



SOCIAL BICYCLES

REQUEST FOR PROPOSALS KEY WEST PLANNING DEPARTMENT

**CITY OF KEY WEST BIKESHARE SYSTEM
CITY OF KEY WEST RFP # 003-17**

Table of Contents

1. Cover Letter	3
2. Information Page	4
3. Organization Chart	5
4. Company Information	6
5. Vendor's Past Performance on Similar Projects	7
6. Approach/Understanding of the Project and Product	11
7. Experience of the Key Personnel	34
8. Sponsorship and Revenue Approach	42
9. References	43
10. Pricing	43
11. Sworn Statements and Affidavits	44
Appendix 1 - Minimum Requirements	54
Appendix 2 - PCI Certificate	55
Appendix 3 - Signed Addendum	57

1. Cover Letter

Cheri Smith
City Clerk, City of Key West
1300 White Street, City Hall
Key West, Florida 33040

Social Bicycles Inc.
55 Prospect Street #304
Brooklyn, NY 11201
Ryan Rzepecki
646.283.6548
bids@socialbicycles.com

March 1, 2017

Dear Ms. Smith,

Social Bicycles (SoBi) is pleased to respond to Key West's Bikeshare System Request for Proposals. SoBi has spent the last seven years building the industry-leading smart bike platform. Our sleek and attractive smart bike features an integrated GPS-equipped lock that enables the industry's most advanced, flexible, and modular system. SoBi systems typically have dedicated stations however, the bicycle's fully integrated lock provides added value to users by allowing them to drop off the bike anywhere in the system area, without worrying about locating a station. On-bike GPS tracking improves user experience, aids in inventory tracking and recovery, deters theft, and provides data for future city planning initiatives.

The bikes, coupled with our modular docking infrastructure, create an integrated, context-sensitive, and adaptable system. Our signage, docking points, and optional kiosks are all designed with modularity and ease of installation in mind. Stations can be deployed on a variety of surfaces, in a variety of configurations, and are easily relocated or reconfigured as needed with minimal impact to street or sidewalk surfaces.

For Key West, Social Bicycles will provide a turnkey solution, serving as both equipment supplier and system operator. We will hire a local team with experience operating Social Bicycles equipment.

Social Bicycles is also happy to offer an alternative to the 5 Phase system deployment described in the RFP. We propose a two phased launch, starting with an initial fleet of 60 bicycles and 10 stations in the Phase 1 core within 60 days of signing a contract. Within a year of contract signing, SoBi will launch a full scale system of 250 bicycles and 30 stations across Key West, providing visitors and residents a new city-wide public transportation option.

Social Bicycles proposes a fully privately financed system, and will bear all responsibility for capital and operations costs. We successfully launched privately funded bike share in Long Beach (NY) in 2015 and are launching a 700-bike system in New Orleans this fall. We believe a privately financed model can be successful in Key West, however it is critical that both user revenue and sponsorship goes to the system operator rather than the City. We understand the desire to protect the local bike rental market, however in our opinion, it is not possible to finance equipment and operations on sponsorship alone. We hope that you will reconsider this requirement as we believe it is the only way to bring a large scale privately-financed bike share system to Key West.

We believe our proposal offers both the best available technology and a team with considerable experience in local bike share operations, training, and support. If selected, our team will deliver a large-scale, island-wide bike share system that will provide residents and visitors a new way to commute and explore the city.

Sincerely,



Ryan Rzepecki, CEO
Social Bicycles Inc.

2. Information Page

Company Name: Social Bicycles Inc.

Federal EIN: 27-3416764

Company Location:
55 Prospect St Suite 304
Brooklyn, NY 11201

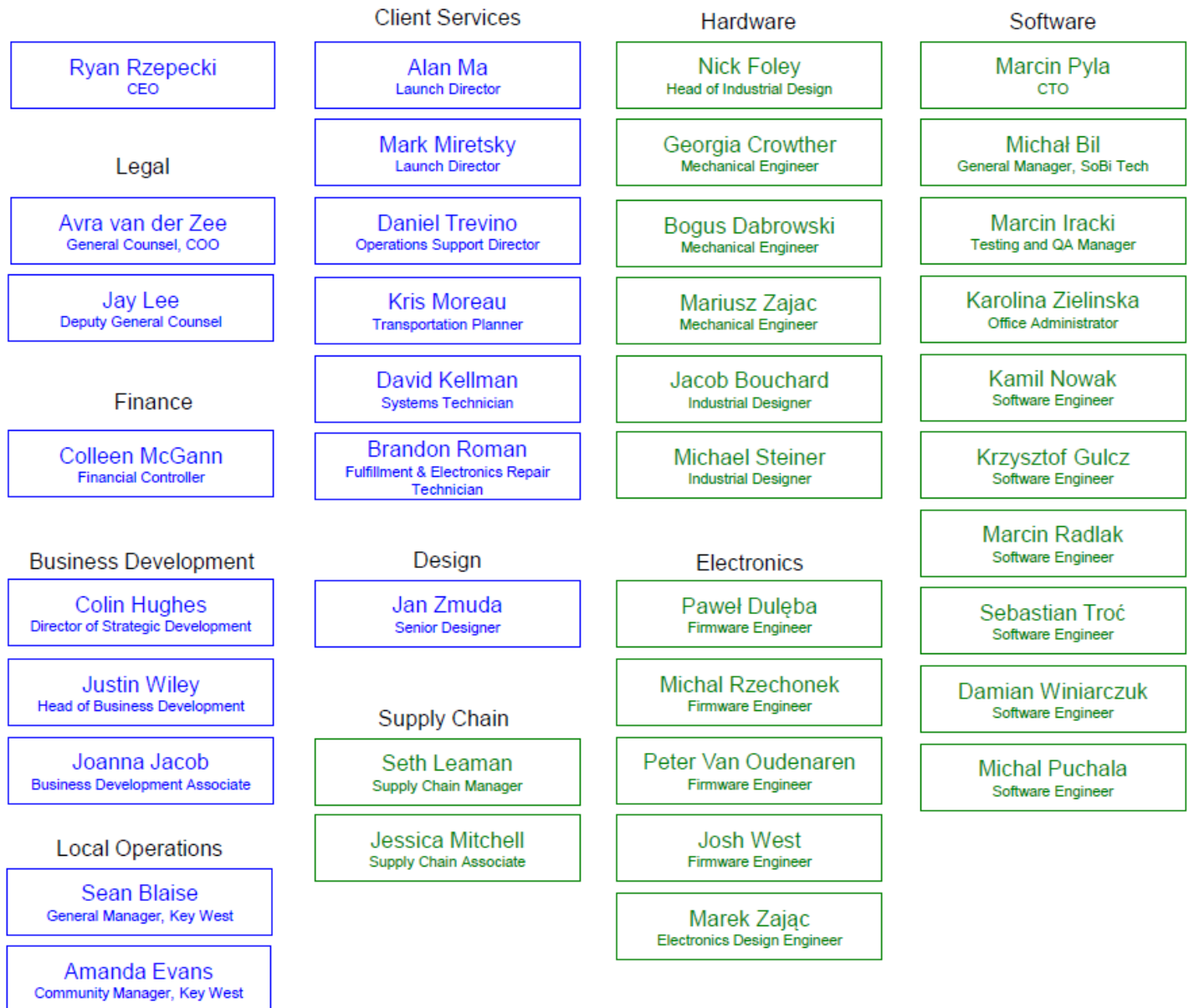
Legal Structure: Corporation

Date of Incorporation: August 2010

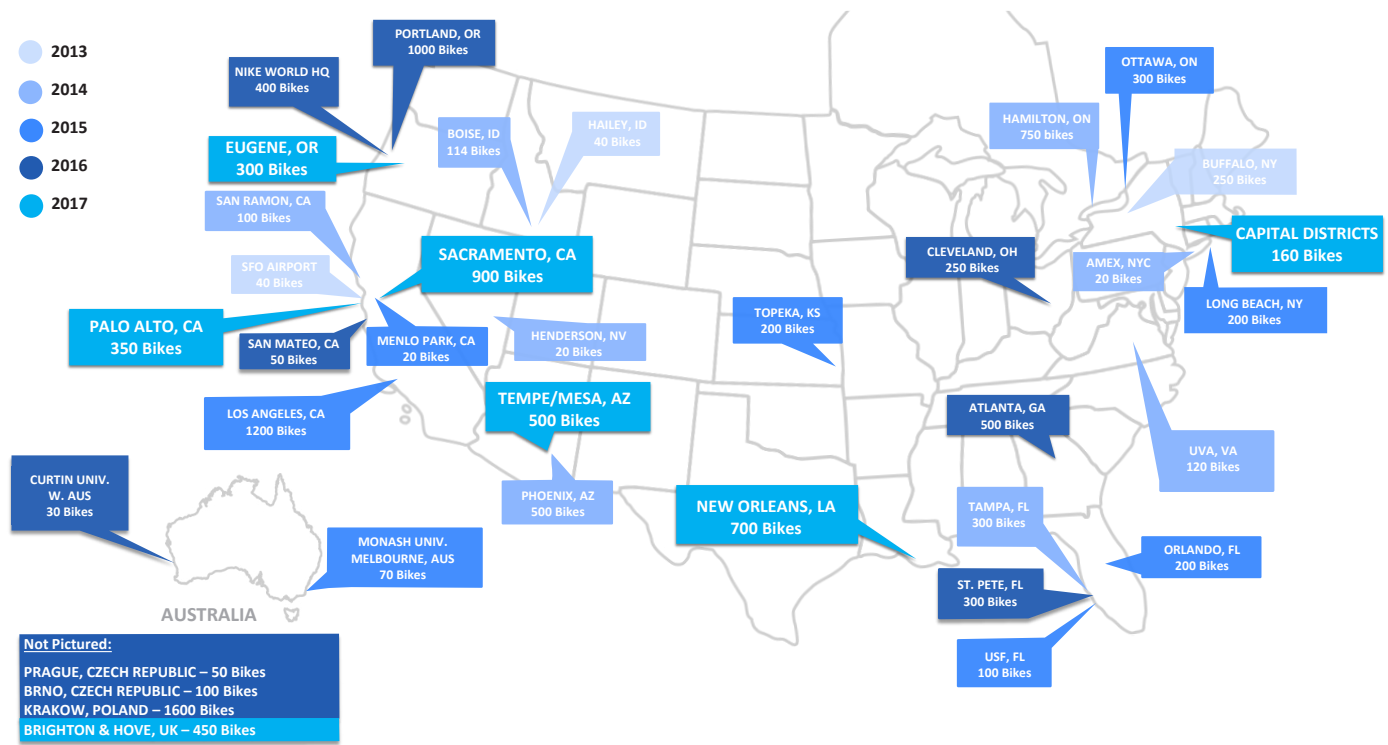
Primary Contact:
Ryan Rzepecki, CEO
ryan@socialbicycles.com
646.283.6548

3. Organization Chart

Social Bicycles is headquartered in Brooklyn, NY. SoBi HQ will oversee the project as prime contractor, provide products and technology services, and manage the local team. The local operations team will be responsible for bike maintenance, rebalancing, local marketing, and community management. Florida.



4. Company Information



SOCIAL BICYCLES

Social Bicycles' mission is to use technology to enhance local sustainable transportation. Our staff has deep roots in urban planning and many of our team members have worked for local DOTs and advocacy groups. The Social Bicycles team is driven by the conviction that the best way to promote sustainable and integrated local transit is to offer the most advanced technology and an extremely user friendly experience – all at a scalable price point.

Since 2008, SoBi has been developing its innovative smart bike and related software and equipment. At the core of SoBi's success is its smart bike technology with a proprietary GPS-equipped locking mechanism embedded on a classic Dutch-frame bike (rather than on a docking station). SoBi has delivered its smart bike solution to a wide variety of programs, including municipal, university, and commercial markets and currently has nearly 7,000 bikes live in 30+ locations across the globe.

Number of Employees: 37

Products:

Smart Bike, docking points, base plates, compact information panel, large information panel, kiosk, user and administrative Web/mobile applications

Services:

Bike share planning, bike share implementation, installation, operations, operations training, website design, system branding design, hosted services

Typical Markets:

Municipal, university & corporate campuses, residential properties

5. Vendor's Past Performance on Similar Projects



HAMILTON BIKE SHARE

Client: City of Hamilton

Launch: Jan 15, 2015

Size: 750 Bikes/110 Stations

Financing Model: The City used a regional grant for the capital purchases, SoBi is the program operator and runs the program at no cost to the city in partnership with a local non-profit.

System Growth: Initial 2015 launch included 750 bicycles. The program will expand by 75 bicycles in 2017.

Relevant Information

- hamilton.socialbicycles.com
- **Stakeholders:** City of Hamilton, McMaster University, and the local community

Client's Contact:
 Peter Topalovic
 905.546.2424
peter.topalovic@hamilton.ca



SoBi LONG BEACH

Client: City of Long Beach

Launch: May 1, 2015

Size: 200 Bikes / 12 Stations

Financing Model: Social Bicycles financed the program and owns and operates the fleet.

System Growth: The program launched with 100 bicycles in 2015, and expanded to 200 bicycles in 2016.

Relevant Information:

- sobilongbeach.socialbicycles.com
- **Stakeholders:** City of Long Beach and the local community

Client's Contact:
 Megan Porter
 516-431-1000
mporter@longbeachny.gov

5. Vendor’s Past Performance on Similar Projects

Social Bicycles Implemented Projects					
Location	Bikes/ Stations	Launch Date	Population	Services Provided	Structure
BIKETOWN Portland, OR	1,000/100	7/19/2016	633,000	Planning, equipment, implementation, operations training, on-going technical and operational support, hosted services	Public / Municipal For Profit Motivate Operates
SoBi Hamilton Hamilton, ON	750/110	1/15/2015	519,000	Planning, funding, equipment, implementation, operations, operations training, on-going technical and operational support, hosted services, sponsorship sales	Public / Municipal Non - Profit SoBi Operates
Grid Phoenix & Mesa, AZ	500/50	11/25/2014	1.97 million	Planning, equipment, implementation, operations training, operations training, on-going technical and operational support, hosted services	Public / Municipal For Profit CycleHop Operates
Breeze Bike Share Santa Monica, CA	500/50	11/2015	95,000	Planning, equipment, implementation, operations training, on-going technical and operational support, hosted services	Public / Municipal For Profit CycleHop Operates
BIKETOWN WHQ Beaverton, OR	400/-	8/2016	n/a	Planning, equipment, implementation, operations training, on-going technical and operational support, hosted services	Private / Corporate For Profit Holy Spokes Operates
Coast Tampa, FL	300/30	11/17/2014	350,000	Planning, equipment, implementation, assisted with sponsorship sales, operations training, on-going technical and operational support, hosted services	Public / Municipal For Profit CycleHop Operates
Coast St. Petersburg, FL	300/30	2/1/2017	257,000	Planning, equipment, implementation, operations training, on-going technical and operational support, hosted services, sponsorship sales	Public / Municipal For Profit CycleHop Operates
VeloGo Ottawa, ON	300/30	6/2015	900,000	Planning, equipment, implementation, operations training, on-going technical and operational support, hosted services	Public / Municipal For Profit CycleHop Operates
UHBikes Cleveland, OH	250/25	9/2016	390,000	Planning, equipment, implementation, operations training, on-going technical and operational support, hosted services	Public / Municipal For Profit CycleHop Operates
Juice Orlando, FL	200/20	12/24/2014	260,000	Planning, equipment, implementation, operations training, on-going technical and operational support, hosted services assisted with sponsorship sales	Public / Municipal For Profit CycleHop Operates
Metro Bikes Topeka, KS	200/20	4/17/2015	127,000	Planning, funding, equipment, implementation, operations training, on-going technical and operational support, hosted services, assisted with sponsorship sales	Public / Municipal Non - Profit Transit Agency Operates
SoBi Long Beach Long Beach, NY	200/10	5/2/2015	33,000	Planning, funding, equipment, implementation, operations, on-going technical and operational support, hosted services, sponsorship sales	Public / Municipal For Profit SoBi Operates

Social Bicycles Implemented Projects

Location	Bikes/ Stations	Launch Date	Population	Services Provided	Structure
Reddy Bike Share Buffalo, NY	200/20	4/1/2013	260,000	Planning, funding, equipment, implementation, operations training, on-going technical and operational support, hosted services, sponsorship sales	Public Municipal / University Non - Profit Buffalo CarShare Operates
WeHo Pedals West Hollywood, CA	150/20	8/30/2016	35,000	Planning, equipment, implementation, operations training, on-going technical and operational support, hosted services	Public / Municipal For Profit CycleHop Operates
UBikes Univ. of Virginia	120/12	11/20/2015	22,000	Planning, equipment, implementation, operations training, on-going technical and operational support, hosted services	Public / University Not For Profit University Operates
Green Bikes Boise, ID	114/12	4/24/2015	216,000	Planning, funding, equipment, implementation, operations training, on-going technical and operational support, hosted services, assisted with sponsorship sales	Public / Municipal Non - Profit Transit Agency Operates
Wavelo Krakow, Poland	100/10	10/18/2016	763,000	Equipment, implementation, operations training, on-going technical and operational support, hosted services	Public / Municipal For Profit Private Operator
Relay Bike Share Atlanta, GA	100/10	6/2016	464,000	Planning, equipment, implementation, operations training, on-going technical and operational support, hosted services, sponsorship sales	Public / Municipal For Profit CycleHop Operates
Long Beach Bike Share Long Beach, CA	100/10	3/2016	470,000	Planning, equipment, implementation, operations training, on-going technical and operational support, hosted services	Public / Municipal For Profit CycleHop Operates
Brite Bikes Bishop Ranch, CA	100/10	100/10	n/a	Planning, equipment, implementation, operations training, on-going technical and operational support, hosted services	Private / Corporate For Profit CycleHop Operates
U. of South Florida Tampa, FL	100/10	9/2015	50,000	Planning, equipment, implementation, operations training, on-going technical and operational support, hosted services	Public / University For Profit CycleHop Operates
Monash Univ. & Curtin Univ. Australia	100/-	7/2015	n/a	Planning, equipment, implementation, operations training, on-going technical and operational support, hosted services	Public / University For Profit 3rd Party Operator
Bay Bikes San Mateo, CA	50/5	5/2016	100,000	Planning, equipment, implementation, operations training, on-going technical and operational support, hosted services, sponsorship sales	Public / Municipal For Profit BMLB Operates
Beverly Hills Bike Share Beverly Hills, CA	50/5	5/2016	35,000	Planning, equipment, implementation, operations training, on-going technical and operational support, hosted services	Public / Municipal For Profit CycleHop Operates
Mountain Rides Sun Valley, ID	40/8	4/15/2013	1,400	Planning, equipment, implementation, operations training, on-going technical and operational support, hosted services, assisted with sponsorship sales	Public / Municipal Non - Profit Transit Agency Operates
Key West, FL	25/-	11/2015	n/a	Planning, equipment, implementation, operations training, on-going technical and operational support, hosted services	Public For Profit Local Operator

Social Bicycles Implemented Projects

Location	Bikes/ Stations	Launch Date	Population	Services Provided	Structure
American Express Bike Share NYC, NY	20/2	20/2	n/a	Planning, equipment, implementation, operations	Private / Corporate For Profit SoBi Operates
Cadence Bike Share Henderson, NV	20/2	11/15/2014	n/a	Planning, equipment, implementation, operations training, on-going technical and operational support, hosted services	Private Amenity Cadence Operates
Menlo Park, CA	20/2	6/2015	n/a	Planning, equipment, implementation, operations training, on-going technical and operational support, hosted services	Public / Municipal For Profit CycleHop Operates

Social Bicycles Upcoming Projects

Location	Bikes/ Stations	Launch Date	Popula- tion	Services Provided	Structure
Univ. of California, Los Angeles Los Angeles, CA	130/13	Spring 2017	73,000	Equipment, implementation, on-going technical and operational support, hosted services	Public / University For Profit CycleHop Operates
Grid Bikes (expansion) Tempe & Mesa, AZ	400/41	Spring 2017	161,000	Equipment, implementation, on-going technical and operational support, hosted services	Public / Municipal For Profit CycleHop Operates
Relay Bike Share (expansion) Atlanta, GA	500/50	Spring 2017	464,000	Equipment, implementation, on-going technical and operational support, hosted services	Public / Municipal For Profit CycleHop Operates
Wavelo (expansion) Krakow, Poland	1500/150	Spring 2017	763,000	Equipment, implementation, operations training, on-going technical and operational support, hosted services	Public / Municipal For Profit Private Operator
Palo Alto, CA	350/35	Summer 2017	67,000	Planning, equipment, implementation, operations, on-going technical and operational support, hosted services	Public / Municipal For Profit Motivate Operates
Capital District, NY	160/20	Summer 2017	100,000	Planning, equipment, implementation, operations, on-going technical and operational support, hosted services	Public / Municipal Non - Profit SoBi Operates
Brno Czech Republic	100/10	Summer 2017	378,000	Equipment, implementation, operations training, on-going technical and operational support, hosted services	Public / Municipal For Profit Big Board operators
Brighton & Hove United Kingdom	350/35	Summer 2017	275,000	Equipment, implementation, operations training, on-going technical and operational support, hosted services	Public / Municipal For Profit Hourbike operators
Eugene, OR	300/30	Fall 2017	163,000	Planning, equipment, implementation, operations, on-going technical and operational support, hosted services, sponsorship sales	Public / Municipal Non - Profit SoBi Operates
New Orleans, LA	700/70	Fall 2017	390,000	Planning, funding, equipment, implementation, operations, on-going technical and operational support, hosted services sponsorship sales	Public / Municipal For Profit SoBi Operates
Sacramento Region, CA	900/100	Spring 2018	535,000	Planning, equipment, implementation, operations, on-going technical and operational support, hosted services sponsorship sales	Public / Regional For Profit SoBi Operates

6. Approach/Understanding of the Project and Product

a. Describe the scope of initial implementation including number of bicycles and recommended number of stations for each service phase.

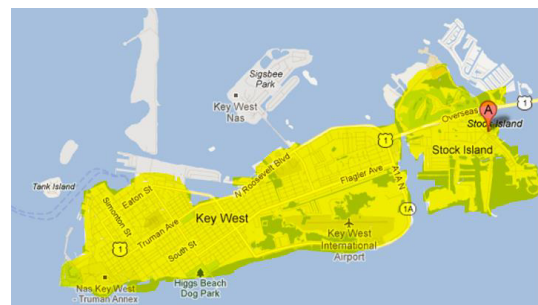
Social Bicycles proposes a two phased approach to launching a full scale, city-wide bike share system for Key West.

Phase I will be implemented within 60 days of contract signing and feature 60 bicycles and 10 stations. This initial “preview” of the system will target the central commercial district, with the intent of supplementing existing public transportation options.

Within one year of signing a contract with the City, Phase 2 will launch with 250 bicycles across 30 stations. We believe this is the scale required to provide the city with a true point-to-point bicycle transit system.



PHASE 1



PHASE 2

b. Describe the proposed infrastructure and technology of the System.

SMART BICYCLE

Wireless Connectivity and Real-Time GPS

Social Bicycles offers real-time GPS tracking on each bicycle. The SoBi GPS is powered by two regenerative sources, solar and dynamo generator. Our bicycles send their real-time location to customer-facing web and mobile applications for users to find stations and reserve bicycles. This enables members and operators to take advantage of unique features including wireless booking and advanced reservations, real-time GPS ride data, and theft deterrence and bicycle recovery. With GPS tracking on each bicycle

INFRASTRUCTURE

Modular Stations

SoBi station equipment is modular and can be installed in multiple configurations. All station equipment can be mounted onto baseplates and be secured with custom security bolts to prevent theft.

Social Bicycles offers a walk-up registration kiosk that provides user sign-up and member card dispensing. We also produce both a large sign and a small sign that feature local maps, program information, and sponsor branding.

Kiosks are not required at all stations because the locking mechanism and transactional computer are integrated onto the bicycle. Our stations do not need any wiring or electrical power.

Each Social Bicycle communicates individually, making the fleet more resilient by not requiring terminals. This eliminates the single-point-of-failure issue inherent in conventional ‘smart-dock’ bike share, whereby if the terminal is inoperable, all bikes at that station are inaccessible.

SOBI SOFTWARE SUITE

Social Bicycles is dedicated to building the best user interface for members and operators. Our software management tools and data application set a new bar for fleet and member management software. Stakeholders of the program will benefit from the sophisticated and easy to use software and data application that is available 24/7 through any web browser.

Powerful Data App

The Social Bicycles software features detailed reporting options for riders, system administrators, and research partners. Our administrative portal features a powerful data application where operators and administrators can generate data in exportable formats for further analysis and actionable planning. These include .csv and .gpx exports as well as the ability to subsequently create data visualizations such as time-lapse animations or heat maps. City planners also benefit from the the SoBi software platform because it delivers the highest quality data for transportation planning purposes. The the backend goes beyond simple trip origins and destinations, it provides actual routing and speeds of cycling trips so planners know where and how cyclists navigate the city streets and paths.

Open API

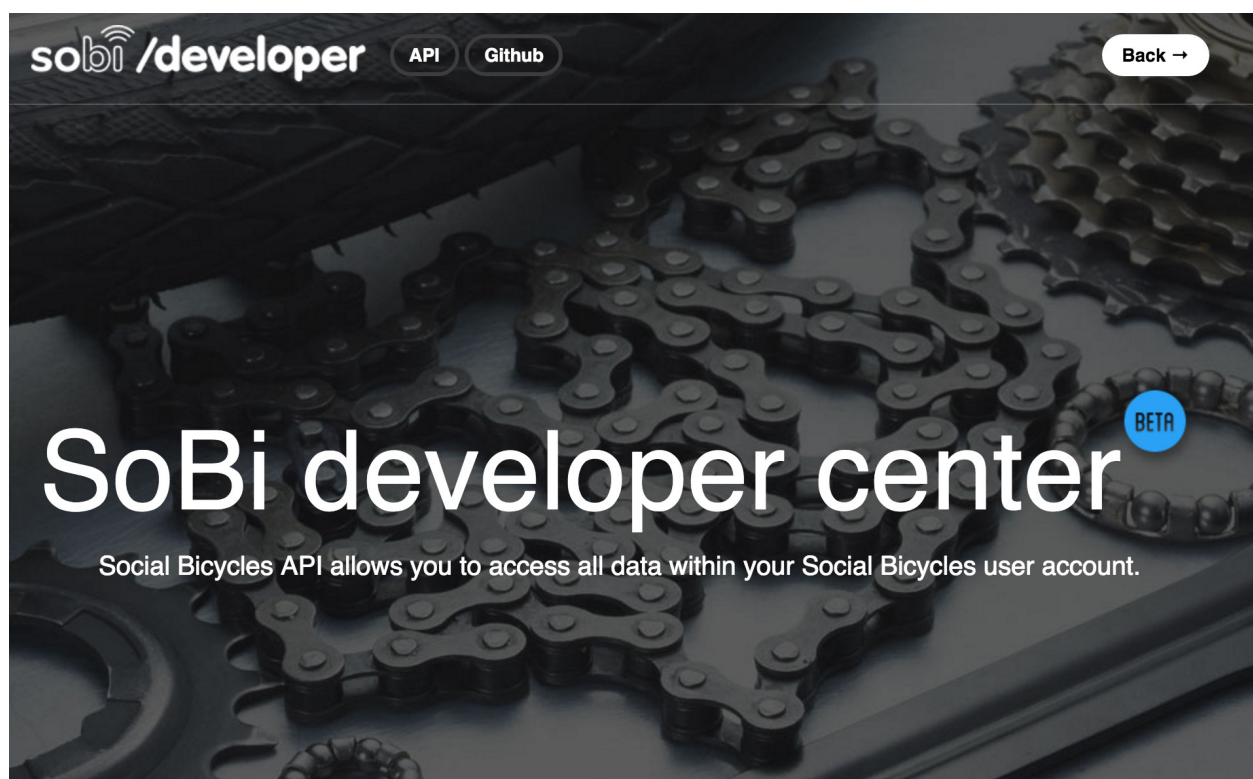
Social Bicycles is firmly committed to open data and provides unprecedented access to the general public, app developers, municipalities, operators, system administrators, and researchers. SoBi's mobile applications use the same API that we offer to our end users and operators. Third-party developers can make calls and perform all the steps needed for account creation and payments, bike rental, account review and system availability. Both APIs are JSON based and RESTful and use OAuth 2.0 as authentication method.

One membership works everywhere

Once you have a Social Bicycles membership, you can access bikes in any SoBi system around the world. To access SoBi in another city, the user must simply agree to the terms and conditions and pricing through the web, mobile, or a kiosk.

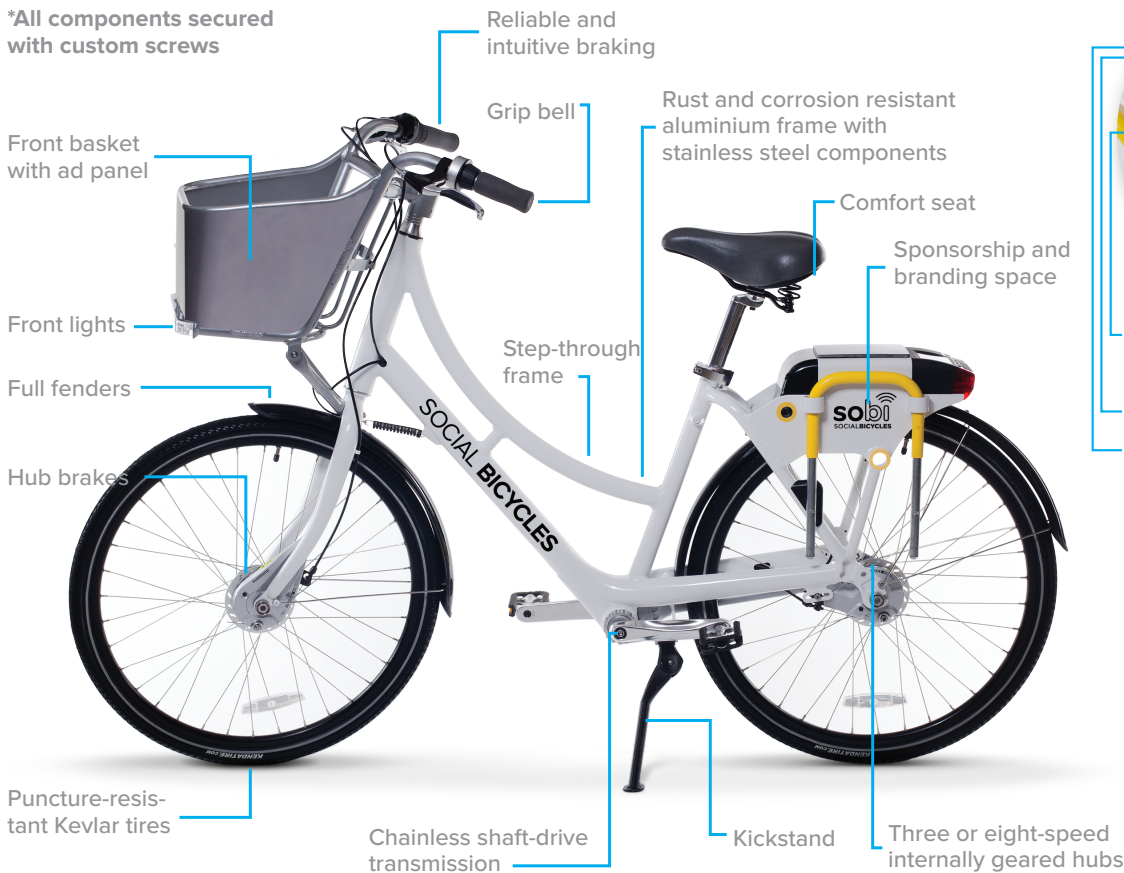
Advanced Reservations

Our web and mobile platform allow users to book a bike in advance. This feature eliminates the frustration of a user arriving to station with no available bikes.



Equipment (Bike)

*All components secured with custom screws



INTEGRATED LOCK

Each bicycle is equipped with a robust integrated lock that works with regular bicycle parking racks. The bicycle can be reserved and accessed by web, mobile, an RFID card, or simply by entering an account number and PIN on the bike keypad interface.



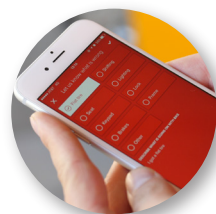
REAL-TIME GPS

Each Social Bicycle is equipped with wireless connectivity and real-time GPS. Unlike other systems, our real-time active GPS is a theft deterrent, a data-gathering technology, and a tool for locating missing or stolen bikes.



HOLD FUNCTION

Social Bicycles feature a 'hold' function that allows the user to park a bike during the trip while maintaining the reservation on the bike. To pause the rental, users simply press the "hold" button and lock the bike to a regular bike parking rack. This innovation improves security and user-experience.



REPAIR FUNCTION

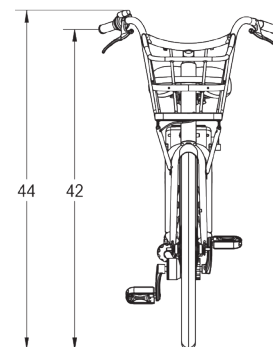
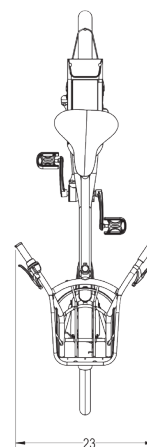
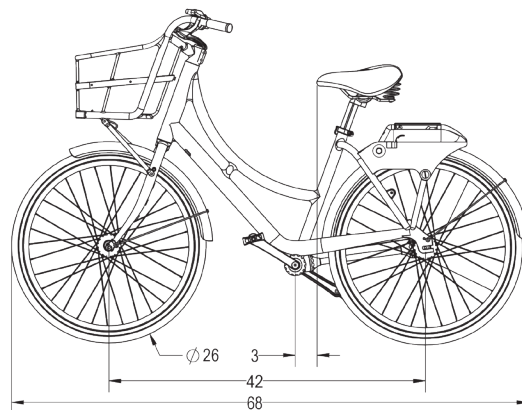
Social Bicycles feature a 'repair' function that allows the user to report a maintenance issue directly on the keypad interface on the bike. If an issue occurs, the user simply pushes the 'repair' button, selects the issue type, and locks the bike. The operator will receive an instant alert about the issue.

Equipment (Bike)

The Social Bicycle ‘smart bike’ has wireless connectivity and an integrated GPS-equipped locking mechanism embedded on a classic Dutch-frame bike.

Specifications:

- Frame** - Aluminum
- Rear Hub** - Shimano Nexus internal 3 or 8 speed
- Drivetrain** - Chainless shaft-drive
- Pedals** - Aluminum w/ rubber grip
- Brakes** - Front & rear hub/drum brakes
- Wheels/Tires** - 26" x 1.75" Kevlar puncture-resistant Kenda w/ reflective sidewalls
- Front Light** - LED white
- Rear Light** - LED red w/ reflector
- Seat / Post** - Adjustable quick release w/ comfort seat, indexed sizing guides, security fasteners
- Bell** - Grip bell
- Power** - Solar panel, dynamo generator, battery pack, dual capacitors
- Display** - LCD screen and keypad
- Basket** - Aluminum basket w/ ad panel mounting
- Fenders** - Full coverage, optional skirt guard available



Features:

- Integrated lock and GPS tracking
- Wireless connectivity
- RFID/NFC Reader (optional BLE)
- Rear LCD display
- Step through frame
- Shaft drive
- Sponsorship and branding space
- Integrated automatic front and rear lights
- Integrated basket

Dimensions:

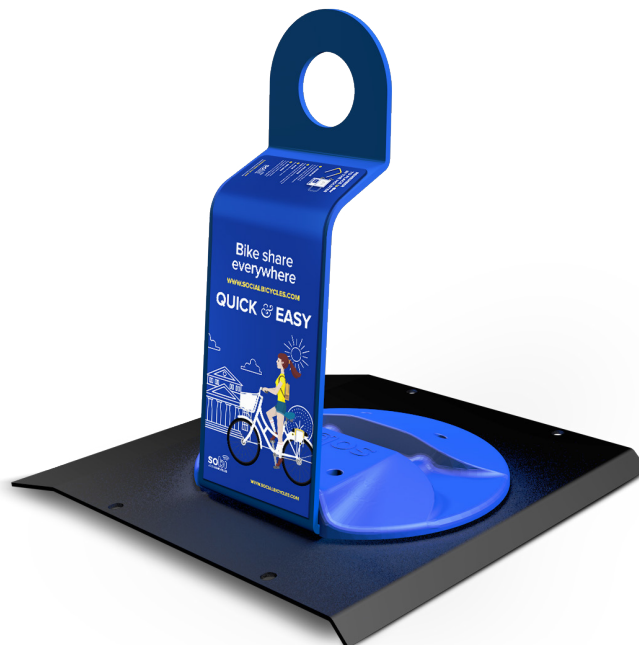
68 inches Length	23 inches Width	44 inches Height	45 lbs Weight
----------------------------	---------------------------	----------------------------	-------------------------

Bike is designed by **Social Bicycles**, manufactured in China

Equipment (Stations - Docks)

Social Bicycles offers custom racks, manufactured with durable powder-coated steel, which require no wiring or electronics. This manufacturing process increases robustness and reduces the cost of stations.

Racks provide significant branding real-estate delivering a cohesive feel to the program.



Specifications:

- Material** - Steel
Finish - Corrosion resistant powder coat

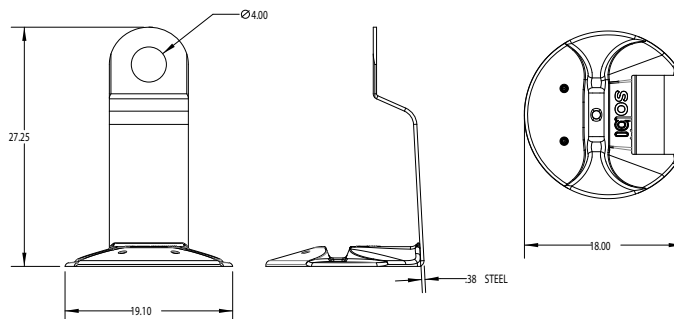
Features:

- Large surface for advertising
- Mounting pattern allows for multiple rack configurations
- Fast and easy installation (see assembly specification)
- Optional RF Beacon

BIKE SIDE VIEW

SIDE VIEW

TOP VIEW

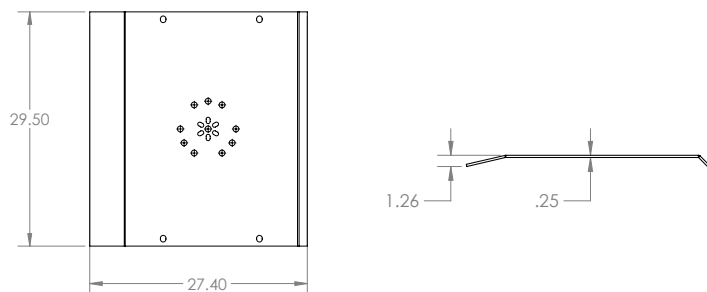


Rack Dimensions:

18.00 inch Length	19.10 inch Width	27.25 inch Height
-----------------------------	----------------------------	-----------------------------

Base Plate Dimensions:

29.50 inch Length	27.40 inch Width	1.26 inch Height
-----------------------------	----------------------------	----------------------------



Bike Rack designed by **Social Bicycles**, manufactured in US

Equipment (Stations)



STATION WITH KIOSK



STATION WITH LARGE SIGN PANEL



STATION WITH KIOSK + LARGE SIGN PANEL



STATION WITH COMPACT SIGN PANEL

Equipment (Stations - Large Signs)

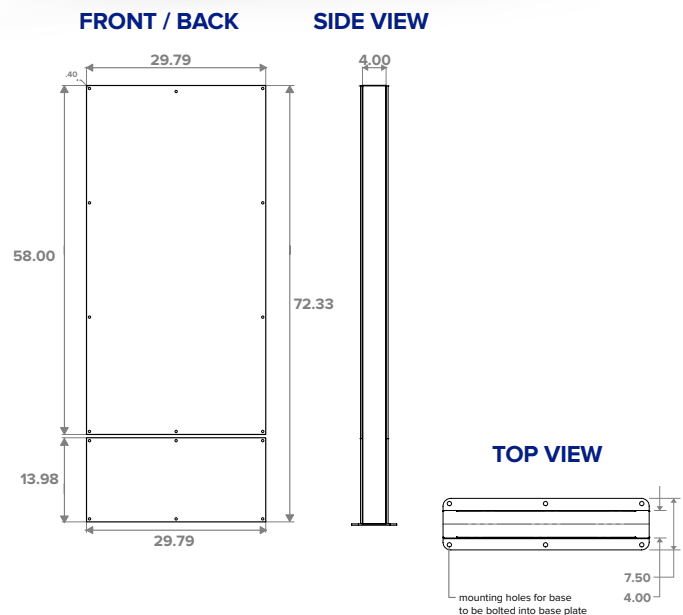
The large information panel provides a 58" by 30" double-sided display for station information, maps, way-finding and safety tips, and advertiser or sponsor branding opportunities. The poster is replaceable, allowing for ongoing customization.

Specifications:

- Material** - Steel
- Finish** - Corrosion resistant coating
- Visual Asset** - Aluminum composite material with vinyl or direct paint

Features:

- Large surface for advertising
- Mounting pattern allows for multiple configurations
- Fast and easy installation (see assembly specification)



Dimensions:

29.79 inch	4.00 inch	72.33 inch
Length	Width	Height

Sign structure designed by **Social Bicycles**, manufactured in US

Equipment (Stations - Compact Signs)

The compact information panel provides a 43" by 11" double-sided display on the metal sign surface.

The compact sign is ideal for smaller station locations or for more cost-effective information display.

Specifications:

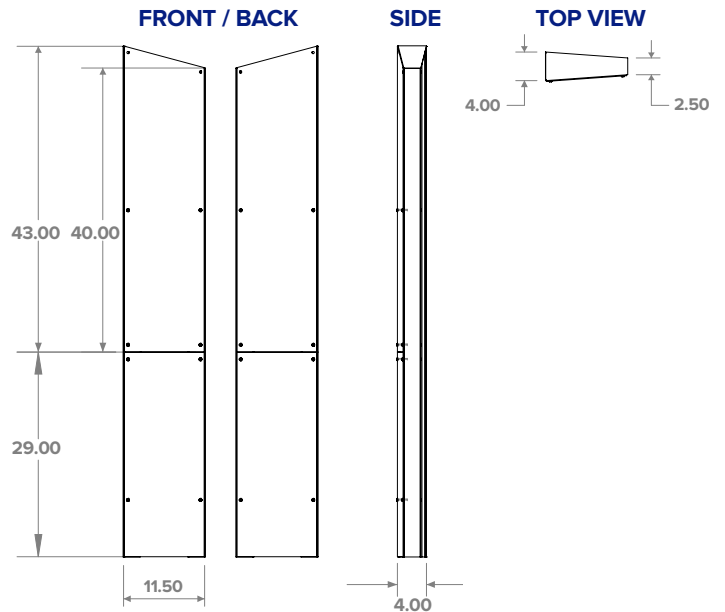
- Material** - Steel
- Finish** - Corrosion resistant coating
- Visual Asset** - Aluminum composite material with vinyl or direct paint

Features:

- Banner-like surface for advertising
- Mounting pattern allows for multiple configurations
- Fast and easy installation (see assembly specification)

Dimensions:

11.50 inch Length	2.50/4.00 inch Width	72 inch Height
-----------------------------	--------------------------------	--------------------------



Bike Rack designed by **Social Bicycles**, manufactured in US

KIOSK

Kiosks are optional with the Social Bicycles system and can be installed on a case-by-case basis. The Social Bicycles kiosk is a POS system for SoBi memberships. The kiosk also features an RFID dispenser that dispenses membership cards as well as an RFID reader that allows members to sync transit cards to their SoBi account. The kiosk features a touch-screen and accepts all major credit/debit cards. Kiosks are solar powered with backup batteries. They are modular, providing several installation options.



Specifications:

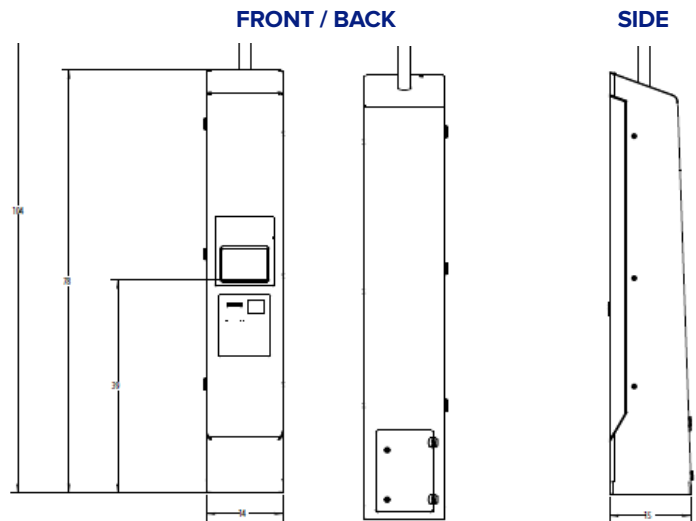
- Material** - Steel
- Finish** - Corrosion-resistant coating
- Visual Asset** - Vinyl

Features:

- Credit card reader
- 10 inch screen
- RFID reader and dispenser
- PCI certified
- Solar powered
- EMV upgradeable

Dimensions:

14.00 inches Length	15.00 inches Width	78.00 inches Height
-------------------------------	------------------------------	-------------------------------



Sign structure designed by **Social Bicycles**, manufactured in US

Equipment (Branding Examples)



Nike (title sponsor branding on bikes & stations)



Hulu (presenting sponsor branding on bikes)



Select Health & St. Luke's (title sponsor - branding on bikes & stations)



American Express Bike Branding



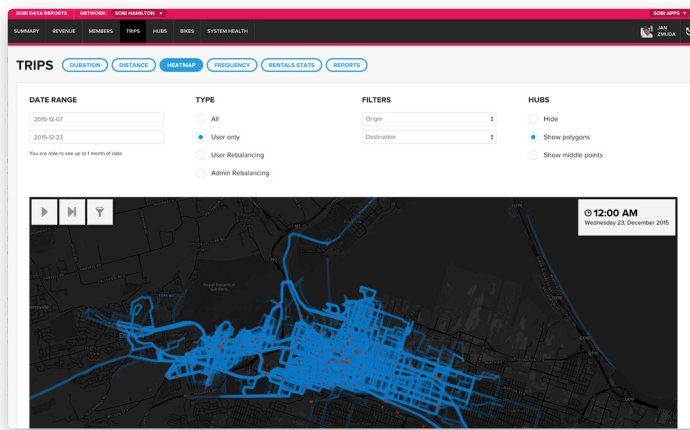
WebPT sponsorship



Florida Hospital - Station Branding

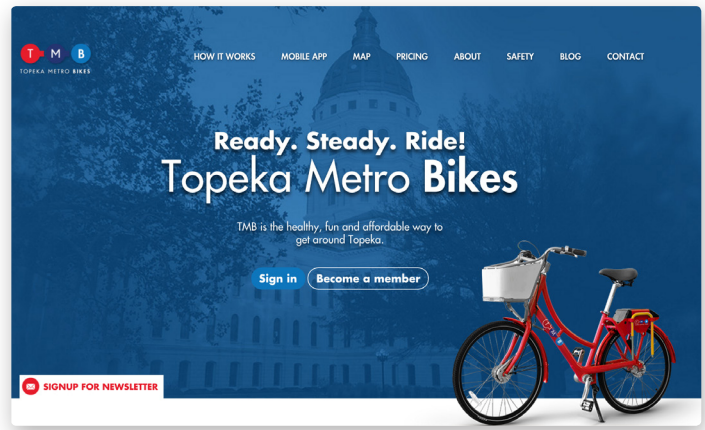
Software

Social Bicycles' powerful tools help operators manage system data, marketing, inventory, and training. The 'data' app allows administrators to generate customizable reports on fleet status and health, membership and trip details, and system revenue information. Operators can also manage and maintain system landing pages through our powerful CMS tool. The Social Bicycles management software tracks all bikes, users, transactions, maintenance, and system usage. Finally, the Social Bicycles 'playbook' app gives operators access to detailed educational tutorials and best practices on the entire Social Bicycles system.



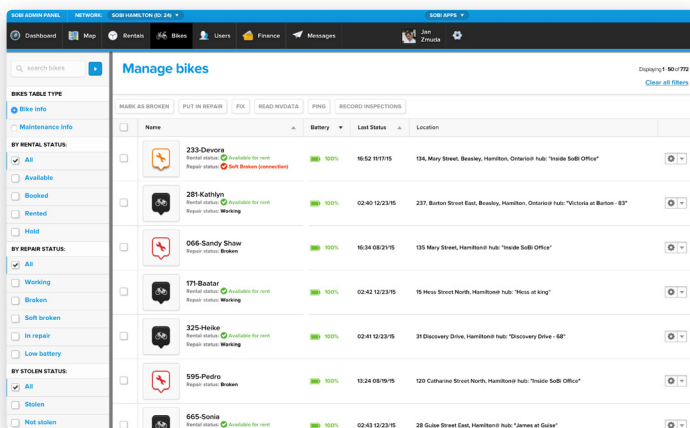
data.socialbicycles.com

An extensive 'data' app allows you to generate customizable reports based on any variables and time-frames



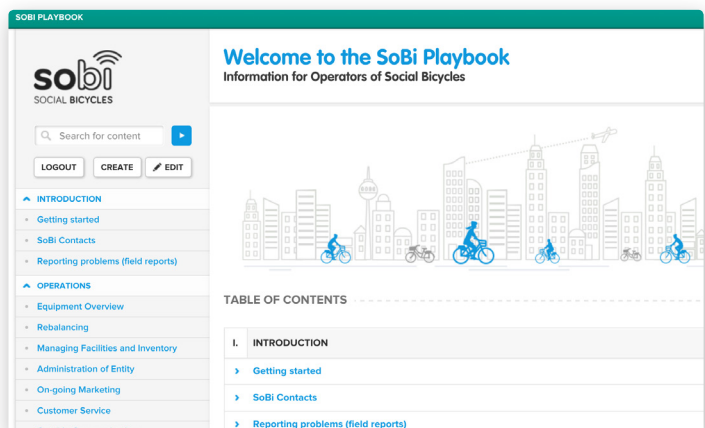
landingpages.socialbicycles.com

Manage and maintain system landing pages through our powerful CMS tool



manage.socialbicycles.com

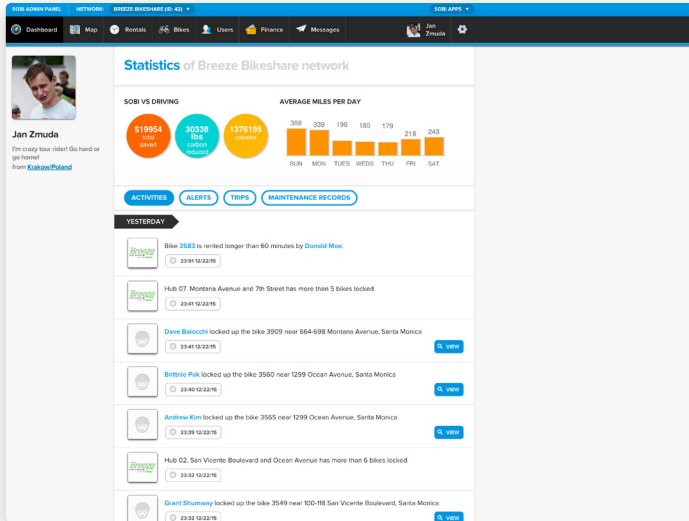
Management software for bikes, users, transactions, maintenance, and system usage



playbook.socialbicycles.com

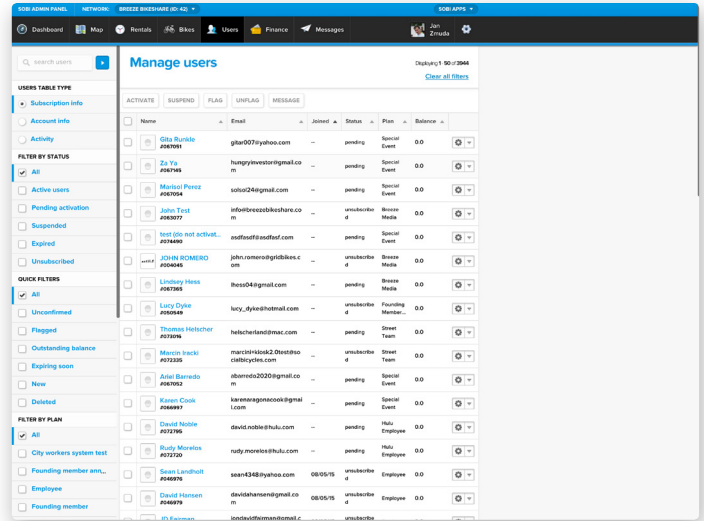
Full detailed educational tutorial and best practices on the entire Social Bicycles system

Software (Operator Back Office Platform)



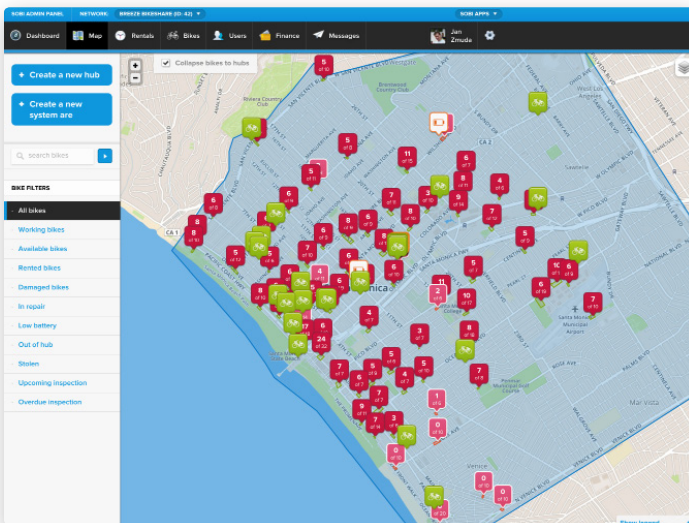
Dashboard

See real time alerts of the system including current and past rides, bike alerts, maintenance records, hub alerts, and communications between admins & users



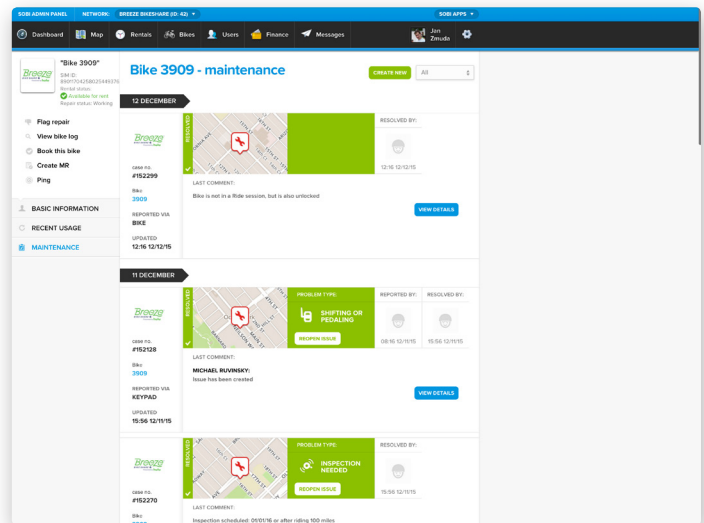
User Management

Manage user profiles, payment information, usage data, and direct communications



Real-time Fleet Map

View and manage bike availability and hub locations in real-time

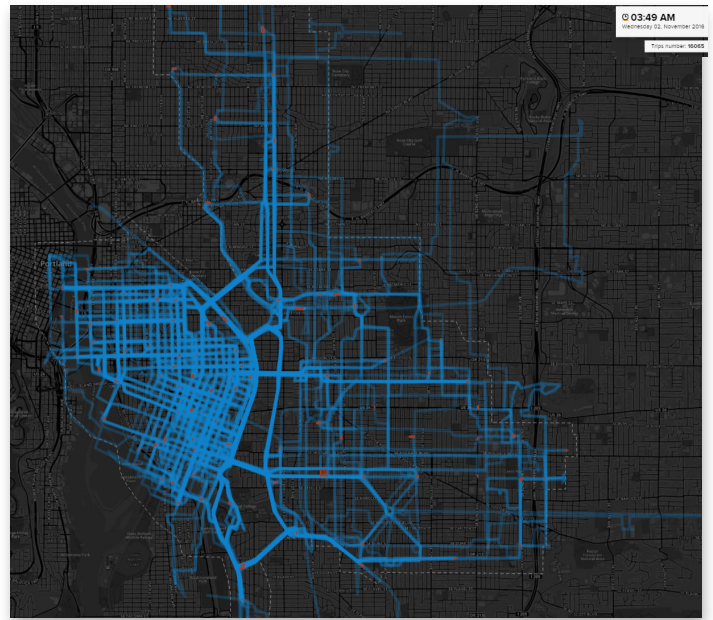
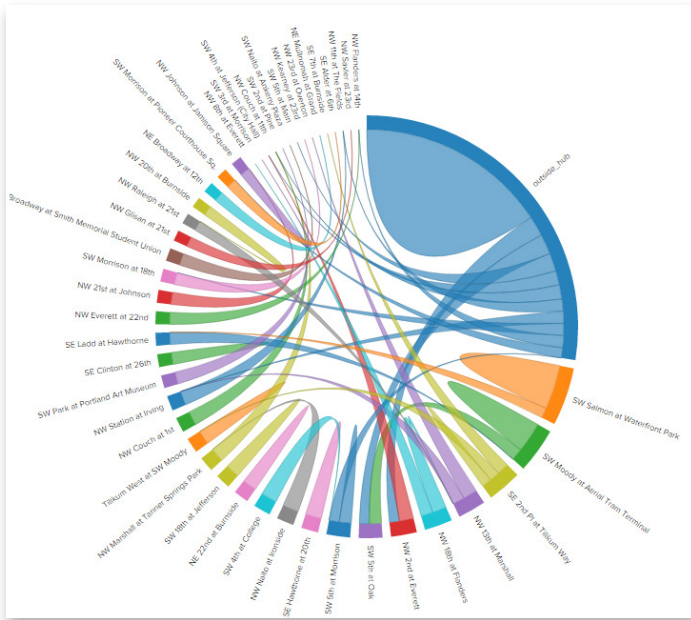


Maintenance Ticketing

Operators can create, track, manage, and resolve maintenance issues

Software (Operator Back Office Platform - Transportation Planning Tools)

Operators can quickly generate reports showing a variety of metrics with several filters.

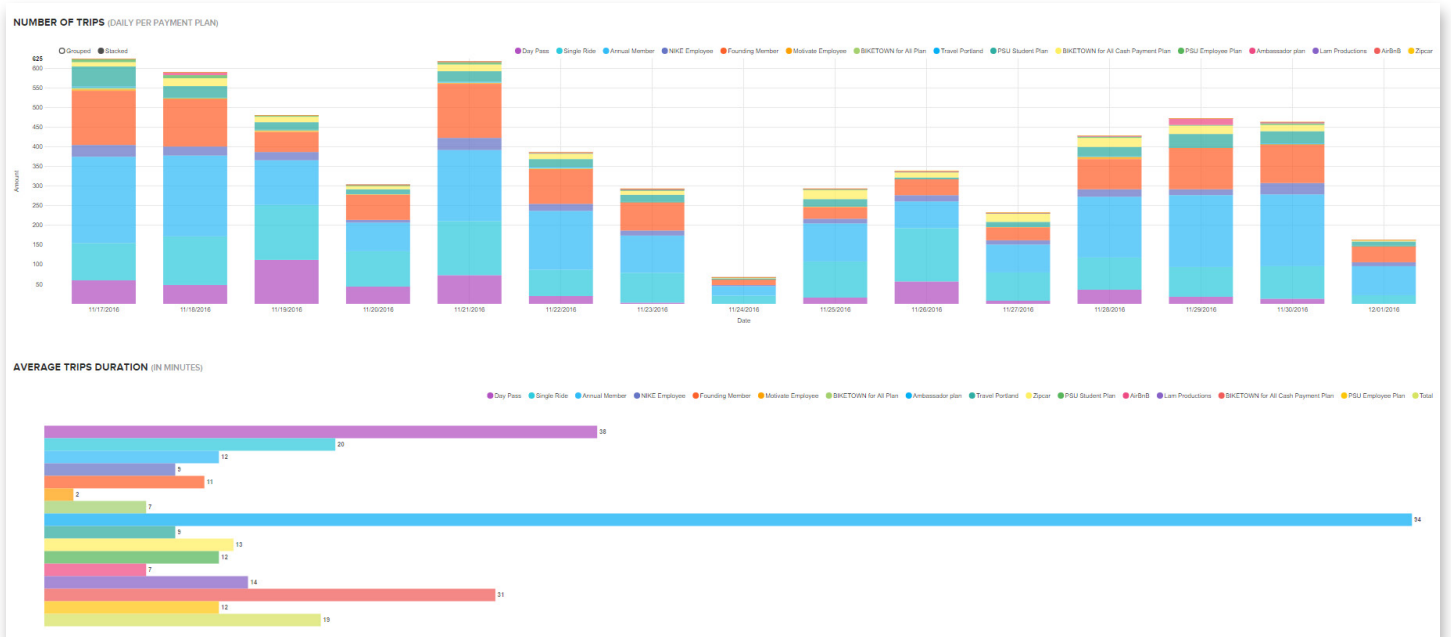


Hub Origin-Destination Report

Operators can choose custom date ranges and filter by hub, user type, and time of day.

Heat Maps

Operators can choose custom date ranges and view users' preferred routes. This data can help with future system and city planning.



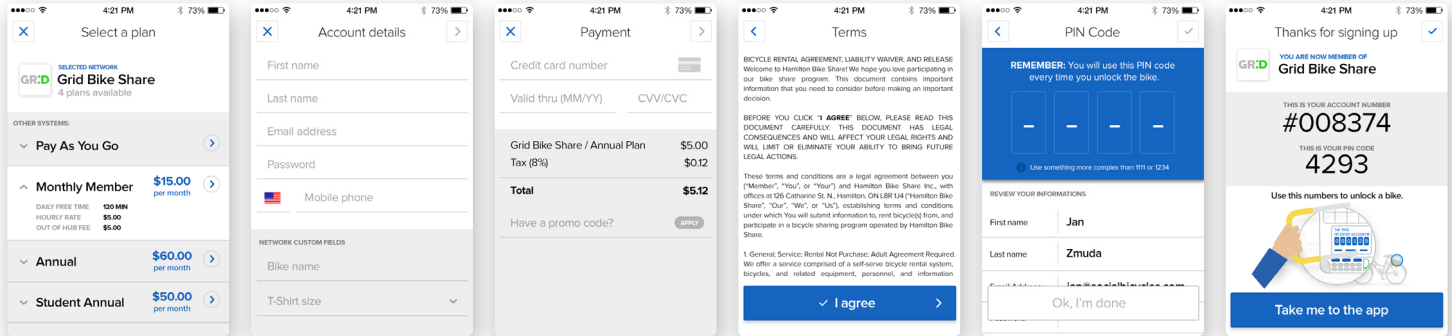
Trip Data

Operators can choose custom date ranges and see numbers of trips by user group (top) and average trip duration (bottom) by user group.

Software (Bike Share Application)

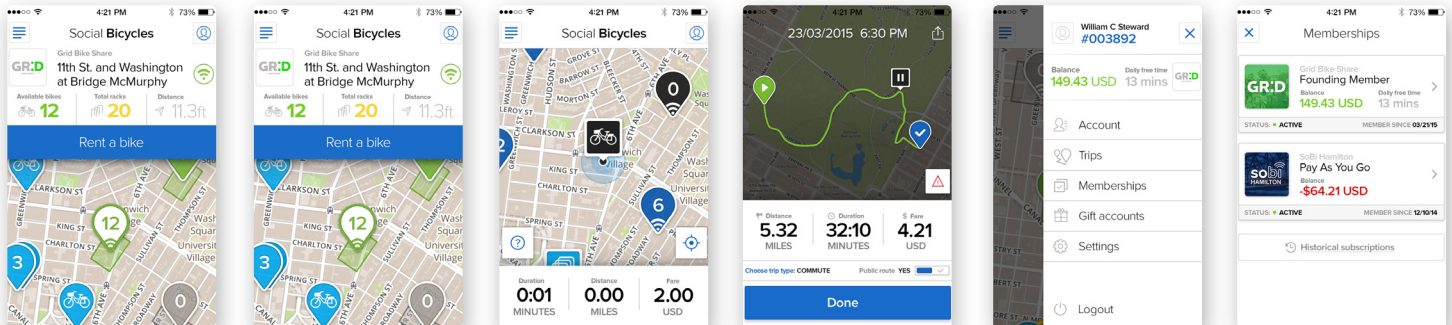
Social Bicycles provides the richest user experience on both web and mobile. Users can register on mobile web, and in person at kiosks. Finding and reserving a bike is quick and convenient. Users can share ride data on the SoBi platform and on social media channels.

USER SIGN UP FLOW



Once the member downloads the app, they have the ability to view available bikes, walk through the ‘How section’ and FAQ, search networks, contact support, or login/register for the program. To register, simply select the network, membership plan, enter account details, sign the waiver, select a 4-digit PIN, and enter in payment information. Once you have signed-up and logged in, the app walks you through a 5 step user on-boarding process explaining how to use the system.

USER EXPERIENCE



Find

Find a bike and check availability on the real-time network map

Reserve

Get directions to the bicycle, check pricing and reserve in advance

Ride

Users are able to view their routes and ride data

Share

Users are able to make friends on the Social Bicycles network and share their rides and statistics.

Profile

Users are able to view their statistics past rides, and communicate to administrators

Billing

View recent usage, billing, and adjust payment plan settings

c. Provide a detailed description of the bicycles to be used, including manufacturing origin. Include information on any related hardware needed to operate and/or maintain the bicycles. Description should include information regarding the gearing, suspension, seat, branding, any on-board technology, and all other amenities (i.e. basket, bell, locks).

Please see pages 13-14 for a full description of the SoBi bicycle. The bicycles are designed in the United States and manufactured in China.

d. Provide maintenance manual/protocol for the bicycles and any other needed infrastructure. Provide a timeline for replacement.

Social Bicycles has an extremely thorough 32-page bicycle maintenance guide. Similarly we have maintenance information for all system infrastructure. All systems receive an initial order of spare and replacement parts that last approximately 1 year of operations.

Replacement Timelines	
Bicycles	4-6 months
Bicycle Spare Parts	10-30 days
Docking Points	8-12 weeks
Information Panels (Small and Large)	8-12 weeks
Kiosks	8-12 weeks

e. Describe the System modularity and expansion capability for stations (if applicable), bicycles, and technology.

STATION MODULARITY & EXPANSION

Social Bicycles stations are low cost and modular, allowing single racks to be added or subtracted as needed. SoBi's station infrastructure will allow Key West to create a high density bike share system that includes stations in both high profile locations with smaller space requirements and stations in the surrounding community. We offer multiple types of sign and docking point options allowing for a flexible footprint for easy installation in parking spots, on sidewalks, in plazas, and other locations.

BICYCLE DOCKING

As the system expands, SoBi's integrated locking system allows users to securely lock their bicycle to either our station infrastructure or any existing public bike rack. To increase docking availability, operators can geo-fence a buffer area around the station, expanding the area in which a user can lock their bicycle without incurring a fee. This minimizes the common "blocked dock" challenges inherent to dock-based bike share systems while also allowing the system to leverage existing public infrastructure to create a dense network of hub locations.

f. Describe any bicycle redistribution protocols and hardware maintenance protocols.

Redistribution involves the identification of surplus bikes in areas of low demand and the physical re-location of these bikes to areas that need bikes to serve demand. Operating staff use vehicles and trailers to load bicycles and bring them to required stations.

In a Social Bicycles system, the operator uses tools in the web app to observe historical patterns of bicycle dynamics, coupled with real-time alerts on station capacity. When stations are low on bikes, the system generates an alert notifying the operator. These stations also appear on the map with a red icon for easy visual understanding. The operator has the ability to configure the alert trigger thresholds on a station-by-station basis. This allows the rebalancing team to stay ahead of issues and on-top of rider demands.

REDISTRIBUTION PLANNING

Once the system launches, it can take 4-8 weeks to begin to identify consistent pattern and usage dynamics in the system. Using Social Bicycles operator tools, staff can identify priority hubs, rebalancing routes, times, and staffing plans and optimize these plans as the system grows and evolves.

REDISTRIBUTION SCHEDULE

Redistribution should ideally take place at least 2-3 times per day for highly trafficked stations (stations that tend to be both full and empty at predictable times of the day, usually surrounding peak hours in the morning and evening, and on weekends), and 1-2 times for stations with lower traffic. Bicycle usage will generally result in 'clusters' of stations which behave the same way (full at the same times, empty at the same times). These clusters should be identified and rebalancing should move bicycles from full clusters to empty clusters.

USER-INCENTIVIZED REDISTRIBUTION

SoBi offers free riding credits to users for returning out-of-hub bikes to stations, or for redistributing bikes to stations that are low or empty.

The system gives redistribution credits to users who return out-of-hub bikes back to hubs or for users returning bikes to priority hubs that are low or empty on bikes. A user looking for a bicycle on the mobile or web platforms will instantly see which hubs are reaching capacity or need bikes. This innovative feature lowers operating costs by minimizing manual redistribution.

HARDWARE MAINTENANCE

The SoBi Maintenance Plan includes:

1. Daily on-site maintenance

Includes basic adjustments, repairs, inspection, and cleaning

2. Preventive maintenance

SoBi software creates preventative maintenance alerts based on the bikes cumulative time in the field or total miles ridden

3. Bike refurbishment

Bikes and stations that need refurbishment and full overhaul including new components and decals

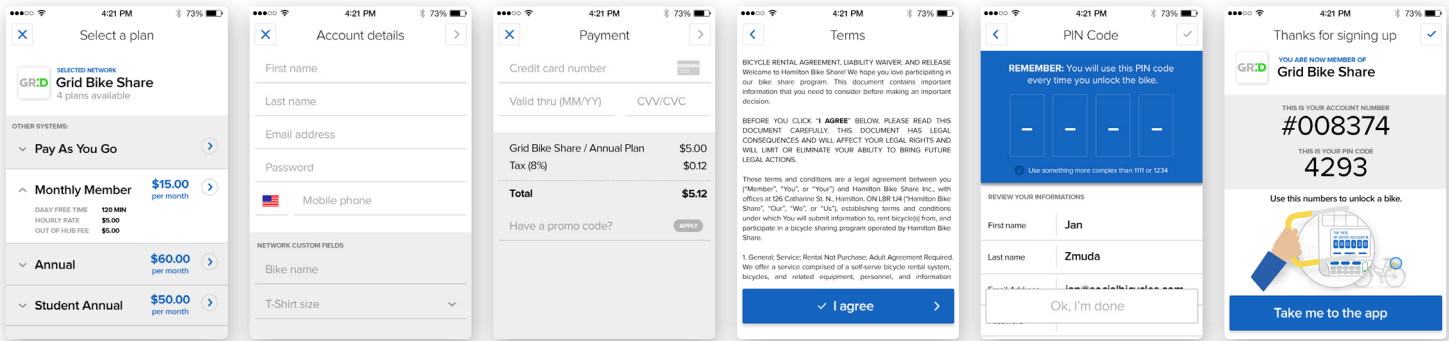
Preventative maintenance involves performing equipment inspections according to the Bicycle Inspection and the Kiosk Inspection Checklist (available in the SoBi Playbook). Preventative maintenance is a set of minor tasks that are performed regularly on bicycles that are otherwise in a rideable condition. An example is the regular pumping of tires to reduce the chances of rim damage or pinched flats resulting in replacement that is more costly. Corrective maintenance involves following up on routine maintenance checks with larger repairs.

SoBi's custom web fleet tools help staff manage all bike and station repairs and inspection schedules. This includes detailed maintenance reports, the status of the maintenance reports, maintenance history logs, and upcoming inspection schedules.

g. Provide a detailed description of how the System will function from a user's perspective. This should include those seeking annual membership and those only needing a short term membership.

Social Bicycles provides the richest user experience on both web and mobile. Users can register via the website, mobile app, or at a walk-up kiosk. Whether a user wants to sign up for a Pay-As-You-Go plan or a monthly subscription, the flow is the same (see user mobile app sign up flow below). Once the member downloads the app, they have the ability to view available bikes, walk through the 'How To' section and FAQ, search networks, contact support, or login/register for the program. To register, simply select the network, subscription type, enter account details, sign the waiver, select a 4-digit PIN, and enter in payment information. Once you have signed-up and logged in, view the FAQ section to learn how to use the system.

USER SIGN UP FLOW



h. Vendor shall detail how potential riders without a credit card would access the system.

Social Bicycles currently accepts in-person cash payments. In order to accept cash payments, the system operator and/or a local community partner is responsible for collecting and depositing cash payments on behalf of the system. Moving forward, Social Bicycles software development team is working with PayNearMe to offer a seamless cash payment option.

i. Provide recommended pricing for membership/pass levels and user rates knowing that the City will ultimately set these and that the City is adamant the pricing scheme should compliment existing bike rental companies and encourage system users to use these bike rental companies for rentals lasting more than an hour.

Social Bicycles tries to compliment any existing public transit and bike rental providers in all the cities where we operate. For Key West, we recommend a tiered pricing structure that will work for visitors and residents alike. The tiers are designed to encourage long term membership, rather than daily rentals.

Tier 1: Pay As You Go (PAYG)

\$8/hour, prorated to the minute

Tier 2: Monthly Subscription

\$15/month, 60 free minutes of ride time, standard PAYG rate after 60 minutes

Tier 3: Low Income Monthly Subscription

\$5/month, 60 free minutes of ride time, standard PAYG rate after 60 minutes

Tier 4: Corporate Annual Memberships

\$65/year/employee, 60 free minutes of ride time, standard PAYG rate after 60 minutes

j. Provide recommendations on what equipment and level of staffing would be required to sustain the initial System and future phases.

	PHASE 1	PHASE 2
Capital Equipment	60 bikes, 10 stations	250 bikes, 30 stations
Staff Recommendation	1 General/Operations Manager 1 Fleet Tech	1 General Manager 1 Ops Manager 3 Fleet Techs
Operations Equipment	Warehouse (repairs, admin), 1 rebalancing truck 1 rebalancing e-bike with trailer	Warehouse (repairs, admin) 1 trucks 2 rebalancing e-bikes

VEHICLES

To effectively rebalance a fleet, programs require rebalancing vehicles and trailers equipped to carry Social Bicycles. The most-efficient use of human resources in rebalancing involves rebalancing teams deployed simultaneously (especially during peak hours) with 1-2 staff per vehicle/team. Teams should have wireless tablets to monitor the rebalancing alerts through app.socialbicycles.com. Larger systems should be able to deploy multiple teams at a time.

E-bike & Trailer: Several SoBi systems have deployed bicycles fitted with trailers that carry up to 8 bicycles each.

Electric Vehicle: Electric vehicles are a sustainable, low cost rebalancing option.

Van & Truck: Social Bicycles has also used vans and trucks for rebalancing bikes like the Ford Transit 150 or Nissan NV500.



k. Describe any safety recommendations, communication, or initiatives that would be included in this System.

Social Bicycles builds safety recommendations into all of our customer facing products. Station signs and the interior of the basket will have safe riding instructions. Similarly, the website will have a section on safe riding techniques and local bike laws.

m. Provide documentation affirming compliance with all Payment Card Industry Data Security Stations (“PCI-DSS”)

SoBi hosts all web and data servers in a secure VPC enabled environment separated from internet traffic. There are a number of external security and performance scans that are executed on a daily and weekly basis to ensure the highest level of protection. There are a number of internal scans, on server basis, that run hourly to ensure that there has been no 3rd party access. Our platform fully secures all personal and financial data at 256-bit encryption levels (depends on the user’s browser) with a validated Level 1 PCI DSS compliant service provided by Braintree (owned by PayPal). SoBi’s kiosks are also PCI compliant. SoBi’s own high level of security is confirmed annually with a PCI certificate from an external security assessor.

SoBi’s PCI Certificate is located in Appendix 2.

n. Describe compliance with ADA.

SoBi's stations and station siting methodology are designed to ensure ADA compliance.

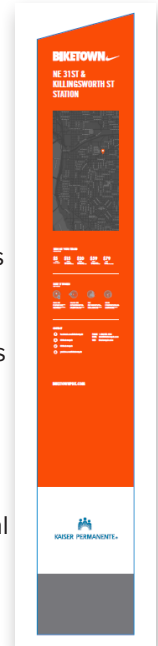
o. Describe any information (i.e. safety, way finding) to be placed on bicycle and/or at docking stations (if applicable).

The station infrastructure has significant capacity for safety and wayfinding information. Social Bicycles looks forward to working with the City and our sponsor(s) to ensure that the information on the stations is as helpful as possible.

For example, on the right is a rendering of a Portland, Oregon sign which features both a wayfinding map as well as significant space for branding and additional user information.

p. Describe what types of marketing will be provided. Include a discussion of branding and System naming options available to the City.

SoBi's marketing plan and schedule includes program branding, public relations, advertising, events, social media, print, web, and program promotions.



PRE-LAUNCH

The operations team will focus on building Key West Bike Share brand within the first month of closing a sponsor. It is important to note that the sponsor will likely influence the direction of the brand.

Pre-launch marketing is an effective way to engage the community, create program awareness, and encourage people to learn about bike share's many benefits. Prior to launch, SoBi and the operations team will build key local partnerships and start a preliminary membership sign-up process. We will establish Facebook, Twitter, and Instagram accounts and will post creative content regularly.

SoBi will work with local bike share proponents and partners to conduct a public participation process to help guide the station siting across the city. SoBi has built a proprietary platform, Social Cyclist, which is an interactive online portal that allows the public to suggest station locations. This strategy has been successful in Buffalo, Hamilton, Santa Monica, Portland, and other SoBi locations.

LAUNCH

One month prior to launch, a campaign focused on 'early bird membership' will push people to join and receive promotional items such as shirts, water bottles and helmets. We will leverage partnerships to jumpstart membership during this process.

Launch events include a ribbon cutting, group bike rides, and launch after-party. A location will be determined as partnerships are developed, but typically are located in popular biking and/or political areas (e.g. City Hall, public parks, etc). The marketing plan calls for on-going demonstrations and tabling at local events and farmer's markets and partnering for events with sustainability, transportation, environmental, and health groups during the 'launch phase'.

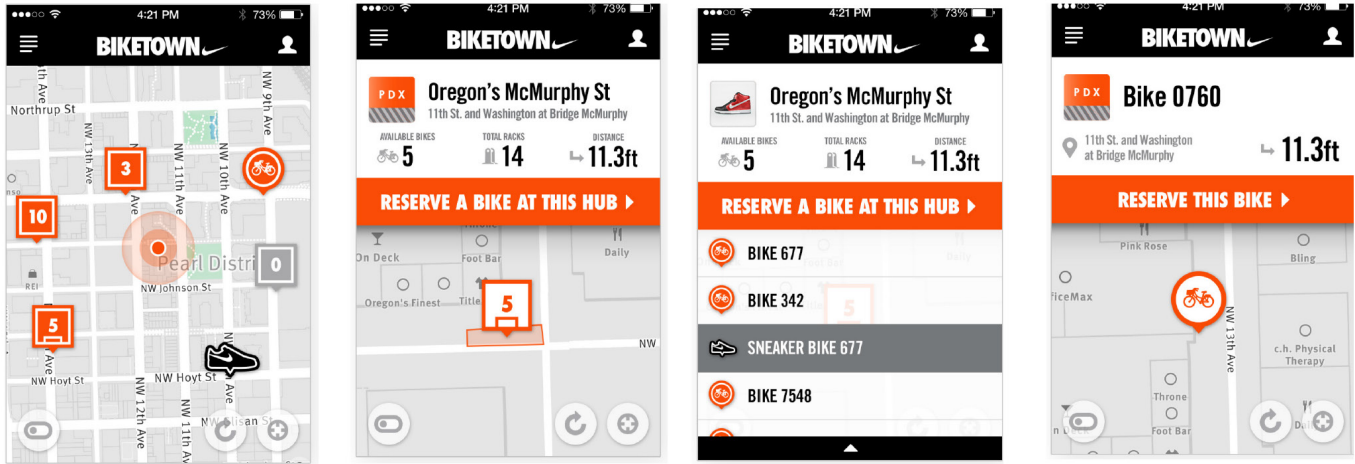
There will be at least two press releases planned for the 'Early Bird Membership' push and the launch event.

ON-GOING MARKETING

The SoBi software system has a promotions platform that allows operators to set promotions based on a number of different factors and can send discounts, deals, and messages via push notifications if users unlock, hold, or lock bikes at particular stations or geo-locations in the system area. SoBi's software also allows users to send and receive credits to friends. For example, a viral promotion can include purchasing \$5 of riding credits for a friend and then automatically receiving \$5 in personal riding credits.

The software platform can allow local businesses to offer location-based promotions or discounts to users who unlock, hold, or lock a bike in front of their storefront. Businesses can work with SoBi and the local operations team to place 'stop & shop' racks in front of their store to encourage members to stop by.

Sample Marketing/Branding Opportunities



Top: SoBi can customize a mobile app for to reflect a title sponsor's brand.

Left: Sample renderings of branded marketing materials.

Bottom: The SoBi website can be customized to reflect sponsors' involvement. In Buffalo the main sponsor is Independent Health.

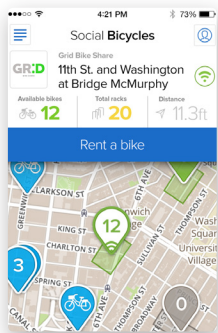


Social Bicycles offers rich data sets on key marketing-relevant demographic and subscriber statistics including where users unlock, ride, hold, and lock bicycles. Social Bicycles can also measure total ride time, distance, calories burned, carbon reduced, and money saved.

q. Describe all mobile applications available for the system.

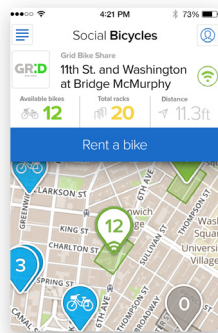
Social Bicycles main application is global for all our systems, meaning a user from Topeka, KS would use the same SoBi app in Key West. Some title sponsors wish to have a stand alone app, which we are happy too accommodate. See page 30 for some screen grabs of Portland's Nike-sponsored app.

USER EXPERIENCE



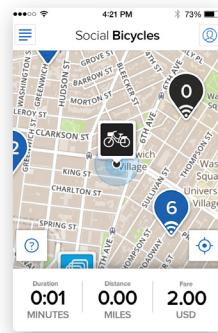
Find

Find a bike and check availability on the real-time network map



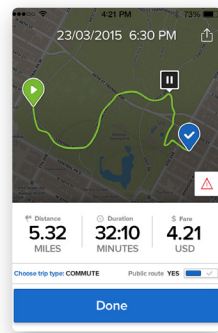
Reserve

Get directions to the bicycle, check pricing and reserve in advance



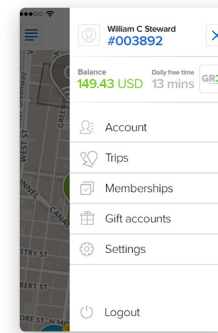
Ride

Users are able to view their routes and ride data



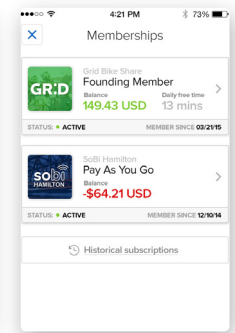
Share

Users are able to make friends on the Social Bicycles network and share their rides and statistics.



Profile

Users are able to view their statistics past rides, and communicate to administrators



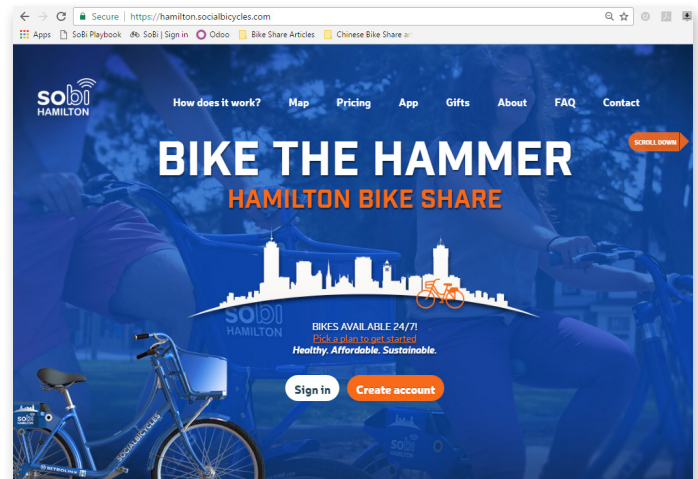
Billing

View recent usage, billing, and adjust payment plan settings

r. Describe what types of websites will be provided, if any. Include what services will be provided (i.e. membership/pass sign-ups, safety recommendations, system map, etc.).

Social Bicycles will provide a website with custom design, GBFS feed and widgets included, CMS editable sub-pages, language options, custom domain (.com if available), implementation and hosting, and ongoing support, maintenance, and changes.

On the user-facing website there will be information about how the system works, a map of the service area, the pricing structure, information about the mobile app, safety information, an "About SoBi" section, and contact information for customer service issues.



s. Describe what type of customer service support will be provided to the City.

Customer Service is the number one priority of the local operations team. SoBi trains staff to take a 'customer-first' approach when interacting with riders and engaging with the community. Key West bike share will staff a customer service call center during regular business hours.

For systems that run 24/7, Social Bicycles uses a customer call center to field calls outside of regular business hours. The customer call center staff work with a number of our other bike share systems and are well versed in the SoBi system. For emergencies, members will be able to reach the local operating team or the Social Bicycles team 24/7. Bike share users will

be able to contact customer service via the local number, the website, the mobile app, or through social media.

Customer service staff also route calls to rebalancing crew out in the field if needed, and take notes of customer calls and feedback on the users profile as well as an internal tracking system for logging common issues. Users are also able to contact the system through the website's contact form, or to log a bicycle maintenance request through the mobile application. Users can also message the local operating team directly through their profile on the web app.

t. Provide an estimated implementation timeframe from after an award would be issued.

Rather than the 5 phase roll out suggested by the City, Social Bicycles would like to streamline process to 2 phases. Phase 1 will feature 60 bicycles and 10 stations and take place within 2 months of contract signing. Prior to the Phase 1 launch, Social Bicycles will site and place the initial stations, train all staff, and develop all customer facing marketing materials (e.g. website, app, Facebook, promotional materials, etc.).

Phase 2 will feature 250 new bicycles and launch within one year of contract signing.

u. Warranty parameters of the System and/or System components.

As equipment provider and system operator, we will ensure that the system is in good working order throughout the entire contract.

v. Provide estimate, in number of days, from contract signing to system launch and provide any caveats that should be considered.

As set out in section "t", Phase 1 will roll out within 60 days of a signed contract with the City. Following Phase 1, we anticipate Phase 2 will launch within 365 days of contract signing, pending sponsorship. A title sponsor will ensure that the system is financially stable and operationally sustainable, without relying on public funds.

This launch schedule has two major considerations. First, Social Bicycles will collect all user revenue as it is the only way to launch a privately financed system. Second, the final launch date of Phase 2 is dependent on securing a title sponsor and the 6 month launch timeline begins after sponsorship is secured.

w. Discuss how the System can deal with issues of equity.

Social Bicycles recognizes that making equity a cornerstone of any public bike share system is vital to creating a program that truly serves the people in that city or town. That's why Social Bicycles will take multi-pronged and iterative approach to building equity initiatives into Key West's bike share program. According to the National Association of City Transportation Officials (NACTO), there are 6 essential components of equitable bike share systems:

1. Convenience, scale & density

Social Bicycles plans to launch a full scale system of nearly 250 bicycles within 1 year of signing a contract with the City of Key West. We believe a system with this density will provide opportunities to all Key West's residents and visitors.

2. Safe places to ride

Key West already has a thriving bicycling community. We hope that with a full scale bike share system there will be an even greater need to expand the existing bike lanes across the island and we look forward to helping local advocates in this process.

3. Engagement & outreach

Bringing underserved communities into bike share requires direct and persistent engagement with those communities. SoBi and our operations team will work with local organizations to ensure that information about bike share permeates all levels of the community.

4. Connections to transit

SoBi was founded by transportation planners and has a strong commitment to building a system that is supports

the existing public transit system in Key West. We look forward to working with the City, transit agency, and community to build a system area that compliments Key West's existing transit options.

5. Jobs & opportunities

Social Bicycles will provide jobs in Key West and hire people from the local community.

6. Smart pricing

SoBi will build in a low-cost membership in our subscription structure. This membership can be paid for using either cash or credit/debit cards, ensuring that even those who are unbanked will be able to access the system.



6. EXPERIENCE OF KEY PERSONNEL

Ryan Rzepecki



Mobile: **646.283.6548**



E-mail: **ryan@socialbicycles.com**



LinkedIn: **<http://linkd.in/17D9vgK>**

EDUCATION

HUNTER COLLEGE

Masters in Urban Planning | Fall 2005 - Spring 2009

PENN STATE UNIVERSITY

B.S. Marketing | Fall 1997- Spring 2001

WORK

SOCIAL BICYCLES, NEW YORK, NY

Founder/CEO | March 2009 - Present

- Founder of Social Bicycles, product vision and development
- Negotiates contracts, new business ventures, and transactional matters
- Administration, contracting, business development, and sales

NYC DEPARTMENT OF TRANSPORTATION, NEW YORK, NY

Bicycle Program Project Manager | October 2008 - March 2010

- Maintained the NYC Cycling Map and coordinated the quality review process.
- Managed 20 staff during the 'Eyes on the Street' post implementation evaluation of Times Square after its closure to vehicles.
- Sited over 500 bike racks in Lower Manhattan and worked with OpenPlans and CB2 in Williamsburg to test an online collaborative siting tool for bulk rack requests.
- Created cycling promotional campaigns including the first ever 'Bike to School Day' held by MS51 in Park Slope, Brooklyn.
- Evaluated bike routes on the Bicycle Master Plan and proposed a center bike lane for Water Street to overcome difficulties with curbside access.

Avra van der Zee



Mobile: **347.400.1263**



E-mail: **avra@socialbicycles.com**



LinkedIn: **linkedin.com/in/avra-van-der-zee-97539115**

EDUCATION

GEORGETOWN UNIVERSITY LAW CENTER, JD

Juris Doctor, magna cum laude, May 2007

HARVARD COLLEGE, B.A.

Bachelor of Arts, magna cum laude, in History and Literature, May 2002

WORK

SOCIAL BICYCLES, NEW YORK, NY

COO/General Counsel | 2014 – Present

- Negotiates and advises on contracts, new business ventures, and transactional matters
- Responsible for leading corporate strategic and tactical legal initiatives
- Provides senior management with legal advice and information regarding risk management strategies

GREENE STREET HOLDINGS LLC

General Counsel | 2009 – 2014

- Established and ran the Legal Department for the Americas subsidiaries of a global manufacturing group
- Designed and implemented legal processes and guidelines

PAUL, WEISS, RIFKIND, WHARTON & GARRISON LLP

Litigation Associate | 2007 – 2009

- Co-authored a copyright article on retroactive licensing and an article on remedies under the ADA
- Lead Associate on an internal investigation related to a potential product liability claim
- Drafted pleadings, motions, briefs and discovery-related documents in real estate litigation

Marcin Pyla



Mobile: **+48.660.778.892**



E-mail: **marcin@socialbicycles.com**



LinkedIn: **<http://linkd.in/1DTbNmt>**

EDUCATION

AKADEMIA GÓRNICZO-HUTNICZA, KRAKOW, POLAND

Computer Science | 2002 - 2008

WORK

SOCIAL BICYCLES, NEW YORK, NY

CTO | 2012 – Present

- Responsible for overseeing all technical aspects of the company including all web, mobile, and firmware development
- Management of the platform including testing, software updates, debugging, maintenance of server, hosting, deployment and monitoring
- Establishes technological vision for the organization and identifies competitive advantages and technological trends for the benefit of a company
- Develops and directs all safeguards to reduce the risk of outside breaches and protect sensitive internal and external client information

LEFTBRAIN, KRAKOW - POLAND

Founder and CEO | 2005 - 2012

- Manages a team of software developers that design and implement of web-side and mobile app software for a variety of technology companies
- Management of technical platforms, testing, software updates, debugging, maintenance of servers, hosting, deployment and monitoring

Colin Hughes



 Mobile: +1 510.299.8026

 E-mail: colin@socialbicycles.com

 LinkedIn: [linkedin.com/in/colinhughes](https://www.linkedin.com/in/colinhughes)

EDUCATION

UNIVERSITY OF CALIFORNIA, BERKELEY, CALIFORNIA, USA

Masters of City Planning, Transportation | August 2007 – May 2009

UNIVERSITY OF WISCONSIN, MADISON, WI, USA

Bachelor of Arts, Political Science, Legal Studies | August 1999 – May 2003

WORK

SOCIAL BICYCLES, NEW YORK, NY

Director of Strategic Development | 2017 – Present

- Strategic domestic and international planning and management

INSTITUTE FOR TRANSPORTATION & DEVELOPMENT POLICY (ITDP), WASHINGTON D.C.

Director for Transportation & Development Policy | July 2012 – January 2017

- Led development of new global practice in Shared Mobility policy, currently developing a guidebook on best practices policies, and am a regular public speaker on the topic.
- Led development of new global practice in urban transport finance and policy. Authored two highly analytical policy guides, directly assisting \$4.5 million in grants for 8 field offices
- Lead author on globally recognized bikeshare technical planning guidebook published 2014.

INSTITUTE FOR TRANSPORTATION & DEVELOPMENT POLICY (ITDP), WASHINGTON D.C.

Global Policy Analyst | June 2011 – June 2012

- Played key supporting role in organizing the \$175 billion commitment to sustainable transport from nine multi-lateral development banks at Rio+20 Conference on Sustainable Development.
- Created a comprehensive study of the Guangzhou Bus Rapid Transit's (BRT) and bikeshare impacts including greenhouse gases, travel time, operations, economic impacts, and network efficiency

Alan Ma



Mobile: +1 845-590-3680



E-mail: alan@socialbicycles.com



LinkedIn: <http://linkd.in/1sBFmI3>

EDUCATION

UNIVERSITY AT BUFFALO

Bachelor of Arts in Environmental Design / Minor in Architecture, 2004

WORK

SOCIAL BICYCLES, NEW YORK, NY

Launch Director | 2014 – Present

- Planning and siting of bike share stations for over a dozen programs
- Program planning and implementation
- Training of operating and maintenance staff

NEW YORK CITY DEPARTMENT OF TRANSPORTATION, BICYCLE PROGRAM / NEW YORK, NY

Design Coordinator | May 2012 - Feb. 2014

- Responsible for planning and managing projects
- Developing design drawings, conducting community outreach, preparing and giving community presentations and coordinating implementation of projects

NEW YORK CITY DEPARTMENT OF TRANSPORTATION, BICYCLE PROGRAM / NEW YORK, NY

Project Manager | June 2008 – May 2012

- Responsible for planning and managing projects including, developing design drawings, conducting community outreach, preparing and giving community presentations
- Tracking and reviewing bicycle refurbishment and roadway resurfacing projects, coordinating designs with interagency divisions and developing databases
- Directly managed the implementation of over 21 miles of bicycle facilities

Daniel Trevino



Mobile: +1 210.607.1430



E-mail: daniel@socialbicycles.com



LinkedIn: [linkedin.com/in/dnltrv](https://www.linkedin.com/in/dnltrv)

EDUCATION

Universidad Autónoma de Nuevo León

Bachelor of Science in Mechanical Engineering and Management
Minor in Process Design

WORK

Social Bicycles, New York, NY

Project Management | May 2015 - Present

- Manage launch of bike share systems from shipping, logistics, implementation, operations, tracking, oversight monitoring of improvement metrics
- Training of operating and maintenance staff
- Participation in conceptual design of products and services

San Antonio B-Cycle, San Antonio, TX.

Operations Management | October 2012 - May 2015

- Manage operations for the largest and oldest bike share program in Texas, an award-winning green non-profit organization
- Supervise and optimize vehicle flow, inspection, functionality, and usage to facilitate organizational grow from 14 to 55 stations citywide over a 2-year period
- Maintained inventory controls, quality assurance, and service records for entire fleet of 450 bikes
- Cultivates communications with bike share organizations throughout the United States, identifies and shares best practices

Sean Blaise



EDUCATION

MAINE MARITIME ACADEMY GRADUATE

Summa Cum Laude-Graduated 1st In Class
B.S. Marine Transportation/Small Vessel Operations

WORK

INSTABIKE, KEY WEST FLORIDA

General Manager

- Founder of Instabike, in Key West Florida
- Managed meetings with City Council Members and Mayor in an effort to bring a city wide bike share program to Key West
- GM of day to day operations, maintaining bicycles, changing battery packs, relocating and redistributing bicycles
- Managed all customer issues, including issuing refunds, answering customer calls and emails in a timely manner
- Negotiated with private property owner to host stations at their resort
- Managed day to day bookkeeping including filing Florida and county taxes as well as maintaining required business licenses and insurances.

Amanda Evans



EDUCATION

FLORIDA KEYS COMMUNITY COLLEGE

A.S. Fine Arts

WORK

INSTABIKE, KEY WEST FLORIDA

Assistant Manager

- Co-Founder of Instabike, in Key West Florida
- Involved in negotiations with city leaders pushing bike share forward
- In charge of initial equipment assembly in Orlando
- Managed logistics in delivering the fleet of bicycles and their city wide distribution on launch
- Managed marketing for fleet in Key West, including online advertising

7. Sponsorship and Revenue Approach

Vendor shall detail their approach to obtaining sponsors to fund the City of Key West Bikeshare System including:

- **Outreach to potential sponsors**
- **Timeframe for obtaining sponsors to fully sustain the Bikeshare System for each potential phase.**
- **Sponsorship terms**
- **Sponsorship types**
- **Sponsorship packages**

Sponsorship is critical to the longstanding financial feasibility for most bike share systems. Social Bicycles has many sponsored programs and is currently leading sponsorship sales efforts for New Orleans, Sacramento, and Eugene. We believe Key West can secure a title sponsor for approximately \$1000/bike/year. We prefer to start the process by looking for one 'naming rights' sponsor who would receive branding on the bicycles and stations. In our experience, it takes 6-12 months to secure a sponsor. We are willing to launch a 60 bike system within 60 days without sponsorship, and use sponsorship to expand the system to 250 bikes. In the event a title sponsor cannot be secured, we would instead put together several smaller supporting sponsors and station sponsors to meet the funding goals.

8. References

Social Bicycles References					
Location	Dates & Project Manager	Bikes/ Stations	Services Provided	Contact	Structure
Biketown Portland, OR	Launch: 7/2016 PM: Alan Ma	1000/100	Planning Equipment Implementation Operations training	Steve Hoyt-McBeth Active Transportation & Safety Div. Portland Bureau of Transportation 1120 S.W. 5th Avenue, Suite 800 Portland, Oregon 97204 steve.hoyt-mcbeth@portlandoregon.gov 503-823-7191	Public/Municipal For Profit Motivate operates
SoBi Hamilton Hamilton, ON	Launch: 1/2015 PM: Alan Ma	750/110	Planning Funding Equipment Implementation Operations Sponsorship sales	Peter Topalovic, M.Eng. Project Manager, TDM Program Manager, Smart Commute City of Hamilton Public Works peter.topalovic@hamilton.ca 905-546-2424 x5129	Public/Municipal Non-profit SoBi operates
SoBi Long Beach Long Beach, NY	Launch: 11/2014	700/70	Planning Equipment Implementation Operations training	Megan Porter City of LongBeach 1 West Chester St. Long Beach, NY mporter@longbeachny.gov 516.431.1001	Public/Municipal For Profit SoBi operates

9. Pricing

Please see sealed envelope.

10. SWORN STATEMENTS & AFFIDAVITS

ANTI-KICKBACK AFFIDAVIT

STATE OF FLORIDA *New York*

SS: *Brooklyn*

COUNTY OF MONROE *Kings*

I the undersigned hereby duly sworn, depose and say that no portion of the sum herein response will be paid to any employee of the City of Key West as a commission, kickback, reward or gift, directly or indirectly by me or any member of my firm or by an officer of the corporation.

BY: *[Signature]*

sworn and prescribed before me this *22nd* day of *Feb*, 2017

[Signature]
NOTARY PUBLIC, State of Florida *NY*

My commission expires: *March 23, 2019*
Reg. #02VAG321606

A. C. VAN DER ZEE
Notary Public, State of New York
Registration #02VAG321606
Qualified in New York County
Commission Expires March 23, 2019

**SWORN STATEMENT PURSUANT TO SECTION 287.133(3)(A)
FLORIDA STATUTES, ON PUBLIC ENTITY CRIMES**

THIS FORM MUST BE SIGNED AND SWORN TO IN THE PRESENCE OF A NOTARY PUBLIC OR OTHER OFFICIAL AUTHORIZED TO ADMINISTER OATHS,

1. This sworn statement is submitted to The City of Key West
by Stephen Ryan Rzepecki, CEO

(print individual's name and title) Social Bicycles Inc
(print name of entity submitting sworn statement)

for

whose business address is 55 Prospect St. #304 Brooklyn, NY 11201

and (if applicable) its Federal Employer Identification Number (FEIN) is

27-3416764

(if the entity has no FEIN, include the Social Security Number of the individual signing this sworn statement):

2. I understand that a "public entity crime" as defined in Paragraph 287.133(1)(g), Florida Statutes, means a violation of any state or federal law by a person with respect to and directly related to the transaction of business with any public entity or with an agency or political subdivision of any other state or of the United States, including, but not limited to, any bid or contract for goods or services to be provided to any public entity or an agency or political subdivision of any other state or of the United States and involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy, or material misrepresentation.
3. I understand that "conviction" as defined in Paragraph 287.133(1)(g), Florida Statutes, means a finding of guilt or a conviction of a public entity crime, with or without an adjudication of guilt, in any federal or state trial court of record relating to charges brought by indictment or information after July 01, 1989, as a result of a jury verdict, nonjury trial, or entry of a plea of guilty or nolo contendere.
4. I understand that an "affiliate" as defined in Paragraph 287.133(1)(a), Florida Statutes, means:

- a. A predecessor or successor of a person convicted of a public entity crime: or
 - b. An entity under the control of any natural person who is active in the management of the entity and who has been convicted of a public entity crime. The term "affiliate" includes those officers, directors, executives, partners, shareholders, employees, members and agent who are active in the management of an affiliate. The ownership by one person of shares constituting a controlling interest in another person, or a pooling of equipment of income among persons when not for fair market value under an arm's length agreement, shall be a prima facie case that one person controls another person. A person who knowingly enters into a joint venture with a person who has been convicted of a public entity crime in Florida during the preceding 36 months shall be considered an affiliate.
5. I understand that a "person" as defined in Paragraph 287.133(1)(e), Florida Statute means any natural person or entity organized under the laws of any state or of the United States with the legal power to enter into a binding contract and which bids or applies to bid on contracts for the provision of goods or services let by a public entity, or which otherwise transacts or applies to transact business with a public entity. The term "person" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in management of an entity.
6. Based on information and belief, the statement which I have marked below is true in relation to the entity submitting this sworn statement (indicate which statement applies).

Neither the entity submitting this sworn statement, or any of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity, nor any affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July, 1989.

_____The entity submitting this sworn statement, or one or more of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity or an affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 01, 1989.

_____The entity submitting this sworn statement, or one or more of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity or an affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 01, 1989. However, there has been a subsequent proceeding before a Hearing Officer of the State of Florida, Division of Administrative Hearings and the Final Order entered by

the Hearing Officer determined that it was not in the public interest to place the entity submitting this sworn statement on the convicted vendor list (attach a copy of the final order.

I UNDERSTAND THAT THE SUBMISSION OF THIS FORM TO THE CONTRACTING OFFICER FOR THE PUBLIC ENTITY IDENTIFIED IN PARAGRAPH ONE (1) ABOVE IS FOR THAT PUBLIC ENTITY ONLY AND, THAT THIS FORM IS VALID THROUGH DECEMBER 31 OF THE CALENDAR YEAR IN WHICH IT IS FILED. I ALSO UNDERSTAND THAT I AM REQUIRED TO INFORM THE PUBLIC ENTITY PRIOR TO ENTERING INTO A CONTRACT IN EXCESS OF THE THRESHOLD AMOUNT PROVIDED IN SECTION 287.017, FLORIDA STATUTES, FOR THE CATEGORY TWO OF ANY CHANGE IN THE INFORMATION CONTAINED IN THIS FORM.

SK

(SIGNATURE)

2/22/17

(DATE)

STATE OF New York

COUNTY OF Kings

PERSONALLY APPEARED BEFORE ME, the undersigned authority Stephen Ryan Rzepecki who, after first being sworn by me, (name of individual) affixed his/her signature in the space provided above on this 22nd day of Feb, 2017

Avra C. van der Zee NOTARY PUBLIC

My commission expires:

March 23, 2019
Registration # 02VA6321606

AVRA C. VAN DER ZEE
Notary Public, State of New York
Registration #02VA6321606
Qualified In New York County
Commission Expires March 23, 2019

EQUAL BENEFITS FOR DOMESTIC PARTNERS AFFIDAVIT

STATE OF New York)
: SS Brooklyn
COUNTY OF Kings)

I, the undersigned hereby duly sworn, depose and say that the firm of _____
Social Bicycles Inc.

provides benefits to domestic partners of its employees on the same basis as it provides benefits to employees' spouses, per City of Key West Code of Ordinances Sec. 2-799.

By: _____
[Signature]

Sworn and subscribed before me this 22 day of Feb 2017.

[Signature]
NOTARY PUBLIC, State of New York at Large

My Commission Expires: March 23, 2019

AVRA C. VAN DER ZEE
Notary Public, State of New York
Registration #02VA6321606
Qualified In New York County
Commission Expires March 23, 2019

CONE OF SILENCE AFFIDAVIT

Pursuant to City of Key West Code of Ordinances Section 2-773 (attached below)

STATE OF New York)
: SS
COUNTY OF Kings)

I the undersigned hereby duly sworn depose and say that all owner(s), partners, officers, directors, employees and agents representing the firm of Social Bicycles Inc have read and understand the limitations and procedures regarding communications concerning City of Key West issued competitive solicitations pursuant to City of Key West Ordinance Section 2-773 Cone of Silence (attached).

Sworn and subscribed before me this

22 day of Feb, 2017.

Avra C. van der Zee
NOTARY PUBLIC, State of New York at Large

My Commission Expires: March 23, 2019

AVRA C. VAN DER ZEE
Notary Public, State of New York
Registration #02VA6321606
Qualified In New York County
Commission Expires March 23, 2019

LOCAL VENDOR CERTIFICATION PURSUANT TO CKW ORDINANCE 09-22 SECTION 2-798

The undersigned, as a duly authorized representative of the vendor listed herein, certifies to the best of his/her knowledge and belief, that the vendor meets the definition of a "Local Business." For purposes of this section, "local business" shall mean a business which:

- a. Principle address as registered with the FL Department of State located within 30 miles of the boundaries of the city, listed with the chief licensing official as having a business tax receipt with its principle address within 30 miles of the boundaries of the city for at least one year immediately prior to the issuance of the solicitation.
- B. **Maintains a workforce of at least 50 percent of its employees from the city or within 30 miles of its boundaries.**
- c. Having paid all current license taxes and any other fees due the city at least 24 hours prior to the publication of the call for bids or request for proposals.
 - Not a local vendor pursuant to Ordinance 09-22 Section 2-798
 - Qualifies as a local vendor pursuant to Ordinance 09-22 Section 2-798

If you qualify, please complete the following in support of the self certification & submit copies of your County and City business licenses. Failure to provide the information requested will result in denial of certification as a local business.

Business Name _____
Current Local Address: _____
(P.O Box numbers may not be used to establish status)
Length of time at this address _____

Phone: _____
Fax: _____

SOCIAL BICYCLES
DOES NOT
QUALIFY

Signature of Authorized Representative _____ Date _____
STATE OF _____
COUNTY OF _____

The foregoing instrument was acknowledged before me this _____ day of _____, 20__.
By _____, of _____
(Name of officer or agent, title of officer or agent) Name of corporation acknowledging) or has
produced _____ as identification
(type of identification)

Signature of Notary

Print, Type or Stamp Name of Notary

Title or Rank

Return Completed form with
Supporting documents to:
City of Key West Purchasing

APPENDIX 1

MINIMUM REQUIREMENTS

a) Bicycles (for product specifications and more information about SoBi's bicycles please see page 13-14)	
Bicycles should be durable and be able to be kept outside 365 days per year with minimal wear. Bicycles should be rust resistant.	Yes
Bicycles should have fenders to protect users from tire spray.	Yes
Bicycles should have a white light mounted on the front of the bike, and a red reflector mounted on the rear of the bike. A flashing red light is preferred. Lights whose energy is generated from the bike and lights that remain on during short stops are preferred.	Yes
Bicycles should be a minimum of three gears.	Yes, with the option to upgrade to 8 gears
Bicycles should have reliable and intuitive braking systems.	Yes
Bicycles should have either a bell or a horn.	Yes, a bell
Bicycles should be tamper resistant and have puncture resistant tires.	Yes, SoBi bicycles come with custom bolts and hardware and have Kevlar reinforced, puncture resistant tires.
Bicycles should be uniform in nature. Bicycles should be marked consistently and be of the same model.	Yes
Bicycles should be new.	Yes. For the initial "pilot" launch, bicycles will be fully refurbished from SoBi's demo fleet. Full launch will include 250 brand new bicycles.
Bicycles should be one-size-fits all design with an adjustable seat. Seat post should be marked for various heights as a guide for the user. The user should not be able to remove the seat from the frame.	Yes
Bicycle warranty is assumed to be managed under the bikeshare service provider and that would address any parts issues, manufacturing defects, or system concerns.	Yes
Detail what tracking system [i.e. global positioning system ("GPS"), radio-frequency identification ("RFID"), etc.], if any, that your firm uses to track its bicycles.	Yes, our bikes feature GPS tracking with cellular connectivity.
Bicycles should have a reasonably sized basket or stowage system and if possible allow for advertising space of program sponsors.	_Yes, SoBi's standard basket can hold up to 20 pounds and provides significant advertising and branding space both on the interior and exterior of the basket.
b) Docking Stations (if applicable) (for product specifications and more information about SoBi's docking stations please see page 15-19)	
The System should have stations (whether smart-docks or smart-bikes) so as to provide a reliable, transit-like experience for the user. The City is open to considering a hybrid system in which in addition to parking bicycles at the stations, bicycles can be parked near the stations for a higher fee.	Yes. SoBi has pioneered the smart bicycle concept that allows for a more flexible locking experience. The technology also allows users to park within the service area, but outside a station, for a nominal fee thereby creating a more flexible and user-friendly experience.
Docking station(s) should be of the smallest feasible footprint and should not be permanent in nature.	Yes
Docking station(s) should be solar (or otherwise independently) powered.	Yes, in fact, our docking stations require no power whatsoever.
Docking station(s) should have a user interface or mobile app on the bike that allows for reservations, payments, and membership options. The user interface should also allow users to report maintenance issues.	Yes, SoBi's bicycle has an on-board repair function allowing users to report directly to the operator any issues with the bicycle. SoBi's mobile app also allows for reservations, payments, and membership options.
Docking station(s) should be new and uniform in nature. Stations should be marked consistently and be of the uniform model.	Yes

Docking station(s) user interface should include both written and other American's with Disabilities Act ("ADA") compliant instructions.	Yes
Docking stations should allow for possible sponsorship or advertising space to allow for funding of the bikeshare system.	Yes
Docking stations should be available to quickly be moved and/or set up in temporary locations to support special events or areas of heavy activity or usage (ex. Fantasy Fest, Boat Races).	Yes, stations are modular and easily assembled and disassembled without the need for heavy machinery.
c) Reporting Capabilities	
The Vendor should be able to provide detailed reports as needed by the City. City staff should be able to easily and quickly run reports on an ad-hoc basis.	Yes
Report(s) showing utilization of bikes (overall usage, daily usage, usage by bike).	Yes
Report(s) or interface showing current distribution of bikes.	Yes
Report(s) showing total number of members with the ability to differentiate between daily/visitor users and annual users. Report(s) should be able to show growth over a set period of time defined by the City.	Yes
Maintenance reporting feature.	Yes
Financial report(s) detailing membership and usage fees.	Yes
Real time reporting of bike availability to System users.	Yes
d) Customer Service	
The Vendor shall provide a customer service telephone accessible service, available twenty-four (24) hours per day, seven (7) days per week and three hundred sixty-five (365) days per year. Customer service representatives shall be competent and knowledgeable to answer questions including, but not limited to, parking prohibitions for the System's bicycles.	Yes
The Vendor shall provide a web site and web access via mobile devices that provides for customer service care. Web site shall be available twenty-four (24) hours per day, seven (7) days per week and three hundred sixty-five (365) days per year.	Yes
All System bicycles and stations shall contain a conspicuously posted telephone number to which the public may direct complaints and comments and instructions for filing a complaint. The Vendor shall fully cooperate with the City in timely responding to any such complaints. The Vendor shall provide a shared database in which the City can communicate complaints between the public and from the City, and in which the Contractor can report the resolution of such complaints.	Yes
e) Marketing	
All System marketing shall be provided by the Vendor and approved by the City.	Yes

APPENDIX 2

PCI CERTIFICATE

APPENDIX 3

SIGNED ADDENDUM

ADDENDUM NO. 1
RFP # 003-17 City of Key West Bikeshare System

To All Proposers:

The following change is hereby made a part of RFP #003-17 as fully as completely as if the same were fully set forth therein:

The following is a list of addenda that shall govern all other contract documents to the extent specified.

Addendum No. 1

The following revision is hereby made a part of the RFP/Contract Documents as fully as completely as if the same were fully set forth therein:

1. "What is the timing for the different phases? Can they be accelerated or grouped together to make the rollout of the program faster and more cost efficient?"

Answer: In "Response Section 6. Approach a. Describe the scope of initial implementation including number of bicycles and recommended number of stations for each service phase."

In "describing" the initial and subsequent phases, Respondents should include approximate time frames for the initial and subsequent phases and include information to help the City understand why your proposed timing and numbers of stations/bikes is this way.

2. "Does the Vendor have discretion for the number of bikes needed in each phase?"

Answer: Yes, in every phase.

3. "The RFP states "The envisioned First Phase of the System should be installed and launched with a minimum of twelve stations and 60-80 bikes." Can you define this more clearly to indicate that these 12 minimum stations shall be located in the city's property/public right of way rather than on private property?"

Answer: At this point in the process the City doesn't expect the Vendor to propose exact locations but rather provide recommended levels of service (number of stations and bikes) within each service area. If a respondent wants to be a little more specific, that would be helpful but isn't required.

4. "The contract states the city can cancel anytime without cause, that poses a major issue for a privately funded bike share program. No vendor should be subject to this risk. Reasons for termination should be clearly stated and the city should be responsible for

any actual losses (forgoing anticipatory profits) if the city did terminate without cause. Bike share equipment is custom made to each project and there is definitely large financial risk especially one it is used (like driving a brand new car off the lot)... Can this be more narrowly defined please?"

Answer: No. Exceptions to the RFP should be noted in your response.

5. "Can you confirm that the city expects no type of rent or profits from the program?"

Answer: Section C.8 Granting of a Revocable License for Use of the Public Right-of-Way states the City will "waive" the license fee for the entire term of the contract. Section A.3 Purpose states "membership and usage 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." This will be specifically called out in any negotiated contract with a Vendor.

6. "What role with the City take to help secure sponsorships?"

Answer: None.

7. "Are there any sponsorships or funds already committed to supporting the program and if so, what are those commitments?"

Answer: There are none.

8. "If usage fees and sponsorship revenues are to be transferred to the City's Transportation Alternatives Fund, what revenues will the owner and operator be allowed to retain?"

Answer: All sponsorship and advertising revenue in excess of costs for executing the program will be the Vendor's to retain.

9. "Does the City and or local transit have a vision of the pricing structure for this program?"

Answer: The vision is spelled out in Section A.3 Purpose.

10. "Does the City categorize the existing shared public use bicycle company, Instabike, as a bike rental company?"

Answer: Yes.

11. "Will Key West Transit play any role in the administration of this service?"

Answer: No.

12. "In section A.3 it states that ride and membership fees will not be kept by the vendor. Please clarify this point. All rider fees/membership fees will be paid to the City of Key West in order to operate?"

Answer: It is correct that all rider fees and membership fees will be paid to the City of Key West and put in its Alternative Transportation Fund. This fund provides money for

transit, bike and walk infrastructure and programs. It is funded by one third of a recent \$1 increase in parking fees. These rider fees and membership fees will supplement funding for these programs. As stated in section A.3 this is to ensure that any bikeshare system does not compete with current bike rental operations in the city but rather compliments them.

13. In Section A.6 it states that Sponsorship will be our primary source of funding. Will the City of Key West be paying us a sponsorship fee?"

Answer: As stated in Section A.7 bullet 3, the City may provide "Limited financial participation, potentially in the form of one or more station sponsorships." No funding is currently allocated to any bikeshare program.

14. "In Section A.6 it states that there needs to be a backend in the software that the City will monitor. Who at the City will be in charge of monitoring?"

Answer: Initially the Planning Department. However, staff from Parking, Engineering, Code or others may want to review any available information.

15. "In section C.13.i Part 6-section it states that we will submit our price and membership/pass levels. But that the City will ultimately set these. Am I understanding that the Vendor will have no control over membership structure or pricing? And if so will the City be forced to give notice to Vendor before altering the price membership structure and will Vendor have right of refusal?"

Answer: The Vendor recommends a rate structure that must be approved by the City. In all likelihood setting these rates would be mutually agreed upon but ultimately, yes the City has final approval. Any changes to the price structure would be vetted with the Vendor and other stakeholders before being implemented.

All Proposers shall acknowledge receipt and acceptance of this Addendum No.1 by acknowledging Addendum in their proposal or by submitting the addendum with the proposal package. Proposals submitted without acknowledgement or without this Addendum may be considered non-responsive.



Signature

Social Bicycles Inc.

Name of Business