



City of Rochester, NY
Lovely A. Warren, Mayor

Request for Proposal for:

ROCHESTER PUBLIC BIKESHARE SYSTEM

**City of Rochester, New York
Department of Environmental Services
Bureau of Architecture and Engineering Services**

**James R. McIntosh, P.E.
City Engineer**

July 11, 2016

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1.0 GENERAL INFORMATION

Project Title and Location

Title: Rochester Public Bikeshare System

Location: The project is envisioned for phased implementation across the entire City of Rochester and eventually extending beyond the City limits, if and where feasible. It is anticipated that the initial phase(s) of implementation will be focused on the Center City (Downtown) area and adjacent neighborhoods.

RFP Schedule and Delivery Information

Submit the bound original and four (4) bound copies of the proposal by:

4:00 P.M. on Wednesday, August 3, 2016 to the following:

James R. McIntosh, P.E. – City Engineer
Bureau of Architectural & Engineering Services
City of Rochester
City Hall, 30 Church Street, Room 300B
Rochester, N.Y. 14614

Inquiries and Project Management

For project related inquiries please contact the Project Manager at:

Erik Frisch, Transportation Specialist
Bureau of Architectural & Engineering Services
City of Rochester
City Hall, 30 Church Street, Room 300B
Rochester, N.Y. 14614
(585) 428-6709
frische@cityofrochester.gov

All questions must be submitted in writing via email to Erik Frisch no later than 4:00 PM EST on July 21, 2016. Questions received after this date will not be answered.

For an electronic version of this proposal please go to the following web site:
<http://www.cityofrochester.gov/bidandrfp/>

2.0 BACKGROUND

The City of Rochester is seeking proposals from qualified companies, organizations, vendors, or other entities to design, build, operate, maintain, manage, and market a modern bikeshare system through a network of publicly-accessible bicycles located throughout the city. Ideally, this system would enable the public to access shared bicycles from a station located in the public right-of-way or on public or publicly-accessible private property, and return them to another station as an extension of the public transportation system and as a new mobility option for residents and visitors to our city. The system is anticipated to be available to the public 24-hours per day, 7 days per week at least initially on a seasonal basis (April to November), with potential to extend to year-round service if demand warrants. The system would be expanded in phases, with the first phase focused on Center City (Downtown) and surrounding neighborhoods.

Rochester is a densely-developed historic urban center in the Genesee-Finger Lakes Region of New York State, with a current population of over 210,000 residents (over 6,100 persons per square mile). Rochester's Downtown area is currently experiencing a wave of investment, with new or repurposed buildings adding thousands of new residents, office space, and retail/restaurant ventures. The City is located where Lake Ontario, the Genesee River, and the Erie Canal meet. The waterways that gave rise to our city and its industrial heritage now afford residents and visitors ample recreational opportunities that help make our community well known for healthy living and a high quality of life. Bicycles are a primary means of transportation for many in our city and represent a fast-growing transportation choice for residents and visitors. As a largely flat, dense, mixed-use community, the bicycle is an efficient, healthy, viable transportation mode. As evidenced by considerable investment in recent years, Rochester is committed to being widely recognized as a bicycle-friendly city. There are now more than 60 lane miles of on-street bicycle facilities within the City limits, as well as roughly 40 miles of multi-use trails. Upwards of 30 additional lane miles of on-street bicycle facilities will be added in 2016, with roughly 150 more lane miles in various stages of planning and design.

Bikeshare programs are fast becoming an expected mobility option in American cities, complementing other mobility options, resulting in reduced car usage, increased rates of transit use, lower parking demand, increased sales for local small businesses, and improved public health, among other positive outcomes. In Rochester, bike sharing will address first-mile/last-mile concerns related to public transportation, reduce unnecessary car traffic in congested areas, draw more visitors to the city, and help visitors travel between attractions.

According to the Genesee Transportation Council's *Rochester Area Bike Sharing Program Study* (2015), see Appendix A, the Rochester area can support phased implementation of a 100-station, 1,000-bike system, with the first phase representing a 25-station, 250-bike system focused primarily on the downtown area as well as adjacent neighborhoods. The City seeks to follow a phased implementation of bike sharing in a manner generally consistent with this approach.

3.0 PROJECT DESCRIPTION

This project must result in a self-sufficient, independently operated system requiring no City capital or operating expenses, beyond voluntary sponsorship of a station or stations that facilitate City business. The system must be sustained by sponsorship, advertising, and membership revenues. In addition, the City is focused on achieving the following objectives through establishment of the Rochester Public Bikeshare System:

- Provide a new, affordable mobility option for residents and visitors of all income levels;
- Support economic growth throughout the City of Rochester by generating increased retail sales for small businesses and serving as a distinguishing feature to attract and retain jobs and investment;
- Create an attraction that adds to the city's ongoing revitalization;
- Enhance the visitor experience of the city;
- Encourage a greater share of trips to be taken by means other than a private vehicle;
- Promote bicycling as a safe, efficient mode of transportation for all trip purposes;
- Enhance air quality by reducing greenhouse gas emissions; and,
- Provide a high quality user experience that attracts and retains long-term members and sponsors.

Guiding principles for the Rochester Public Bikeshare System include:

- Term: Contract commitment to own and operate the bikeshare system for a minimum two to three year period (with the potential for renewal), with an initial launch date as early as fall 2016 and no later than spring 2017.
- Location: Bikeshare stations located primarily in the public right-of-way as well as on public property and publicly-accessible private property, in coordination with the City and station/system sponsors.
- Maintenance: The bikeshare bicycles and stations will be maintained to a high standard of function and cleanliness. The Vendor will be solely responsible for maintenance of the stations, the bicycles, technology, locking systems, advertising, and any other elements of the bikeshare system.
- Customer Service: The Vendor will offer a high level of customer service to attract and retain users, including timely response to complaints and requests for repair, membership questions or concerns, and other issues relevant to safe and efficient use of the System.
- Consistent with Previous Planning: The Vendor will incorporate the recommendations of the Genesee Transportation Council's *Rochester Area Bike Sharing Program Study* (2015), especially with respect to system phasing and station spacing.

- Financial Self-Sufficiency: The Vendor will be financially self-sufficient and be funded through sponsorships, advertising, and membership revenues from the Bikeshare.
- Data Sharing: Data pertaining to Bikeshare usage and performance will be shared with the City. Examples of potential data points include: number of registered users, number of trips taken, trip purpose, origin/destination, routes used, availability of bikes at stations, membership demographics, etc.
- Liability and Insurance: The Contractor will be liable for, and shall indemnify, defend and hold the City, its officers, agents, and employees harmless from, any and all claims or damages to persons or property by reason of the design, installation, operation, maintenance or promotion of the System. The Contractor will be required to procure and maintain, at its sole cost and expense, the following types of insurance from an insurance company acceptable to the City: a. Commercial General Liability Insurance in the amount of three million dollars (\$3,000,000) aggregate and one million dollars (\$1,000,000) per occurrence in the Company's name, and naming the City, its officers, agents and employees as an additional insured thereunder, and endorsed to cover the liability assumed by the Company; b. Workers' Compensation Insurance in accordance with applicable New York State law; c. Employers' Liability Insurance in accordance with applicable New York State law; and d. Automobile Liability Insurance in the amount of three million dollars (\$3,000,000) aggregate and one million dollars (\$1,000,000) per occurrence and naming the City, its officers, agents, and employees as an additional insured. Policies specified in a., b. and d. above shall name the City as an "additional insured" and shall contain a provision that such policy cannot be amended or terminated without fifteen (15) days prior written notice to the City.
- Approvals: The Vendor is required to obtain written approval from the City in advance of any agreements with sponsors, marketers, or other entities. The Vendor is also required to obtain advanced written approval for the location and specifications for each bikeshare station within the City.
- Installation: The Vendor is solely responsible for installation of the bike stations and bikeshare system. The Vendor must comply with all applicable laws and regulations, including proper permitting. Where fees are required and cannot be waived, the Vendor is responsible for such costs. Installation of the bikeshare system and equipment shall not cause unnecessary damage to City property. If such damage occurs, the Vendor is solely responsible for its repair subject to approval by the City Engineer. The Vendor is required to remove any stations that interfere with construction, public utilities, repairs, maintenance, public improvements, or where the City deems the structure inappropriate at a particular location.

4.0 DRAFT SCOPE OF SERVICES

The City seeks to engage a qualified Vendor to implement and operate a modern, automated, demand-responsive bikeshare system. As in other systems, the Rochester Public Bikeshare Program will utilize Information Technology (e.g., hardware, software, mobile applications, etc.) to operate a fleet of shared bicycles that may be rented from publicly-accessible bikeshare stations and returned to another such station, in order to provide a new, attractive mobility option that reduces vehicular travel and parking demand on congested city streets. Vendors responding to this RFP should demonstrate a successful experience with implementation of such a system in mid-sized cities.

Basic Requirements

Scope:

The Vendor should submit a proposal to provide a modern bikeshare system consisting of up to 25 stations and/or 250 bicycles in a first phase, to be implemented as soon as fall 2016 and no later than spring 2017. The bikeshare system will be developed, installed, owned, operated, and maintained by the owner/operator and should require little to no financial participation from the City. The City will preferably have no day-to-day involvement in system maintenance and operations beyond initial planning, permitting, promotion, and potential station sponsorship(s).

Access & Membership:

The system should be designed to allow bicycles to be removed from self-service stations by users. The ability to register, pay, and execute a membership agreement online or via a mobile application, or at the station itself, is required. Upon registration, the member should be able to immediately access a bicycle at any station. The system should accommodate varying membership options (e.g., hourly, daily, weekly, monthly, annual, etc.) and preferably accommodate walk-up payment and registration at one or more physical locations for those without internet or smartphone access and/or access to a credit card.

Location Approval:

Stations should be located primarily within the public right-of-way, along public streets and sidewalks. Stations may also be located on other public property, including parks, trails, parking lots/garages, events venues, etc., or be located on private property, provided that the property owner agrees to allow 24/7 public access to the bikeshare station. The City must approve the location of every station in the system (within City limits) in writing and the Vendor must work with the City to

identify the desired area(s) and station spacing for each implementation phase, including ongoing system refinement.

Equipment:

Bikeshare bicycles should be welcoming to novice and avid riders alike. The bicycles should feature a universal design, protection from dirt, grease, and road spray, simple pedaling and shifting, kickstand, external lock for interim stops, storage, mirrors, and highly durable construction. Each bicycle must comply with all applicable State and local laws, including lights, bell, and reflectors. Bicycles should preferably be equipped with GPS tracking technology for safety and data collection capabilities. Although not required, options for helmet vending should also be considered.

Bikeshare stations must be simple, requiring minimal capital investment, and flexibly designed to allow for both on-street and off-street locations. The Vendor must demonstrate efficient system management, especially with respect to redistribution of bicycles between stations. Stations should contain at least double the amount of racks/parking spaces as bicycles, and be expandable, to allow for fluctuations in demand and reduce the need for constant rebalancing.

Maintenance:

Maintenance of the system, including but not limited to bicycle repairs, bicycle replacement, station repairs due to graffiti and vandalism, and general station wear and tear, shall be the responsibility of the Vendor. The City shall only be responsible for routine maintenance of the station area, including sweeping, refuse collection, snow and ice removal, and sidewalk repair, where stations are located within the public right-of-way or on City property. The Vendor is responsible for performing or obtaining routine maintenance services for stations located on non-City property.

Anticipated City Roles and Responsibilities

The Rochester Public Bikeshare System will be developed, owned, operated, and maintained by the Vendor. The City of Rochester and other key stakeholders will participate in the initial planning and implementation of the System. The City's anticipated role includes:

- Assistance with planning System elements, including membership rate structure, station locations and expansion, identifying sponsors, branding and promotion;
- Facilitation of the various permitting and approvals processes, primarily right-of-way permits, including waiver of any associated fees; and,
- Limited financial participation, potentially in the form of one or more station sponsorships.

5.0 PROJECT SCHEDULE

• RFP available to the public	Monday, July 11, 2016
• Questions Due	Thursday, July 21, 2016, at 4:00 PM
• Proposals Due	Wednesday, August 3, 2016, at 4:00 PM
• Selection of Short-Listed Vendors (if necessary)	Week of August 8, 2016
• Conduct Vendor Interviews	August 15-17, 2016
• Recommendation to City Council	August 18, 2016
• City Council Authorization	September 13, 2016
• Notice To Proceed	October 2016
• Initial Launch Event	October 2016

6.0 PROPOSAL REQUIREMENTS

Proposals must be succinct and all pages must be numbered. **In no case shall specified page maximums in any section be exceeded.** Boilerplate and glossy promotional materials are discouraged; any such materials deemed necessary should be included as a separate appendix and may or may not be considered as part of the evaluation. All components of the Technical Proposal listed below shall be on 8½" x 11" pages with the exception of two to three pages depicting imagery, mapping, etc., which may be on 11"x17" pages. Font size shall be limited to 10 or larger with single line spacing. Page maximum is inclusive of drawing, photos and other supportive images.

The Technical Proposal shall address the following:

- 1) **Transmittal Letter** (1 page maximum)
- 2) **Vendor Qualifications & Experience** (4 single-sided pages maximum):
Provide relevant information regarding previous experience related to developing public bikeshare systems and providing services similar to what is described earlier in this RFP as well as in Project Understanding & Approach below:
 - Number of years in business
 - Synopsis of Vendor service model and qualifications
 - Name, location, and brief description of up to three similar public bikeshare systems owned, operated, and maintained by Vendor, including system size, characteristics, and contact information of public agency references

- Visual examples (e.g., pictures, drawings, maps, etc.) of products and implemented systems
- Summary of key lessons learned from experience with bikeshare system development and implementation.

3) Project Understanding & Approach: (8 single-sided pages maximum):

Provide a description of Vendor's proposal for a public bikeshare system in Rochester:

- Capital elements:
 - Describe the physical/infrastructural system components, including bicycles, stations, racks, kiosks, locking mechanisms, communications, software, etc., and options for customization of these components.
 - Describe proposed approach to developing a public bikeshare system in Rochester, including size of system, station spacing, and station location requirements.
 - Describe the inspection and maintenance process for the capital elements.
- Operating characteristics:
 - Describe the proposed system functionality from the user's perspective;
 - Describe the proposed business model for developing, operating, and maintaining the public bikeshare system
 - Provide options for potential membership and rate structure
 - Describe estimated capital and operating costs, including a list of anticipated costs to the City of Rochester for any aspect of the system design, development, implementation, operation, and maintenance.
 - Describe likely revenue sources and anticipated revenue generation
 - Describe any revenue-sharing or other features that could result in a profit or benefit to the City or its constituents
 - Discuss options to make the public bikeshare system accessible to all members of our community, including those without internet access, smartphones, and/or without access to credit (equity)
 - Describe any local hiring/subcontracting and if there are plans to include disadvantaged business enterprises (DBEs) in these opportunities.
 - Describe any proprietary aspects of the system.
 - Describe the method(s) used to attract and retain sponsorships (both system-wide and station-specific) and other funding opportunities in order to sustain and expand the system, including advertising space.
 - Discuss the proposed approach to branding, public outreach and marketing, including any anticipated City assistance and innovative techniques currently being used in other systems.
 - Describe the data collection and performance management capabilities of the proposed system. Explain any ownership or proprietary restrictions on data use and dissemination. Examples of potential data points include:

number of registered users, number of trips taken, trip purpose, origin/destination, routes used, availability of bikes at stations, membership demographics, etc.

- Discuss issues related to insurance and liability, such as claims or lawsuits filed against the Vendor, judgments against the Vendor, frequency of theft and vandalism, accidents and injuries, etc.
 - Provide a list of all legal claims filed against the Vendor, active or inactive, with a summary of the claim and the outcome, if any, for the last three years
 - Indicate whether the customer of the Vendor was included in the legal claim, and to what result, if any

4) **Schedule** (1 page maximum):

The City desires to launch the program, at least on a brief “pilot” basis, as early as October 2016, with a larger system launch in spring 2017. Provide a detailed schedule for system design, development, and implementation. Also describe a potential schedule for future phased expansion of the system.

NOTE: In this section, please indicate your availability for an in-person interview, in Rochester, on August 15-17, 2016, should your firm be short-listed for an interview.

5) **Team Organization** (2 pages maximum):

Makeup of the project team, including any sub-consultants, with a detailed organizational chart. Include identification of the **key** project team members by name, title, and their specific responsibilities on the project. No fees or wages shall be submitted with this proposal. Identify which firms are certified DBE firms and indicate estimated overall DBE participation percentage.

6) **Resumes:**

Include resumes for all **key** project team members (consultant or sub-consultant).

7.0 PROPOSAL EVALUATION AND CONSULTANT SELECTION

A selection committee will review all proposals using the below listed criteria. The committee will then select the most highly qualified firm, or shortlist multiple firms, whose proposal(s), in their judgment, indicates the best opportunity for a completely successful project.

Selection Criteria:

- Vendor Qualifications & Experience
 - Proven success with large-scale public bikeshare systems, preferably in mid-sized cities
 - Capability to deliver – resources, financial backing, capacity
- Project Understanding & Approach
 - Address all elements of the RFP
 - Demonstrate an understanding of City's goals and objectives

- Clarity of proposal
 - Innovative features
 - Equitable access
- Project Team
 - Do key project team members have necessary skills and qualifications?
 - Is staffing sufficient to meet the needs of the system?
 - Are key team members available to attend meetings in person, as needed?
- Costs and Revenues
 - Are costs documented and reasonable?
 - Are there ongoing costs to the City, beyond voluntary sponsorship(s)?
 - Are forecasted revenues sufficient to maintain and expand the system?
 - Will revenues be shared with the City and/or other key stakeholders?
- Schedule
 - Does the proposed implementation timeline meet the City's targets?
 - Is the future expansion of the system consistent with the Genesee Transportation Council's *Rochester Area Bike Sharing Program Study* (2015)

A contract will be awarded to the Vendor whose proposal is determined to be the most advantageous to the City, taking into consideration the Technical Proposal, business model as detailed above, the price(s), and the fit for the City in accordance with the factors and criteria set forth in this RFP.

Ultimately, the selected firm will be provided a copy of the draft agreement which will be used as the initial basis for the negotiation of the scope. If the scope negotiation is initiated and a satisfactory resolution cannot be reached within a reasonable time, the City reserves the right to select another firm and proceed as above. The City also reserves the right to postpone or cancel the project. The City may request to meet with the consultants at any time for further clarification of the Proposal.

The City will enter into a Professional Services Agreement with the selected consultant.