City of Providence Application Rubric for Personal Transportation Device Sharing Operations

As we work to evolve our scooter pilot to a more flexible shared mobility program, all proposals delivered to the City shall be initially reviewed to determine whether they are responsive or nonresponsive to the requisites of the attached policy.

All responsive proposals will be evaluated and rated based on the proposal submittal requirements and evaluation criteria on the following pages. Please read information regarding each requirement and the criteria for each carefully.

The City reserves the right to award all available permits to one proposer, split the award among more than one proposer, award no contract, and/or to re-open application periods as it deems in the best interest of the City of Providence.

Rubric:

2.a Relevant Experience - Provide a list of locations in which your company has operated scooter share systems, along with the most recent fleet size in each location in the U.S..

Non-Responsive (0 points)	*Below Average (12 points)*	*Average (16 points)*	*Above Average (20 points)*
The list of locations where the applicant has operated scooter share systems is either not included or does not provide any evidence to demonstrate past success in operating shared scooter fleets.	As detailed in the list of locations, the applicant has operated shared scooter fleets in fewer than 5 locations; and/or the City has other concerns based on the list about the experience of the applicant to operate scooters in Providence.	As detailed in the list of locations, the applicant has operated shared scooter fleets in between 5 and 20 locations; and the City has no concerns based on the list about the experience of the applicant to operate scooters in Providence.	As detailed in the list of locations, the applicant has operated shared scooter fleets in more than 20 locations; and the City has no concerns based on the list about the experience of the applicant to operate scooters in Providence.

2.a1 References - For each location listed, provide the governmental or institutional point of contact overseeing the scooter program. Each reference should have the person's full name, email address, and phone number listed.

Non-Responsive (0 points)	*Poor (6 points)*	*Below Average (12 points)*	*Average (18 points)*	*Above Average (24 points)*	*Excellent (30 points):*

References were not provided for each location the applicant has operated scooter share systems as listed above	References were provided for each location the applicant has operated scooter share systems, however two or more did not recommend working with the applicant or expressed serious concerns regarding the quality of the applicant's work; and/or References were provided for each location the applicant has operated scooter share systems, but one or more were not directly involved in the project on behalf of regulating agency and/or references did not have direct experience supervising work of the applicant.	References were provided for each location the applicant has operated scooter share systems, however one or more did not recommend working with the applicant or expressed serious concerns regarding the quality of the applicant's work; and/or References were provided for each location, but one or more did not recommend working with the applicant or expressed serious concerns regarding the quality of the applicant's work.	References were provided for each location the applicant has operated scooter share systems. No serious concerns regarding quality of the applicant's work.	References were provided for each location the applicant has operated scooter share systems. No serious concerns regarding quality of the applicant's work and majority of references enthusiastically recommended working with the applicants.	References were provided for each location the applicant has operated scooter share systems. No concerns expressed regarding quality of the applicant's work and all references enthusiastically recommended working with the applicant.

2.b Rogue launches - Supplementing the City's conversations with references, the City will research each applicant to determine if the applicant dropped scooters in any operating locations without following collaborative channels with local officials.

(0 points)	*(2 points)*	*(5 points)*
Rogue launches within 12 months preceding application	Rogue launches in the applicant's history but none in 12 months preceding application	No rogue launches

2.c Scooter availability - In the operating location most similar to Providence in population, provide the average daily percentage of your permitted total scooters for the months of April, May, and June 2019 that were available in those months (e.g. if you were permitted to have 1000 scooters in each month, and the count of scooters available each day in April, May, and June averaged 868, you average daily availability percentage was 86.8%)

(0 points)	*(3 points)*	*(6 points)*	*(10 points)*
Below 50%, above 100%, or non-	50% to 75%	75% to 90%	90% to 100%

responsive			

2.d Operating outside permitted hours - In the operating location most similar to Providence in population THAT ALSO has restrictions on hours of the day scooters may operate (e.g. scooters must be be unavailable for rental at night) provide the percentage of trips within the months of May and June 2019 that started outside of permitted hours.

(0 points)	*(2 points)*	*(5 points)*
> 1% of trips in May and June 2019 began outside permitted hours	Between 0% and 1% of trips in May and June, 2019 began outside permitted hours	No operation outside permitted hours; and/or no applicable time restrictions in operating locations in May or June 2019

2.e Engagement events - In the operating location most similar to Providence in population, provide a list of engagement events you conducted in 2019 to date.

Engagement events should include: Hosting booths at local events such as farmers' markets, festivals, cultural and art festivities, food access events, etc., where programming is promoted.

(0 points)	*(2 points)*	*(5 points)*	*(10 points)*
Non-responsive or 0 events	Between 1 and 4 events	Between 5 and 9 events:	10 or more events:

2.f GBFS feed - For your operating location most similar to Providence in population, provide a General Bikeshare Feed Specification feed, publicly accessible without a key, showing the locations of all available scooters.

Non-responsive (0 points)	*Responsive (10 points)*
No feed was provided; and/or the provided feed was not publicly accessible without a key; and/or the provided feed did not show the locations of all available scooters.	The feed was provided, was accessible without a key, and showed the location of all available scooters

2.g Reduced-fare plan utilization - For your operating location most similar to Providence in population, what percentage of total trips were taken by users utilizing your reduced-fare plan?

Non-Responsive (0 points)	5 points	10 points	20 points	30 points
No total provided	0.01 - 9%	10 - 19%	20 - 29%	30% or higher

2.h Equitable distribution - In the operating location most similar to Providence in population, provide a quantitative description of how your scooter system equitably served all parts of the location.

In Providence, there are 5 distribution zones and operators are required to keep the percentage of the fleet in each zone between 10% and 50% for as much time as possible. When a zone had a fleet percentage above 50% or below 10%, that is referred to below as "noncompliant". The applicants already operating scooter fleets in Providence will be evaluated based on percentage of hours in May and June 2019 that they were within these bounds for all zones.

Applicants already operating scooter fleets in Providence will be evaluated based on percentage of hours in May and June 2019 that they were within these bounds for all zones:

Non-Responsive (0 points)	Poor (6 points)	Average (18 points)	Excellent (30 points)
No quantitative description of equitable fleet distribution was provided.	Fleet distribution was noncompliant for at least one zone more than 95% of hours in May and June 2019.	Fleet distribution was noncompliant for at least one zone between 50% and 95% of hours in May and June 2019.	Fleet distribution was noncompliant for at least one zone less than 50% of hours in May and June 2019.

Applicants not previously operating a fleet in Providence will be evaluated as below:

No quantitative description of equitable fleet distribution was provided.	A quantitative description of equitable fleet distribution was provided, however, the applicant neither performed well on the provided metric nor indicated a path toward improvement.	A quantitative description of equitable fleet distribution was provided, and the applicant indicated a path toward further improvement.	The quantitative description of equitable fleet distribution was not only provided but was detailed and echoed the complexity of spatial equity, and the applicant both performed well on the provided metric and indicated a path toward improvement

2.i Pricing - Provide the intended pricing for your operation in Providence.	
(0 points)	*(15 points)*
No pricing provided or cost of 10 minute trip > $2.50	Cost of 10 minute trip ≤ $2.50

2.j Reduced-Fare Program signup – Provide a description of the procedure for users to sign up for the reduced-fare program.

(0 points)	*(5 points)*	*(10 points)*
No description provided or no reduced-fare	Users must call customer service, talk in-person to a brand ambassador, email documentation of eligibility, or multiple steps are required to sign up for the program	Signing up for the program can take place via a simple, intuitive, and secure web or app form. There are minimal privacy vulnerabilities in the transmission of eligibility documentation.

2.k Monthly average Riders per Device per Day (RDD) - In your operating location most similar to Providence in population, provide the average rides per vehicle per day for the month of June 2019.

RDD will be scored and ranked as follows: the applicant with the highest RDD will be awarded the maximum number of points, 15 points; the next-highest RDD will be awarded points based on the product of: (a) the ratio of the next-highest RDD divided by the highest RDD; and (b) the amount of points awarded for the highest RDD, with such product rounded up to the nearest one hundredth (0.01) of a point; the process will continue for each of the remaining the applicants' RDDs, with points being awarded based on the product of: (a) the ratio of the respective The applicant's RDD divided by the highest RDD; and the points awarded for the highest RDD with such product rounded up to the nearest one hundredth (0.01) of a point.

Non-Responsive	*4th highest signup total*	*3rd Highest signup total*	*Next highest signup total*	*Highest signup total (15)*
No RDD provided.	(4th highest RDD/Highest RDD) /15 points	(3rd highest RDD/Highest RDD) / 15 points	(Next highest RDD/Highest RDD) / 15 points	Highest RDD: 15 points

3.A Deployment Equity plan – Our Regulations require that all permittees produce, provide and implement an equity plan.

Non-responsive (0 points)	*Responsive (5 points)*
Non-response or did not provide/ implement an equity plan	A detailed plan was provided/implemented.