



NABSA Request for Proposals: Industry Metrics Report Consultant

About the North American Bikeshare Association (NABSA):

Formed in 2014, NABSA is a 501(c)(3), membership-based industry association made up of bikeshare and shared micromobility system owners, managers, operators, vendors, and technology providers. The purpose of NABSA is to provide an organized forum for collaboration, sharing of experiences and best practices, enhanced communications, and guidance to the rapidly growing micromobility industry. As our name suggests, NABSA began with a focus on bikeshare, but as the industry has expanded into new micromobility modes, so too has NABSA. The organization has recently widened its scope to include scooters and new shared micromobility devices.

Objectives: NABSA seeks to produce an industry metrics report for the bikeshare and shared micromobility industry across North America (US, Canada, and Mexico). The audience will primarily be industry stakeholders and policy-makers. This will entail both the development of the metrics themselves, data collection, and production of the final report deliverables. We aim to produce this report annually, and thus view the metrics as important ongoing benchmarks. This scope is for the development of metrics and production of the first report. With this report, NABSA hopes to:

- Bring value to our members by providing the first-ever consolidated benchmarks of the industry that can be utilized by members to gain support in their communities
- Catalog industry successes to aid in policy-making and expansion of industry footprint
- Show the strength of the industry, and track industry growth and change throughout time
- Demonstrate NABSA's leadership and value within the industry

Scope of Project:

1. Metrics Development

Work with NABSA staff and Research and Data Committee to develop a set of metrics that are feasible with attainable data sets. NABSA will provide past industry survey materials, and the Research and Data Committee will be available for a scoping call to discuss the types of data

that may be available from operators. Initial contacts for scoping interviews to be conducted by the consultant can also be provided. The consultant will be responsible for evaluating types of data available and advising NABSA on options for metrics that are attainable and defensible. Below is a list of initial possibilities that demonstrate the type of metrics we envision:

- Job creation - number of people employed, demographics
- Number of vehicles on the street by type (scooters, ebikes, bikes)
- Valuation- total revenue generated, value of contracts, investment capital in industry
- Number of users
- Trips - anything we can say regarding number and types of trips (e.g. commuter vs. recreation), car trips replaced, carbon offset of trips
- Rides/Vehicle/Day
- Number of operators
- NABSA members - number, percentage of industry
- Footprint - number of cities, aggregate square miles of service areas, coverage map

2. Data Collection

The consultant will be responsible for planning and implementing all data collection for this project-- formulating a survey, carrying out the collection of data, and conducting the analysis of the results. The Research and Data Committee will be available for feedback about the survey. NABSA can make initial introductions to help generate buy-in from the industry, as well as supply a contact list of operators. There are likely around 50 operators to contact. The consultant would be responsible for all follow-up communications to obtain data. Data collection must include information from all major operators (Lyft/Motivate, JUMP, Shift Transit, Bike Transit, Lime, Bird) and 80% of data from the rest of the operators in North America. Additionally, NABSA is open to suggestions of other data collection methods recommended by the consultant.

3. Project Outcomes and Deliverables

- Developed set of metrics
- Developed data collection methodology
- Graphically-designed mid-way summary report ready for presentation at Annual Conference September 30th
- Graphically-designed publicly-facing report
- Set of social media infographics for each metric

4. Graphic Design

NABSA seeks to receive visually-appealing, graphics-heavy final deliverables (see list in #3) that conform to NABSA branding styles. Ideally, we would like proposals to include the management of graphic design deliverables, however, we will consider proposals that do not include graphic design.

5. Anticipated Timeline

At minimum, we require the completion of metrics development and a mid-way summary report on or before two weeks before the 2019 NABSA Annual Conference, beginning September 30th. It is desired that data collection be completed by this time as well, but NABSA seeks advice as to a realistic timeline for the completion of data collection and the associated final report and graphics deliverables, not to exceed the first quarter of 2020.

6. Budget

NABSA seeks proposals to set the budget for the project.

7. Role of NABSA

NABSA staff will manage the project, but will not be actively involved in the day-to-day activities of the project. It is anticipated that the Research and Data Committee will provide feedback at the outset by way of one or two meetings as needed, to develop the metrics. The Committee meets once a month, and would be available for providing feedback for items that arise on within the meeting schedule. The Research and Data Committee will be ultimately responsible for selecting the metrics included in the report.

8. Optional Add-on Tasks

NABSA may, at its discretion, choose to negotiate additional years of report creation with the selected bidder rather than going back out to RFP. The scope and budget for refreshing the report annually is expected to be lower than the budget for the first year, in which the report strategy and methodology are established. The bidder may include a proposed budget for additional years.

Proposal Requirements

- Demonstrated experience
 - Firm Profile
 - Qualifications
 - Samples Projects (at least 2)
- Scope of Work
- Project Timeline, with the final deliverables not to exceed Q1 of 2020
- Plan for graphic design
- 3 References - Name, Title, Agency, Email Address, Phone Number
- Project Cost

Proposal Evaluation

Relevant Experience - 10 points

Staff Skills and Expertise - 10 points

Proposed Scope - 10 points
Proposed Budget - 10 points

NABSA may request an interview as needed.
NABSA is looking to award the project by the end of May, 2019

Deadline: Friday, March 29th, 2019. Submit proposals in PDF format electronically to Samantha Herr, NABSA Executive Director at executivedirector@nabsa.net, 207-370-9836.