

SCOPE OF WORK

I. GENERAL INFORMATION

The City of Flagstaff (“City”), in cooperation with Northern Arizona University (“NAU”), is seeking Proposals from qualified and reputable firms to establish a term contract for a bike share system.

The City is seeking to award a term contract for a bike share system to the Proposer that can best provide an innovative bike share system that supports the City’s Climate Action and Adaptation goals, ensures that services are accessible and available to traditionally underserved members of the community, and provides the best overall value to the Flagstaff community and NAU.

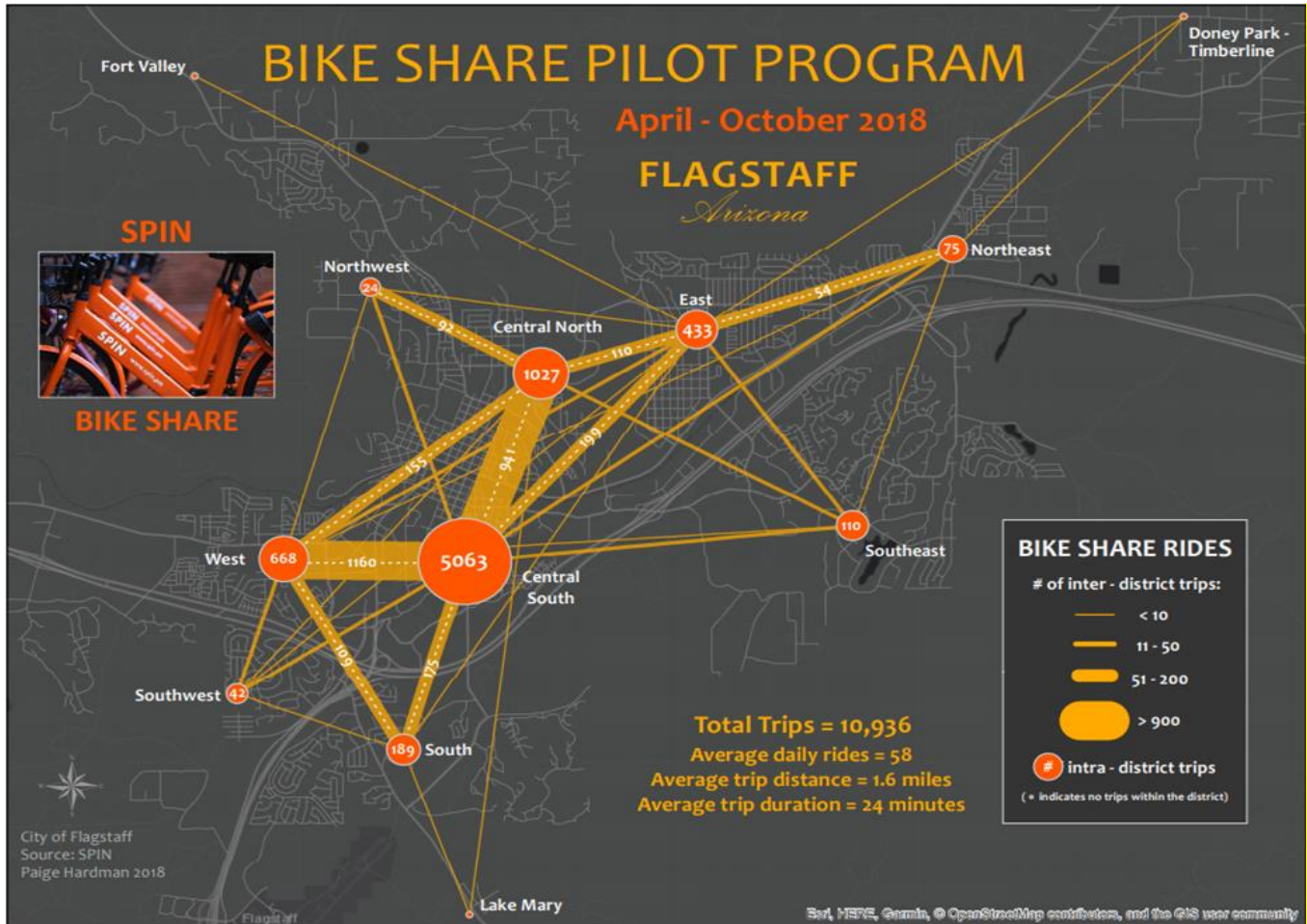
The initial term of the contract will be for a two (2)-year period, with the ability to renew for up to four (4) additional one (1)-year terms based on the successful performance of the Contractor(s) and the needs of the City.

II. SCOPE OF WORK

A. Introduction

The City, in cooperation with NAU, is seeking proposals from interested and qualified Proposers to provide and operate a multi-year bike share program. The system shall be designed to serve both the Flagstaff community at large and the NAU campus. The proposals should be innovative, proposing a hybrid bike system that incorporates dockless and designated parking areas. Designated parking areas will be determined by the City, NAU, and transportation partners, including the Northern Arizona Intergovernmental Public Transportation Authority (“NAIPTA”) and the Downtown Business Alliance (“DBA”). The system shall include at least 250 bicycles for the initial deployment and must be flexible and scalable for expansion to include more bikes and/or additional technologies (such as scooters) once the bike share system is well established.

The City and NAU conducted a six-month pilot dockless bike share program, the results of which were promising for a successful long-term bike share system. The pilot program confirmed the community’s interest in multi-modal transit and the potential for capturing future riders. Pilot data is represented on the following page:



Month	Rides	Average Trip Distance (miles)	Total Miles Traveled	Average Trip Time (minutes)	Average of Deployed vs Rentable Bikes*	CO ₂ Savings (pounds)
April (11th – 30th)	775	1.77	1,380	22.28	237 / 212	1,518
May	2,288	1.04	2,375	23.28	260 / 173	2,612
June	2,715	0.86	2,340	24.41	227 / 184	2,574
July	2,218	1.09	2,418	26.79	186 / 180	2,660
August	1,553	1.55	2,406	24.72	154 / 140	2,647
September	1,128	2.00	2,206	20.37	95 / 83	2,427
October (1st – 12th)	254	2.74	706	17.99	61 / 54	776
TOTALS:	10,931	1.58	13,831	23.96	174 / 147	15,214

Preference will be given to Proposers who can demonstrate the ability to incorporate class 1 or 2 electric pedal assist or “e-bikes” into their initial deployment and provide goals for “e-bike” expansions. Proposals shall include all equipment as well as operation services, including but not limited to; program data, system rebalancing, 24-hour customer support, equipment maintenance, redeployment management, webpage management, mobile app management, engagement in the community and establishing a trusted presence. Proposals shall include a complete back-end management system with real-time location tracking of individual bicycles through on-board monitoring technology.

Additionally, proposals may be contingent on the applicants’ ability to secure sponsorships to meet funding requirements in order to meet minimum system size requirements and future expansion needs. It is preferred that the bike share system be self-financed, with the user fees and ad revenues where permitted by City Code (for example, City sign code does not allow for advertising on stations) and NAU approval, covering any compensation and system costs.

B. Scope of Goods and Services

Proposers are encouraged to submit proposals for a system that meets these requirements:

1. Bicycles:
 - a. Shall be durable all-weather and corrosion resistant for year-round outdoor use and storage
 - b. Shall be in new condition upon delivery
 - c. Shall be specifically designed for bike share use
 - d. Shall include front and rear lights, preferably self-powered and automatic
 - e. Shall include a storage basket capable of supporting loads of up to 20 pounds
 - f. Shall provide effective gearing ratio appropriate for steep local terrain (preferably a range equivalent to 7 or more gears)
 - g. Shall have fenders
 - h. Shall have a bell
 - i. Shall have puncture resistant tires
 - j. Shall have a reliable intuitive braking system
 - k. Shall be uniform and consistently branded (all branding and advertising must be approved by the City and NAU to ensure that it does not conflict with existing codes, marketing, advertising, and branding contracts)
 - l. Shall be one-size-fits-all with step-trough frame and adjustable seat
 - m. Shall be warrantied for mechanical defects
 - n. Shall be equipped with tracking system, i.e. GPS or RFID
 - o. Shall include a minimum of 10% electric assist bicycles at launch date with an operational goal of 25% or more electric assist bicycles
 - p. Based on outreach to community partners, including the City of Flagstaff Disability Awareness Commission, allocate a percentage of the fleet to ADA compliant bicycles
2. Designated parking locations, hubs, and dockless:
 - a. Will include designated parking locations identified by the City, NAU and community partners
 - b. May incorporate/use existing public bike parking
 - c. May be new locations that are approved and identified for public bike parking (must be in line with City and NAU policies)

- d. Shall have distinct identifying signage or other markings to identify the locations as part of the system.
 - e. Describe how the Proposer will manage bicycles parked in prohibited locations or in an improper manner.
 - f. Describe how will communication be managed through the app and website
3. Software:
- a. Shall be an iOS and Android compatible mobile app for users to check real time bike availability at any parking location and to perform bike rental transactions
 - b. Shall be a website and/or app for membership sign up, system map with station location information and details on renting and using the docking stations and bicycles, detailed bicycle safety precautions, etc.
 - c. Shall offer variably priced membership options for short term, long term, one-time use, member organizations, etc.
 - d. Shall offer pricing and membership promotions including the ability to accept discount codes
 - e. Shall provide multi-lingual instructions capability
 - f. Proposer shall provide an equity plan for users without cell phones to access system.
4. Community Engagement Plan:
- a. Shall provide a preliminary plan that outlines efforts to get involved with the community.
5. Equity Plan
- a. Shall provide a preliminary plan that outlines how equity considerations will be built into the system.

C. Technology and Reporting Capabilities

System should provide users with real time system information including station status and bike locations through web and mobile technology. System can primarily depend on smartphone or web-based customer interface. However, the system would preferably have a strategy to facilitate users who do not own a smartphone.

Customer safety agreement must include:

1. Riders under eighteen (18) shall wear helmets whiles riding a bicycle
2. Bicycles shall be parked in appropriate parking zones

System should provide regular and on-demand customizable reports for the City, NAU, and transportation partners. Data related to such areas as system utilization, distribution, maintenance reports, financial reports and general system performance shall be made available to City and NAU account managers with monthly reports available upon request with the following information:

1. Ridership data/statistics (frequency, duration, distance by day, time, and location)
2. Total calories burned by riders
3. Estimated greenhouse gas emission reduction

4. Revenue and membership data
5. Crash/accident/damage/incident data
6. Bicycle and kiosk maintenance data
7. Station rebalancing data
8. Customer complaints
9. Total miles covered by riders

D. System Maintenance Rebalancing and Repair

Successful Proposer will be responsible for providing all maintenance for system and bicycles. Successful Proposer should provide comprehensive maintenance protocols for system equipment, bicycles and software upgrades. Existing municipal or public bike racks used as part of the system may still be maintained by the appropriate local authority. Successful Proposer will ensure that bicycles will be distributed effectively across the system. Successful Proposer shall ensure that at least 90 percent of bicycles are available and safely operable at all times. Bicycles needing maintenance should be immediately blocked from use and the repair process should be initiated within 48 hours. The successful Proposer shall detail a bicycle maintenance program that ensures that broken bicycles are removed from service and repaired within a 48-hour timeframe. Bicycle maintenance and storage locations shall be provided by the vendor. During periods of extended severe winter weather, a portion of system bicycles may be taken off line and stored indoors with approval from the City and NAU.

1. At a minimum, the following tasks shall be performed at least once every four (4) week period:
 - a. Inspect drive train for proper functioning and lubrication
 - b. Inspect handlebar for proper centering and tightness
 - c. Inspect tires for proper inflation
 - d. Inspect brakes for excessive wear and ensure proper working order
 - e. Inspect saddle for proper tightness
 - f. Inspect shifters for proper functioning
 - g. Inspect lights for proper functioning
 - h. Ensure components such as the basket, bell, and advertising components are properly attached
 - i. Clean bicycle and bicycle components
2. At a minimum, the following work shall be performed annually, and on an as-needed basis:
 - a. Clean entire drive train
 - b. Inspect spoke tension and true wheels
 - c. Inspect tires for excessive wear and replace, if necessary
3. Successful Proposer assumes all responsibility for costs, repair, and replacement for damage(s) to bicycles and their service vehicles

E. Customer Service

1. Successful Proposer shall provide all customer service and support. Customer service should be available 24/7 with U.S.-based on-call support services with a phone wait/call back time not to exceed 3 minutes. On-call maintenance/repair staff should be capable of responding to maintenance calls within 48 hours. Customer complaints received by the City or NAU will be forwarded to customer service provided by the successful Proposer. Emergency calls such as bicycles improperly parked or blocking building/street access shall be responded to within 1 hour.
2. Select member(s) of the City and NAU would have the ability to relocate improperly parked bicycles if immediate assistance was needed.

F. Marketing and Sponsor Relations

1. Successful Proposer will be expected to provide support in securing and managing system sponsorships.
2. Successful Proposer shall have the ability to make presentations to prospective sponsors.
3. Successful Proposer should be able to manage finances associated with sponsorships and direct associated revenue back into the system or offset funding from the City and NAU.
4. Preference will be given to Proposers partnering with local organizations and businesses.

III. PROPOSAL REQUIREMENTS

The bike share system would preferably be self-financed, with the user fees and advertising revenues covering any compensation and system costs. Advertising must be pre-approved by the City and NAU and not in conflict with any existing City and or NAU contracts. Proposer shall describe their pricing model for bicycle rentals and any proposed revenue sharing as part of their proposal.

A. Infrastructure and Technology of the System

1. Describe the scope of the initial implementation, including number of bicycles and recommended placement and number of hubs or kiosks (if applicable).
2. Provide a detailed description of the bicycles and any equipment to be used, including manufacturing origin. Include information on any related hardware needed to operate and/or maintain the bicycles. Description should include all mechanical specifications, including information regarding the gearing, suspension, seat, branding, any onboard technology, and all other amenities (i.e. basket, bell, locks).
3. Describe the system modularity and expansion capability for hubs or kiosks (if applicable), bicycles, and technology.
4. Describe any safety features that would be included in this system.
5. Describe all reporting features available to the City and NAU (i.e. system utilization, bike distribution, customer feedback, membership levels).

6. Describe all power requirements including any proposed use of solar power, if applicable.
7. Describe how the system will be compliant with the Americans with Disabilities Act and provide ADA bicycles.
8. Describe any information (i.e. safety, way finding) to be placed on bicycle and equipment (if applicable). Describe all mobile applications available for the system, on what platforms they are available, and who is responsible for maintenance and upgrades.
9. Information on the warranty associated with the product the firm is proposing and any extended warranty (include the price) that might be available.

B. Operations and Maintenance

1. Provide recommendations on what equipment and level of staffing would be required to sustain the system.
2. Provide maintenance manual/protocol for the bicycles and any other needed infrastructure or equipment including but not limited to any batteries used by bicycles or station/kiosks. Provide a proposed timeline for replacement.
3. Describe software maintenance protocols and procedures for implementing software upgrades at the request of the City and NAU.
4. Describe any bicycle balancing and redistribution protocols.
5. Describe any established troubleshooting protocol for system outages.
6. Describe the realistic timeline for deployment after a system has been selected.
7. Describe how to handle abandoned bicycles, bicycles improperly parked, those blocking ADA ramps or those blocking entrances to buildings, etc.

C. Membership

1. Provide a description of proposed membership categories and payment options, including recommended membership pricing based on the system size, demographics, population, and discounts for specific groups, etc.
2. Provide a detailed description (including photos/illustrations) of how the system will function from a user's perspective. This should include both annual and short-term memberships.
3. Detail how your firm's proposed system can be integrated into existing forms of identification (i.e. the use of the existing NAU/City identification card or e-mail address).
4. Detail how your firm will protect the identity data of members.

D. Proposer Information

1. Provide a brief history of the firm and its experience, qualifications and success in providing the type of product requested.
2. Provide at least three references where similar goods and/or services have been provided. Include the name of the firm/organization, the complete mailing address, and the name of the contact person, email address and telephone number.

E. Marketing and Customer Service

1. Describe the marketing assistance that will be provided, if any.
2. Describe the potential for advertising, including a list of locations on bicycles and equipment that can accommodate customized messaging provided by the City and NAU.
3. Describe the type of customer service support that will be provided to users as well as to the City and NAU. A system that provides 24/7 customer service is preferred.
4. Describe the website that will be provided, if any. Include the services and information that will be provided on the website (i.e. membership sign-ups, safety recommendations, system map, etc.).

EXHIBIT B
INSURANCE REQUIREMENTS

1. In General. Contractor shall maintain insurance against claims for injury to persons or damage to property, arising from performance of or in connection with this Contract by the Contractor, its agents, representatives, employees or contractors.
2. Requirement to Procure and Maintain. Each insurance policy required by this Contract shall be in effect at, or before, commencement of work under this Contract and shall remain in effect until all Contractor's obligations under this Contract have been met, including any warranty periods. The Contractor's failure to maintain the insurance policies as required by this Contract or to provide timely evidence of renewal will be considered a material breach of this Contract.
3. Minimum Scope and Limits of Insurance. The following insurance requirements are minimum requirements for this Contract and in no way limit the indemnity covenants contained in this Contract. The City does not represent or warrant that the minimum limits set forth in this Contract are sufficient to protect the Contractor from liabilities that might arise out of this Contract, and Contractor is free to purchase such additional insurance as Contractor may determine is necessary.

Contractor shall provide coverage at least as broad and with limits not less than those stated below.

- a. Commercial General Liability - Occurrence Form

General Aggregate	\$2,000,000
Products/Completed Operations	\$1,000,000
Each Occurrence	\$1,000,000
- b. Umbrella Coverage \$2,000,000
- c. Automobile Liability –
Any Automobile or Owned, Hired
and Non-owned Vehicles
Combined Single Limit Per Accident
for Bodily Injury & Property Damage \$1,000,000
- d. Workers' Compensation and Employer's Liability

Workers' Compensation	Statutory
Employer's Liability: Each Accident	\$500,000
Disease - Each Employee	\$500,000
Disease - Policy Limit	\$500,000

4. Self-Insured Retention. Any self-insured retentions must be declared to and approved by the City. If not approved, the City may require that the insurer reduce or eliminate such self-insured retentions with respect to the City, its officers, agents, employees, and volunteers. Contractor shall be solely responsible for any self-insured retention amounts. City at its option may require Contractor to secure payment of such self-insured retention by a surety bond or irrevocable and unconditional letter of credit.

5. Other Insurance Requirements. The policies shall contain, or be endorsed to contain, the following provisions:
- a. Additional Insured. In Commercial General Liability and Automobile Liability Coverages, the City of Flagstaff, its officers, officials, agents and employees shall be named and endorsed as additional insureds with respect to liability arising out of this Contract and activities performed by or on behalf of the Contractor, including products and completed operations of the Contractor, and automobiles owned, leased, hired or borrowed by the Contractor.
 - b. Broad Form. The Contractor's insurance shall contain broad form contractual liability coverage.
 - c. Primary Insurance. The Contractor's insurance coverage shall be primary insurance with respect to the City, its officers, officials, agents, employees and volunteers. Any insurance or self-insurance maintained by the City, its officers, officials, agents and employees, shall be in excess of the coverage of the Contractor's insurance and shall not contribute to it.
 - d. Each Insured. The Contractor's insurance shall apply separately to each insured against whom a claim is made or suit is brought, except with respect to the limits of the insurer's liability.
 - e. Not Limited. Coverage provided by the Contractor shall not be limited to the liability assumed under the indemnification provisions of this Contract.
 - f. Waiver of Subrogation. The policies shall contain a waiver of subrogation against the City, its officers, officials, agents and employees for losses arising from work performed by Contractor for the City.
6. Notice of Cancellation. Each insurance policy required by the insurance provisions of this Contract shall provide the required coverage and shall not be suspended, voided, cancelled, reduced in coverage or in limits unless prior written notice has been given to the City. Notices required by this section shall be sent directly to the Buyer listed in the original Solicitation and shall reference the Contract Number:

Attention: Matt Luhman, Senior Procurement Specialist
Contract No. 2019-60
Purchasing Department
City of Flagstaff
211 W. Aspen Ave.
Flagstaff, Arizona 86001

7. Acceptability of Insurers. Contractor shall place insurance hereunder with insurers duly licensed or approved unlicensed companies in the State of Arizona and with a "Best's" rating of not less than A-: VII. The City does not represent or warrant that the above required minimum insurer rating is sufficient to protect the Contractor from potential insurer insolvency.
8. Certificates of Insurance. The Contractor shall furnish the City with certificates of insurance (ACORD form) as required by this Contract. The certificates for each insurance policy shall be signed by a person authorized by that insurer to bind coverage on its behalf. Any policy endorsements that restrict or limit coverage shall be clearly noted on the certificate of insurance. The City project/contract number and

project description shall be noted on the certificates of insurance. The City must receive and approve all certificates of insurance and endorsements before the Contractor commences work.

9. Policies. The City reserves the right to require, and receive within ten (10) days, complete, certified copies of all insurance policies and endorsements required by this Contract at any time. The City shall not be obligated, however, to review any insurance policies or to advise Contractor of any deficiencies in such policies and endorsements. The City's receipt of Contractor's policies or endorsements shall not relieve Contractor from, or be deemed a waiver of, the City's right to insist on strict fulfillment of Contractor's obligations under this Contract.
10. Modifications. Any modification or variation from the insurance requirements in this Contract must have the prior approval of the City's Attorney's Office in consultation with the City's Risk Manager, whose decision shall be final. Such action will not require a formal Contract amendment but may be made by their handwritten revision and notation to the foregoing insurance requirements.