



**Request for Proposals (RFP)
Regional Electric Bike Share Program
Avon, Eagle-Vail and Vail, Colorado**

Solicitation Number	RFP 2022-02-11
Item Description	Towns of Vail and Avon and EagleVail Metro District are seeking proposals from private companies to develop and implement an innovative, regional electric bike share program in Avon, Eagle-Vail and Vail, Colorado.
Deadline for Proposal	February 11, 2022 5:00 pm MST
Term of Agreement	May – October 2022 with potential for renewal subsequent years
Direct Inquiries to Town of Vail Environmental Sustainability Department	Beth Markham, Environmental Sustainability Coordinator, Town of Vail bmarkham@vailgov.com 970-479-2333
RFP Questions	Questions regarding RFP accepted until January 20, 2022; Responses will be posted HERE by January 24, 2022 5 pm MST
Format of Proposal	Emailed proposals: Subject line: RFP 2022-02-11 Regional Eagle County Electric Bike Share Program- (Vail, Avon, EagleVail)- Proposal length no longer than 20 pages
Email Submittals To:	Town of Vail Attn: Beth Markham, Environmental Sustainability Coordinator Email: bmarkham@vailgov.com
Clarification of Proposal:	During the evaluation of submittals: Towns of Vail, Avon and EagleVail Metro District reserve the right to reject any and all proposals; contact respondents for additional information or clarification; to waive any informalities and irregularities in the proposal submission process; negotiate with any respondents; and to accept proposals which are considered to be in the best interest of Towns of Vail, Avon and EagleVail Metro District.
RFP Timeline	These dates are for planning purposes and represent the Towns of Vail and Avon and EagleVail Metro District desired timeline for this project. Any revision to the “Deadline for Proposals” will be made by addendum. All other dates may be adjusted without notice as needs or circumstances dictate.

Overview:

The Towns of Vail, Avon and EagleVail Metro District (furthermore referred to as “partner communities”) are adjacent communities located in the Rocky Mountains in Eagle County, Colorado. The partner communities are soliciting innovative micro mobility commuting solutions to reduce greenhouse gas emissions from single occupancy vehicles traveling through Eagle County as residents commute to and from work and run errands. The partner communities may expand to include other neighboring communities, but at the time of the release of this RFP, the established partner communities are the three who have committed financial resources to the project.

The partner communities are accepting proposals for a regional neighborhood-based electric assist bike (e-bike) share program to be implemented from May – October 2022. Upon successful completion of year one, the e-bike share system is expected to continue, expand, and become an integral part of micromobility in the region in subsequent years. The goals of the e-bike share program are to reduce transportation related greenhouse gas emissions, reduce vehicle miles traveled, provide an efficient alternative mode of transportation for residents to commute, reduce parking congestion issues, provide first-last mile solutions and supplement bus transit. The e-bike share is intended to complement local bike shop e-bike rental programs, not compete with them.

The partner communities believe that an e-bike share program can offer solutions for commuting residents and employees to reduce greenhouse gas emissions, reduce vehicle miles traveled through eastern Eagle County and further climate related mobility goals. If the program is successful within the partner communities, it will serve as a model for effective micro-mobility solutions throughout Eagle County.

Background and Region Description:

The partner communities of Vail, Avon and Eagle-Vail are adjacent jurisdictions situated within the eastern portion of Eagle County, Colorado. Eagle County has a population of 55,731 residents and operates the Eco-Bus Transit network, which provides a fee-based service throughout Eagle County, with stops in Vail, Avon and Eagle-Vail. The partner communities are located in a long and narrow valley along Interstate 70, approximately 16 miles east to west and situated in mountainous terrain with paved multiuse bike paths running most of the distance.

The Town of Vail is a premier international mountain resort community located along the Gore Creek and home to Vail Mountain ski area. Vail was certified as a Sustainable Destination under the Mountain IDEAL standard, recognized by the Global Sustainable Tourism Council in 2017 and achieved recertification in 2021. Vail has 5,400 year-round residents and welcomes 2.8 million annual visitors. Vail is home to the second largest free bus system in the United States providing free transit service year-round from West Vail to East Vail with ridership of 3.2 million in 2019 and 1.7 million in 2020, which was lower due to COVID-19 restrictions. Approximately 30% of Vail’s workforce live within Vail. The remainder commute from other communities in Eagle, Summit and Lake counties.

The Town of Avon is a rural community with 6,500 full-time residents and is located along the scenic Eagle River near Beaver Creek Ski Resort. The fare-free transit service covers Avon's valley floor communities and includes all of Avon's low-income and minority communities. Many of these residents use Avon's transit system as their only means of transportation. Over 50% of Avon's population are minorities of Hispanic or Latin descent. Many transit riders work in the service industries and rely primarily on our public transit system for transportation to and from work and to and from amenities such as Walmart and City Market for groceries and sundries. Town of Avon’s fixed routes with 30-minute headways have stops at all low-income housing communities such as the Aspens, Eaglebend and Buffalo Ridge Apartments.

EagleVail is a multi-faceted mountain community located in the heart of the Eagle River Valley in Eagle County, CO and minutes from world-class skiing in Vail, Beaver Creek, and Arrowhead. Home to approximately 4,000 residents, EagleVail's amenities include the EagleVail Golf Club, Willow Creek Par 3 Golf Course, EagleVail swimming pool, EagleVail Pavilion, tennis courts, sports fields, community parks, open space and trails for both hiking and biking, quality waters nearby for fishing, white water rafting and kayaking, and more. EagleVail is committed to improving and constructing new multi-modal transportation project in the valley as well as providing a community skier shuttle service to both Vail and Beaver Creek in an effort to reduce carbon emissions and traffic congestion.

The Climate Action Plan for the Eagle County Community, which has been adopted by the partner communities, aims to reduce greenhouse gas emissions 25% by 2025, 50% by 2030 and 80% by 2050. Additionally, Vail's Environmental Sustainability Strategic Plan transportation goal is to reduce the environmental impact of transportation by supporting efforts within the Eagle Valley to decrease total Vehicle Miles Traveled (VMT) by commuters and guests by 20% below 2006 levels.

In Eagle County, transportation has been identified as the single greatest contributor to greenhouse gas (GHG) emissions, and therefore presents the greatest opportunity for improvement. Research conducted by Eagle County's Climate Action Collaborative (CAC) indicates that residents in Eagle County commute 40 miles per day on average, which is double the national average. Most of these commuters drive single-occupancy vehicles. The CAC identified that GHG emissions could be reduced 17% (72,908 metric tons) if residents utilize "smart commuting" (not driving personal vehicles) just twice a week.

The mountainous topography of Eagle County and long commutes are often deterrents for residents to utilize traditional human powered methods, such as traditional biking, when commuting to and from work. Vail has over 15 miles of paved, multi-use paths including the Gore Valley Trail, which runs the length of the town and extends to the Eagle Valley Trail further west to connect Vail to EagleVail, Avon and the rest of Eagle County, Glenwood Springs and beyond. Class 1 and 2 e-bikes are permitted on these trails. Due to the mountainous topography of the partner communities and the surrounding Eagle County and the trail infrastructure already in place, e-bikes provide a great alternative to commuting to and from work or social events and while running errands in motor vehicles. They reduce the amount of time and energy exertion required by traditional, non-electric bikes, allowing employees to arrive at work efficiently and professionally.

The CAC conducted a commuter survey in March 2020 that provides insight into what it would take to reduce driving personal vehicles. Among the solutions presented, the highest response (35%) indicated that *owning an electric bike* was the most popular. When residents were asked about current barriers to e-bike usage, the top response (58%), was: "*I don't have an e-bike.*" Due to space, financial constraints, or commuting preference and needs, e-bike ownership is not always an option, therefore e-bike share program presents a useful alternative.

A well-implemented e-bike share program will provide residents more transportation options with the option to utilize an e-bike; help with first- and last-mile errand and commuting challenges and provide a fun and efficient way to move around the valley. Additionally, it will help grow a multi-modal and "shared resource" mentality which dovetails with existing public transit solutions.

The partner communities and the Climate Action Collaborative (CAC) for Eagle County are committed to growing a county-wide culture of alternative transportation options. An e-Bike

share program is one part of the solution, and ties in well with many other ongoing transportation initiatives, including:

- Eagle County's *Mobility, Access, and Road Safety* (MARS) infrastructure improvement initiative;
- Town of Vail's free [Sole Power Green Commuting Challenge](#), which in 2021 saw 309 participants county wide log over 53,000 miles of human-powered commuting;
- Ongoing bicycle infrastructure improvements, at the individual town level;
- Eagle County's ECO-trails department commitment to expanding county-wide bike lane network;
- Climate Action Collaborative's (CAC) ongoing [behavior change initiatives](#) throughout Eagle County.

Additionally, Towns of Avon and Vail have implemented smaller scale bike share programs. From 2017-2019 Town of Avon implemented a traditional bike share program through Zagster. The bike share was available from April-December each year with 6 stations and 25 pedal bikes. In 2019, there were 715 trips made with a median trip length being 0.92 miles.

In 2020 Town of Vail implemented an e-bike share pilot program, which provided valuable insight on how to expand the program. While small scale in nature with twelve electric bikes and six stations throughout Vail, the 10-week program proved successful and demonstrated a strong demand for use of the electric bike share program. The e-bike share was used a total of 513 times throughout the pilot period with riders logging a total of 2,062 miles with a median ride time of 30 minutes.

Project Scope and Requirements:

The partner communities are seeking proposals to develop and implement an innovative, turnkey, neighborhood based regional e-bike share program in Avon, EagleVail and Vail, Colorado. The primary objective of the e-bike share program is to provide an alternative mobility opportunity for residents and employees in the partner communities to commute rather than driving fully motorized vehicles. The partner communities are interested in developing a public-private partnership that can leverage technical and equipment resources to deliver an effective e-bike share solution.

The year one e-bike share program shall operate May through October 2022, with a kick-off date no later than May 15, 2022. E-bike stations will be provided first to multi-family, work force and low-income neighborhoods, with connecting stations located at commercial centers, essential business locations and bus transit stops. The scale in each participating community shall be directly related to their financial contribution to the program. The partner communities will help the selected respondent identify the best locations to establish stations. The e-bikes must be capable of leaving the partner community limits with electric assist functionality for commuting purposes.

Requirements: The partner communities are seeking an e-bike share partner to provide an exceptional and effective turnkey e-bike share system including all aspects of logistics, operations and maintenance. Proposal must fit within budget constraints outlined below. A full budget breakdown will be requested. At a minimum the system should have the following characteristics. Detail each within the proposal.

- Reliable, safe, and durable electric bikes

- Minimum of 60 pedal-assist e-bikes with at least 10 stations
- Bikes must be equipped with:
 - lights, reflectors and bells,
 - basket, panniers and/or significant cargo capacity
 - minimum of 40-mile range
 - puncture-resistant tires
 - e-bikes with gears
 - maximum electric assist speed of 20 mph (Class 1)
 - a secondary lock to enable user to secure the bike while making stops during usage.
- Docking stations with excellent charging capabilities
 - docking stations preferred, but a mix of docked and dockless stations may be considered
 - solar powered charging options preferred
 - geo-fencing capabilities considered
 - swappable batteries may be considered with robust monitoring and replacement plan
- Robust, daily maintenance plan, with all re-balancing, charging, logistics, maintenance and cleaning
- Fully customizable and variable user fee structure
 - options for low-moderate income and essential worker, local and visitor rates
 - fee structure to encourage shorter trips (under 45 minutes)
- Marketing and advertising included
 - Marketing strategy must tie into e-bike share branding in development
- GPS tracking capability
- Intuitive and easy to use mobile app
 - Indicates real time number of available e-bikes per station
 - Indicates real time battery life of available e-bikes
- Intuitive and easy to use public website
- Comprehensive data reporting and operational tools for administrators
- 24 Hour Customer support system, ideally with a local customer service representative
- User education through hands-on demonstrations, videos, etc.
- Storage of e-bikes and infrastructure during months the program is in hibernation
- Revenue sharing structure (optional) – partner communities prefer to maximize system size than make revenues

E-bike and Station Distribution:

Stations and e-bike distribution will be dependent on financial contribution of each partner community to overall project. Partner communities are also seeking additional grant funding to increase the scale of the e-bike share program.

- Vail- 70% of total e-bike share and infrastructure
- Avon- 20% of total e-bike share and infrastructure
- EagleVail- 10% of total e-bike share and infrastructure

Budget:

The partner communities seek competitive bids to maximize the number of e-bikes and stations included as part of the regional e-bike share system. Currently funding has been allocated through the partner communities to implement the e-bike share program in 2022. The partner communities are seeking additional neighboring communities to participate, grant funding and sponsorships to expand the scale of the system. The Budget Proposal shall include all labor, materials, tools, equipment, transportation, software and or website customization needs and all other costs necessary to fully operate and maintain an e-bike share system for a 6-month period as stated in this RFP. Please detail these costs for year one of operations. Budget proposals shall detail the fully supported cost per bike and per station and have ability to be scaled up or down based on final funding secured.

Insurance:

- Selected Respondent agrees to procure and maintain, at its own cost, a policy or policies of insurance sufficient to insure against all liability, claims, demands, and other obligations assumed by Respondent pursuant to this Agreement. At a minimum, Respondent shall procure and maintain, and shall cause any subcontractor to procure and maintain, the insurance coverages listed below, with forms and insurers acceptable to the partner communities.
- Selected Respondent agrees to procure and maintain, at its own cost, a policy or policies of insurance sufficient to insure against all liability, claims, demands, and other obligations assumed by Contractor pursuant to this Agreement. At a minimum, Contractor shall procure and maintain, and shall cause any subcontractor to procure and maintain, the insurance coverages listed below, with forms and insurers acceptable to the partner communities.
- Worker's Compensation insurance as required by law.
- Commercial General Liability insurance with minimum combined single limits of \$1,000,000 each occurrence and \$2,000,000 general aggregate. The policy shall be applicable to all premises and operations, and shall include coverage for bodily injury, broad form property damage, personal injury (including coverage for contractual and employee acts), blanket contractual, products, and completed operations. The policy shall contain a severability of interest's provision and shall include each of the partner communities and the partner community's officers, employees, and contractors as

additional insureds. No additional insured endorsement shall contain any exclusion for bodily injury or property damage arising from completed operations.

- Professional liability insurance with minimum limits of \$1,000,000 each claim and \$2,000,000 general aggregate.
- Such insurance shall be in addition to any other insurance requirements imposed by law. The coverages afforded under the policies shall not be canceled, terminated or materially changed without at least 30 days prior written notice to the partner communities. In the case of any claims-made policy, the necessary retroactive dates and extended reporting periods shall be procured to maintain such continuous coverage. Any insurance carried by the partner communities, their officers, their employees or their contractors shall be excess and not contributory insurance to that provided by Contractor. Contractor shall be solely responsible for any deductible losses under any policy.
- Selected Respondent shall provide to the partner communities a certificate of insurance as evidence that the required policies are in full force and effect.

Contract, Licensing and Sales Tax:

Selected Respondent will be required to enter into separate Professional Service Agreements (contracts) with each partner community.

Selected Respondent must adhere to all business licensing requirements and sales tax requirements per each Town of Vail, Town of Avon and Eagle-Vail Metro District as well as state and federal requirements.

- **Town of Vail Requirements:**
 - Details can be found in the [Town of Vail code](#).
 - Specifics can be found under:
 - 4-1-3: LICENSE REQUIRED
 - 4-1-4: FEES
 - Apply online for the business and sales tax licenses here:
<https://www.vailgov.com/government/departments/finance/business-sales-tax-licenses>
 - For questions or assistance on sales tax or business licensing in Vail, please contact Alex Jakubiec at ajakubiec@vailgov.com or 970-479-2125.
- **Town of Avon Requirements**
 - Details can be found:
<https://link.edgepilot.com/s/6e50dacf/cGdpyhhZokadCVvbqioWYw?u=https://www.avon.org/145/Business-License>
 - For questions or assistance on sales tax or business licensing in Avon, please contact Joel McCracken at jmccracken@avon.org or 970-748-4019.
- **EagleVail Metro District Requirements**

- EagleVail Metro District collect a 1% sale tax on all goods and services performed in the District.
- For questions or concerns regarding the EagleVail sales tax, please contact Jon Erickson at 970-926-6060 ext. 101 or jon@mwcpaa.com.
- You can also visit the Colorado Department of Revenue website at https://link.edgepilot.com/s/9f2b51da/0Gt1Bve_cE2wMKhZvIZW5g?u=https://www.colorado.gov/revenue.

Submittal Requirements:

A. Cover Letter

- Cover Letter addressed to Beth Markham, Environmental Sustainability Coordinator, should serve as both an introduction of the Respondent and an overview of the proposal. No price information shall be included in the Cover Letter. The letter shall include a statement to the effect that the proposal shall remain valid for a period of not less than one hundred twenty (120) days from the due date for proposal.

B. Respondents Qualifications, including experience and at least three references for similar projects.

- Provide a brief overview of your company qualifications, organization structure, products or services, number of employees, locations, and turnover.

C. Approach and innovation

- Provide a brief overview of your company's approach and keeping current with innovations within the e-bike share industry.

D. Equipment safety, reliability and durability

- Provide a brief overview of your company's policies regarding the safety and reliability of equipment and the durability of your equipment.

E. Technology, data and integration

- Provide an overview of the technology, data, and integration of the system being proposed, and how the technology is maintained and upgraded to stay current with standards in the industry. Describe user app and website as well as backend capabilities.

F. Implementation plan and schedule

- Provide an overview of how your company would plan to work with the partner communities to implement the electric bike share system. How would this be implemented to incorporate requirements as stated in the Project Scope and Requirements section and what are your specific recommendations that fall within the budget constraints. Detail how would you meet the specific timeline.

G. Marketing and Promotion Plan

- Describe the marketing and promotion plan for the e-bike share system.

H. User Experience

- Describe the user experience from start to finish, including how users would sign up, locate available e-bikes, begin and end trips, and pay for the service.

I. Operations Plan

- Provide a detailed operations plan including number of e-bikes and stations proposed, types of e-bikes and stations proposed, charging infrastructure and plan, maintenance, cleaning and re-balancing plan.
- Detail staffing considerations to ensure excellent maintenance, service and all operations
- Describe customer service capabilities
- Include winter storage considerations

J. Budget

- Budget proposal shall be competitive and include a detailed breakdown of all labor, materials, tools, equipment, maintenance, transportation, staffing, software and website customization, signage, marketing and promotion, and other costs necessary to fully implement and operate an electric bike share system as stated in this RFP. Please provide full detail of these costs. Competitive budget proposals shall detail the fully supported cost per bike and per station and must have ability to be scaled up or down based on final funding secured.

Selection Process:

- All proposals will be reviewed by a selection committee comprised of representatives from each partner community and any other review as determined to be necessary. Respondents may be asked to supplement their initial proposals with additional written material. The partner communities may short-list respondents based upon an evaluation of the written submittals. The partner communities may arrange for in-person or tele-conference interviews with the short-listed respondents for a detailed presentation.
- The selected proposal will be the one considered the most advantageous regarding price, quality of service, qualifications and capabilities of Respondent to provide the specified service, respondent's familiarity with the partner communities, respondent's experience relative to this program, and any other factors the partner communities may consider as determined by the partner communities in its sole discretion. The partner communities may award a contract even if not the lowest priced proposal based upon a review of the identified factors.

Negotiations (Professional Services Agreement):

- If there are no protests, or any filed protest found to be without merit, the partner communities and the successful Respondent will enter into final negotiations to develop final Professional Services Agreements. The Respondent will enter into a separate Professional Services Agreement for each community involved in the project. In addition to any other negotiation criteria described herein, partner communities may negotiate to

ensure the submitting vendor has a clear understanding of the scope of work required, ensure that the vendor will make available the required personnel and services or facilities to satisfactorily perform the contract, or agree to any clarifications regarding scope of work or other contract terms including the fee schedule. During negotiations adequate procedures will be used to ensure that any information, including price, from competing proposals is not revealed. If negotiations are unsuccessful, they shall be formally terminated, and the partner communities may undertake negotiations with the next highest ranked Respondent.

Timeline:

- Deadline to submit questions: January 20, 2022, 5:00 pm MST
- Responses to questions posted: January 24, 2022
- Deadline for proposal submittal: February 11, 2022, 5:00 pm MST
- Contract awarded by: March 18, 2022
- Installation completed no later than May 15, 2022
- Program runs through October 31, 2022

Proposal Submittals:

- Proposals must be submitted no later than February 11, 2022 at 5:00 pm MST
- The proposal subject must include: RFP 2022-02–11 Vail, Avon and Eagle-Vail Regional Electric Bike Share Program
- Proposals should not exceed 20 pages in length

Proposals and materials may be emailed to:

Town of Vail
Beth Markham- Environmental Sustainability Coordinator
bmarkham@vailgov.com

Questions regarding any aspect of this Request for Proposal can be directed to Beth Markham, Environmental Sustainability Coordinator bmarkham@vailgov.com or 970-479-2333 until January 18, 2022.