)?

3. If you charge municipalities for your equipment and/or operations, please describe the relevant costs for one year of operation.

G. Data sharing

1. Describe how you share data with your municipal partners, include the format (static report, API, etc.) and what fields are typically shared.

2. Describe your ability to provide your data to third party data aggregators. If applicable, please indicate which aggregators with whom you currently have data sharing agreements.

H. Industry trends
1. Overall, what is your perspective on how the bike share industry (and micromobility industry more broadly) will evolve over the course of the next one to five years?

In addition to responses to these questions, interested parties are requested to provide contact information (phone and email) of current public sector clients for references. Please do not provide more than three references.

1.4 Posting
Please note that this RFI is issued solely for the purpose of obtaining information. Nothing in this RFI shall be interpreted as a commitment on the part of MAPC to procure or enter into a contract with any Respondent.

Respondents are responsible for entering content suitable for public viewing, as all of the responses and questions are available to the public. Respondents must not include any information that could be considered personal, security sensitive, inflammatory, incorrect, collusive, or otherwise objectionable, including information about the Respondent's company or other companies.

1.5 Vendor Conference
MAPC will host a one-hour conference call for vendors interested in submitting responses to the RFI on Wednesday, November 13th from 11am-12pm EST. Vendors will have the opportunity to ask clarifying questions about the RFI. All questions and responses will be shared publicly. Call-in information for the vendor conference will be made available after the RFI is posted.

1.6 Form of Respondent Submission
Respondents should submit one (1) electronic PDF response by the date and time set forth in the below schedule. Late responses may be disregarded.

All responses must include a cover page on formal letterhead with the official name, address, and contact information of the firm or entity submitting the response with both contact information and signature provided. Respondents are requested to respond to each question cited herein, as well as provide additional relevant information. A final conclusion page may be provided summarizing the overall response to the RFI. Please consecutively number all pages of the response.

2. ESTIMATED CALENDAR

Event	Date
RFI Release Date	November 5, 2019
Vendor Conference Call	November 13, 2019
Email Response to Kasia Hart, Policy Analyst, at khart@mapc.org	November 22, 2019
Informational Sessions at MAPC	December 9, 2019 (Tentative)

Questions about this RFI should be directed to Marjorie Weinberger, Procurement Services Manager and Senior Counsel, at mweinberger@mapc.org.

3. INFORMATIONAL SESSIONS

In addition to written RFI responses, MAPC may invite any or none of the Respondents to make focused, in person demonstrations of services, experience, offerings, methodologies and expertise applicable to this RFI. Any such demonstrations must relate directly to the MAPC needs outlined in this RFI and Respondents must not use this time for standard marketing sales presentations. MAPC retains the right to conduct informational session(s) associated with this RFI and retains the right to request additional information from Respondents, including further explanation or clarification from any and all Respondents during the review process. MAPC may request onsite vendor visits. This informational session is scheduled for **December 9, 2019, at MAPC, 60 Temple Place, Boston, MA 02111** (date and location subject to change). More details on the informational sessions will be released after the RFI submission date.

4. REVIEW RIGHT, PUBLIC RECORDS, AND COST

Responses to this RFI may be reviewed and evaluated by any person(s) at the discretion of MAPC, including independent consultants retained by MAPC now or in the future.

All responses to this RFI will be a public record under the Commonwealth's Public Records Law, Massachusetts General Laws Chapter 66 Section 10, regardless of confidentiality notices set forth on such writings to the contrary.

All responses and other documents submitted in response to the RFI become the property of MAPC. MAPC is under no obligation to return any documents submitted by a vendor. Further, MAPC retains the right to use any information obtained through this RFI in any future solicitation.

By submitting a response, Respondents agree that any cost incurred in responding to this RFI, or in support of activities associated with this RFI, shall be the sole responsibility of the Respondent. MAPC shall not be held responsible for any costs incurred by Respondents in preparing their respective responses to this RFI.