



THE CITY OF SAN DIEGO

CORPORATE PARTNERSHIP PROGRAM

REQUEST FOR SPONSORSHIP

Bikesharing Program

Introduction

Public bikesharing is an innovative transportation strategy that provides public access to bicycles for short trips in an urban environment. Trips can be one-way, round-trip, or both; to and from a network of docking stations. Bikesharing can serve as a first and last mile connector to other modes of transportation or a many mile solution. More recent systems use electronic and wireless communications for bicycle pickup, drop-off, tracking, and increase user accountability.

The City of San Diego ("City"), through its Corporate Partnership Program and the Office of the Mayor, is issuing this Request for Sponsorship ("RFS") to identify a company that is interested in developing a Partnership with the City of San Diego, in the bikesharing category. The City's goal is to announce a partnership before the end of the year, with implementation in 2013.

City of San Diego's Bicycle Network and Bicycle Plan

San Diego's existing bicycle network consists of approximately 72 miles of off-street paved Bike Paths (Class I), 309 miles of Bike Lanes (Class II), 113 miles of Bike Routes (Class III), and 16 miles of freeway shoulder open to bicycling. San Diego's current network is supported by multimodal connectivity and bike parking. However, there are ample opportunities for strengthening these crucial elements of the city's bicycle system.

San Diego is the largest city in San Diego County and in the metropolitan center of the San Diego region. The city's population as of 2010 was 1,301,617. San Diego encompasses 342.5 square miles and is the southwestern-most city in the continental United States. The majority of San Diego's western boundary borders the Pacific Ocean, and its southern boundary lies along the international border with Mexico. To the north and east, San Diego shares borders with 13 of the other 19 neighboring jurisdictions which comprise the San Diego region. The San Diego region is the third-largest urban area in California.



The City's mobility, sustainability, health, economic, and social goals reflected in the City's 2008 San Diego General Plan support goals and policies that will help bicycling become a more viable transportation mode for trips of less than five miles, to connect to transit, and for recreation. These policies include:

- Provide safe, convenient, and adequate short-term and long-term bicycle parking facilities and other bicycle amenities for employment, retail, multifamily housing, schools and colleges, and transit facility uses. (Mobility Element, Policy ME-F.4)
- Provide bicycle facilities and amenities to help reduce the number of vehicle trips. (Mobility Element, Policy ME-F.4.b)
- Investigate potential for bicycle sharing stations/programs in medium/higher density areas (greater than 50 people/acre), especially to facilitate travel to and from transit stations.

In 2009, the City revitalized its bicycle education and public awareness efforts with the "Lose the Roaditude" campaign that targets bicyclists, motorists, and pedestrians with the aim of promoting safe roadway behaviors. The campaign highlights hazardous actions such as failing to stop at stop signs and promotes safety measures such as wearing bright colors when bicycling or walking at night. Safety continues to be an important part of the City's Bicycle Plan, as reflected in its goals:

- Develop and implement public education programs promoting bicycling and bicycle safety. (Mobility Element, Policy ME-F.6)
- Increase public awareness of the benefits of bicycling and the availability of resources and facilities. (Mobility Element, Policy ME-F.6.a)
- Increase government and public recognition of bicyclists' right to use public roadways. (Mobility Element, Policy ME-F.6.b)

In addition, the City is a member of SANDAG, the San Diego Association of Governments. In May 2010, SANDAG adopted a regional bicycle plan, "Riding to 2050: San Diego Regional Bicycle Plan" ("Regional Bicycle Plan").¹ The Regional Bicycle Plan includes bikesharing under the category of programs intended to encourage bicycle use and recommended for implementation in the region.

Bikesharing Program Goals

As discussed in the City's Bicycle Plan, bikesharing programs provide a convenient and flexible transportation choice for residents, commuters, and visitors in urban areas. The addition of a bikesharing program in San Diego would further the City's goal of attaining a balanced, multi-modal transportation network that minimizes environmental impacts. The environmental benefits from bikesharing were recently documented in a study conducted by the Mineta Transportation Institute in conjunction with San Jose State University.² The

¹ The Regional Bicycle Plan is available on SANDAG's website (sandag.org).

² S. Shaheen, E. Martin, A. Cohen, and R. Finson, "Public Bikesharing in North America: Early Operator and User Understanding," Mineta Transportation Institute (June 2012).

study evaluated 19 information technology (IT)-based bikesharing systems in the United States and Canada, and found that bikesharing resulted in fewer vehicle miles traveled (VMT), and reduced greenhouse gas (GHG) emissions. Also, the program can create green jobs related to system management and maintenance.

The City of San Diego desires to develop a partnership for a bikesharing program that will:

- Provide an affordable transportation alternative to driving for San Diego residents, commuters, and visitors
- Facilitate an increase in transit use by providing a last-mile solution for commuters
- Reduce vehicle trips and traffic
- Make bicycling a viable option for people without bikes or no place to store bikes
- Encourage new bicycle commuters
- Promote commerce in the City by enhancing access to business, shopping, dining and entertainment venues
- Create an integrated system that can expand to the San Diego region.

Partnership Criteria

To be considered for this partnership with the City, a company must submit a proposal addressing, at the minimum, the following criteria and completion of Attachment A and demonstrate that it is a company qualified and capable of achieving the City's goals for this partnership. The service provider will be responsible for all aspects of the bikesharing program, including financing, building out, marketing, operating and maintaining a complete bikesharing system in the City of San Diego.

The City desires a bikesharing system with at least, but not limited to, the following features:

1. Economically sustainable without financial support or subsidies from the City
2. Employing a revenue sharing model addressing all revenues generated by the program including revenues from memberships, user fees, merchandise and other sales, advertising, and sponsorship
3. Easily expanded to serve new areas
4. Bike stations installed in locations that complement public transportation options (*i.e.*, trolley, MTS bus stops, train stations) and other retail amenities (*i.e.*, ATMs, shopping, restaurants, etc.)
5. Sufficient bikes and stations at enough locations to provide a viable and functional service with appropriate spacing between stations
6. Employing a state of the art IT-based system that supports real-time tracking for bicycle and docking port availability and system rebalancing, real-time data, and is capability for integrating with public transit, and other technology-based applications
7. Providing phased-in installation including community outreach, community input on station placements, and coordinating with the City's ongoing construction of facilities for the City's bicycle network

8. Capability of expansion to other jurisdictions that choose to opt-in to the Sponsor's bikesharing system and for operability between different systems

Benefits to Bikesharing Partner

The following is a list of the primary business and marketing rights, benefits and opportunities that are available to the Partner chosen for this business category:

- The right to be designated as the "Official Bike Share Partner (or a similar designation) of the City of San Diego."
- The opportunity to participate in press conference(s) to announce the program with the Mayor and other officials.
- The opportunity to have logo presence on various pages of the City's external and internal websites with a map of locations and program description.
- The right to use the City logo for marketing the program.
- The opportunity to donate bike share memberships to City related events or programs with appropriate recognition and publicity.

The City encourages potential Partners to suggest additional business and marketing benefits that will also achieve their marketing goals and objectives in San Diego, regional and other target markets.

Term

The initial term of the agreement will not exceed five (5) years. The City may consider an option for an additional five years.

Submission of Proposals

Interested companies should submit their proposal via hard copy, double-sided to the City no later than 3:00pm PDT on Friday, October 5th, 2012. Proposals that do not sufficiently address all the criteria listed in items 1-8 above and in Attachment A will not receive consideration. Proposals may be submitted in narrative form, but should reference the lettered and numbered paragraphs of this RFS and Attachment A.

Please provide a minimum of 6 copies of your proposal in a sealed manila envelope. On the outside of the envelope include your company name, reference to the "City of San Diego Bikesharing Partnership RFS" and send to the attention of the following:

Natasha Collura
Director, Corporate Partnership Program
City of San Diego
202 C Street, 9th Floor, MS 9A
San Diego, CA 92101

Please call (619) 236-5900 or email ncollura@sandiego.gov no later than 3:00 pm PDT on Friday, October 5th, 2012 to confirm receipt of your documents.

PROPOSAL EVALUATION

Upon completion of the City's evaluation of the submitted proposals, the City may request a final interview and product demonstration from one or more companies. The City may reject any or all proposals at its discretion. Furthermore, any ultimate selection is subject to City Council approval. The City will, in its sole discretion, choose the company it determines will best meet the City's overall objectives for this partnership. The City reserves the right to select a partner based on its review of the submitted proposals, without requiring interviews or presentations. If selected, then the parties will enter into a contract that is subject to City laws and regulations.

Contact

Questions may be emailed to Natasha Collura, Director of Strategic Partnerships at ncollura@sandiego.gov.

Attachment A: Service Provider Questionnaire

ATTACHMENT A

Request for Sponsorship: Bikesharing Program Sponsor Questionnaire

Please answer each of the following questions. Be concise in your answers and as brief as possible without being too vague. Questionnaire must be included with RFS proposal response.

1. Financial Plan

Proposals should include a financial plan for each operating scenario for a five (5) year period and possible subsequent 5 year renewal option including:

- a. A business plan providing information on revenue-sharing and detailing how the program will be self-sustaining.
- b. Revenue-sharing information that outlines proposed contract terms and conditions. Each submittal must include a specific proposal for the proposed revenues to be shared with the City. This information should address all sources of revenue related to the program, including projected figures related to advertisements on the bicycles and/or kiosks and any other advertising revenues. Currently, the City's Sign Ordinance (San Diego Municipal Code sections 142.1201-142.1292) does not allow off-premises advertising that is visible from the public rights-of-way, i.e., advertising of products not offered for sale at the kiosks. Advertising and sponsorship messages will be permitted on the bicycles. Revenue from sponsorship of public interest messages or station naming rights may also be available. Provide projected revenues/costs, including those with or without adjustments for Sign Ordinance restrictions.

2. Developing and Marketing the Program

- a. Proposer is expected to conduct community outreach with major stakeholders for input on station placement and other relevant/applicable program details within the priority areas as determined by the City. Stakeholders include, but are not limited to: SANDAG, Bike Coalition, WalkSD, MoveSD and the Community Planning Committee. Describe how this would be implemented and include proposed timeline and outline process.
- b. If applicable, describe the plan to incorporate stations on private property and other public (non-City) properties.
- c. Provide samples of marketing materials and communications that would include the City logo and partnership designation.
- d. Provide information on how your company will promote the program to the City's residents including website, advertising, social media, and how the City can support these efforts.

- e. Provide information regarding the steps your company will take to determine the ideal location for bike stations in order to maximize usage, including any steps that will be taken to study market demand.

3. Qualifications/References

- a. Provide the number of years your company has been in business, the total number of employees, size of service staff, information on company officers and all other information pertinent to your company's qualifications for this partnership opportunity.
- b. Provide a minimum of 3 client references for the public sector for which your company has successfully provided a similar program and provide information on the number of bikes/stations installed, program start dates and if programs are meeting expectations.
- c. Provide financial information that supports your company's ability to fund, implement, and maintain a sustainable bikesharing system.
- d. Provide any relevant survey summaries or reports conducted by company relating to previous community outreach or customer use/satisfaction.

4. Implementation and Operation

Provide your company's recommendations for initial installation and expansion during the term of the agreement with a timeline for each. Address the following:

- a. Recommended initial size of the bicycle fleet and number of stations for a functional start
- b. An outline of a plan for implementation and expansion
- c. Description of proprietary technologies to manage the program
- d. Description of the potential size and configuration of installations, addressing optimization of public space, and mobile versus fixed station options
- e. Procedures for renting and returning bicycles
- f. Procedures to ensure availability of bicycles for rental and open slots for returns at all locations including ability to provide rental services during variable periods of demand, including major events and any unforeseen circumstances
- g. Specifications for the proposed bicycle rental stations including payment options (include debit cards and/or other options for system availability to low income and un-banked populations) use of solar or grid power, number of stations, number of bikes, ratio of bike docks to bikes, ratio of bikes to stations, average number of stations per square mile, average distance between stations, average number of subscribers to bikes, and a rendering of station related signage (instructions, maps, and other signs)
- h. Specifications for the proposed bicycles; safety of the bicycle, condition of bicycles.
- i. Proposed management/oversight structure
- j. Strategies to prevent damage to bicycles and rental stations

- k. Proposed maintenance and security plans: procedures for bicycle maintenance and repair
- l. Funding sources for the development, implementation and management/operation of the program:
 - Description of a fee structure (membership and/or single use rental)
 - Benefits of membership structures
 - Availability of funding sources throughout the phased-in implementation of the project
 - The capacity of the Proposer to develop, implement and maintain the proposed use
- m. Plan to provide usage and other performance data to the City for infrastructure planning, program management and evaluation purposes. Provide samples of reports regarding program performance, including rentals per stations, originating and final destinations, times of rentals, distance traveled, etc.
- n. Plans to provide carbon credits to the City
- o. Plan to enable locking of bikes for quick stops and transactions between bike stations to increase convenience and economic activity

5. Customer Service

- a. In-house or third party
- b. Customer service policy
- c. Hours of Operation
- d. Typical complaints or issues and how have they been handled
- e. Percentage of complaints compared to numbers of unique riders
- f. Sample of complaint reports and outcomes, include frequency of report
- g. Process regarding injuries and sample of injury reports and outcomes, include frequency of report

6. City Impact and Responsibilities

- a. Educating the customer might cause extra call volume to the cities. How has this been addressed in other programs?
- b. What cooperation will be needed from the City to promote the program to residents?
- c. Describe the desired role of the City in the program implementation and operation of stations.

7. Safety; Compliance With All Laws; Insurance

- a. Plans for encouraging bike safety, the use of helmets and safe riding including notifying users of State and City laws regarding helmets and prohibiting bicycle riding on sidewalks.
- b. Plans for educating drivers on bike safety.
- c. Briefly describe your company's familiarity with and ability to comply with all federal, state, and local laws applicable to operation of a bikesharing system.
- d. Indicate the types and levels of insurance your company would anticipate providing. Note that the City will require that insurance be maintained with

insurers licensed to sell insurance in the State of California and have an A- rating in the latest edition of *AM Best's Insurance Guide*, and may require different types and levels of insurance coverage based upon the recommendations of its Risk Management department and the practices and experience of other public agencies that have implemented bikesharing programs.

8. Ratings/Complaints/Legal Action

- a. What is your company's national Better Business Bureau (BBB) accreditation (A+, A, B, etc.)? Please provide appropriate documentation.
- b. Has your company or any affiliates been involved in any state Attorney General complaint, fine, action or settlement over the past three years? If yes, please provide detailed information.
- c. Has your company or any affiliates been involved in any state or related agency complaint, fine, action or settlement over the past three years? If yes, please provide detailed information.