

City of Niagara Falls Bike Share Program

REQUEST FOR PROPOSALS

FOR A

BIKE SHARE PROGRAM / OPERATOR

IN

THE CITY OF NIAGARA FALLS, NY

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Section I - Introduction

The City of Niagara Falls, New York aims to enhance the community and visitor environment by providing an affordable, efficient, environmentally-friendly 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 Niagara Falls, **Department of Community Development** is interested in contracting with a reputable company to establish a public bike share system in its downtown and surrounding neighborhoods, nearby neighborhoods that have access to the Niagara River Greenway Shoreline Trail, 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 designated locations and returned to another, providing a specific transportation alternative to motor vehicle trips for the nearly 50,000 residents, in addition to the thousands of employees and students on two city campuses, as well as, being available in key locations to also serve the millions of annual visitors to the city.

Once installed, the bike sharing system would be owned by the City, but maintained by an "Operator." The System will be seasonal (with the operating service period approximately April 1, through November 1).

The City of Niagara Falls 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 bike mobility and would directly benefit those households that do not own an automobile. The City of Niagara Falls as part of the Buffalo-Niagara Region, is home to a rapidly growing and enthusiastic cycling community, and is working within the framework developed for an innovative bike plan for the downtown, Niagara Falls parks system, and adjacent neighborhoods that will help Niagara Falls become a city where cyclists, both invited visitors and residents alike, feel not only comfortable and safe but excited.

The City of Niagara Falls is seeking an Operator to provide a system of 100-150 bicycles for a City of Niagara Falls program that can be tied into a wider Buffalo-Niagara regional system and with Canadian bike share operations across the border (based on the approval of recent CMAQ applications).

This RFP serves as a solicitation for the acquisition of the bicycles, operating the system, and the servicing of the bicycles. Potential respondents to this RFP are urged to collaborate on a regional scale with existing bike share services, community groups, and the Metropolitan Planning Organization (Greater Buffalo Niagara Regional Transportation Council < <https://www.gbnrtc.org/> >). The proposed system should also include some level of technology integration and membership sharing.

To that end, the City of Niagara Falls 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 Buffalo-Niagara Binational Region.

Section II - Purpose

The City of Niagara Falls, NY 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 Niagara Falls is located at the center of the Niagara River Greenway, on the Canadian border in western New York. The city encompasses approximately 16 square miles (10,240 acres), of which there are approximately 850 acres of parks and recreation facilities. 560 acres is owned and maintained by the City. The majority of the remaining 290 acres is owned and maintained by New York State.

The City Parks System includes 30 parks offering a variety of recreation facilities, open space and nature trails. While the majority of the parks in the city system are considered neighborhood or playground parks, there are also three large parks each over 20 acres of which the best known is Hyde Park, along with three notable waterfront parks, Jayne, LaSalle Waterfront and Griffon, each offering a unique experience along the Niagara 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 Niagara Falls is experiencing a dramatic rebound during the Dyster administration, making significant progress on major development goals particularly in the downtown and in the waterfront districts where the former Robert Moses Parkway is being removed and replaced with park land and new recreational opportunities, including the expansion of its upper-river shoreline trail aka the Niagara River Greenway's Shoreline Trail into a lake to lake multi-use hike and bike trail system that encompasses all of the shoreline municipalities.

An Olmsted recommendation from 1917 for a *parkway that would connect residents to the waterfront* that was never pursued — it is now. Working under the umbrella of the Greenway Commission, the State and City are 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 Bikeshare System that will require minimal bicycle re-distribution and that will offer a viable alternative transportation option.

The proposed System must be available for residents, workers and visitors in downtown, Niagara University, and other adjacent neighborhoods. The proposed System will operate: 24-hours daily; approximately from the beginning of April until the end of October; with a targeted program launch in the Summer 2019.

The envisioned first phase of the proposed System will be begin operations with approximately 100 – 150 bikes and approximately 100 – 200 custom racks. These racks must be removable during winter months. The racks will likely have between 15 to 25 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).

The coverage area of the System will be centered in downtown Niagara Falls, and extend outward towards adjacent Niagara River Greenway communities and especially downtown-adjacent neighborhoods.

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 April 2019 to April 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
- Bicycles must be owned by the City if public funding is utilized
- Initial bicycle deployment must total 100-150

- Bicycles shall be marked consistently
- Bicycles shall have the ability to display name and sponsor logos on bicycle's rear fender/wheel guard, chain guard (if applicable), handlebars, down tube, and/or front placard or basket
- 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
- Bicycles shall have minimum warranty of two years on all parts and manufacturing defects beginning upon system commissioning and acceptance by the City. A four year warranty is preferred.

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 at the kiosks and online
- 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 bike 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 at the kiosk and online
- 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, hubs, and/or kiosk 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 shall have options for AC or solar power, bolted or non-bolted 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
- Docking station(s) and racks shall total at minimum 200 racks and 15 stations

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
- 4-plus years experience operating bike share systems
- Relationships within biking similar systems elsewhere in New York or Ontario
- 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.

Section V - Contents of Proposal

With respect to the Goods Provided and Services, the City of Niagara Falls 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 kiosk 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 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
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 with some options when it comes to kiosk, type bike 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 detailed analysis regarding bike sharing in the City of Niagara Falls, please review the January 2018 report by Shared Mobility, Inc. entitled: “*Bike Sharing Analysis: Niagara Falls, NY.*” A physical report can be acquired by contacting Shared Mobility Inc. via email at info@sharedmobility.org or calling at 716-407-7474.

An online report can be found by navigating to www.sharedmobility.org <<http://www.sharedmobility.org>>, clicking on ‘past work’ and locating the ‘Bike Sharing Analysis of Niagara Falls.’

You can also directly download the document here: [Bike Sharing Analysis](https://docs.wixstatic.com/ugd/d099e1_63c4e274361b440d987fd9055ede51ef.pdf)
<https://docs.wixstatic.com/ugd/d099e1_63c4e274361b440d987fd9055ede51ef.pdf>

Section VIII - SUBMISSION INSTRUCTIONS

A. SUBMISSION OF PROPOSALS

RFP respondents are required to submit six 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, September 6, 2018 by mail or hand delivered. No facsimile or electronically submissions permitted.

All copies of the proposal shall be delivered:

Mr. Douglas Janese
Purchasing Agent – City of Niagara Falls
City Hall Room 214
745 Main Street
City of Niagara Falls, New York 14302-0069

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 selection of a preferred operator can be recommended to City Council for approval within 30 days.

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 Niagara Falls 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 Community Development Office. Questions should be directed to:

Mr. Seth Piccirillo
Director of Community Development
seth.piccirillo@niagarafallsny.gov
716.286.8801

Section IX - Evaluations and Scoring

Item #	<i>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.</i>	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