

**City of Sandusky Bike Sharing**

REQUEST FOR PROPOSALS FOR A BIKE SHARE PROGRAM/OPERATOR IN THE CITY OF SANDUSKY, OH

Submittal Deadline: Monday, April 15, 2019



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## Section I - Introduction

The City of Sandusky, Ohio and Lake Erie Shores and Islands Visitors Bureau aims to enhance the community and visitor environment by providing an affordable, efficient, environmentally-friendly dockless bike share program that complements the existing public transportation system and provides residents and visitors a healthy, convenient way to move around the city.

The City of Sandusky, Department of Planning is interested in working with a reputable company to establish a bike share system in its downtown and surrounding neighborhoods, nearby neighborhoods that have access to the soon to be completed Sandusky Bay Pathway, and at major parks or other significant locations creating a transportation amenity for both its residents and visitors. The ideal system would feature a fleet of shared bicycles that may be rented from locations and returned to another, providing a specific transportation alternative to motor vehicle trips for the nearly 25,000 residents, in addition to the thousands of employees and students on Cedar Points employee campus, as well as, being available in key locations to also serve the millions of annual visitors to the city.

The City of Sandusky recognizes that a bicycle-friendly community offers a higher quality of life, an alternative mode of transportation that integrates well with natural landmarks for the city's visitors, a cleaner environment and contributes to regional efforts for mobility and would directly benefit those households that do not own an automobile. The City of Sandusky as part of the Shores and Islands Region, is home to a rapidly growing and enthusiastic cycling community, and is working within the framework developed for an innovative bike plan for Sandusky, extended Sandusky Bay Pathway, and adjacent townships and cities that will help Sandusky become a city where cyclists, both invited visitors and residents alike, feel not only comfortable and safe but excited.

The City of Sandusky and Lake Erie Shores and Islands Visitors Bureau is seeking an Operator to provide a system of 30-100 bicycles for a program that can be tied into a wider Shores and Islands regional system at a later date. Ideally this operator would provide the system at little cost to the City of Sandusky, and partners, but work with the city on allowing the operator to utilize right-of-way to provide the service.

This RFP serves as a solicitation for an operator of a bike share system, and the operator would also service the bicycles. This operator would provide the service at little to no cost to the City of Sandusky, and partners, but work with the city on allowing the operator to utilize right-of-way to provide the service. The proposed system should also include some level of technology integration and membership sharing.

To that end, the City of Sandusky is seeking a bike share Operator that has experience in the field, an understanding of local bike culture, has operated a similar type of system or systems, and has the ability to display knowledge of the Shores and Islands Region.

## Section II - Purpose

The City of Sandusky, Ohio and Lake Erie Shores and Islands Visitors Bureau is seeking a development proposal for establishing a bike share program that can provide residents and visitors a healthy, convenient way to move around the city and that is complementary to the existing public transportation system.

The City of Sandusky is located at the center of the Sandusky Bay Pathway, on the shores of the Sandusky Bay and Lake Erie. The city encompasses approximately 9.73 square miles, of which there are approximately 311 acres of parks and recreation facilities.

The City Parks System includes a variety of recreation facilities, open space and trails. While the majority of the parks in the city system are considered neighborhood or playground parks, there are also three large parks such as Jaycee Park, along with three notable waterfront parks, Lions Park, Kiwanis Park and the soon to be constructed Landing Park, each offering a unique experience along the Sandusky Bay Waterfront. While all are different, together they offer a plethora of recreational opportunities and extensive programming. In addition to an extensive system of parks and green space, the City also enjoys a comprehensive network of bicycle and pedestrian friendly streets.

The City of Sandusky is experiencing a dramatic rebound with the recent focus surround the city's bicentennial year of 2018, making significant progress on major development goals particularly in the downtown and in the waterfront districts where the Sandusky Bay Pathway has become a high priority along with waterfront access. This trail will ideally be a multi-use trail system that encompasses all of the shoreline and extends to adjacent municipalities.

The City is implementing multiple projects for new and expanded trails and proposals for networking of those trails. Resulting in a city well on its way to fulfilling another of its development goals, that of developing a city-wide trail system that improves connectivity and mobility between not only the parks, but also between neighborhoods, services and the waterfront. Bike sharing is another element in how this becomes more impactful for people.

### Section III - Goods Provided and Services

The successful proposal / is for an Operator able to establish a public bicycle sharing ("bike share") system including all applicable hardware, software, bicycles and stations (collectively, the "System") for the city that also achieve, minimally, the goals stated in this RFP.

The primary goal is to provide a balanced Bike Share System that will require minimal re-distribution and that will offer a viable alternative transportation option.

The proposed System must be available for residents, workers and visitors in downtown, Cedar Fair employees located in dormitories, and other adjacent neighborhoods. The proposed System will operate: 24hours daily; from the beginning of April or May; with a targeted program launch in the Summer 2019.

The envisioned first phase of the proposed System will be begin operations with approximately 30 — 100 bikes. If racks are required at stations they must be provided by the operator. The racks will likely have between 5 to 20 different locations throughout the area. Bikes must have the ability to lock to accompanying infrastructure, and should also be able to lock to already existing infrastructure (if available). Ability of further expansion within the Shores and Islands region would be a long term goal of this program.

The coverage area of the System will be centered in downtown Sandusky, and extend outward towards adjacent Neighborhoods and especially downtown adjacent neighborhoods such as the Garden District where Firelands Regional Medical Center exists, and the Cedar Point employee housing area.

Financial commitment is required by the (prospective) Operator in purchasing equipment. If awarded contract. A legal agreement between the (prospective) Operator and the City will be required for a period of not less than 4 years, spanning operations from 2019 to 2023 (or similar period).

A. The prospective Operator should describe the specifics of the bicycle proposed for the System. Please acknowledge the following preferences for the physical bicycle hardware:

- Bicycles shall be manufactured in adherence to statewide laws and regulations
- Bicycles shall have multiple speed options
- Bicycles shall be GPS enabled for tracking of trips and other data collection
- Bicycles shall be able to be locked to public bicycle racks and bike share racks
- Bicycles shall be uniform in nature and be of the same model
- Initial bicycle deployment must total 30-100
- Bicycles shall be marked consistently
- Bicycles shall be new and unused
- Bicycles shall be one-size-fits most design (5' - 6'2"+) with an adjustable seat. Seat post shall be marked for various heights as a guide for the user. The user shall not be able to remove the seat from the frame

B. The prospective Operator should fully describe the management software used to operate the bikeshare system and its particular benefits. Please acknowledge the following preferences when describing the bike share management software:

- Software shall have ability to control/disable entire system, individual stations, and bikes from a remote location
  - Software shall have data security for financial data, addresses and other confidential information
  - Software shall have the ability for users to read and accept liability waivers
  - Software shall have the capacity to issue reports to maintenance crews
  - Software app shall have the ability to push notifications to users of events, closings, newsletters, and operation issues
  - Software shall have the ability to adjust pricing for check-out and usage by day
  - Software shall have the ability to collect physical addresses, email addresses, phone numbers, etc. so users can sign up for newsletters delivered electronically
  - Software shall allow users to purchase daily, weekly, monthly and annual memberships
  - Software shall have the ability to generate detailed reports by date/month/year
  - Software shall have the ability to integrate with other systems in the Region. This could be using similar software, sharing memberships, or easy integration
  - Software shall have the ability to generate statistics about mileage
  - Software shall have the ability perform monthly, weekly and daily billing
  - Software shall have the ability to allocate credits and promotional codes for discounts
  - Software shall be able to integrate with transit and other transportation options
  - Software shall allow users to login and update contact info and payment options
  - Software shall allow for non-credit/debit card payments
- Website shall allow users to be able to auto-renew memberships or passes

C. The prospective Operator should describe their docking stations (if necessary), hubs, and/or kiosk (if necessary) options. Please acknowledge the following preferences when describing these:

- Docking station(s) and racks shall be of the smallest possible footprint. It is preferred that docking station(s) not be permanent in nature
- Docking station(s) and racks if necessary shall have options for AC or solar power, bolted or nonbolted base and single or double-sided configuration
- Docking station(s) and racks must have a user interface that allows for reservations, payments, and membership options
- Docking station(s) and racks must allow the user to report maintenance issues
- Docking station(s) and racks must be new and uniform in nature. Stations shall be marked consistently and be of the uniform model
- Docking station(s) and racks must be customizable to support multiple language options
- Docking stations(s) and racks must allow customization for name and logo of sponsors on kiosk, map display and/or docks
- Docking stations(s) and racks shall be constructed of tamper, theft, and vandalism resistant, all-weather materials

D. The prospective Operator should describe the additional administrative and/or business development options of the proposed System. Please acknowledge the following preferences when describing these:

- Online presence for signup and login to a personal 'user portal'
- Mobile application shall be provided on both Android and iPhone platforms
- Number of years' experience operating bike share systems
- Has an ability to work closely or partner with other regional bike sharing organizations
- Experience with securing financial sponsorships

E. The prospective Operator should indicate a product development timeline for new features and innovations with the product.

- If any.

#### Section IV - Information from Operators

Proposals will be prepared simply and economically, providing a straightforward, concise description of capabilities to satisfy the requirements of the RFP. The prospective Operator shall provide Proposals formatted in such a way to address each of the specifications for the proposed System in a line by line, by section manner, and must also include the following information:

- A brief history of the Operator and its experience, qualifications and success in providing the type of products and services requested. Emphasis should be placed on the specific qualifications of the persons who are providing the information and who have experiences with the types of services and the Operator's ability to manage these types of services.
- Principal Contact Information
- A detailed description and the full specifications of the product/equipment proposed. Each Operator will indicate in its proposal the Operator's ability to achieve/comply with each specification detailed herein. Alternatively, in the event that the Operator wishes to propose an alternate specification that, in any way, differs from the specifications, the prospective Operator will detail the proposed change(s) and how the proposed change would compare to the listed specification.
- Provide a detailed timeline from notice to completion of the System
- Provide budget of purchasing items (The Operator's proposed price/fee for providing the Goods and Services, to include shipping charges)
- Information on the warranty associated with all products the Operator is proposing and any extended warranty (include the price) that might be available
- Provide references for any sub-contractors.
- Provide whether Operator is able to provide e-scooter sharing as well.

## Section V - Contents of Proposal

With respect to the Goods Provided and Services, the City of Sandusky requests that the prospective Operator provide the following additional information regarding their proposed System. Please address each bullet in the response clearly:

1. Describe the scope of initial implementation including number of bicycles and recommended placement and number of stations and footprint dimensions (if applicable)
2. Describe the proposed infrastructure and technology of the System
3. Provide a detailed description of the bicycles to be used, including manufacturing origin. Include information on any related hardware needed to operate and/or maintain the bicycles. Description shall include information regarding the gearing, suspension, seat, branding, any onboard technology, and all other amenities (i.e. basket, bell, locks)
4. Describe the System modularity and expansion capability for stations (if applicable), bicycles, and technology
5. Describe any bicycle redistribution protocols, hardware and software for maintenance protocols
6. Describe staff hired, local presence and winter storage
7. Provide examples of at least 5 other bike share Systems using GPS enabled technology on the selected bike, and for how long they have been using the technology
8. Provide a detailed description of how the System will function from a user's perspective. This shall include those seeking annual membership and those only needing a short-term membership (day, week, month). Describe the experience from the perspective of someone walking up to a bike and accessing the system online
9. Provide recommended pricing for membership levels and reservations based on the size of the system and population of the proposed service area
10. Provide recommendations on what equipment and level of staffing would be required to sustain the System
11. Provide examples of transit and ride sharing partnerships
12. Describe experience with similar type bike share Systems operated
13. Describe any safety recommendations, communication, or initiatives that would be included in this System
14. Describe all reporting features available to the City (i.e. system utilization, bike distribution, customer feedback, membership levels)

15. Describe how the proposed System will integrate with other future regional systems
16. Provide any power requirements and any proposed use of solar power
17. Provide documentation affirming compliance with all Payment Card Industry Data Security Standards ("PCI-DSS")
18. Describe any information (i.e. safety, wayfinding) to be placed on bicycle and/or at docking stations (if applicable)
19. Describe what types of marketing assistance will be provided
20. Describe all mobile applications available for the system
21. Describe what types of websites will be provided, if any. Include what services will be provided (i.e. membership sign-ups, safety recommendations, system map, etc.)
22. Describe what type of customer service support will be provided
23. Describe the Operator's approach to station permitting and installation on public right-of-way and private property
24. Provide examples, if any, of dockless ebikes for bike share that are currently being used or could be used in this system
25. Provide an estimated implementation timeframe from the time an award would be issued
26. Describe warranty parameters of the System and/or System components
27. Provide cost of purchase of the system (if applicable) with some options when it comes to kiosk, bike type and racks
28. Provide an example of custom rack/bike
29. Provide information for funding of the system and operations

## Section VI - Required Written Responses

Clear and effective representations are always preferred. Content and completeness are important. Elaborate, decorative or extraneous materials are strongly discouraged. The proposal shall address the Respondent's qualifications and any sub-consultants on your team.

Please provide these itemized responses clearly per bulleted request in Sections III, IV, V. After successfully addressing the item, please skip a page and address the next item.

Eg 1: ● Software shall have the capacity to issue reports to maintenance crews

We the Operator can issue reports to maintenance crews.

Eg 2: ● Provide examples of at least 5 other Systems using GPS enabled technology on the selected bike, and for how long they have been using the technology.

We the Operator do not have at least 5 other Systems using GPS enabled technology. We currently have 2 systems. System 1 is XYZ. Contact information is..... System 2 is and contract information is.....

## Section VII - Background Information Available

For more background information and detail analysis regarding the City of Sandusky, please review the City of Sandusky website at [ci.sandusky.oh.us](http://ci.sandusky.oh.us) or contact Greg Voltz via email at [gvoltz@ci.sandusky.oh.us](mailto:gvoltz@ci.sandusky.oh.us) or call 419-627-5973.

## Section VIII - SUBMISSION INSTRUCTIONS

A. SUBMISSION OF PROPOSALS RFP respondents are required to submit 2 copies of their proposal. The proposal must contain the information requested in the submission requirements. Proposals must be submitted and received on or before 12:00 pm, April 15, 2019 by mail, email, or hand delivered. All copies of the proposal shall be delivered: The City of Sandusky Planning Department c/o Greg Voltz –City of Sandusky, Ohio 44870

B. LATE SUBMISSIONS Submissions received after the date and time prescribed will not be considered.

C. REVIEW All complete proposals shall be reviewed by the Selection Committee and if there is a selection of a preferred operator, they will be recommended to City Commission for approval.

D. RIGHT OF REJECTION The Selection Committee reserves the right to reject any or all proposals in whole or in part. Proposal rejection is at the sole discretion of the City Administration and shall not incur any direct or indirect financial exposure to the City of Sandusky for the costs incurred. All respondents to be considered a viable service provider and operator must submit the items previously described herein. Failure to place relevant information in the structure outlined in the RFP shall be deemed non-responsive. Additional information regarding the proposal requirements can be obtained from the Planning Department Office. Questions should be directed to:

Greg Voltz

Planner

[gvoltz@ci.sandusky.oh.us](mailto:gvoltz@ci.sandusky.oh.us)

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Section IX - Evaluations and Scoring

Item # The Respondent's written responses shall be appropriately headed with the Item number —in order, to facilitate evaluation. Attach separate sheets and return them with and as a part of your RFP response.	Maximum Available Raw Score per Item
1. Goods Provided and Services: Describe how the Operator will try to meet each of the bulleted specifications Detailed in Section III. If there are specifications that the Operator will not be able to meet, please provide an explanation or an alternative that would substitute for the specification.	40
2. Technical Requirements: Describe how the Operator will meet each of the bulleted specifications detailed in Section IV. If there are specifications that the Operator will not be able to meet, please provide an explanation or an alternative that would substitute for the specification.	25
3. Pricing: Provide a detailed description of the proposed system based on the specifications in the Section V. Include itemized pricing for each component of the system. Provide information on discounts available for volume purchases and/or System expansion. Pricing information shall also contain ongoing expenses such as software licensing, System maintenance, warranty, etc.	10
4. Project Management and Operator: Describe the operation of the system. Include staffing and office. Describe, if any, relationships to the region. Identify by name and title the specific skills of the person or persons who would be assigned to oversee the management of the contract with the City. Describe how this person would interact with the City.	20
5. References: Provide a list of at least three (3) clients for whom you have performed similar work in the last 3 years for GPS enabled bike sharing. Provide a description of the projects, their size (number of bikes and stations) and the name, address and phone number of a person who can be contacted regarding your Operator's performance on the project. . The same standard of references shall be applied to any subcontractors included in this proposal.	5
Total Possible Points:	100