City of Cleveland Shared Bicycle and Mobility Permit Application - Frequently Asked Questions

These FAQs will be updated weekly during the application period. Please send any questions or comments to sdavis2@clevelandohio.gov.

How will the rules and regulations for providers change from previous permit cycles? Will providers have any input?

Our existing rules and regulations are posted on page 21 of the June 12, 2020 city record:

www.clevelandcitycouncil.org/pdf/web/viewer.html?file=/sites/default/files/2021-11/City-Record-06-12-2020.pdf

We've shared proposed updates to the 2024-2027 rules and regulations along with the permit application and welcome applicant comments and feedback. The new rules will be finalized by May 1, 2024 and will take effect on June 1, 2024 – the same day that the new permit cycle begins.

Can you share more information about demo day?

We will hold one demo day to see and ride devices in-person in downtown Cleveland, Ohio. Applicants should plan to attend in-person with shared mobility devices to demonstrate the features included in their applications on April 11, 2024. Applicants will receive a detailed schedule for demo day upon submitting their completed application.

How many providers will you permit for the 2024-2027 cycle?

The City of Cleveland intends to issue shared mobility permits for a maximum of two vendors per cycle. Preference will be given to those providing device diversity in addition to proven sound operations in the Cleveland market or markets similar to Cleveland. The City may issue more or fewer than two permits if extenuating circumstances are present. The City will also give consideration to issuing an additional "new entrant" permit to an applicant who offers exceptional innovation or diversity to the program.

Has the city set a fleet cap for the program (e.g. up to 2k vehicles are permitted city wide) and/or will the application specify the number of vehicles per operator?
Each operator will be permitted to deploy a maximum of 1,200 devices to start, and each operator will begin with the same fleet cap. Through our new dynamic fleet policy, things like regulatory compliance, trip demand, and more will feed into fleet sizing as time goes on.

Can you unpack "citywide" expansion at all?
Right now, service is primarily available in our Downtown, Ohio City, Tremont and University Circle neighborhoods. We are expanding so that residents in all neighborhoods have access to shared mobility. We expect to establish two operating zones in the City for the 2024-2027 permit; Zone 1 will have a ceiling of vehicles and mandatory parking areas, and Zone 2 will have a floor of vehicles and a more flexible deployment policy. You can read more about this in our draft rules and regulations.

We understand that rollout across the city will take some time, and will coordinate with permitted operators over summer 2024 and beyond.

What is the City looking for in a successful applicant?
We are interested in developing great relationships with great providers that want to provide great service to Clevelanders. In our draft rules and regulations update, we've noted that providers will be required to employ at least one local W-2 staff person, with additional incentives for hiring Cleveland residents. We seek applicants that demonstrate an intent and the capacity to build a strong partnership with us, with a record of partnership and compliance. Finally, we are prioritizing device diversity, including (e-)bicycles with functional pedals and other sit-down configurations in addition to stand-up e-scooters, to meet the diverse mobility needs and comfort levels of our residents and visitors.

What was ridership like in 2023? How many vehicles were deployed?
In 2023, there were over 313,000 total rides with a yearlong approximate average of 1,100 devices deployed each day. Please note that this data is incomplete due to providers exiting the market.

Can you share more about past ridership?

Month	Total Shared Mobility Rides
Feb-21	1686
Mar-21	15707
Apr-21	33219
May-21	44622
Jun-21	41329
Jul-21	54153
Aug-21	63814
Sep-21	57774
Oct-21	41809
Nov-21	17751
Dec-21	12227
Jan-22	2597
Feb-22	2476
Mar-22	18195
Apr-22	26671
May-22	38471
Jun-22	45959
Jul-22	53334
Aug-22	41796
Sep-22	42011
Oct-22	29139
Nov-22	12621
Dec-22	5996
Jan-23	3920
Feb-23	7188
Mar-23	10751
Apr-23	26850
May-23	38348
Jun-23	41698
Jul-23	47754

How should I submit my permit application fee?

The $250 application fee must be paid by check made out to *City of Cleveland* and delivered to:

City Planning Commission
attn: Sarah Davis

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601 Lakeside Avenue, Room 501
Cleveland, OH 44114

Can the City provide a scoring breakdown? How will applications be evaluated, particularly if the City receives more applications than spots?

Yes – please see the below table. In general our priorities are consistent access across neighborhoods, equity, device diversity, and partnership reliability in the form of references and communications materials.

Section 1: Company and Contact
References - 9 points total, receive 0 for any missing reference
Reference #1 - 0-3 points
Reference #2 - 0-3 points
Reference #3 - 0-3 points
Section 2: Fleet Information - Average score for all devices
Device Details (questions 8 and 9)
1-5 points per device (more/better features receive more points), averaged across devices
1 point for proposing at least bicycles
Optional bonus point for offering more than two device types
Rebalancing and Complaints
0-3 points for question 10a – rebalancing and distribution
0-3 points for question 10b - complaints
Section 3: Parking
0-3 points for question 12 – parking communications and incentives
0-2 points for question 13 – parking compliance monitoring and enforcement
Section 4: Equitable Distribution and Access
0-2 points for question 15 (1 point for presence, 2 points for excellence)
Question 16 0-1 point for varied payment, 0-1 point for non-smartphone 0-2 points for reduced fee structure (1 point for presence, 2 points for excellence)
0-3 points for question 17 – promoting access
0-1 points for question 18 - multilingual customer service
0-2 points for question 19 - equity
Section 5: Other
0-3 point for question 20 - workforce model
0-3 points for question 21 – mobile application
0-1 point for question 22 – Codified ordinance requirements
0-5 bonus points for question 23 – additional highlights

Can vendors provide any additional attachments aside from what the City is requesting?
We've provided a miscellaneous question/text box on the PDF application (question 23) to share information that doesn't fit elsewhere on the application. Additional attachments will not be accepted with the application.

Is the City open to extending the permit deadline by a week to April 15?
The permit deadline will remain April 8th, as our demonstration day is scheduled for April 11th. We will, however, accept payment in-person in the form of check on demonstration day.

The permit materials note that input on the draft rules and regulations may be submitted by April 8. Will input on the regulations be part of the permit evaluation process?
We value building relationships with our providers, and value input from providers on our rules and regulations. Input on the rules and regulations will not be part of the permit evaluation process.

The permit materials ask if each vehicle model has the "presence of tethering/lock-to mechanisms." Is it the City's desire to have a lock-to market in the forthcoming permit period?
It is not our desire to have a lock-to market, but we are interested in understanding what features are available on devices permitted for use on our streets.

Regarding the demo that's to take place on April 11, how far in advance will we be given information on location and where to set up any geofences for testing?
Demo day will be held on Cleveland's Mall C, with a rain location being Public Auditorium. We expect to share information about geofences for the rodeo portion of the demonstration on April 9.

How will demo times be determined?
We will work with applicants to schedule demonstration times at the time that their application is received. Application slots are available between 9 a.m. and 5 p.m.

Can the City disclose who is on the evaluation panel? What departments or entities do they represent?
The evaluation panel will include representatives from the City of Cleveland including City Planning, Mayor's Office of Capital Projects, and Mayor Bibb's Office. We've also invited Cuyahoga County, surrounding municipalities that offer or have offered

shared mobility devices, and Bike Cleveland to participate in our demonstration day and share input.

How do you intend to notify bidders of the City's decision? Will both the selected operator(s) and those not selected be notified at the same time? If so, how?
We will notify all applicants of their status – whether selected or not - via email at the same time during May 2024.

Does the City intend a period of contract negotiation after selecting the micromobility operators?
Because this is a permit application and not a contract, there will not be contract negotiation after selecting operators.

In attachments with required images, may we caption the images for clarity? Would such captions be counted towards response word limits?
Attachments can be labeled to include the question number and topic that they pertain to, with the attachment topics listed below:
- 24-hour customer service contact mobile app screenshot*
- Labeled image or illustration of each device 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*
- Parking communications for riders (up to 4)
- Table showing the rental fee structure for riders by device type*
- Low-income and/or credit-limited resident payment structure (if offered)

Applicants can use up to 20 words to describe the image for clarity.

The instructions say to submit applications via email to sdavis2@clevelandohio.gov. The top of the RFP/RFQ web page also states that bids must be emailed to CityofClevelandbids@clevelandohio.gov. Should we submit to both email addresses?
Please only submit applications via email to sdavis2@clevelandohio.gov.

Is the City able to share details for the demonstration ahead of submission on April 8, so that we may have more time to prepare for the demo on April 11?
Demonstration day will kick off at 9:00 AM on April 11. Each provider will have an appointment slot throughout the day. We expect that each appointment will include hands-on time with each vendor's mobile application to demonstrate navigation and features. We also plan to spend part of each vendor's time doing a "shared

mobility rodeo", which will ask providers to geofence a preferred parking zone, a no-park zone, a no-ride zone, and a slow zone.

In Section V of the Draft Rules and Regulations, the regulations state that the City is broken into three zones, but gives details on requirements for only two zones. Can the City provide detail on the third zone?
Great catch! We will only have two zones, as described. The Rules and Regulations will be updated to reflect this change.