

Draft Bike Share RFP

Background:

The Towns of Carrboro and Chapel Hill and the University of North Carolina at Chapel Hill (“Parties”) are seeking a single micromobility provider to establish a seamless bike share system across all three areas. The Parties require a bicycle-only program but will consider three- or four-wheeled vehicles designed for community members with limited mobility or bicycle comfort. The majority of the fleet should be electric assist vehicles.

User Requirements:

The Company shall target use of their vehicles to community members at or over 16 years of age. The Company shall discourage underage use of vehicles in all possible ways. The Company shall not require a driver’s license, smartphone, or bank account to access vehicles. The Company shall provide 24-hour customer service to users including a policy on handling lost and found items.

Fleet Requirements:

The Parties require a fleet of at least 100 operational vehicles located in established UNC and surrounding hubs as well as additional hubs indicated in Exhibit X (“Zones of Interest”). Companies may elect to expand upon these additional hub areas either before their services begin or based on ridership data during the contract term.

A minimum of 100 vehicles must be available for use at all times and in proper working order. Companies must prevent vehicles from blocking sidewalks, rights of way, greenways, bus stops, and other access points to the extent possible. Companies shall remove vehicles left on private property or other inaccessible location within six (6) hours of notification. Bikes requiring repair must be collected within twenty-four (24) hours of reporting and subsequently stored in a Company location. The Parties and Company shall coordinate placement of hubs near transit stops wherever possible.

The Company may use vehicles for advertisement and sponsorship to offset operations cost. All advertisements shall conform to the Chapel Hill Transit Advertising Policy (Exhibit X). The Parties would prefer the ability to customize the color of vehicles but will consider alternative approaches (see Operations Opportunities matrix).

Company Data, Software and Hardware Requirements:

Companies shall provide the Parties with access to their ridership data including, but not limited to:

- Number of rides
- Pickup and drop off hubs
- Types of vehicles used (assuming a multi-vehicle type fleet)
- Length of rides
- Most popular and least popular hubs
- Complaints received by customers
- Bikes left outside the service area or in other inappropriate locations
- Percent of time that the minimum of 100 vehicles are operational

The Company shall update and upgrade vehicle and smartphone application hardware and software regularly to maintain the minimum fleet size and 24-hour a day access to vehicles.

Optional Bike Share Program Features:

The following are optional features the Parties would like to know if your Company provides. Please place an "X" in the relevant response column and provide explanations for any marked "No" or "Maybe".

<u>Feature or Procedure</u>	<u>Yes</u>	<u>Maybe</u>	<u>No</u>	<u>Explanation of "Maybe" or "No"</u>
Share revenue with the Towns and UNC if your company is the exclusive bike share provider. Include what the rate would be to the Parties.				
Provide pedal bikes				
Provide three- or four-wheeled vehicles				
Provide a discounted rate for pedal bikes				
Customizable color scheme of vehicles and hubs				

Operations Opportunities:

The Parties would like to know how your company approaches various issues related to mobility, fleet management, and user outreach. Please provide responses in the right most column.

<u>Feature or Procedure</u>	<u>Response</u>
Please indicate your current user fee. Is your Company willing to lock in a fee for three (3) years?	
Include a picture and description of hub options.	
Provide a detailed operations plan on how you rebalance vehicles, remove vehicles needing repair or upgrades, and maintain a minimum number of vehicles in a fleet.	
If you have pedal bikes, what percentage of your fleet could be pedal bikes versus e-bikes?	
Can you control the speed of your bikes within certain geographical locations (ie greenways or on UNC's campus)?	
What type of e-bike does your company provide (throttle assist, pedal assist, etc.)?	

How do you address equity in your bike share programs? Equity is defined by a diverse geographical area, accessibility of vehicles to all income levels, and availability of ADA-compliant features.	
How do users interact with your vehicles if they do not have a bank account or smart phone?	
Provide a map of your proposed service area, taking into account the existing hubs on UNC's campus and the zones of interest in Chapel Hill and Carrboro.	
How do you address vehicles left outside the service area or otherwise inappropriate locations (ie private property)? How do you incentivize users to leave vehicles at hub locations? What happens when a hub location is full and a user needs to leave a vehicle?	
What size fleet do you propose for the service area? The Town and UNC require a minimum of 100 bikes be in operation at any time.	
What is your preference for hub location and why between public property, private property, and public right of way?	
How frequently do you assess hub usage for potential moves or other adjustments?	
Indicate your monthly subscription fee including, but not limited to: - Monthly cost - Number of rides included - Length of ride the subscription covers - Cost for a ride that exceeds the subscription length - Any other relevant details	
Describe your smartphone app or any other ways users can rent a vehicle.	
Can employers like the Towns or UNC pre-purchase rides for their employees or students? If so, describe how.	
Do you have a helmet provision program? If so, describe the program.	

Do you have a safety education program? If so, describe the program.	
If one or more of the Parties would like to pay for some or many riders to use the system, how would you approach that?	
If the Towns or UNC elected to pre-pay for all users to rent vehicles at no cost to the user, what is the per-user fee you would charge per month/year?	
How do you market services, including opportunities for cross promotional efforts with Chapel Hill Transit, bike advocacy groups, or others?	