

**REQUEST FOR PROPOSAL (RFP)**  
**EVENT #649**

**FOR A**

**BICYCLE SHARING PROGRAM**

**CITY OF SAINT PAUL**  
**DEPARTMENT OF PUBLIC WORKS**  
**1500 CITY HALL ANNEX**  
**25 WEST FOURTH STREET**  
**SAINT PAUL, MN 55102**

**4/18/2018**

## **TABLE OF CONTENTS**

1.	Project Purpose and Description .....	2
2.	Proposal Guidelines .....	2
3.	Project Scope .....	3
4.	RFP and Project Timeline .....	9
5.	Proposal Evaluation Criteria .....	9
6.	Public Information .....	10

## **1. PROJECT PURPOSE AND DESCRIPTION**

The City of Saint Paul is pleased to offer the opportunity to firms with proven bicycle sharing technology to partner with the City to provide a bicycle sharing system for Saint Paul. The City's vision is to make bicycling an integral part of daily life for residents and visitors. A bicycle sharing program helps achieve this vision by making affordable and well-maintained bicycles available citywide. Benefits for Saint Paul include reduced traffic congestion, improved air quality, quieter and more livable streets, and the opportunity for residents to improve their health through exercise and have expanded transportation choices.

Bike sharing will be an affordable, healthy, safe, environmentally sustainable, and popular addition to Saint Paul's transportation options. Implementing a top-quality system will boost the city's transportation network and further advance Saint Paul's position as an active and healthy city. Bike sharing will help connect residents, commuters, and visitors to more of Saint Paul's businesses, institutions, and attractions.

It is anticipated that the bicycle system would also be integrated with other modes of transportation, such as transit and car-sharing programs, and may promote walking, since users can easily switch between these modes. A self-service bicycle sharing program will contribute to the City's effort to promote multi-modal transportation options, which will help to facilitate mobility throughout the city and should contribute to reducing greenhouse gas emissions.

Saint Paul intends to enter into one or two contracts for the delivery and operation of a self-service bicycle sharing fleet for public use and stationed primarily in the public right-of-way (ROW). The selected Proposer(s) will be required to design, install, operate, and maintain a bike sharing program throughout Saint Paul. The City's goal is to have bicycle sharing available across the entire geography of Saint Paul and bicycles available within a short walk of all Saint Paul residences, workplaces, and destinations where feasible.

Since 2012, bike sharing services have been provided to the City by Minneapolis-based Nice Ride, which has operated a system of docked bikes throughout the western half of the city. While at the time of this writing Nice Ride has closed for the winter months it should be assumed that the existing docked system will resume operations in Saint Paul in early 2018, and that Nice Ride will continue operating the dock-based system until such time as the successful respondents to this RFP are able to implement a new system.

## **2. PROPOSAL GUIDELINES**

Proposals submitted in response to this RFP must include a cover letter signed by the person authorized to issue the proposal on behalf of the Proposer, and the following information, in the sections and order indicated:

Tab 1 - Cover Letter, Table of Contents, Introduction/Executive Summary

Tab 2 – Scope of Work. Responses should be organized into sections A-H as described in the Scope of Work section below. This must be no longer than 40 pages in length.

Proposals must be submitted with a minimum 11 point font size.

### **3. PROJECT SCOPE**

The City desires to engage one or two qualified firms or joint ventures to provide services for implementing, operating, and maintaining a highly successful and financially self-sustaining automated self-service bicycle sharing system. The bicycle sharing system may consist of “docked” bicycles, “dockless” bicycles, or some combination of the two. The City anticipates entering into contract negotiations with the two highest scoring Proposers, with the intent to foster competition between the two providers to provide a high level of service to city residents and visitors. However, the City may consider entering into contract negotiations with only the single highest-scoring Proposer if any of the following conditions are met:

- The City determines, based on a review of the proposals, that the highest scoring Proposer has demonstrated an ability to exceed the minimum expectations established in the document *Saint Paul Bike Share Additional Terms*, and that exceeding those expectations is dependent on being the only permitted bike share vendor.
- The City determines, based on a review of the proposals, that the systems proposed by the top two highest scoring Proposers are sufficiently different that they would not effectively compete with each other.
- The City determines, based on a review of the proposals, that the bike sharing user experience will benefit from having a single bike share vendor.
- The City determines, based on a review of the proposals, that the City’s equity goals will be substantially more likely to be achieved from having a single bike share vendor.
- The City determines, based on a review of the proposals, that the top two highest scoring proposals are sufficiently in conflict with each other that the two proposed systems can not coexist in the city at the same time without causing unnecessary confusion or complexity.

The final number of vendors with whom the City will enter into final contracts for services with will be determined after a review of the proposals received.

The City has outlined baseline requirements for all bike sharing companies in a document titled *Saint Paul Bike Share Additional Terms*, which is attached to this RFP as a reference, and is subject to change at the sole discretion of the City. Proposers are advised to keep the baseline requirements in mind while responding to this RFP.

The City will select one or two vendors based on responses to this RFP who will be awarded the opportunity to negotiate contracts for an initial term of two (2) years, with the option to renew for three (3) additional 12 month terms, to be exercised at the sole discretion of the City.

Proposals must provide the following information:

A. Vendor Description and Qualifications

- a. Describe your core values and company mission. Describe why you are interested in providing a bike sharing service in Saint Paul.
- b. Describe your organization's history and origins.
- c. Describe your relevant experience and expertise, including experience in developing, implementing, and/or maintaining a program with similar scope and impact. List the cities in which you operate, the number of bikes and size of area covered in each city, and how long the services have been in operation.
- d. Describe the organizational structure of your company including number of employees globally and in the U.S.
- e. Describe the number of temporary, permanent, part-time, full-time, or seasonal employees you will have in Saint Paul and their roles in the organizational structure. Describe if you will use any subcontractors and what their role will be.
- f. Describe the qualifications and experience of key personnel in Saint Paul.
- g. Describe employment and hiring goals, particularly efforts to hire residents of Saint Paul using an equity lens.

B. Implementation and Operations Plan

- a. Describe the proposed timeline for implementation of a bike share system.
- b. Describe your plan to introduce bikes, including initial bike quantities, locations, and expansion plans.
- c. Describe how you will ensure equitable geographic distribution of bikes across all parts of the city with a focus on "neighborhood centers" as defined in the City's [Comprehensive Plan](#) as well as along Fixed Guideway Station Areas for existing and planned transitways.
- d. Describe how you will rebalance bicycles to meet the demands of daily and event travel patterns. Describe how your rebalancing efforts will minimize vehicle trips and impacts on right-of-way.
- e. Describe your plan to enable customers to interface with bike share systems in other municipalities, where applicable, or with other bike share vendors in Saint Paul.
- f. Describe your plan for bike share during winter months.
- g. Describe proprietary technologies you will use to manage the program.
- h. Describe any aspects of your implementation and operations plan that will vary based on the number of bike share vendors within Saint Paul.

C. Product Specifications, Maintenance and Security Plans

- a. Describe the types of bikes proposed to be used in the program, including manufacturing specifications, safety, and condition.

- b. Describe the safety features of the bikes, including plan to meet state statutes regarding lighting and reflectivity.
- c. Describe your plan to include bikes that would:
  - i. appeal to consumer preferences (general preference for lighter, faster bike)
  - ii. accommodate riders of different sizes or abilities (smaller riders, children).
  - iii. make cycling possible for more people (adaptive bicycles, bikes for disabled populations)
  - iv. respond to weather or surface conditions (winter bicycles, off-road bicycles)
- d. Describe your plan to introduce electric bikes, including quantities of electric bikes and approach to charging batteries.
- e. Describe your approach to bike maintenance, including frequency, schedule, and the ability for users to report maintenance issues.
- f. Describe how you will prevent damage to bikes and rental stations (if applicable)
- g. Describe how you will prevent bicycles from causing damage to public or private property.
- h. Describe your plan to monitor bike condition and loss prevention.

#### D. Parking and Right of Way Management

- a. Describe your plan detailing the typical size and configuration of installations in the public right-of-way (if applicable). Describe any equipment (e.g. docks, bicycle racks, signage, bollards, fencing, painting) to be installed in the right of way to establish optimal parking locations and density.
- b. Describe your approach to determining needed parking capacity, and how you will analyze existing public rights-of-way to determine if needed parking capacity exists. How will you determine if there are areas of the city where additional parking capacity is needed?
- c. Describe your commitment to helping the City establish new bike parking areas by funding installation of bike racks, or installation and management of in-street bike corrals as necessary to meet demand.
- d. Describe any technology proposed within the bikes, the mobile application, or the public right-of-way to assist users in finding appropriate parking locations and available bicycles. Describe your approach to geofencing, if used.
- e. Describe how you will work with public and private entities to establish parking areas outside the public right-of-way, particularly Saint Paul Public Schools, Colleges and Universities, shopping centers, etc.

- f. Describe how you will detect and address bikes parked in prohibited locations as described in the document *Saint Paul Bike Share Additional Terms*, in locations prohibited by these requirements, or locations outside of the designated service area.
- g. Describe how you will detect and address bikes that have fallen over while parked.
- h. Describe how you will reimburse Public Works or other City Departments for relocation of bikes as described in the document *Saint Paul Bike Share Additional Terms*.
- i. Describe how you will encourage proper bike parking. Describe strategies for education and awareness, incentives, and penalties.
- j. Describe how you will ensure that spaces where bikes are parked are kept orderly, clean, and free of litter. If the bikes have baskets, include a description of strategies for keeping baskets free of litter.
- k. Describe how you will coordinate with other bike share vendors within Saint Paul to reduce right-of-way impacts.
- l. Describe your staffing capacity for addressing improperly parked bikes.
- m. Describe the communication platforms that will be used to allow the City, bike share users, property owners, or others to report improperly parked bikes.
- n. Describe your winter bike parking strategies, including snow clearance.

#### E. User Experience

- a. Describe the technology used in the security/lock mechanisms.
- b. Describe the procedures for renting and returning bikes.
- c. Describe the proposed hours of operations. Will the system operate year round?
- d. Describe the types of customer services offered and procedures.
- e. Describe how you will provide user information in multiple languages, including English, Spanish, Hmong, Somali, etc.
- f. Describe how you will inform and educate users on pricing and fee structures.
- g. Describe your proposed user interface integration with local transit and/or parking interfaces, mobile payment apps, and other transportation apps.
- h. Describe any aspect of your User Experience plans that will vary based on the number of bike share vendors within Saint Paul.

#### F. Marketing and Communications Plan

- a. Describe your marketing plan, including information on how residents and visitors can learn about how to use the program.
- b. Describe your target market(s).

- c. Describe how you will educate the public on how and where bicycles must be parked.
- d. Describe how you will educate the public on how to ride safely and predictably and of applicable traffic laws and ordinances.
- e. Describe how you will serve and promote ridership in low-income communities, communities of color, and in neighborhoods where bicycle usage has historically been low.
- f. Describe how you will provide marketing and outreach materials in multiple languages, including English, Spanish, Hmong, Somali, etc.
- g. Describe how you will help low-income populations or non-English speaking populations understand payment options or discount programs.
- h. Describe how you will ensure the system is available for use by populations without smartphones or credit cards.
- i. Describe how you will work with the Saint Paul Transportation Management Organization (TLC/SmartTrips) to help achieve transportation goals.
- j. Describe how you will increase ridership each year, including any efforts regarding transit card connectivity, balancing efforts, ride discounts.
- k. Describe how you will support local bicycle or transportation advocacy efforts and organizations.
- l. Describe any aspects of your Marketing and Communications plan that will vary based on the number of bike share vendors within Saint Paul.

#### G. Funding and Pricing Plan

- a. Describe your sources of capital and financial capacity to deliver your proposed plan and respond to unexpected challenges.
- b. Describe your pricing philosophy, fee structure, membership or incentives programs, and capacity to implement incentives or dynamic pricing (based on trip beginning/ending location and/or time).
- c. Describe your plan for branding and/or sponsorship recognition on bikes and/or stations as applicable.
- d. Describe your approach to facility sponsorship in the public ROW, on the bikes, as well as within the mobile application, website, or other electronic means. All installations in the public ROW must comply with Section 64.422 of the City's Code of Ordinances.
- e. Describe any aspects of your Funding and Pricing plan that will vary based on the number of bike share vendors within Saint Paul.

#### H. Technology and Data Plan



- a. Describe your plan to share data with the City. What formats, tools, and services will you provide for City staff to access data, receive reports, and access archives.
- b. Describe your plan to publish data to the general public. What formats, tools, and services will you provide for the public to access data, receive reports, and access data archives.
- c. Identify the tools and resources that you will use to produce regular reports for the City.
- d. If you provide services in neighboring or adjacent cities, explain how your metrics and reporting will identify initiatives and requirements that are specific to Saint Paul.
- e. Describe the digital capabilities of the bicycles and system. Address topics such as: sensors, GPS accuracy, digital displays, wireless communication radios, and other digital features of the bicycles.
- f. Describe your methods for defining geofenced areas if this is applicable to your service model.
- g. Describe the process by which user routes will be traced. If tracing is created from interval-based XY points, what will the timing intervals be, and how will you ensure that interpolated lines are accurate to within 3 meters per the requirements for spatial data accuracy?
- h. Mobile apps and web tools that require login should be supplied with a demo login account and instructions to download or web URLs to access.

#### I. Consumer Protection Plan

- a. Describe the types of data you would collect, and how you store the data. Include mention of all third-party systems that would come in contact with customers' personally identifiable information.
- b. Describe your procedures for anonymizing data for distribution to the City and to the general public.
- c. Discuss your systems and data security practices. Specify what technical protocols and data standards will be used to ensure customer data privacy and security.
- d. Describe internal procedures for maintaining secure access to minimum-necessary staff.
- e. Identify all third-parties that will receive customers' personally identifiable information and the reason(s) why and frequency for each.

#### 4. RFP AND PROJECT TIMELINE

The City intends to introduce a bike sharing system in the Summer of 2018. A tentative project timeline is as follows:

Proposals due: ..... May 8, 2018  
Initial City Review is Complete: ..... May 22, 2018  
Interviews complete: ..... May 29, 2018  
Final Selection of Vendors Invited to Negotiate Final Contracts: ..... June 15, 2018  
System implementation..... July 2018

#### 5. PROPOSAL EVALUATION CRITERIA

The City will score each complete proposal received based on the following criteria. Proposals may be scored by City staff from various departments or community members.

Following an initial scoring of the proposals, the City reserves the right to request additional clarification or information from any of the proposers.

The City may invite, but will not require, select vendors to provide an example of the bicycle product(s) proposed for use in the city for the purpose of gaining first-hand experience with the products and aid in scoring the proposal. Following the evaluation, the bicycle will be returned to the vendor. All costs associated with packaging, shipping, or delivering the bicycle will be paid by the vendor. Vendors are encouraged to provide means for proposal reviewers to experience any mobile apps proposed for use as well to aid in reviewing the user experience.

The City may invite no more than four vendors to participate in in-person interviews. The number of vendors invited to participate in interviews will be determined at the City's sole discretion.

Following the interview process, the City may invite one or more vendors to negotiate final contracts.

Criteria	Points
Vendor Description and Qualifications	100
Implementation and Operations Plan	300
Product Specifications, Maintenance and Security Plans	100
Parking and Right of Way Management	300

User Experience	100
Marketing and Communications Plan	100
Funding and Pricing Plan	100
Technology and Data Plan, Consumer Protection Plan	100
<b>Subtotal</b>	<b>1200</b>
Interview	50
<b>Total</b>	<b>1250</b>

## 6. PUBLIC INFORMATION

Data submitted by a business to the City in response to a Request for Proposals are private or nonpublic until the responses are opened. Once the responses are opened, the name of the responder is read and becomes public. All other data in a responder's response to a Request for Proposals are private or nonpublic data until completion of the evaluation process.

"Completion of the evaluation process" means that the City has completed negotiating the contract with the selected vendor. After the City has completed the evaluation process, all remaining data submitted by all responders are public with the exception of trade secret data as defined and classified in Minn. Stat. § 13.37. A statement by a responder that submitted data are copyrighted or otherwise protected does not prevent public access to the data contained in the response. Proposals submitted in response to an RFP become the property of the City and will not be returned.

If all responses to a Request for Proposals are rejected prior to the completion of the evaluation process, all data, other than that made public at the response opening, remain private or nonpublic until a re-issuance of the Request for Proposals results in completion of the evaluation process or a determination is made to abandon the purchase. If the rejection occurs after the completion of the evaluation process, the data remains public. If a re-issuance of an RFP does not occur within one year of the proposal opening date, the remaining data become public.