

December 11, 2018

Proposal Evaluation Summary

Bike Share System Operation & Equipment – RFP #PUR1018-081

Proposals opened November 14, 2018

Evaluators: Bill Micheel, Asst. Community Development Director; Sylvia Bochner, Planner; Brandon Whyte, Multimodal Transportation Planner; April Wing, ADA Program Manager

Proposals received in alphabetical order:

Firm Name	Location	Financial Proposal	Total Score
Gotcha Bike, LLC	Charleston, SC	\$33,608 per month	673.61
Heartland Bike Share	Omaha, NE	\$601,829.40	n/a
CycleHop LLC dba HOPR	Miami Beach, FL	\$18,500 per month	726.53
VeoRide Inc.	Chicago, IL	no cost to City	948.75
Zagster, Inc.	Boston, MA	not submitted	643.75

1. VeoRide Inc.

Criteria	Points
Qualifications and Experience (25%)	231.25
Equipment Proposed (25%)	237.50
Financial Proposal (10%)	100.00
Responsiveness (40%)	380.00
Total Evaluation Points	948.75

Facts:

- Firm possesses required qualifications and experience using business model requested in RFP
- Will allow the City/Sponsors input in appearance of fully customized bikes
- Discounted bike rental pricing for low income users
- Bikes are provided at no cost to the City
- Bikes reported damaged or unusable are replaced with a fully functioning bike within 2 hours
- Will pursue sponsorships to fund the system with a percentage shared with City to invest in system infrastructure and advertising
- Clear understanding of project with acceptable timeline and clear operation/balancing plan

2. CycleHop LLC dba HOPR

Criteria	Points
Qualifications and Experience (25%)	187.50
Equipment Proposed (25%)	187.50
Financial Proposal (10%)	31.53
Responsiveness (40%)	320.00
Total Evaluation Points	726.53

Facts:

- Firm possesses required qualifications and experience
- In-house sponsorship team available to assist City in finding sponsors for the system if needed
- Equipment and app are fully customizable to include sponsor branding and logos
- Cost to City is \$18,500 per month for operation of system
- Clear understanding of project with acceptable timeline
- Will follow industry best practices for balancing of bikes within system

3. Gotcha Bike, LLC

Criteria	Points
Qualifications and Experience (25%)	193.75
Equipment Proposed (25%)	162.50
Financial Proposal (10%)	17.36
Responsiveness (40%)	300.00
Total Evaluation Points	673.61

Facts:

- Firm possesses required qualifications and experience
- Experience providing equitable access to bike share with subsidies and unbanked fare options
- Bikes are Gotcha-branded with sponsorship opportunities on signage, app, website, etc.
- Cost to City is \$33,608 per month for operation of system, including hubs
- Clear understanding of project with acceptable timeline
- In-market staff will have a designated rebalancing vehicle and team to insure the system remains sustainable

4. Zagster, Inc.

Criteria	Points
Qualifications and Experience (25%)	231.25
Equipment Proposed (25%)	162.50
Financial Proposal (10%)	0.00
Responsiveness (40%)	250.00
Total Evaluation Points	643.75

Facts:

- Firm possesses required qualifications and experience using the business model requested in RFP
- Bikes are replaced or refurbished every 3 years
- Bikes are Zagster/Pace-branded with sponsorship opportunities on basket, signage, etc.
- No financial proposal is included in submittal
- Clear understanding of project with acceptable timeline
- Rebalancing will be performed as agreed upon with the City

Recommendation for Award:

The evaluation team scored the responsive proposals and VeoRide Inc. was rated as the top proposal. A contract will be executed with VeoRide Inc.