Vendor Offeror Evaluation Form

RFP Number: #003-17 City of Key West Bikeshare System

Name of Offeror: Gotcha Bike

Item	Max Points	Independent Points	With Panel Points	Final Rank
1. Past Performance on Similar Projects	25	10		

Comments:

see notes

Item	Max Points	Independent Points	With Panel Points	Final Rank
2. Project Approach and Product	25	10		

Comments: see notes

Item	Max Points	Independent Points	With Panel Points	Final Rank
3. Experience of Key Personnel	10	4		

Comments: see notes

4. Sponsorship Approach
to the Project   30   5   /

Comments: see notes

5. Price   05   5   /
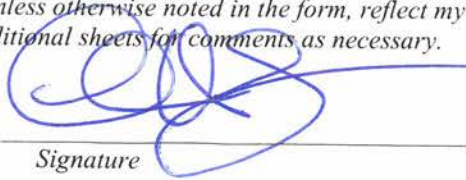
Comments: see notes

6. References
                        05   4   /
Comments:
          see notes

Total   100   38

RFP #003-17 City of Key West Bikeshare System
Proposal Review Notes – Chris Hamilton

Scoring

1. Past Performance — 25
2. Project Approach and Product — 25
3. Experience of Key Personnel — 10
4. Sponsorship Approach — 30
5. Price — 5
6. References — 5

Total Points Possible — 100

Past Performance (25 Potential Points)

Social Bicycles (also known as SoBi) listed 29 similar projects, including the City of Key West and listed 11 upcoming projects. They said they had 7,000 bikes in 30+ locations throughout the USA. They have 37 employees. It is unclear in which of those projects they also play the role of operator although in every case their software system goes with the hardware so they are involved in every one in that way. For example, they listed Key West but we know they didn't operate that system but simply sold the bikes and software to Instabike. This is the case in many of their listed places as vendor like Gotcha Bike will do the operations. They have a longer history with a couple programs going back to 2013. They have good experience in all different size situations. Headquartered in NYC.

Zagster provided detail on three similar sized projects. The additional detail was helpful. They said they operated 170 programs nation-wide. Their website included links to 20 cities, 20 universities, 15 corporate campuses and 16 real estate development programs. They specialize in small to medium size places. They have 53 employees. Having more employees than SoBi may reflect that all their systems are turnkey meaning they also do the operations in addition to providing hardware/software in every program. Offices listed in Cambridge, MA and San Francisco, CA.

Gotcha Bike uses the SoBi system. SoBi system has been used in lots of places. Gotcha Bikes track record as an operator is very slim. Of the 10 projects, they listed, six were in 2016 and four were listed to start in 2017. Headquartered in Charleston, SC.

Discussion: Gotcha Bikes is very new and doesn't have the track record of Social Bicycles and Zagster. Gotcha only does operations and they use the SoBi system. Social Bicycles has been around a while but mostly as a provider of the hardware and system meaning the bikes, stations and the system software/interface that everything runs on. They have more recently begun providing turnkey (hardware + operations) solutions. The Social Bicycles are well known

and used across the country. They were the first in North America to use the "smart bike" system. Zagster has been operating for several years. They got into the business to provide a turnkey solution to smaller cities and places. Their model, where they own everything, was unique at the time they started it. They quickly filled a void for small cities and small places such as universities and corporate campuses. They have the most experience with the kind of service Key West identified in its RFP. **Zagster 20; Social Bicycles 16; Gotcha 10.**

Project Approach and Product (25 Potential Points)

Gotcha Bike

It looks like they just provided a boiler-plate approach by describing the SoBi bike and system, infrastructure, How It Works, Operations, Membership, Marketing, Customer Support, Project Implementation, Data and Performance Tracking and PCI Compliance. They didn't specifically answer the RFP's 23 questions (A to W). They didn't discuss user revenue. They only discussed Phase One launch of the system (although there's a square for "system expansion" in their timeline) and not how they'd approach subsequent phases. They said they'd hire and train local people. This section is very thin. Gotcha Bikes says they will launch within 90 days with 75 bikes at 10 stations. They note on page 14 that "acquiring outside funding for a no-cost to the City program may lengthen the process." They say they "will hire a local management team to oversee the system health and efficiently solve any maintenance issues that may arise. The org chart shows they'll hire a Key West GM and fleet management team.

Gotcha Bike Payment Plan:

- $2.50 per trip (up to 30 minutes) + $6-8/hour overage fee
- $10 Day Pass (up to 120 minutes) + $6-8/hour overage fee
- $15 Monthly Plan (includes 60 minutes daily + $6-8/hour overage fee
- $120 Annual Plan (includes 90 minutes daily + $6-8/hour overage fee

This kind of payment structure looks to be compatible with our desire to protect the current bike rental shops.

Social Bicycles

Social Bicycles took the time to provide a thorough approach to the project. They very nicely answered every question A to W for this section. Social Bicycles proposes that in Phase One they'll deploy 60 bikes at 10 stations and in Phase Two, a year later they'll deploy an additional 190 bikes at 20 stations for a system total of 250 bikes at 30 stations. Their software and bike are well tested and they provide a nice description, graphics and pictures on how everything will work. Same with the docks and station signage. They provide an optional solar powered RFID dispenser. Not sure that we'd need or want user cards (often used to integrate with transit systems that use these) but it is a nice feature although the cost is unknown. The SoBi software/backend system is tested and proven.

Social Bicycles Payment Plan

- $8 an hour (by minute thereafter)
- $15 per month membership (includes free first hour) + standard rate after 1st hour
- $65 per year membership (includes free first hour) + 13 cents per minute

This payment plan seems somewhat compatible with the City's desire to protect the current bike shop rental industry as $16 for two hours is about the average for a daily rental on the island. A four-hour rental would be $32. The monthly membership, Corporate and Low Income memberships would be good for people that live and work here. However, the initial $8 an hour charge may discourage short-term (non-monthly or annual users) – potential customers wanting to use it for a day, few days or week) as a typical 30-minute ride would cost $4. The City indicated it desires visitors to use the Duval Loop and/or the bikeshare system and having a $4 to $8 cost for each trip may discourage bike ride options and thus not compliment the Loop bus.

In the first phase, they propose a staff of 2, a GM/Operations Manager and a Fleet Tech as well as a "warehouse" for repairs/admin and 1 rebalancing truck and 1 rebalancing e-bike. In phase 2 they propose 1 GM, 1 Ops Manager and 3 fleet techs as well as an additional balancing e-bike.

The marketing program seems well thought out and proposes a potential big sponsor for branding. The web and mobile platforms seem solid. Customer service is 24/7 365 provided from their main hub with emergency access to the local team.

They say they can launch phase 1 within 60 days of contract signing. Phase 2 would happen approximately 365 days after that. They plan to cover all Key West and Stock Island.

They provide low-income and unbanked solutions.

Social Bicycles takes exception to the City's desire to receive all system user revenue. They tell us that "it is not possible to finance equipment and operations on sponsorship alone."

Zagster

Zagster took the time to provide a thorough and thoughtful proposal that considers the desires articulated in the RFP. They avidly articulate the City's stated approach on bikeshare as A to B transportation. They indicate they'll turn all user fees over to the City of Key West. Of the other two proposals, one doesn't discuss it and the other says no. This is the same model they use everywhere so we know this isn't something new they are doing just because we requested it.

They explain that they'll start with a study to create a model to help them understand the demand and where it will come from and compare this to other places to ensure success. After this then they'll provide more detail on timing, sponsorship and user pricing.

They recommend three phases. Phase One would be 80 bikes at 16 stations in Old Town. As Phase One launches fundraising for Phase 2 would commence and would target 80 bikes at 16

stations north of White Street in New Town on Flager, North Roosevelt and the beaches. Phase 3 would include 30 to 40 bikes at 6 to 8 stations on Stock Island. They say Phase one would launch in August, Phase Two in October and Phase 3 in February 2018. At system buildout that would be up to 40 stations and 200 bikes.

The Zagster bicycle is well tested and has gone through many iterations. It has everything the City required. Docking and signage look good too. The system functions from a user perspective just like the other two vendors, so all three systems use similar bikes and similar systems and can be configured the same.

Zagster goes into a thorough discussion of the pricing scheme and why this is compatible with our desire to do no harm to the current bike shop rental industry on the island. This analysis is very thoughtful. They discuss how people may walk to one end of Duval and desire to bicycle back. They discuss how charging hourly rates (they mention Orlando's Juice and Tampa's Coast charging $8 an hour) creates financial barriers to usage and defeats the purpose of bikeshare as transportation as opposed to recreational/touring use.

Zagster Proposed Payment Plan

$3 for up to one hour and $15 per hour thereafter.

The proposed price structure of $3 for up to one hour and $15 per additional hour provides the level of incentive we want encouraging quick A to B transportation and discouraging competition with our bike rental shops.

Having this revenue returned to the City also provides the City the option to help with system expansion and special needs.

Zagster says they will hire "three local mechanics and one rebalancer in step with each of the three phases."

They discussed the ability to use different kinds of trikes, cargo trikes and even handcycle to help comply with ADA.

Their marketing, customer service (24/7 365), web site, mobile and other operations have all be used in dozens and dozens of places and is strong and robust. They provide a good discussion on how they deal with issues of equity.

They believe they can execute Phase One within 30 days of contract signing.

Discussion.

User revenue to City?

- Zagster   Yes
- Social Bicycles   No

- Gotcha Bikes   Didn't discuss

As far as the Product, all three vendors propose using a smart-bike system. Both Gotcha Bike and Social Bicycles propose using the SoBi bike and system which is well tested and strong. Likewise, Zagster's bike and system is in use in many cities and places and has proven reliable and strong. The docks and signage are similar too. There is negligible advantage of one vendor's hardware/system vs. another. So, in that sense I think it is a draw regarding Product. Regarding the Project, all three vendors propose hiring local teams and/or contracting portions of the work out to local bike shops. Social Bicycles even names two locals who have been operating their bicycles here in Key West already. However, Gotcha Bike didn't provide much beyond boiler plate on how they'd approach implementing a system here. Both Social Bicycles and Zagster provided a lot of detail and thoroughly covered all 23 sub-parts to the question. Social Bicycles also provided a lot of nice pictures and graphics to illustrate their points. What seems to distinguish the two companies' approach to the project is Social Bicycles reliance on revenues generated from user fees and thus the pricing structure they propose. The $8 an hour proposed by Social Bicycles doesn't seem to encourage short term, A to B use like the $3 first hour $15 per hour thereafter proposed by Zagster or even the $2.50 for the first 30 minutes proposed by Gotcha Bike. This is a fundamental point of the project. Social Bicycles' pricing scheme is more akin to bike rental than bike transportation. Zagster doesn't rely on user fees in any city. They do this so that the need for revenue from this source doesn't put pressure on the price as they want more people biking to be the goal, not revenue. This is the approach Key West described wanting in the RFP. **Zagster 24; Social Bicycles 18; Gotcha Bike 10.**

Experience of Key Personnel (10 Potential Points)

The primary contact for Zagster, Chad Jacobs has launched bikeshare in 20 cities and 7 universities. Their executive team includes a co-founder and long-time executive who came from Zipcar, which launched the whole carshare industry. The others on the team have years of experience in sales, marketing and public relations.

The Social Bicycles team is steeped in experience. I have met their CEO and founder Ryan Rzepecki a couple times at industry meetings and find him a visionary with impeccable integrity. The rest of the NYC team has a wide-range of needed knowledge. Social Bicycles goes the extra step of even identifying their local Key West team of Sean Blaise and Amanda Evens who operate Key West's Instabike.

The Gotcha Bike team seems well-rounded but only a few bullets are provided as the six people they mention are described in less than half a page.

Discussion: Gotha Bike's team is obviously new. They provide little info to go on. The Zagster team has been around a while and the leaders are from Zipcar so they've been in the sharing industry even prior to the bikeshare industry getting off the ground. That's good experience. Mr. Jacobs, who would come to Key West to launch the project, has lots of experience setting up similar sized programs. Social Bicycles has an innovative and veteran team in NYC. I've had the pleasure of meeting their founder and

heard him speak. It is a very well-run company. It is nice to have a known quantity as SoBi has identified their local team already. **Social Bicycles 10; Zagster 9; Gotcha Bike 4.**

Sponsorship Approach (30 Potential Points)

The entirety of Gotcha Bike's approach to Sponsorship and Revenue reads: "Gotcha offers an entire team dedicated to finding and securing bike share sponsors. We will work with key West to create sponsorship packages" and then they listed available branding assets includes on the bikes, stations, signs and web.

Social Bicycles provided one paragraph about Sponsorship and Revenue. They said they had many sponsored programs and were currently leading sponsorship sales efforts for New Orleans, Sacramento and Eugene. Their approach is to find one big 'naming rights sponsor' who would receive branding on the bikes and stations. They said it would take 6-12 months to secure a sponsor but are willing to launch a 60-bike system within 60 days without sponsorship. They'd use the sponsorship to expand the system to 250 bikes. If they don't put together a title sponsor they'll put together several smaller supporting sponsors to meet funding goals.

Zagster provided about 2 and half pages of explanation to this question. They started by reiterating that 93% of all user generated revenue goes back to the City (they keep 7% for credit card processing). They acknowledged the City would set the prices and that this ensures no competition with existing bike rental companies. Zagster says they can source "ample" businesses to fund the program in full. They say that this is the same method they've deployed with 100% success rate across the country from big cities like Albuquerque to small rural towns.

They say no two communities are the same so they'll sit down with the City to look for the best areas of support. They'll determine stakeholders and deploy their business development team to execute contact, schedule meetings and hold informational seminars. They talk about building relationships within the business community. They aim to have sponsors signed on within the first few months. Typically, Zagster asks for 3-year contracts with options for 2 one-year renewals. They usually find partners who see value in hosting stations and mention banks, breweries, coffee shops, hotels, multi-family properties development groups and universities. They connect bikeshare to local business growth and offer 5 different packages including a Station Sponsor at $9,000.

<u>Discussion:</u> Gotcha Bike is nearly unresponsive in this section. They've only launched a half dozen programs and only half of those included needing to get sponsors. Social Bicycles was weak here too. Like Gotcha Bike they've only launched operations in a few of the 30+ systems they've deployed. Like many big city programs, they rely on getting one big sponsor to help underwrite everything. Getting sponsorship revenue is built into the way Zagster fundamentally work as they turn back the revenues to the system owner cities, schools or corporate campuses. They've always relied on sponsorships, not user revenues to underwrite their systems. They also have online tools and seminars that help cities, help them find sponsors. They've told us they'd like our help and guidance but they've said they'd do all the work. While they didn't provide an overwhelming amount of detail, compared to the others it was a much better response. Given what they've told us and their track record for finding sponsors, one would have to be more comfortable going with this approach. **Zagster 25; Social Bicycles 13; Gotcha Bike 5.**

Price (5 Potential Points)

Gotcha Bike and Zagster provided the information asked for. Social Bicycles simply said they'd provide the program to the City at no cost and left it at that. **Gotcha Bike 5; Zagster 5; Social Bicycles 3.**

References (5 Potential Points)

Gotcha: _Philip Overview, City of Charleston_. They are launching next month and he like everything about the bike (SoBi) and the operations leading to launch. Good sponsorship and funding. While he liked them he said they had little experience in operating for a city as the projects they've done previously were for universities. _Charles Hall, Savanah College_. He is "satisfied." Would use them again. _Don Andrae, Auburn University._ Auburn sponsored the system so they didn't have to get sponsors. Likes the operations and customer service (lots of compliments) and reliability. Would definitely use again. **(4)**

Social Bicycles. _Steve Hoyt-McBeth, Portland Regional Gov._ He said that SoBi provided the bikes/system but that another company Motivate did all the set up and operations. Was frustrated with some aspects of SoBi's bikes including GPS tracking, the keypad going bad and the shaft drives failing. _Patricia Borne, City of Long Beach, NY._ They like most everything about the service, operations, bikes and suggest a similar system would work in Key West as the cities are similar. _Peter Topalovic, City of Hamilton, CA._ SoBi supplies equipment and is the operator. They like the smart bike system. They like the bikes and the customer service and operations. Had "difficult" time rounding up sponsors but have delivered on budget. **(3)**

Zagster. _Valerie Hermanson, Council of Governments, Albuquerque, NM_. Had gotten sponsors before selecting Zagster via RFP. Good on budget. Satisfied with operations. Says Zagster is an "affordable model" and appreciated being able to set their own pricing. They talked about negotiating with other vendors whose reliance on pricing schemes changed up the bikes so they like this model. Only problems have been with U-lock which they say is taken care of on new bikes. Yes would use them again as they were on time and on budget. _David Littlejohn, City of Carmel, IN._ 2 years into operation and like it. They receive upgrades in equipment with no additional charges, including getting all new bikes. They discuss how other systems you need to purchase bike rather than turnkey like this. They are renewing with Zagster and getting all new bikes and stations and app. _Amy Lewin, City of Fort Collins._ "Rollout went smoothly and system is running well." Say you need strong city team to assist them with sponsors although they are "revamping" approach. Like the bikes and stations and say software after being clunky has improved. Customer service is improved and more responsive. "Zagster is a great bikeshare option for a smaller city." Would use again. **(5)**

Vendor Offeror Evaluation Form

RFP Number: #003-17 City of Key West Bikeshare System

Name of Offeror: _Socal Bicycles_

Item	Max Points	Independent Points	With Panel Points	Final Rank
1. Past Performance on Similar Projects	25	16		

Comments: See notes

2. Project Approach and Product	25	18		

Comments: see notes

3. Experience of Key Personnel	10	10		

Comments: see notes

4. Sponsorship Approach
to the Project   30   13   _____/_____

Comments: see notes

5. Price   05   3   _____/_____
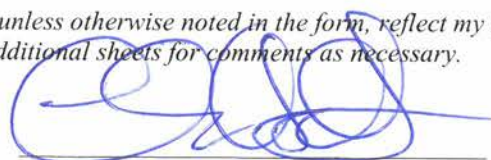
Comments: see notes

6. References   05   3   _____/_____

Comments:
            see notes

Total   100   _____   _____   _____

RFP #003-17 City of Key West Bikeshare System
Proposal Review Notes – Chris Hamilton

Scoring

1.	Past Performance	25
2.	Project Approach and Product	25
3.	Experience of Key Personnel	10
4.	Sponsorship Approach	30
5.	Price	5
6.	References	5
	Total Points Possible	100

Past Performance (25 Potential Points)

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Zagster Proposed Payment Plan

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They believe they can execute Phase One within 30 days of contract signing.

Discussion.

User revenue to City?

- Zagster   Yes
- Social Bicycles No

- Gotcha Bikes   Didn't discuss

As far as the Product, all three vendors propose using a smart-bike system. Both Gotcha Bike and Social Bicycles propose using the SoBi bike and system which is well tested and strong. Likewise, Zagster's bike and system is in use in many cities and places and has proven reliable and strong. The docks and signage are similar too. There is negligible advantage of one vendor's hardware/system vs. another. So, in that sense I think it is a draw regarding Product. Regarding the Project, all three vendors propose hiring local teams and/or contracting portions of the work out to local bike shops. Social Bicycles even names two locals who have been operating their bicycles here in Key West already. However, Gotcha Bike didn't provide much beyond boiler plate on how they'd approach implementing a system here. Both Social Bicycles and Zagster provided a lot of detail and thoroughly covered all 23 sub-parts to the question. Social Bicycles also provided a lot of nice pictures and graphics to illustrate their points. What seems to distinguish the two companies' approach to the project is Social Bicycles reliance on revenues generated from user fees and thus the pricing structure they propose. The $8 an hour proposed by Social Bicycles doesn't seem to encourage short term, A to B use like the $3 first hour $15 per hour thereafter proposed by Zagster or even the $2.50 for the first 30 minutes proposed by Gotcha Bike. This is a fundamental point of the project. Social Bicycles' pricing scheme is more akin to bike rental than bike transportation. Zagster doesn't rely on user fees in any city. They do this so that the need for revenue from this source doesn't put pressure on the price as they want more people biking to be the goal, not revenue. This is the approach Key West described wanting in the RFP. **Zagster 24; Social Bicycles 18; Gotcha Bike 10.**

Experience of Key Personnel (10 Potential Points)

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heard him speak. It is a very well-run company. It is nice to have a known quantity as SoBi has identified their local team already. **Social Bicycles 10; Zagster 9; Gotcha Bike 4.**

Sponsorship Approach (30 Potential Points)

The entirety of Gotcha Bike's approach to Sponsorship and Revenue reads: "Gotcha offers an entire team dedicated to finding and securing bike share sponsors. We will work with key West to create sponsorship packages" and then they listed available branding assets includes on the bikes, stations, signs and web.

Social Bicycles provided one paragraph about Sponsorship and Revenue. They said they had many sponsored programs and were currently leading sponsorship sales efforts for New Orleans, Sacramento and Eugene. Their approach is to find one big 'naming rights sponsor' who would receive branding on the bikes and stations. They said it would take 6-12 months to secure a sponsor but are willing to launch a 60-bike system within 60 days without sponsorship. They'd use the sponsorship to expand the system to 250 bikes. If they don't put together a title sponsor they'll put together several smaller supporting sponsors to meet funding goals.

Zagster provided about 2 and half pages of explanation to this question. They started by reiterating that 93% of all user generated revenue goes back to the City (they keep 7% for credit card processing). They acknowledged the City would set the prices and that this ensures no competition with existing bike rental companies. Zagster says they can source "ample" businesses to fund the program in full. They say that this is the same method they've deployed with 100% success rate across the country from big cities like Albuquerque to small rural towns.

They say no two communities are the same so they'll sit down with the City to look for the best areas of support. They'll determine stakeholders and deploy their business development team to execute contact, schedule meetings and hold informational seminars. They talk about building relationships within the business community. They aim to have sponsors signed on within the first few months. Typically, Zagster asks for 3-year contracts with options for 2 one-year renewals. They usually find partners who see value in hosting stations and mention banks, breweries, coffee shops, hotels, multi-family properties development groups and universities. They connect bikeshare to local business growth and offer 5 different packages including a Station Sponsor at $9,000.

Discussion: Gotcha Bike is nearly unresponsive in this section. They've only launched a half dozen programs and only half of those included needing to get sponsors. Social Bicycles was weak here too. Like Gotcha Bike they've only launched operations in a few of the 30+ systems they've deployed. Like many big city programs, they rely on getting one big sponsor to help underwrite everything. Getting sponsorship revenue is built into the way Zagster fundamentally work as they turn back the revenues to the system owner cities, schools or corporate campuses. They've always relied on sponsorships, not user revenues to underwrite their systems. They also have online tools and seminars that help cities, help them find sponsors. They've told us they'd like our help and guidance but they've said they'd do all the work. While they didn't provide an overwhelming amount of detail, compared to the others it was a much better response. Given what they've told us and their track record for finding sponsors, one would have to be more comfortable going with this approach. **Zagster 25; Social Bicycles 13; Gotcha Bike 5.**

Price (5 Potential Points)

Gotcha Bike and Zagster provided the information asked for. Social Bicycles simply said they'd provide the program to the City at no cost and left it at that. **Gotcha Bike 5; Zagster 5; Social Bicycles 3.**

References (5 Potential Points)

Gotcha: _Philip Overview, City of Charleston_. They are launching next month and he like everything about the bike (SoBi) and the operations leading to launch. Good sponsorship and funding. While he liked them he said they had little experience in operating for a city as the projects they've done previously were for universities. _Charles Hall, Savanah College_. He is "satisfied." Would use them again. _Don Andrae, Auburn University._ Auburn sponsored the system so they didn't have to get sponsors. Likes the operations and customer service (lots of compliments) and reliability. Would definitely use again. **(4)**

Social Bicycles. _Steve Hoyt-McBeth, Portland Regional Gov._ He said that SoBi provided the bikes/system but that another company Motivate did all the set up and operations. Was frustrated with some aspects of SoBi's bikes including GPS tracking, the keypad going bad and the shaft drives failing. _Patricia Borne, City of Long Beach, NY._ They like most everything about the service, operations, bikes and suggest a similar system would work in Key West as the cities are similar. _Peter Topalovic, City of Hamilton, CA._ SoBi supplies equipment and is the operator. They like the smart bike system. They like the bikes and the customer service and operations. Had "difficult" time rounding up sponsors but have delivered on budget. **(3)**

Zagster. _Valerie Hermanson, Council of Governments, Albuquerque, NM_. Had gotten sponsors before selecting Zagster via RFP. Good on budget. Satisfied with operations. Says Zagster is an "affordable model" and appreciated being able to set their own pricing. They talked about negotiating with other vendors whose reliance on pricing schemes changed up the bikes so they like this model. Only problems have been with U-lock which they say is taken care of on new bikes. Yes would use them again as they were on time and on budget. _David Littlejohn, City of Carmel, IN._ 2 years into operation and like it. They receive upgrades in equipment with no additional charges, including getting all new bikes. They discuss how other systems you need to purchase bike rather than turnkey like this. They are renewing with Zagster and getting all new bikes and stations and app. _Amy Lewin, City of Fort Collins._ "Rollout went smoothly and system is running well." Say you need strong city team to assist them with sponsors although they are "revamping" approach. Like the bikes and stations and say software after being clunky has improved. Customer service is improved and more responsive. "Zagster is a great bikeshare option for a smaller city." Would use again. **(5)**

Vendor Offeror Evaluation Form

RFP Number: #003-17 City of Key West Bikeshare System

Name of Offeror: _Zagster_

Item	Max Points	Independent Points	With Panel Points	Final Rank
1. Past Performance on Similar Projects	25	20		

Comments: see notes

Item	Max Points	Independent Points	With Panel Points	Final Rank
2. Project Approach and Product	25	24		

Comments: see notes

Item	Max Points	Independent Points	With Panel Points	Final Rank
3. Experience of Key Personnel	10	9		

Comments: see notes

4. Sponsorship Approach
to the Project   30   _25_

Comments: *see notes*

5. Price   05   _5_

Comments: *see notes*

6. References   05   _5_

Comments: *see notes*

Total   100

Evaluator Certification

The point values and final rank indicated above unless otherwise noted in the form, reflect my best independent judgement of the Merits of the Offeror's proposal. Attach additional sheets for comments as necessary.

_____   _____   4/26/17
Name   Signature   Date

RFP #003-17 City of Key West Bikeshare System
Proposal Review Notes – Chris Hamilton

Scoring

1.	Past Performance	25
2.	Project Approach and Product	25
3.	Experience of Key Personnel	10
4.	Sponsorship Approach	30
5.	Price	5
6.	References	5
	Total Points Possible	100

Past Performance (25 Potential Points)

Social Bicycles (also known as SoBi) listed 29 similar projects, including the City of Key West and listed 11 upcoming projects. They said they had 7,000 bikes in 3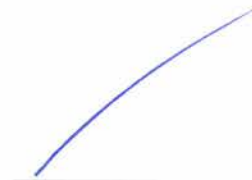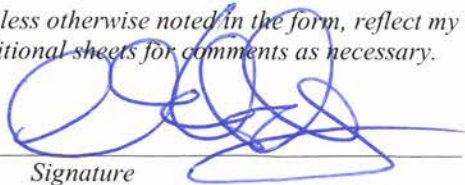0+ locations throughout the USA. They have 37 employees. It is unclear in which of those projects they also play the role of operator although in every case their software system goes with the hardware so they are involved in every one in that way. For example, they listed Key West but we know they didn't operate that system but simply sold the bikes and software to Instabike. This is the case in many of their listed places as vendor like Gotcha Bike will do the operations. They have a longer history with a couple programs going back to 2013. They have good experience in all different size situations. Headquartered in NYC.

Zagster provided detail on three similar sized projects. The additional detail was helpful. They said they operated 170 programs nation-wide. Their website included links to 20 cities, 20 universities, 15 corporate campuses and 16 real estate development programs. They specialize in small to medium size places. They have 53 employees. Having more employees than SoBi may reflect that all their systems are turnkey meaning they also do the operations in addition to providing hardware/software in every program. Offices listed in Cambridge, MA and San Francisco, CA.

Gotcha Bike uses the SoBi system. SoBi system has been used in lots of places. Gotcha Bikes track record as an operator is very slim. Of the 10 projects, they listed, six were in 2016 and four were listed to start in 2017. Headquartered in Charleston, SC.

Discussion: Gotcha Bikes is very new and doesn't have the track record of Social Bicycles and Zagster. Gotcha only does operations and they use the SoBi system. Social Bicycles has been around a while but mostly as a provider of the hardware and system meaning the bikes, stations and the system software/interface that everything runs on. They have more recently begun providing turnkey (hardware + operations) solutions. The Social Bicycles are well known

and used across the country. They were the first in North America to use the "smart bike" system. Zagster has been operating for several years. They got into the business to provide a turnkey solution to smaller cities and places. Their model, where they own everything, was unique at the time they started it. They quickly filled a void for small cities and small places such as universities and corporate campuses. They have the most experience with the kind of service Key West identified in its RFP. **Zagster 20; Social Bicycles 16; Gotcha 10.**

Project Approach and Product (25 Potential Points)

Gotcha Bike

It looks like they just provided a boiler-plate approach by describing the SoBi bike and system, infrastructure, How It Works, Operations, Membership, Marketing, Customer Support, Project Implementation, Data and Performance Tracking and PCI Compliance. They didn't specifically answer the RFP's 23 questions (A to W). They didn't discuss user revenue. They only discussed Phase One launch of the system (although there's a square for "system expansion" in their timeline) and not how they'd approach subsequent phases. They said they'd hire and train local people. This section is very thin. Gotcha Bikes says they will launch within 90 days with 75 bikes at 10 stations. They note on page 14 that "acquiring outside funding for a no-cost to the City program may lengthen the process." They say they "will hire a local management team to oversee the system health and efficiently solve any maintenance issues that may arise. The org chart shows they'll hire a Key West GM and fleet management team.

Gotcha Bike Payment Plan:

- $2.50 per trip (up to 30 minutes) + $6-8/hour overage fee
- $10 Day Pass (up to 120 minutes) + $6-8/hour overage fee
- $15 Monthly Plan (includes 60 minutes daily + $6-8/hour overage fee
- $120 Annual Plan (includes 90 minutes daily + $6-8/hour overage fee

This kind of payment structure looks to be compatible with our desire to protect the current bike rental shops.

Social Bicycles

Social Bicycles took the time to provide a thorough approach to the project. They very nicely answered every question A to W for this section. Social Bicycles proposes that in Phase One they'll deploy 60 bikes at 10 stations and in Phase Two, a year later they'll deploy an additional 190 bikes at 20 stations for a system total of 250 bikes at 30 stations. Their software and bike are well tested and they provide a nice description, graphics and pictures on how everything will work. Same with the docks and station signage. They provide an optional solar powered RFID dispenser. Not sure that we'd need or want user cards (often used to integrate with transit systems that use these) but it is a nice feature although the cost is unknown. The SoBi software/backend system is tested and proven.

Social Bicycles Payment Plan

- $8 an hour (by minute thereafter)
- $15 per month membership (includes free first hour) + standard rate after 1st hour
- $65 per year membership (includes free first hour) + 13 cents per minute

This payment plan seems somewhat compatible with the City's desire to protect the current bike shop rental industry as $16 for two hours is about the average for a daily rental on the island. A four-hour rental would be $32. The monthly membership, Corporate and Low Income memberships would be good for people that live and work here. However, the initial $8 an hour charge may discourage short-term (non-monthly or annual users) – potential customers wanting to use it for a day, few days or week) as a typical 30-minute ride would cost $4. The City indicated it desires visitors to use the Duval Loop and/or the bikeshare system and having a $4 to $8 cost for each trip may discourage bike ride options and thus not compliment the Loop bus.

In the first phase, they propose a staff of 2, a GM/Operations Manager and a Fleet Tech as well as a "warehouse" for repairs/admin and 1 rebalancing truck and 1 rebalancing e-bike. In phase 2 they propose 1 GM, 1 Ops Manager and 3 fleet techs as well as an additional balancing e-bike.

The marketing program seems well thought out and proposes a potential big sponsor for branding. The web and mobile platforms seem solid. Customer service is 24/7 365 provided from their main hub with emergency access to the local team.

They say they can launch phase 1 within 60 days of contract signing. Phase 2 would happen approximately 365 days after that. They plan to cover all Key West and Stock Island.

They provide low-income and unbanked solutions.

Social Bicycles takes exception to the City's desire to receive all system user revenue. They tell us that "it is not possible to finance equipment and operations on sponsorship alone."

Zagster

Zagster took the time to provide a thorough and thoughtful proposal that considers the desires articulated in the RFP. They avidly articulate the City's stated approach on bikeshare as A to B transportation. They indicate they'll turn all user fees over to the City of Key West. Of the other two proposals, one doesn't discuss it and the other says no. This is the same model they use everywhere so we know this isn't something new they are doing just because we requested it.

They explain that they'll start with a study to create a model to help them understand the demand and where it will come from and compare this to other places to ensure success. After this then they'll provide more detail on timing, sponsorship and user pricing.

They recommend three phases. Phase One would be 80 bikes at 16 stations in Old Town. As Phase One launches fundraising for Phase 2 would commence and would target 80 bikes at 16

stations north of White Street in New Town on Flager, North Roosevelt and the beaches. Phase 3 would include 30 to 40 bikes at 6 to 8 stations on Stock Island. They say Phase one would launch in August, Phase Two in October and Phase 3 in February 2018. At system buildout that would be up to 40 stations and 200 bikes.

The Zagster bicycle is well tested and has gone through many iterations. It has everything the City required. Docking and signage look good too. The system functions from a user perspective just like the other two vendors, so all three systems use similar bikes and similar systems and can be configured the same.

Zagster goes into a thorough discussion of the pricing scheme and why this is compatible with our desire to do no harm to the current bike shop rental industry on the island. This analysis is very thoughtful. They discuss how people may walk to one end of Duval and desire to bicycle back. They discuss how charging hourly rates (they mention Orlando's Juice and Tampa's Coast charging $8 an hour) creates financial barriers to usage and defeats the purpose of bikeshare as transportation as opposed to recreational/touring use.

Zagster Proposed Payment Plan

$3 for up to one hour and $15 per hour thereafter.

The proposed price structure of $3 for up to one hour and $15 per additional hour provides the level of incentive we want encouraging quick A to B transportation and discouraging competition with our bike rental shops.

Having this revenue returned to the City also provides the City the option to help with system expansion and special needs.

Zagster says they will hire "three local mechanics and one rebalancer in step with each of the three phases."

They discussed the ability to use different kinds of trikes, cargo trikes and even handcycle to help comply with ADA.

Their marketing, customer service (24/7 365), web site, mobile and other operations have all be used in dozens and dozens of places and is strong and robust. They provide a good discussion on how they deal with issues of equity.

They believe they can execute Phase One within 30 days of contract signing.

Discussion.

User revenue to City?

- Zagster   Yes
- Social Bicycles   No

- Gotcha Bikes   Didn't discuss

As far as the Product, all three vendors propose using a smart-bike system. Both Gotcha Bike and Social Bicycles propose using the SoBi bike and system which is well tested and strong. Likewise, Zagster's bike and system is in use in many cities and places and has proven reliable and strong. The docks and signage are similar too. There is negligible advantage of one vendor's hardware/system vs. another. So, in that sense I think it is a draw regarding Product. Regarding the Project, all three vendors propose hiring local teams and/or contracting portions of the work out to local bike shops. Social Bicycles even names two locals who have been operating their bicycles here in Key West already. However, Gotcha Bike didn't provide much beyond boiler plate on how they'd approach implementing a system here. Both Social Bicycles and Zagster provided a lot of detail and thoroughly covered all 23 sub-parts to the question. Social Bicycles also provided a lot of nice pictures and graphics to illustrate their points. What seems to distinguish the two companies' approach to the project is Social Bicycles reliance on revenues generated from user fees and thus the pricing structure they propose. The $8 an hour proposed by Social Bicycles doesn't seem to encourage short term, A to B use like the $3 first hour $15 per hour thereafter proposed by Zagster or even the $2.50 for the first 30 minutes proposed by Gotcha Bike. This is a fundamental point of the project. Social Bicycles' pricing scheme is more akin to bike rental than bike transportation. Zagster doesn't rely on user fees in any city. They do this so that the need for revenue from this source doesn't put pressure on the price as they want more people biking to be the goal, not revenue. This is the approach Key West described wanting in the RFP. **Zagster 24; Social Bicycles 18; Gotcha Bike 10.**

Experience of Key Personnel (10 Potential Points)

The primary contact for Zagster, Chad Jacobs has launched bikeshare in 20 cities and 7 universities. Their executive team includes a co-founder and long-time executive who came from Zipcar, which launched the whole carshare industry. The others on the team have years of experience in sales, marketing and public relations.

The Social Bicycles team is steeped in experience. I have met their CEO and founder Ryan Rzepecki a couple times at industry meetings and find him a visionary with impeccable integrity. The rest of the NYC team has a wide-range of needed knowledge. Social Bicycles goes the extra step of even identifying their local Key West team of Sean Blaise and Amanda Evens who operate Key West's Instabike.

The Gotcha Bike team seems well-rounded but only a few bullets are provided as the six people they mention are described in less than half a page.

Discussion: Gotha Bike's team is obviously new. They provide little info to go on. The Zagster team has been around a while and the leaders are from Zipcar so they've been in the sharing industry even prior to the bikeshare industry getting off the ground. That's good experience. Mr. Jacobs, who would come to Key West to launch the project, has lots of experience setting up similar sized programs. Social Bicycles has an innovative and veteran team in NYC. I've had the pleasure of meeting their founder and

heard him speak. It is a very well-run company. It is nice to have a known quantity as SoBi has identified their local team already. **Social Bicycles 10; Zagster 9; Gotcha Bike 4.**

Sponsorship Approach (30 Potential Points)

The entirety of Gotcha Bike's approach to Sponsorship and Revenue reads: "Gotcha offers an entire team dedicated to finding and securing bike share sponsors. We will work with key West to create sponsorship packages" and then they listed available branding assets includes on the bikes, stations, signs and web.

Social Bicycles provided one paragraph about Sponsorship and Revenue. They said they had many sponsored programs and were currently leading sponsorship sales efforts for New Orleans, Sacramento and Eugene. Their approach is to find one big 'naming rights sponsor' who would receive branding on the bikes and stations. They said it would take 6-12 months to secure a sponsor but are willing to launch a 60-bike system within 60 days without sponsorship. They'd use the sponsorship to expand the system to 250 bikes. If they don't put together a title sponsor they'll put together several smaller supporting sponsors to meet funding goals.

Zagster provided about 2 and half pages of explanation to this question. They started by reiterating that 93% of all user generated revenue goes back to the City (they keep 7% for credit card processing). They acknowledged the City would set the prices and that this ensures no competition with existing bike rental companies. Zagster says they can source "ample" businesses to fund the program in full. They say that this is the same method they've deployed with 100% success rate across the country from big cities like Albuquerque to small rural towns.

They say no two communities are the same so they'll sit down with the City to look for the best areas of support. They'll determine stakeholders and deploy their business development team to execute contact, schedule meetings and hold informational seminars. They talk about building relationships within the business community. They aim to have sponsors signed on within the first few months. Typically, Zagster asks for 3-year contracts with options for 2 one-year renewals. They usually find partners who see value in hosting stations and mention banks, breweries, coffee shops, hotels, multi-family properties development groups and universities. They connect bikeshare to local business growth and offer 5 different packages including a Station Sponsor at $9,000.

<u>Discussion:</u> Gotcha Bike is nearly unresponsive in this section. They've only launched a half dozen programs and only half of those included needing to get sponsors. Social Bicycles was weak here too. Like Gotcha Bike they've only launched operations in a few of the 30+ systems they've deployed. Like many big city programs, they rely on getting one big sponsor to help underwrite everything. Getting sponsorship revenue is built into the way Zagster fundamentally work as they turn back the revenues to the system owner cities, schools or corporate campuses. They've always relied on sponsorships, not user revenues to underwrite their systems. They also have online tools and seminars that help cities, help them find sponsors. They've told us they'd like our help and guidance but they've said they'd do all the work. While they didn't provide an overwhelming amount of detail, compared to the others it was a much better response. Given what they've told us and their track record for finding sponsors, one would have to be more comfortable going with this approach. **Zagster 25; Social Bicycles 13; Gotcha Bike 5.**

Price (5 Potential Points)

Gotcha Bike and Zagster provided the information asked for. Social Bicycles simply said they'd provide the program to the City at no cost and left it at that. **Gotcha Bike 5; Zagster 5; Social Bicycles 3.**

References (5 Potential Points)

Gotcha*: Philip Overview, City of Charleston.* They are launching next month and he like everything about the bike (SoBi) and the operations leading to launch. Good sponsorship and funding. While he liked them he said they had little experience in operating for a city as the projects they've done previously were for universities. *Charles Hall, Savanah College*. He is "satisfied." Would use them again. *Don Andrae, Auburn University.* Auburn sponsored the system so they didn't have to get sponsors. Likes the operations and customer service (lots of compliments) and reliability. Would definitely use again. **(4)**

Social Bicycles. *Steve Hoyt-McBeth, Portland Regional Gov.* He said that SoBi provided the bikes/system but that another company Motivate did all the set up and operations. Was frustrated with some aspects of SoBi's bikes including GPS tracking, the keypad going bad and the shaft drives failing. *Patricia Borne, City of Long Beach, NY.* They like most everything about the service, operations, bikes and suggest a similar system would work in Key West as the cities are similar. *Peter Topalovic, City of Hamilton, CA.* SoBi supplies equipment and is the operator. They like the smart bike system. They like the bikes and the customer service and operations. Had "difficult" time rounding up sponsors but have delivered on budget. **(3)**

Zagster. *Valerie Hermanson, Council of Governments, Albuquerque, NM*. Had gotten sponsors before selecting Zagster via RFP. Good on budget. Satisfied with operations. Says Zagster is an "affordable model" and appreciated being able to set their own pricing. They talked about negotiating with other vendors whose reliance on pricing schemes changed up the bikes so they like this model. Only problems have been with U-lock which they say is taken care of on new bikes. Yes would use them again as they were on time and on budget. *David Littlejohn, City of Carmel, IN.* 2 years into operation and like it. They receive upgrades in equipment with no additional charges, including getting all new bikes. They discuss how other systems you need to purchase bike rather than turnkey like this. They are renewing with Zagster and getting all new bikes and stations and app. *Amy Lewin, City of Fort Collins.* "Rollout went smoothly and system is running well." Say you need strong city team to assist them with sponsors although they are "revamping" approach. Like the bikes and stations and say software after being clunky has improved. Customer service is improved and more responsive. "Zagster is a great bikeshare option for a smaller city." Would use again. **(5)**

Vendor Offeror Evaluation Form

RFP Number: #003-17 City of Key West Bikeshare System

Name of Offeror: __GOTCHA BIKE__

Item	Max Points	Independent Points	With Panel Points	Final Rank
1. Past Performance on Similar Projects	25	24		

Comments:

NEWER OPERATION

2. Project Approach and Product	25	24		

Comments:

SMALLER CLIENTS
BIG TECHNOLOGY
FRESH APPROACH

3. Experience of Key Personnel	10	8		

Comments:

RD   CH   RH   AH   GV   JW
16   50   14   5   4   12

4. Sponsorship Approach
   to the Project   30   _20_   _____

Comments:

5. Price   05   _5_   _____

Comments:
LIKE ANNUAL FEE/ENCOURAGE MORE
      LOCAL USE

6. References   05   _4_   _____

Comments:

Total   100   _85_   _____   _____

Evaluator Certification

The point values and final rank indicated above unless otherwise noted in the form, reflect my best independent judgement of the Merits of the Offeror's proposal. Attach additional sheets for comments as necessary.

_____   GARY J. VOLENEC   4/5/17
    Name   Signature   Date

Vendor Offeror Evaluation Form

RFP Number: #003-17 City of Key West Bikeshare System

Name of Offeror: _SOCIAL BICYCLES_

Item	Max Points	Independent Points	With Panel Points	Final Rank
1. Past Performance on Similar Projects	25	23		

Comments:

Item	Max Points	Independent Points	With Panel Points	Final Rank
2. Project Approach and Product	25	22		

Comments:

TOO CORPORATE

Item	Max Points	Independent Points	With Panel Points	Final Rank
3. Experience of Key Personnel	10	9		

Comments:

4. Sponsorship Approach
to the Project   30   24   _____

Comments:

5. Price   05   4   _____

Comments:

INTERESTING FEE STRUCTURE/TIERS

6. References   05   4   _____

Comments:

S

Total   100   86   _____   _____

GARY J. VOLEWEC   _____   4/5/17
      Name   Signature   Date

Vendor Offeror Evaluation Form

Name of Offeror: _ZAGSTER_

Item	Max Points	Independent Points	With Panel Points	Final Rank
1. Past Performance on Similar Projects	25	23	_____	

Comments:

Item	Max Points	Independent Points	With Panel Points	Final Rank
2. Project Approach and Product	25	22	_____	

Comments:

NO GPS
LOCKING COMPLICATED
BIKE HAS CHAIN

Item	Max Points	Independent Points	With Panel Points	Final Rank
3. Experience of Key Personnel	10	8	_____	

Comments:

4. Sponsorship Approach
to the Project   30   22   _____

Comments:

5. Price   05   3   _____

Comments:

Higher User Cost

6. References   05   4   _____

Comments:

Z

Total   100   82   _____   _____

Vendor Offeror Evaluation Form

Name of Offeror: Gotcha

Item	Max Points	Independent Points	With Panel Points	Final Rank
1. Past Performance on Similar Projects	25	15		

Comments:
Currently in high use areas of the U.S.
Joint venture with SoBi

Item	Max Points	Independent Points	With Panel Points	Final Rank
2. Project Approach and Product	25	15		

Comments:
No Kioks @ Stations
Stations do not require power
Real time map for availability
Generous advertising space on bikes
Repair is alert and lock

Item	Max Points	Independent Points	With Panel Points	Final Rank
3. Experience of Key Personnel	10	5		

Comments:

4. Sponsorship Approach
to the Project   30   ___30___   _____

Comments:

Bikes can be customized to reflect sponsorship

5. Price   05   ___4___   _____

Comments:
If executed correctly, no cost to city.

6. References   05   ___5___   _____

Comments:

Total   100   ___74___   _____   _____

Vendor Offeror Evaluation Form

RFP Number: #003-17 City of Key West Bikeshare System

Name of Offeror: __Zagster__

Item	Max Points	Independent Points	With Panel Points	Final Rank
1. Past Performance on Similar Projects	25	20		

Comments:
Similar projects indicate municipal use

2. Project Approach and Product	25	25		

Comments:
Free feasibility study before project start
Not designed to compete with local rental bike companies
Locking device looks easier to use
Local Mechanics

3. Experience of Key Personnel	10	7		

Comments:

4. Sponsorship Approach
to the Project   30   __30_____   _____

Comments:
Potential 93% ROI to city

5. Price   05   __3_____   _____

Comments:

6. References   05   ___5___   _____

Comments:

Total   100   __90_____   _____   _____

__Rod Delostrinos_____   ___April 5, 2017_____
Name   *Signature*   *Date*

Vendor Offeror Evaluation Form

RFP Number: #003-17 City of Key West Bikeshare System

Name of Offeror: __SoBi__

Item	Max Points	Independent Points	With Panel Points	Final Rank
1. Past Performance on Similar Projects	25	25		
Comments:				
2. Project Approach and Product	25	20		
Comments: Lock restrictive				
3. Experience of Key Personnel	10	10		
Comments: Software heavy Local people on team				

4. Sponsorship Approach
to the Project   30   ___20___   _____

Comments:

Not detailed plan
Plenty of opportunity to advertise.

5. Price   05   __5___   _____

Comments:

6. References

                              05   __5___   _____

Comments:

Total   100   ___85___   _____   _____

Vendor Offeror Evaluation Form

RFP Number: #003-17 City of Key West Bikeshare System

Name of Offeror: _ZAGSTER_

Item	Max Points	Independent Points	With Panel Points	Final Rank
1. Past Performance on Similar Projects	25	23		

Comments:

Item	Max Points	Independent Points	With Panel Points	Final Rank
2. Project Approach and Product	25	22		

Comments:

NO GPS
LOCKING COMPLICATED
BIKE HAS CHAIN

Item	Max Points	Independent Points	With Panel Points	Final Rank
3. Experience of Key Personnel	10	8		

Comments:

Vendor Offeror Evaluation Form

RFP Number: #003-17 City of Key West Bikeshare System

Name of Offeror: Zagster

Item	Max Points	Independent Points	With Panel Points	Final Rank
1. Past Performance on Similar Projects	25	25	_____	

Comments: 170 programs nationwide

Item	Max Points	Independent Points	With Panel Points	Final Rank
2. Project Approach and Product	25	23	_____	

Comments:
80/16 = Aug
80/16 = Oct
30.40/6-8 by Feb

Best bike
Next best lock
No GPS
Still good stats.
ADA

Item	Max Points	Independent Points	With Panel Points	Final Rank
3. Experience of Key Personnel	10	9	_____	

Comments:

✓ full compliant

Didn't seem as hands on in town.

Bilingual

4. Sponsorship Approach
to the Project   30   <u>28</u>   _____

Comments:

Detailed sponsor package.
Work w̄ us to id.
Grow as sponsors grow.
City pays for City sites = #?? (so, not free)

5. Price   05   <u>∅</u>   _____

Comments: Business Model = 5bikes - $9k / 80 bikes = (16 buses)
We get $ back. We pay for stehs too)
Cannot tell if best deal for us at this moment.
Less risk, slow growth.

6. References

     05   <u>4</u>   _____

Comments: All Sponsorship hard ~~~~~~~~ sell. ?
New lacks

Total   100   <u>89</u>   _____   _____

<u>Evaluator Certification</u>

The point values and final rank indicated above unless otherwise noted in the form, reflect my best independent judgement of the Merits of the Offeror's proposal. Attach additional sheets for comments as necessary.

Alison Higgins   [signature]   4/5/17
Name   *Signature*   *Date*

1) Post Performance 35	2) Project Approach (d Pedal) ㉟ Resell	3) Key Resell ⑩	4) w/ Sponsorship Appeal 30	Price 5	Ref
Gotcha	2016-2017 ??	3¢ writ/hire	10	Post custom bikes.	$99/year licensed like capital	5
		GPS Best lah	smaller		Ø	
Social Ø	2013-2017 POLAND!!	Just lin Best trike lots gins 2 phase			Ø	4
	35	Best lock mostly registrates GPS	8	28	"Free if give up mento	
					no idea of actual ?!	
		Best bike 3d best lock 3 phase	bilingual the No one set down? 9?	28	$ Ø	4
28	35	ASM What done?			Free, but Slow	
wastes						

Vendor Offeror Evaluation Form

RFP Number: #003-17 City of Key West Bikeshare System

Name of Offeror: Gotcha

Item	Max Points	Independent Points	With Panel Points	Final Rank
1. Past Performance on Similar Projects	25	23		

Comments:

Mostly Universities, but Kw is that size.
Listed Social projects mostly.   all 2016-2017 (3 new)
Gotcha still had ~~avag~~ 10 of their own, w 3 muni
Max # Charleston, still waity to launch.

2. Project Approach and Product	25	23		

Comments: Like GPS'd bikes. Like movable plates.

Rev = 75 / 10 stations   Cou't req @ affordable?

   Custmred w Charleston.   GPS
   Appers to be expand phases annually?   ADA?
                    3d best bike

3. Experience of Key Personnel	10	10		

Comments: 3,000 bikes in 17 locath S. (some or Social)
~~Seems adequate~~ for our needs.
      plenty

4. Sponsorship Approach
to the Project   30   26   ____

Comments:

This bike design offers a lot of sponsor space.
Little clunky looking, though.
Did not provide examples of sponsor exp.
Discounted membership.
Many options

5. Price   05   0   ____

Comments:

9/10/bike = so need 8,250 & (17,000 @ 25,250) ⟵ CAPITOL
cash options?   (bikes)
★ low income?   X 12   Does that fund
                          _____   staff??
                          99,000/year   yes

Not enough info to choose between companies   (examples?)

6. References
                            05   5   ____
Comments:

Good References across the board.
~~Batless~~

Total   100   87   ____   ____

The point values and final rank indicated above unless otherwise noted in the form, reflect my best independent judgement
of the Merits of the Offeror's proposal. Attach additional sheets for comments as necessary.

Alison Higgins   _____   4/5/17
Name   _Signature_   _Date_

	1) Post Performance 35	2) Project Approach d Podrol 25	3) Key Resell (10)	4) w/ Sponsorship Approach 30	Price 5	Ref
Gretcha (Social)	2016-2017??	3 ¢ birthde		30	5	5
	25	GPS Best tch	10	Post custom plans. smalus	$99/year (no deposit)	
	2013-2017 POLAND!!	Inst ln Best tn ire plan plus 2 phase	nore?			4
	25	25		28		
		Best lock recked GPS recorders			$ (Free) if give up	
		Best bike 3d best lock 3 phase	bilingual the No one sent down?	Memo (no idea of actual cost?)	$	
	26	2B AGM	9?	28	Free, but Slow	
		What done?	He			4

Vendor Offeror Evaluation Form

Name of Offeror: Social

Item	Max Points	Independent Points	With Panel Points	Final Rank
1. Past Performance on Similar Projects	25	25		# 1

Comments: 7,000 in 30+ locats
Major international efforts.
Title sponsor exp.

Item	Max Points	Independent Points	With Panel Points	
2. Project Approach and Product	25	25		

Comments: 2 Phases!! 60 days +
60/10 plus 250/30

2nd best bike
Best lock
Tied best GPS

Item	Max Points	Independent Points	With Panel Points	
3. Experience of Key Personnel	10	10		

Comments:

Gret crew across the board.
2 locals!

4. Sponsorship Approach
to the Project   30   <u>28</u>   _____

Comments:

Listed a lot of exp.
Lots of options.

5. Price   05   <u>0</u>   _____

Comments:

Essntially "free", just no rev to City.
less risk to all?

Cannot tell if this is best deal for us at the
moment.

6. References   05   <u>4</u>   _____

Comments:

Mostly great.
Portland listed GPS issues, hill based maybe?
Exposure issues from too much sun??

Total   100   <u>92</u>   _____   _____

<u>Evaluator Certification</u>

*The point values and final rank indicated above unless otherwise noted in the form, reflect my best independent judgement
of the Merits of the Offeror's proposal. Attach additional sheets for comments as necessary.*

Alison Higgins   _____   4/5/17
_____   _____   _____
    Name   *Signature*   *Date*

	1) Post Performance 25	2) Project Approach ⊙ Pedal 25 ⊙ Resell	3) Key Approach Resell	W/ Sponsorship Approach 30	Price 5	Ref 5
	2016-2017??	5¢ within ⬤	10	Post custom bikes.	$99/year 1% capital	5
Cristina	🖊	GPS Best lock		snows?		
Socia	2013-2017 ROLAND!! 25	Jhs+ hr Best trike / wheelchair 2 phase Best lock market GPS	recruiters	more?		4
	25	🖊 🖊	NO	28	28	
		Best bike 3rd best lock 3 phase	He bilingual / the No one sent down? 9?		$ "free" if given Free if given menlo no idea of Actual cost?!!	4
	🖊	🖊 ASAP		28	Free but slow	
Rosster	🖊	Child care?				

Vendor Offeror Evaluation Form

RFP Number: #003-17 City of Key West Bikeshare System

Name of Offeror: Gotcha Bikes

Item	Max Points	Independent Points	With Panel Points	Final Rank
1. Past Performance on Similar Projects	25	15		
Comments:				
2. Project Approach and Product	25	20		
Comments: No Kiosks				
3. Experience of Key Personnel	10	5		
Comments:				

4. Sponsorship Approach
to the Project   30   25   ____

Comments:

5. Price   05   3   5

Comments:

6. References   05   5

Comments:

Total   100   73   ____   ____

The point values and final rank indicated above unless otherwise noted in the form, reflect my best independent judgement of the Merits of the Offeror's proposal. Attach additional sheets for comments as necessary.

John Wilkns
_____   _____   4/4/2017
Name   Signature   Date

Vendor Offeror Evaluation Form

RFP Number: #003-17 City of Key West Bikeshare System

Name of Offeror: _Social Bicycles_

Item	Max Points	Independent Points	With Panel Points	Final Rank
1. Past Performance on Similar Projects	25	20		

Comments: _Key West_

2. Project Approach and Product	25	20		

Comments: _Drop off anywhere_

3. Experience of Key Personnel	10	10		

Comments:

4. Sponsorship Approach
to the Project   30   25   _____

Comments:

5. Price   05   5   _____

Comments:

6. References
                              05   5   _____
Comments:

Total   100   85   _____   _____

John Wilkins   _____   4/4/2017
Name   Signature   Date

Vendor Offeror Evaluation Form

RFP Number: #003-17 City of Key West Bikeshare System

Name of Offeror: Zagster

Item	Max Points	Independent Points	With Panel Points	Final Rank
1. Past Performance on Similar Projects	25	25		

Comments:

Item	Max Points	Independent Points	With Panel Points	Final Rank
2. Project Approach and Product	25	15		

Comments:
Bike Racks

Item	Max Points	Independent Points	With Panel Points	Final Rank
3. Experience of Key Personnel	10	10		

Comments:
Zipcar

4. Sponsorship Approach
to the Project   30   25   _____

Comments:

5. Price   05   0   5

Comments:

144K

6. References   05   5   _____

Comments:

Total   100   80   _____   _____

The point values and final rank indicated above unless otherwise noted in the form, reflect my best independent judgement of the Merits of the Offeror's proposal. Attach additional sheets for comments as necessary.

John Wilkins   _____   4/4/2017
_____   _____   _____
Name   Signature   Date

Vendor Offeror Evaluation Form

RFP Number: #003-17 City of Key West Bikeshare System

Name of Offeror: **Gotcha Bike**

Item	Max Points	Independent Points	With Panel Points	Final Rank
1. Past Performance on Similar Projects	25	25	20	

Comments: Although Gotcha launched in 2015 they have well over 1,000 bikes and clients with Large university and also w/small & large city which mimic Key West.

Item	Max Points	Independent Points	With Panel Points	Final Rank
2. Project Approach and Product	25	25		

Comments: with Gotcha powered by Social bikes and teaming with Partnership w/Sobi. I believe they meet and exceed with what the city was requesting in the RFP as far as Real-Time gps and back-end Support.

Item	Max Points	Independent Points	With Panel Points	Final Rank
3. Experience of Key Personnel	10	10		

Comments: Both companies was Key personnel w/ Department of Transportation experience which plays a Major Role when implementing a project as this one. From web/Mobile development to graphic design most of these Key personnel have what it takes to make Bikeshare Keywest work.

4. Sponsorship Approach
to the Project   30   30   _____

Comments:

Provides dedicated team to find And secure
Sponsors local or national.

5. Price   05   5   _____

Comments:

Provides best price out of All 3 proposAl.

6. References   05   4   _____

Comments:

All positive reference .

Total   100   99   _____   _____

Rogelio Hernandez   Rogeli Hernaz   4-6-17
_____Name   _____Signature   _____Date

Vendor Offeror Evaluation Form

RFP Number: #003-17 City of Key West Bikeshare System

Name of Offeror: _Zagster_

Item	Max Points	Independent Points	With Panel Points	Final Rank
1. Past Performance on Similar Projects	25	20	25	

Comments:

Has the most experience and clients ranging from Colleges to Small and large system

2. Project Approach and Product	25	20		

Comments:

The approach is similar to what Key West is asking for. As far as product the bikes are all similar minus the GPS.

3. Experience of Key Personnel	10	10		

Comments:

All key personnel has what it take to make bikeshare work.

4. Sponsorship Approach
to the Project   30   25   _____

Comments:

willing to tailor. to city wants & needs.

5. Price   05   4   5

Comments:

No cost to city.

6. References   05   5

Comments:

Positive Response

Total   100   84   90

Evaluator Certification

The point values and final rank indicated above unless otherwise noted in the form, reflect my best independent judgement of the Merits of the Offeror's proposal. Attach additional sheets for comments as necessary.

Rogelio Hernandez
_____
Name

Rogeli Hernandez
_____
Signature

4-6-17
_____
Date

Vendor Offeror Evaluation Form

RFP Number: #003-17 City of Key West Bikeshare System

Name of Offeror: Social Bicycles

Item	Max Points	Independent Points	With Panel Points	Final Rank
1. Past Performance on Similar Projects	25	25		

Comments:

Item	Max Points	Independent Points	With Panel Points	Final Rank
2. Project Approach and Product	25	15		

Comments: Approach differ from what city will look to do.

Item	Max Points	Independent Points	With Panel Points	Final Rank
3. Experience of Key Personnel	10	10		

Comments: many of the team members have worked for DoT agency and bring that experince w/ them.

4. Sponsorship Approach
to the Project   30   _30_   _____

Comments:

willing to work w/ city to obtain
Sponsor in order to allow for full fund
Project.

5. Price   05   _5_   _____

Comments:

6. References   05   _5_   _____

Comments:

Positive Response

Total   100   _89_   _____   _____

Rogelio Hernandez   Rogelio Hernandez   4-6-17
_____   _____   _____
Name   Signature   Date