



July 29, 2019

RE: RFP-2019-07-02
ITEM: Innovative Bike Share Program
RFB: Closes: August 13, 2019, 4:00 PM MDT

ADDENDUM #1
PRE-PROPOSAL MEETING AND QUESTIONS AND ANSWERS

Addendum #1 for Valley Ride/Valley Regional Transit Request for Proposal RFP 2019-07-02 Innovative Bike Share Program is hereby made part of the project requirements and contract documents for the referenced project. Please note, failure to acknowledge this Addendum does not relieve you from fulfilling the Addendum requirements.

1. Do you have a preference of freeflow or dockless preference- could it be lock two which could be dockless or station based?

Answer: We see value in existing station hubs and their locations. What we are looking for is the possibility of Lock 2 technology so that it could go both ways, dockless as well as station based but this may not be the entire focus of how the system operates.

2. If the system does not have freeflow capacity is that a non-starter Hybrid, would be parked at a dock but, maybe not have a cap the to be dropped anywhere but parked

VRT: Station based or dock based?

What I mean by Hybrid, where it would be able to be parked at a dock and perhaps paused during a trip maybe not have the capacity to be dropped off anywhere when parked.

Answer: Yes, we would consider that as a possibility.

3. Section 4.0 – says not more than 10 double sided pages, is that just specifically for Section 5?

Answer: The required number of double sided pages is 10 for the written responses portion, there can be addenda attached to that whether it is technical data.

We can include addenda to further elaborate the section?

Answer: Yes

4. Regarding Section 2 Statement of Objective. BGB was a public/private partnership, are you are seeking a public private partnership again

Would you be seeking sponsorships?

Answer: The risk of the investment would be on the private side of the relationship due to lack of funding. The burden of technology would be on our private partner. We are not interested in owning and operating if we don't have to, we want the burden of technology to be on our private partner.

Would all the revenue streams go to the private operator, such as sponsorships and advertising users?

If that is what is required to maintain the system, yes, however, we would like to have an opportunity for revenue sharing we would like to entertain that.

5. What is your current ridership?

Answer: Last year 35,000 rides, our best year ever divide that by 127 bikes Boise GreenBike is largely a seasonal system. Ridership begins to decline in October and starts increasing March.

6. Is your current system integrated with the transit system or stand alone?

Answer: We are largely stand alone. Our original RFP we requested that the system have RFID card capability so it could interact with our fareboxes on our buses. Unfortunately, we have not been able to get that implemented.

- 6a. Do you still envision that?

Answer: We would like to integrate as many mobility options as possible. One of the programs our agency is working on and Bike Share will hopefully be a part of this is a Downtown Mobility Collaborative in conjunction with other agencies including the City of Boise, Capital City Development Corporation, Ada County Highway District and Boise State. One of the goals of this initiative is to have one app that would allow people to choose between multiple mobility options whether is it a fixed line bus, a scooter, a bike, car share or TNC. The greater the integration possibilities, the greater the ranking of each company.

7. Would that be an expense of the private provider? The integration?



Answer: Yes, you would your technology to the table and we would work with you with the other technology platforms, we are currently using Masabi for mobility ticketing and we also have a pilot program with LYFT that provides people with subsidized LYFT rides from their homes to transit stop and return trips to their home. You do not necessarily have to bring all that technology to the collaborative but be willing to work with our other technology providers but integrate to the degree. There will always be compromises. we have LYFT, and agreement with Masabi platforms.

Usually it is the private provider that have problems with integration. I am not sure LYFT would be willing to share, that is another topic.

We realize it is not a perfect world and that there will always be compromises. That is how we got to this point.

8. Question about peddle assist – Boise GreenBike has 127 bikes do not currently have peddle assist and are looking for a much larger fleet. Have you thought about a complete inventory of peddle assist or a percentage of peddle only?

Answer: We are very interested in peddle assist. We would entertain offers that would include 100% peddle assist. We would look at proposals that offers a mix of both. We are wanting to serve a larger portion of the community. With 127 bikes, our primary service is in downtown Boise, the goal of seeking pedal assist is reaching outlying neighborhoods so that they could enjoy the benefits of bike share that they currently can't with peddle only bikes. That is why we are pursuing this. Also, we are now competing against 750 scooters between three companies. The scooters are seeing enormous ride numbers and we want a piece of that action.

9. Will this be the exclusive bike share system in the Boise area?

Answer: Yes, it would be.

10. Is the current owner of bikes the Transit Authority?

Answer: That is correct

11. Does the brand have to be Boise GreenBike? Can there be openness to use for example, Title Sponsor is there willingness to be rebranded with the transit authority.

Answer: The Transit Authority does not have an interest in branding it however, our title sponsors do. They are the organizations that selected the name Boise



GreenBike – we have two title sponsors Select Health (they own the green bike name) out of St. George Utah and St. Luke's. They both would be very willing to continue with the relationship and we hope that the new company would be willing to work with them. As stated in the proposal, we are looking for a companies who would be willing to work with our sponsors and that we would be able to have full branding or co-branding opportunities. The represent the lion share of our sponsorship currently and we would expect that they would provide that support moving forward.

12. Can you give an idea of a committed dollar figure of sponsorship?

Answer: They have not committed a \$\$ figure. They are providing the funding for the size of our systems at 127 bikes.

They are spreading the sponsorship dollars over wider audiences. Select Health is looking into reaching a more mature audience which aligns with electric assist bikes and this is because they are getting into Medicare supplemental insurance. We know that electric assist bikes are more attractive to baby boomers and those beyond.

13. How much are the sponsoring for bikes?

Answer: Total sponsorship currently between the two Title Sponsors is \$160,000 annually.

14. Are you saying the Transit Authority will not associate their brand with the system? Or is that they have no decision either way.

Answer: There is no decision either way, the private partner probably has more interest in branding. Currently, we say that Boise GreenBike is a service of Valley Regional Transit. If we don't own and operate, I don't feel we can say that anymore. Our interest is to continue bike share services within the city. We don't have a strong interest in branding with it.

15. Is it more preferred for a private partner to completely operate this or is it more preferred for a private partner to take over existing warehouse space, including staff for a smooth transition? Or is it more preferred that the private partner organizes and run it the way your currently have it?

Answer: We would prefer to employ our current staff, to the extent possible. At least on the local you would not find anyone else with better knowledge of the system. If the operator could come in and take over our assets whether it be warehouse that we lease, the vehicles we use and employ our people this would



be of most interest in to us. We would prefer not have someone parachute in with a whole new staff. We would prefer companies to be open to this concept.

16. Is there a willingness of staff is open to going to the new company?

Answers: Currently, staff is employed by VRT. The main objective is to help to keep those employees employed. We will look at all alternatives, the important goal is to maintain services and grow the footprint of those services.

17. Regarding Section 2 – Other urban communities for expansion? Do you have communities in mind for expansion?

Answer: The community that may be most interested in this is Meridian, Idaho is west of Boise, population 100K. Another community is Nampa population \$100K. These two communities have the best opportunities expansion. A smaller community called Eagle, Idaho has better bike infrastructure than either of the two larger communities. This is a conversation that can be talked about. I will tell you that the City of Meridian just signed an exclusive agreement with Bird Scooters to bring in 100-150 scooters to be launched by August 1, 2019. That is where I would start with regards of expansion of the system.

18. Branding opportunities – would there be a requirement actual bicycle by the current sponsors of the system.

Answer: Absolutely, that is what they interested visibility on the bikes in ...our current agreement gives them they get all branding on the bikes and some recognition on the station assets. They wanted naming rights and all of the assets on the bikes

19. There is no public funding at this time? Is this expected to continue? Will you continue to look for grants to enlarge the systems or add to it or for integration. That is a large cost to the operator.

Answer: We understand this. The existing system was made by transportation alternative grants, through Federal Highways Administration. We haven't been unable to grow the system due to the enormous competition and uncertainty of the getting the federal funding. We purposely built this request without including any federal attachment. It provides greater flexibility. We are not interested in pursuing any federal funding due to the uncertainty of receiving it and when we have received it, it has been less than expected. Results being less than what we wanted.



City Funding?

Answer: The city's funding has been somewhat indirect. They are a big supporter of our agency VRT. They make up the majority of VRT's operating budget. They have only provided specific amounts here and there. I believe there is a possibility of more support from the City of Boise, the other cities we would have to have with conversations with. I don't see funding coming until 2021 since they are currently in the budget process right now. It is something we would entertain having those discussions because they understand the importance of bike share and there could be more of possibility to support this down the line.

20. What is the deployment timeline?

Answer: Deployment would like to deploy by next Spring between March and May. What is the exclusive – is there an exclusive agreement.

Our contract with Social Bicycles expires July 2020. There may be a little overlap which is fine. We are just not going to renew. We also have to give Social Bicycle's six months' notice if we are not going to renew.

21. What means is the exclusivity being vetted is the contract being tied? Could other communities choose to go with other providers under the jurisdiction the Transit authority.

Answer: The city does not have any direct involvement. VRT has jurisdiction over Ada and Canyon Counties, the contract would be with VRT and none of the communities would have any involvement with whomever is chosen.

Could other communities choose to go with other providers under the jurisdiction the Transit authority.

Answer: I suspect they could but, I don't see that is hasn't been a great deal of interest in doing this. The City of Boise support VRT when it comes to maintain Bike Share services. That is the greatest possibility of success is with the City of Boise since it has the infrastructure already in place.

22. Any interest in expanding into other modes like Scooters as the main program?

Answer: We do not have control over this. City of Boise has three agreements with Scooters. The scooter companies have license agreements with the City of Boise and the city has limited it to three companies. We are not beholden to that agreement and would most like have to negotiate this with the City if we want to



pursue it. It is safe to say, that scooters would have to be negotiated with the City of Boise. The City of Meridian has an exclusive agreement with Bird. Other cities have not said or done anything more about the scooters, not banning or welcomed them and I am not aware of any companies beating on their doors.

Negotiations would happen through the Transit Authority?

Answer: Yes

23. On the deployment timeline, is May the ideal time.

Answer: If you could launch earlier that would be great. We usually ramp up in March.

24. Do you think there is an opportunity to launch in this calendar year?

Answer: I think it would be difficult to launch in this calendar year to be honest. We would still be paying our software licensing fees and connection fees to Social Bikes. We would be reluctant to do that.

25. Do any of your hub systems have AC power?

Answer: Yes, we have currently have 3 locations with electrical power. Most in the public right-a-way. I believe there is a possibility of wiring the quite a few of the existing station hubs as they are not far from utility and light poles. This is something we could look at.

26. Can anyone use their own bikes to park their bikes at the hub stations?

Answer: They are open to anyone to lock a bike to. We discourage this so there is room for our bikes?

27. What is the process to get additional hub stations? Permitting? Additional contracts?

Answer: The majority of our stations are public property; we have license agreements with the City of Boise, Ada County and Ada County Highway District (ACHD) which owns and operates all the streets. The cities in Ada County don't actually control their own streets. That is why we have to have a license agreement with ACHD.

I believe we could easily transfer the license agreements to the new operator with little to no problem.

Is it possible to get more of these (hub stations)?

Answer: Yes, we have gone through these processes. We have agreements with many different agencies and we are happy to share these with the awarded contractor.

28. The existing hardware, Boise GreenBike owns the bikes. Is it possible to retrofit?

Answer: Yes, if you have the technical capability.

29. Does that mean the station swill also remain in the ownership of VRT?

Answer: We could transfer the stations to the new company, if it is possible to continue to use them. They are very sturdy racks. We have a collection of station sponsor, some of whom I believe would want to continue with this next phase.

30. Is there anything that Social Bikes will be taking away?

Answer: No, we own everything including the controllers which will have much use, we may want to find a home for them.

31. Existing membership data is that transferrable?

Answer: Yes, we could download this (I will check on this). We have a lease in place that the new company could take over.

We are leasing a building and whoever takes over would have the option of taking the lease over.

This is the warehouse where the bike mechanics work?

Answer: Yes, that is correct.

32. What is the size of personnel staff?

Answer: 3 employees and one super volunteer.

Is the super volunteer part of the deal?

Answer: You would have to negotiate with him however, I am sure he would want to come along.

33. Vehicles, does VRT own them?



Answer: We own both vehicles. 1993 Chevrolet short diesel school bus and a 2019 Dodge Promaster van.

34. How does Valley Regional Transit envision its role with GreenBike changing upon establishment of new public-private partnership?

Answer: Valley Regional Transit's role in this public-private partnership would change in one very distinct way. VRT will no longer own the bikes or any other assets in the bike share system. The private partner would take on the cost and responsibility of keeping the technology current. If there is new infrastructure necessary, that would be the responsibility of the private partner. The partnership would offer an exclusive agreement with VRT to provide bike share services in its area of jurisdiction, which is Ada and Canyon counties, known locally as the Treasure Valley. The largest city in these two counties is Boise, which we would expect to be the center of operations. VRT's primary role would be to administer the contract with the private provider.

35. Would Valley Regional Transit be open to continuing as an operating partner?

Answer: Yes. VRT would be interested being the operating partner as long as it is no longer responsible for owning the equipment or keeping it up to date. The current employees of the bike share system each have four years of experience in managing a bike share program. There is no one else in the market who knows more about bike share.

Or, would preference be for private partner to assume full operating responsibilities upon transition?

Answer: This too could be an option. We are open to virtually all operational models. It would be nice to offer current employees of the program employment with the private company if that is the model the proposer chooses. Make the case in your proposal for the model of operations that makes the most sense for your company and the sustainability of a bike share program in Boise and the Treasure Valley.

36. Would private partner be able to modify GreenBike's user fee/membership pricing structure?

Answer: Yes. We recognize that bringing in new equipment and staffing operations is going to cost money. As part of your proposal we would encourage you to suggest the pricing structure you would like to see.

37. Would private partner be able to acquire additional sponsors if new deals don't conflict with existing sponsors?

Answer: Yes. We fully expect the private partner to solicit additional sponsors to cover operational costs. We should say that VRT has an advertising sales department with a primary focus on selling advertising assets on fixed line buses. That department could also be utilized to solicit advertisers for the bike share system, in exchange for some sort of revenue sharing.

38. How do you envision the existing physical stations will integrate into the new bike share platform/system?

Answer: We want the best of both docked and dockless systems. We want the flexibility that a dockless bike share program can provide users, but we want to encourage people to return bikes to station hubs. That, in part, is why we are suggesting the bikes have lock-to capability. The next system could be a primarily docked system, as long as the bikes can be locked away from a dock or station hub, like a fully dockless system. We appreciate the predictability that station hubs offer customers. If they go to a station hub they are likely to find a bike there. The hubs offer order on the streets as well. Instead of bikes being left randomly anywhere on the sidewalk, they can be returned to a hub or dock. Our station hubs are generally in highly visible locations, making them attractive for advertisers or sponsors. The racks themselves are sturdy and will last for many more years. The ideal would be to integrate existing station hub assets into the new system. If that's not possible we believe there is still inherent value in the locations as we have license agreements with public and private entities to have bike share assets at these locations.

39. Are you looking to add physical stations (vs virtual stations) or bike racks?

Answer: Yes. One of the goals of the RFP is to increase the size of the bike share system. We believe this will necessitate the addition of more physical stations, especially if the winning proposal is from a system dedicated to docks. Still, we are open to the possibility of virtual hubs as well. Make the case in your proposal for the system that works best for your company and for the sustainability of the system.

40. How do current flex hubs work?

Answer: Nearly all of our current flex hubs are public bike racks or bike corrals that we have drawn a geo-fence around, allowing our customers to lock the bikes without paying the \$2 locking out of hub fee. We started adding flex hubs when customers told us there weren't enough station hub locations for them to lock the bikes. This was a low-cost method of adding system utility. We believe it has



increased use of the existing bike share system.

41. How do you envision existing kiosks will be used/function in new system?

Answer: The kiosks have always been troublesome. Without an all new operating system inside the kiosks we don't envision a role for them in the new system. If you believe you can retrofit the existing kiosks we would entertain that possibility. The physical cabinets of the kiosks are quite durable, so it might be possible to reuse them.

42. What is the breakdown of memberships revenue (annual, daily, etc.)?

Answer: There are two types of members tracked in our system, active and all time. We currently have a little over 20,000 active members. The total for all time, which includes those who have left the network, is 22,647 members.

The largest membership class is Pay as You Go, at 18,500 active members. As you might expect, that membership class also represents the largest source of revenue (\$239,760 since April 2015) with an All-Time Average Revenue per User of \$12.35. We also offer Annual, Premium, Monthly, and Student Annual memberships, and a variety of employer plans that provide employers with discounted annual membership plans. Not all revenue from the employer plans is represented in the table below, as most employers pay a fee not tracked in the vendor website.

Revenue by membership plan March 1, 2015 – July 25, 2019

Membership plan	All-time number of members	All-time total revenue	All-time ARPU
All memberships	22,647	\$372,358	\$1,943.07
Pay as you go	19,402	\$239,760	\$12.35
Annual	77	\$15,083	\$195.88
Premium annual	162	\$49,668	\$306.59
Monthly	541	\$29,950	\$55.36
Student Annual	109	\$6,591	\$60.47
Employer plans	2,352	\$31,303	\$1,312.17