St. Louis Park shared mobility pilot program application guidelines
April 10, 2020

Responses may be sent to St. Louis Park City Hall or to:
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5005 Minnetonka Blvd, St. Louis Park, MN 55416
bmanibog@stlouispark.org

The City of St. Louis Park is currently taking applications for its shared mobility pilot program to be implemented for a one (1) year term beginning as early as April 2020. The pilot program allows up to two (2) licensed operators to initially deploy up to 125 devices (250 total) on public right of way within St. Louis Park. One (1) separate license (for three (3) total overall licenses) is reserved for operators interested in car sharing.

There is no deadline for submission, but the city will begin evaluating applications on Friday, April 24 at 4:30 p.m. CT and applicants are encouraged to apply by then.

For clarification, “shared mobility” or “mobility sharing” in this application are defined as bicycle sharing, low power vehicle sharing, and/or car sharing as detailed in City Code Sec. 30-212. “Device” in this application is defined as a bicycle, motorized foot scooter, or low power vehicle as defined in City Code Sec. 30-212.

The goal of the pilot is to decrease the use of personal vehicles, increase access to public transit, increase the use of active transportation, ensure safe and equitable access to emerging transportation technologies, and ensure alignment with the work of the city’s strategic priorities listed below:

- **Racial equity and inclusion** - St. Louis Park is committed to being a leader in racial equity and inclusion in order to create a more just and inclusive community for all.
- **Climate** - St. Louis Park is committed to continue to lead in environmental stewardship.
- **Neighborhood-oriented development** – St. Louis Park is committed to providing a broad range of housing and neighborhood-oriented development.
- **Mobility and safety** - St. Louis Park is committed to providing a variety of options for people to make their way around the city comfortably, safely, and reliably.
- **Social capital** - St. Louis Park is committed to creating opportunities to build social capital through community engagement.

To be considered for participation in the pilot program, a response must be made to the engineering director, or their designee, using this form. The engineering director, or their designee, will review the responses along with other city staff, evaluating qualifications against the city’s strategic priorities, the city’s comprehensive plan, the city’s Climate Action Plan, and other requirements as stated in the form below.

The engineering director or their designee, in their sole discretion, shall either approve or deny the applicant to enter into a license agreement based on a review of this application. The engineering director or their designee reserves the right to select one, multiple, or no providers for participation in the pilot. The initial applicant selection will be final. Where an applicant is denied, explanation of the decision shall be provided.
**Shared mobility provider information**

<table>
<thead>
<tr>
<th>Business name:</th>
<th>Business phone:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact person:</td>
<td>Contact person phone:</td>
</tr>
<tr>
<td>Mailing address:</td>
<td></td>
</tr>
<tr>
<td>Street address (if different from above):</td>
<td></td>
</tr>
<tr>
<td>Email address:</td>
<td>Website:</td>
</tr>
</tbody>
</table>

**Application agreement**

By signing this application, the applicant verifies on behalf of the shared mobility operator that all the information provided is true, and if issued a license, the applicant agrees to comply with all requirements of the shared mobility pilot program.

| Name of applicant: | |
| Authorized signature: | |
| Printed name and title: | |
| Date: | |
Application materials

Applicants seeking a shared mobility license agreement shall provide a document, not to exceed twenty (20) pages in length, which addresses the following:

A. General information
   a. Describe your qualifications to operate a shared mobility program, including experience operating other shared mobility programs in North America.
   b. Please list any other Minnesota-based agencies or municipalities that you have expressed interest to or discussed participation in mobility sharing pilots or programs.
   c. Please indicate your ability to pay the annual fee of $100 per device deployed.

B. Racial equity and inclusion
   a. Pricing and access
      i. Describe trip pricing structure, including any low-income or other discounted pricing plans such as monthly subscription, family, student, or business discounts. Include any ability to provide pricing or other incentives which encourage use in the area of priority (see appendix B).
      ii. Describe any cash payment and alternative access programs allowing registration and use by people without a credit card, without a bank account, and/or access to the mobile application.
      iii. Describe and provide images of any alternative vehicle/device types that you offer which may provide greater accessibility to people with different abilities who are otherwise unable to use two-wheeled stand-up scooters, two-wheel upright bicycles, or standard motor vehicles.
      iv. Describe and provide images of any multilingual capabilities of your mobile application, educational materials, customer services, and/or other services. Specifically, do you have capabilities of supporting the Spanish, Russian, Somali, and Amharic languages?
   b. Availability and service area
      i. Considering an initial fleet size of up to 125, describe your distribution plan in compliance with the initial proposed requirements below, including a map.
         1. Minimum of 35% of devices/vehicles throughout the area of priority (see appendix B for map).
            a. The Area of Priority includes the following census tracts:
               i. 1225, 1226, 223.02, 224, 227, 228.01, 228.02
         2. Remaining 65% of devices/vehicles to be proposed by applicant.

C. Climate
   a. Reduce emissions
      i. Describe your ability to document and reduce new vehicle miles traveled (VMT) due to internal staff operations, including collecting, redistributing, and charging of devices/vehicles.
      ii. Describe your ability to document vehicles used for internal staff operations, including make, model, year, and miles driven weekly for operations purposes.
      iii. Does your company have an anti-idling policy in place for operations?
      iv. Describe any type of alternative vehicle use, device modification, clean energy partnerships, or carbon offset programs you have in place to address the impact that charging or fleet activities have on VMT and/or energy consumption, including locations where they’ve been implemented.
b. Waste and disposal practices
   i. Describe how you will be taking responsibility for the devices/vehicles throughout their life cycles by properly managing hazardous components including batteries, reducing the need for new devices/vehicles through repair, redistributing for reuse, and recycling or otherwise properly disposing of any/all component parts.

D. Neighborhood-oriented development
   a. Hiring/Labor plan
      i. Describe your staffing plan including number of new hires for all local operations, including fleet, marketing, and other customer support activities. Indicate type of staffing such as W2 employees, staffing agencies, or contractors.
      ii. Will independent contractors be used to charge devices/vehicles? If so, describe the incentive structure for charging devices/vehicles and any information provided to contractors concerning safe charging practices.
      iii. Describe how you will approach transparency with any contractors related to hourly rate and net of job-related experiences.
      iv. How will you provide skills training for potential staff and contractors?

E. Mobility and safety
   a. User compliance with laws and rules
      i. Indicate your ability to deliver up to 125 devices with an integrated lock to comply with a “locked-to” parking requirement, and time needed to procure/in-fleet. Please include details about the user interface and process for locking and unlocking a device.
      ii. Describe how you will commit to education and training of proper riding and parking behavior, and encourage helmet use for devices, including all proposed methods of communication and outreach.
      iii. Indicate your ability to integrate the city’s bikeway network or bike parking maps in your mobile application, or other resources to inform and encourage appropriate use.
      iv. Describe any device modifications, notification systems, infrastructure, or other measures to increase user compliance and/or non-user safety, with a specific focus on preventing sidewalk riding, including locations where they’ve been implemented.
      v. Describe how you would monitor user compliance, and how you would address users who are non-compliant including any fine or penalty systems.

b. Images and description of fleet
   i. Provide images of all types of devices/vehicles you are intending to operate in St. Louis Park including brand and model.
   ii. Provide detailed description of safety equipment, including type of brakes (electronic brake, fender brake, cable brake, etc…) and compliance with equipment required in MN Statute 169.225 and/or MN Statute 169.222 where applicable.
   iii. Disclose any recalls or other hardware/software issues which may have impacted user safety.
iv. Disclose any lawsuits you are named in currently or have been in the past involving user safety or a dispute with a government agency.

c. Fleet maintenance
   i. Describe approach to maintenance and repair of fleet, including average fleet and battery lifespan.

d. Support existing transportation system
   i. Describe how you would work to ensure the city’s modal priorities (walking first, then biking and transit, then vehicles) are supported and/or enhanced by the availability of your fleet.

e. Contingency and emergency planning
   i. Describe your response plan for inclement or emergency weather.
   ii. Describe your approach and response plan in maintaining and promoting the health of your staff, users, and non-users generally and in response to COVID-19.

F. Social capital
   a. Community participation
      i. Describe the outreach you would do with stakeholder groups, businesses, and residents in the neighborhoods you would be serving? Please be specific and include how outreach would address the following:
         1. Safe riding and parking behavior
         2. Low-income pricing or alternative access (non-smartphone, cash payment) options
         3. Reporting feedback including documentation of improper riding/parking behavior or crashes
      ii. Describe how this outreach would be delivered. Include specific details of who would be responsible such as hired staff, contractors, or partnerships with local advocacy groups.
Appx. B: Shared mobility pilot area of priority

Legend
- Area of priority census tracts
- Road centerlines
- City boundaries

0 0.25 0.5 1
Miles