



## EXECUTIVE SUMMARY

**To:** Jim Scholl, City Manager  
**Through:** Patrick Wright, Interim Planning Director  
**From:** Chris Hamilton, Bicycle/Pedestrian Coordinator  
**Meeting Date:** May 2, 2017  
**RE:** Award of RFP #003-17 City of Key West Bikeshare System

### **ACTION STATEMENT:**

Resolution approving recommendation to negotiate a contract with the highest ranked firm for a City of Key West Bikeshare System.

### **BACKGROUND:**

Request for Proposal (RFP) #003-17 was advertised on January 15, 2017 seeking proposals from qualified firms to provide a Bikeshare System for the City of Key West.

Three (3) proposals were received on March 1, 2017 in response to the advertisement:

1. Gotcha Bike
2. Social Bicycles
3. Zagster

Five City Staff members, Rod Delostrinos, Chris Hamilton, Rogelio Hernandez, Alison Higgins, Gary Volenec and John Wilkins were appointed to the selection team by the City Manager and ranked the proposals in a publicly advertised meeting held on April 5 and 6. The ranking was based upon the criteria and possible points in the RFP as follows:

<b>Criteria</b>	<b>Possible Points</b>
Past Performance on Similar Projects	25
Project Approach and Product	25
Experience of Key Personnel	10
Sponsorship Approach	30
Price	05
References	05
Total	100

The final ranking of the three highest rated responses as determined by the City Manager’s appointed selection team are:

<b>Firm</b>	<b>Total Points</b>	<b>Average Score</b>	<b>Rank</b>
Zagster	524	87.3	<b>1</b>
Social Bicycles	500	83.3	<b>2</b>
Gotcha Bike	452	75.3	<b>3</b>

Of the six selection committee members, two ranked Zagster #1, two ranked Social Bicycles #1, one member had Zagster and Social Bicycles tied and the sixth member ranked Gotcha Bike #1. Scoring sheets, including submitted notes and analysis by the members, is attached.

**PURPOSE AND JUSTIFICATION:**

The successful proposer would implement, maintain, operate and market a bikeshare system within the City and Stock Island. The program shall incorporate information technology to operate a fleet of shared bicycles that may be checked-out from one bikesharing station and returned to another in a network of stations.

This system should enable residents, people who work in the City and people who visit Key West to access shared bicycles from a station located in the public right-of-way or on publicly accessible private property, and return them to another station. This system is to be an extension of the public transportation system and offer a new mobility option for residents and visitors to our city. The system is intended to compliment Key West Transit service and walking options by providing an affordable access to bicycles for short-distance/short duration from “point A” to “point B”. The system is anticipated to be available to the public 24-hours per day, 7 days per week, 365 days per year.

As has occurred in other cities with bikeshare, it is envisioned that providing this service will ease traffic and parking congestion, reduce auto use and increase transit and walking within the system’s service area. Research shows bikeshare bridges gaps in existing transportation networks and encourages people to use multiple modes. In cities where there is a bikeshare system, an increase in one-way trip making decisions is found. Meaning a person may decide to take the bus one-way and a bikeshare for the return trip. The knowledge that there is another option assures people there are multiple ways to do the trip other than driving and that lifts use of all alternate modes.

It was made clear in the RFP that the purpose of a City of Key West Bikeshare System is for public transportation. It is NOT intended for touring and sightseeing and its pricing structure will make this clear. Key West has a thriving bike shop, bike rental and bike touring industry. All of the companies that rent bikes make it easy to do so by providing delivery, pickup and other services that make them very convenient to use. The system will promote the use of bike rentals for trips that aren’t A to B trips or are over an hour in length. Fee revenues SHALL NOT BE kept by the Vendor and included as part of the Sponsorship revenue. Rather these fees shall be provided to the City and put in its Transportation Alternatives Fund. It should be noted that only the first ranked firm accepted this provision.

**FINANCIAL IMPACT:**

The RFP stipulated that the bikeshare system shall be financially self-sustaining. The City envisions a Bikeshare System that a.) will be owned and operated by the successful Vendor, and b.) will rely on sponsorships from external organizations as a primary funding source. The City will offer right-of-way, free of any fees, for the System's operation. The RFP stated that the City may provide "limited financial participation, potentially in the form of one or more station sponsorships," however no funding is identified for this purpose.

**RECOMMENDATION:**

Staff recommends that the City Commission approve the selection committee ranking and authorize the City Manager or his designee to negotiate a contract with the highest ranked proposer, for approval by the Commission at a future date. In the event the City Manager or his designee is unsuccessful in negotiating a contract with the highest ranked proposer, authorize the City Manager to negotiate a contract with the second highest ranked proposer. In the event the City Manager is unsuccessful negotiating a contract with the second highest ranked proposer, authorize the City Manager to negotiate a contract with the third highest ranked proposer. If the City Manager or designee is unsuccessful in negotiating an acceptable contract with any of the three highest ranked proposers the City Manager or designee will cease discussions with all proposers and report back to the City Commission.