



REQUEST FOR PROPOSALS

to

Design, Install, Operate and Maintain a Bike Sharing System

For

THE CITY OF PHILADELPHIA

Issued by:

THE CITY OF PHILADELPHIA

*Procurement Department
Hugh Ortman, Commissioner*

All proposals must be submitted electronically through the eContract Philly online application process at www.phila.gov/contracts, choose eContract Philly.

Respondents who have failed to file complete applications through the eContract Philly online application process will not be considered for the contract.

**Proposals must be received no later than 5:00 p.m. Philadelphia, PA, local time,
on Tuesday November 26th, 2013.**

Non-Mandatory Pre-Proposal Conference:

Date: October 30, 2013

Time: 1:30 PM Eastern Standard Time

Location: Municipal Services Building, Room 1450
1401 JFK Boulevard
Philadelphia PA, 19102

Questions may be submitted at any time.

Final questions due by 5:00 PM local time on Monday, November 4th.

Honorable Michael A. Nutter, Mayor
Rina Cutler, Deputy Mayor for Transportation and Utilities
Hugh Ortman, Commissioner Procurement Department

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I. Project Overview

A. Introduction and Statement of Purpose

The City of Philadelphia is pleased to offer the opportunity to firms with proven bicycle sharing technology to partner with the City to provide a Bicycle Sharing System for Philadelphia. Of the ten largest cities in the United States, Philadelphia has the largest proportion of cycle commuters. Already, more than 10,000 Philadelphians bike to work and thousands more trips occur each day for transportation and recreation. The market opportunity for bicycle sharing in Philadelphia is significant with the City's flat terrain, mild weather, mix of high density residential, commercial, and educational development, along with a housing stock that leaves many potential cyclists without the room to store a bike. The proposed service area is home to more than 430,000 residents and more than 400,000 jobs. Philadelphia's Bicycle Sharing System is perhaps the last high ridership system left to be launched in North America.

Mayor Michael A. Nutter and the Philadelphia City Council have committed \$3 million of the City's capital budget as the seed for bringing a world class Bicycle Sharing System to Philadelphia in 2014. The City expects to raise additional funding to complete the system from State and Federal grants, as well as private sponsors. At least one major property owner in the city has already committed to funding stations at its Class A commercial buildings. A system wide sponsorship will be solicited through a separate Request for Proposals.

Bike sharing will be an affordable, healthy, safe, environmentally sustainable, and popular addition to Philadelphia's transportation options. Implementing a top-quality system will boost the City's transportation network and further advance Philadelphia's position as a city of choice. It is envisioned that a system of 150 to 200 bike sharing stations and 1,500 to 2,000 bikes will serve an area that stretches from the Delaware River into West Philadelphia, from the Navy Yard through Center City to North Philadelphia beyond Temple University's main campus. The system is projected to generate nearly two million trips per year by residents, commuters, students and visitors. Bike share will help connect residents, commuters and visitors to more of Philadelphia's businesses, institutions and attractions. Future requests from neighboring municipalities for participation in the City of Philadelphia's Bicycle Sharing System offer the possibility for expansion beyond the initial service area.

B. Department Overview

The Mayor's Office of Transportation and Utilities (MOTU) is charged with building a shared vision and coordinating decision-making among various City, state and regional agencies and departments – including the City's Streets, Commerce, Public Property, Traffic Police, City Planning, and Parks and Recreation Departments, Philadelphia International Airport, the waterfront and port agencies, Southeastern Pennsylvania Transportation Authority (SEPTA), Port Authority Transportation

Corporation (PATCO), Pennsylvania Department of Transportation (PennDOT), Amtrak, and the Delaware Valley Regional Planning Commission (DVRPC) in improve and coordinate services throughout the City's transportation system. MOTU works to make sure that Philadelphians can get where they are going, no matter how they choose to get there; be it by foot, bike, car or transit.

MOTU and the City of Philadelphia may opt to partner with a government authority to facilitate the long term sustainability of the Bicycle Sharing System through changes of administration and across municipal boundaries.

C. Project Background

The City, with funding through a grant from the William Penn Foundation, formed a Bike Share working group committee (Working Group) to evaluate business models and develop a business plan for bike share. The Working Group included MOTU, Bicycle Coalition of Greater Philadelphia (BCGP), DVRPC and the Pennsylvania Environmental Council (PEC) and Bike Share Philadelphia, a bike share advocacy organization. [The *Philadelphia Bike Share Strategic Business Plan*](#) (Strategic Business Plan) is attached as Appendix 2. The full report is also available on the City of Philadelphia's website: www.phila.gov/bikeshare.

D. Goals and Objectives

The *Strategic Business Plan* established the following goals and objectives. In responding to this RFP, we ask Respondents to keep these objectives in mind, particularly the goals associated with Personal Mobility and Finances and Transparency.

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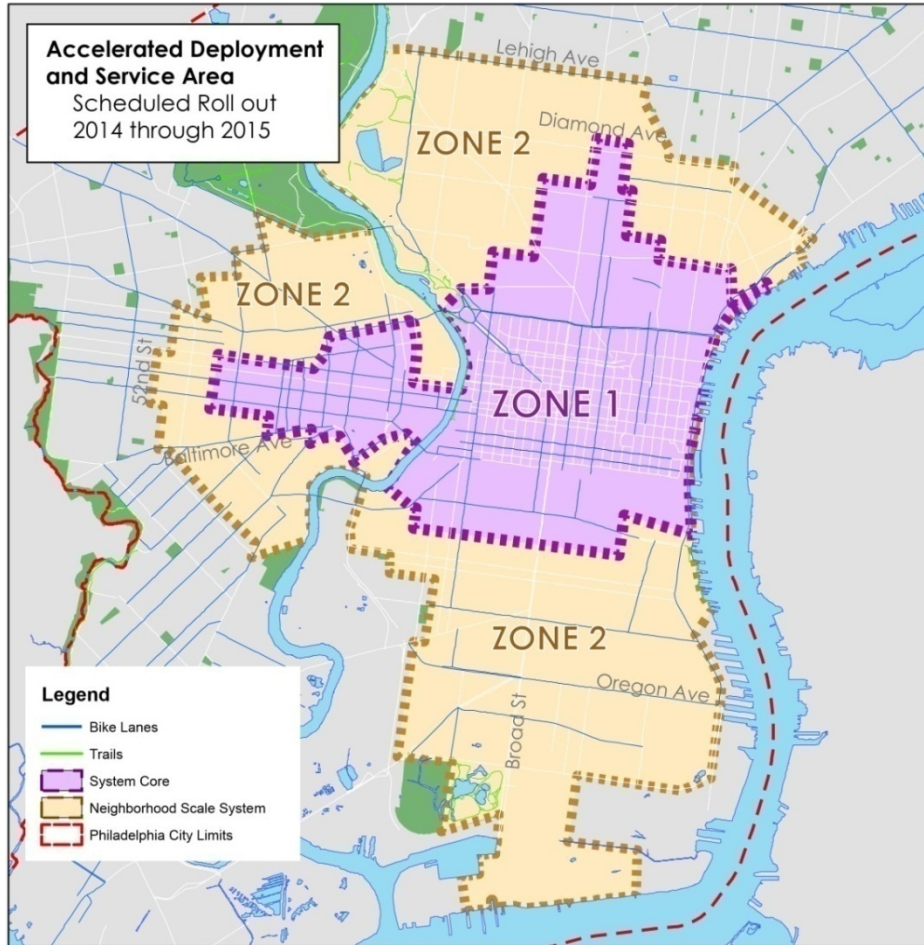
THEME	GOALS & OBJECTIVES
Personal Mobility	<p>Increase personal mobility in Philadelphia, providing people with better access to destinations throughout the City.</p> <ol style="list-style-type: none"> 1. Maximize the number of destinations one can reach, providing enhanced connectivity to places that otherwise would be difficult to access. 2. Integrate bike share as an extension of Philadelphia’s public transit network. 3. Ensure that bike share is cost competitive for users as compared to other modes.
Livability & Economic Competitiveness	<p>Develop an innovative transportation system that improves Philadelphia’s livability and economic competitiveness.</p> <ol style="list-style-type: none"> 1. Attract and retain talent for the City’s employers and raise the attractiveness of Philadelphia for business investment and tourism. 2. Reduce the environmental impact of transportation and help Philadelphia achieve its goal of being the “greenest city in America.” 3. Develop a system that serves users in minority and low-income communities and improves their access to key destinations, such as jobs and recreation.
Health & Safety	<p>Provide Philadelphians a safe mode of transportation that promotes active and healthy living.</p> <ol style="list-style-type: none"> 1. Foster an active lifestyle by diverting a greater share of trips to bicycling. 2. Support other City health objectives such as improved access to fresh foods and access to green space. 3. Promote a culture of safety among bike share system users.
Finances & Transparency	<p>Create a system that is financially sustainable, transparently operated, and accountable to the public.</p> <ol style="list-style-type: none"> 1. Cover all operating expenses without assistance from the City by utilizing a wide range of private, state and federal funding sources. 2. Plan for and ensure sustainable capital funding for system growth and ongoing equipment replacement. 3. Clearly communicate program performance and effectiveness to stakeholders and the public.

Performance measures based on these goals and objectives are included in the Strategic Business Plan.

E. Service Area

The Strategic Business Plan proposes a system service area that is divided into two large zones (1 and 2) based on deployment of stations beginning in the core market area and gradually expanding into the adjacent neighborhoods over as many as 5 years. The zones have been developed based on market characteristics, geographical breaks and system operating characteristics, with recommendations for the optimal number of bikes and stations within each.

(1) Bike Share Service Area Recommendation



Recommended Service Area and System Characteristics

Proposed New Service Area	Stations	Bicycles	Station Density Stations/Sq.Mi.	
Zone 1	8.28 Sq. Mi.	80 - 120	800 - 1300	9.7 - 14.5
Zone 2	16.21 Sq. Mi.	60 - 100	500 - 700	3.7 - 6.2
Total	24.49 Sq. Mi	150 - 200	1500 - 2000	6.1 - 8.2

(a) Zone 1 represents the core market area and the first focus of deployment for the bike share system. At just over eight and a quarter square miles, this area represents the heart of the system. It will be the focus for a successful program launch. It is expected that the first phase (Zone 1) when completed will represent the highest density of stations and bring the system fleet to approximately 800 to 1300 bicycles at 80 to 120 stations. The station density of Zone 1 is expected to range from approximately 9.7 stations to 14.5 stations overall, and with the potential for much higher densities in sub areas of Zone 1.

(b) Zone 2 will extend the system beyond the city center into the adjacent residential neighborhoods. The Zone 2 expansion will add an additional sixteen square miles of service area, bringing the system to nearly 24.5 square miles. The implementation of Phase 2 will complete the initial system build out and add between 500-800 bicycles at 60 to 100 additional stations. The total initial system size is expected to be between 1,500 and 2,000 bicycles at between 150 and 200 stations. The station density for the second phase will range from 4 to 6 stations per square mile. This is consistent with the system-wide densities occurring with most of the current U.S. bike share programs.

(2) Key Demographics of Bike Share Service Area

	Zone 1	Zone 2
Population	176,000	257,000
Employment	348,000	55,000
Income		
Average Household Income	\$48,159	\$32,160
Age		
Median Age	32	33
Education		
High School Degree or Higher	83%	72%
College Degree or Higher	57%	19%

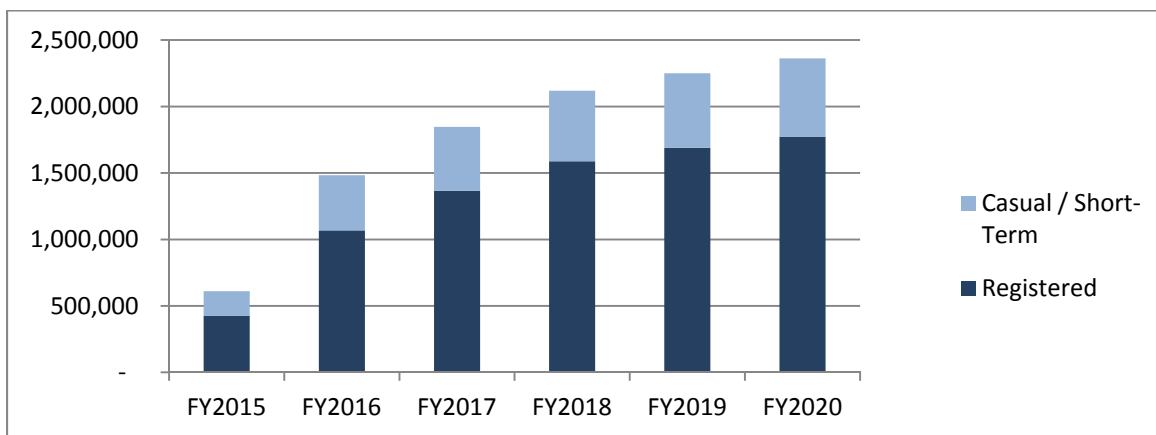
Overall the Philadelphia Bicycle Sharing System will initially serve an area with 432,000 residents and just over 400,000 jobs. The bike share service area represents a diverse cross section of central Philadelphia in terms of age, race, income, and education. In the core of Philadelphia’s proposed Zone 1, bike share will serve a compact and densely populated service area; at 19,000 people per square mile,

the bike share service area has a greater population density than any other North American city with an existing or planned bike share system, with the exception of New York City.

(3) Anticipated Ridership

Ridership was estimated by phase based on existing trip rates per bike in smaller peer North American cities. Over the first six years of operations, annual ridership is projected to grow from around 500,000 trips to nearly 2.5 million trips. Other factors including the existing popularity of cycling in Philadelphia and the success of systems in other large cities suggest that these estimates are likely to be conservative.

Projected Annual Ridership by User Type



*The City's fiscal year calendar runs July 1 through June 30th. For example FY2014 is July 1, 2013 to June 30, 2014.

F. Request for Proposals (RFP)

The City of Philadelphia is seeking proposals from firms or partnerships of firms who will supply the equipment to, install, operate and maintain a bike sharing system in throughout the previously described service area. Future requests may be issued by the City or other municipalities or authorities to expand this service to other parts of Philadelphia or other areas of the region.

G. General Disclaimer of the City

This RFP does not commit the City of Philadelphia or its appointed designee to award a contract. This RFP and the process it describes are proprietary to the City and are for the sole and exclusive benefit of the City. No other party, including any Respondent, is intended to be granted any rights hereunder. Any response, including written documents and verbal communication, by any Respondent to this RFP, shall become the property of the City and may be subject to public disclosure by the City, or any authorized agent of the City.

H. Monitoring; Security

By submission of a proposal in response to this RFP, the Respondent agrees that it will comply with all contract monitoring and evaluation activities undertaken by the City of Philadelphia, and with all security policies and requirements of the City.

II. Scope of Work

The City desires to engage a qualified firm or joint venture to provide services for implementing, operating and maintaining a highly successful and financially self-sustaining automated on-demand Bicycle Sharing System. This system is intended to be financially self-sustaining through a combination of user revenues and sponsorships. The Bicycle Sharing System should incorporate information technology to operate a fleet of between 1,500 to 2,000 shared bicycles that may be taken from one bike sharing station and returned to another in a network of between 150 and 200 stations. These numbers are guidelines for the proposed system, but the Respondent will use its professional experience to recommend the optimal system size and density. Implementation of the system is expected to take place beginning in summer of 2014. It is expected that the system will launch with a minimum of at least 50 stations and approximately 500 bikes in August or September of 2014. Expansion of the system will continue until the final fleet size is attained. The pace of this expansion is dependent on available funding, but is expected to take place through 2015.

The successful Respondent (referred to in this Scope of Work as the System Operator) shall be responsible for site planning and installation of the system at locations on public properties, private properties, parks, in the public right-of-way and at all other proposed locations. Unless explicitly agreed by the City of Philadelphia and its partners and representatives, all physical infrastructure, intellectual property and data generated by the Bicycle Sharing System shall be the sole property of the City of Philadelphia. Labor provided for the installation of stations may be subject to City prevailing wage requirements.

It is expected that the System Operator will be compensated for system costs and share with the City in any proceeds of the system that exceed the system costs. The contract between the City and the System Operator will include both potential for revenue sharing after operations and capital replenishment obligations have been met and penalties for unmet performance standards.

A. Definitions

The following definitions will be used throughout this document.

Glossary	Term Definition
Bicycle Sharing System	The listed components in Appendix E along with the service to operate them.

Glossary	Term Definition
Bicycle/Dock Ratio	The number of free docking spaces available at a given Station, relative to the number of Bicycles available for rental, unless the Respondent defines otherwise.
Bicycles	The unique bicycles designed to work with the bike sharing system.
Clean	All surfaces and components are intact, unbroken, and free of graffiti, scratchiti, stickers, trash, and other waste.
Dock	Docks are the portion of the station designed to hold a single bicycle securely when not in use. Docks are modular and can be added or removed from the station in response to need.
Field checks	Site visits and inspections conducted by the City of Philadelphia staff or other designated persons and may occur at the Stations or at the field operations facility of the operator
In service	That portion of the system that is working up to its expected level of performance
IT Interface/Central Computer System	The part of the Bicycle Sharing System by which the operator will monitor, adjust, open and close the system and which will catalogue user and station data such as check-ins, check-outs, state of repair, etc.
Kiosk	The computerized interface that is linked by wireless communication technology to the Bike Sharing System as a whole and is continually available to facilitate walk-up registration for multiple terms, in multiple languages and facilitate customer interactions with the Bike Sharing System including information on the nearest Stations with open docking points.
Resolution	The successful completion of a task and/or solving of an issue or problem.
Station	The combined kiosk, docks, solar panel or other power source, signs and system map.
System Operator	The firm/joint venture that will design, implement, maintain and operate the Bicycle Sharing System.
Website	The Bicycle Sharing System Website where users can log in to their accounts, register for membership and interact with customer service.

B. Project Details

General Description

The Bicycle Sharing System should be designed to allow one-time use by either walk-up or online registration at various docking stations. Walk-up renters will include visitors, citizens, and commuters. These designated docking stations should enable walkup renters to register, submit credit card data or other potential fare media, and execute a user agreement. The user interface shall be able to be visible 24 hours per day and shall be able to be used in all temperatures and conditions for the Philadelphia region.

Docking Stations

Bicycle docking stations should be simple, reliable, and designed to be flexible enough to fit in areas that do not impede pedestrian or vehicular traffic. Stations will be installed on a variety of surfaces and flexibility in design such that the station can be located easily in Philadelphia's dense urban fabric will be a priority. Wayfinding panels should be featured at most stations and should also have the ability to host advertising. The option of back-lit panels shall be considered advantageous in a response to this RFP. No electrical service will be provided but in the event the System Operator chooses to obtain electrical service, all appropriate permits for electrical service and construction will be required. The City will not be responsible for or provide funding for electrical service.

Design

Attractiveness of design will be a key aspect of universal acceptance of the bike sharing system in Philadelphia. Quality of workmanship, appearance of stations, colors and resistance to environmental degradation and vandalism will be considered. The System Operator will work with the City of Philadelphia and its representatives to improve upon existing designs and customize aspects of the stations to suit local needs. Stations should have a unified look and feel throughout the system and should be an attractive addition to the urban fabric of the city. The City of Philadelphia will be seeking a title sponsor for the Bicycle Sharing System, and will be looking for the ability to maximize those revenues by enabling branding of stations.

Locations

Subject to City of Philadelphia approval, docking stations may be located primarily on public and private property, parks and in the public right of way and not rental cost the operator. It is anticipated that the initial implementation zone will be located in central Philadelphia in an area outlined in the recently released *Philadelphia Bike Sharing Strategic Business Plan*, but generally described as the area between the Delaware River in the east to 52nd Street to the west, and from Lehigh Avenue in the north to the Philadelphia Navy Yard in the south. Implementation will be conducted in two (2) or more phases with initial system deployment concentrated in Philadelphia's core bicycling area which generally includes greater Center City and stretches from the Delaware River to 40th Street, Girard Ave to Washington Ave. The System Operator will be involved in selecting initial deployment areas and all station installations shall be done in coordination with the City of Philadelphia.

Placement

Philadelphia's narrow public rights-of-way will make flexibility in configuration and ease of installation and relocation or removal imperative for a successful bike sharing system. Docking stations should be designed in such a way that they can be flexibly deployed on a variety of surfaces, grades and configurations. Stations should be able to be installed quickly and with no damage to surrounding structures. Stations should be able to accommodate angled configurations, gaps to provide access to utilities, tree pits or plantings and should be designed such that a single registration kiosk can serve multiple flights of non-contiguous bicycle docks and accommodate straight and angled bicycle docks as well as plates allowing the bike sharing station to conform to curves and angles at a given location. The Respondent will be responsible for planning placements and installing the stations.

The System Operator, at the request of the City or station host, shall be required to remove or relocate docking station structures which interfere with the construction, maintenance or repairs of public utilities, public works or public improvements, or which the City otherwise deems to be inappropriate or undesirable at a particular location in the City's sole discretion. Stations shall be the property of the City of Philadelphia.

Bicycles

Bicycles should be designed to accommodate, to the best extent feasible, people of all shapes and sizes. Key features may include a one-size-fits-all highly durable design, protection from dirt and grease, ease of pedaling and shifting, self-generating lighting system including front and rear headlights that remain illuminated for a minimum of 60 seconds at rest when used, rack to hold a small bag, fenders, chain guards, bells, puncture resistant tires, reflectors, and a bicycle tracking system. Bicycles should come with a warranty for at least 5 years. Bicycles shall be of a theft and tamper resistant design. As with the docking stations, high quality of design shall be considered as part of the requirements. Bicycles should look good in the urban environment and must be capable of being branded appropriately for a title sponsorship. Respondents must be willing to work with the City of Philadelphia or its representatives to establish a design that is appropriate and attractive. Bicycles shall be the property of the City of Philadelphia.

User Experience

The system will be designed to allow bicycles to be removed and replaced from self-service stations throughout the network by two main user groups: subscribers and walk-up renters. It is anticipated that subscribers will be the largest user group. Subscribers will use a web page to register, submit payment, and execute a user agreement. After registration, subscribers will be able to immediately access a bicycle at any terminal. Walk up renters will be able to access the system at any station and will be able to use a credit card or other payment technology to gain quick daily access to the system. Ease of access by all different types of users will be a key factor in a successful system. The respondents are encouraged to submit plans for types of membership or user participation that differ from existing models. Examples could be bundled memberships with monthly SEPTA TransPass, or perhaps a parking card. Seamless interoperability of fare media between other bike sharing systems and/or other transportation options is desired in the response to this request.

User Fees

The system should be designed to automatically complete financial transactions entered with data input at the web page, mobile application and terminals. The City of Philadelphia expects the bike sharing system to require no operating subsidy from City funds. Innovation in fare structures is encouraged and it is expected that successful respondents will submit at least two proposed fare structures that will meet the following goals:

- Provide a simple, easily understood system for all users
- Reflect the true value to users of the system
- Generate sufficient revenue to sustain system health long term
- Promote the use of bicycles for short trips

Financial Transactions

The System Operator shall be required to process and handle all payments, fees, penalties or other monetary transactions by users of the system. The System Operator is expected to adhere to industry standards for data security and to safeguard financial and personal data of all participants. All revenues from the sale of memberships, access fees, day passes, penalties and late fees are to be paid directly to the operator.

System Maintenance

The System Operator shall be solely responsible for the maintenance of the Bicycle Sharing System. Such maintenance shall include, but is not limited to, inspecting, repairing and cleaning the docking station structures on a regular basis. The docking station structures shall be well maintained, appear in good working order and be free of graffiti and stickers. Prompt repairs and preventative care should not impede the users from renting from the docking stations.

Back-end operations, maintenance crews, and customer service teams will work to ensure that the bicycles are properly distributed throughout the system at all times, in safe and working condition, and that customer needs are quickly addressed. Bicycles will be inspected and/or repaired at least once every two weeks.

All docking station structures shall contain a highly visible telephone number to which the public may direct questions, complaints and comments regarding the service provided. It is expected that live help shall be provided during the majority of hours of system operation. The System Operator shall log complaints and respond in a timely manner. The System Operator shall provide a shared database in which the City can communicate complaints between the public and from the City, and in which the System Operator can report the resolution of such complaints. Locally based call center staff is preferred.

Data Management

The System Operator shall provide the City at a minimum with weekly data regarding the performance of the Bicycle Sharing System. The Respondent is expected to be able to provide current performance measures on a real-time basis at the request of the City or its representatives. The Respondent will prepare monthly reports on a series of agreed-upon metrics and will outline plans for system

improvement at these times. The Respondent is expected to provide data on their website that is available to the public, which includes at a minimum the information regarding ridership, fleet performance and safety, customer service, and membership. The availability of data to the public is important to the City to ensure that the Philadelphians see a return on investment for the use of public property and funds.

Social Equity

Philadelphia's Bicycle Sharing System will be the most socially equitable in the nation. More than half of all Philadelphians living below the poverty line live in the area suggested service area for bike share. Respondent should suggest means to provide access to the system for all Philadelphia residents. Particular care should be made to provide convenient system access to groups traditionally underserved by existing bike sharing systems.

Ownership

The Bicycle Sharing System, including the Stations, will remain the property of the City of Philadelphia or a designated authority.

A complete list of specific requirements and desired features is found in Appendix E: Technical Response Documents. Appendix E will help guide the respondent in writing an appropriate submittal.

C. Hours and Location of Work

The Bicycle Sharing System will operate 24 hours per day 365 per year, though it may be closed for weather events or other emergencies. All routine maintenance and operations activities will occur in City of Philadelphia.

D. Reporting Requirements

The System Operator shall report to the City of Philadelphia on a regular basis regarding the status of the project and its progress in providing the contracted services and/or products. At a minimum, the System Operator shall submit a monthly invoice detailing the services and/or products provided, the goals/tasks accomplished, and the associated costs. If hourly rates are charged, the invoice must also detail the number of hours, the hourly rate, and the individual who performed the service.

E. Specific Performance Standards

The contract resulting from this RFP will include performance and quality standards for the project, including but not limited to:

- Timely delivery of installation of the infrastructure
- Proper function of the IT infrastructure
- Clean and functional bike sharing stations and bicycles
- Customer service including call center performance
- Reporting and business operations

III. Proposal Format, Content, and Submission Requirements; Selection Process

A. Proposal Format

Proposals submitted in response to this RFP must include a cover letter signed by the person authorized to issue the proposal on behalf of the Respondent, and the following information, in the sections and order indicated:

(1) Table of Contents

(2) Introduction/Executive Summary

Provide an overview of the services being sought and proposed scope of services. Describe the strengths of the proposal and why the City should choose the Respondent.

(3) Respondent Profile

Provide a narrative description of the Respondent itself, including the following:

(a) Respondent's business identification information, including name, business address, telephone number, website address, and federal taxpayer identification number or federal employer identification number;

(b) A primary contact for the Respondent, including name, job title, address, telephone and fax numbers, and email address;

(4) Description of Respondent and Proposal Team

Provide a description of Respondent's business background, including, if not an individual, Respondent's business organization (corporation, partnership, LLC, for profit or not for profit, etc.), whether registered to do business in Philadelphia and/or Pennsylvania, country and state of business formation, number of years in business, primary mission of business, significant business experience, whether registered as a minority-, woman-, or disabled-owned business or as a disadvantaged business and with which certifying agency, and any other information about Respondent's business organization that Respondent deems pertinent to this RFP.

(5) Understanding of Scope of Work

Respondents should refer to Section II and **Appendix E** for the specific questions that must be answered when responding to this RFP. The responses should contain a narrative portion as well as any additional tables, charts, diagrams or other information that will help the selection committee fully understand the proposed infrastructure. The answers to the technical questions should be generally answered in the order that

they are listed in Appendix E, and headings that correspond with each section should be used to organize the response.

(6) Project Understanding

Provide a narrative statement that confirms Respondent's general understanding of, and agreement to provide, the services and/or tangible work products necessary to achieve the objectives of the Bicycle Sharing System. Respondent shall specifically address the following:

- (a) Bicycle Sharing System Planning and Implementation
 - (i) Proposed size of system based on Respondent's market analysis
 - (ii) Proposed schedules for roll-out of high funding and low funding scenarios (50 station system, proposing locations and timeline to proposed optimal system size based on proprietary market analysis)
 - (iii) Describe installation process, timeline for Stations
 - (iv) Identify implementation costs for high and low funding approaches
 - (v) Staff and organization chart for installation/implementation process
 - (vi) Role of City of Philadelphia in facilitating implementation
- (b) Description of Operations
 - (i) Provide general narrative of operating and maintenance approach
 - (ii) Provide responses to Technical Response Document (Appendix E)
 - (iii) Provide business and financial plan including:
 - (A) Operating and maintenance 5 year budget for high and low funding approaches
 - (B) Plan for covering operating and maintenance costs
 - (C) Proposed Fare Structure
 - (D) Describe all marketable elements of system for sponsorship
 - (iv) Organization Chart of employees
 - (v) Facilities and equipment needs
- (c) Description of physical infrastructure (refer to Appendix E)

(7) Statement of Qualifications; Relevant Experience

Provide a statement of qualifications and capability of the Respondent and its business partners to perform the services sought by this RFP, including a description of relevant experience with projects that are similar in nature, size and scope to that which is the subject of this RFP. If any minimum qualifications for performance are stated in this RFP, Respondent must include a statement confirming that Respondent meets such minimum requirements.

(8) References

Provide at least three references, preferably for projects that are similar in type, scope, size and/or value to the work sought by this RFP. If applicable, Respondent should

provide references for projects with other municipalities that are similar in size to the City of Philadelphia. For each reference, include the name, address and telephone number of a contact person.

(9) Proposed Subcontractors

State the intention to use subcontractors to perform any portion of the work sought by this RFP. For each such subcontractor, provide the name and address of the subcontractor, a description of the work Respondent intends the named subcontractor to provide, and whether the subcontractor can assist with fulfilling goals for inclusion of minority, woman, or disabled-owned businesses or disadvantaged businesses as stated in Appendix B.

(10) Requested Exceptions to Contract Terms

State exceptions, if any, to City Contract Terms that Respondent requests, including the reasons for the request and any proposed alternative language. (See Section III.B for more information.)

(11) Solicitation for Participation and Commitment Form

As a separate document, include a completed Solicitation for Participation and Commitment Form. The form is provided with Appendix B to this RFP. (See Section III.D for more information.)

(12) Tax and Regulatory Status and Clearance Statement

Include a statement, in the form requested in Appendix C, attesting to Respondent's tax and regulatory compliance with the City. (See Section III.E for more information.)

(13) Disclosure of Litigation; Disclosure of Administrative Proceedings

State, for the 5-year period preceding the date of this RFP, a description of any judicial or administrative proceeding that is material to Respondent's business or financial capability or to the subject matter of this RFP, or that could interfere with Respondent's performance of the work requested by this RFP, including, but not limited to, any civil, criminal or bankruptcy litigation; any debarment or suspension proceeding; any criminal conviction or indictment; and any order or agreement with or issued by a court or local, state or federal agency. For each such proceeding, state the name of the case or proceeding, the parties involved, the nature of the claims involved, its current status and the final disposition, if any. Provide the same information for any officer, director, principal, or partner of Respondent's organization, and for any subcontractor Respondent plans to use to perform the services described in this RFP.

(14) Statement of Financial Capacity

Provide documentation demonstrating fiscal solvency and financial capability to perform the work sought by this RFP. Consider providing one or more of the following:

- General statement of the Respondent's financial condition;
- Respondent's most recent audited or unaudited financial statements;
- Disclosure of any bankruptcy filings over the past five years;
- Most recent IRS Form 990 (for non-profit organizations only).

(15) Local Business Entity or Local Impact Certification. (Optional if applicable to Respondent)

If applicable, Respondent may elect to provide the certification statement in the form of Appendix D as to Respondent's status as a Local Business Entity or its local impact if awarded the contract. (See Section III.G for more information.)

(16) Disclosure Requirements

Disclose all information required under Chapter 17-1400 of the Philadelphia Code, including any local and state political campaign contributions, on the forms provided through eContract Philly. (See Section III.H for more information.)

(17) Defaults

Provide a description, in detail, of any situation occurring within the past five (5) years in which the Respondent, or a joint venture or partnership of which Respondent was a part, defaulted or was deemed to be in noncompliance of any contractual obligations, explaining the issues involved in the default, the outcome, the actions taken by Respondent to resolve the matter. Also provide the name, title and telephone number of the party to the contract who asserted the event of default or noncompliance or the individual who managed the contract for that party.

(18) Statement of Anticipated Job Creation

Respondent shall provide a narrative description on whether and how a contract award based on its proposal will result in new job creation within the following: 1) City of Philadelphia; 2) Philadelphia Metropolitan Statistical Area; 3) Commonwealth of Pennsylvania; 4) United States of America. For each job anticipated, the Respondent shall describe the following: job title, job description, educational qualifications, and anticipated annual salary or anticipate annual hourly rate.

B. Notice to Respondents to State Requested Exceptions to Contract Terms in Proposal

The City's standard contract terms and conditions for services of the type sought by this contracting opportunity (Contract Terms) are set forth in the General Provisions attached to this RFP as Appendix A.

By submitting a proposal in response to this contract opportunity, the Respondent agrees that, except as provided herein, it will enter into a contract with the City containing substantially the Contract Terms.

Respondents must state clearly and conspicuously any modifications, waivers, objections or exceptions they seek ("Requested Exceptions") to the Contract Terms in a separate section of the proposal entitled "Requested Exceptions to Contract Terms." For each Requested Exception, the Respondent must identify the pertinent Contract Term by caption and section number, state the reasons for the request, and propose alternative language or terms. Requested Exceptions to the City's Contract Terms will be approved only when the City determines in its sole discretion that a Requested Exception makes business sense, does not pose unacceptable risk to the City, and is in the best interest of the City. By submitting its proposal, the Respondent agrees to accept all Contract Terms to which it does not expressly seek a Requested Exception in its proposal. The City reserves the right, in its sole discretion, to evaluate and reject proposals based in part on whether the Respondent's proposal contains Requested Exceptions to Contract Terms, and the number and type of such requests and alternative terms proposed.

If, after the City issues its Notice of Intent to Contract to an Respondent, the Respondent seeks Requested Exceptions to Contract Terms that were not stated in its proposal, the City may, in its sole discretion, deny the Requested Exceptions without consideration or reject the proposal.

The City reserves the right, in its sole discretion, (i) to waive any failure to comply with the terms of this Notice to Respondents if it determines it is in the best interest of the City to do so; and (ii) to require or negotiate terms and conditions different from and/or additional to the Contract Terms in any final contract resulting from this contract opportunity, without notice to other Respondents and without affording other Respondents any opportunity to revise their proposals based on such different or additional terms.

C. Office of Economic Opportunity – Participation Commitment

Each Respondent is subject to the provisions of Mayoral Executive Order 03-12, the City's Antidiscrimination Policy for participation by Minority Business Enterprises ("MBE"), Woman Business Enterprises ("WBE") and Disabled Business Enterprises ("DSBE") (collectively, "M/W/DSBE") as those terms are defined in Executive Order 03-12. While there are no specific participation ranges established for this RFP, Respondents are required to exercise their "Best and Good Faith Efforts" to provide meaningful opportunities for the participation of M/W/DSBEs in their proposals. Forms, instructions and special contract provisions which explain the requirements of the Antidiscrimination Policy for City contracts in more detail are included in Appendix B to this RFP, including the "Solicitation for Participation and Commitment Form."

D. The Philadelphia Tax and Regulatory Status and Clearance Statement

It is the policy of the City of Philadelphia to ensure that each contractor and subcontractor has all required licenses and permits and is current with respect to the payment of City taxes or other indebtedness owed to the City (including, but not limited to, taxes collected by the City on behalf of the

School District of Philadelphia), and is not in violation of other regulatory provisions contained in The Philadelphia Code. To assist the City, through its Department of Revenue and Department of Licenses and Inspections, in determining this status, each Respondent is required to submit with its proposal the certification statement entitled City of Philadelphia Tax and Regulatory Status and Clearance Statement which is attached to this RFP as Appendix C).

If the Respondent is not in compliance with the City's tax and regulatory codes, an opportunity will be provided to enter into satisfactory arrangements with the City. If satisfactory arrangements cannot be made, Respondents will not be eligible for award of the contract contemplated by this RFP.

The selected Respondent will also be required to assist the City in obtaining the above information from its proposed subcontractors (if any). If a proposed subcontractor is not in compliance with City Codes and fails to enter into satisfactory arrangements with the City, the non-compliant subcontractor will be ineligible to participate in the contract contemplated by this RFP and the selected respondent may find it necessary to replace the non-compliant subcontractor with a compliant subcontractor. Respondents are advised to take these City policies into consideration when entering into their contractual relationships with proposed subcontractors.

If a Respondent or a proposed subcontractor is not currently in compliance with the City's tax and regulatory codes, please contact the Revenue Department to make arrangements to come into compliance at 215-686-6600 or revenue@phila.gov.

Respondents need not have a City of Philadelphia Business Income and Receipts Tax Account Number (formerly Business Privilege Tax Account Number) and Commercial Activity License Number (formerly Business Privilege License Number) to respond to this RFP, but will, in most circumstances, be required to obtain one or both if selected for award of the contract contemplated by the RFP.¹ Applications for a Business Income and Receipts Tax Account Number or a Commercial Activity License² may be made online by visiting the City of Philadelphia Business Services Portal at <http://business.phila.gov/Pages/Home.aspx> and clicking on "Register Now." If you have specific questions, call the Department of Revenue at 215-686-6600 for questions related to City of Philadelphia Business Income and Receipts Tax Account Number or the Department of Licenses and Inspections at 215-686-2490 for questions related to the Commercial Activity License.

¹ Respondents that have a Business Privilege Tax Number should use that number, as it is automatically their Commercial Activity License Number, and need not apply for a new Commercial Activity License Number. Similarly, Respondents with a Business Privilege Tax Account Number should use that number as their Business Income and Receipts Tax Account Number.

² Commercial Activity Licenses are not typically required for non-profit organizations; however, Business Income and Receipts Tax Account Numbers typically are required.

E. Certification of Compliance with Equal Benefits Ordinance

If this RFP is a solicitation for a “Service Contract” as that term is defined in Philadelphia Code Section 17-1901(4) (“A contract for the furnishing of services to or for the City, except where services are incidental to the delivery of goods. The term does not include any contract with a governmental agency.”), and will result in a Service Contract in an amount in excess of \$250,000, pursuant to Chapter 17-1900 of The Philadelphia Code, the successful Respondent shall, for any of its employees who reside in the City, or any of its employees who are non-residents subject to City wage tax under Philadelphia Code Section 19-1502(1)(b), be required to extend the same employment benefits the successful Respondent extends to spouses of its employees to life partners of such employees, absent a waiver by the City under Section 17-1904. By submission of their Proposals in response to this RFP, all Respondents so acknowledge and certify that, if awarded a Service Contract pursuant to this RFP, they will comply with the provisions of Chapter 17-1900 of The Philadelphia Code and will notify their employees of the employment benefits available to life partners pursuant to Chapter 17-1900. Following the award of a Service Contract subject to Chapter 17-1400 and prior to execution of the Service Contract by the City, the successful Respondent shall certify that its employees have received the required notification of the employment benefits available to life partners and that such employment benefits will actually be available, or that the successful Respondent does not provide employment benefits to the spouses of married employees. The successful Respondent’s failure to comply with the provisions of Chapter 17-1900 or any discrimination or retaliation by the successful Respondent against any employee on account of having claimed a violation of Chapter 17-1900 shall be a material breach of the any Service Contract resulting from this RFP.

F. Local Business Entity or Local Impact Certification

Pursuant to Mayoral Executive Order No. 04 -12, the City Department will, in the selection of the successful Respondent, consider whether that Respondent has certified that either (1) Respondent meets the criteria stated in Section 17-109(3)(b) of the Philadelphia Code³ to qualify as a Local Business Entity or (2) in the performance of the resulting contract, Respondent will employ City residents, or perform the work in the City. Any Respondent who wishes to demonstrate its eligibility for this consideration shall do so by completing, executing and attaching to its application a completed Local Business Entity or Local Impact Certification, the form of which is attached to this RFP as Appendix D. The Respondent shall then also include in a separate section of the application, labeled “Local Business Entity or Local Impact Certification,” a statement that the Respondent believes it has met the Local Business Entity or Local Impact criteria “as set forth in the attached Local Business Entity or Local Impact Certification.” The City Department shall deem it a positive factor where the Respondent has, in the City’s sole discretion, met the Local Business Entity or Local Impact criteria.

³ A link to the Philadelphia Code is available on the City’s official web site, www.phila.gov. Click on “City Code and Charter,” located to the bottom right of the welcome page under the box, “Transparency.”

G. Mandatory Online Application Requirements

You must apply online in order to be eligible for award of the non-competitively bid contract opportunity described in this RFP; proposals and any other related documents prepared in response to this RFP will not be considered unless they are filed, within the prescribed time period, through eContract Philly, which can be accessed on the City's website at www.phila.gov/contracts by clicking on eContract Philly.⁴ The posting of this RFP on eContract Philly is also referred to as a Notice of Contracting Opportunity.

The City requires that any Respondent who establishes an account on eContract Philly and utilizes that account for the purpose of responding to a particular contract opportunity is the same individual or business entity that, if awarded the contract, will enter into and perform the resulting contract with the City. Except in the case of joint ventures, applications posted on eContract Philly from Respondents that purport to be filing an application on behalf of another individual or business entity will not be considered, even if the other business entity is an affiliate of the Respondent.

In the case of multiple business entities that if awarded a contract have formed, or intend to form a joint venture to perform the contract, a single business entity may file an application on behalf of all such business entities so long as (i) the filing business entity is or will be a member of the joint venture, (ii) the application is made in the name of the existing or proposed joint venture, (iii) documentation is submitted with the application identifying all business entities that comprise, or will comprise, the joint venture, and demonstrating a binding agreement among those business entities to perform the contract as the joint venture identified in the application (for a joint venture that has not yet been formed, documentation signed by each identified business entity evidencing a commitment to form the joint venture if awarded the contract is sufficient), and (iv) the non-filing business entities are eligible for award of a City contract and make the disclosures required by Chapter 17-1400 of The Philadelphia Code (described in greater detail below) within fourteen (14) days after the joint venture receives notice that it has been awarded the contract.

Pursuant to Chapter 17-1400 of The Philadelphia Code, Respondents and their subcontractors are required to disclose their campaign contributions to political candidates and incumbents who are running for, or currently serving in, a local (Philadelphia) or state-wide elected office anywhere within the Commonwealth of Pennsylvania (federal campaign contributions are not included); any consultants used in responding to the RFP and contributions those consultants have made; prospective subcontractors; and whether Respondent or any representative of Respondent has received any requests for money or other items of value or advice on particular firms to satisfy minority-, woman- or disabled-owned business participation goals from City employees. This information, as well as a proposal or any other response document required, is part of the online application. For more

⁴ The eContract Philly website requires Internet Explorer 5.0 or greater running on Microsoft Windows to ensure full functionality.

information, please consult the reference materials found on the website, e-mail econtractphilly@phila.gov or call 215-686-4914.

Respondents who have failed to file complete applications – including the online disclosure forms – through the eContract Philly online application process prior to the closing date and time will not be considered for the contract.

You are encouraged to start and complete your online application on eContract Philly as early as possible. Please be aware that internet connection speed depends on a variety of factors including: configuration of your computer, configuration of your business or home network, the condition of the wiring at your location, network or internet congestion (available bandwidth). Please prepare and plan accordingly to ensure a timely submission. Your proposal and other application documents will not be considered submitted until you sign the application and click on the “submit” button at the conclusion of the eContract Philly process.

You can begin uploading (or attaching) your proposal and other application materials at any time. It is especially prudent for you to start uploading your attachments earlier if you have a large number of attachments (e.g. over five documents) or larger-sized attachments (e.g. above 5 MB). Please be advised that the eContract Philly website will not accept documents larger than 8 MB. If you have documents larger than 8 MB, you must separate them into smaller documents in order to successfully upload them to the system. Until you sign and submit your application, your materials are not accessible to any staff with the City of Philadelphia. Once you have signed and submitted your application, your application is accessible only to appropriate contract staff within the City of Philadelphia.

You are advised that any individual who signs and submits an application on eContract Philly must be an authorized signatory of the Respondent, authorized to both bind the Respondent to its proposal and to make the disclosures required to complete the eContract Philly process. Therefore, in conjunction with their electronic signatures provided at the conclusion of the submission of their applications online, signatories will be required to certify that they are the Respondent or are employees or officers of the Respondent duly authorized to execute the application and make disclosures on the Respondent’s behalf; and they represent and covenant that, to the best of their knowledge after appropriate inquiry, all of the information and disclosures provided are true and contain no material misstatement or omissions.

H. Selection Process

The City will base its selection on criteria that include, but are not limited to:

- (1) Superior ability or capacity to meet particular requirements of contract and needs of City Department and those it serves
 - o Staffing qualifications (e.g., staff prior experience, education, licenses, professional achievements)

- Technical, administrative, financial capacity
- (2) Eligibility under Code provisions relating to campaign contributions
- (3) Superior prior experience of Respondent and staff
 - Documented prior experience in performing project(s) of similar size and scope to the work sought by the RFP
- (4) Superior quality, efficiency and fitness of proposed solution for City Department
- (5) Superior skill and reputation, including timeliness and demonstrable results
 - Demonstrated ability to meet project deadlines
- (6) Special benefit to continuing services of incumbent, such as operational difficulties with transition or needs of population being served
- (7) Benefit of promoting long-term competitive development and allocation of experience to new or small businesses, including those owned by minority or disabled persons or by women
- (8) Lower cost
- (9) Administrative and operational efficiency, requiring less City oversight and administration
- (10) Anticipated long-term cost effectiveness
- (11) Meets prequalification requirements
- (12) Respondent's certification that it is a Local Business Entity under Section 17-109(3)(b) of the Philadelphia Code or, in the performance of the resulting contract, it will employ City residents, or perform the work in the City

If a contract is awarded pursuant to this RFP, in compliance with Section 17-1402 (c) of The Philadelphia Code, a notice will be published on the City's eContract Philly website (go to <http://www.phila.gov/contracts> and click on eContract Philly) listing the names of all Respondents and identifying the successful Respondent and the basis for the award to that Respondent. This notice will appear on the City's website for at least one week before the contract is executed. In no event, however, shall the City Department or City Agency issuing this RFP be obligated to debrief unsuccessful Respondents as to the basis for its decision not to award a contract to them.

IV. Proposal Administration

A. Procurement Schedule

RFP Posted	Friday, October 25 th 2013
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Non-Mandatory Pre-Proposal Meeting

Date, Time, Location,

October 30th, 1:30 PM Local time. Municipal Services Building Room 1450. 1401 JFK Boulevard, Philadelphia PA 19102

Site Visit

Date(s), Time(s), Location(s)

Finalists will be notified of any site visit requirements. Dates, Times and Schedules will be mutually agreed upon following the proposal deadline.

Respondent Questions Due

Date

Respondents are encouraged to submit questions in an ongoing basis until November 1st 2013 at 5:00 PM local time. No questions will be entertained following that date.

Answers Posted on eContract Philly Website

Date

Answers will be posted periodically as they are received on eContract Philly Website. It is the responsibility of the respondent to check for answers to any questions that have been asked during this time. The final answers to any questions will be posted to eContract Philly on November 4th 2013.

Proposals Due

Date

Proposals must be submitted to eContract Philly no later than 5:00 PM local time on Tuesday November 26th, 2013

Respondent Interviews, Presentations

Approximate dates

Early December through Mid-January. Dates to be determined.

Respondent Selection

Approximate date

Mid January, 2014

Council Selection

Approximate date

March, 2014

Contract Execution

Approximate date

March, 2014

Commencement of Work

Approximate date

March, 2014

The above dates are estimates only and the City reserves the right, in its sole discretion, to change this schedule. Notice of changes in the pre-proposal meeting date/time or location, the due date for

Respondent questions, and the date for proposal submission will be posted on the City's website at www.phila.gov/contracts (click on *eContract Philly*). The other dates/times listed may be changed without notice to prospective Respondents.

B. Questions Relating to the RFP

All questions concerning this RFP must be submitted in writing via email to Aaron Ritz aaron.ritz@phila.gov no later than **5:00 PM Local Time, Monday, November 4th** and may not be considered if not received by then. The title of the email should clearly indicate the question pertains to the City of Philadelphia Bike Share RFP. Respondents are urged to submit questions at any time up until the 1st of November. The City will respond to questions it considers appropriate to the RFP and of interest to all Respondents, but reserves the right, in its discretion, not to respond to any question. Responses will be posted on the City's website at www.phila.gov/contracts (click on *eContract Philly* and go to the Opportunity Details page for this notice of contracting opportunity). Responses posted on the City's website become part of the RFP upon posting. The City reserves the right, in its discretion, to revise responses to questions after posting, by posting the modified response. No oral response to any Respondent question by any City employee or agent shall be binding on the City or in any way considered to be a commitment by the City.

C. Pre-Proposal Conference, Site Visits, Inspection of Materials

A non-mandatory pre-proposal meeting to review the requirements of this RFP will be held in Philadelphia, Pennsylvania on October 30th, 2013, starting at 1:30 PM local time at the following location: Room 1450 of the Municipal Services Building 1401 JFK Boulevard, Philadelphia, PA 19102.

While the pre-proposal meeting is non-mandatory, the City believes that attendance at the meeting is may be helpful for successful participation in this RFP procurement.

D. Interviews; Presentations; Demonstrations

The City may require oral presentations from and conduct pre-award discussion and/or pre-Contract negotiations with any or all responsive and responsible Respondents who submit Proposals determined to be reasonably acceptable of being selected for award. The City will not be liable for any costs incurred by the Respondent in connection with such interviews, presentations, or negotiations (i.e., travel, accommodations, etc.).

The City of Philadelphia may request that Respondents provide two (2) proposed bicycles and one (1) proposed station. Respondents may be required to demonstrate the proposed System, including but not limited to the proposed bicycles, stations and computer systems. The bicycle and station may then be tested by the City, which may involve the dismantling of the equipment.

E. Term of Contract

The anticipated term of contract will be four years with an optional four year renewal. Respondents are advised that the contract resulting from this RFP will require the approval of Philadelphia City Council

prior to execution. By submitting a proposal in response to this RFP, Respondents acknowledge their understanding and agree that any proposed contract with the selected Respondent will be (i) submitted to City Council in the form of a proposed ordinance or resolution; (ii) subject to the customary councilmanic process of public notice and hearing for the enactment of legislation by City Council; and (iii) may not result in a final, executed contract unless the proposed contract, and all terms and conditions contained therein, receives a majority vote in favor of the contract.

V. General Rules Governing RFPs/Proposals; Reservation of Rights and Confidentiality

A. Revisions to RFP

The City reserves the right to change, modify or revise the RFP at any time. Any revision to this RFP will be posted on eContract Philly with the original Opportunity Details. It is the Respondent's responsibility to check the eContract Philly website frequently to determine whether additional information has been released or requested. Revisions may include addenda, answers to questions and supplemental maps, or other materials.

B. City Employee Conflict Provision

City of Philadelphia employees and officials are prohibited from submitting a proposal in response to this RFP. No proposal will be considered in which a City employee or official has a direct or indirect interest.

C. Proposal Binding

By submitting its proposal, each Respondent agrees that it will be bound by the terms of its proposal for a minimum of 180 calendar days from the application deadline for this RFP. A Respondent's refusal to enter into a contract which reflects the terms and conditions of this RFP or the Respondent's proposal may, in the City's sole discretion, result in rejection of Respondent's proposal.

D. Contract Preparation Fee

Pursuant to Chapter 17-700 of The Philadelphia Code, the successful Respondent must generally pay a contract preparation fee. Regulations promulgated by the City Solicitor currently establish the following schedule of fees for preparation of the initial contract and subsequent amendments, based upon the amounts involved and whether the successful Respondent is a for-profit or nonprofit entity:

<u>Amount of Contract or Amendment</u>	<u>For-Profit Fees</u>		<u>Non-Profit Fees</u>	
	<u>Contract</u>	<u>Amendment</u>	<u>Contract</u>	<u>Amendment</u>
\$0-\$30,000	\$50	\$50	\$50	\$50
\$30,001-\$100,000	\$200	\$170	\$100	\$85
\$100,001-\$500,000	\$500	\$340	\$200	\$170
\$500,001-\$1,000,000	\$900	\$520	\$300	\$260
Over \$1,000,000	\$1,500	\$1,000	\$500	\$500

In its discretion, the Law Department may grant a full or partial waiver of any of the above fees in exceptional cases for good cause shown, such as violation of a grant covenant. Governmental entities are exempt from the fees. The Law Department reserves the right to collect up to twice the stated fee if extensive negotiation is required to reach a final contract with the successful Respondent.

E. Reservation of Rights

By submitting its response to this notice of contract opportunity as posted on the eContract Philly web site (“eContractPhilly”), the Respondent accepts and agrees to this Reservation of Rights. The term “notice of contract opportunity,” as used herein, means this RFP and includes all information posted on eContract Philly in relation to this “New Contract Opportunity” as published on eContract Philly, including, without limitation, the information posted for this opportunity on the “Detailed Information for Opportunity” page, in the eContractPhilly “Opportunity List,” and including in addition to this RFP, any other document linked to the Detailed Information for Opportunity Page or otherwise displayed on or linked to this notice of contract opportunity.

(1) This Notice of Contract Opportunity

The City reserves and may, in its sole discretion, exercise any one or more of the following rights and options with respect to this notice of contract opportunity:

- (a) to reject any and all proposals and to reissue this notice of contract opportunity at any time prior to execution of a final contract;
- (b) to issue a new notice of contract opportunity with terms and conditions substantially different from those set forth in this or a previous notice of contract opportunity;

- (c) to issue a new notice of contract opportunity with terms and conditions that are the same or similar as those set forth in this or a previous notice of contract opportunity in order to obtain additional proposals or for any other reason the City determines to be in the City's best interest;
- (d) to extend this notice of contract opportunity in order to allow for time to obtain additional proposals prior to the notice of contract opportunity application deadline or for any other reason the City determines to be in the City's best interest;
- (e) to supplement, amend, substitute or otherwise modify this notice of contract opportunity at any time prior to issuing a notice of intent to contract to one or more Respondents;
- (f) to cancel this notice of contract opportunity at any time prior to the execution of a final contract, whether or not a notice of intent to contract has been issued, with or without issuing, in the City's sole discretion, a new notice of contract opportunity for the same or similar services;
- (g) to do any of the foregoing without notice to Respondents or others, except such notice as the City, in its sole discretion, elects to post on eContractPhilly.

(2) Proposal Selection and Contract Negotiation

The City reserves and may, in its sole discretion, exercise any one or more of the following rights and options with respect to proposal selection:

- (a) to reject any proposal if the City, in its sole discretion, determines the proposal is incomplete, deviates from or is not responsive to the requirements of this notice of contract opportunity, does not comply with applicable law (including, without limitation, Chapter 17-1400 of The Philadelphia Code), is conditioned in any way, or contains ambiguities, alterations or items of work not called for by this notice of contract opportunity, or if the City determines it is otherwise in the best interest of the City to reject the proposal;
- (b) to reject any proposal if, in the City's sole judgment, the Respondent has been delinquent or unfaithful in the performance of any contract with the City or with others; is delinquent, and has not made arrangements satisfactory to the City, with respect to the payment of City taxes or taxes collected by the City on behalf of the School District of Philadelphia, or other indebtedness owed to the City; is not in compliance with City regulatory codes applicable to Respondent; is financially or technically incapable; or is otherwise not a responsible Respondent;

- (c) to waive any defect or deficiency in any proposal, including, without limitation, those identified in subsections 1) and 2) preceding, if, in the City's sole judgment, the defect or deficiency is not material to the proposal;
- (d) to require, permit or reject, in the City's sole discretion, amendments (including, without limitation, information omitted), modifications, clarifying information, and/or corrections to their proposals by some or all of the Respondents at any time following proposal submission and before the execution of a final contract;
- (e) to issue a notice of intent to contract and/or execute a contract for any or all of the items in any proposal, in whole or in part, as the City, in its sole discretion, determines to be in the City's best interest;
- (f) to enter into negotiations with any one or more Respondents regarding price, scope of services, or any other term of their proposals, and such other contractual terms as the City may require, at any time prior to execution of a final contract, whether or not a notice of intent to contract has been issued to any Respondent and without reissuing this notice of contract opportunity;
- (g) to enter into simultaneous, competitive negotiations with multiple Respondents or to negotiate with individual Respondents, either together or in sequence, and to permit or require, as a result of negotiations, the expansion or reduction of the scope of services or changes in any other terms of the submitted proposals, without informing other Respondents of the changes or affording them the opportunity to revise their proposals in light thereof, unless the City, in its sole discretion, determines that doing so is in the City's best interest;
- (h) to discontinue negotiations with any Respondent at any time prior to the execution of a final contract, whether or not a notice of intent to contract has been issued to the Respondent, and to enter into negotiations with any other Respondent, if the City, in its sole discretion, determines it is in the best interest of the City to do so;
- (i) to rescind, at any time prior to the execution of a final contract, any notice of intent to contract issued to an Respondent, and to issue or not issue a notice of intent to contract to the same or a different Respondent and enter into negotiations with that Respondent, if the City, in its sole discretion, determines it is in the best interest of the City to do so;
- (j) to elect not to enter into any contract with any Respondent, whether or not a notice of Intent to Contract has been issued and with or without the reissuing this notice of contract opportunity, if the City determines that it is in the City's best interest to do so;

- (k) to require any one or more Respondents to make one or more presentations to the City at the City's offices or other location as determined by the City, at the Respondent's sole cost and expense, addressing the Respondent's proposal and its ability to achieve the objectives of this notice of contract opportunity;
- (l) to conduct on-site investigations of the facilities of any one or more Respondents (or the facilities where the Respondent performs its services);
- (m) to inspect and otherwise investigate projects performed by the Respondent, whether or not referenced in the proposal, with or without consent of or notice to the Respondent;
- (n) to conduct such investigations with respect to the financial, technical, and other qualifications of each Respondent as the City, in its sole discretion, deems necessary or appropriate; and,
- (o) to do any of the foregoing without notice to Respondents or others, except such notice as the City, in its sole discretion, elects to post on eContractPhilly.

(3) Miscellaneous

- (a) Interpretation; Order of Precedence. In the event of conflict, inconsistency or variance between the terms of this Reservation of Rights and any term, condition or provision contained in any notice of contract opportunity, the terms of this Reservation of Rights shall govern.
- (b) Headings. The headings used in this Reservation of Rights do not in any way define, limit, describe or amplify the provisions of this Reservation of Rights or the scope or intent of the provisions, and are not part of this Reservation of Rights.

F. Confidentiality and Public Disclosure

The successful Respondent shall treat all information obtained from the City which is not generally available to the public as confidential and/or proprietary to the City. The successful Respondent shall exercise all reasonable precautions to prevent any information derived from such sources from being disclosed to any other person. The successful Respondent agrees to indemnify and hold harmless the City, its officials and employees, from and against all liability, demands, claims, suits, losses, damages, causes of action, fines and judgments (including attorney's fees) resulting from any use or disclosure of such confidential and/or proprietary information by the successful Respondent or any person acquiring such information, directly or indirectly, from the successful Respondent.

By submission of a proposal, Respondents acknowledge and agree that the City, as a municipal corporation, is subject to state and local public disclosure laws and, as such, is legally obligated to disclose to the public documents, including proposals, to the extent required thereunder. Without limiting the foregoing sentence, the City's legal obligations shall not be limited or expanded in any way by a Respondent's assertion of confidentiality and/or proprietary data.

APPENDIX A

**THE CITY OF PHILADELPHIA PROFESSIONAL SERVICES CONTRACT
GENERAL PROVISIONS FOR GENERAL CONSULTANT SERVICES**

APPENDIX B

CITY OF PHILADELPHIA

OFFICE OF ECONOMIC OPPORTUNITY

ANTIDISCRIMINATION POLICY- MINORITY, WOMAN AND DISABLED

OWNED BUSINESS ENTERPRISES

FORMS, INSTRUCTIONS AND SPECIAL CONTRACT PROVISIONS

APPENDIX C

CITY OF PHILADELPHIA TAX AND REGULATORY

STATUS AND CLEARANCE STATEMENT

FOR RESPONDENTS

THIS IS A CONFIDENTIAL TAX DOCUMENT NOT FOR PUBLIC DISCLOSURE

This form must be completed and returned with Respondent’s proposal in order for Respondent to be eligible for award of a contract with the City. Failure to return this form will disqualify Respondent’s proposal from further consideration by the contracting department. Please provide the information requested in the table, check the appropriate certification option and sign below:

Respondent Name	
Contact Name and Title	
Street Address	
City, State, Zip Code	
Phone Number	
Federal Employer Identification Number or Social Security Number:	
Philadelphia Business Income and Receipts Tax Account Number (f/k/a Business Privilege Tax) (if none, state “none”)*	

* You can apply for a City of Philadelphia Business Income and Receipts Tax Account Number or a Commercial Activity License on line after you have registered your business on the City’s Business Services website located at <http://business.phila.gov/Pages/Home.aspx>. Click on “Register” or “Register Now” to register your business.

Commercial Activity License Number (f/k/a Business Privilege License) (if none, state "none")*	
------------------------------------------------------------------------------------------------	--

____ I certify that the Respondent named above has all required licenses and permits and is current, or has made satisfactory arrangements with the City to become current with respect to the payment of City taxes or other indebtedness owed to the City (including, but not limited to, taxes collected by the City on behalf of the School District of Philadelphia), and is not in violation, or has made satisfactory arrangements to cure any violation, or other regulatory provisions applicable to Respondent contained in The Philadelphia Code.

____ I certify that the Respondent named above does not currently do business, or otherwise have an economic presence in Philadelphia. If Respondent is awarded a contract with the City, it promptly will take all steps necessary to bring it into compliance with the City's tax and other regulatory requirements.

 Authorized Signature

 Date

 Print Name and Title

APPENDIX D
LOCAL BUSINESS ENTITY OR LOCAL IMPACT CERTIFICATION

Instructions: Respondents who seek as a positive factor in the City’s consideration of their application that they meet the Local Business Entity or Local Impact criteria as provided in Mayoral Executive Order No. 04-12 should complete this Certification and return it with their application. Respondents providing this Certification should also include in a separate section of their application labeled “Local Business Entity or Local Impact Certification,” a statement that the Respondent believes it has met the Local Business Entity or Local Impact criteria “as set forth in the attached Local Business Entity or Local Impact Certification.” Check all appropriate certification options that are applicable to Respondent and sign below:

Respondent Name: _____

Local Business Entity Certification

___ I certify that the Respondent named above is a Local Business Entity because Respondent complies with the following criteria set forth in Section 17-109 (3) (b) of The Philadelphia Code:

I. During the preceding 12 months, Respondent has filed a Commercial Activity or Business Privilege tax return with the City establishing that Respondent conducted business within the City within the calendar year preceding the filing of the return; and

II. During the preceding 18 months, Respondent:

- A. Has continuously maintained a valid Commercial Activity or Business Privilege License and all other licenses and permits necessary to conduct business with the City;
- B. Has continuously occupied an office within the City, where business is conducted; and
- C. Satisfies at least one of the following requirements (*Check those applicable to Respondent*):

___ (1) More than half of Respondent’s full-time employees work in the City at least 60% of the time;

___ (2) More than 50 of Respondent's full-time employees work in the City at least 60% of the time; or

___ (3) Respondent's principal place of business is located in the City.

Local Impact Certification

___ I certify that in the performance of a contract resulting from this RFP, the Respondent named above will employ City residents

___ I certify that in the performance of a contract resulting from this RFP, the Respondent will perform the work in the City.

Authorized Signature

Date

Print Name and Title

APPENDIX E
Technical Response Documents

How to use this section:

The following tables shall be used to facilitate complete answers by the responding parties. The goal of this section is to assist the respondents in providing a clear and complete picture of the products and service on offer. Responses should include a narrative section in which text along with tables and charts are used to fully answer the questions below. If the Respondent wishes to alter the listed order of sections or combine sections, the response must clearly indicate the re-order and must be careful not to omit any items.

See each listed section below for detailed questions and instructions on how to respond. General format for this section shall be a concise narrative with headings to divide each topic area into sections. The sections may include tables, charts, diagrams, maps, images or other materials to effectively convey the requested information. Items with Response Type listed as Yes/No/NA can be answered in a summary table at the end of each section.

Feature	Required/Most Desired/Desired	Response Type	Comments/Explanations
1. This column lists the item to be described	This column lists the degree of desirability for the item	Lists the response type expected for this question	Any other helpful or explanatory information

Implementation

E-1: Implementation Plan

Feature	Required/Most Desired/Desired	Response Type	Comments/Explanations
1. Describe the geographic extent, number of stations, and number of bicycles of proposed system using the outlines provided in the background information of this RFP as a starting point but elaborating based upon the professional experience of the respondent.	Required	Narrative	A list of likely candidates for sites will be provided in a separate addendum by or on November 30 th , 2013.
2. Describe the Site Selection Process	Required	Narrative	Include description of all criteria used for site selection
3. Create a schedule for implementation with two variants: Describe the costs and staffing needs as well as any overall cost differences/economies of scale with each.	Required	Narrative	
a. Aggressive roll out schedule—100 stations by September 2014, 200 stations by April 2015			
b. Phased roll out schedule—50 Stations by September 2014, 200 stations by September 2017			
4. Describe system roll-out process, being sure to include the following items	Required	Narrative	
a. Create a staff and organization chart specific to			

planning and through system launch.			
b. New equipment costs associated with implementation			
c. Estimated Permitting Costs			
5. The City of Philadelphia expects that the implementation and roll out of system will meet or exceed the following standards	Required	Yes/No/NA	
a. The contractor will be responsible for installation of all bike sharing equipment			
b. All costs associated with installation, relocation etc. to be borne by the contractor			

Operations

E-2: Operations Plan

Feature	Required/Most Desired/Desired	Response Type	Comments/Explanations
1. Please provide a business and financial plan with quarterly projections that cover the following:	Required	Narrative	
a. Plan for covering operational costs			
b. Proposed Fare Structure			Include revenue projections with each proposed fare structure.
c. Organization Chart of employees			
d. Facilities, equipment needs			
2. Please describe how you will develop, market and operate the System during the proposed contract period. Specify any changes in operation proposed for summer and winter months	Required	Narrative	
3. Please describe your prior experience operating bike sharing systems or other similar ventures	Required	Narrative	
4. Please provide your staffing plans, schedules and descriptions necessary for all aspects of the System, including development, marketing and operations.	Required	Narrative/ Tables	

5. Please describe how you will partner with local companies and distributors for the provision of materials and equipment related to the System and for System installation and staffing.	Required	Narrative	
6. Please describe how you will meet MBE/DBE requirements	Required	Narrative	Refer to the Economic Opportunity Plan included as Appendix B to this document
7. The City of Philadelphia expects that the bike sharing system will be operated to the following standards	Required	Yes/No/NA	Please indicate "Yes," "No" or "NA (Not Applicable)" and provide any comments or explanations.
a. The Contractor will develop, operate and maintain all aspects of the System at agreed upon levels throughout the term of the anticipated contract.			
b. The Contractor will hire and train adequate staff to support of Bikeshare System.			
c. All information, including financial records and payment invoices, and all systems and facilities are subject to City inspections immediately upon request and the Contractor will provide all agreed upon management data to City immediate upon request.			
d. At City's request, the Contractor will coordinate with City agencies and utility companies as necessary.			

E-2: Call Center

Feature	Required/Most Desired/Desired	Response Type	Comments/Explanations
1. System to immediately aid users with mechanical issues and/or injuries.	Required	Yes/No/NA	
2. Customer service telephone number on every bicycle, with durable, weather resistant labels;	Required	Yes/No/NA	
3. Customer service available 24/7 preferably	Most Desired	Yes/No/NA	
4. Adequate staffing to ensure maximum wait time on phone of one minute	Required	Yes/No/NA	
5. A robust program that ensures the highest customer satisfaction rating and allows the operator to address problems immediately;	Required	Yes/No/NA	
6. Please describe the following features of the Call Center	Required	Narrative	
a. Location of call center			Philadelphia location strongly desired
b. Number of anticipated customer service employees			
c. Experience of customer-service specifically			
d. The ability of customer service personnel to respond to voice, email and text requests for help			
e. Data systems to track customer service issues, with sample reports			

f. Expected languages available in customer service 24/7 and/or on-call			
g. Strategy for communication of customer service to on-street team, with specific methods for issue tracking and resolution			
h. Decision to host customer service in-house or outsource and reasons			

E-3: Maintenance

Feature	Required/Most Desired/Desired	Response Type	Comments/Explanations
1. Please outline your Maintenance Plans and provide a schedule for routine maintenance, cleaning and replacement of Bicycles and Stations.	Required	Narrative	
2. Please describe all relevant prior experience in creating and implementing effective maintenance and repair plans.	Required	Narrative	
3. Please describe all metrics, diagnostics and notification system(s) that will be used to determine when and where unexpected Bicycle and Station maintenance and cleaning is required.	Required	Narrative	
4. Develop and provide a set of maintenance standards for the station and components (station, terminal, bicycles, and sign), as well as an audit procedure for these standards. Examples include:	Required	Narrative/ Table	
a. Inspecting drive chain or shaft drive for proper functioning and lubrication;			
b. Inspecting handlebar for proper centering and tightness;			
c. Inspecting tires for proper inflation;			
d. Inspecting brakes for excessive wear and ensure			

proper working order			
e. Inspecting saddle for proper tightness;			
f. Inspecting shifters for proper functioning;			
g. Inspecting lights for proper functioning;			
h. Ensuring components such as the basket, bell, and advertisement are properly attached			
5. Please list all repairs that can be made "in the field" at the Station (e.g. checking/adjusting tire pressure, sticker/graffiti removal etc.)	Required	Narrative	
6. Please explain how you will manage and coordinate Bicycle repair, tracking and repossession of Bicycles that are not returned within 24 hours, and responding to service and maintenance alerts.	Required	Narrative	
7. The City of Philadelphia expects that maintenance of the bike sharing system will be operated to the following standards	Required	Yes/No/NA	
i. Subject to approval by City, the Contractor should develop and abide by Maintenance Plan(s) to maintain System Bicycles, Stations and Station Computer Units in a state of good repair.			
j. Maintenance teams will record all maintenance visits, cleaning and repairs using a modern computerized			

inventory management system			
k. The Operator is responsible for locating and retrieving Bicycles that are not returned within 24 hours.			
l. At the request of the City Maintenance Plan(s) may be altered at any time to ensure the adequate maintenance of all System equipment.			
m. Operator assumes all responsibility for costs, repair, and replacement for damages to station, bicycles, and their service vehicles			
8. Given that the bike sharing system is to be operated during the winter months, provide a snow removal plan for the system.	Required	Narrative	

E-4: Rebalancing and Fleet Management

Feature	Required/Most Desired/Desired	Response Type	Comments/Explanations
1. Please outline your Fleet Redistribution Plans and provide a schedule.	Required	Narrative	
2. Please describe all relevant prior experience in creating and implementing effective fleet redistribution plans for Bikeshare or similar systems.	Required	Narrative	
3. Please estimate the number of Bicycles that would need to be redistributed daily and the number of vehicles required to complete this task.	Required	Narrative	
4. The City expects that service levels agreed upon in the eventual contract will be maintained through the term of the contract. Please suggest a schedule of penalties and/or incentives to facilitate these service levels	Most Desired	Narrative/ Table	
5. Please provide an itemized list of your facilities requirements (e.g. number, type and approximate square footage required).	Most Desired	Table	
6. Describe the proposed fleet including the type of vehicles and number of each	Most Desired	Table	Environmentally friendly vehicles preferred
7. The City of Philadelphia expects that the following criteria can be met	Required	Yes/No/NA	

<p>a. The Contractor shall secure adequate space to house any and all staff that operate in support of the Bike Share System. This space should be within a 10 mile radius of the center of the initial system deployment area.</p>			
<p>b. The Contractor will locate and procure/rent all necessary repair facilities and equipment</p>			
<p>c. The City shall have immediate full and free access to all facilities upon request.</p>			
<p>8. Describe the system's ability to expand/contract stations to accommodate large crowds at major events.</p>	<p>Desired</p>	<p>Narrative</p>	

E-5: Marketing Plan and Personnel

Feature	Required/Most Desired/Desired	Response Type	Comments/Explanations
1. Please detail how you will develop, market and operate the system. Include personnel, strategies, materials used, costs	Required	Narrative	
2. Please describe all relevant prior experience in creating and operating effective Bikeshare or similar systems.	Required	Narrative	
3. Please describe how you will partner with local companies and distributors for the provision of materials and equipment related to marketing and promotions.	Most Desired	Narrative	
4. Describe all elements of system which may be able to display the name and/or logo of a sponsor.	Required	Narrative/Graphics	
a. Include descriptions of each and comparable revenues in peer systems	Desired	Narrative/Table	
5. Please describe the types of efforts that you expect will be successful in boosting the following:	Most Desired	Narrative	Consider outreach, pricing and any other types of promotions.
d. Rides made			
e. Membership			
f. Revenues generated by users			

Physical Infrastructure

E-6: Stations

Feature	Required/Most Desired/Desired	Response Type	Comments/Explanations
1. Please describe your proposed stations include dimensions weight, materials, construction methods etc. for each component. Describe origins of each component	Required	Narrative	Be advised that steel products are likely subject to Federal Buy American provisions.
2. Describe the locking mechanism that will be used to secure each bicycle	Required	Narrative	
3. The City of Philadelphia asks that stations used in this system will meet or exceed the following expectations			
a. Can be installed quickly and easily without marring the underlying surface	Most Desired	Narrative	Explain installation or re-location procedure including estimated time
b. Vandal and theft-proof connection between station and bike;	Required		
c. Station lifespan exceeds 5 years	Required		
d. Modular design such that the station can be expanded or contracted easily	Required		
e. Space at each station for a clear wayfinding map showing other nearby stations and city features	Most Desired		

f. Lighted space at each station for advertising panel	Most Desired		
g. System must maintain security during power failure	Required		
h. Users must be able to easily identify out of service bicycles	Required	Narrative	Explain how this information is conveyed
i. Be capable of running 24/7 on 'off grid' energy sources such as solar or other	Required	Narrative	Include evidence of solar performance on current peer systems and describe powering regime
j. Renters can choose which bike they rent	Most Desired	Narrative	Explain how choosing works
k. Stations must have unified look and feel thought out system	Most Desired	Yes/No/NA	
l. Stations must be able to be branded by a title or station sponsor	Most Desired	Narrative	Describe branding opportunities
4. Pricing Scheme for Stations	Required	Table	Table representing different prices under the following Scenarios
a. Pricing for constituent components of station	Required	Table	
i. Kiosk	Required	Table	
ii. Dock	Required	Table	
iii. Solar Panel	Required	Table	
iv. Sign/advertising assembly	Required	Table	

v. Additional components such as blank plates, angled plates, conduit to bridge tree pits, turn corners etc.	Most Desired	Table	
b. Cost for custom colored paint, logos, finishes etc. and labeling/logo installation	Required	Table	
c. Any quantity discounts or pricing schemes	Required	Table	Explain differences in cost for 1, 10, 50, 100+ units
d. Pricing for top 5 most commonly replaced parts based on experience in peer systems	Most Desired	Table	Ex: touch screens, locking mechanism, sign, solar panel, battery, cell phone relay etc.

E-7: Bicycles

Feature	Required/Most Desired/Desired	Response Type	Comments/Explanations
1. Please describe your proposed bicycle include weight, materials, construction methods etc.	Required	Narrative	Describe size range accommodated by bike design (ex. 5'2" to 6'3" etc.) and any rider weight limitations.
2. Describe how tracking technologies such as GPS or RFID can be incorporated into each bicycle	Required	Narrative	
3. The City of Philadelphia asks that bicycles used in this system will meet or exceed the following expectations			
a. One size to fit the majority of the adult population, with seat-only adjustment	Required	Yes/No/NA	
b. Multiple gears (3 or more);	Required	Yes/No/NA	
c. Front and back lights which turn on automatically when the bicycle is in motion, with lights remaining illuminated for at least 60 seconds when the rider is stopped, reflectors visible from all sides	Required	Yes/No/NA	
d. Puncture resistant tires	Required	Yes/No/NA	
e. Reliable and intuitive braking system	Required	Yes/No/NA	
f. Theft and tamper resistant features	Required	Narrative	Explain tamper resistant features, provide theft and tamper data from existing systems

g. Protection from grease, dirt, and tire spray with an enclosed drive train and full fenders	Most Desired	Yes/No/NA	
h. Corrosion resistant materials with rust-proof external parts	Most Desired	Yes/No/NA	
i. Fully protected or enclosed cables	Most Desired	Yes/No/NA	
j. Cargo capacity for items weighing up to twenty pounds (e.g., briefcase, book bag, and/or grocery bags);	Most Desired	Yes/No/NA	Greater cargo capacity preferred as long as bicycle handling is unaffected
k. Light weight (less than 35 pounds);	Desired	Yes/No/NA	
l. Capacity for sponsorship or advertising that can be easily changed	Required	Yes/No/NA	Bicycle should be painted to match sponsor or City request. Some component colors should be selectable
m. Clearly visible space on bicycle for safety and instructional messaging	Most Desirable	Yes/No/NA	
n. Upright riding position allowing for confident riding in traffic;	Most Desired	Yes/No/NA	
o. Easy to operate, easy to mount and to hold in a stopped position, including for shorter riders; step-through design	Most Desired	Yes/No/NA	
p. Useful life greater than 5 years	Required	Yes/No/NA	
q. Kickstand or another device to allow the bicycle to	Desired	Yes/No/NA	

be supported upright			
4. Pricing Scheme for bicycles	Required	Table	Table representing different prices under the following Scenarios
a. Pricing levels for 3 speed, 5 speed and 7 speed models	Required	Table	
b. Cost for active and passive GPS technology in each bicycle	Most Desired	Table	
c. Cost for custom colored paint, fenders, components etc. and labeling/logo installation	Required	Table	
d. Any quantity discounts or pricing schemes	Required	Table	Explain differences in cost for 1, 10, 50, 100+ units
e. Average pricing for top 5 most commonly replaced parts in peer systems	Most Desired	Table	Ex: tires, chains, complete wheels, seats, grips etc.

Technological Infrastructure

E-8: Station Computer Unit

Feature	Required/Most Desired/Desired	Response Type	Comments/Explanations
1. Please describe your proposed computer unit: include a description of the user interface and how the computer unit is situated in the bike sharing station.	Required	Narrative	
a. Describe a step-by-step process of registering as a first-time user to the system and checking out a bicycle for a single day.	Required	Narrative	Simple process is preferred
b. Describe a step-by-step process of registering online, receiving fare media and checking out a bicycle as a system member.	Required	Narrative	Simple process is preferred
2. Explain how terminal complies with current standards for data security, particularly for financial data, user names, and addresses.	Required	Narrative	
3. The City of Philadelphia asks that computer units and customer interface used in this system will meet or exceed the following expectations:		Narrative	Explain how each feature will be achieved
a. Ability to use all major credit cards at each station to check out a bicycle.	Required	Yes/No/NA	
b. Ability to accept ID cards and Smartcards from businesses, universities, and SEPTA; car share services etc	Most desired	Narrative	Describe how computer interface will be forward-compatible with other proposed identification and fare payment technologies.

c. Has clear posted instructions of instructions at each terminal directing the users who to call in the event of problems (to prevent calls to right-of-way owners);	Most Desired		
d. A process for facilitating users who desires to park a bike at a station where all docks are occupied	Most Desired		
e. A process for facilitating users who desires to get a bike at a station where all docks are empty	Most Desired		
f. Uses a touch screen as primary interface	Most Desired		
g. Able to display instructions in multiple languages	Most Desired		
h. System must maintain data security during power failure	Required		
2. Explain in clear detail how problems with software will be handled, explaining in detail the following aspects:	Required	Narrative	
a. Whose responsibility it is for user interface problem resolution	Required		
b. What is the procedure for remedying any problems with the user interface	Required		
c. What is the timeline for resolving problems? Feel free to differentiate by type if necessary.	Required		

d. Propose a scheme of financial penalties for failure to meet performance standards for the station computer unit.	Most Desired		
3. Explain in clear detail how upgrades or requested changes to the software of the system will be handled	Required	Narrative	
a. Whose responsibility it is for changes to the user interface			
b. What is the procedure for making changes to the user interface			
c. What is the timeline for resolving problems? Feel free to differentiate by type if necessary.			
d. Propose a scheme of prices, if applicable to changes in the user interface with the station computer unit.	Most Desired	Table	
4. Provide verification of the following elements of station computer performance	Required	Table/Narrative	Independent verification preferred, but internal testing documents accepted
a. Number of simultaneous transactions that can be made per station in relationship to number of docks			Transaction includes checking in bike or checking out bike, registering as one-day user etc.
b. Number of simultaneous transactions that can be made system wide			
c. Failure rate of credit card transactions at both stations and online registration (not including credit authorization rejection)			Indicate number of times per 10,000 transactions user has to re-enter credit card data to use system/register with system/check out bicycle

d. Failure rate of member fare media			Indicate number of times per 10,000 transactions user has to re-enter fare media data to use system/check out bicycle
e. Failure rate of computerized docks/locks			Indicate number of times per 10,000 transactions that user is unable to successfully return or remove bicycles from docking stations

E-9: Central Computer System including Operating System and Database

Feature	Required/Most Desired/Desired	Response Type	Comments/Explanations
1. Describe the interface through which the operators of the system will monitor its use.	Required	Narrative	Screen shots and screen-flow may be helpful
2. The City of Philadelphia expects the overall computer system to be able to communicate real-time with each station. Please indicate if this is the case.	Required	Yes/No/NA	
3. Explain the process for completing the following tasks using the IT system (or other means if applicable):	Required	Narrative	
a. Determining where each bicycle in the system is located in real time			
b. Determining when a bicycle has been lost from the system			
c. Determine how many rides/miles each bike has taken to facilitate maintenance			
d. Find disabled bicycles using the system			
e. Creating reports on usage and miles traveled on a system wide and bike-by-bike basis			
f. Shut down individual stations or the whole system temporarily			

g. Create temporary sales or pricing incentives system-wide or station-by-station			
4. Explain the process for verifying user information via credit user information as well as adherence to current PCI(Payment Card Industry) standards	Most desired	Narrative	Describe how computer interface will be forwards compatible with other proposed identification and fare payment technologies (Cell phone, transit card, etc)
5. Explain how the overall IT system complies with current standards for data security, particularly for financial data, user names, and addresses.	Required	Narrative	
6. Explain in clear detail how problems with software will be handled, explaining in detail the following aspects:	Required	Narrative	
a. What is the procedure for remedying any problems with the IT Interface/Operating system	Required		
b. What is the timeline for resolving problems? Feel free to differentiate by type if necessary.	Required		
c. Propose a scheme of financial penalties for failure to meet performance standards for the IT Interface / Operating System	Most Desired		
7. Explain in clear detail how upgrades or requested changes to the software of the system will be handled	Required	Narrative	
a. Whose responsibility it is to make changes to the IT interface/operating system			

f. What is the procedure for making changes to the IT interface/operating system			
g. What is the timeline for making changes to the IT interface/operating system			
h. Propose a scheme of prices, if applicable, to changes in the user interface with the station computer unit.	Most Desired	Table	Feel free to differentiate by type if necessary.
8. All data generated by the bike sharing system will be the property of the City of Philadelphia. Please explain your procedure in transmitting the data to the City of Philadelphia.	Required	Narrative	
9. Please describe the System's database management system, including search functions and the possibility of using anonymized data for transportation planning purposes.	Required	Narrative	
10. Please describe how you will accommodate database maintenance and database back up while meeting the "offline" limits set forth in the Service Level agreements at the end of this document (e.g. back-up servers etc.).	Required	Narrative	
11. The City of Philadelphia expects that the database have the following features or capabilities	Required	Yes/No/NA	Please indicate "Yes," "No" or "NA (Not Applicable)" and provide any comments necessary
i. The database is searchable and can provide both anonymized and non-anonymized reports as			

necessary.			
j. The database is upgraded and maintained on a daily basis.			
k. The Contractor will provide reports to the City of Philadelphia in accordance with an agreed upon schedule or on request.			

E-10: Website and Mobile Application

Feature	Required/Most Desired/Desired	Response Type	Comments/Explanations
1. Please describe the System Website and its architecture. Please include the approximate number and type of pages and example screenshots if possible.			
2. Describe in detail the procedure for customizing a website for the City of Philadelphia bike sharing system including examples of how content can be customized and branded by use of title or other sponsors	Required	Narrative	Give qualifications and experience as well as examples for web development
3. Please explain the sequence of steps a user would take in order to purchase a subscription. Please include example screenshots if possible.			
4. The City of Philadelphia requests that the website contains the following features:	Required	Yes/No/NA	
a. The Website should communicate constantly with the Central Computer System.			
b. System users can purchase subscriptions and sign the liability waiver via the website.			
c. The Website is available in multiple languages.			
d. The Website allows users to search for Station locations through a variety of inputs (e.g. user-entered address, intersection or major place names,			

selecting from an interactive map etc.). Please list options.			
e. The Website allows current Subscribers to access and update their subscription information, re-subscribe to the System and replenish their accounts.			
f. The Website allows System users to track their use. Please describe types of information available to users.			
g. The same Website is accessible from desktop computers and hand-held wireless devices such as PDA's, Smartphones, and web-enabled cell phones using browsers. Flash should not be used.			
h. Critical functionality does not use any extensions that are not pre-installed in the vast majority of browsers and any mark up or scripting should function correctly in all widely used browsers.			
i. The Contractor will at the request of the City of Philadelphia, conduct on-going improvements to the website, as needed to accommodate changes, including but not limited to, additional features and increased functionality, changes in website technology, and compatibility with new applications.			
5. Describe in detail the procedure for developing suitable mobile applications for the City of Philadelphia bike	Required	Narrative	Give qualifications and experience as well as

sharing system			examples for mobile app development
a. Give an example of proposed content for mobile application			
b. Give an example of how mobile content can be branded by a title sponsor			
c. Describe how system data can be shared for open source developers			
6. The mobile application will have the functionality to indicate the closest station and number of bicycles to the user	Most Desired	Yes/No/NA	
7. The City of Philadelphia expects that the central computer system should be able to relay data immediately to the mobile app	Most Desired	Yes/No/NA	

APPENDIX F

PHILADELPHIA BIKE SHARE STRATEGIC BUSINESS PLAN

Complete strategic business plan should be downloaded from www.phila.gov/bikeshare or <http://www.phila.gov/bikeshare/Documents/CompleteBusinessPlan.pdf>