



Memorandum

To: Vail Town Council

From: Environmental Sustainability Department

Date: April 5, 2022

Subject: Regional Electric Bike Share Program Contract

I. Purpose

The purpose of this memo is to request the Vail Town Council to award the regional electric bike share contract to Drop Mobility in the amount of \$174,400 for the 2022 regional electric bike share program.

II. Background

Following the 2020 Electric Bike Share Pilot Program, Vail Town Council allocated \$175,000 in the 2022 budget for staff to launch a larger, regional electric bike share program in collaboration with Town of Avon and EagleVail Metro District.

Following the release of an RFP in January 2022, staff received five proposals from electric bike share companies. The proposals were reviewed using a rubric by town staff and partner communities and reference checks were conducted on each of the responding vendors. Following an interview process with each of the five respondents, the selection committee comprised of Town of Vail Environmental Sustainability Department staff and representatives from Town of Avon and EagleVail Metro District, Drop Mobility was selected as the vendor to provide the turnkey electric bike share system in Vail, Avon and EagleVail from May 20 – October 31, 2022. The Drop Mobility proposal maximized the budget to provide the largest system possible and provided the most robust operations plan with a demonstrated understanding of this community. The selection committee determined Drop Mobility is the best vendor of those who responded to provide a high quality, effective and robust electric bike share system.

The total budget from Drop Mobility is \$249,200. Each partner community will contribute the following amount for 2022: Vail- \$174,400; Avon- \$49,840; and EagleVail- \$24,920. The proposal includes leasing of 90 electric bikes and 15 stations throughout the three communities for 2022. Hardware will be distributed proportionately to funding allocations per community. Vail will receive 63 bikes and 10 stations, Avon 18 bikes and 3 stations, and EagleVail 9 bikes and 2 stations. Additional stations may be created using existing bike rack infrastructure. The budget also includes:

- deployment,

- hardware: bikes, racks, wayfinder signage, spare batteries, tools, and spare parts,
- software customization: including website, mobile app, and dashboard
- software platform fees: dashboard, app and website maintenance, hosting, data fees, GPS, etc.
- all operations by a local team: including maintenance, daily rebalancing, charging via swappable batteries, customer service, leasing and running local maintenance shop (or partnering with existing local bike shop), labor costs
- administrative costs,
- off-season storage at the Colorado Springs warehouse,
- marketing and community outreach.

Drop Mobility will work closely with the partner communities of Vail, Avon and EagleVail to prepare for successful implementation, including identification of the most effective locations for stations and developing a pricing structure to reflect community needs, including tiered pricing for locals and low to moderate income levels. Staff will work with Drop Mobility to provide outreach to the local bike shops to for input on pricing and education and outreach to inform users of the differences between e-bike share programs (commuting, shorter rides) and e-bike rental programs (longer excursions, multi-day usage, recreation, etc.). Ideally this will create a complimentary program to e-bike rental and sales through local bike shops. The e-bike share program will launch on May 20, 2022 and run through October 31, 2022.

III. Action Requested of Council

Staff requests the Vail to Town Council to direct the Town Manager to enter into an agreement in a form approved by the town attorney with Drop Mobility in amount not to exceed \$174,400 for the execution of the Regional Electric Bike Share Program in 2022.