

Permit Application

Shared Mobility Device and Bicycle Vendor 2021-2022 Permit

Complete this Permit Application to be considered for a Shared Mobility Device and Bicycle Vendor Permit to operate in the City of Cleveland.



CITY OF CLEVELAND Mayor Frank G. Jackson

Applications Due: Monday, March 1, 2021 at 5:00pm ET

Submit completed applications electronically to dockless@clevelandohio.gov. Additional instructions are available in the **Permit Application Instructions** attachment.

Interested Vendor Call (optional): Monday, February 8, 2021 at 2:00pm ET.

Register by emailing dockless@clevelandohio.gov.

Note that under the laws of the State of Ohio, all parts of the permit application, other than trade secrets or proprietary information, may be considered a public record which, if properly requested, the City must make available to the requester for inspection and copying. Therefore, to protect trade secrets or proprietary information, the applicant should clearly mark each page – but only that page – of its application or submitting documentation that contains that information. The City will notify the applicant if such information in its application is requested, but cannot, however, guarantee the confidentiality of any proprietary or otherwise sensitive information in or with the application. Blanket marking of the entire application as “proprietary” or “trade secret” will not protect an entire application and is not acceptable.

Section 1: Company Information

1. Name of Applicant Company
2. Headquartered Address
3. Local Representative Information*
 - a. Name
 - b. Telephone number
 - c. Email address
 - d. Local (Cuyahoga County, OH) address
4. 24-hour Emergency (Non-Business Hours) Contact*
 - a. Name
 - b. Telephone number
 - c. Email address
5. 24-hour Customer Service Contact Information
 - a. Telephone number
 - b. Website
 - c. Email address
 - d. App screenshot(s)
6. List of all subcontractors authorized to work on your company's behalf in the City of Cleveland:
 - a. Name
 - b. Telephone number
 - c. Email address
 - d. Mailing address
7. Please provide information on your company's experience providing shared mobility (pedal bike, e-bike, and/or e-scooter) services in other US cities, including a list of all cities in which your company currently operates. Provide contact information for up to three references who can speak to your company's operations in their jurisdictions.
8. Please describe how your proposed shared mobility services will help to achieve Cleveland's health, equity, and sustainability goals, as described in the City's [Climate Action Plan](#) and comprehensive citywide plan [Connecting Cleveland 2020](#). Please include information on how the proposed services will operate in the context of Cuyahoga County, including, if applicable, desire to provide services in neighboring municipalities.

*In the initial application, please submit the information you would like the City of Cleveland to use to contact your company throughout the application phase. Before commencing operations in Cleveland, contacts must be updated with local representative information.

Section 2: Fleet Information

Please provide information on your planned shared mobility device fleet. Successful applicants who wish to operate a system with multiple device types (for example, bicycles or electric bicycles with functioning pedals and e-scooters) will receive separate permits for bicycles and e-scooters.

1. What device type(s) will you operate? Please select all that apply.
 - a. Pedal bicycles
 - b. E-bicycles
 - c. Stand up e-scooters
 - d. Sit down e-scooter or other device configuration

2. **For each device type you wish to operate**, please provide:
 - a. An image(s) or illustration(s) of the device(s) showing the location of mechanical equipment (e.g. lights and brakes) as well as any and all decals including the company logo, device identification number, contact information, and safety reminders. (The City of Cleveland may request to inspect the device after application submission to ensure it conforms to submitted depictions.)
 - b. A description of the device(s), including information on:
 - i. Battery life (if applicable)
 - ii. Distance limits (if applicable)
 - iii. Maximum speed (if applicable)
 - iv. Presence of tethering/lock-to mechanisms, speedometer, and/or tip-over alert
 - v. Component lifespans
 - c. An explanation of device technology, including:
 - i. Accuracy of GPS technology used for tracking
 - ii. GPS sample rate while in use and while parked
 - iii. Device behavior when GPS signal is lost (if devices are taken indoors, into underground parking garages, etc.)
 - iv. Any information displayed to the user (battery level, speed, etc.)
 - d. For electric devices only, an explanation of the speed limitation technology, including protections against tampering or removal and the geographic specificity with which speed can be governed at different levels
 - e. For e-scooters only, does the device feature brake lights and/or turning signals? If not, please explain your capacity to equip your devices with these features and when that would occur.

3. Please identify any consumer safety or product standards met by your device(s), along with an explanation of the standards.

4. **For each proposed device type**, please submit a draft operational plan that, at minimum, includes:
 - a. Proposed fleet size range (minimum and maximum number of devices),
 - b. Hours and days of operation,
 - c. Initial distribution plan illustrating your preferred service area for your first month of operations (Note that the City of Cleveland has requirements for neighborhood access

- outside of main business districts, as described in the Rules and Regulations, Section VI(f).),
- d. Procedures for responding to special events and to inclement weather events such as high winds, snow, and ice, as well as any expected seasonal changes in fleet size,
 - e. Proposed rebalancing schedule and methods for device distribution, noting the City of Cleveland's neighborhood rebalancing requirements,
 - f. Procedures for responding to complaints,
 - g. Considerations for future expansion, and
 - h. If and how operational management would change if fleet size were increased.
5. Share images of your mobile application and a description of its functionalities. Specify which features are available to users with registered accounts versus the general public.
 6. We anticipate notifying applicants of permit status at the beginning of April, 2021; and the permit term begins June 1, 2021. Please describe your anticipated timeline for local rollout, including a proposal for a phased introduction of devices up to the number proposed in 4a.

Section 3: Parking

Please provide responses on how you will communicate proper parking to users and address improper parking in the City of Cleveland and Cuyahoga County.

1. Please provide a parking communications plan to make riders aware of proper parking behavior as prescribed in Cleveland's Rules and Regulations (Section VII). Include images of mobile application screenshots, written brochures, device decals, and other materials used to inform riders, as applicable.
2. Do you plan to incentivize proper parking behaviors and/or parking devices in designated deployment/rebalancing areas by users? If so, please share your plan for this.
3. Please explain how you handle intake of complaints from the general public of improperly parked devices. Address reporting avenues (phone call, text message, in-app, online, etc.) and the user experience of each mechanism. How do you communicate to the public what they should do when they see a problem device?
4. Please describe how you will remove improperly parked devices within 2 hours of notification, and how you will address devices parked in the same location for 7 consecutive days.
5. The City of Cleveland intends to use geofencing technology to restrict device use in certain areas (such as highways, special event footprints, and pedestrian areas of university campuses) and encourage it in others (such as designated rebalancing locations). Please describe how this approach will integrate into your operations plan.

6. How does your company address desired device parking areas in privately owned but publicly accessible locations?

Section 4: Equitable Distribution and Access _____

1. Please provide the rental fee structure for riders by device type, if applicable.
2. Do you offer any subscription or membership options, including benefits or discounts, such as those organized through an employer or university? If so, please describe.
3. If you intend to offer a reduced fee structure, varied payment options, or non-smartphone access for low-income and/or credit-limited residents, share those details.
4. Do you have experience with, or have you explored, payment integration with public transit systems, other ticketing platforms, or other mobility providers?
5. How will you promote the use of shared bicycles and/or e-scooters among low-income residents and to those without access to personal vehicles?
6. Do you maintain a multilingual website and/or customer service line? If so, which languages are available?
7. Will your fleet include any adaptive devices? If so, please provide pictures and a description of the device(s).

Section 5: Data and Reporting _____

1. Does your company collect consumer information through your smartphone app or mobility device? Please explain which information you collect from a user, including any required access to contacts, photos, files, etc., and how you protect personal and sensitive information.
2. The City of Cleveland requires access to a public API that, at minimum, shows the current location of any shared mobility devices for rent at all times. Please describe your ability to meet this requirement by reporting data following the Global Bike Share Feed specification.
3. The City of Cleveland requires access to a private API for purposes of real time audits of the total fleet of shared mobility devices, as well as trip route information. Data should be presented in Provider Mobility Data Specification format. Please describe your ability to meet this requirement.

Additionally, the City of Cleveland requires the following monthly reports submitted in full and within the first five days of the month, following a template that will be provided by the City. Acceptance of a shared mobility permit from the City of Cleveland indicates an understanding of these requirements. (No response is necessary for this portion of the application.)

- a. A monthly report on aggregate user, device, and trip data
- b. A monthly safety report that, at minimum, includes number of helmets distributed to users and details of any safety incidents, including date and time, location, device ID, traveling path, and severity
- c. A monthly parking report that details instances of illegal parking, including date and time of each parking complaint and the time to remedy the complaint
- d. A monthly report on key system performance indicators
- e. An updated list of contractors authorized to work on your company's behalf

Section 6: Safety and Education _____

1. How will you educate road users (device riders and motor vehicle drivers) about the rules of the road and proper use of the shared mobility devices, including addressing sidewalk riding?
2. The City of Cleveland requires that successful applicants provide a helmet free of cost to a user upon request. How will you meet this requirement?
3. What requirements do you have in place for users to access your devices (age limits, driver license requirements, etc.)?
4. The City of Cleveland has restricted the rental of e-scooters to users under 18 years old. If this is applicable to your proposed fleet, what practices do you have in place to prevent the use of devices by under-age riders?
5. What practices do you have in place to prevent the use of devices by multiple riders at one time? Do you have any policies or practices that restrict a user's ability to activate multiple devices through a single account?
6. What practices do you have in place to prevent one user from transporting multiple devices at one time?
7. What information do you communicate to users via the phone app, both on initial registration and before or after each use?
8. The City of Cleveland has specific advisory messages that must be presented to users before each ride, either on the body of the device or within the smartphone app (see Section VIII (e) of the Rules and Regulations). Please outline your plan to meet this requirement.

Section 7: Maintenance, Cleaning, Charging, and Disposal _____

1. How will the applicant ensure devices are maintained in a state of good repair?

2. Where will maintenance be performed? How frequently will each device be brought in for general maintenance? How will you know when a specific device needs maintenance?
3. If devices are vandalized, how do you plan on restoring or disposing of them?
4. If the devices require batteries, how do you plan on disposing of them?
5. How do you anticipate the weather in Cleveland affecting your battery life cycle? Are there any adjustments you will make to your operational plan that are dependent on seasonality or weather?
6. If battery charging is necessary, what is your charging plan? Please provide details for each device type you propose to deploy.

Section 8: Staffing _____

1. Describe the staffing plan, including hired staff and contractors, for operation and maintenance of your program. Who will be the primary local contact for the City of Cleveland?
2. Will you provide skills training for potential staff and contractors?
3. Do you intend to make efforts to hire a local workforce? If so, how?

END OF SHARED MOBILITY DEVICE AND BICYCLE VENDOR PERMIT APPLICATION