

City of Providence Application Rubric for Shared Micromobility Operations

All proposals delivered to the City shall be initially reviewed to determine whether they are responsive or nonresponsive to the requisites of the attached application, regulations, and permit agreement.

All responsive proposals will be evaluated and rated based on the proposal submittal requirements and evaluation criteria on the following pages.

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:

Part 2 - Business Operation

2.A Relevant Experience - Provide a list of U.S. locations in which your company currently operates shared micromobility systems, along with the types of devices offered, and the most recent fleet size in each location.			
<i>Non-Responsive (0 points)</i>	<i>Below Average (12 points)</i>	<i>Average (16 points)</i>	<i>Above Average (20 points)</i>
The list of locations where the applicant has operated shared micromobility systems is either not included or does not provide any evidence to demonstrate past success in operating shared micromobility fleets.	As detailed in the list of locations, the applicant has operated shared Micromobility 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 in Providence.	As detailed in the list of locations, the applicant has operated shared micromobility 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 in Providence.	As detailed in the list of locations, the applicant has operated shared micromobility fleets in more than 20 locations; and the City has no concerns based on the list about the experience of the applicant to operate in Providence.

2.B References - For each location listed in 2.A, provide the governmental or institutional point of contact overseeing the shared micromobility program. Each reference should have the person's full name, email address, and phone number listed.					
<i>Non-Responsive (0 points)</i>	<i>Poor (6 points)</i>	<i>Below Average (12 points)</i>	<i>Average (18 points)</i>	<i>Above Average (24 points)</i>	<i>Excellent (30 points):</i>

References were not provided for each location the applicant has operated shared micromobility systems as listed above	References were provided for each location the applicant has operated shared Micromobility 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 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 shared Micromobility 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 shared micromobility systems. No serious concerns regarding quality of the applicant's work.	References were provided for each location the applicant has operated shared micromobility 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 shared micromobility systems. No concerns expressed regarding quality of the applicant's work and all references enthusiastically recommended working with the applicant.
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2.C <u>Rogue launches</u> - Supplementing the City's conversations with references, the City will research each applicant to determine if the applicant deployed scooters or bikes in any operating locations without following collaborative channels with local officials.		
<i>(0 points)</i>	<i>(2 points)</i>	<i>(5 points)</i>
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.D Scooter/bike availability - In the operating location most similar to Providence in population, provide the average daily percentage of your permitted total scooters and bikes for the months of August, September, and October 2022 that were available in those months (e.g. if you were permitted to have 1000 scooters or bikes in each month, and the count of scooters or bikes available each day in August, September, and October averaged 868, your average daily availability percentage was 86.8%. If you operate both scooters and bikes, please provide one average that includes both device types.) In situations where an operator was ramping up fleet size during these months, availability percentage will be calculated based on the required rate of rollout.

<i>(0 points)</i>	<i>(3 points)</i>	<i>(6 points)</i>	<i>(10 points)</i>
Below 50%, above 100%, or non-responsive	50% to 75%	75% to 90%	90% to 100%

2.E Utilization (Monthly average rides per device per day) - In the operating location most similar to Providence in population and climate, provide the average rides per vehicle per day for the month of September 2022. If you have previously ever operated in Providence, provide the average rides per device per day for a September in Providence.

<i>Non-Responsive</i>	<i>(Variable points)</i>	<i>(15 points)</i>
No utilization data provided.	Applicants whose utilization is not the highest provided will receive points calculated as follows: 15 points x (applicant's utilization)/(maximum utilization among applicants) e.g. if an applicant's utilization was 1.0 and the maximum utilization was 2.0, the applicant would receive $15 \times \frac{1}{2} = 7.5$ points	The applicant with the highest utilization will receive 15 points.

2.F Data Feed – For applicants who have operated in Providence, provide an MDS feed to the City or designated third party vendor to make historic data available. For applicants who have not operated in Providence, provide a GBFS feed for the operating location most similar to Providence in population.

<i>Non-responsive (0 points)</i>	<i>Responsive (10 points)</i>
No feed was provided, the provided feed was inaccessible, or vehicle locations were not accessible from the provided feed.	The feed was provided, and (if applicable) the GBFS feed was publicly accessible without a key, and showed the location of all available scooters and bikes, and the MDS feed showed the historic Providence data

Part 3 - Engagement and access

3.A Engagement activities - In the operating location most similar to Providence in population, provide a list of engagement activities you conducted from July 2022 to date.

Engagement events may include: Hosting booths at local events such as farmers’ markets, festivals, cultural and art festivities, food access events, organizational partnerships, etc., where programming is promoted. We are particularly interested in events, partnerships and other efforts focused around reduced fare plan enrollment.

<i>(0 points)</i>	<i>(Variable points)</i>	<i>(20 points)</i>
Non-responsive or 0 events	Between 1-19 events, one point will be awarded for each event occurring during the evaluation period above.	20 or more events

3.B Reduced-rare program signup – Provide a description of the procedure for users to sign up for the reduced-fare program. If there is an online process used to sign up, provide the link to the form.

<i>(0 points)</i>	<i>(5 points)</i>	<i>(10 points)</i>
No description provided or no reduced-fare	The sign-up process involves multiple steps and eligibility documentation, or is not frequently available to use (e.g. users must call a non-24-hour customer service or talk in-person to a brand ambassador who is not frequently available)	Signing up for the program can take place via multiple possible methods that are available all or nearly all of the time, and the process is easy to find, simple, intuitive, and secure. There are minimal privacy vulnerabilities in the transmission of eligibility documentation.

3.C Reduced-fare program utilization - For the operating location most similar to Providence in population, what percentage of total trips were taken by users utilizing your reduced-fare program over the most recent 6 months in operation?

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

3.D Equitable distribution - In the operating location most similar to Providence in population, provide a quantitative description of how your shared micromobility system equitably serves all parts of the location.

In Providence, there are 5 distribution zones and operators are required to keep the percentage of trip starts in each zone, each day, at 5% or higher. The applicants already operating fleets in Providence will be evaluated based on the percentage of days that were in compliance with this

requirement during the 6 months prior to this application. Operators previously operating in Providence will be evaluated based on compliance with the distribution requirements in place during the final 6 months of the permit.

Applicants that have operated a fleet in Providence will be evaluated as below:

<i>Non-Responsive (0 points)</i>	<i>Poor (6 points)</i>	<i>Average (18 points)</i>	<i>Excellent (30 points)</i>
No quantitative description of equitable fleet distribution was provided.	Applicant was compliant < 5% of the time during the most recent 6 months of operation in Providence.	Applicant was compliant between 5-50% of the time during the most recent 6 months of operation in Providence.	Applicant was compliant more than 50% of the time during the most recent 6 months of operation in Providence.

Applicants that have not operated 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
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Part 4: Deployment in Providence

4.A Tip-over sensors – Will all the devices you deploy in Providence be equipped within 3 months of permit award with sensors to detect when a device is no longer upright, and will those sensors automatically notify your operations staff of tip-over events so that they may be addressed?

<i>(0 points)</i>	<i>(5 points)</i>
Non-response or no tip-over sensors	Devices will include tip-over sensors.

4.B Pricing plan- Provide the intended pricing for your operation in Providence including the pricing for your reduced fare program, and any hourly, daily, or monthly passes.

<i>(0 points)</i>	<i>(15 points)</i>
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No pricing provided or cost of 10 minute trip > \$5.00

Cost of 10 minute trip \leq \$5.00