

REQUEST FOR INFORMATION
METRO BIKE SHARE PROGRAM

I. OBJECTIVE

The Los Angeles County Metropolitan Transportation Authority (Metro) and its Partners are seeking entities interested in providing information about their ideas and concepts for implementing, managing, operating, and maintaining a regional bike share program with a financial model that substantially reduces the need for public funds. Through this Request for Information (RFI), entities will have the opportunity to provide information about their capacity and experience and describe their approach to delivering a successful regional bike share program in Los Angeles County at minimal financial cost to Metro or its Partners. This RFI is part of a market research process. Entities that respond to this request will not be prohibited from responding to a possible future Request for Proposal (RFP). Information submitted in response to this RFI is considered public information.

Metro and its Partners seek to build on the successes of the existing Metro Bike Share program, which launched July 2016. The existing program is operated by Bicycle Transit Systems whose contract is set to expire July 2022. Metro Bike Share’s goals are focused on reduced costs, expanded fleet size and increased system density, inclusion of electric bicycles, equitable access, economic and environmental sustainability, and the capacity to complement and be integrated with other sustainable modes and shared mobility programs. Entities responding to the RFI should describe how they intend to best achieve these goals while providing an optimal bike sharing solution for the community of Los Angeles County. In addition, the RFI should also include financial information regarding ownership, operations, and utilization of revenue generated by the system.

Potential “Partners” include but are not limited to:

City of Los Angeles, County of Los Angeles, West Hollywood, Beverly Hills, Culver City, Santa Monica, Brentwood, Westwood-UCLA, LMU, LAX, Marina Del Rey, El Segundo, Gardena, Inglewood, Hawthorne, Manhattan Beach, Redondo Beach, Torrance, Compton, Carson, San Pedro, Long Beach, Paramount, Lynwood, Willowbrook, Downey, South Gate, Huntington Park, Commerce, East LA, CSULA, Alhambra, Monterey Park, South Pasanda, Pasadena, Glendale, Burbank, Van Nuys, Studio City, and Sherman Oaks.

II. RESPONSE CRITERIA

Entities interested in responding to this RFI are expected to provide the information requested below:

Experience

1. Provide examples of at least three (3) locations where you are currently operating bike sharing services (provide examples of similar size and scope to Los Angeles County if available). Include specifics regarding fleet size, types of bikes provided, and financing structure specifically demonstrating experience with managing systems that have little to no public funding.

2. Provide a brief overview of the company’s capabilities, experience and role in providing and implementing high quality bikeshare programs, including experience operating electric bikes as part of bike share fleets and programs.

Vision for Los Angeles County Program

1. Describe the system you would provide for Los Angeles County including fleet size, types of bikes proposed, service area, phasing, anticipated launch timeline, and the general concept for vehicle parking (e.g., stations, existing bike racks, etc.).

Financial Model

1. Please describe how you will provide bike share service with little to no financial contribution from Metro and its Partners. Explain the proposed financial structure for a robust bike share system, which may include grants, sponsorship development, revenue from user fees, vendor financing and other partnership opportunities.
2. Describe “Value Added” benefits offered to Metro and its Partners throughout the life of this contract (percentage of sponsorship revenue, ridership revenue, annual payments, etc.)
3. Metro retains authority for decisions about fare structure. However, please provide additional information on options for a pricing structure including all membership options and discounted user fees (low-income rates, student memberships, corporate passes, etc.).
4. Detail all payment options available to access bike share system, including how the system will be accessible to TAP users, users who are unbanked, do not have a credit card and/or a smart phone.

Station Locations

1. Metro retains the responsibility and authority for decisions about station locations. However, please provide information about how your experience with the station siting process and working with local jurisdictions in requesting permits.

Equipment, Operations and Maintenance

1. Provide a detailed description of all shared mobility vehicles currently offered by your company (including pedal bikes, electric bikes, other adaptive bike options, and others).
2. Outline the process for deploying, charging, and redistributing vehicles to ensure coverage where needed throughout the day.
3. Describe a plan for ensuring that vehicles are properly and legally parked including utilizing geofencing to designate preferred parking areas. Describe a plan for managing improperly parked vehicles that need service, are inoperable, or abandoned.
4. Provide detailed information on the maintenance protocols for bicycles and any other equipment provided (e.g., docks, parking equipment, charging equipment).
5. Describe process for replacing any lost, stolen or damaged bikes, batteries, locks, docks, kiosk, ad panels and any other accessory and supporting equipment needed to operate and maintain the bike share system.

Technology and Apps

1. Describe the capabilities and the user interface of your mobile app. Describe capabilities for providing an integrated multi-platform mobile app where customers can pay for and unlock bikes.
2. Describe your ability to provide and maintain a dedicated Metro Bike Share website.
3. Please describe the scope and specifications of data you will make available to Metro and its Partners.
4. Describe options that are available for users to sign up and check out your vehicles (e.g., key card access, app-based, station sign-ups, etc.).

Customer Service

1. Describe your customer service plan and how you will ensure a reliable, customer-centered experience that results in a high level of customer satisfaction.
2. Describe the types of outreach, marketing and engagement your company would provide to promote use of the system, ensure equitable access, increase diversity, and reach people with disabilities, older adults and traditionally underserved populations.
3. Any plans for Marketing must follow Metro guidelines.

Staffing

1. Describe the staffing model for the proposed system in Los Angeles County.

Future State

1. Please describe your assessment of Los Angeles County as a bike share marketplace.
2. Please describe other innovative and/or sustainable aspects of your proposed system for Los Angeles County.
3. Describe options for integrating with Metro Bike Hubs in the future.
4. With the evolving state of micromobility services during the COVID-19 pandemic, please describe changes you envision in the coming years for the micromobility industry and how your company is positioned to remain a viable service provider.

Respondents are also encouraged to provide any additional information that may be helpful in assisting Metro and its Partners in this market research.

III. PRODUCT DEMONSTRATIONS

Metro and its Partners may invite some respondents to this RFI to participate in product demonstrations for the purpose of gathering additional information. Product demonstrations will be held from 9/16/2020 – 9/22/2020. The meetings will be limited to two hours in duration and held virtually or at Metro Headquarters, One Gateway Plaza, Los Angeles, CA 90012-2952.

IV. ADDITIONAL REQUESTED INFORMATION

In addition to the information requested above, please include the following in your response:

A. Company Information

- a. Company name, address, website address.
- b. Organization Type (Corporation, Subsidiary, Partnership, Individual, Joint Venture, Other).
- c. The name and contact information (email, phone) of the company representative responsible for providing further information.

B. References

- a. Please provide contact information for at least three cities, agencies, or universities that have fully implemented your services.

V. SCHEDULE

The overall schedule is as follows:

- Issuance of RFI: 7/20/2020
- Questions Due: Extended to 9/4/2020, however because of timing not all responses will be available publicly.
- RFI Responses Due: Extended to 9/8/2020
- RFI Discussion Period: Changed to 9/9/2020 – 9/15/2020
- Product Demonstrations (as needed): Changed to 9/16/2020 – 9/22/2020

VI. SUBMITTAL REQUIREMENTS

- Interested vendors are invited to submit an overview of their services, responses to questions and identify any opportunities for consideration in future RFP development by bike share system owners.
- For any questions or to submit materials, contact Eric Houston at houstone@metro.net.
- Full responses will be accepted until 9:00 AM PST, Tuesday, September 8, 2020.
- Responses submitted hereunder create no binding obligations and confer no rights on any party. At any time, Metro and its Partners may request additional information from any Responder and may terminate this RFI without incurring any liability to any Responder. By submitting a response, each responder expressly waives claims for any costs and expenses the responder incurs in connection with preparation and submission of a response.

VII. ORGANIZATIONAL CONFLICTS OF INTEREST

Responses to this RFI are subject to the restrictions against organizational conflicts of interest. Entities shall at all times comply with such restrictions against organizational conflicts of interest in connection with information and services provided to and on behalf of Metro and its Partners. Without limiting the generality of the foregoing, entities shall not provide information or services to Metro or its Partners, which would constitute or create an organizational conflict

of interest, including, but not limited to, any actions that could result in a lack of impartiality or impaired objectivity, unequal access to information, and biased ground rules.

VIII. PUBLIC RECORDS

This RFI is and the responses received shall become the property of Metro and could be subject to public inspection through the California Public Records Act. Metro may elect to disclose portions of responses to Partners and/or other Metro Departments including the Metro Board of Directors and may utilize information contained in the submittals in a future RFP or other public documents. METRO AND ITS PARTNERS REQUEST THAT INTERESTED FIRMS NOT SUBMIT INFORMATION IN THEIR RESPONSE THAT THEY CONSIDER PROPRIETARY OR CONFIDENTIAL. Responses are voluntary. Metro and its Partners cannot guarantee confidentiality of any documents or written comments submitted by vendors in response to this RFI.

IX. RESPONSES TO THIS RFI ARE FOR INFORMATION ONLY

This notice is for information only and it does not constitute a solicitation, nor does it signal the intent of Metro and its Partners to procure any products or services described in responses to the RFI. Submission of a response to this RFI does not confer any contractually rights to the submitting party, nor does it create any monetary or contractually obligations on either Metro or its Partners. This RFI does not require Metro and/or its Partners to issue a request for proposals or to automatically adopt changes suggested by vendors.