

## City of Philadelphia 2019 Dockless Bicycle Pilot Program

# Application Overview

Applicants to the City of Philadelphia’s Dockless Bicycle Pilot Program must complete the following sections by the date specified. The application process consists of two phases; Application Phase 1: Applicant Information and Letter of Intent, and Application Phase 2: Operations Plan, Payment of Application Fee, and Additional Supporting Documentation. Both Phase 1 and Phase 2 of the application process must be completed by the deadlines specified in order to receive a permit to operate a dockless bicycle program in Philadelphia.

**Application Phase 1: Due August 30<sup>th</sup>, 2019.**

**Application Phase 2: Due September 13<sup>th</sup>, 2019**

Applications must be completed in their entirety and submitted to the following email address.

[otis@phila.gov](mailto:otis@phila.gov)

Attn: Dockless Bicycle Program Application

Application Phase 2 must be accompanied by payment via check or money order of an application fee of \$2,580 payable to the City of Philadelphia and provided to the Transportation Programs Manager at the Office of Transportation, Infrastructure, and Sustainability. Please include the text “Dockless Bike Share Pilot” in the Memo field of the check or money order. Fees for the Dockless Bike Share License are due 10 days prior to the proposed deployment of the program.

**Notice: By submitting the following materials, the applicant understands and agrees and commits to the following conditions and requirements which must be met as part of the Dockless Bike Share Pilot Program**

<b>All Permit Holders will be required to comply with the following items</b>	
Service Area:	The Service Area will be limited to areas of the City of Philadelphia North of Lehigh Avenue and East of the Schuylkill River, as indicated in Exhibit A. Trips must not be able to be started outside this area, and vehicles left outside the area must be relocated by the operator. The City reserves the right to modify this area throughout the pilot as may be necessary to facilitate Special Events or other public needs.
Fleet Size & Fees:	Operators will pay a minimum fee of \$17,500, covering up to 500 vehicles. Above that number, a per-vehicle fee of \$35 will be charged. Each operator shall have a maximum fleet size of 1200 vehicles.
Locking	All Bicycles must be equipped with a locking mechanism to prevent unauthorized use, theft and vandalism. All bicycles must also possess a device which may be used to securely fasten the bicycle to a fixed object when not in use.
Data Standards:	Operators will be required to provide an MDS compliant feed to the City of Philadelphia or its authorized partner to facilitate management and supervision of the program.
Surveys:	During the term, Operators will be required to distribute a User survey developed by the City and provide the City or its authorized partner access to the results of the survey.
Customer Service:	Operators will be required to provide a 24 Hour customer service line. Operators will also be required to have locally accessible decision-making personnel to ensure ability to respond to customer and city requests in a timely fashion.
<b>Any and all additional requirements as may be provided in Philadelphia’s Dockless Bikeshare Regulations</b>	

# Application Phase 1 Required Materials

Due August 30<sup>th</sup>, 2019

## 1. Applicant Information

Organization Name:	
Street Address:	
City, State, Zip:	
Point of Contact Name:	
Title:	
Phone:	
Email:	
Organization Web address:	

<b>Experience</b>
Provide an overview of your company including your relevant expertise, number of years of operation, number of employees, and any additional details you wish to share.
<b>Markets</b>
Provide a list of every North American city that you currently operate in, the number of vehicles in each, and a local regulatory contact from each who can speak to your performance.
<b>Legal Actions</b>
List all legal or regulatory enforcement actions, or ongoing claims, by type, initiated against the company.

## 2. Letter of Intent

Applicants are requested to provide a letter indicating their desire to participate in the Dockless Bike Share Pilot Program and the company's intent to complete Phase 2 of the application. The letter should be written on company letterhead and signed by an official of the company who is authorized to enter into agreements such as the Dockless Bike Share Pilot Program.

# Application Phase 2 Required Materials

Due September 13<sup>th</sup>, 2019

## 3. Program Overview Details

Please provide details of how you intend to operate bike share in Philadelphia. Materials should be provided in electronic format (PDF or Microsoft Word format preferred). Responses should be ordered according to the following format and should address each individual point below. For items below where a no response is provided or is not applicable please indicate clearly in the text of the response either “Not Provided” or “Not Applicable”.

<b>Program Overview</b>
Include a high-level summary of the services you intend to offer as you would communicate them to potential users of the program. <ol style="list-style-type: none"><li>1) Hours of operation.</li><li>2) Pricing, including any discount options for low income users or to promote use in underserved populations.</li><li>3) Overview of sign up and onboarding process.</li></ol>
<b>Operations Plan</b>
Please include your detailed plan for dockless operations in Philadelphia. This plan should include, but need not be limited to, provision of the following information: <ol style="list-style-type: none"><li>1) Equipment Information: Please describe any vehicles you propose to operate in Philadelphia.<ol style="list-style-type: none"><li>a) Provide the design features of all vehicle types.</li><li>b) Outline all safety test results and certifications (ISO Standards as available)</li></ol></li><li>2) Inspection &amp; Maintenance: Please describe your plan for operation and maintenance, including:<ol style="list-style-type: none"><li>a) Equipment inspection, maintenance and cleaning.</li><li>b) Expected management of ongoing relations with equipment and software providers.</li><li>c) Plans for maintaining an accurate and up-to-date equipment inventory.</li><li>d) Storage of bikes during non-operational hours</li><li>e) Methods and frequency of deploying, redistributing and charging electric components</li><li>f) Right-of-way management &amp; complaint response.</li><li>g) Maintenance of no-parking areas as specified in Exhibit B.</li></ol></li><li>3) Staffing<ol style="list-style-type: none"><li>a) Provide the contact information of your local operator<ol style="list-style-type: none"><li>i) Provide information on decision-making capability at the local operation center.</li></ol></li><li>b) List address(es) of Philadelphia area facilities used for operations</li><li>c) Provide your staffing plan, including the number and type of employees of (employees, staffing services, contract labor, etc.). How do you propose to recruit local residents that have been historically disadvantaged, including people of color, low income, veterans, formerly incarcerated, people with disabilities?</li></ol></li><li>4) Customer Service: Please provide an overview of your customer service process, including:<ol style="list-style-type: none"><li>a) Time frames for acknowledgement and resolution.</li><li>b) List of communication methods, including your 24-hour customer service number, website URL, and the identifying information for your mobile app.</li></ol></li></ol>

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<ul style="list-style-type: none"><li>c) Process for receiving and resolving bicycles blocking the sidewalk, travel lane, etc.</li><li>d) Provide location(s) of your customer service operations.</li><li>e) Outline the language capabilities of your customer service offering.</li></ul> <p>5) Outreach and Marketing: Please provide an overview of your outreach plans.</p> <ul style="list-style-type: none"><li>a) Describe your plan to communicate to the public on system use, safe urban riding, and complaint reporting. List the languages your communications are provided in.</li><li>b) Provide your proposal to distribute education and outreach materials to communities in the Pilot Area. Materials must be distributed to city council members, local community organizations and business improvement districts.<ul style="list-style-type: none"><li>(1) Describe how you will use digital media to inform riders about applicable laws and regulations requiring riders to agree to follow rules before allowing them to unlock a dockless bike. Include plan for informing and enforcing proper bike parking and locking practices.</li><li>(2) Outline your plan to work with local businesses or other organizations to promote the use of bicycle helmets by system users.</li></ul></li></ul>
<b>Accessibility Plan</b>
<ul style="list-style-type: none"><li>b) Please describe any plans to provide and ensure access to adaptive bicycles for persons with disabilities. Such bicycles will not count towards the fleet maximum and will not be subject to fees.</li><li>c) Please provide information on programs to improve access by historically underserved populations.</li></ul>

### 4. Additional Required Information

<b>Privacy Policy</b>
<ul style="list-style-type: none"><li>a) Provide a copy of your user agreement(s) including:<ul style="list-style-type: none"><li>i) Privacy policy, and describe how you safeguard Users' information, including personal, financial, and travel information.</li><li>ii) List all of the parts of a User's mobile phone (e.g., camera, location services, contacts) that are required by Applicant for access to its service. Why are they required? Does the company use this data for other commercial purposes beyond the dockless bikeshare service?</li></ul></li></ul>
<b>Data Breach History Report.</b>
<ul style="list-style-type: none"><li>a) Provide a summary report describing the date, location, and type of data accessed for all data breaches.</li></ul>

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## 4. Additional Required Information (Continued)

<p><b>Safety History Report</b></p> <p>Provide a comprehensive summary report of safety incidents for the top three markets in which you operate as defined by number of bicycles currently deployed. The summary must include:</p> <ul style="list-style-type: none"> <li>• Total number of reported and/or observed crashes and collisions.</li> <li>• Total number of reported injuries, separated by: minor injuries, major injuries resulting in hospitalization, fatal injuries.</li> <li>• Total number of reported injuries that involved person(s) with a disability.</li> <li>• Total number of reported citations that involved a User.</li> <li>• A summary of changes made by company or agency in response to safety incidents.</li> </ul>
<p><b>Certificate of Insurance</b></p> <p>Provide certificates of insurance evidencing the required coverage to the City of Philadelphia, 1515 Arch Street, 14th Floor, Philadelphia, Pennsylvania 19102. Operator shall furnish certified copies of the original policies of all insurance required under this Agreement, at any time, within ten (10) days after written request by the City. Reference to the specific insurance requirements are found in Section 4.10.5.6 of the Dockless Bike Share Regulations.</p>

## 5. Application Checklist

<b>Application Phase 1: Due August 30, 2019</b>	
	Applicant Information Provided
	Signed Commitment Letter Provided
<b>Application Phase 2: Due September 13<sup>th</sup>, 2019</b>	
	Program Overview Details Provided
	Fee Submitted
	Privacy Policy Provided
	Data Breach History
	Safety History Report

## City of Philadelphia 2019 Dockless Bicycle Pilot Program

	Insurance Certificate Submitted
	Additional materials as required provided

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## Exhibit A- Service Area

