Bikeshare RFP Content Draft

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 bikeshare 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. The Parties inhabit an area of approximately thirty (30) square miles. The Town of Chapel Hill has a population of approximately 61,000 individuals, the Town of Carrboro 21,000, and UNC has X employees and X students. The area is in the North Carolina piedmont and is thus moderately hilly.

Carrboro
Carrboro is a unique and densely developed town of approximately 21,000 people directly adjacent to Chapel Hill. Carrboro is unique in its support for and investment in bicycling dates back to the 1970s. Carrboro was also one of the first municipalities in North Carolina to have bike lanes. The downtown core is a major destination for services, shopping and dining. Other commercial areas are easily accessible by bicycle to/from downtown Carrboro and the adjacent residential areas, but the local topography can present some challenges. The majority of the northern portion of the town is residential in nature, yet due to Carrboro's small geographic area, much is still within easy biking distance of downtown.

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.

The Company shall maintain UNC's rack structures at existing hubs. All hubs should be clearly identifiable and indicate where vehicles can be left without increased fee. Geofenced location should be larger than the physical hub.

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 with 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 Additional Operations Information below).

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.

Service Requirements	Response
Are you able to provide hubs at the locations indicated in Exhibit X at the beginning of the program? If not, explain why. Additionally, if you might expand the system over time to eventually provide hubs near the locations in exhibit X.	
Are you able to provide adaptive/accessible vehicles, which do not require the rider to balance? If not, explain why not.	
Are you able to provide a method by which users can pay with cash to access the system? If not, please explain why.	

Additional Operations Information:
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.

Feature or Procedure	Response
Are you willing to share revenue with the Towns and UNC if your company is the exclusive bikeshare provider? Include what the rate would be to the Parties.	
What other types of vehicles does your company have in other fleets?	

Are you willing to customize the color scheme of vehicles and hubs?	
Please indicate your current user fee. Is your Company willing to lock in a fee for three (3) years? Does your rate differ for other vehicles?	
Does your system allow for subsidizing use of the bikeshare program by users? If so, does it include a discount on the standard user fees?	
Include a picture and description of hub options, including where advertising (if any) would be incorporated into the design.	
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)? Describe how.	
What type of e-bike does your company provide (throttle assist, pedal assist, etc.)?	
How do you address equity in your bikeshare 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?	
How do you communicate with users who are out of the service area or are in an area where they will incur an additional fee?	
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.	
Do you have a helmet provision program? If so, describe the program.	
Do you have a safety education program? If so, describe the program.	
How do you market services, including opportunities for cross promotional efforts with Chapel Hill Transit, bike advocacy groups, or others?	
Describe your experience in coordinating your system with an organization such as the Orange County Department on Aging and how you might ensure your system meets the needs of both senior riders and riders mobility challenges.	
What is your fleet battery charging process? Can you provide data on the electricity usage of fleet battery charging?	
How do you dispose of vehicles that are no longer usable?	

Draft Evaluation Criteria

1. **Understanding of Community**
   a. How well has the respondent demonstrated a thorough understanding of the culture and character of the service area?
   b. How well has the respondent identified issues and potential problems related to providing bike share to the service area?
   c. How well has the respondent demonstrated and understanding of and ability to comply with the User, Fleet, Data, Hardware and Software requirements outlined in the RFP?

2. **Response to Service Requirements**
    a. How well does the respondent fulfill the three service requirements identified?
    b. If the respondent cannot fulfill those requirements, has sufficient information detailing the challenges associated with fulfilling them been provided?

3. **Methodology for Defining the Service Area/Locating Hubs**
    a. How well does the methodology depict a logical approach and contribute to fulfilling the requirements of the RFP?
    b. How well does the methodology interface with the responses to the additional operations information questions outlined in the RFP?
    c. How well does the methodology address equity (racial, economic, and geographic) within the partners' service area?

4. **System Management Plan**
    a. How well does the management plan support all of the project requirements and logically lead to the services required by the RFP?
    b. How well is accountability completely and clearly defined?
    c. Is the organization of the project team clear?
    d. How well does the management plan illustrate the lines of authority and communication?
    e. Does it appear that the candidate can meet the schedule set out in the RFP?
    f. Has the candidate gone beyond the minimum tasks necessary to meet the objectives of the RFP?
    g. Is the proposal practical and feasible?

5. **Firm Experience with Bike Share Programs**
    a. Do the individuals assigned to the project have experience on similar projects?
    b. Do the individuals assigned to the project have experience with the specific requirements outlined in the RFP?
    c. Are resumes complete and do they demonstrate backgrounds that are desirable for individuals engaged in the work the project requires?
    d. How well has the respondent firm demonstrated experience in providing similar services to the satisfaction of their clients?
    e. Has the candidate provided letters of reference from clients?

6. **User Fees and other Costs**
    Respondents will be evaluated on whether the proposed user fees and other costs associated with the system (rate per ride, user subscription rates, and costs to subsidize trips) are reasonable in relation to the services proposed.