

BEWEGEN

PROPOSAL NUMBER: RFP TRN #3599

Bike Share Equipment and Operations Program

Technical Questions

ATTN: Liz Alzeer

**City of Seattle Purchasing and Contracting Services
Department of Finance & Administrative Services**

Suite 4112

Seattle Municipal Tower

700 5th Ave,

Seattle, WA 98104-5042



**Bewegen
Technologies Inc.**

**9095 25th Avenue,
St-Georges, Quebec
Canada G6A 1A1**

**info@bewegen.com
www.bewegen.com**

Cover Letter

ATTN: Liz Alzeer

City of Seattle Purchasing and Contracting Services
Seattle Municipal Tower
700 5th Ave, #4112
Seattle, WA 98104-5042

Bewegen Technologies Inc.

9095 25th Avenue
Saint-Georges, Quebec, Canada
G6A 1A1

July 13th 2016

Dear Liz Alzeer,

Bewegen Technologies Inc. is proud to submit a response to Seattle's Request for Proposal TRN #3599: Bike Share Equipment and Operations Program. The team at Bewegen has a close understanding of Seattle's bike-share requirements, and are committed to delivering the reliable and innovative system that the City deserves.

I created Bewegen following my tenure as Founder and CEO of PBSC Urban Solutions, a position I held between 2008 and 2013. Throughout my time working there, the company's BIXI system sold over 35,000 bicycles, and was implemented in major urban centers around the globe.

In 2013, I decided to build upon my previous achievements in the bike-sharing field, and founded Bewegen Technologies Inc. Our company sets itself apart by working on the cutting edge of research and development to innovate a system that builds improvements into every element. The resulting Bewegen bike-share is comprised of our revolutionary Pedelec (electric assist) bicycles, a groundbreaking system that is rapidly reshaping perceptions of urban mobility and capturing the attention of communities worldwide.

Since its conception, the Bewegen team has succeeded in implementing our pioneering bike-share system across North America and Europe. Bewegen has quickly become a major player in the United States, establishing systems in the cities of Birmingham (Alabama), Richmond (Virginia), and most recently Baltimore (Maryland). By maintaining a close working relationship with our clientele, our team ensures that a true partnership is created and maintained in every community where we operate. We would be proud to add Seattle to our growing list of American cities that are discovering the Bewegen advantage.

Bewegen does not stand alone, but works alongside industry-leading firms such as: Procycle (Rocky Mountain, Miele and eVox bicycles), BikeEmotion (IT Solution) and Michel Dallaire Industrial Designs (BIXI, Air Canada). For our operations, Bewegen is partnered with Corps Logistics LLC, a Veteran-Owned Business (DBE) that works with local organizations to hire veterans.

The revitalization of Seattle's bike-sharing system provide a unique opportunity to benefit the City's residents and visitors by introducing an exciting new urban transportation solution. Our team is very enthusiastic about this opportunity, and have prepared a detailed RFP response to demonstrate our ability to provide a turn-key system that is both reliable and innovative. Bewegen would be proud to work in close partnership with Seattle to implement the most innovative and sustainable bike-share available.

Best Regards,

**Alain Ayotte**

Title: CEO

Address: 9095 25th Avenue Saint-Georges, Quebec, Canada G6A 1A1

Email: alain@bewegen.com

Telephone: +1-514-321-2299 (Ext. 266)

Table of Contents

Legal Name _____	1
Vendor Questionnaire _____	2
Certification Regarding Debarment and Suspension _____	8
Buy America Certificate _____	9
Certification Regarding Lobbying _____	11
SF-LLL Disclosure of Lobbying Activities _____	12
Disadvantaged Business Enterprise Plan _____	13
DBE Written Confirmation _____	15
Proposer's List _____	16
Proposal Response _____	17
TECHNICAL QUESTIONS - ORGANIZATION AND EXPERIENCE _____	17
1. Please identify what organization is the primary respondent to this RFP. _____	17
2. Attach an organizational chart _____	17
3. Propose the individual that will have total management responsibility _____	17
4. Identify other individuals that will have a significant role _____	18
5. For any significant portions performed by subcontract (i.e. equipment, operations, both and/or other) describe how long and for what projects or work you have worked in partnership with each other and identify whether any of the existing personnel have worked together previously. _____	20
6. Provide a general overview of your company including where and when the company was incorporated and where the company is headquartered, as well as past experience and expertise, including any special qualifications or experiences. _____	21
7. For your primary subcontractor(s) (i.e. equipment, operations, both and/or other) _____	22
TECHNICAL QUESTIONS – EQUIPMENT _____	25
8. What is your organization's approach and vision to providing the bike share equipment (bicycle share stations, software, bicycles, helmet dispensing units and spare parts) outlined in this RFP? _____	25
9. Describe in detail the features of the standard equipment and software proposed _____	27
10. Please describe your approach to providing a pedal-assist bike share solution in Seattle. _____	53
11. Are there any optional features or models you offer that are not included as part of your standard equipment or software? Please describe the features of these alternatives and how and when they can be purchased. _____	56
12. Identify all space available to place sponsor/donor logos, advertisements or other information. Include dimensions and any special requirements to add logos or information, as applicable. _____	56
13. Describe your development, improvement and upgrade process. _____	57
14. Are you planning to implement any major improvements in the next three years that you can describe in this document, which is a public document? As possible, please include description, anticipated release year, and whether upgrade can be retrofitted onto the system being offered as part of this RFP. _____	58
15. Please describe your quality control process. How does your company ensure that only the highest quality products are delivered? _____	59
16. Describe in detail _____	59
17. Please provide an inventory list, in chart form, of the major components of a station, bike and helmet dispensing unit and replacement parts you sell. For each part shown in your inventory list include: _____	63
18. Describe your warranty policy and process. _____	64
19. What is the time to ship or delivery time on new stations, helmet dispensing units, complete bicycles, or component parts, as applicable? Do you guarantee this time to ship/delivery time? If your response is based on time to ship, what shipping methods do you use and average ship time? (Respond in chart, Question 17) _____	65
20. Describe the security protocols used to protect bicycle share user information and to be Payment Card Industry (PCI) compliant per the City's contract. _____	66
21. Please confirm whether you agree to the all of the remaining terms and conditions described in the Scope of Work section 6. You will be required to accept all terms and conditions and contract terms in this document unless you respond otherwise here. Topics include: _____	66

22. Are there any terms from the contract in the Appendix that you would like to negotiate? It will be assumed that you will accept all contract terms unless you respond here. See Section 9.2 for more information.	67
23. Is there anything else you would like to add relative to equipment that we have not asked anywhere else in this Technical Proposal?	67

TECHNICAL QUESTIONS – OPERATIONS 68

24. Describe your organization's overall vision and approach to meet the goals and measurable objectives for <i>operating</i> Seattle's bike share system.	68
25. What is your approach to growing the system after launch?	69
26. Please list or include an organization chart with all proposed full time, part time, contracted and sub-contracted positions that will be involved in Seattle bike share system. Please include:	69
27. What is your overall approach to ensuring a smooth operator and/or equipment transition?	72
28. What is your proposed system service area?	74
29. Describe in detail your bike distribution strategy and plan.	77
30. Describe in detail your approach to customer service. Please include:	78
31. Describe in detail your equipment maintenance strategy. Include frequency of repairs.	79
32. Describe in detail your organization's recommended approach relative to helmets operations, including distribution, inspection and cleaning of helmets and any other regular maintenance activities.	79
33. Describe what you will implement as part of your required equity program.	80
34. Please show timeline with milestones from contract signing, anticipated December 31, 2016, to two or more years after launch.	83
35. What environmentally friendly business practices will your organization incorporate into operations? Will you use environmentally friendly vehicles, such as electric or biodiesel?	83
36. Is there anything else you would like to add that we have not asked anywhere else in this Technical Proposal relative to operations?	84

Please note that the tasks outlined in this section represent premium services. Vendor is required to respond to the following questions, regardless of City's intent to hire. 84

37. Describe your overall approach to site planning and permitting. Please include outreach strategy.	84
38. Describe your overall approach to sponsorship?	86
39. Describe your overall approach to marketing, PR and corporate sales. Please include:	88
40. Describe how your overall approach to implementing a comprehensive equity and inclusion plan, as described in Premium Services section of the Scope of Work. Please include some or all of the following if they are part of your plan.	91
41. Should the City want to develop an integrated transit/bike share card, please explain your process and estimated time to develop. Has your organization developed integrated cards in the past and if so, with whom?	92
42. Does your organization require performing any of tasks in the Premium Service section as part of any of your financial models? Please explain.	93

Appendix A: Bewegen Organization Chart 94

Appendix B: Alain Ayotte Résumé 95

Appendix C: Bewegen Partner Companies 99

Corps Logistics	99
Michel Dallaire Design Industriel	99
Effix	99
Procycle Group	99
BikeEmotion	100
Industries R.A.D. & Poirier Investments	100
Micro I/O	100
Masis Information Systems	100
Ubiwhere	100

Appendix D: Bewegen Staff Experience Tables 101

Appendix E: Sponsorship and Branding Specifications 103

Appendix F: Bewegen Station Configurations 105

Appendix G: Bewegen Virtual Station 106

Bewegen Standard Operating Procedures for Special Events in Seattle	106
---	-----

Appendix H: Locking Mechanism & Testing 107

Locking Mechanism Diagram	107
Theft & Vandalism Testing	107

Appendix I: E-Bike Specifications & Accessories	108
Appendix J: Bike-Share Maintenance Schedule	111
Appendix L: LED Lifetime Estimation	113
Appendix M: Paint/Coating Certifications	114
Appendix N: IT Stress & Load Tests	115
Appendix O: Maintenance Tool List	116
Appendix P: PCI Compliance Documentation	122
Appendix Q: Bike-Share Equity	129
Cycling Market Segmentation Chart	129
Stages of Change Model	129
Appendix R: Seattle Insurance Documentation	130
Appendix S: Purchasing Inclusion Plan	131

Certificat d'attestation

Loi sur la publicité légale des entreprises (RLRQ, chapitre P-44.1)

J'atteste que l'entreprise portant le nom

TECHNOLOGIES BEWEGEN INC.

et sa ou ses versions

BEWEGEN TECHNOLOGIES INC.

- est immatriculée depuis le 17 décembre 2013 .
- n'est pas en défaut de déposer une déclaration de mise à jour annuelle.
- n'est pas en défaut de se conformer à une demande qui lui a été faite en vertu de l'article 73.
- n'est pas en voie de dissolution.
- n'est pas radiée.

Numéro de certification : 755594528

Le numéro de certification ci-dessus vous permet de consulter en tout temps ce document certifié à l'aide du service en ligne Vérifier un numéro de certification du Registraire des entreprises.

Fait le 23 novembre 2015 pour le numéro d'entreprise du Québec 1169700219.


Registraire des entreprises



Revenu Québec

Vendor Questionnaire

City of Seattle Vendor Questionnaire
Page 1 of 6

Vendor's Name: Bewegen Technologies Inc.

City of Seattle Vendor Questionnaire

Please have an officer or person eligible to represent the Vendor firm fill out this form. Submittal of this Vendor Questionnaire with your bid or proposal is an attestation that the information in this Vendor Questionnaire and within your submittal documents are true and valid. Provide prompt notice to the City if, at any time prior to contract award, any facts need to be corrected.

INSTRUCTIONS: This is a mandatory form. Submit this form with your response. Provide information to the extent information is available. If your response is incomplete or requires further description, the City may request additional information within a specified deadline, or may determine the missing information is immaterial.

Vendor Information	
Vendor's Legal Name	Bewegen Technologies Inc.
"Doing Business Name" (dba) if applicable	Bewegen Technologies inc
Mailing Address	9095 25 th Avenue, St-Georges, Quebec, Canada, G6A 1A1
Contact Person and Title	Alain Ayotte, CEO
Contact Person's Phone Number	+1- 514-321-2299 (Ext. 266)
Contact Person's Fax Number	
Contact Person's E-Mail Address	alain@bewegen.com
Dun & Bradstreet number (if available)	2027141655
Identify the City and State of your company headquarters	St-Georges, Quebec, Canada

Vendor Billing Contact Person: Identify the person who will prepare and manage your invoices. This helps the City contract manager offer instructions that ensure your invoices are promptly paid.	
Person and Title	Daniel Maheux, CFO
Person's Phone Number	+1- 418-228-8935 (Ext. 1226)
Person's Fax Number	418-228-3841
Person's E-Mail Address	daniel@gestionrad.com

Vendor Registration with City of Seattle	
Verify your firm is registered into the City's Registration System and that your Taxpayer ID number and WMBE status are accurate. For help, call 206-684-0383. http://www2.ci.seattle.wa.us/Consultantregistration/default.asp	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
Most companies must hold a Seattle Business License (if you have a facility/office in Seattle, conduct sales visits to Seattle, deliver products in your own trucks, or perform on-site work in Seattle). If you fall within that category, will you immediately seek a business license no later than your notice of award and ensure all city taxes are paid current?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>

Ownership	
Is your firm a sole proprietorship, partnership, corporation, limited liability company, subsidiary, parent, holding company, or affiliate of another firm? If yes, identify type and name of principal(s).	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> Principals of the corporation are Alain Ayotte, Raymond Dutil and Luc Poirier
What year was your firm, under the present ownership configuration, founded?	2013
How many years has your firm been in continuous operation without interruption?	3
What year did your firm begin providing, on a continuous basis, the types of services or products that are required from this solicitation?	2014

Financial Resources and Responsibility	Specify yes or no.
Within the previous five years has your firm been the debtor of a bankruptcy?	No
Is your firm in the process of or in negotiations toward being sold?	No

FAS Revised 3-10-16

City of Seattle Vendor Questionnaire
Page 2 of 6

Vendor's Name: Bewegen Technologies Inc.

Has your firm been debarred or found non-responsible for contracting with any local, state, or federal governmental agency within the past 5 years?	No
Within the previous five years has a governmental or private entity terminated your firm's contract prior to contract completion for failed performance?	No
Within the previous five years has your firm used any subcontractor to perform work on a government contract when that subcontractor had been debarred by a governmental agency?	No

Social Equity compliance	Specify yes or no.
Within the previous ten years has your firm been found to have violated any local, state, or federal anti-discrimination laws or regulations, whether they be local, state, or federal?	No
Does your firm comply – to the extent required - with the City Paid and Sick Time ordinance (Chapter 14), providing paid sick and safe time to eligible employees? Most employers must provide employees who have work hours in Seattle, with accrued paid sick and safe time. Payment of prevailing wages does not ensure compliance. The City may audit payroll records or interview workers to ensure compliance. For information, see Municipal Code Chapter 14.16 or http://www.seattle.gov/laborstandards , or call the Office of Labor Standards at 206.684.4500.	Yes
Has your firm ever been found by the City or any government agency, to have underpaid your employees (this includes instances where you may have provided the restitution to make the worker whole)?	No
Does Vendor anticipate hiring a subcontractor or new employees to perform the work required under this contract? IF YES , attach the mandatory Inclusion Plan. Obtain the form by clicking on the following link http://www.seattle.gov/city-purchasing-and-contracting/social-equity/wmbe and choosing the Purchasing WMBE Inclusion Plan under the WMBE Inclusion Plans menu.	Yes Please see Appendix S: Purchasing Inclusion Plan

Disputes	Specify yes or no.
Within the previous five years has your firm been the defendant in court on a matter related to: payment to subcontractors or contract work performance?	No
Does your firm have outstanding judgments pending against it?	No
Within the previous five years, was your firm assessed liquidated damages on a contract?	No
Is your firm presently involved in a dispute (including litigation) regarding its right to provide the product or service being requested by the City for this contract, including but not limited to notice of and/or in litigation about patent infringement for the product and/or service that your firm is offering to the City?	No

Compliance. Criminal convictions alone are not a basis for rejecting a proposal or individual. The City may consider whether a conviction has material nexus to contract risks, and whether adjustments to work or assignments should be pursued accordingly. If background checks are needed for individuals who will perform work such as field crews, the City reserves the right to require such background checks. See policies at http://www.seattle.gov/business/WithSeattle.htm	Specify yes or no.
Within the previous five years, has your firm or any of its owners, partners, or officers, been assessed penalties or found to have violated any laws, rules, or regulations enforced or administered by a government entity? This does not include owners of stock in your firm if your firm is a publicly traded corporation.	No
Within the past ten years, has any owner, principal, or officer who will perform any of the work for the City been convicted of a crime?	No
If a license is required to perform, within the previous ten years has your firm or any principal, officer or employee who will perform work for the City had a license suspended by a licensing agency or been found to have violated licensing laws?	No
If hazardous materials are within the work to be performed, has any principal, officer or employee who will perform work for the City had violations of improper disposal of such materials or violations of associated laws, rules or regulations in the previous five years?	No

FAS Revised 3-10-16

City of Seattle Vendor Questionnaire
Page 3 of 6

Vendor's Name: Bewegen Technologies Inc.

Is there any other information the City should be aware of regarding your financial, criminal or legal history that has bearing on the work that the City is considering you to perform? For example: conviction or civil judgement rendering against the firm for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a federal, state or local government contract or subcontract; violation of federal or state antitrust or similar statutes, relating to the submission of offers; or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, tax evasion, or receiving stolen property, any present indictment for, or otherwise criminally or civilly charged by a government entity.	No
Vendor has not paid, nor will pay, federal appropriated funds (including profit or fee received under a covered federal transaction), to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress on his or her behalf in connection with this solicitation, the Offeror shall notify the City of Seattle and complete and submit, with its offer, OMB standard form LLL, Disclosure of Lobbying Activities.	Yes
Vendor has not, directly or indirectly, entered into any agreement, participated in any collusion, or otherwise taken any action in restraint of competitive pricing in the preparation and submission of its Offer;	Yes

Involvement by Current and Former City Employees	Specify yes or no.
Are any of your company officers or employees a current or former City of Seattle employee or volunteer? If yes, identify the employee name. Advise the employee of their duty to comply with City of Seattle's Code of Ethics, Seattle Municipal Code Chapter 4.16.	No
Will any of your vendor employees work more than 1,000 hours (per rolling 12 months) within a City contract, combining the hours for work under this contract and any other? If so, specify the worker name. Advise the worker of their duty to comply with the City of Seattle's Code of Ethics, Seattle Municipal Code Chapter 4.16	No
Does Vendor (including officer, director, employee, trustee, or partner) have a business interest or a close family or domestic relationship with any City official, officer or employee who was, is, or will be involved in selection, negotiation, drafting, signing, administration or evaluation of the Vendor performance?	No

Campaign Contributions	Specify yes or no.
Vendor complies with SMC 2.04.601 (I-222) which reads "The measure would limit election campaign contributions from entities receiving City contracts totaling \$250,000 or more, or from persons spending \$5,000 or more for lobbying; require 24-hour reporting of electronic contributions; require paid signature gatherer identification, limit lobbying by former City officials; crease a voluntary program for public campaign financing through \$100 vouchers issued to registered voters funded by ten years of additional property taxes, with \$3,000,000 (approximately \$0.0194/\$1000 assessed value) collected in 2016.	Yes

Business History	Specify yes or no.
In the last five years, has your firm held other contracts with public agencies to provide similar products or services in a size and scope similar to that required by the City of Seattle?	Yes

FAS Revised 3-10-16

City of Seattle Vendor Questionnaire
Page 4 of 6

Vendor's Name: Bewegen Technologies Inc.

<p>Provide and/or attach a sampling of contracts you have held in the past five years, sufficient for the City to understand the depth and breadth of your experience, with a particular emphasis on contracts with public agencies. The City may use this to assess your capability and experience at this particular type of product provision or service work. Specify the name/contact that can serve as a reference for each.</p> <ul style="list-style-type: none"> • If you have many such contracts, you can provide a brief summary. • If you are a subsidiary of a national firm, summarize the contracts that represent your local office. 	<p>Please see Appendix D: Bewegen Staff Experience Tables for a summary of our contracts. <u>Reference:</u> Lindsey G. West Director of Bikeshare T.: 1-205-222-4137 E: lindsey@zyvbikeshare.com</p>
<p>Proposal Expiration</p>	
<p>The Vendor understands that its Offer is valid until the date the City awards a Vendor Contract or rejects all offers.</p>	

Emergency Contact Information	
<p>Certain contract products or services may be valuable during a 24-hour emergency. If you have alternative contact information for emergency response during non-business hours, please provide below.</p>	
Contact Name	
Emergency Phone Number	
Back-up Emergency Phone Number	
If your company has locations outside Seattle that can be called upon in an emergency for these products or services, please list:	

FAS Revised 3-10-16

Vendor's Name: Bewegen Technologies Inc.

City Non Disclosure Request

If you believe any statements or items you submit to the City as part of this bid/response are exempt from disclosure, you must identify and list them below. You must very clearly and specifically identify each statement or item, and the RCW exemption that applies. If awarded a City contract, the same exemption status will carry forward to the contract records.

The City will **not** exempt materials from disclosure simply because you mark them with a document header or footer, page stamp, or a generic statement that a document is non-disclosable, exempt, confidential, proprietary, or protected. You may not identify the entire page, unless the entire page is within the exemption scope. Only records properly listed on this Form will be protected and withheld for notice. All other records will be considered fully disclosable upon request.

- ☒ I do not request any information be withheld.
- ☐ I request the following specific information be withheld. I understand that all other information will be considered public information. For each statement or item you intend to withhold, you must fill out every box below. You should not require an entire page withheld; only request the specific portion subject to the exemption.

Document Page: Specify the page number on which the material is located within your submittal package (page number)	Statement: Repeat the text you request to be held as confidential, or attach a redacted version.	RCW Exemption: Specify the RCW exemption including the subheading

For this request to be valid, you must specify the RCW provision or other State or Federal law that designates the documents as exempt from disclosure. For example, potential RCW exemptions include the following:

1. RCW 42.56.230.3 – Personal information - taxpayer
2. RCW 42.56.230.4 – Personal information – Credit card numbers and related
3. RCW 42.56.240 - Investigative, law enforcement and crime victims
4. RCW 42.56.250 – Employment and licensing – specify the applicable subheading
5. RCW 42.56.260 - Real estate appraisals
6. RCW 42.56.270 (Items 1 through 17) – specify which subheading.
7. RCW 42.56.270 (items 1 through 17) – specify applicable subheading
8. RCW 42.56.420 - Security

FAS Revised 3-10-16

Vendor's Name: Bewegen Technologies Inc.

Equal Benefits Compliance Declaration

Please declare *one (1)* option from the list below that describes the Contractor's intent to comply with Seattle Municipal Code Chapter 20.45 should you win the contract.

Equal Benefits applies to any contractor location in the United States where substantive contract work is being performed (work directly related in a substantial way to the contract scope and deliverables).

- ☒ **Option A** The Contractor makes, or intends to make before contract execution, **all benefits available on an equal basis** to its employees with spouses and its employees with domestic partners, and to the spouses and the domestic partners of employees, in every location within the United States where substantial work on contract will be performed.
- ☐ **Option B** The Contractor **does not make benefits available** to either the spouses or the domestic partners of its employees.
- ☐ **Option C** The Contractor **has no employees**.
- ☐ **Option D Collective Bargaining Delay.** Benefits are available on an equal basis to non-union workers, but union workers are subject to a collective bargaining agreement that does not provide equal benefits.
- ☐ **Option E Open Enrollment Delay.** The first open enrollment period for implementing Equal Benefits is not available until after contract execution
- ☐ **Option F Cash Equivalent Payment.** The Contractor intends to provide a cash equivalent payment to eligible employees in lieu of making benefits available.
- ☐ **No United States Presence** The Contractor does not perform substantial work for the contract in any United State location.
- ☐ **Non-Compliant** The Contractor does not comply and does not intend to comply, and refuses all options provided above.

Equal Benefits Instructions

Seattle Municipal Code Chapter 20.45 (SMC 20.45) requires companies executing a City contract to provide health and benefits that are the same or equivalent to domestic partners of employees as to spouses of employees, and of their dependents and family members.

1. Carefully fill out the Equal Benefits Declaration. It is essential to your standing in the evaluation process, so it is important to understand and complete the declaration properly.
2. The Buyer or Coordinator for the solicitation can answer many questions. However, you may call the general office at 206-684-0444. Call before you submit your bid to ensure you've filled out the form correctly.
3. "Domestic Partner" is any person who is party to a same-sex marriage that is legally recognized in the place of jurisdiction of the marriage, or as a Domestic Partner with the employer or with a government registry established by state or local law. If the employer does not have a registration system and does not intend to implement one, the City of Seattle has a registration system as an option: <http://www.seattle.gov/leg/clerk/dpr.htm>

The City will review your responses and make a final determination. If the information you supply is conflicting or not clearly supported by the documentation that the City receives, the City may reject your entire submittal (bid or proposal) or may seek clarification to ensure the City properly classifies your compliance.

Companies that select "Non Compliant" will be rejected, unless there is no competitor that is compliant, responsive and responsible. The City may also find a Bidder "Non Compliant" upon inspection of their program. Be prepared with documentation to support your declaration. All contracts awarded by the City may be audited for equal benefits compliance. Non-compliance may result in the rejection of a bid or proposal, or termination of the contract.

FAS Revised 3-10-16

Certification Regarding Debarment and Suspension



City of Seattle

Certification Regarding Debarment, Suspension and Other Responsibility Matters

- I. The prospective primary participant certifies to the best of its knowledge and belief, that it and its principals:
 - A. Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from covered transactions by any federal department or agency;
 - B. Have not within a three-year period preceding this proposal been convicted of or had a civil judgment rendered against them for commission or fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (federal, state, or local) transaction or contract under a public transaction; violation of federal or state antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property;
 - C. Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (federal, state, or local) with commission of any of the offenses enumerated in paragraph (I) (B) of this certification; and
 - D. Have not within a three (3) year period preceding this application/proposal had one or more public transactions (federal, state, or local) terminated for cause or default.
- II. Where the prospective primary participant is unable to certify to any of the statement

Vendor (Firm): Bewegen Technologies Inc.

July 11, 2016
(Date)


(Signature) President or Authorized Official of Vendor

Buy America Certificate



City of Seattle Buy America Certificate

Each Proposer must complete and sign this certificate and submit it with its Proposal.

Vendor agrees to comply with 49 U.S.C. 5323(j) and 49 C.F.R. Part 661, which provide that Federal funds may not be obligated unless steel, iron, and manufactured products used in FTA-funded projects are produced in the United States, unless a waiver has been granted by FTA or the product is subject to a general waiver. General waivers are listed in 49 C.F.R. 661.7, and include final assembly in the United States for 15 passenger vans and 15 passenger wagons produced by Chrysler Corporation, and microcomputer equipment and software. Separate requirements for rolling stock are set out at 49 U.S.C. 5323(j)(2)(C) and 49 C.F.R. 661.11. Rolling stock must be assembled in the United States and have a 60 percent domestic content.

Vendor must submit to City, who will then provide the City of Seattle, the FTA recipient the appropriate Buy America certification (below) with all bids or offers on FTA-funded contracts, except those subject to a general waiver. Bids or offers that are not accompanied by a completed Buy America certification must be rejected as nonresponsive. This requirement does not apply to lower tier subvendor.

Certification requirement for procurement of steel, iron, or manufactured products.

Certificate of Compliance with 49 U.S.C. 5323(j)(1)

The bidder or offeror hereby certifies that it will meet the requirements of 49 U.S.C. 5323(j)(1) and the applicable regulations in 49 C.F.R. Part 661.5.

Date July 11, 2016

Printed Name Alain Ayotte

Signature 

Company Name Bewegen Technologies Inc.

Title CEO

Certificate of Non-Compliance with 49 U.S.C. 5323(j)(1)

The bidder or offeror hereby certifies that it cannot comply with the requirements of 49 U.S.C. 5323(j)(1) and 49 C.F.R. 661.5, but it may qualify for an exception pursuant to 49 U.S.C. 5323(j)(2)(A), 5323(j)(2)(B), or 5323(j)(2)(D), and 49 C.F.R. 661.7.

Date _____

Printed Name _____

Signature _____

**City of Seattle Buy America Certificate**

Company Name _____

Title _____

Certification requirement for procurement of buses, other rolling stock and associated equipment.

Certificate of Compliance with 49 U.S.C. 5323(j)(2)(C).

The bidder or offeror hereby certifies that it will comply with the requirements of 49 U.S.C. 5323(j)(2)(C) and the regulations at 49 C.F.R. Part 661.11.

Date July 11, 2016Printed Name Alain Ayotte

Signature _____

Company Name Bewegen Technologies Inc.Title CEO

Certificate of Non-Compliance with 49 U.S.C. 5323(j)(2)(C)

The bidder or offeror hereby certifies that it cannot comply with the requirements of 49 U.S.C. 5323(j)(2)(C) and 49 C.F.R. 661.11, but may qualify for an exception pursuant to 49 U.S.C. 5323(j)(2)(A), 5323(j)(2)(B), or 5323(j)(2)(D), and 49 CFR 661.7.

Date _____

Printed Name _____

Signature _____

Company Name _____

Title _____

Certification Regarding Lobbying



City of Seattle Certification Regarding Lobbying

The undersigned certifies, to the best of his or her knowledge and belief, that:

1. No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of an agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.
2. If any funds other than Federal appropriated funds have been paid or will be paid to any person for making lobbying contacts to an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form--LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions [as amended by "Government wide Guidance for New Restrictions on Lobbying," 61 Fed. Reg. 1413 (1/19/96). Note: Language in paragraph (2) herein has been modified in accordance with Section 10 of the Lobbying Disclosure Act of 1995 (P.L. 104-65, to be codified at 2 U.S.C. 1601, *et seq.*.)]
3. The undersigned shall require that the language of this certification be included in the award documents for all subawards at all tiers (including subcontracts, subgrants, and contracts under grants, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by 31, U.S.C. § 1352 (as amended by the Lobbying Disclosure Act of 1995). Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

[Note: Pursuant to 31 U.S.C. § 1352(c)(1)-(2)(A), any person who makes a prohibited expenditure or fails to file or amend a required certification or disclosure form shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such expenditure or failure.]

The Vendor, Bewegen Technologies, certifies or affirms the truthfulness and accuracy of each statement of its certification and disclosure, if any. In addition, the Vendor understands and agrees that the provisions of 31 U.S.C. A 3801, *et seq.*, apply to this certification and disclosure, if any.

Signature of Vendor's Authorized Official

Alain Avoite, CEO

Name and Title of Vendor's Authorized Official

July 11, 2016

Date

SF-LLL Disclosure of Lobbying Activities

DISCLOSURE OF LOBBYING ACTIVITIES

Complete this form to disclose lobbying activities pursuant to 31 U.S.C. 1352

(See reverse for public burden disclosure.)

Approved by OMB

0348-0046

1. Type of Federal Action: <input type="checkbox"/> a. contract <input type="checkbox"/> b. grant <input type="checkbox"/> c. cooperative agreement <input type="checkbox"/> d. loan <input type="checkbox"/> e. loan guarantee <input type="checkbox"/> f. loan insurance		2. Status of Federal Action: <input type="checkbox"/> a. bid/offer/application <input type="checkbox"/> b. initial award <input type="checkbox"/> c. post-award		3. Report Type: <input type="checkbox"/> a. initial filing <input type="checkbox"/> b. material change For Material Change Only: year _____ quarter _____ date of last report _____	
4. Name and Address of Reporting Entity: <input type="checkbox"/> Prime <input type="checkbox"/> Subawardee Tier _____, if known:			5. If Reporting Entity in No. 4 is a Subawardee, Enter Name and Address of Prime:		
6. Federal Department/Agency: FTA, U.S. Department of Transportation			7. Federal Program Name/Description: Low Income Access to Bike share CFDA Number, if applicable: CMAQ/TBD		
8. Federal Action Number, if known: 3599			9. Award Amount, if known: \$ To Be Assigned		
10. a. Name and Address of Lobbying Registrant (if individual, last name, first name, MI):			b. Individuals Performing Services (including address if different from No. 10a) (last name, first name, MI):		
11. Information requested through this form is authorized by title 31 U.S.C. section 1352. This disclosure of lobbying activities is a material representation of fact upon which reliance was placed by the tier above when this transaction was made or entered into. This disclosure is required pursuant to 31 U.S.C. 1352. This information will be available for public inspection. Any person who fails to file the required disclosure shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.			Signature: <u>[Signature]</u> Print Name: <u>ALAN AYOTTE</u> Title: <u>CEO</u> Telephone No.: <u>514 321-2299 (266)</u> Date: <u>July 11th 2016</u>		
Federal Use Only:			Authorized for Local Reproduction Standard Form LLL (Rev. 7-97)		

Disadvantaged Business Enterprise Plan



City of Seattle

DBE Plan

(Inclusive of all DBEs listed at submittal. Refer to instructions on the reverse side of this form)

1. Solicitation Number and Title:	RFP TRN # 3599 – Bike Share Equipment and Operations Program
2. Prime Vendor Name:	Bewegen Technologies Inc.
3. Submittal/Revision Date:	July 15, 2016
4. Contract DBE Goal %:	NA

DBE Plan

List DBE firms that are part of your team. Describe the work for the firm to perform, the associated NAICS code, and percent of the total contract amount for each DBE firm. Add rows as needed. If you are a DBE firm, you may include the share of work you intend to self-perform. These percentages will be used to verify commitments on the final contract.

If you do not meet the Contract DBE Goal as outlined in the RFP, include documentation of Good Faith Efforts as outlined in Title 49, Code of Federal Regulations (CFR) Part 26.53. Submittals with incomplete documentation or forms will be considered non-responsive and will be rejected.

Any DBE SubVendor listed below should sign and submit a DBE Written Confirmation form as detailed in the RFP. Make sure these forms match percentages outlined below.

These commitments will last the term of the agreement, unless otherwise approved in writing by the Seattle Department of Transportation, following 49 CFR Part 26.53.

5. DBE Firm Contact Information	6. Describe Services to be Provided	7. NAICS Codes	8. DBE Cert #	9. Percentage Commitment (sub-work to overall work)
Corps Logistics LLC Jim Duffney 908-881-0751	Operations & maintenance	488999	V100123	24%
10. Total Percentage Commitment:				24%

11. Prepared by (print):	Alain Ayotte
12. Prepared by (signature):	
13. Preparer's Title:	CEO
14. Date & Phone Number:	July 11, 2016 +1-514-321-2299 (Ext. 266)

To be complete by City Staff	
15. Federal Aid Project Number	
16. City certifies that all DBE certifications are valid and the information on this form is complete and accurate:	
17. City Rep Name (Print):	
18. City Rep Signature:	

DBE Plan (07/29/14)

1

19. SDOT Rep Title:		
20. Date & Phone Number:		

INSTRUCTIONS - VENDOR PROPOSAL DBE PLAN

1. **Solicitation Number and Title** - Enter the Solicitation Number and Title as outlined in the RFP.
2. **Vendor Name** - Enter the vendor's firm name.
3. **Submittal / Revision Date** – Enter the date that the form is completed.
4. **Contract DBE Goal %** - Enter the contract DBE goal percentage, as it was reported on the DBE Procedures Information attached to the RFP.
5. **DBE Firm Contact Information** - Enter the name and telephone number of all DBE subcontracted vendors. Also, enter the prime vendor's name and telephone number, if the prime is a DBE.
6. **Description of Services to be Provided** - Enter item of work description of services to be provided. Indicate all work to be performed by DBEs including work performed by the prime vendor's own forces, if the prime is a DBE. If 100% of the item is not to be performed or furnished by the DBE, describe the exact portion to be performed or furnished by the DBE.
7. **NAICS Codes** – Include any NAICS codes associated with the work to be performed.
8. **DBE Cert. Number** - Enter the DBEs Certification Identification Number. All DBEs must be certified on the date submittals are due. (DBE subcontracted vendors should notify the prime vendor in writing with the date of the decertification if their status should change during the course of the contract.)
9. **Percentage of Commitment** - Percent participation of work to be performed or service provided by a DBE. Include the prime vendor if the prime is a DBE. Amounts are a percentage of the total contract amount, not just the subvendor work.
10. **Total Percentage Commitment**– Enter the total DBE participation commitment (total for all subconsultants and Prime, if a DBE). If the Total Percentage Commitment is less than item "4. Contract DBE Goal %", an adequately documented Good Faith Effort (GFE) is required.
11. **Preparer's Name (Print)** – Clearly enter the name of the person signing this section of the form for the vendor.
12. **Preparer's Signature** – The person completing this section of the form for the vendor's firm must sign their name.
13. **Preparer's Title** - Enter the position/title of the person signing this section of the form for the vendor.
14. **Date and Phone Number** - Enter the date this section of the form is signed by the preparer and the area code and telephone number of the person signing this section of the form for the vendor.

DBE Written Confirmation



City of Seattle

DBE Written Confirmation

To be considered as responsive to the referenced RFQ/RFP, complete the following form and provide as part of your submittal for each subconsultant listed on the DBE Plan. The Percentage Commitment below must match that listed on the DBE Plan for the subconsultant in question. Incomplete or incorrect documentation or forms will be considered non-responsive and submittals will be rejected.

Solicitation Number and Title:	RFP TRN # 3599 Bike Share Equipment and Operations Program	
Prime Consultant Name:	Bewegen Technologies Inc.	
DBE Firm Name:	Corps Logistics LLC	
Prepared by (print):	Jim Duffney	
Prepared by (signature):		
Date and Phone Number:	July 11, 2016	908-881-0751

As an authorized representative of the Disadvantaged Business Enterprise (DBE) firm, I confirm that we have been contacted by the referenced proposer with regard to the referenced project and if the proposer is awarded the contract we will enter into an agreement with the proposer to participate in the project consistent with the information provided in the proposer's DBE Plan.

Description of Work (include NAICS Codes):

Operations & maintenance of the bike share system in Seattle. NAICS Code 488999

Percentage Commitment: 24 %

Proposer's List



City of Seattle

Proposer's List

Vendor to Complete this Section	
Solicitation Number and Title:	RFP TRN #3599 Bike Share Equipment and Operations Program
Vendort Name:	Bewegen Technologies Inc.
Submittal Date:	July 15, 2016

ATTENTION PROPOSERS:

As required by 49 CFR Part 26, this completed form must be submitted with your proposals/submittals.

Instructions:

Include your information as a Prime in the first section. Provide the information for **ALL** subcontractors who submitted a bid to your firm on this project, not just DBEs. Add additional sheets if necessary.

Firm Name and Address:	Bewegen Technologies Inc., 9095 25e Avenue, St-Georges, QC Canada, G6A 1A1
DBE Status:	<input type="checkbox"/> Certified DBE, No: _____ or <input checked="" type="checkbox"/> Non DBE
Age of Firm	3 years
Annual Gross Receipts	<input type="checkbox"/> < \$500K <input type="checkbox"/> \$500K - \$1M <input type="checkbox"/> \$1M - \$2M <input type="checkbox"/> \$2M - \$5M <input type="checkbox"/> \$5M - \$7M <input type="checkbox"/> \$7M - \$10M <input checked="" type="checkbox"/> ≥\$10M

Firm Name and Address:	Corps Logistics LLC, 122 East River Road, Rumson, New-Jersey, USA, 07760
DBE Status:	<input checked="" type="checkbox"/> Certified DBE, No: <u>V100123</u> or <input type="checkbox"/> Non DBE
Age of Firm	2 years
Annual Gross Receipts	<input type="checkbox"/> < \$500K <input type="checkbox"/> \$500K - \$1M <input type="checkbox"/> \$1M - \$2M <input checked="" type="checkbox"/> \$2M - \$5M <input type="checkbox"/> \$5M - \$7M <input type="checkbox"/> \$7M - \$10M <input type="checkbox"/> ≥\$10M

Firm Name and Address:	
DBE Status:	<input type="checkbox"/> Certified DBE, No: _____ or <input type="checkbox"/> Non DBE
Age of Firm	
Annual Gross Receipts	<input type="checkbox"/> < \$500K <input type="checkbox"/> \$500K - \$1M <input type="checkbox"/> \$1M - \$2M <input type="checkbox"/> \$2M - \$5M <input type="checkbox"/> \$5M - \$7M <input type="checkbox"/> \$7M - \$10M <input type="checkbox"/> ≥\$10M

Firm Name and Address:	
DBE Status:	<input type="checkbox"/> Certified DBE, No: _____ or <input type="checkbox"/> Non DBE
Age of Firm	
Annual Gross Receipts	<input type="checkbox"/> < \$500K <input type="checkbox"/> \$500K - \$1M <input type="checkbox"/> \$1M - \$2M <input type="checkbox"/> \$2M - \$5M <input type="checkbox"/> \$5M - \$7M <input type="checkbox"/> \$7M - \$10M <input type="checkbox"/> ≥\$10M

Proposal Response

TECHNICAL QUESTIONS - ORGANIZATION AND EXPERIENCE

1. Please identify what organization is the primary respondent to this RFP.

The primary respondent to this RFP is **Bewegen Technologies Inc.**, a research-focused urban mobility company that has developed an innovative bike-share system unlike any other. Bewegen's pioneering bike-share system has quickly gained traction, and is being implemented in communities worldwide. Our company would be proud to include Seattle in the growing list of cities that are discovering the Bewegen advantage.



2. Attach an organizational chart

A full organization chart is attached as **Appendix A: Bewegen Organization Chart**.

3. Propose the individual that will have total management responsibility



Bewegen Technologies Inc. **attributes great importance** to the Seattle bike-sharing project, and as such, Bewegen's Chief Executive Officer Alain Ayotte would take total management responsibility for the contract.

Mr. Ayotte comes from **unparalleled bike-sharing experience**, renowned as the urban mobility visionary who facilitated the growth of public cycling systems across the globe. As Founder and former CEO of PBSC Urban Solutions, he led the company to sell over 35,000 BIXI bicycles worldwide. Building on his previous experiences, Mr. Ayotte founded Bewegen Technologies in 2013 to **revitalize the bike-sharing field** by implementing pioneering advancements driven by research and development. Since its conception, the company has implemented its innovative Pedelec (electric assist) bike-share system across North America and Europe.

Through Mr. Ayotte's leadership, the Bewegen team has attained significant milestones, having implemented the **first Pedelec bike-share system in the Americas** with the Zyp BikeShare system Birmingham (Alabama). Following the resounding success of the system in Birmingham, Bewegen entered into an agreement with the city of Baltimore (Maryland) to implement the **largest Pedelec bike-share system in the Americas**. Mr. Ayotte continues to drive Bewegen towards new milestones, building upon each project to deliver urban transportation solutions that transform the communities in which they are implemented.

Mr. Ayotte comes from a rich background of transportation and operations experience, having led the Montreal Parking Authority as Executive Vice President. He also held prominent positions as Director of Operations for Coca-Cola Canada and Technical Service Director for the Canadian Automobile Association. Mr. Ayotte has been recognized for his excellence in project management, having been awarded **Project Management Expert (PME) of the Year** by the province of Quebec.

Mr. Ayotte is a devoted supporter of active transportation who believes that the inclusion of such systems is a necessary and important part of integrated plans for the urban environment. Please see Mr. Ayotte's full résumé attached in **Appendix B: Alain Ayotte Résumé**.



Bewegen CEO Alain Ayotte and Baltimore Mayor Stephanie Rawlings-Blake Announcing Bewegen's Bike-Share System in Baltimore, Maryland

4. Identify other individuals that will have a significant role

Daniel Maheux: Chief Financial Officer (CFO)



Daniel Maheux has over 25 years of experience in finance, accounting and legal services. He has an accounting degree from the Laval University in Quebec City and is a chartered professional accountant of Quebec (CPA, CA). Mr. Maheux previously held prominent positions as the General Manager for Bodyguard Fitness, as well as the Director of Operations and General Manager at the Procycle Group. He is currently Bewegen's Chief Financial Officer (CFO), a position he also holds at both Procycle Group and Industries R.A.D.

Pratik Desai: Operations Director



Between 2009 and 2014 Pratik Desai served as Director of Operations for PBSC Urban Solutions. He was responsible for supply chain, customer service, technical services and ongoing support services for all of the company's bike-share deployments. He oversaw delivery of various bike-sharing projects, including: BIXI Montreal, Boston Hubway, Barclay's Cycle Hire (London), New York Bike Share, Chicago Bike Share, San Francisco (BABS), BIXI Toronto, Capital Bikeshare, Melbourne Bike Share, Nice Ride Minnesota and Guadalajara MX. Since joining Bewegen, he has overseen delivery, installation and operations of bike-share systems in Birmingham (Alabama), Richmond (Virginia) and Baltimore (Maryland).

Braunyno Belo Ayotte: Business Development & Marketing Director



Braunyno Belo Ayotte holds a degree in communications from UQAM, and has substantial marketing and sponsorship management experience, having been responsible for a yearly budget of over \$6 million dollars for Saputo Inc. He developed extensive bike-sharing experience at PBSC Urban Solutions (BIXI) working in multiple roles related to customer service, marketing, business development, installation and operations. Since joining Bewegen, he has overseen the planning, delivery, installation and launch of the first bike-share system in the Americas to incorporate Pedelec (electric assist) bikes in Birmingham (Alabama), as well as bike-share systems in Richmond (Virginia) and Baltimore (Maryland).

Marc Delesclegs: Business Development Advisor



Marc Delesclegs has extensive experience with bike-sharing outreach and equity. He spent over six years working for Transport for London where he served as a project manager of Barclays Cycle Hire. He was also involved in the strategic planning of the Mayor of London's \$1.5 billion USD investment aimed at growing the modal share of cycling. He currently sits on the Client Service Committee of the Montreal Transport Authority as well as on the board of directors of *Vélo Québec Association* (organization promoting cycling in Quebec since 1967). Marc holds a Social Science degree from Edinburgh Napier University. He guest lectures with the department of Geography at McGill University on growing the modal share of cycling and increasing its social equity. At Bewegen, Marc has worked as an advisor for our systems in Birmingham (Alabama), Richmond (Virginia), Baltimore (Maryland), Wolfsburg (Germany), and Lagoa (Portugal).

Steven Minty: Technical Service Coordinator



Steven Minty has extensive experience in the fields of bike-sharing operations and implementation. He holds a degree in electro-mechanics at the Rosemount Technology Center. He previously held important positions at JFG Logistics (BIXI Montreal Operations) and PBSC Urban Solutions (BIXI), where he led or participated in over 23 onsite bike-share implementations, including: Montreal, New York, Chicago, Chattanooga, Washington DC, Aspen, Boston, Guadalajara, and London. At Bewegen, he is the Installation Team Leader for bike-share systems in Birmingham (Alabama), Richmond (Virginia), Baltimore (Maryland), Wolfsburg (Germany), and Lagoa (Portugal).

Marie-Hélène Houle: Product Development Coordinator



Between 2009 and 2013, Marie-Hélène Houle held various positions at PBSC Urban Solutions, where she provided training services, improvement of the IT solution, customer service and technical support. She also elaborated and implemented various communications and marketing campaigns. Marie-Hélène has been involved in over 19 bike-share projects, including: Montreal, Boston, London, New York, Chicago, San Francisco, Toronto, Washington DC, Melbourne, and Minnesota. At Bewegen, she oversees coordination, support and the IT solution development schedule for bike-share systems in Birmingham (Alabama), Richmond (Virginia), Baltimore (Maryland), Wolfsburg (Germany), and Lagoa (Portugal).

Gil De Azevedo Ribeiro: Architect and Urban Planner



Gil Ribeiro is the lead researcher in Cycling Planning and Urban Design at the University of Aveiro. He has contributed to numerous urban plans and studies both at the Manuel Fernandes de Sá Office in Porto and the Areaurbana y Hernandez-Cros Office in Barcelona. He was the executive manager of the CicloRia Project (100km Cycling Network), the lead planner for the BUGA Bike-Sharing System, and is the main bike-sharing consultant for the University and Municipality of Aveiro as well as an active member of the Technology Platform for Bike and Soft Mobility. Gil has served as the lead urban planner for the implementation of bike-share systems in Birmingham (Alabama), Richmond (Virginia), Baltimore (Maryland), and Lagoa (Portugal).

Jim Duffney: CEO Corps Logistics, Operations manager



First Sergeant Jim Duffney has over 34 years of military experience serving in the U.S. Navy and U.S. Air Force, providing logistics services to the U.S. Department of Defense, U.S. Military, and private industry. Prior to heading Corps Logistics, Mr. Duffney was the Liaison to the U.S. Department of Defense for MILSPRAY Technologies. Between 1993 and 2013, Mr. Duffney worked for True Manufacturing as Sales and Operations Manager, where he averaged \$10 million in annual sales and managed the logistics of capital purchases. Additionally, he planned, developed and implemented a warranty program for Coca Cola Canada that reduced downtime of equipment by more than 70%. That program was later adopted by the whole company and is now used internationally by True Manufacturing.

François-Xavier Seigneur: Sponsorship Acquisition and Management



Mr. Seigneur joined the Montreal Canadiens in 1982 as Vice-President Marketing. In 1986, he founded EFFIX, a firm specializing in sports marketing which has since been the exclusive advertising and sponsorship representative for the Montreal Canadiens. François was a professional representative for Procter & Gamble from 1972 to 1973. He was assistant to the Executive Vice-President of the Montreal Olympics organizing committee until 1976, and Chief of Cabinet to Canada's Minister of Supply and Services until 1978. He then became Director of Marketing for the Quebec division of the Bank of Montreal until 1980. François sits on the Board of Directors of the Montreal Canadiens Children's Foundation as treasurer and is Vice President of United Way's Major Donors Circle for the greater Montreal area. He completed a bachelor's degree in business administration at the Montreal Campus of the University of Quebec (UQÀM) in 1972.

Guillaume Sénéchal: Procycle General Manager



Guillaume Sénéchal has served as General Manager of Procycle Group since 2012. From 2001 to 2006, Mr. Sénéchal was R & D Director and became Assistant General Manager in 2011. Procycle is largest Canadian manufacturer of high performance bicycles and is recognized worldwide for its renowned brands such as: Rocky Mountain, Miele, eVox (e-bike) and Colnago (Canadian distribution). Mr. Sénéchal holds a Bachelor of Electrical Engineering (2001) as well as a MBA, Faculty of Business Administration (2005) from Laval University in Québec. He is member of Member of l'Ordre des Ingénieurs du Québec.

Ricardo Costa: BikeEmotion Project Manager



Ricardo Costa is the Project Manager for BikeEmotion, Bewegen's exclusive bike-share technology partner. Mr. Costa holds a Master's degree in applied mathematics from the Faculdade de Ciências da Universidade do Porto, and has extensive training in the technological field, including: NP 4457:2007, Bulletproof Manager by Crestcom, ISTQB Certified Tester - Foundation Level by SQS - Software Quality Systems, Agile Development Methodologies by CESAE - Centro de Serviços e Apoio às Empresas (Aveiro). As Project Manager at BikeEmotion he oversees every aspect of the company. Including management of the software development team and system development for all of the firmware of Bewegen's bicycles. Mr. Costa and the BikeEmotion team works closely with Bewegen to ensure top performance of its IT solution.

5. For any significant portions performed by subcontract (i.e. equipment, operations, both and/or other) describe how long and for what projects or work you have worked in partnership with each other and identify whether any of the existing personnel have worked together previously.



Bewegen works with Corps Logistics LLC for the operations and maintenance of our bike-share systems in the United States. Corps Logistics is a Veteran-Owned Business (DBE) that provides field-tested, military-grade transportation for bike-share system implementation and operations. Bewegen is proud to work in close partnership with a company that is **dedicated to each and every American community** where they operate, and are confident that Corps Logistics would continue to provide excellent service for Seattle's bike-share system.

Corps Logistics has a **proven track record of experience** operating the Bewegen bike-share system. The company provided operating services for our bike-sharing system in Birmingham (Alabama), working to completely set up the system warehouse and inventory. The work that continues to be performed by these professionals has been extensive, and includes installation, redistribution, maintenance, cleaning, repairs, station relocation, graffiti removal, and more. Further, the company has worked tracking parts for our system and exacting any required system repairs.

While Bewegen's systems in both Richmond (Virginia) and Baltimore (Maryland) are recent developments, Corps Logistics has already begun providing their expert services to ensure that the logistics of these stations meet the highest standards. Corps Logistics will be providing full operations and maintenance services for these systems in the future, and at this point the company has undertaken work to establish the inventory, operational processes, and tracking of inventory and parts. Beyond this, the company has also been **working with the local communities** to hire veterans for the bike-share operations. For example, for the implementation of the Baltimore system, Corps Logistics will be working with non-profit organization Baltimore Station to provide employment for local veterans in the area.



Corps Logistics CEO Jim Duffney working on a Bewegen bike

The personnel of Bewegen and Corps Logistics have worked in partnership in the past, and **continue to work together closely on our existing bike-share systems**. Jim Duffney (CEO of Corps Logistics) and Alain Ayotte (CEO of Bewegen) work in collaboration to ensure that both of their teams are working to provide the most exceptional service for our partner cities. Mr. Duffney also collaborates with Pratik Desai (Bewegen Operations Director), Steven Minty (Technical Service Coordinator) and Marc Delesclefs (Bewegen Business Development Advisor) to ensure that our systems continue to operate smoothly on the ground. Corps Logistics employees Jeremy Belo Ayotte and Zachary Hires also have experience operating Bewegen's bike-share systems, and have worked together with Bewegen staff on various projects.

6. Provide a general overview of your company including where and when the company was incorporated and where the company is headquartered, as well as past experience and expertise, including any special qualifications or experiences.

Bewegen Technologies Inc. was incorporated on December 17th 2013 in Quebec, Canada. The company headquarters is located at 9095 25th Avenue, St-Georges, Quebec, Canada. The Bewegen team is composed of highly trained professionals with **extensive experience in bike-sharing**. Its members have been responsible for the conception, implementation and operation of bike-share systems in both small communities and major centers worldwide. Beyond their experience in the field, Bewegen employees operate on the cutting edge of research and development, and work closely with our customers to provide local solutions that suit the community's needs.



Since its conception in 2013, the Bewegen team has succeeded in implementing its superior Pedelec bike-share system across North America and Europe. For each project, our team is responsive to the requests of our clients, and make a **special effort to meet the agreed-upon schedules and deadlines**. The company has quickly become a major player within the United States, delivering bike-share systems to our partner cities of Birmingham (Alabama), Richmond (Virginia), and most recently Baltimore (Maryland). A full list of our current cities of operation are detailed in the table below (all prices are shown in USD. Exchange rates may vary).

Bewegen Current Cities of Operation					
City	Stations	Bikes	Launch	Contract	Description
Wolfsburg, Germany	10	50	August 2015	\$257,000 USD	<ul style="list-style-type: none"> ⚡ Accompanying system planning ⚡ Defining the contractual clauses ⚡ Supplying the equipment ⚡ Providing training and support for operations
Birmingham, AL, U.S.A.	40	400	October 2015	\$2.4M USD	<ul style="list-style-type: none"> ⚡ Accompanying system planning ⚡ Defining the contractual clauses ⚡ Supplying the equipment ⚡ Providing training and support for operations
Lagoa, Portugal	3	30	Summer 2016	\$150,000 USD	<ul style="list-style-type: none"> ⚡ Accompanying system planning ⚡ Defining the contractual clauses ⚡ Supplying the equipment ⚡ Managing all operations, bike maintenance, fleet, customer service, subscription management redistribution marketing, web hosting, and financial transaction.
Richmond, VA, U.S.A.	20	220	Fall 2016	\$1.34M USD	<ul style="list-style-type: none"> ⚡ Accompanying system planning ⚡ Defining the contractual clauses ⚡ Supplying the equipment ⚡ Managing all operations, bike maintenance, fleet, customer service, subscription management, redistribution marketing, web hosting, and financial transactions.
Baltimore, MD, U.S.A.	50	500	Fall 2016	\$2.8M USD	<ul style="list-style-type: none"> ⚡ Accompanying system planning ⚡ Defining the contractual clauses ⚡ Supplying the equipment ⚡ Managing all operations, bike maintenance, fleet, customer service, subscription management, redistribution marketing, web hosting, and financial transactions.

Special Qualifications for Seattle's Bike-Share System

Bewegen's system in Baltimore provides an opportune example to demonstrate our team's **special qualifications** in implementing a bike-share system similar to the proposed system in Seattle. Like Baltimore, Seattle is a **major port city**, and requires customized urban planning and station configurations that adapt to this environment. Beyond this, Baltimore and Seattle are cities with relatively large populations, and accordingly require urban transportation options that **link individual communities** in a manner that is convenient and efficient. Furthermore, both Baltimore and Seattle are cities that are concerned with **bike-sharing equity**, and careful considerations with regards to socio-economic conditions must be considered as part of the bike-share planning and implementation process.

Bewegen's Baltimore system represents a significant milestone for Bewegen because, once completed, it will be **the largest Pedelec (electric assist) system in the Americas**. Bewegen is also proud that, for the implementation of the Baltimore system, our partner Corps Logistics will be working with non-profit organization Baltimore Station to provide employment for local veterans in the area. Bewegen's experience with Baltimore demonstrates that our team has the requisite credentials to implement a **successful and sustainable bike-sharing system in Seattle**.



Bewegen System Announcement at Baltimore City Hall



Working at the cutting edge of research and development requires expertise, and our team of professionals are always here for our clients whenever assistance or advice is required. This is why a partnership with Bewegen comes with the **additional value of bike-share experts**. Working with Bewegen is more than just a partnership with the producers of the most innovative system available, it is a partnership with trained professionals who are available day and night to provide their expertise throughout the lifespan of the bike-share system. Including our various affiliates, the Bewegen team and our partners include **over 200 dedicated professionals**.

Bewegen was formed in 2013, however its employees come from many years of previous experience in the bike-sharing field. Our staff therefore come from a **rich background of experience**, which they apply to implement Bewegen's pioneering system in the most effective and efficient manner possible. Beyond our current projects, many of Bewegen employees have extensive experience implementing the BIXI bike-share program in major centers throughout North America and Europe between 2008 and 2013. To demonstrate the vast experience of our team, a table detailing the key bike-share implementations that were led by current Bewegen staff is attached as **Appendix D: Bewegen Staff Experience Tables**.

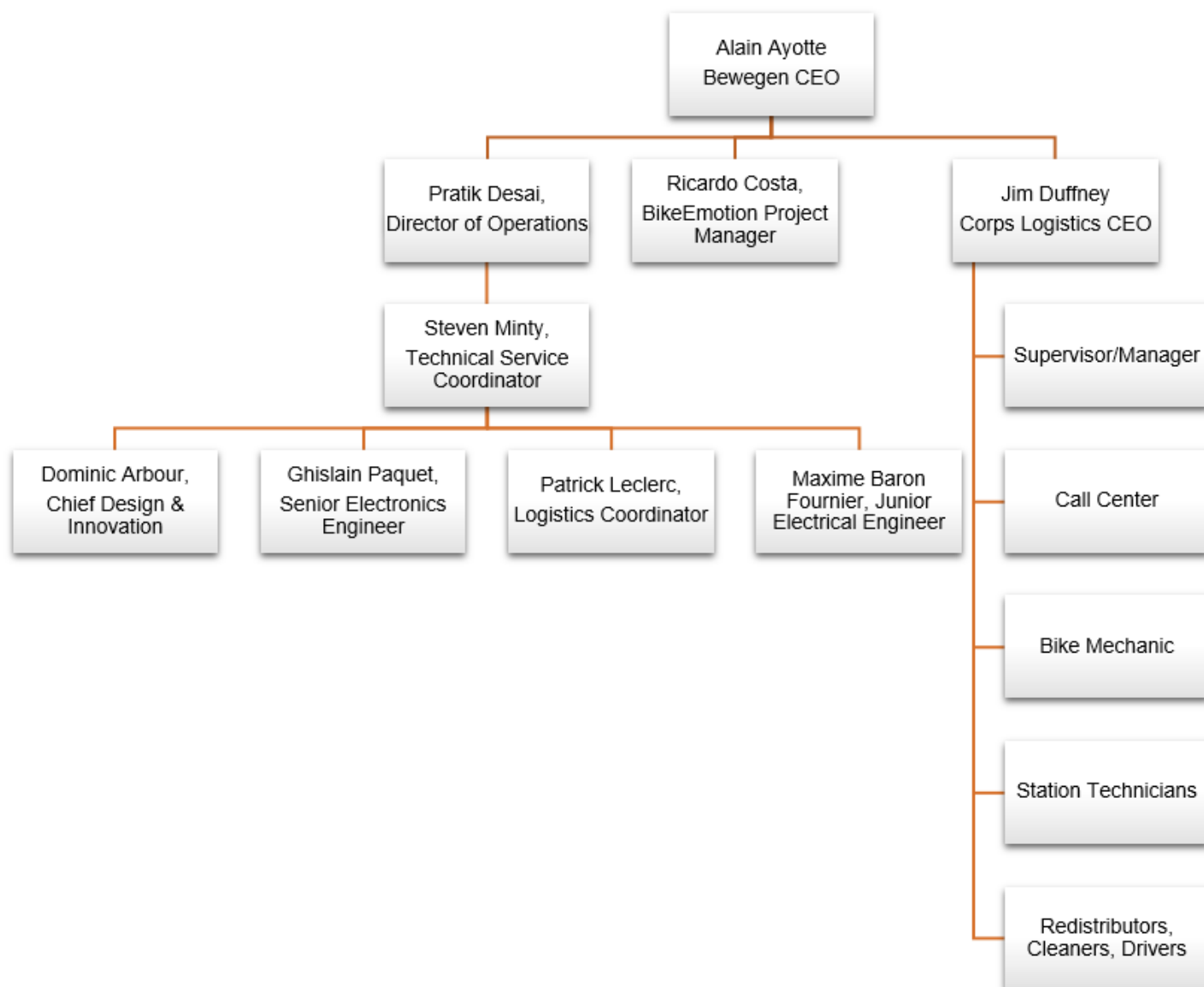
7. For your primary subcontractor(s) (i.e. equipment, operations, both and/or other)

A. Describe the structure of the company or organization including where and when the organization was incorporated and where the organization or company is headquartered.

For our bike-sharing operations, Bewegen works with Corps Logistics LLC, a Veteran-Owned Business (DBE) that actively hires local veterans to provide exceptional operational services. Corps Logistics was incorporated in New Jersey, and its headquarters is located at 122 East River Road, Rumson, New Jersey, 07760. The Corps Logistics team would **establish a business address in the City of Seattle in order to transfer the company's certified DBE status**.

Corps Logistics structures each bike-share operations team in a way that is **tailored to meet a community's individual needs**. The following chart demonstrates the structure of the Corps Logistics team for the system in Seattle. Corps Logistics will work to recruit local veterans to fill these positions, energizing the economy and increasing sentiments of local involvement in the bike-sharing system.

Bewegen/Corps Logistics Operations Table



B. Describe the specific experience and qualifications of the organization as it pertains to the work to be performed.

In order to maintain a customer base and attract new users, bike-share systems must maintain the **highest standards of maintenance and operations**. Our partners at Corps Logistics ensure that equipment will maintain its integrity throughout its lifespan, and that the system meets the operational excellence required for the City of Seattle. This Veteran-Owned Business not only meets DBE goals, but will also work to partner with local organizations to hire veterans and revitalize the local economy. The team is led by **experienced professionals** who are accustomed to meeting system performance targets that are based on community objectives and sound business practices.

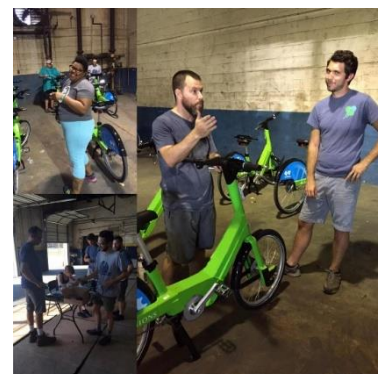




The Corps Logistics team is led by CEO First Sergeant Jim Duffney, a military veteran with over 34 years of experience serving in the U.S. Navy and U.S. Air Force. Mr. Duffney has always excelled in the realm of operations and logistics, having provided logistics services to the U.S. Department of Defense, U.S. Military, and private industry. Between 1993 and 2013, Mr. Duffney worked for True Manufacturing as Sales and Operations Manager, where he averaged \$10 million in annual sales and managed the logistics of capital purchases. Additionally, he planned, developed and implemented a warranty program for Coca Cola Canada that reduced downtime of equipment by more than 70%. That program was later adopted by the whole company and is now used internationally by True Manufacturing. Through Mr. Duffney's leadership, Seattle can be confident that the Corps Logistics team will be managed by a seasoned logistics professional.

Corps Logistics have **comprehensive experience** operating the Bewegen bike-share system, having been involved in every type of operational process for our systems in the United States. Services performed by this venerable company include, but are not limited to: establishment of operational processes, setup of system warehouse, inventory establishment, installation, redistribution, maintenance, cleaning, repairs, station relocation, graffiti removal, and inventory management.

Efficient operations requires constant monitoring, and Corps Logistics will regularly track these activities through quantifiable measures that will be **reported to Seattle**. Beyond this, our team will work to achieve the delicate balance between usage-based performance measures and user revenue targets, thereby ensuring a system that is both **financially sustainable** and **satisfying for all users**.



Corps Logistics has **extensive experience** in bike-share operations for the Bewegen system. The company has been involved in the operation of all of Bewegen's bike-share systems in the United States. This includes our systems in Birmingham (Alabama), Richmond (Virginia), and most recently Baltimore (Maryland). Because we work in close partnership with Corps Logistics for our bike-share systems in the United States, these cities can be contacted as references for the work of both Bewegen and Corps Logistics. A reference table is included below.

Bewegen/Corps Logistics Reference Table			
Name	Organization	Services Provided	Contact Information
City of Richmond, Virginia, U.S.A.	Department of Pedestrian, Bicycle & Trails	Design, implementation, operation and maintenance of a 220 bike Bewegen System	Jacob Helmboldt <i>Bicycle and Trails Coordinator</i> T.: 1-804-646-7141 E: jakob.helmboldt@richmondgov.com
City of Baltimore, Maryland, U.S.A.	Baltimore City Department of Transportation	Design, implementation, operation and maintenance of a 500 bike Bewegen System	Jay Decker <i>Bike Share Coordinator</i> T.: 1-443-602-2237 E: james.decker@baltimorecity.gov
City of Birmingham, Alabama, U.S.A.	Zyp Bikeshare/ REV Birmingham	Design, implementation, operation and maintenance of a 500 bike Bewegen System	Lindsey G. West <i>Director of Bikeshare</i> T.: 1-205-222-4137 E: lindsey@zypbikeshare.com

For more information on Corps Logistics LLC, please view **Appendix C: Bewegen Partner Companies** or visit their website at www.corpslogistics.us

TECHNICAL QUESTIONS – EQUIPMENT

8. What is your organization's approach and vision to providing the bike share equipment (bicycle share stations, software, bicycles, helmet dispensing units and spare parts) outlined in this RFP?

Bike-sharing has been expanding with great rapidity over the past decade, and communities around the world are benefitting from this new sustainable mode of transportation. The Bewegen vision is to implement active transportation options that people actually want to use, systems that attract customers by offering a **bike riding experience like no other**. This is why our company has spent years developing an innovative bike-share that does not simply offer users a sustainable transportation option, but a new experience that reshapes the way active transportation is perceived.

Growth through Innovation



As a company focused on research and development, the Bewegen team believes in the power of innovation to create a wave of interest in cycling. This is why we designed our trailblazing Pedelec (electric assist) bikes to appeal to a wide range of people coming from diverse backgrounds. Bewegen's Pedelec bicycles provide the **most reward for your effort**. Further, Bewegen's Pedelec bikes are equipped with automatic adjusting transmission, which will reproduce the proper gear ratio to **accommodate the City of Seattle's topography**. This exciting new bike is creating an unprecedented interest in cycling, and people who never considered biking before now see it as an attractive alternative.

Bewegen has quickly become a major player in the United States, establishing systems in the cities of Birmingham (Alabama), Richmond (Virginia), and most recently Baltimore (Maryland). Our initial systems have succeeded in giving life to a **widespread interest in cycling**, with the Pedelec (electric assist) bicycles being particularly popular across our user base. For example, initial data from our Birmingham system has shown a large diversity in its user base, with the **Pedelec bikes being 4 times more popular** with customers than the matching traditional bicycles. This new product is revolutionizing how people view bikes as a mode of transportation, and even those with a low propensity to cycle are taking notice. Our team would be excited to work in close partnership with Seattle to establish a strong bike-sharing system that is **championed by its user base**.

Livability & Economic Competitiveness

Bewegen's philosophy is to enter into a **true partnership** with every community that we serve. We will maintain a close working relationship that is oriented towards improving the region's livability and economic competitiveness. Bewegen will collaborate closely with transit operators, city planners and other relevant stakeholders to ensure that bike-share system is **cost competitive for all users**. Bewegen believes that bike-sharing systems should exist as an affordable alternative to other modes of transportation, and in partnership with Seattle we will work to maximize the number of residents and visitors that are served by the system. This will be achieved by focusing on serving particular neighborhoods and destinations across the Seattle region, helping local employers to draw and retain talent.

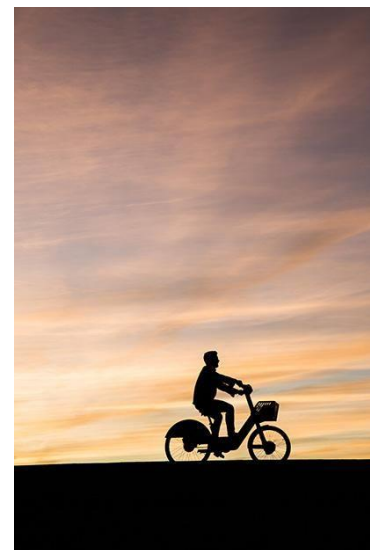
Establishing a bike-share system that simultaneously **balances needs for equity and inclusivity with financial viability** poses a challenge, and our team will take every measure to ensure that this delicate balance is achieved. Bewegen believes that careful considerations with regards to socio-economic conditions must be considered at every stage of bike-share planning, implementation, and continued operation. Our team would be pleased to work in close partnership with Seattle to maximize the number of residents and visitors that are served by its bike-share, and establish a system that both attracts people to the region and increases its economic competitiveness.



Social and Geographic Equity

The Bewegen vision focuses on bike-share equity, and we believe that it is vital to direct our promotion efforts to diverse segments of the population. With this in mind, Bewegen will design Seattle's system in a way that **balances requirements for equity and inclusivity with financial viability**. Our team recognizes that Seattle has a large and diverse population, and requires urban transportation options that link individual communities in a manner that is convenient, efficient and, most importantly, inclusive. Every stage of the bike-share system and all future planning for expansion will be designed to achieve **wide geographic coverage** across Seattle, as well as into adjacent communities where required. Bewegen will make specific efforts to engage and serve users in minority and low-income communities by improving their access to key employment and recreational destinations.

Beyond designing the Seattle system with considerations as to the socio-economic status of each community, **the system would also be planned and operated in close collaboration with regional transit operators**. Bewegen will design and promote the bike-share in a manner that encourages the combined use of transit and bike share. Further, our dedicated IT team will work to achieve interoperability with public transportation to ensure a seamless transition towards bike-share membership for all users. Working alongside the Bewegen team, Seattle will succeed in implementing a bike-share that works in tandem with existing transportation options, thereby achieving important social and geographic equity measures for residents.



Matching Visions for Bike-Sharing

The Bewegen vision for bike-sharing aligns perfectly with Seattle's bike-share vision. Our team focuses on **innovations** that are **simple** and **reliable**, resulting in a bike-share system that is at once **dependable** and **user-friendly**. In every community that we operate, our team works to establish a system that makes cycling more appealing and convenient, thereby encouraging **active and healthy lifestyles**. Our environmentally friendly innovations minimize the degrading impact of urban transportation, clearing up the congestion of vehicles that has become all too common across urban centers. Our system has been designed to be **championed by local residents**, as well as a convenient option for occasional users, students, visitors and tourists. Bewegen's experienced team will work with the existing regional transportation options to design a system that increases multi-modal transportation possibilities throughout the region by achieving interoperability with local transportation options like the **ORCA card**. Bike-sharing is an exceptional service to include within a community, and Bewegen would be proud to implement our innovative system in the beautiful City of Seattle.



9. Describe in detail the features of the standard equipment and software proposed

A. Directly address all features described in Section 6 and confirm if the feature will be included in the equipment provided at launch. If not provided a launch, specify whether the feature is development for the future. Chart form is recommended.

The Bewegen system was designed by Alain Ayotte and Michel Dallaire, the same team that designed the world renowned BIXI system. With years of experience in the field, this dynamic duo approached the design of the Bewegen system with keen insight as to how bike-sharing can be improved. The resulting Bewegen system has enhancements built into every element, ensuring not only that operations and continued maintenance of the equipment is **efficient and sustainable**, but further that each user has an **exceptional bike riding experience**.



GENERAL EQUIPMENT REQUIREMENTS



As with our other systems, Bewegen will acquire and supply all the equipment required to operate the automated bike-share system. For the system in Seattle, this would include: bike-share stations, bicycles, helmet dispensing units and software. Bewegen recognizes that the equipment may be purchased with funding from the City, sponsors, advertising or users, and that all such equipment will be owned by the City.

Bewegen recognizes that, in the event our team requires equipment and wants the option of purchasing said equipment outside the terms of the contract, Bewegen will pay for the equipment using its own funds, separate from any City fund source specified and authorized under the contract, and this equipment shall remain the property of Bewegen. It is further recognized that the City retains the option to purchase such equipment from the Bewegen for the original purchase price (less depreciation based on the useful life) at the close of the contract, and that Bewegen is to explicitly notify the City in advance of such acquisitions, so that the equipment is clearly differentiated from that which is purchased for ownership by the City.

BEWEGEN - GENERAL EQUIPMENT REQUIREMENTS		
Required Feature	Date of Availability	Comment
Manufacture, produce, deliver, provide training, support and upgrades on and improvements to all hardware and software, including all parts thereof	Immediately	<p>⚡ Bewegen has substantial experience providing turnkey bike-share systems, and have a complete solution for all manufacturing, production, delivery, training, and support for our bike-share.</p> <p>⚡ Bewegen works to continually stay on the cutting edge of research and development, and will provide support, upgrades, and improvements to all hardware and software.</p>
Host, train, support, upgrade and continually improve as needed, the operating software	Immediately	<p>⚡ Together with our exclusive technological partner BikeEmotion,</p>

		Bewegen has developed a complete IT solution for its bike-share system. This system allows us to host, train and support operating software for the bike-share system. Beyond this, Bewegen works to continually update our operating software to ensure that it runs at optimal capacity.
Ensure all equipment is compatible (operates seamlessly) with Pronto's system if any components of the Pronto system are retained, or else assumes all responsibility for removal and disposition and liabilities, consistent with grant requirements (see Section 9 for more information on Asset Management Requirements for Grant Funded Stations.) [Grant agreements may require Contracted Vendor to pay grantors back if equipment is removed. Any net profit from removal and disposition of equipment will go to the City to support the system.]	Immediately	<ul style="list-style-type: none"> ⚡ Bewegen would assume all responsibility for removal, disposition and liabilities of the Pronto system in a way that is consistent with grant requirements. ⚡ Bewegen will also make use of our extensive contacts within the bike-sharing industry to help secure a buyer for the Pronto system.
Embed sponsor and advertising opportunities into all aspects of bicycle station equipment and customer facing applications. (The City of Seattle sign code currently does not allow advertising. Actions are being taken to potentially amend this rule. Sign code can be viewed at: http://www.seattle.gov/dpd/codesrules/codes/signs/default.htm)	Immediately	<ul style="list-style-type: none"> ⚡ When Bewegen designed our system we kept revenue sources in mind, which is why we deliberately increased branding space when designing our bikes, stations, website and mobile application. For detailed specifications for branding of our bike-sharing system and online solution, please view Appendix E: Sponsorship and Branding Specifications.
Preferred Feature	Date of Availability	Comment
Reliable fully integrated pedal-assist technology solution that includes bicycles with pedal-assist technology and effective mechanism for maintaining and restoring charge of bicycles	Immediately	<ul style="list-style-type: none"> ⚡ Bewegen has the most advanced Pedelec (electric assist) bike-sharing system available, and are the only company operating a Pedelec bike-share system in the Americas. Our fully integrated Pedelec system is reliable and has been proven to work, with our system in Birmingham (Alabama) being extremely successful and retaining high usage rate. ⚡ Bewegen's station solution is an effective mechanism for maintaining and restoring the charge of our Pedelec bicycles.

BICYCLE SHARE STATIONS



As per Seattle’s requirements, Bewegen’s bike-share stations will be reliable, secure, robust, modular and configurable in a variety of shapes allowing for maximum flexibility for placement. Bewegen’s stations make use of state-of-the-art technology to ensure a user friendly experience. Beyond this, Bewegen stations are attractive, space-efficient, easy to maintain, and able to withstand all weather conditions and rugged outdoor use.

BEWEGEN – BICYCLE SHARE STATIONS REQUIREMENTS		
Required Feature	Date of Availability	Comment
Smallest feasible footprint to enable installation in a space currently used as a parking space or on a sidewalk	Immediately	<ul style="list-style-type: none"> ⌚ The configuration of Bewegen’s bike-share stations is fully customizable, improving the efficiency of curb use and enabling installation in spaces currently used as sidewalks or parking stations. ⌚ Bewegen’s installation process precludes the need for heavy machinery, leaving the smallest feasible footprint making the system easy and inexpensive to install, reconfigure, or remove.
Modular design to maximize flexibility to meet trip demand and space constraints	Immediately	<ul style="list-style-type: none"> ⌚ Bewegen stations are fully modular, making use of Smart Rail technology that be configured in a variety of manners to suit the specific space constraints of an urban space. For a full graph of Bewegen’s station configurations, please view Appendix F: Bewegen Station Configurations. ⌚ The modular design of Bewegen’s stations allows for flexibility to meet fluctuating trip demand. Because our stations require minimal anchoring, they are easily removed and reinstalled. As such, stations can be reconfigured (based on seasonal changes, for example) to increase or decrease the amount of bicycles in particular stations. ⌚ Bewegen’s physical docking stations can be supplemented by virtual stations, which are geo-fenced areas that are GPS designated. These convenient stations can be created with our back office technology within a matter of minutes, and the bikes can be docked within the station using the secondary lock located on the bicycle. This makes our

		<p>virtual stations ideally suited for special events and other sporadic usage.</p> <ul style="list-style-type: none"> ⌚ A full description of Bewegen’s virtual stations and special operating procedures during events is attached as Appendix G: Bewegen Virtual Station
Aesthetically pleasing design that ensures a unified system look and feel, while being compatible with a streetscape and neighborhood context including historic districts	Immediately	<ul style="list-style-type: none"> ⌚ The Bewegen system was designed by the world renowned Michel Dallaire Design to have a unified look and feel, resulting in an attractive, user-friendly system that draws in potential users. ⌚ Bewegen’s team works with all of our partners to personalize elements of each system in a manner that achieves aesthetic compatibility with the local streetscape and surrounding neighborhood. The Bewegen system can therefore be easily customized to match Seattle’s urban design character and historic districts. ⌚ Our systems in Birmingham (Alabama), Richmond (Virginia), and Baltimore (Maryland) exemplify how the Bewegen bike-share can be customized to match different urban environments across the United States.
Rust, salt, sand and weather resistant design to accommodate high-impact outdoor, four season use	Immediately	<ul style="list-style-type: none"> ⌚ Bewegen’s stations have been designed and manufactured with materials that were built to withstand extensive four-season outdoor use. They are rust, salt, sand and weather resistant.
Theft, tamper, scratch and graffiti resistant potentially through use of components not compatible with other bicycles and/or requiring tools not commonly available	Immediately	<ul style="list-style-type: none"> ⌚ Bewegen’s double-sided locks ensure that our bicycles remain fully secure, keeping them resistant to theft, tampering, and vandalism. ⌚ Bewegen stations are applied with a powder coat of paint covered with a vandalism-proof finish, which weatherproofs and protects them from graffiti. Our paints and coat have over 10 different testing certifications from the American Society of the International Association for Testing and Materials (ASTM). ⌚ Attached as Appendix M are Bewegen’s Painting/Coating Certifications and Appendix O is Bewegen’s Maintenance Tool List ⌚ Bewegen stations are built with customized components that are not compatible with other bicycles.
Ability to lock bikes securely and reliably	Immediately	<ul style="list-style-type: none"> ⌚ There are 2 locks on the fork of each bike that automatically attach to the docking points, creating an easy a convenient way for people to dock their bicycles. ⌚ The unlocking of the mechanism is powered by the bike battery and the locking is fully mechanical (requires no power). ⌚ The docking points themselves are designed to specifically fit our own bicycles, and do not have any vulnerable points to which private bicycles could be attached. It is therefore very inconvenient for anyone wishing to lock their own bicycle to our docking system. ⌚ Testing industry standards for vandal proof connections between the station and the bike normally require around 650 pounds of force to be applied while trying to remove the bike from the station. We stopped our testing at 840 pounds and the bike was locked with no damage to the frame and wheel. ⌚ Further details and diagrams of Bewegen’s locking mechanism are attached as Appendix H: Bewegen Bike Locking Mechanism

Ability to provide a two-sided map/ad panel. Space must be available on the frame for logos and a station name	Immediately	<ul style="list-style-type: none"> ⌚ Bewegen's stations include two-sided backlit wayfinding panel that can be seen day and night. This panel can be used to incorporate an ad panel, maps of other stations, and points of interest for visitors to the City. ⌚ Space is also available on other portions of the stations for logos and a station naming area. Other potential locations for advertising on stations include: <ul style="list-style-type: none"> ○ Docking Points ○ Wayfinding Panels ○ Advertising Panels ○ Bike FOB card issued by kiosks ○ Receipts issued by kiosks ○ Member FOB cards ⌚ For further specifications of available space for customization and branding please view Appendix E: Sponsorship and Branding Specifications.
[Station-based systems without pedal-assist only] Solar powered and easily movable, requiring minimal time to install and/or remove and leave behind few or no vertical or sharp objects or holes with no damage to the underlying surface. Stations serving pedal-assist systems may be hardwired	N/A	<ul style="list-style-type: none"> ⌚ Bewegen's system is pedal-assist.
Preferred Feature	Date of Availability	Comment
Option for reduced-cost stations in locations without casual user demand. Example: stations without terminals and/or mini stations with fewer docks	Immediately	<ul style="list-style-type: none"> ⌚ Bewegen has experience establishing reduced-cost stations for specific locations, having implemented stations without payment terminals and stations with limited numbers of docking points. ⌚ Bewegen's physical docking stations can be supplemented by virtual stations, which are geo-fenced areas that are GPS designated. These convenient stations can be created with our back office technology within a matter of minutes, and the bikes can be docked within the station using the secondary lock located on the bicycle. This makes our virtual stations ideally suited for special events and other sporadic usage. ⌚ A full description of Bewegen's virtual stations and special operating procedures during events is attached as Appendix G: Bewegen Virtual Station
Option to "hardwire" stations in sunlight deprived locations	Immediately	<ul style="list-style-type: none"> ⌚ Bewegen stations have been built to be easily hardwired, and our team has experience implementing systems that make full use of a power grid.
Multiple footprint configurations and options for placing stations in challenging locations including: <ul style="list-style-type: none"> ⌚ Single-sided, back-to-back, L-shaped and/or curved stations ⌚ Raised platform or curb ramp to allow riders to easily back up bicycles onto sidewalk from street-level stations ⌚ Ability to place stations safely on grass ⌚ Conduit to allow single station to straddle fixed object such as a tree, light-post or pole ⌚ Option for one and two dock plates to increase the ability to place stations in tight spots. 	Immediately	<ul style="list-style-type: none"> ⌚ Bewegen stations are fully modular, making use of Smart Rail technology that be configured in a variety of manners to suit the specific space constraints of a large variety of urban spaces. ⌚ For a full graph detailing how Bewegen's stations can be configured to accommodate challenging locations, please view Appendix F: Bewegen Station Configurations.

Ability to accept gift cards, transit passes, smart cards, near field communication and/or phone payments and transactions at terminal and dock	Immediately	<ul style="list-style-type: none"> ④ Bewegen's payment kiosks include hardware to allow for transactions to take place directly at the terminal and docking point. Near field communication can also be achieved through the use of our RFID technology ④ Users can also make use of Bewegen's mobile application to register and make payments for the bike share. ④ Gift cards and discount codes can also be issued and used for the Bewegen system ④ Bewegen can also work to achieve interoperability with local transit passes. Our team has extensive experience establishing interoperability with existing transit solutions, having worked in collaboration with the Maryland Transit Authority to achieve interoperability with the Charm Card for our Baltimore system. Beyond this, our team has also created interoperability solutions with novel transportation options, having established interoperability with a car sharing service for our bike-share in Wolfsburg, Germany.
Map/ Ad panel with option for nighttime illumination	Immediately	<ul style="list-style-type: none"> ④ Bewegen's stations are outfitted with a backlit wayfinding panel that can be clearly seen day and night.
Key dispenser at terminal to enable real-time activation of new memberships, if keys used for members	Immediately	<ul style="list-style-type: none"> ④ Bewegen station kiosk terminals also offer complete payment solution hardware and a membership FOB issuer. This means that users can register, submit credit card data, execute a user agreement, and immediately receive reusable bicycle FOBs at station kiosks.
Option to purchase mobile terminal to allow for pop up stations at events	Immediately	<ul style="list-style-type: none"> ④ Bewegen's physical docking stations can be supplemented by virtual stations, which are geo-fenced areas that are GPS designated. These convenient stations can be created with our back office technology within a matter of minutes, and the bikes can be docked within the station using the secondary lock located on the bicycle. This makes our virtual stations ideally suited for special events and other sporadic usage. ④ A full description of Bewegen's virtual stations and special operating procedures during events is attached as Appendix G: Bewegen Virtual Station



Bewegen has spent years innovating the most advanced bike-share transportation solution available, with an attractive, durable and robust bicycle that is able to withstand all-season outdoor usage. Beyond this, both our traditional and Pedelec bicycles have specifically been designed to accommodate advanced and novice users, providing maximum safety and protection from road and weather conditions.



Bewegen's bike-share equipment is manufactured by the Procycle Group, Bewegen's partnered company that is also held by Gestion R.A.D. Founded in 1977, the Procycle Group believes that cycling is a way of life. This business has over 35 years of experience in manufacturing, designing and developing some of the world's most advanced bicycles. As **Canada's top manufacturer of high-performance bikes**, it has made significant investments in industry-leading technologies and holds numerous patents in Canada and the United States. Procycle currently markets and sells Rocky Mountain, Miele and eVox bicycles in over 30 countries globally and have sold and manufactured millions of bicycles. Procycle has the capacity to manufacture over 500,000 bicycles per year, totaling more than 8 million bicycles since their founding. This firmly established and experienced company would guarantee that Seattle would be furnished with bike-share equipment of the highest quality.

BEWEGEN – BICYCLE REQUIREMENTS		
Required Feature	Date of Availability	Comment
Rust, salt, sand and weather resistant design to accommodate high-impact outdoor, four season use	Immediately	<ul style="list-style-type: none"> ⚡ Bewegen’s bicycles have been designed and manufactured with materials that were built to withstand extensive four-season outdoor use. They are rust, salt, sand and weather resistant. ⚡ Each bicycle that comes off the production line goes through extensive testing, including Finish Element Analysis (FEA) to ensure structural integrity. The bicycle’s custom frame and basket base are composed of robust aluminum 6061 alloy and tough plastic components, which limits the weight of the bike and is resistant to corrosion and environmental degradation. ⚡ Attached as Appendix I are Bewegen’s E-Bike Specifications and Accessories
Theft, tamper, scratch and graffiti resistant (potentially through use of components not compatible with other bicycles and/or requiring tools not commonly available) with theft-proof locking mechanism	Immediately	<ul style="list-style-type: none"> ⚡ Bewegen’s double-sided locks ensure that our bicycles remains fully secure, keeping them resistant to theft, tampering, and vandalism. ⚡ Bewegen stations are applied with a powder coat of paint covered with a vandalism-proof finish, which weatherproofs and protects them from graffiti. Our paints and coat have over 10 different testing certifications from the American Society of the International Association for Testing and Materials (ASTM). ⚡ Bewegen bicycles are built with customized components that are not compatible with other bicycles. ⚡ Attached as Appendix M are Bewegen’s Painting/Coating Certifications and Appendix O is Bewegen’s Maintenance Tool List
Reliable, theft-proof locking mechanism	Immediately	<ul style="list-style-type: none"> ⚡ Bewegen bicycles are outfitted with a revolutionary secondary lock, allowing users to secure their bikes as they make quick stops during their ride (e.g. stop at a store to buy a coffee). ⚡ There are 2 locks on the fork of each bike that automatically attach to the docking points, creating an easy a convenient way for people to dock their bicycles. ⚡ The unlocking of the mechanism is powered by the bike battery and the locking is fully mechanical (requires no power). ⚡ The docking points themselves are designed to specifically fit our own bicycles, and do not have any vulnerable points to which private bicycles could be attached. It is therefore very inconvenient for anyone wishing to lock their own bicycle to our docking system. ⚡ Testing industry standards for vandal proof connections between the station and the bike normally require around 650 pounds of force to be applied while trying to remove the bike from the station. We stopped our testing at 840 pounds and the bike was locked with no damage to the frame and wheel. ⚡ Further details and diagrams of Bewegen’s locking mechanism are attached as Appendix H: Locking Mechanism & Testing
One size fits all frame with step-through design to fit all adult riders in upright riding position	Immediately	<ul style="list-style-type: none"> ⚡ Bewegen bikes have been designed to withstand the intensive urban use of bike-sharing while accommodating a wide variety of people safely and comfortably. The design fits people of heights ranging between 4’7” and 6’5” with a simple seat-only adjustment. The bikes can also be ridden by people over or under this range without substantial discomfort. ⚡ Bewegen conducted many months of field tests and research with focus groups to investigate the ideal riding position for our bicycles. The result of these intensive studies was a bike designed with an upright semi-flatfoot riding positioning, allowing for confident riding alongside vehicular traffic. The bikes are designed with a low center of gravity and a step-through frame, which makes them easy

		<p>to mount, operate in an upright riding position, and hold in a stopped position.</p> <ul style="list-style-type: none"> ⚡ In short, the Bewegen riding experience is both easy and comfortable for users, who can have the convenient option of putting their feet on the ground while remaining seated.
Front and rear lighting that stays on after cyclist stops and reflectors	Immediately	<ul style="list-style-type: none"> ⚡ Bewegen bikes include front (white) and back (red) LED lights that are visible from all sides. These lights are active while the bike is in motion and can be programmed to stay illuminated for a specific period (e.g. 90 seconds) after the bike has come to a rest. ⚡ Bewegen wheels are also outfitted with reflectors, making the bike more visible and thus safer for the user as well as pedestrians and vehicles. ⚡ A chart demonstrating life expectancy for Bewegen's LED lights is attached as Appendix L: LED Lifetime Estimation
Front and rear fenders to protect cyclist from spray and dirt	Immediately	<ul style="list-style-type: none"> ⚡ To protect users from grease, dirt and tire spray Bewegen bikes have a full fender over the front wheel, a skirt guard covering the rear wheel, and an enclosed drive train. The chain goes through the frame and the roller brakes are internal, further protecting the user from grease, dirt and tire spray.
Capacity for sponsorship, public service announcements or advertising on fenders, baskets or other locations	Immediately	<ul style="list-style-type: none"> ⚡ Three large advertising spaces are available on the Bewegen bicycle, with two (2) spaces available on either side of the rear fender as well as one (1) the front basket. There is also the possibility to personalize and brand the bicycle frame, handlebars and other components. ⚡ Bewegen bicycles can also be painted to match specific requests for colors, including requests to match sponsorship requirements. There is an option for decals that can be branded on the fenders and handle bars which can easily be changed. Powder coating of any color, as well as decal installation at the factory, is also available. ⚡ Beyond all of these sponsorship options, Bewegen bike screens can be customized to display a sponsor's logo. The real-time active GPS allows for location specific messages to be displayed (for example, if a user cycles past the sponsor's premises). Audio marketing messages can be played through the programmable horn speaker if desired, a feature that can also make use of GPS technology to be customized based on location. ⚡ For further specifications of available space for customization and branding please view Appendix E: Sponsorship and Branding Specifications.
Brakes that are suitable for the topography and real conditions of Seattle	Immediately	<ul style="list-style-type: none"> ⚡ Bewegen bicycles are outfitted with high-capacity roller brakes for both front and rear wheels. The brakes are operated with user-friendly brake levers located on the handlebars. These high capacity brakes are perfectly suited to the topography and real conditions of Seattle.
Multiple gears (3, 5, or 7 more)	Immediately	<ul style="list-style-type: none"> ⚡ Bewegen's traditional (non-electric assist) bikes have an 8 speed internal-gear hub which offers a large range of gear ratios. They can include an option for automatic transmission, which makes riding the bike even simpler for users who are not accustomed to cycling. ⚡ Bewegen's Pedelec (electric assist) bikes introduce the user to a new bike-riding experience, and our innovative technology requires only a small amount of pedaling to travel a substantial distance. Further, Bewegen's Pedelec bikes are equipped with automatic adjusting transmission, which will reproduce the proper gear ratio to accommodate the City of Seattle's mountainous topography.
Puncture resistant, durable tires	Immediately	<ul style="list-style-type: none"> ⚡ Bewegen bikes are equipped with 2" wide mountain grade tires. With both puncture resistance, city tread tires and a thick gauge

		inner tube, the wheels ensure a ride that is safer, low maintenance and more comfortable . The tires are also outfitted with reflectors, making the bike more visible and thus safer for the user as well as pedestrians and vehicles on the streets.
Chainless bicycle or bicycle with a chain-guard to protect cyclist from grease, dirt and spray	Immediately	⚡ To protect users from grease, dirt and tire spray Bewegen bikes have an enclosed drive train. The chain goes through the frame and the roller brakes are internal, further protecting the user from grease, dirt and tire spray.
Reliable kickstand, such as a double kickstand, to provide stable parking on a variety of surface types and slants	Immediately	⚡ Bewegen bikes include a custom double-sided center kickstand which allows the bicycles to be supported upright. This provides greater stability for the bike, especially when carrying cargo. The kickstand is manufactured with an oversized 6061 aluminum tube to minimize weight and eliminate corrosion.
Baskets that cannot hold litter and can carry up to 20 pounds	Immediately	⚡ Bewegen bicycles have a front basket that provides the ultimate storage solution . The basket is tested under industry standards to hold over 55 pounds. ⚡ The basket shape and size is fully customizable , and thus can be designed in a way that does not hold litter
Preferred Feature	Date of Availability	Comment
Pedal-assist technology with multiple assist levels, rapid battery recharge, sufficient range for high volume usage, and secure but easy to access battery and motor	Immediately	⚡ Bewegen's bicycles have been outfitted with the most advanced Pedelec (pedal assist) technology available, using the patented DynaMe motor. Bewegen has implemented the only Pedelec bike-share systems in the Americas. ⚡ Bewegen's Pedelec bikes can be programmed to reach differing levels of maximum speed. These speed levels can be programmed based on different specifications (e.g. user age, preferences, etc). ⚡ Bewegen's batteries have a rapid recharge rate, and have a sufficient range for high volume usage. The build of the bikes allow for easy access to both the battery and motor.
Ability to lock bicycle immediately adjacent to a station, or anywhere within a defined service area, and have trip automatically ended. This is helpful to accommodate riders trying to return a bicycle to a full station or riders terminating trips in locations without stations	Immediately	⚡ Bewegen's physical docking stations can be supplemented by virtual stations, which are geo-fenced areas that are GPS designated. These convenient stations can be created with our back office technology within a matter of minutes, and the bikes can be docked within the station using the secondary lock located on the bicycle. This makes our virtual stations ideally suited for returning a bicycle to a full station. ⚡ A full description of Bewegen's virtual stations and special operating procedures during events is attached as Appendix G: Bewegen Virtual Station
Option to have bicycle-equipped with secondary lock, secured to frame, to enable users to secure bicycle to any rack or post while making a quick stop	Immediately	⚡ Bewegen bicycles are outfitted with a revolutionary secondary lock , allowing users to secure their bikes as they make quick stops during their ride (e.g. stop at a store to buy a coffee).
Option to have GPS to allow tracking of stolen or lost bicycles	Immediately	⚡ Bewegen bikes are equipped with BikeEmotion's award winning real-time GPS tracking system, allowing each bike to be located at any time, and includes exact routes travelled by users.
Maximum number of off-the-shelf parts and minimal number of proprietary parts	Immediately	⚡ The major components of Bewegen's bicycles are off-the-shelf parts, including: <ul style="list-style-type: none"> ○ Front Wheel ○ Rear Wheel ○ Brakes ○ Tubes ○ Pedals ○ Saddle ○ Grips ○ Battery

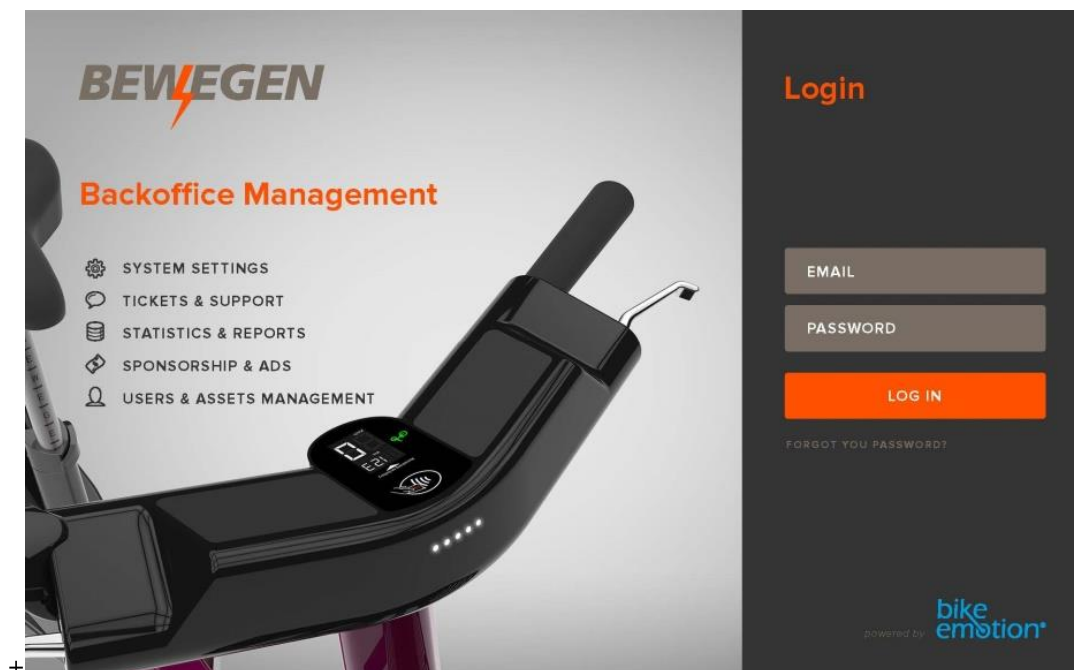
		⚡ A full list of parts of Bewegen's bicycle that are proprietary/off-the-shelf are listed in question #17 of this response
Easy access and quick repair time for most common repairs including changing tubes, tires and fenders and replacing saddle, grips, pedals and brake levers. Example includes ability to replace fender without removing rear wheel	Immediately	⚡ Bewegen's bikes were specifically designed to provide easy access and quick repair times for the most common repairs. This includes changing tubes, tires and fenders and replacing saddle, grips, pedals and brake levers. ⚡ A full maintenance schedule for our bike-sharing system is attached as Appendix J: Bike-Share Maintenance Schedule



SOFTWARE SERVICES

In partnership with BikeEmotion, Bewegen offers a comprehensive IT solution that facilitates all aspects of bicycle share operations, including managing fleet and equipment, customer service, finances, rebalancing, reporting, account management and pricing. Bewegen's customer interface is user-friendly, efficient and reliable, and is available through our website, mobile application and on-site systems. Beyond this, Bewegen system provides data security, including for financial data, user names, and addresses. Bewegen's system is fully Payment Card Industry (PCI) compliant, consistent with the requirements of the City as outlined in the City's contract included in the RFP Appendix.

For further technical details as to Bewegen's software capabilities, please view **Appendix N: IT Stress & Load Tests**.

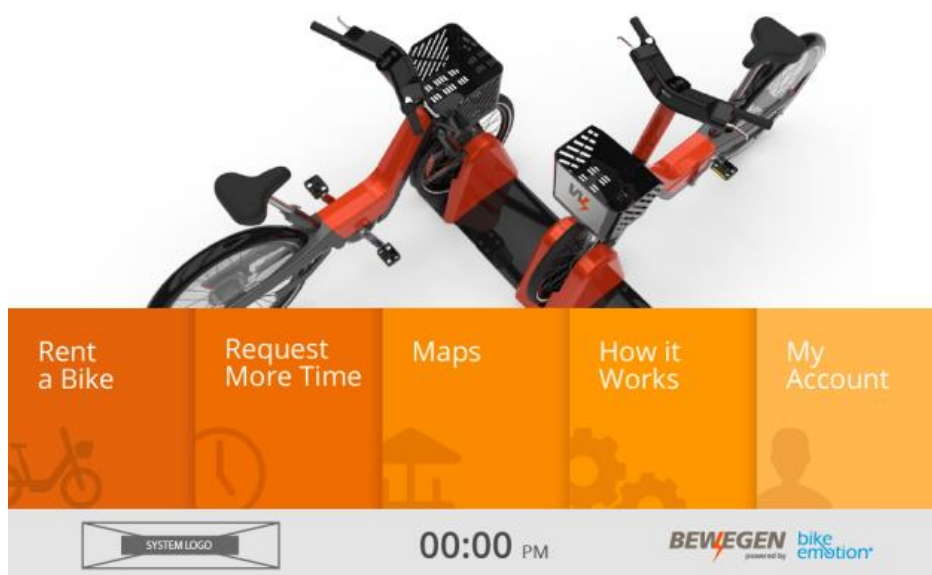


BEWEGEN – SOFTWARE SERVICES – SYSTEM BACKEND REQUIREMENTS		
Required Feature	Date of Availability	Comment
Communicate in real-time with each station or bicycle including information on bicycles location, bicycle or dock availability, battery levels and maintenance needs in order to facilitate re-distribution and monitor battery levels	Immediately	⚡ BikeEmotion's GPS tracking system allows real-time communication with each bicycle and station. This system does not only provide precise location of all of the bicycles at a given moment, it can further be used to map every route taken by riders and track bicycle and dock availability. Bewegen's back office solution also provides battery level information, maintenance needs, and information to monitor and facilitate re-distribution.
Publicly available data feed is available for station or bicycle location	Immediately	⚡ Bewegen has developed an interactive map which provides the location and status of bicycles throughout service area. ⚡ Our website and mobile application also provide information to the public regarding usage of our bike-share systems, including data regarding most popular stations and total amount of distance travelled. ⚡ Because the Bewegen system is equipped with technology that was purposefully designed to be flexible and adaptable, these maps can also be programmed to include optional addresses, directions, and transit information. ⚡ An example of this map is viewable for our system in Birmingham (Alabama) at www.zypbikeshare.com .
Ability for Operator to temporarily disable and/or re-start one, multiple or all	Immediately	⚡ Bewegen's back office system can also be used by an Operator to temporarily disable docking stations and bicycles.

docks, bicycles or stations from a central location		
A method to automatically track repairs and maintenance of bicycles or stations including frequency, time to complete service, and next scheduled maintenance	Immediately	<ul style="list-style-type: none"> Thanks to real-time active GPS tracking, our system is able to efficiently analyze the specific requirements for maintenance. This information is used by Bewegen to establish personalized maintenance procedures for each system, resulting in upkeep that is both more efficient and easier to manage. Our team uses this information to complement our existing inspections, maintenance and repair schedules that keep the bike-share in continuous compliance with all local regulations, partner contracts and warranty requirements. A full maintenance schedule for our bike-sharing system is attached as Appendix J: Bike-Share Maintenance Schedule
Support all aspects of corporate memberships and/or corporate sponsorships including registration, billing, and tracking of aggregate data such that corporate liaison may login and review aggregate trip metrics	Immediately	<ul style="list-style-type: none"> When Bewegen designed its IT solution, stations and bikes, we made user pricing structure flexibility a main priority, and corporate membership can easily be incorporated. If desired, specific information can be tracked and viewed by the corporate liaison, include registration, billing, and tracking of aggregate data.
Interface to support customer service agents including access to an account management module to review customer information	Immediately	<ul style="list-style-type: none"> Bewegen's IT solution also includes an interface that provides access to account management for customer service agents looking to review customer information.
Multiple log-in levels for the Operator; for example, an administrator, call center agent and bicycle mechanic would have different views	Immediately	<ul style="list-style-type: none"> Bewegen's IT solution has pre-established log-in levels for different types of Operators (e.g. administrator, bike mechanic) Bewegen's system can also be used to create new users with customizable access rights to different levels of user information, as required by Seattle.
Be able to produce reports on all aspects of bicycle share including financial, rental, subscription, technical action and member reports, including the ability to create reports on usage on a system wide and individual station or bicycle-basis	Immediately	<ul style="list-style-type: none"> Bewegen's back office technology includes a full reporting solution, one that is fully customizable to any required format (e.g. system-wide, individual station based). This technology can be used to provide Seattle with reports on finances, rentals, subscriptions, technical action and member reports. As our company has done with other partner cities, Bewegen would furnish Seattle with other periodic dashboards and reports submitted for external and internal audiences.
Software that is easily customizable and configurable by the Operator allow for various subscription types, reports, prices or other features	Immediately	<ul style="list-style-type: none"> Bewegen's IT solution was designed to be fully customizable and configurable by the Operator. Various subscription types can be programmed by the Operator, and prices can also be customized to meet specific needs. Bewegen's back office technology also includes a full reporting solution, one that is fully customizable to any required format.
Software that is easily upgradeable	Immediately	<ul style="list-style-type: none"> BikeEmotion works alongside Bewegen to ensure that our system stays on the cutting edge of technology, providing upgrade assurances for all of our partners that ensure the system is functioning at the highest technological capacity. Bewegen is focused on continuous improvement of our system, and will also implement various upgrades to provide extra functionality required by Seattle. Bewegen has successfully implemented software upgrades for our system in Birmingham (Alabama) that create various improvements in terms of system functionality (e.g. battery life extension).

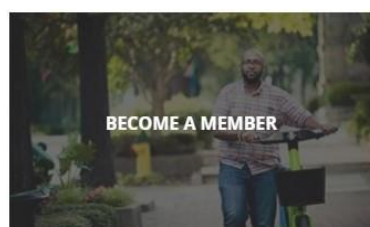
Welcome

Select Language


BEWEGEN – SOFTWARE SERVICES – ON-SITE REQUIREMENTS

Required Feature	Date of Availability	Comment
Accept walk-up rentals, at some or all locations, with agreement that includes a liability waiver and efficient and simple screen flow	Immediately	<ul style="list-style-type: none"> ⚡ Bewegen kiosks offer complete payment solution hardware and a bicycle FOB issuer. This means that users can register, submit credit card data, execute a user agreement and liability waiver, and immediately receive reusable bicycle FOBs at station kiosks. Beyond this, the Bewegen mobile application can also be equally be used to register, submit credit card data, execute a user agreement, and immediately access the bicycles. ⚡ If desired by Seattle, Bewegen can also work to form partnerships with nearby points of sale to provide payment options for individuals who are uncomfortable with technology or who prefer to pay by cash. Bewegen designed our system with various payment options that are user friendly to ensure that both residents and visitors to the region would be encouraged to make use of this exciting urban transportation option.
Wireless connectivity (cellular, Ethernet, code division multiple access or other), ideally with two or more methods to provide redundancy to reduce outages and costs	Immediately	<ul style="list-style-type: none"> ⚡ Bewegen's communications are wireless, using a highly reliable and secure system which encrypts all financial data transmitted over public networks. All payment information and cardholder data is stored in a dedicated database and protected through strong encryption.
Efficient power management including backup battery	Immediately	<ul style="list-style-type: none"> ⚡ Working on the cutting-edge of R&D, Bewegen's system efficiently manages the power for the system. ⚡ Bewegen's stations are equipped with a battery which keeps the station active even when power isn't being generated. In the event that stations do have a power failure the bikes can still operate as they have their own battery and run a power saving regime when the charge gets low. As the check-out process occurs directly at the bike, this provides ample time for the issue to be analyzed and fixed while keeping the system operational and safe. ⚡ No other components require power to remain secure and the bikes' locking mechanism is fully mechanical, requiring no power. The double-sided lock ensures that the bicycle is fully secure and cannot be tampered with.

Capacity to maintain security of the system, including secure encryption of financial data, during a power failure event or loss of internet connection	Immediately	⚡ Bewegen's system can continue operating securely in the event of power failure or loss of internet connection. If internet connection is lost a local log is kept on the individual bikes which then uploads to the system once re-connected.
Capacity to report mechanical problems	Immediately	⚡ Thanks to real-time active GPS tracking, our system is able to efficiently analyze and report the specific requirements for maintenance. This information is used by Bewegen to establish personalized maintenance procedures for each system, resulting in system upkeep that is both more efficient and easier to manage. Our team uses this information to complement our existing inspections, maintenance and repair schedules.
[Station-based systems only] A process for situations in which a user wants to return a bicycle to a terminal that is full or rent a bicycle from a terminal that is empty	Immediately	<p>⚡ Bewegen's physical docking stations can be supplemented by virtual stations, which are geo-fenced areas that are GPS designated. These convenient stations can be created with our back office technology within a matter of minutes, and the bikes can be docked within the station using the secondary lock located on the bicycle. This makes our virtual stations ideally suited situations where a user wants to return a bicycle to a full terminal.</p> <p>⚡ A full description of Bewegen's virtual stations and special operating procedures during events is attached as Appendix G: Bewegen Virtual Station</p>
[Non-pedal assist only] Grid-free renewable energy power source that can operate 24/7 and year-round	N/A	⚡ Bewegen's system is pedal assist and easily movable, requiring minimal time to install and/or remove and leaves behind no vertical or sharp objects or holes with no damage to the underlying surface.
Indicator showing whether the bicycle is available for use or out-of-service (such as when the system is shut down during a snow emergency or an individual bicycle has been identified as needing repair)	Immediately	⚡ Bewegen's bikes are outfitted with a screen that displays the bike's availability, as well as power level. This can be done for on a system basis or for individual bicycles that require repairs.
Automatic confirmation that subscriber's credit cards is valid and has sufficient funds to cover charges if bicycle is not returned, preferably before each bicycle is removed	Immediately	⚡ Bewegen sends automatic confirmation information to ensure that a user has sufficient funds to cover charges if a bike is not returned, and this occurs before the bicycle is removed. This automatic confirmation can be sent to the user in email format.
Multiple language options	Immediately	⚡ Bewegen bicycle technology can be customized to fit any language requirements. The station kiosks, bicycle screens, website, and mobile application can all be presented in different languages (English, Spanish, etc.) based on user selection.



BEWEGEN – SOFTWARE SERVICES – WEBSITE & MOBILE APPLICATION REQUIREMENTS		
Required Feature	Date of Availability	Comment
Be accessible from desktop computers and hand-held wireless devices such as personal digital assistants	Immediately	⚡ Bewegen's Website is accessible from desktop computers, PDAs, tablets and Smartphones using a browser. Further, the website does not make use of flash, and displays immediately and correctly on all major web

("PDA's"), smartphones, and web-enabled cell phones using browsers.		<p>browsers. The website communicates constantly with the back office technology, and displays a live system map in real time.</p> <ul style="list-style-type: none"> ⚡ Bewegen has also created the ultimate bicycle-sharing user mobile application for its system. The application is available to download on all major platforms, and allows walk-up customers to proceed with all of the steps for registration without requiring a membership FOB or temporary membership card to unlock the bikes. Instead, the app user simply inputs the bike number, and the desired bike is unlocked immediately.
Communicate constantly with the system backend	Immediately	<ul style="list-style-type: none"> ⚡ All of Bewegen's technology is integrated and our IT experts at BikeEmotion have designed the system to ensure that each component is in constant communication with each other. For example, the live map providing bicycle availability constantly communicates with the website, mobile application, and back office technology to ensure consistency across all platforms.
Allow for easy content updates by the system Operator	Immediately	<ul style="list-style-type: none"> ⚡ The Bewegen system is equipped with technology that was purposefully designed with user-friendliness in mind. This applies not only to users of the system, but also to system Operators, who will follow simple processes in order to update content on the website and mobile application.
Be able to be branded specific to the Seattle bicycle share system	Immediately	<ul style="list-style-type: none"> ⚡ Bewegen's website, mobile application, and kiosk computer unit are all customizable, and provide space for advertising or to display a sponsor's logo. ⚡ Bewegen's IT Solution has pre-determined pages and areas that have been set aside for sponsorship opportunities. For our system in Birmingham Alabama, we completely customized the mobile app and website content to fit their desired requirements.
Capacity for public to view map of stations with station names, location, sponsor logo, number of bicycles and number of open docking points	Immediately	<ul style="list-style-type: none"> ⚡ All of Bewegen systems make use of advanced technology to provide real time bike, station, and dock availability to the public. This information is available at no cost and is easily accessible on our website, mobile application, and directly at the station kiosks. The map can also include a sponsor logo and station names. ⚡ Our website and mobile application also provide information to the public regarding usage of our bike-share systems, including data regarding most popular stations and total amount of distance travelled. ⚡ Because the Bewegen system is equipped with technology that was purposefully designed to be flexible and adaptable, these maps can also be programmed to include optional addresses, directions, and transit information. ⚡ To view an example of a map showing live bike/station availability, as well as statistical information provided to the public, please visit the website for Bewegen's system in Birmingham at www.zypbikeshare.com.
Allow users to search for station locations through a variety of inputs (e.g. user-entered address, intersection or major place names, selecting from an interactive map etc.)	Immediately	<ul style="list-style-type: none"> ⚡ Bewegen's live system map displays real-time status of bicycles at stations, station locations, and other transit information. Users also have the option to search for station locations through a variety of inputs (e.g. user-entered addresses, intersections, major place names, selecting from the interactive map, etc.)
Capacity to purchase a subscription and sign a liability waiver	Immediately	<ul style="list-style-type: none"> ⚡ Users can register for a membership online through the website. This process includes (1) registration, (2) disclaimer/liability waiver acceptance, (3) payment (with multiple payment options available), and (4) entering of address to receive a membership FOB by mail. Members can also use the Bewegen mobile app to proceed with these same steps and rent a bike immediately, without having to wait for the mailing of the membership FOB.
Allow members to access and update their subscription information, including ability to suspend, renew, or	Immediately	<ul style="list-style-type: none"> ⚡ Bewegen's website and mobile application involves a section allowing users to access and update their subscription information. Features of the user profile include: <ul style="list-style-type: none"> ○ Ability to suspend, renew, or otherwise modify subscriptions

otherwise modify their subscriptions and track their use through a personalized log-in that displays trip information		<ul style="list-style-type: none"> o Keeping track of ride times o Checking billing information o Viewing distance travelled, money saved, calories burnt, etc. o Sharing riding accomplishments o Contacting customer service
---	--	---

BEWEGEN – SOFTWARE SERVICES PREFERENCES		
Preferred Feature	Date of Availability	Comment
Technical ability to integrate with most transit cards and smart cards from businesses or universities	Immediately	<ul style="list-style-type: none"> ⚡ Through past experience, our team understands the importance of convenience to ensure that a bike-share system has high usage rates. With this in mind, Bewegen will ensure that online registration would be completely interoperable with the Seattle’s regional transportation system, ⚡ Our team has extensive experience establishing interoperability with existing transit solutions, having worked in collaboration with the Maryland Transit Authority to achieve interoperability with the Charm Card for our Baltimore system. Beyond this, our team has also created interoperability solutions with novel transportation options, having established interoperability with a car sharing service for our bike-share in Wolfsburg, Germany. Our team also has experience achieving interoperability with other regional bike-share systems using the same access card.
Near-field communications (NFC) for renting bicycles	Immediately	<ul style="list-style-type: none"> ⚡ Bewegen’s IT solution makes use of near-field communications (NFC) for renting bicycles.
Ability to use phone for basic user functions: <ul style="list-style-type: none"> ⚡ Ability for casual users or members to rent a bicycle ⚡ Ability to sign up for a casual or annual membership ⚡ Text messaging of receipt and/or casual rider code ⚡ Text message option to extend ride over 30 minutes 	Immediately /Near future	<ul style="list-style-type: none"> ⚡ Bewegen’s mobile application has various functionalities to ensure high customer satisfaction for our systems. These features include: <ul style="list-style-type: none"> o Ability for casual users or members to rent a bicycle o Ability to sign up for a casual or annual membership ⚡ Bewegen does not currently implement text messaging as part of its bike-share system. The reason for this is that it can result in increased costs for users. However, if desired Bewegen’s dedicated IT team can work to develop: <ul style="list-style-type: none"> o Text messaging of receipt and/or casual rider code o Text message option to extend ride over 30 minutes
Support for system reciprocity with other cities, allowing members from one city to rent bicycles in other cities running similar software	Immediately	<ul style="list-style-type: none"> ⚡ Bewegen’s IT solution was built with flexibility in mind, and can work to achieve system reciprocity with other cities. ⚡ Our team has extensive experience establishing interoperability with existing transportation solutions, having worked in collaboration with the Maryland Transit Authority to achieve interoperability with the Charm Card for our Baltimore system. Beyond this, our team has also created interoperability solutions with novel transportation options, having established interoperability with a car sharing service for our bike-share in Wolfsburg, Germany. Our team also has experience achieving interoperability with other regional bike-share systems using the same access card.
Simple system for casual users making a second trip	Immediately	<ul style="list-style-type: none"> ⚡ Bewegen kiosks also offer complete payment solution hardware and a bicycle FOB issuer. This means that users (casual and full-time) can register, submit credit card data, execute a user agreement, and immediately receive reusable bicycle FOBs at station kiosks. Beyond this, the Bewegen mobile application can also be used to register, submit credit card data, execute a user agreement, and immediately access the bicycles.
Ability to reserve a bicycle at a station	Immediately	<ul style="list-style-type: none"> ⚡ Bewegen bicycles can be locked via our back office technology, and thus reservations are a possibility.
A method to automatically alert the Operator when a	Immediately	<ul style="list-style-type: none"> ⚡ Yes, Bewegen’s technology automatically alerts the Operator when a bicycle has not been timely returned

bicycle has not been timely returned		
Ability to retrieve location of bicycles requiring maintenance and/or disabled bicycles	Immediately	⚡ Yes, Bewegen's GPS tracking technology allows the operator to retrieve the exact location of bicycles requiring maintenance and/or disabled bicycles
Maximum flexibility on pricing options including support for pay-by-trip members and monthly billing for annual members	Immediately	⚡ When Bewegen designed its IT solution, stations and bikes, we made pricing and membership duration flexibility a main priority. This permits virtually any membership and pricing structure to be set up, and also allows for the use of discount or promotion codes.
Simple, cost-effective system to integrate and support basic helmet operations	Immediately	⚡ Bewegen intends to make use of the current helmet operation system and processes that are in place in Seattle. The experienced team will find a cost-effective way to integrate helmet operations into the Bewegen system.
System which allows approved members to subscribe without a credit card but accepts alternative form of identification	Immediately	⚡ For all membership options, users would require some sort of personal identification in order to link the membership to the individual. Bewegen would work with the City to decide the exact requirements for identification (e.g. driver's license, passport, bill displaying address) that would best suit the needs of the public. Bewegen's goal is to implement bike-share systems that have the highest usage rates possible, and will work to find payment solutions that facilitate cycling in Seattle.

HELMET DISPENSING UNIT



In accordance with the helmet law in Seattle, Bewegen will provide helmet dispensing units, located at every bike-share station. These units will provide users clean helmets, accept used helmets, and carry sufficient inventory to satisfy user demand.

Bewegen's intention is to reach an agreement with the manufacturer of Seattle's current helmet dispensing units to manufacture additional units as required. Units currently in place would be **completely refurbished and rebranded** in order to achieve compatibility with the system's new look and feel. Making use of the existing products and processes will simplify the transition between bike-share systems in Seattle.

One addition that Bewegen intends to make would be to **integrate RFID technology** for the helmet dispensing units. This provides an easy solution for users with a membership FOB, who will simply use that same FOB to gain seamless access to a helmet. The RFID Reader will communicate with Bewegen's Back Office solution through the Kiosk, and the door will open once communication with the Back Office has been reached. Pictured on the right is an example of the RFID reader that would be used for the helmet dispensing units in Seattle.



BEWEGEN – HELMET DISPENSING UNIT REQUIREMENTS		
Required Feature	Date of Availability	Comment
Ability to rent and return helmets, either for free or a fee	Immediately	⚡ Bewegen will ensure that users are able to rent and return helmets free of charge for annual members, and at a small fee (e.g. \$2.00) for casual members.
Space efficient design. Minimal if any additional footprint required beyond what is required by bicycle share station	Immediately	⚡ Bewegen will ensure that the space efficient design will have minimal footprint required beyond station requirements.
Rust, salt, sand, tamper, scratch, graffiti and weather resistant design to accommodate high-impact outdoor, four season use	Immediately	⚡ The refurbished design and painting of the helmet dispensing units will be designed to accommodate high-impact outdoor use to withstand all seasons, rust, salt, sand, tampering, scratching, and graffiti.
Single-sided rent and return to accommodate majority of station locations, such as those backing up against wall or curb	Immediately	⚡ The units will be single sided.
Multiple size options to maximize flexibility and meet demand and space constraints	Immediately	⚡ The stations can be designed to accommodate different requirements in terms of size.
Aesthetically pleasing design that ensures a unified system look and feel, while being compatible with a streetscape and neighborhood context including historic districts	Immediately	⚡ Units currently in place would be completely refurbished and rebranded in order to achieve compatibility with the system's new look and feel, ensuring aesthetic compatibility with the City of Seattle.
Respondent may be required to purchase helmets as requested by the City and be reimbursed for the helmets "at cost"	Immediately	⚡ Bewegen is willing to purchase helmets as requested by the City, and be reimbursed "at cost".

ADDITIONAL CONDITIONS

BEWEGEN – ADDITIONAL CONDITIONS		
Condition	Status	Comment
Contracted Vendor will agree to service level agreements (SLA) and address and respond to issues that arise. Liquidated damages will be established and included in the contract resulting from this solicitation once service levels are finalized.	Accepted	
Contractor shall ensure efficient delivery of equipment and spare parts, regardless of order size, including maintaining an inventory of proprietary and/or hard-to-find parts Desired guaranteed delivery times are: ⚡ New complete bicycle share stations and helmet dispensing units in 16 weeks or less after order is placed ⚡ Bicycle is 12 weeks or less after order is placed ⚡ Spare parts and wearable parts delivered within 10 business days of order	Accepted	⚡ In order to accommodate the desired guaranteed delivery times, Bewegen intends to maintain an inventory of units and components that have longer lead times for the City of Seattle. Bewegen would place orders for these units and components once the contract has been completed.
Agreement to escrow software to the City or to Operator, at City's discretion, and City will be a third-party beneficiary to provide security in the event of future industry turbulence.	Accepted	
The Operator and/or the City will have the right to purchase compatible parts from other vendors.	Accepted with condition	⚡ As with our other bike-share systems, Bewegen would include a clause in the contract which permits the City of Seattle to purchase parts from other vendors if offered at a lower price. An example of this contractual clause is included below. ⚡ <i>"Notwithstanding anything in this Agreement to the contrary, if the Planning Agency receives a bona fide offer from a third party to sell Spare Parts at a price at least 15% lower than the Contractor's price, the Contractor shall either match the lower price or permit the Planning Agency to take the offer from such third party and honor Equipment warranties."</i>
The Equipment Provider will ensure subs have appropriate training and technical support for the City and/or Operator; both the Operator and City may use all elements of the software, subject to Washington State Public Records Law. If a separate agreement between the Equipment Provider and the Operator is required, the Contracted Vendor will obtain and maintain such agreement(s)	Accepted	
All data and information produced by or for the bicycle share system, including, without limitation, website content and all bicycle share user data and information, is owned by the City and will be accessible to the Operator, unless the City requests otherwise.	Accepted	
Login to entire backend system, with ability to create and download reports, is made available to Operator and the City	Accepted	
The Equipment Provider will provide a warranty covering all standard use of equipment and parts. Desired minimum warranty on stations, bicycles, helmet dispensing units and non-wearable parts is five years	Accepted	
The Equipment Provider will provide clearly defined approach to fixing defects and/or design flaws, including,	Accepted	

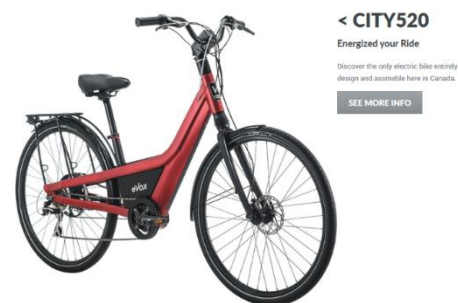
without limitation, replacing any stolen, vandalized or damaged equipment/parts resulting from defects and/or design flaws		
The Equipment Provider will deliver all manuals relative to assembly, maintenance, warranties, to the Operator and the City	Accepted	
The apparent successful Respondent will submit a test or sample of the product, as requested by the City, prior to award. If the product is custom-designed, the cost of the custom production may be charged to the City at a mutually agreed upon cost related to the actual direct costs of delivering the test or sample	Accepted	

B. Describe in detail the features of and status of your pedal-assist technology

Bewegen has established itself as a leader in the implementation of Pedelec (electric assist) bike-sharing systems. Our company introduced the **first Pedelec bike-share** in the Americas with our system in Birmingham (Alabama), as well as the **largest Pedelec bike-share** in the Americas with our system in Baltimore (Maryland). Further, our company has successfully established Pedelec bike-shares in Europe, with active systems in both Germany and Portugal. It is clear that the Bewegen team comes from unmatched experience establishing Pedelec bike-shares around the world, and we would apply this experience to ensure that Seattle receives the most **advanced, reliable, and sustainable** Pedelec bicycles for its system.

The Most Reliable and User-Friendly Electric Assist Technology

Bewegen's Pedelec bicycles make use of electric assist technology with proven proficiency and dependability. This is because Bewegen's Pedelec bikes implement the same electric assist technology used in the **eVox Electric Bike**, pictured on the right. This electric assist bicycle has been manufactured and sold by Procycle since 2012. The eVox was designed with innovation in mind, and Procycle developed their own **proprietary propulsion system** for the bicycle: the DynaMe motor.



Procycle's eVox model has been a **success story** in the industry, which is no surprise considering the extensive research and development involved in the creation of this model. Bewegen is proud to have **exclusive rights to implement eVox's DynaMe motor** in our bike-sharing systems, further promoting the implementation of this internationally leading technology around the world.



MICHEL DALLAIRE DESIGN INDUSTRIEL INC.

Bewegen's Pedelec models were designed by **Michel Dallaire Industrial Designs**, the lead designer of the award-winning Montreal bike-sharing system. Mr. Dallaire has since signed an **exclusive partnership** with Bewegen to design our bike-share system. From the beginning of designing Bewegen's Pedelec model, Mr. Dallaire employed his artistic faculties to create an aesthetic design unlike any other. Indeed, the lineage of this renowned expert is visible in the aesthetically pleasing design, which integrates seamlessly into any city's landscape.

The initial concept of Bewegen's Pedelec bicycles was sent to expert designers and engineers from **Rocky Mountain Bicycles** (division of Procycle) in British Columbia, Canada. Based on the analysis of the experts at Rocky Mountain, improvements were recommended using the favourable features and geometry of the eVox Electric Bicycle in order to ensure that Bewegen's Pedelec model is both **ergonomically and user friendly**. Following the development from Rocky Mountain, Paul Laprade from DynaMe Propulsion assisted in the design of the Pedelec bike, working specifically on the electrical components and DynaMe motor.



Information regarding where major components of the Bewegen's Pedelec bike are manufactured is detailed below:

- ⚡ Frames and forks are manufactured in Canada
- ⚡ Electronic Boards are built by BikeEmotion in Portugal
- ⚡ DynaMe motor is built at Procycle, Saint-Georges, Quebec, Canada
- ⚡ The production and assembly line is based at Saint-Georges which has capacity of 250 bikes per day and will have capacity of 500 bikes per day by the end of 2016.

Fully benefitting from the advantages of electric assist bikes requires a system of superior quality, one that avoids the drawbacks common to existing designs. Many of the current electric assist designs produce bikes with wheel-hub motors that work properly at first, but quickly show signs of **deterioration**. Common problems of wheel-hub motors include **decentralization** of the center of gravity, **poor handling**, and most significantly **wearing out of the motor**. Working on the cutting edge of research and development, Bewegen remains acutely aware of these recurring issues, and our Pedelec system expertly solves the problems of wheel-hub motors.

What differentiates our Pedelec system is the patented DynaMe motor. In terms of placement, the motor is **integrated near the bottom bracket**, meaning that it is subject to minimal vibration and shock. This not only reduces the amount of maintenance required on the wheels, but also means that the **motor doesn't wear out** in the same way as wheel-hub motors.



The placement of the motor **avoids unsafe wheel spinning** that is common to wheel-hub motors in conditions of rain and dirt. The DynaMe motor also drives the chain, rather than the wheel, meaning that the motor is able to give **peak torque** for upwards slopes. The placement of the DynaMe motor near the bottom bracket also lowers the centre of gravity of the bike, **increasing both comfort and handling capabilities** for users. A summary of Bewegen's Pedelec advantage is included below.

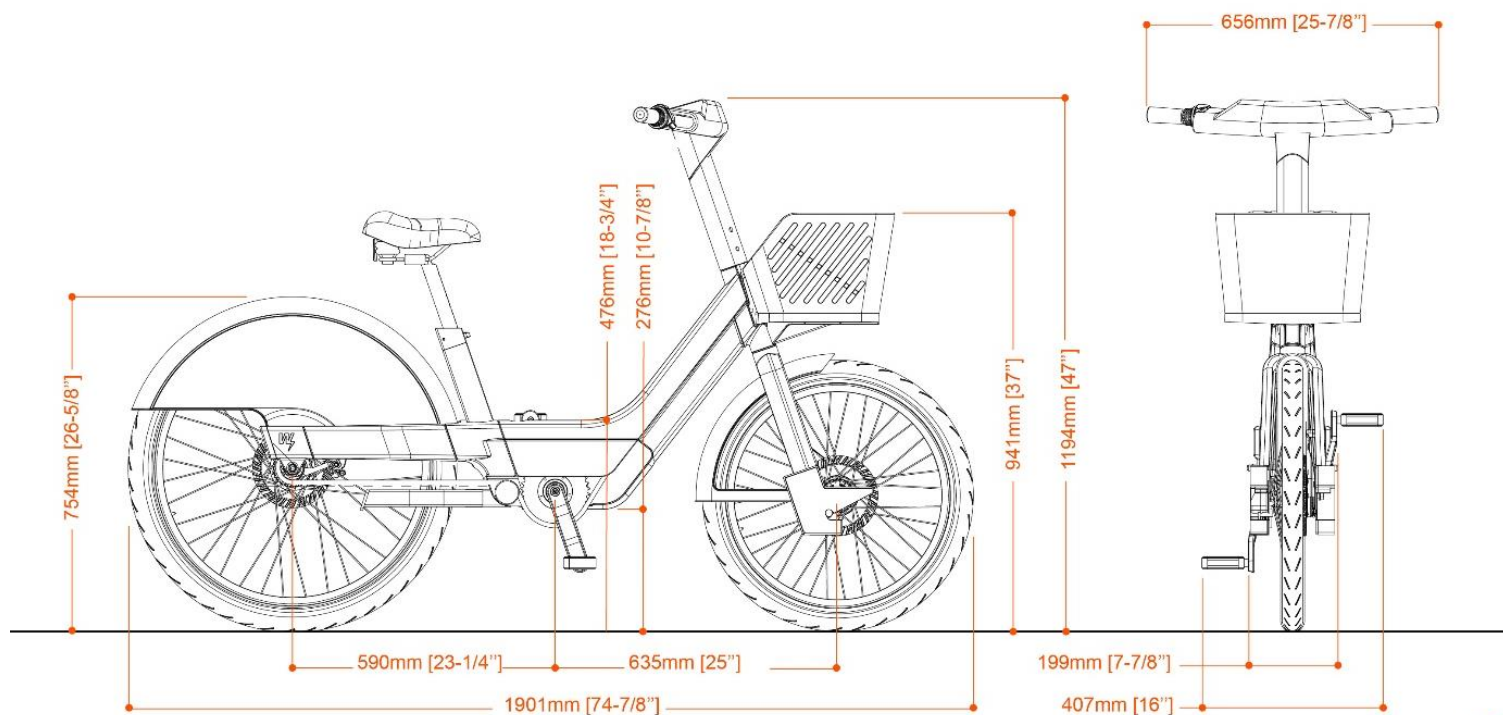
- DynaMe motor integrated near the bottom bracket
 - Extends motor lifespan
 - Minimizes vibration and shock
 - Reduces wheel maintenance
- DynaMe motor drives the chain, not the wheel
 - Peak torque for mounting slopes
 - Avoids unsafe wheel spinning
- DynaMe motor placement lowers the center of gravity
 - Increased stability
 - Increased maneuverability

The DynaMe motor makes Bewegen's Pedelec bicycles **safer, easy to maintain, and inviting to new users**. Our team looks forward to this opportunity to introduce our advanced urban mobility solution to City of Seattle.

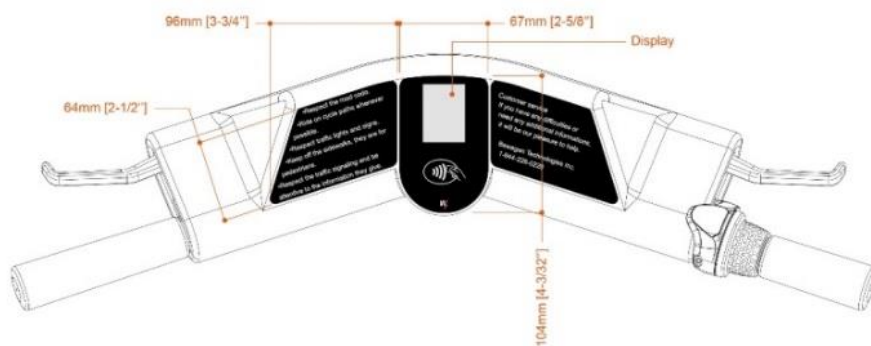


C. Include sketches showing dimensions including all footprint configurations as well as the weight of complete products, as applicable.

Bicycle Measurements



© Copyright 2014 Bewegen Technologies Inc. - All Rights Reserved



© Copyright 2014 Bewegen Technologies Inc. - All Rights Reserved



Docking Point Measurements

Docking Point & Bike

Docking point on the same row are oriented in opposite directions.

1325mm [52-3/16"]

All docking point on the same row are oriented in the same direction.

575mm [22-5/8"]

393mm [15-1/2"]

C/C 660mm [26"] min
If dock point are placed face to face



© Copyright 2014 Bewegen Technologies Inc. - All Rights Reserved

Station Components:

Station

Solar panels
Adjustable azimuth
and altitude

Space for branding
Station identification
Backlit space on both
side for:
•Wayfinding map
•Advertising
•Instructions

Kiosk
Instructions decal
12.1" Color touch screen
Receipt dispenser
PIN pad
Card reader
Ticket dispenser
Contactless reader

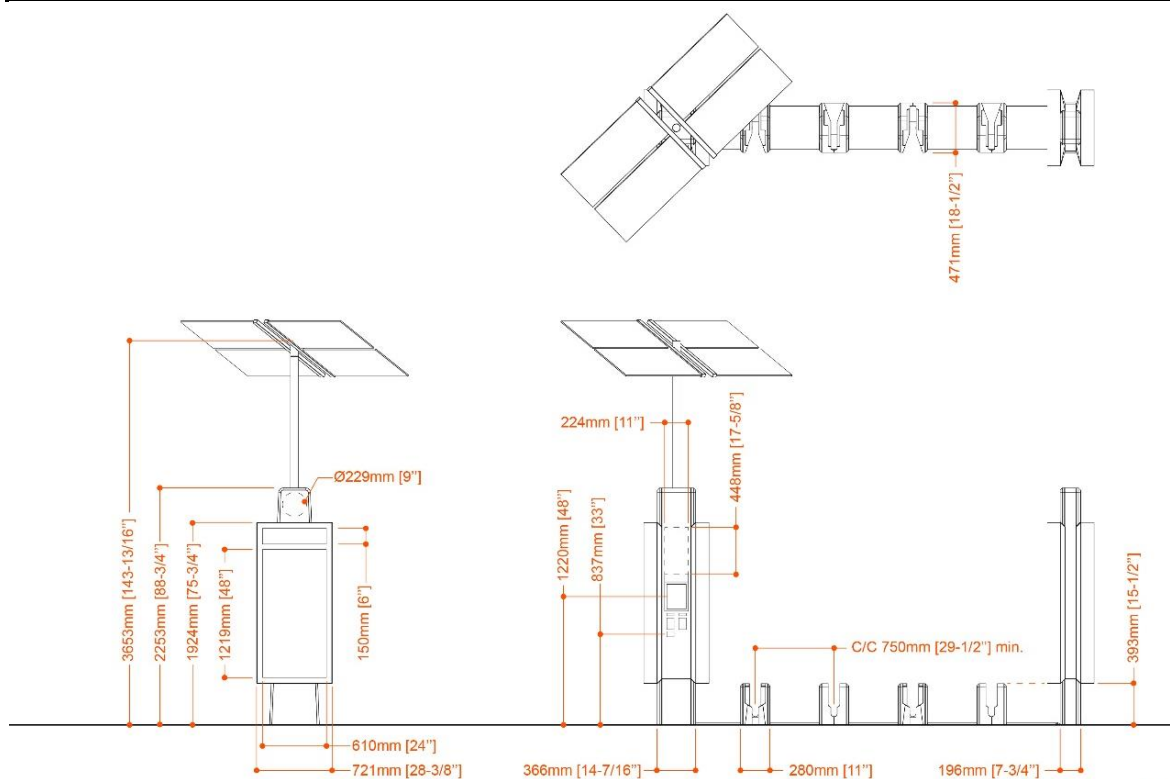
Advertising panel

Dock point

Low profil cable protector

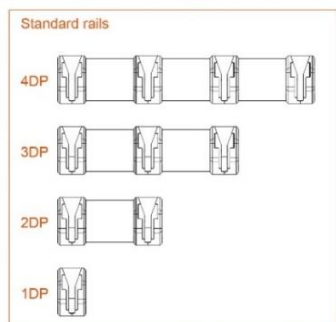
Bike
Bike
Dock point
orientation may be
alternated

Station Measurements:



Smart Rail Configurations

Smart Rail Technology Configurations



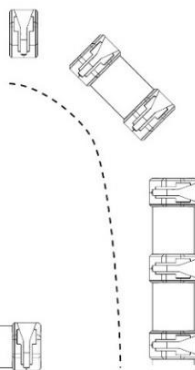
Continuous Configuration



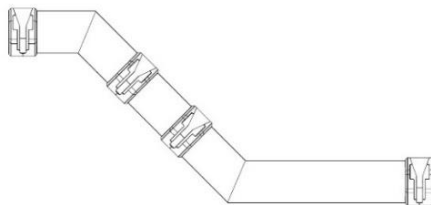
Discontinuous Configuration



Obstacle or Curved Configuration



Customization Examples

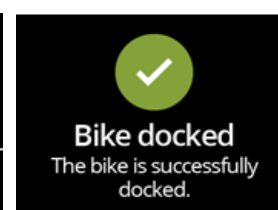
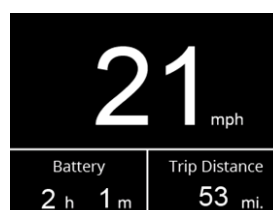
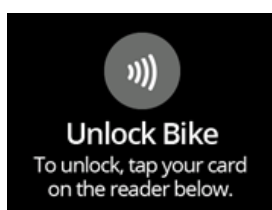


Manufacturing Specifications

Part	Weight	Material	Construction Method	Origin
Complete Dock & Smart Rail Technology (per dock)	60 pounds	Steel and Aluminium	Die Casting and Metal Work	USA
Kiosk/Payment Terminal/Way Finding Panel	850 pounds	Steel + Electronics	Metal Work	USA except electronics for
Way Finding Panel	550 pounds	Steel + Electronics	Metal Work	USA except electronics for
Solar Canopy and structure (per dock)	75 pounds	Steel + Electronics	Metal Work	USA except electronics for

D. Please include graphics, screen shots and sample reports, as desired.





The following reports concerning Bewegen's bike-share system are attached as appendices:

- ④ **Appendix I: E-Bike Specifications and Accessories**
- ④ **Appendix H: Locking Mechanism & Testing**
- ④ **Appendix L: LED Lifetime Estimation**
- ④ **Appendix N: IT Stress & Load Tests**

E. Please include detailed specifications such as hours of direct and/or indirect solar required to power stations, time required to recharge pedal-assist bicycles, etc.

Bewegen's system in Seattle would not make use of solar power, instead using a power grid system to ensure that our Pedelec bicycles meet the highest standards. The system uses 48 volts, and a bike that is fully depleted will charge in 90 minutes. If multiple bikes of different charge levels arrive at a station at the same time, this may impact charging times for the bikes, however the battery holds enough power to travel 40 miles on a single charge, and because bike-share systems are designed to have short-term rides, scenarios where the bicycles are highly depleted of battery are both unlikely and uncommon.

10. Please describe your approach to providing a pedal-assist bike share solution in Seattle.

A. Will the system roll out in 2017 with pedal-assist technology or will pedal-assist be phased in later?

Bewegen is fully equipped to roll out a Pedelec system for a 2017 launch in Seattle. Bewegen is uniquely placed as a company with **proven results** implementing Pedelec bike-share systems, with operating systems in both the United States and Europe. The City can be confident that Bewegen will implement and operate Seattle's Pedelec system guided by the team's **unrivaled experience** with this innovative technology.

B. What are the history, status and findings relative to any testing, pilots or early implementations of this technology?

Wolfsburg (Lower Saxony, Germany)

The company's project in Wolfsburg (Germany) was the first pilot bike-share system with Pedelec technology implemented by Bewegen. In collaboration with InnoZ, a German company that offers an integrated electric vehicle solution (cars and bikes), Bewegen has established a fleet of 100% Pedelec bicycles. Launched in August 2015, the system has been fully functional for almost a full year, providing the community with a **convenient and innovative transportation solution**.



The Wolfsburg system served as the first live environment to pilot Bewegen's Pedelec system. The team maintained close communications with the City throughout the entire process. This enabled Bewegen to effectively implement all of the required modifications and updates for the bicycles, Smart Rail, and charging system. Wolfsburg is a town of approximately 100,000 residents, with an additional 70,000 workers who commute into the city every day. Initial data collected from the system reveals a **high uptake and demand** for electric vehicles, and many residents are beginning to shift towards electric vehicle transportation. Bewegen's bicycles have been particularly effective at attracting new segments of the population to cycling, for example early results indicate that women are **twice as likely** to ride an electric bicycle over an electric car.

The Wolfsburg system helped Bewegen to establish procedures that create better service for bike-sharing systems. Further, the system gave the team the tools and experience to establish larger-scale electric assist bike-share systems. The project also served as a basis for the company to establish API integration for our IT solution, allowing our technology to interact with existing 3rd party systems. Significantly, Wolfsburg was so satisfied with our product that they have requested to partner with Bewegen as the **exclusive distributor** of our system for all of Germany, making Wolfsburg Bewegen's flagship system for further expansion into the country.

Birmingham (Alabama, USA)

The **Birmingham** (Alabama) system was Bewegen's first large-scale implementation of a bike-share program in North America. The project was significant because it was **the first system to implement Pedelec (electric assist) bicycles in the Americas**.

The Birmingham implementation process was a resounding success. The team worked closely with city authorities throughout the process, and succeeded in placing a bike-share system within the urban landscape in a way that complies with various building regulations. Bewegen also introduced a new innovation for this system, having implemented the first fully chargeable solar bike-share canopies in the world. The Birmingham project solidified our company's logistical processes, ensuring the **smooth functioning** of our procurement methodologies, urban planning, implementation, and continued operations.

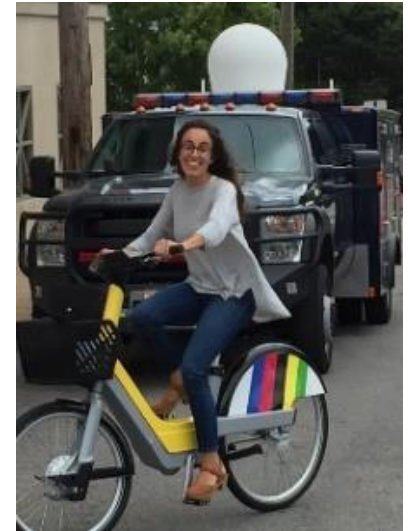


The Birmingham system demonstrates the potential of Pedelec technology to rejuvenate an interest in cycling. For example, initial data from our Birmingham system has shown a large diversity in its user base, with the **Pedelec bikes being 4 times more popular** with customers than the matching traditional bicycles. This new product is revolutionizing how people view bikes as a mode of transportation, and even those with a low propensity to cycle are taking notice. Bewegen is currently in the process of working in collaboration with the University of Tennessee to study usage and health impacts Birmingham's Pedelec bike-share. Both Bewegen and the City have received an overwhelming amount of media coverage detailing the success of this new system. The success of Bewegen's system in Birmingham further demonstrates our team's credentials and ability to deliver a Pedelec bike-share system to the city of Seattle.

Both the **Richmond** and **Baltimore** projects are relatively new developments for Bewegen, with launch dates approaching in the coming months. While the two systems have not been fully implemented, they both nevertheless demonstrate the Bewegen team's ability to effectively deliver a Pedelec bike-share system.

The Richmond and Baltimore systems will service a large area, and therefore require a new approach in terms of installation and operations. The Bewegen team has succeeded in adapting to these new requirements, further gaining experience planning and implementing Pedelec systems. Both systems were established with expansion in mind, and the systems have accordingly been planned with considerations for growth at every stage.

The Richmond system is an exciting development because it is the first time that Bewegen will be implementing a fully connected power grid bike-share system. Baltimore also represents a significant milestone for Bewegen because, once completed, it will be **the largest Pedelec (electric assist) system in the Western Hemisphere**. With the establishment of these additional Pedelec systems, the Bewegen team approaches the Seattle project with an extensive background of experience implementing electric assist bike-share systems.



C. As a relatively early adopter of pedal-assist bike share technology, what guarantees will you provide to the City that the equipment will be highly reliable and/or that the City will be able to take advantage of upgrades and improvements?

Bewegen is the only bike-share company within all the Americas with Pedelec equipment installed and operating. Our pioneering system has been fully operational in Birmingham, Alabama, since October 2015. The most significant guarantee Bewegen brings to the table in terms of reliability of its Pedelec technology is our company's **extensive experience implementing and operating Pedelec bike-share systems**. The following points summarize the fact that Bewegen is offering Seattle the most **reliable** and **dependable** Pedelec bike-share system available.

- ④ Bewegen has **exclusive rights** to implement the eVox Electric Bike's DynaMe motor in our bike-sharing systems. The eVox bicycle has been manufactured and sold by Procycle since 2012, successfully demonstrating that Bewegen's Pedelec motor is both **reliable** and **popular with customers**.
- ④ Bewegen's exclusive IT partner BikeEmotion has spent over 5 years developing a bike-share IT solution for Bewegen's pioneering bike-share system.
- ④ Bewegen is a pioneer in the Pedelec bike-share sphere, and have **unrivaled experience** implementing and operating Pedelec systems across both Europe and North America.
- ④ Bewegen's Pedelec system in Birmingham has been a **resounding success**, and currently counts 43,009 total trips, 56,620 total mile travelled, and 10,698 total system members.
- ④ Bewegen has both the first and largest Pedelec bike-share systems in the Americas.

As a company **focused on research and development**, Bewegen prioritizes keeping all of our bike-share systems up to the highest standards. The following points summarize the fact that Bewegen will ensure Seattle takes full advantages of all **upgrades** and **improvements** of our bike-share system.

- ④ Bewegen follows a rigorous 12-month schedule of rolling improvements. This process would involve receiving input from the City of Seattle, and implementing **upgrades** and **improvements** as required.
- ④ Bewegen's system was built to be **future-proof**, and our system was specifically designed to be **modular** and **easily upgradeable** to match the current technological and mechanical advances.
- ④ Bewegen has entered into an exclusive partnership deal with bike-share technology firm BikeEmotion. BikeEmotion works alongside Bewegen to ensure that our system stays on the **cutting edge of technology**, providing upgrade assurances that ensure the system is functioning at the highest technological capacity.
- ④ Bewegen's team has experience upgrading its system, having implemented **IT improvements and upgrades** that prolong battery life for our system in Birmingham.

The bottom line is that, with a Bewegen system Seattle can be assured that they will have a Pedelec (electric assist) bike-share that is at once **reliable**, **innovative**, and **always on the cutting-edge of research and development**.

A modern, solar-powered bike-sharing station. The station features a large, white, cantilevered canopy supported by a grey metal frame. The underside of the canopy is labeled "POWERED BY SOLAR". Below the canopy, several black bike racks are visible. To the right of the canopy, a tall, grey, rectangular digital display stands on a base. The display shows a map and the text "NEW YORK CITY BIKE SHARE". The station is located outdoors on a paved area, surrounded by trees and a grassy field in the background.

A close-up photograph of a bright green bicycle frame. The letters 'KYP' are printed in white on the frame. Below the letters is a circular logo containing a stylized 'K' or similar symbol. The frame is part of a larger assembly, with other components like a black handlebar and a grey seat visible in the background.

Bewegen has designed our system with a careful consideration of revenue sources, which is why we deliberately increased branding space when designing our bikes, stations, website and mobile application. Advertising and sponsorship revenue is largely influenced by the visibility area given to a sponsor, which is why our system was designed to create an over 15% increase in overall visibility.

To maximize potential advertising and sponsorship revenue **three large advertising spaces** are available on the bicycle itself. The advertising spaces can be seen in the following photos, with two (2) spaces available on either side of the rear fender as well as one (1) the front basket. There is also the possibility to personalize and brand the bicycle frame, handlebars and other components. Larger diagrams delineating the dimensions of the advertising spaces are attached as **Appendix E: Sponsorship & Branding Specifications**.



Bewegen bicycles can also be painted to match specific requests for colors, including requests to match sponsorship requirements. There is an option for decals that can be branded on the fenders and handle bars which can easily be changed. Powder coating of any color, as well as decal installation at the factory, is also available.

Beyond all of these sponsorship options, Bewegen bike screens can be customized to display a sponsor's logo. The real-time active GPS allows for location specific messages to be displayed (for example, if a user cycles past the sponsor's premises). Audio marketing messages can be played through the programmable horn speaker if desired, a feature that can also make use of GPS technology to be customized based on location.



Station Branding

Bewegen stations provide clear and prominent space for branding. Each docking station provides numerous elements which can be used for advertising, displaying sponsorship name and/or logo. Potential areas that can be used include:

- ⚡ Docking Points
- ⚡ Station Naming Area
- ⚡ Wayfinding Panels
- ⚡ Advertising Panels
- ⚡ Bike FOB card issued by kiosks
- ⚡ Receipts issued by kiosks
- ⚡ Member FOB cards



Stations with kiosks include an advertising/ wayfinding panel attached to it as a single structure. The wayfinding panels are illuminated maps that indicate station locations, and the kiosks can be used to find information about bicycle availability. Because the kiosks are backlit, sponsor messages can be seen day and night, creating a significant and enduring advertising opportunity. A diagram delineating the dimensions of the advertising and wayfinding panels are attached as **Appendix E: Sponsorship & Branding Specifications.**



Online/Media Branding

Bewegen's website, mobile application, and kiosk computer unit are all customizable, and provide space for advertising or to display a sponsor's logo.

Bewegen's IT Solution has pre-determined pages and areas that have been set aside for sponsorship opportunities. For our system in Birmingham Alabama, we completely customized the mobile app and website content to fit their desired requirements. The sky is the limit when it comes to branding. Working alongside a sponsor's graphic team, our designers work to accommodate any and all requests.

Sponsors
Who made it possible

Sponsors

Regions
"At Regions we want banking to be as easy as riding a bike. Zyp will make it easy to go and see all of the wonderful things that Birmingham has to offer. Regions is committed to supporting innovative ideas that help the communities we serve grow and prosper." - Leroy Abraham, Regions North Central Alabama Area President

Blue Cross Blue Shield
"Blue Cross and Blue Shield of Alabama is proud to sponsor ZYP - a new and innovative way to encourage healthy lifestyles and economic growth for Birmingham." - Koro Macoin, Vice President, Corporate Communications and Community Relations

Alabama Power Foundation
"The Alabama Power Foundation supports programs that can help move Alabama communities forward. We believe Zyp will contribute to Birmingham's ongoing renaissance and help draw more people and business to the city." - John Hudson, Alabama Power Foundation President

13. Describe your development, improvement and upgrade process.

A. How do you identify and prioritize improvements?

As a company focused on research and development, the Bewegen team believes in the power of innovation to create a wave of interest in cycling. This is why we continually invest in research and development of our urban transportation solutions, particularly our pioneering Pedelec (electric assist) bicycles. Bewegen's bicycles themselves are fully modular, and upgrades and

expansions are seamlessly integrated. Further, it has been designed to be retrofitted with new developments (e.g. upgrading traditional bikes to include Pedelec [electric assist] technology).

The most significant manner that Bewegen identifies and prioritizes development and improvements is through **working in close partnership with our clients**. Essentially, Bewegen will develop a list of improvements that they intend to develop for its bike-share system, and presents these improvements to our various clients. The Bewegen team will then prioritize which improvements and developments are most essential **based on the feedback provided by the City of Seattle**. Bewegen is dedicated to work in partnership with Seattle and we will prioritize areas of development identified as desirable for improving the City's bike-share system.

Bewegen's prioritization of modularity and flexibility is also evident in our software upgrade processes. Bewegen has successfully implemented software upgrades to its bike-share systems, implementing various improvements in terms of system functionality (e.g. battery life extension).

B. How will you solicit and incorporate client input and otherwise communicate with the City?

Each time Bewegen enters into a new bike-share agreement, we do not see ourselves as simply providers of equipment. Bewegen's philosophy is to enter into a **true partnership** with the communities that it serves, and ensure that a close relationship is maintained throughout the entire process. For each new project, Bewegen makes a special effort maintain communications and continually solicit and incorporate client input. Our team goes above and beyond to ensure good relations with our clients. Indeed, **our process for identifying and prioritizing improvements is based directly on input from our partner cities and communities**. Our team understands that a strong working relationship built on mutual respect is essential to the successful implementation and operation of our bike-share systems, and we will work to solicit and incorporate input to ensure that Seattle's bike-share system reflects local needs.

C. What is your development timeline or cycle?

Bewegen's team is constantly working to keep our system in line with all of the latest developments, and we offer our customers ongoing innovation via our **rolling development schedule of continuous improvement**. This rolling schedule includes **at least 3 upgrades to the IT system per year**, to ensure the system remains both cutting edge and future proof.



14. Are you planning to implement any major improvements in the next three years that you can describe in this document, which is a public document? As possible, please include description, anticipated release year, and whether upgrade can be retrofitted onto the system being offered as part of this RFP.

The Bewegen team has been working in collaboration with Rocky Mountain Bicycles to **innovate advancements** in the field of urban transportation. Because this is a public document, these improvements cannot be detailed, but we would be happy to discuss these innovations if Bewegen is chosen as finalists for the system in Seattle.

Beyond improvements of Bewegen's equipment, our company continually makes improvements to other essential aspects of its bike-share system. Bewegen is developing a **self-learning predictive algorithm** which enables our system is able to efficiently analyze the specific requirements for maintenance. This information helps to personalize the maintenance procedures for each system, resulting in system upkeep that is both more efficient and easier to manage. Our team uses this information to complement our existing inspections, maintenance and repair schedules that keep the bike-share in continuous compliance with

all local regulations, partner contracts and warranty requirements. The result of Bewegen's advanced maintenance procedures is a bike-share system with pro-active redistribution, preventive maintenance, station supply, and other essential points that ensure the provision of a high quality service, day or night.

For all maintenance technician staff, Bewegen is developing a **technical mobile application**. This application allows for the automation of processes, ensuring correct follow-ups and allowing technicians to guarantee the entire system is always running at capacity. Not only does this application advise when a station is close to being full or empty, it also automatically locks any bikes needing repair and sends a ticket to the most appropriate technician. The status of bikes (available, out of service) is displayed on the bike screens. Technicians can promptly repair or replace all elements of the system, including the terminals, signs, bicycles, solar panels, and surrounding asphalt or concrete.

15. Please describe your quality control process. How does your company ensure that only the highest quality products are delivered?



Capitalising on 38 years of experience, Procycle have developed **rigorous quality control processes** which ensure that all products are of the highest standard. These processes were developed specifically for the needs of a bicycle manufacturer who builds and sells Pedelec bikes as part of their range, and further have been adapted for the production of the Bewegen bikes. Procycle's quality control processes are based on the following:

- ⚡ Quality control inspections at each step of the manufacturing process by the workers. A second and more detailed quality control inspection is also made by qualified staff
- ⚡ Before the bike is assembled, all the electrical subcomponents are individually tested
- ⚡ Quality control inspections at the components and raw material reception
- ⚡ Quality control inspections of the complete bicycles as they exit the assembly line
- ⚡ A full inspection check list is completed after the bikes exit the assembly line
- ⚡ Detailed work instructions for each manufacturing department
- ⚡ Test ride of each bicycle before packaging
- ⚡ Quality control inspection reports that are kept for future reference and traceability
- ⚡ Upon receipt of the bikes in Seattle, they would be fully inspected using the assembly line exit check list, as well as test rides.

16. Describe in detail

A. Technical support

Bewegen has entered into an exclusive partnership deal with bike-share technology firm BikeEmotion. BikeEmotion works alongside Bewegen to ensure that our system stays on the **cutting edge of technology**, providing upgrade assurances that ensure the system is functioning at the highest technological capacity. The BikeEmotion team includes 14 full-time staff to provide full and comprehensive technical support for the bike-share system in Seattle.

Bewegen ensures that all of its operational staff have full and appropriate training. Features of Bewegen's technical support for our bike-share system includes:

- ⚡ Providing a full set of **manuals for operational staff**, covering all aspects of the system including:
 - Bicycle repair and maintenance
 - Station repair and maintenance
 - Kiosk installation and configuration
 - Back Office management manual
- ⚡ Providing access to a 24/7, year-round, hotline for all technical aspects of the system for any problems that the operational team requires further assistance.
- ⚡ In the event that a serious problem arises, Bewegen will not hesitate to send its own staff members to resolve the problem as quickly and efficiently as possible.

B. Training

Transport is a people business and Bewegen prides itself on investing time as well as money in its staff. We strongly encourage a decentralised approach and employ local management everywhere we operate. While we highly value this local expertise, we also provide strong support for all of our team members and partners.



Bewegen drives success through an engaged workforce and we are proud of our excellent reputation as an employer. We achieve this by recruiting people who are passionate about public transport, attracting and retaining talented management and **top quality professionals**, and placing equal emphasis on recruiting quality front line employees.

The diverse background, cultures and individuality of our people creates a collective strength and wealth of experience, and reflects the customers and communities we serve. Their professionalism, combined with our commitment to creating an inclusive and progressive working environment, is key to continually developing our workforce and attracting new people to the group.



Bewegen believes that local sourcing is an important factor in the appeal of a bike-sharing service by its potential users. For each bike-sharing system that is implemented by Bewegen, our team orients itself towards training and sustaining a local workforce. Indeed, our stations are specifically designed with items that can be assembled locally, meaning that local staff can be employed to assemble the bike-share on-site. We are fully committed to contributing to the **local Seattle economy**. Furthermore, our company will invigorate the local economy by sourcing local businesses for required works and supplies.

C. Service levels

The Bewegen team understands the importance of meeting the agreed upon standards with partner communities, as these requirements ensure a system that is fully functional and attractive for both existing and potential users. Bewegen commits to fully meeting the Service Level Agreements identified in section 7 of the Seattle's RFP. Diligently following these requirements ensures a system that is fully functional and attractive for both existing and potential users, and Bewegen commits to fully meeting these important measures.

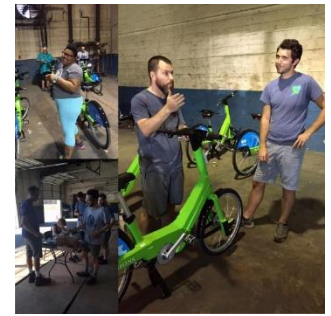
To ensure that Service Level Agreements are met, our system provides a high level of functionality to track and ensure we need the requirements. These tools include:

- ⚡ Back Office Dashboard
- ⚡ Reports (transaction per kiosk, revenue per kiosk, start and end station, etc)
- ⚡ KPI on the website (such as the most used and least used stations)
- ⚡ Alerts sent to technicians (empty and full stations, etc)
- ⚡ Data analysis
- ⚡ GSI data

D. Maintenance

Bewegen recognizes the value added when a bike-share system is both equally distributed and fully maintained in a manner that increases safety and addresses customer needs. For this reason, Bewegen only works with companies that uphold the **highest standards** for operations and continued maintenance. Our partners at Corps Logistics ensure that equipment will maintain its integrity throughout its lifespan. This Veteran-Owned Business not only meets DBE requirements, but will also work to partner with local organisations to hire local veterans and revitalize the economy.

Bewegen bikes, stations and kiosks are continuously monitoring and communicating with the system. Thanks to real-time active GPS tracking, our system is able to efficiently analyze the specific requirements for maintenance. This information helps to personalize the maintenance procedures for each system, resulting in system upkeep that is both more efficient and easier to manage. Our team uses this information to complement our existing inspections, maintenance and repair schedules that keep the bike-share in continuous compliance with all local regulations, partner contracts and warranty requirements. The result of Bewegen's advanced maintenance procedures is a bike-share system with pro-active redistribution, preventive maintenance, station supply, and other essential points that ensure the provision of a high quality service, day or night.



For all maintenance technician staff, Bewegen is developing a technical mobile application. This application allows for the **automation of processes**, ensuring correct follow-ups and allowing technicians to guarantee the entire system is always running at capacity. Not only does this application advise when a station is close to being full or empty, it also automatically locks any bikes needing repair and sends a ticket to the most appropriate technician. The status of bikes (available, out of service) is displayed on the bike screens. Technicians can promptly repair or replace all elements of the system, including the terminals, signs, bicycles, solar panels, and surrounding asphalt or concrete. Beyond this, Bewegen has dedicated staff who follow rigorous procedures to ensure that the bike-share system is fully inspected, cleaned, clear of debris, and graffiti free.

In terms of maintaining the software components of our system, Bewegen is exclusive partners with the bike-share technology firm BikeEmotion. This company is entirely dedicated to ensuring that Bewegen's technological system is not only the most advanced on the market, and further that every elements of the software and operating system are maintained up to date with the latest innovations.

E. Upgrade/ General Improvements

As a company focused on research and development, the Bewegen team believes in the power of innovation to create a wave of interest in cycling. This is why we continually invest in research and development of our urban transportation solutions, particularly our pioneering Pedelec (electric assist) bicycles. Bewegen's bicycles themselves are fully modular, and upgrades and expansions are seamlessly integrated. Further, it has been designed to be fully retrofitted with new developments (e.g. upgrading traditional bikes to include Pedelec technology).

Bewegen's prioritization of modularity and flexibility is also evident in our software upgrade processes. Bewegen has successfully implemented software upgrades to its bike-share systems, implementing various improvements in terms of system functionality (e.g. battery life extension).

Bewegen has entered into an exclusive partnership deal with bike-share technology firm BikeEmotion to create the most advanced bike-share system IT solution on the market, as well as an accompanying website and mobile application. BikeEmotion works alongside Bewegen to ensure that our system stays on the cutting edge of technology, providing upgrade assurances for all of our partners.

Each time Bewegen enters into a new bike-share agreement, we do not see ourselves as simply providers of equipment. Bewegen's philosophy is to enter into a **true partnership** with the communities that it serves, and ensure that a close relationship is maintained throughout the entire process. For each new project, Bewegen makes a special effort maintain communications and continually solicit and incorporate client input. Our team goes above and beyond to ensure good relations with our clients. For example, before beginning operations in Birmingham, our team made sure to study all of the building regulations that were relevant to the installation and maintenance of a bike-share system. Our team understands that a **strong working relationship built on mutual respect** is essential to the successful implementation and operation of our bike-share systems, and we will work to solicit and incorporate input to ensure that Seattle's bike-share system reflects local needs.



F. Hosting (for software only)

For its system hosting, Bewegen makes use of Google Compute Engine. This is the Infrastructure as a Service (IaaS) component of Google Cloud Platform which is built on the global infrastructure that runs Google's search engine. This advanced system is beneficial for the following reasons:

Data back-up:

- ⚡ Hourly Database backups to a storage on Google Compute Engine
- ⚡ Daily snapshots of that storage, within Google Compute Engine

System resilience and availability is obtained with redundant modules and services and Kubernetes, which ensure that:

- ⚡ We always have a defined number of instances of a given module/service, and
- ⚡ If one of those modules/services fails, it is replaced immediately by another one. With this immediate replacement, the users won't be affected at all.

This solution (combining with system backups) not only provides resilience but also high availability. The software is not affected by power or communications failure and updates information once communications are restored. The status of station batteries are monitored in real-time by the system and any issues will result in the affected battery being replaced by operation staff to make sure that the station remains powered.

G. Additional services provided related to the hardware and software.

Bewegen's physical docking stations can be supplemented by virtual stations, which are geo-fenced areas that are GPS designated. These convenient stations can be created with our back office technology within a matter of minutes, and the bikes can be docked within the station using the secondary lock located on the bicycle. This makes our virtual stations ideally suited for special events and other sporadic usage (e.g. returning a bike to a full station)

A full description of Bewegen's virtual stations and special operating procedures during events is attached as **Appendix G: Bewegen Virtual Station**.

17. Please provide an inventory list, in chart form, of the major components of a station, bike and helmet dispensing unit and replacement parts you sell. For each part shown in your inventory list include:

System Component	Part Name and Description	SKU Number	Qty required per unit	Useful Life	Warranty Life	Avg Time to Deliver (weeks)	Guaranteed Time to Deliver (weeks)	Min Qty Maintained in Inventory	Minimum Quantity Required for Order	Proprietary Part
Bicycle	FRAME ALLOY BEWEGEN	BW01-990011-SA	1	10 YEARS	5 YEARS	2	4	10	1	Y
Bicycle	FORK ALLOY BEWEGEN	BW01-990012-SA	1	10 YEARS	5 YEARS	2	4	10	1	Y
Bicycle	FRONT WHEEL ASSY	BW01-990001-SA	1	5 YEARS	5 YEARS LIMITED	1	2	50	1	N
Bicycle	FRONT RIM 24"	BW01-110001-00	1	5 YEARS	5 YEARS LIMITED	1	2	120	1	N
Bicycle	FRONT HUB	BW01-110002-00	1	2 YEARS	5 YEARS LIMITED	1	2	120	1	N
Bicycle	FRONT ROLLER BRAKE	BW01-110003-00	1	2 YEARS	5 YEARS LIMITED	1	2	120	1	N
Bicycle	TIRE 24"	BW01-110006-00	1	2 YEARS	5 YEARS LIMITED	1	2	120	1	N
Bicycle	FRONT TUBE	BW01-110009-00	1	2 YEARS	5 YEARS LIMITED	1	2	120	1	N
Bicycle	REAR WHEEL ASSY	BW01-990002-SA	1	5 YEARS	5 YEARS LIMITED	1	2	50	1	N
Bicycle	FRONT RIM 700C	BW01-120001-00	1	5 YEARS	5 YEARS LIMITED	1	2	120	1	N
Bicycle	REAR HUB 8 SPD	BW01-120002-00	1	2 YEARS	5 YEARS LIMITED	1	2	120	1	N
Bicycle	REAR BRAKE	BW01-120003-00	1	2 YEARS	5 YEARS LIMITED	1	2	120	1	N
Bicycle	TIRE 28"	BW01-120006-00	1	2 YEARS	5 YEARS LIMITED	1	2	120	1	N
Bicycle	REAR TUBE	BW01-120008-00	1	2 YEARS	5 YEARS LIMITED	1	2	120	1	N
Bicycle	MOTOR	BW01-990003-SA	1	10 YEARS	5 YEARS	1	2	20	1	Y
Bicycle	CONSOLE ASSY	BW01-990004-SA	1	10 YEARS	5 YEARS	1	2	50	1	Y
Bicycle	LCD DISPLAY	BW01-140008-00	1	5 YEARS	5 YEARS	1	2	120	1	N
Bicycle	HANDLEBAR	BW01-150001-00	1	5 YEARS	5 YEARS	1	2	50	1	Y
Bicycle	GRIP RIGHT	BW01-150005-00	1	2 YEARS	5 YEARS LIMITED	1	2	120	1	Y
Bicycle	BELL BUTTON	BW01-150006-00	1	5 YEARS	5 YEARS LIMITED	1	2	120	1	N
Bicycle	BRAKE LEVER SET	BW01-150007-00	1	5 YEARS	5 YEARS LIMITED	1	2	120	1	N
Bicycle	HANDLEBAR COVER TOP	BW01-150012-00	1	5 YEARS	5 YEARS LIMITED	1	2	120	1	Y
Bicycle	HANDLEBAR COVER BOTTOM	BW01-150013-00	1	5 YEARS	5 YEARS LIMITED	1	2	120	1	Y
Bicycle	GRIP LEFT	BW01-150022-00	1	2 YEARS	5 YEARS LIMITED	1	2	120	1	Y
Bicycle	SEAT POST ASSY	BW01-990007-SA	1	5 YEARS	5 YEARS LIMITED	1	2	50	1	Y
Bicycle	SADDLE	BW01-160001-00	1	2 YEARS	5 YEARS LIMITED	1	2	120	1	N
Bicycle	SEAT POST	BW01-160002-00	1	5 YEARS	5 YEARS LIMITED	1	2	120	1	Y
Bicycle	SEAT CLAMP	BW01-160003-00	1	2 YEARS	5 YEARS LIMITED	1	2	120	1	Y
Bicycle	KICKSTAND	BW01-170001-00	1	5 YEARS	5 YEARS LIMITED	1	2	120	1	Y
Bicycle	CHAIN	BW01-170005-00	1	2 YEARS	5 YEARS LIMITED	1	2	120	1	N
Bicycle	PEDALS	BW01-170006-00	1	2 YEARS	5 YEARS LIMITED	1	2	120	1	Y
Bicycle	PLASTIC COVER DT	BW01-170007-00	1	5 YEARS	5 YEARS LIMITED	2	4	120	1	Y
Bicycle	FRONT RACK	BW01-170008-00	1	5 YEARS	5 YEARS	1	2	50	1	Y
Bicycle	BASKET	BW01-170009-00	1	5 YEARS	5 YEARS LIMITED	1	2	120	1	Y
Bicycle	BOTTOM BRACKET	BW01-170010-00	1	2 YEARS	5 YEARS LIMITED	1	2	120	1	Y
Bicycle	REAR FENDER	BW01-170011-00	1	2 YEARS	5 YEARS LIMITED	1	2	120	1	Y
Bicycle	FRONT FENDER	BW01-170012-00	1	2 YEARS	5 YEARS LIMITED	1	2	120	1	Y
Bicycle	CRANKARM DS	BW01-170024-00	1	5 YEARS	5 YEARS LIMITED	1	2	120	1	Y
Bicycle	CRANKARM NDS	BW01-170025-00	1	5 YEARS	5 YEARS LIMITED	1	2	120	1	Y
Bicycle	LOCK SYSTEM COVER PLASTIC RIGHT	BW01-170030-00	1	5 YEARS	5 YEARS LIMITED	1	2	50	1	Y
Bicycle	LOCK SYSTEM COVER PLASTIC LEFT	BW01-170031-00	1	5 YEARS	5 YEARS LIMITED	1	2	120	1	Y
Bicycle	CABLE TAIL LIGHT TO PBOX	BW01-180001-00	2	5 YEARS	5 YEARS	1	2	120	1	Y
Bicycle	TAIL LIGHT PCBA	BW01-990014-SA	2	5 YEARS	5 YEARS	1	2	120	1	Y
Bicycle	LIGHTPIPE PCBA	BW01-990015-SA	1	5 YEARS	5 YEARS	1	2	120	1	Y
Bicycle	CABLE CONSOLE TO CROWN (LOCK SYSTEM)	BW01-180004-00	1	5 YEARS	5 YEARS	1	2	120	1	Y
Bicycle	POWER BOX PCBA	BW01-990013-SA	1	5 YEARS	5 YEARS	1	2	50	1	Y
Bicycle	BATTERY	BW01-180009-00	1	5 YEARS	5 YEARS	1	2	50	1	Y
Bicycle	CABLE CROWN TO LOCK SYSTEM & SPEED SENSOR (RIGHT)	BW01-180010-00	1	5 YEARS	5 YEARS	1	2	120	1	Y
Bicycle	CABLE CROWN TO LOCK SYSTEM (LEFT)	BW01-180011-00	1	5 YEARS	5 YEARS	1	2	120	1	Y
Bicycle	CABLE CONSOLE TO CROWN (PBOX)	BW01-180012-00	1	5 YEARS	5 YEARS	1	2	120	1	Y
Bicycle	CABLE CROWN TO PBOX (CONSOLE)	BW01-180013-00	1	5 YEARS	5 YEARS	1	2	120	1	Y
Bicycle	CABLE CONSOLE TO CROWN (DBOX)	BW01-180014-00	1	5 YEARS	5 YEARS	1	2	120	1	Y
Bicycle	CABLE CROWN TO DBOX (CONSOLE)	BW01-180015-00	1	5 YEARS	5 YEARS	1	2	120	1	Y
Bicycle	CABLE CROWN TO PBOX (LOCK SYSTEM) R+L	BW01-180016-00	1	5 YEARS	5 YEARS	1	2	120	1	Y
Bicycle	CABLE CROWN TO LOCK SYSTEM (PBOX) RIGHT	BW01-180017-00	1	5 YEARS	5 YEARS	1	2	120	1	Y
Bicycle	CABLE CONSOLE TO L-PIPE, HORN & SPEAKER	BW01-180018-00	1	5 YEARS	5 YEARS	1	2	120	1	Y
Bicycle	CABLE BB TO CONSOLE & PBOX	BW01-180019-00	1	5 YEARS	5 YEARS	1	2	120	1	Y
Bicycle	CABLE CROWN TO LOCK SYSTEM (PBOX) LEFT	BW01-180021-00	1	5 YEARS	5 YEARS	1	2	120	1	Y
Bicycle	LOCK SYSTEM ASSY RIGHT	BW01-990009-SA	1	5 YEARS	5 YEARS	1	2	50	1	Y
Bicycle	LOCK SYSTEM ASSY LEFT	BW01-990008-SA	1	5 YEARS	5 YEARS	1	2	50	1	Y
Kiosk and Wayfinder	DISPLAY + TOUCH SCREEN	BW04-110002-00	1	5 YEARS	5 YEARS	11	2	10	1	N
Kiosk and Wayfinder	PRINTER	BW04-120001-00	1	5 YEARS	5 YEARS	1	2	10	1	N
Kiosk and Wayfinder	PIEZO SWITCH	BW04-120004-00	1	5 YEARS	5 YEARS	1	2	10	1	N
Kiosk and Wayfinder	MIFARE CARD READER / WRITER	BW04-130001-00	2	5 YEARS	5 YEARS	1	2	10	1	Y
Kiosk and Wayfinder	PAYMENT PINPAD	BW04-130001-00	1	5 YEARS	5 YEARS	1	2	10	1	N
Kiosk and Wayfinder	PAYMENT CARD READER	BW04-130002-00	1	5 YEARS	5 YEARS	1	2	10	1	N
Kiosk and Wayfinder	CENTRAL PROCESSING UNIT (CPU)	BW04-140001-00	1	5 YEARS	5 YEARS	1	2	10	1	N
Kiosk and Wayfinder	POWER HUB	BW04-140002-00	1	5 YEARS	5 YEARS	1	2	10	1	Y
Kiosk and Wayfinder	MODEM	BW04-150001-00	1	5 YEARS	5 YEARS	1	2	10	1	N

Kiosk and Wayfinder	CARD DISPENSER	BW04-160001-00	1 5 YEARS	5 YEARS	1	2	10	1	N
Kiosk and Wayfinder	SENSINGBOARD	BW04-190001-00	1 5 YEARS	5 YEARS	1	2	10	1	Y
Kiosk and Wayfinder	LED PANEL	BW04-190004-00	2 5 YEARS	5 YEARS	1	2	10	1	N
Kiosk and Wayfinder	RELAY BOARD	BW04-190005-00	1 5 YEARS	5 YEARS	1	2	10	1	Y
Kiosk and Wayfinder	CONTROLLER 48V 8A MPPT BOOST	BW04-200002-00	1 5 YEARS	5 YEARS	1	2	10	1	N
Kiosk and Wayfinder	CONTROLLER MPPT 12/24/48V 30A	BW04-200003-00	1 5 YEARS	5 YEARS	1	2	10	1	N
Kiosk and Wayfinder	BATTERY	BW04-200004-00	1 5 YEARS	5 YEARS	1	2	10	1	Y
Kiosk and Wayfinder	GRID CHARGER	BW04-220003-00	1 5 YEARS	5 YEARS	1	2	10	1	N
Kiosk and Wayfinder	KIOSK GLASS PANEL	BW-C0301500	2 10 YEARS	5 YEARS	1	2	10	1	Y
Dock Point	DP SHELL LEFT	BW02-100010-00	1 10 YEARS	5 YEARS	2	4	120	1	Y
Dock Point	DP SHELL RIGHT	BW02-100011-00	1 10 YEARS	5 YEARS	2	4	120	1	Y
Dock Point	DP CHASSIS	BW02-100015-00	1 10 YEARS	5 YEARS	1	2	120	1	Y
Dock Point	DP LOCK PIN	BW02-110002-00	2 5 YEARS	5 YEARS	1	2	120	1	Y
Dock Point	DC/DC CHARGER	BW02-180002-01	1 5 YEARS	5 YEARS	1	2	50	1	Y
Dock Point	PEB BOARD	BW02-180038-00	1 5 YEARS	5 YEARS	1	2	120	1	Y
Dock Point	DP TO DP CABLE	BW02-180040-00	1 5 YEARS	5 YEARS	1	2	120	1	Y
Dock Point	P.E.B. TO INTRACONNECT ASSY	BW02-180041-00	1 5 YEARS	5 YEARS	1	2	120	1	Y
Dock Point	INTERCONNECT JUMPER	BW02-180042-00	1 5 YEARS	5 YEARS	1	2	120	1	Y
Dock Point	PEB HARNESS	BW02-180043-00	1 5 YEARS	5 YEARS	1	2	120	1	Y
Dock Point	DP INTRACONNECT ASSY	BW02-180044-00	1 5 YEARS	5 YEARS	1	2	120	1	Y
Helmet Kiosk	KEYPAD	N/A	1 5 YEARS	5 YEARS	1	2	10	1	N
Helmet Kiosk	RFID READER	N/A	1 5 YEARS	5 YEARS	1	2	10	1	Y
Helmet Kiosk	LOCKING MECHANSISM	N/A	1 5 YEARS	5 YEARS	1	2	10	1	N
Helmet Kiosk	COMMS CABLES	N/A	1 5 YEARS	5 YEARS	1	2	10	1	Y

18. Describe your warranty policy and process.

A. What is the process to return and replace equipment under the warranty?

Warranty Replacement Procedure:

Shipping Methods. For shipments to be made by BEWEGEN, BEWEGEN reserves the right to choose the most economical transport method for shipping the Warranted Equipment and the replacement equipment. If an express delivery is required, BEWEGEN shall be entitled to charge the additional fees paid for the express delivery plus a 15% administration fee.

Protection. For situations where equipment must be shipped to BEWEGEN by the Client, the Client must ensure that the equipment is properly packaged so as not to be further damaged during transport. Damage or deterioration found to be caused by improper packaging shall not be covered by the Equipment Warranty.

INCOTERMS. All equipment shipped by BEWEGEN is shipped EX WORKS St-Georges according to INCOTERMS 2000.

A) Transport responsibilities where the Client has place PO and purchased materials from BEWEGEN

1. All freight and customs costs related to the delivery of purchased equipment are the responsibility of the Client.
2. If the Client would like BEWEGEN to handle transport, the related transport invoice will be invoiced back at cost plus 15% administration fee.
3. It is the responsibility of the Client to provide sufficient insurance coverage for the equipment being transported.
4. It is the responsibility of the Client to provide a customs broker for clearance if a border crossing is required.
5. If equipment should be delivered to the Client and they are found to be affected by a Defect and not a transport related damages, all costs associated with the shipping of the Warranted Equipment back to BEWEGEN and replacement Equipment to the Client shall be the responsibility of BEWEGEN if the Client requests a replacement within thirty (30) days of the receipt of the Warranted Equipment by the Client (the "Grace Period"). If the Client requests a replacement after the end of the Grace Period, all costs associated with the shipping of the Warranted Equipment back to BEWEGEN and replacement Equipment to the Client shall be the responsibility of the Client and charged by BEWEGEN.

B) Transport responsibilities where BEWEGEN are returning equipment under the Equipment Warranty and within the Grace Period

1. All freight costs related to the return of warranted equipment from BEWEGEN to the Client are the responsibility of BEWEGEN.
2. BEWEGEN is responsible to provide the necessary shipping documentation so as not to delay the transport. If the Client's customs broker does not clear any shipment in a timely manner that results in holding charges to BEWEGEN the Client will be billed a cost plus 15% administration fee.

- C)** Transport and customs responsibilities where BEWEGEN is returning equipment to the Client which are not under the Equipment Warranty
 - 1. All freight and customs costs related to the delivery of equipment found not to be affected by a Defect further to an Equipment Warranty request by the Client are the responsibility of the Client.
 - 2. All costs related to the return of the equipment to the Client will be invoiced back to the client plus a 15% administration fee.
- D)** Transport responsibilities where the Client is returning equipment to BEWEGEN that are under the Equipment Warranty but outside of the Grace Period
 - 1. All freight costs related to the return of warranted equipment to BEWEGEN are the responsibility of the Client
 - 2. If the Client would like BEWEGEN to handle transport, the related transport invoice will be invoiced back at a cost plus 15% administration fee.
 - 3. It is the responsibility of the Client to assure the insurance coverage of the equipment being transported.
 - 4. It is the responsibility of the Client to provide a customs broker for clearance if a border crossing is required.
 - 5. It is the responsibility of the Client to provide proper documentation for the equipment being returned so as not to delay the delivery of the shipment, any holding charges billed to BEWEGEN due to not providing proper documentation will be billed back to the Client at invoice plus 15% administration fee.
- E)** Transport and customs responsibilities where clients are returning equipment to BEWEGEN that are not warranted
 - 1. All freight and customs costs related to the return of non warranted equipment to BEWEGEN are the responsibility of the Client.
 - 2. If the Client would like BEWEGEN to handle transport and or customs clearance, the related transport invoice will be invoiced back at a cost plus 15% administration fee.
 - 3. It is the responsibility of the Client to assure the insurance coverage of the equipment being transported.
 - 4. It is the responsibility of the Client to provide a customs broker for clearance if a border crossing is required.
 - 5. It is the responsibility of the Client to provide proper documentation for the equipment being returned so as not to delay the delivery of the shipment, any holding charges billed to BEWEGEN due to not providing proper documentation will be billed back to the Client at invoice plus 15% administration fee.

B. What responsibility does your organization take for direct costs and/or labor costs to replace equipment/parts due to equipment or software failure, defect or design flaw while products are under warranty?

Bewegen and our operational partner Corps Logistics, as operators of the system in Seattle, would take full responsibility for direct costs and/or labor costs to replace equipment/parts due to equipment or software failure, defect or design flaw while products are under warranty.

C. What responsibility does your organization take for direct costs and/or labor costs to replace any stolen, vandalized or damaged equipment/parts resulting from equipment or software failures, defects or design flaws?

Bewegen takes full responsibility for direct costs and/or labor costs to replace any stolen, vandalized or damaged equipment/parts resulting from equipment or software failures, defects or design flaws.

D. Please include the warranty life on your major parts and components (respond in chart, Question 17)

Please view the chart in the preceding Question #17 for the warranty life on major parts and components.

19. What is the time to ship or delivery time on new stations, helmet dispensing units, complete bicycles, or component parts, as applicable? Do you guarantee this time to ship/delivery time? If your response is based on time to ship, what shipping methods do you use and average ship time? (Respond in chart, Question 17)

The delivery time on new stations, complete bicycles, and component parts is approximately 20 weeks from the time of order. In order to accommodate the City of Seattle's desired guaranteed delivery time of 12 weeks, Bewegen intends to maintain an inventory of units and components that have longer lead times. Bewegen would commit to holding this stock in order to guarantee the desired delivery times for the City of Seattle, and place advance orders for the required units and components once the contract has been completed.

20. Describe the security protocols used to protect bicycle share user information and to be Payment Card Industry (PCI) compliant per the City's contract.

Bewegen understands that protection of sensitive financial information has become of increasing concern in recent years. This is why we offer complete secure financial transactions with data input on our web page, through our mobile application, and at station kiosks. Payment gateways are used for verifying user information. The high-level process is summarized as follows:

- ⚡ User inputs info into UI (website) or in payment terminal (kiosk)
- ⚡ Website or kiosk communicates with the Payment Gateway to order the transaction
- ⚡ Payment gateway either makes the payment (or returns a token) or denies it (card declined, expired, etc.)
- ⚡ Back-office stores the token for future transactions.

All of our financial data is held securely in a manner that complies with all laws, and only authorized personnel would have access to this information. To ensure that all security processes are uniform, Bewegen will develop a robust security policy, and ensure that this policy is enforced. Any breaches would be promptly reported to Seattle, and a corrective plan to prevent future breaches would be developed.

Bewegen hardware and software is compliant with the Payment Card Industry Data Security Standards (PCI-DSS), 2015 Chip and Pin EMV. Our readers also have the functionality to accept other emerging payment types in the form of NFC, E-wallet, Apple Pay and a variety of loyalty program cards. We would work to satisfy all other requirements that Seattle might have, including specifications for interoperability with the regional transit

Bewegen technology has the capacity for automatic confirmation that a member's credit card is valid and has sufficient funds to cover charges if a bicycle is not returned before each bicycle is removed.

Documentation affirming PCI compliance of Bewegen's pin pad (model IUP250) and card reader (model iUR250, iUR250P) are attached as **Appendix P: PCI Compliance Documentation**.

21. Please confirm whether you agree to the all of the remaining terms and conditions described in the Scope of Work section 6. You will be required to accept all terms and conditions and contract terms in this document unless you respond otherwise here. Topics include:

BEWEGEN – ADDITIONAL CONDITIONS		
Condition	Status	Comment
Contracted Vendor will agree to service level agreements (SLA) and address and respond to issues that arise. Liquidated damages will be established and included in the contract resulting from this solicitation once service levels are finalized.	Accepted	
Contractor shall ensure efficient delivery of equipment and spare parts, regardless of order size, including maintaining an inventory of proprietary and/or hard-to-find parts Desired guaranteed delivery times are: ⚡ New complete bicycle share stations and helmet dispensing units in 16 weeks or less after order is placed ⚡ Bicycle is 12 weeks or less after order is placed ⚡ Spare parts and wearable parts delivered within 10 business days of order	Accepted	⚡ In order to accommodate the desired guaranteed delivery times, Bewegen intends to maintain an inventory of units and components that have longer lead times. Bewegen would place orders for these units and components once the contract has been completed.
Agreement to escrow software to the City or to Operator, at City's discretion, and City will be a third-party beneficiary to provide security in the event of future industry turbulence.	Accepted	
The Operator and/or the City will have the right to purchase compatible parts from other vendors.	Accepted with condition	⚡ As with our other bike-share systems, Bewegen would include a clause in the contract which permits the City of Seattle to purchase parts from other vendors if offered at a lower price.

		<p>An example of this contractual clause is included below.</p> <p>⚡ <i>"Notwithstanding anything in this Agreement to the contrary, if the Planning Agency receives a bona fide offer from a third party to sell Spare Parts at a price at least 15% lower than the Contractor's price, the Contractor shall either match the lower price or permit the Planning Agency to take the offer from such third party and honor Equipment warranties."</i></p>
The Equipment Provider will ensure subs have appropriate training and technical support for the City and/or Operator; both the Operator and City may use all elements of the software, subject to Washington State Public Records Law. If a separate agreement between the Equipment Provider and the Operator is required, the Contracted Vendor will obtain and maintain such agreement(s)	Accepted	
All data and information produced by or for the bicycle share system, including, without limitation, website content and all bicycle share user data and information, is owned by the City and will be accessible to the Operator, unless the City requests otherwise.	Accepted	
Login to entire backend system, with ability to create and download reports, is made available to Operator and the City	Accepted	
The Equipment Provider will provide a warranty covering all standard use of equipment and parts. Desired minimum warranty on stations, bicycles, helmet dispensing units and non-wearable parts is five years	Accepted	
The Equipment Provider will provide clearly defined approach to fixing defects and/or design flaws, including, without limitation, replacing any stolen, vandalized or damaged equipment/parts resulting from defects and/or design flaws	Accepted	
The Equipment Provider will deliver all manuals relative to assembly, maintenance, warranties, to the Operator and the City	Accepted	
The apparent successful Respondent will submit a test or sample of the product, as requested by the City, prior to award. If the product is custom-designed, the cost of the custom production may be charged to the City at a mutually agreed upon cost related to the actual direct costs of delivering the test or sample	Accepted	

22. Are there any terms from the contract in the Appendix that you would like to negotiate? It will be assumed that you will accept all contract terms unless you respond here. See Section 9.2 for more information.

Bewegen accepts all terms of the contract included in the Appendix of RFP TRN #3599.

23. Is there anything else you would like to add relative to equipment that we have not asked anywhere else in this Technical Proposal?

Bewegen does not have any additional information to add.

TECHNICAL QUESTIONS – OPERATIONS

24. Describe your organization's overall vision and approach to meet the goals and measurable objectives for operating Seattle's bike share system.**Operational Excellence**

In order to maintain a customer base and attract new users, bike-share systems must maintain the **highest standards of maintenance and operations**. Our partners at Corps Logistics ensure that equipment will maintain its integrity throughout its lifespan, and that the system meets the operational excellence required for Seattle. This Veteran-Owned Business not only meets DBE requirements, but will also work to partner with local organisations to hire veterans and revitalize the local economy. The team is led by experienced professionals who are accustomed to meeting system performance targets that are **based on community objectives and sound business practices**. Efficient operations requires constant monitoring, and we will regularly track these activities through quantifiable measures that will be reported to Seattle. Beyond this, our team will work to achieve the delicate balance between usage based performance measures and user revenue targets, thereby ensuring a system that is both financially sustainable and satisfying for all customers.

Finances & Transparency

Working in partnerships that are entirely open and transparent is an important part of our company's philosophy. Accordingly, Bewegen will create a bike-share system for the Seattle region that is **financially sustainable, transparently operated, and accountable to the public**. Bewegen would work closely with Seattle and its local bike share partners to address ongoing capital needs as required. The Bewegen team also understands the importance of maintaining transparency with the public, and will clearly communicate program performance and effectiveness through a variety of methods. Bewegen will also work closely with other relevant stakeholders to maximize opportunities for private sponsorship and support that minimizes the need for additional public funding. Bewegen believes in an open-book approach when working with our partners, and that operating with complete transparency is the best way to ensure a productive and harmonious relationships.

Health and Safety

The implementation of a Bewegen system in Seattle would contribute to the region's cycling community, and further **promote health and wellness for its residents**. Bike-share systems are a great way to foster an active lifestyle and help to improve air quality by reducing vehicular congestion in a community. Bewegen's system is particularly effective at attracting a large customer base, as our innovative technology reduces barriers to cycling, resulting in system that is more inclusive to everyone. The Bewegen system will operate with marketing and communications that promote a **culture of safety** among cyclists as well as pedestrians and motorists. Beyond bicycles that are designed with spaces for highly visible safety information, our team makes a concerted effort to include safety information at every stage of implementation and ongoing operation, resulting in a system that promotes both an active and safe lifestyle for residents and visitors.

Environmentally Conscious and Publically Accountable

The Bewegen team is dedicated to minimizing the environmental impacts of urban transportation, having innovated a system that requires minimal excavation to install and remove. Further, the implementation of a Bewegen bike-share system functions to increase the mode share of cycling in a community, thereby normalizing cycling and decreasing vehicular traffic across the beautiful City of Seattle. The unique features of our bike-share system fit with the Seattle's environmentally conscious paradigm, and our team look forward to this opportunity to work alongside a community that is mindful of these objectives.

While each of our bike-share may bear the Bewegen name, we believe that the systems we implement **truly belong to the communities in which they operate**. This is particularly true because it is often public money with which these systems are funded, and accordingly we believe that the public should be the ones receiving the benefit. Bewegen will work with Seattle to achieve this, and ensure that the bike-share system reflects local needs, creating benefits for the community at large.



25. What is your approach to growing the system after launch?



Flexibility and modularity are at the heart of Bewegen's innovative system, and our company prioritizes continuous improvement to ensure that we remain on the **cutting edge of bike-sharing**. The Bewegen system has been innovated to require minimal excavation to install and remove, and it therefore can **easily be configured and reconfigured** to meet the changing needs of the City. Bike-share stations can therefore be moved or reconfigured easily and on short notice, and docking points can be added and removed from individual stations.

Bewegen's bicycles themselves are fully modular, and upgrades and expansions are seamlessly integrated. Further, it has been designed to be fully retrofitted with new developments (e.g. upgrading traditional bikes to Pedelec technology). Bewegen's prioritization of modularity and flexibility is also evident in our software upgrade processes. Bewegen has successfully implemented software upgrades to its bike-share systems, implementing various improvements in terms of system functionality (e.g. battery life extension).

In terms of system expansion, there are multiple approaches available, each of which can be applied to meet the specific needs of the area being expanded. The three approaches to growing the system after launch used by Bewegen are as follows:

- ⚡ **Cluster approach:** areas which are not physically linked to the original system area, are identified and bike-share systems are implemented. These systems are not physically joined to the original system and are linked by other modes of transport.
- ⚡ **Phased expansion:** an additional area which is adjacent to the existing area is identified as an expansion area and an aggressive roll out of stations and bikes is done to add significant additional coverage of the system.
- ⚡ **Gradual growth (oozing) approach:** whereby additional station and bikes are added gradually and the system area is slowly expanded.

In terms of expanding Pedelec technology, the system in Seattle can easily be expanded to include more or less electric assist bicycles. Because the same frame is used for both Pedelec and traditional models, the traditional bikes can be upgraded to include Pedelec technology at a minimal cost.

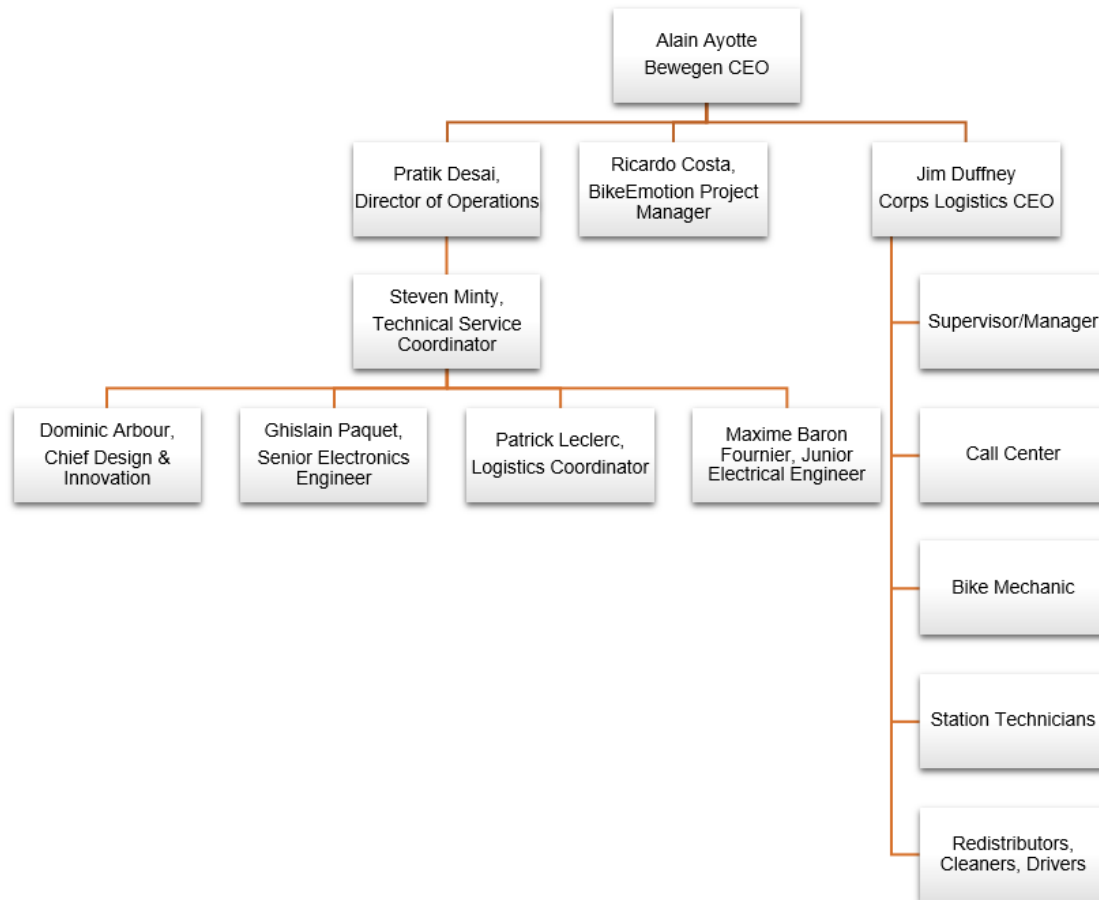
26. Please list or include an organization chart with all proposed full time, part time, contracted and sub-contracted positions that will be involved in Seattle bike share system. Please include:

Bewegen's approach will create numerous jobs in the City of Seattle and the surrounding area. In total 30 jobs would be created for the bike-sharing system proposed. Job creation would grow incrementally as the system expands, creating further job opportunities. Positions for a bike-sharing system in New Orleans would include:

- ⚡ General Manager
 - 1 full-time position
- ⚡ Supervisor
 - 1 full-time position
- ⚡ Redistribution/Drivers
 - 5 full-time, 8 part-time positions
- ⚡ Customer Service Representative
 - 4 part-time positions
- ⚡ Cleaners
 - 2 part-time positions
- ⚡ Bike Mechanic
 - 3 full-time, 4 part-time positions
- ⚡ Station Technician
 - 2 full-time positions

All of the positions would be filled by veterans through Corps Logistics, LLC (DBE), with the help of local organisations promoting the re-integration of veterans into the civilian workforce. The following organization chart demonstrates the structure of these individual positions relative to Corps Logistics and Bewegen.

Bewegen/Corps Logistics Operations Table



A. Total number of local FTE number of local full-time and part-time staff

Total number of local full-time staff: 11
Total number of local part-time staff: 18

B. Total number of non-local FTE and non-local number of full-time and part-time staff that will contribute to Seattle system.

Total number of non-local full-time staff: 1
Total number of non-local part-time staff: 0

C. Which positions receive full benefits and what do your benefits consist of?

Bewegen provides health insurance benefits for its full-time personnel, paying 60% of the total cost with the remaining 40% being covered by the employee. For military veterans, Bewegen pays 100% of their military health benefit plan. Bewegen offers 2 weeks of vacation for full-time employees in addition to statutory holidays. Our company also provides all uniforms and technical and personal training for its employees.

D. Detailed description of the tasks associated with each position

- ⚡ General Manager
 - Act as a liaison between the operations and City of Seattle.
 - Act as a liaison between the operations and Bewegen.
 - Oversees all aspects of customer service.
- ⚡ Supervisor
 - The supervisor acts as a dispatcher, deploying staff to the required system areas to ensure that the system is fully functional

- Responsible for tracking of inventory.
- Responsible for ordering of parts as required.
- ⚡ Redistribution/Drivers
 - Ensure that all bikes are equally distributed across the system.
 - Monitor station and bike availability using Bewegen's IT solution.
 - Responsible for transporting bikes that require maintenance to the warehouse.
 - Responsible for transporting bikes that have been repaired or maintained to the required station.
- ⚡ Customer Service Representative
 - Respond to all customer service inquiries, whether by phone, email, or chatting through the website.
 - Enact procedures for common customer complaints.
- ⚡ Cleaners
 - Cleaning of all of Bewegen's assets
 - This includes the removal of all graffiti, stickers, etc.
 - Ensure that there is no build-up of trash and other debris
 - Cleaners will also take charge of all helmet redistribution
- ⚡ Bike Mechanic
 - Carries out all maintenance and repair of the entire bicycle fleet.
 - A full maintenance schedule for our bike-sharing system, which details the main tasks of bike mechanics, is attached as **Appendix J: Bike-Share Maintenance Schedule**.
- ⚡ Station Technician
 - Ensure that all stations are in full working order
 - Respond to any issues with printer, card reader
 - Ensure that stations are fully stocked with materials (RFID card, receipt paper, etc.)

E. What work will be done in-house locally versus subcontracted or performed by your corporate team?

For the Seattle system, Bewegen will work with our operations partner for the United States Corps Logistics LLC. This company will work with Seattle communities to **hire local veterans** for the City's bike-share operations. For example, for the implementation of the Baltimore system, Corps Logistics will be working with non-profit organization Baltimore Station to provide employment for local veterans in the area. Similar initiatives will be undertaken in Seattle to ensure local representation of its bike-share system.

Examples of work that will be done local in-house include:

- ⚡ Operations
- ⚡ Partnerships with local veteran organizations
- ⚡ Marketing, outreach and equity rollout

Examples of work that will be done by local subcontracting:

- ⚡ Printing of local materials (e.g. marketing)
- ⚡ Graphic design

Examples of work that will be done by the corporate team:

- ⚡ IT support
- ⚡ Engineering (mechanical, electric, design and support)
- ⚡ Project management
- ⚡ Marketing outreach and equity strategy development
- ⚡ Training of local Seattle staff
- ⚡ 24/7 technical hotline for second line support

F. Name of any known individuals, contractors or subcontractors to be working on this project. If identified, please describe their experience



Bewegen works with Corps Logistics LLC for the operations and maintenance of our bike-share systems in the United States. Corps Logistics is a Veteran-Owned Business (DBE) that provides field-tested, military-grade transportation for bike-share system implementation and operations. Bewegen is proud to work in close partnership with a company that is **dedicated to each and every American community** where they operate, and are confident that Corps Logistics would continue to provide excellent service for Seattle's bike-share system.

Corps Logistics has a **proven track record of experience** operating the Bewegen bike-share system. The company provided operating services for our bike-sharing system in Birmingham (Alabama), working to completely set up the system warehouse and inventory. The work that continues to be performed by these professionals has been extensive, and includes installation, redistribution, maintenance, cleaning, repairs, station relocation, graffiti removal, and more. Further, the company has worked tracking parts for our system and exacting any required system repairs.

While Bewegen's systems in both Richmond (Virginia) and Baltimore (Maryland) are recent developments, Corps Logistics has already begun providing their expert services to ensure that the logistics of these stations meet the highest standards. Corps Logistics will be providing full operations and maintenance services for these systems in the future, and at this point the company has undertaken work to establish the inventory, operational processes, and tracking of inventory and parts. Beyond this, the company has also been **working with the local communities** to hire veterans for the bike-share operations. For example, for the implementation of the Baltimore system, Corps Logistics will be working with non-profit organization Baltimore Station to provide employment for local veterans in the area. For more information on Corps Logistics LLC, please view **Appendix C: Bewegen Partner Companies** or visit their website at www.corpslogistics.us.

27. What is your overall approach to ensuring a smooth operator and/or equipment transition?

A. What major tasks need to be completed as part of the transition?

The major tasks that need to be completed as part of the transition include:

- ⚡ Removal of existing equipment
- ⚡ Resale of existing equipment
- ⚡ Upgrade compatible equipment (helmet dispensing units)
- ⚡ Implementation of new equipment

The configuration of Bewegen's bike-share docking stations is fully customizable and can be used to improve efficiency of curb use in Seattle. Building on years of experience, Bewegen has developed the revolutionary Smart-Rail Technology for our bike-share systems. The advantage of this innovation is that it precludes the need for heavy machinery, making the system **easy and inexpensive to install, reconfigure, or remove**. This will facilitate simple and effective transition between systems.

B. Will service remain open throughout the transition?

The transition between equipment will realistically involve a short amount of down time for the Seattle bike-share system. The Bewegen team has extensive experience both removing and installing bike-share system equipment. As such, our team will work hard and **dedicate many resources** to ensure that, if it is necessary to close service during the transition, the service interruption times will be short to ensure that Seattle residents and visitors continue to benefit from bike-sharing in the city. Further, the transition will also be undertaken **during the off-season** to minimize the impact on users.

C. How will you address members that have pre-paid for annual memberships?

Members who have pre-paid for their annual membership would receive a discount on an annual membership for Bewegen's system that is equivalent to the value remaining on their current membership. Essentially, the approach would be to honor the remaining time that users have purchased. For example, a user who has 6 months remaining on their membership would be given 6 months of complementary usage of Bewegen's bike-share system.

D. What will you do with existing equipment? Please address compliance with grant requirements on the equipment

Bewegen would assume all responsibility for removal, disposition and liabilities of the Pronto system in a way that is consistent with grant requirements. This includes, but is not limited to, all Federal Funding Requirements, Asset Management Requirements for Grand Funded Station, and Environmental Requirements for Grant Funded Stations.

Bewegen will also work in partnership with Seattle to find a buyer for the Pronto system. In particular, our team will make use of our extensive contacts within the bike-sharing industry to help secure a buyer in a way that is consistent with all grant requirements.

E. What is your schedule for the transition?

Full transition, including all removal of existing system, site preparation, and installation of the new system will require an estimated 7 weeks for completion. A full schedule for the transition is included.

Seattle Bike Share Equipment and Operations Program																																	
Legend		Task Duration						Major Milestone						Launch Ready																			
Month	Jan-17					Feb-17					Mar-17					Apr-17				May-17				Jun-17				2017		2018		2019	
Week	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16																	
Site preparation																																	
Removal of Existing Station Equipment																																	
Site Preparations																																	
Manufacturing & Installation																																	
Component sourcing																																	
Color & Decal Development & Sourcing																																	
Bike Manufacturing																																	
Station Manufacturing																																	
Equipment Delivery																																	
Installation																																	
Commissioning																																	

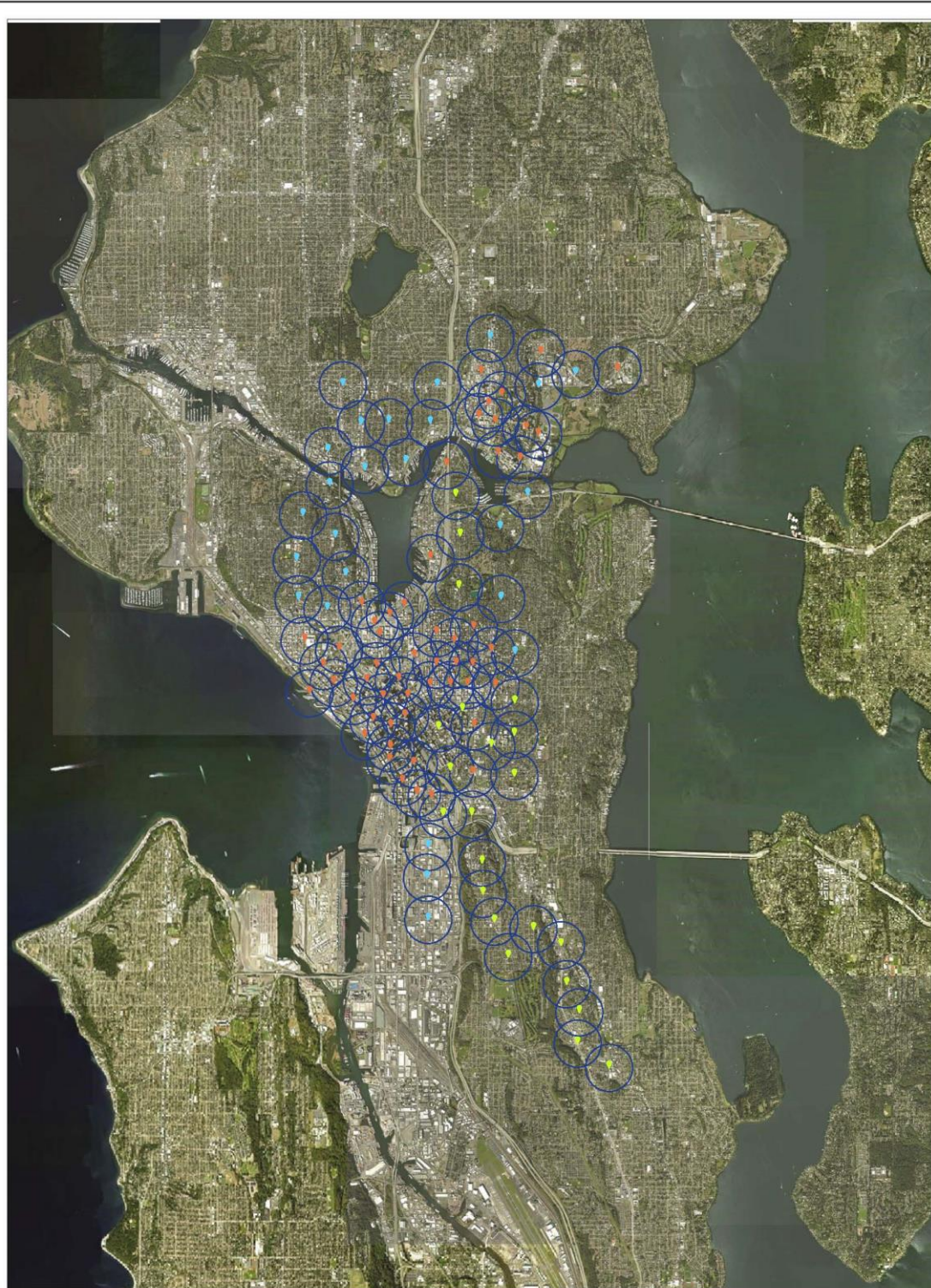
28. What is your proposed system service area?

A. Please include a map

System Coverage Area



Station Coverage Area

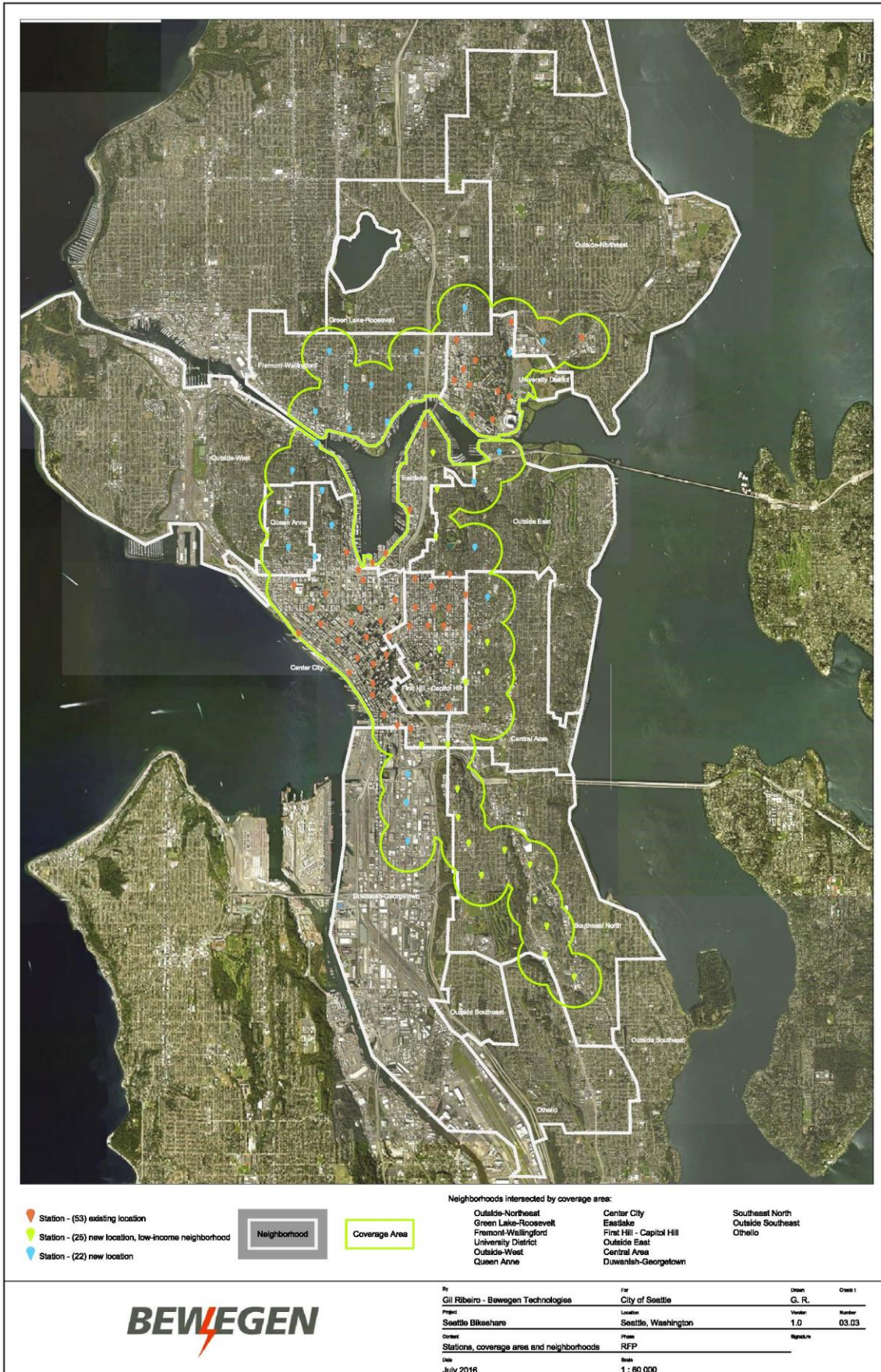


- Station - (53) existing location
- Station - (22) new location, low-income neighborhood
- Station - (25) new location
- Station 1/4 Mile Coverage Area



By	For	Drawn	Check 1
Gil Ribeiro - Bewegen Technologies	City of Seattle	G. R.	
Project	Location	Version	Number
Seattle Bikeshare	Seattle, Washington	1.0	03.02
Order	Notes	Revised	
Distance between Stations	RFP		
Date	Scale		
July 2016	1 : 80 000		

Coverage Area by Neighborhood



B. [Station-based systems only] What is the station density by neighborhood?

Density by neighborhood - referring only to area of the coverage area within the neighborhood:

- ⚡ *Outside-Northeast* 3.3 Stations per sq mile
- ⚡ *Green Lake-Roosevelt* 3.1 Stations per sq mile
- ⚡ *Fremont-Wallingford* 5.1 Stations per sq mile
- ⚡ *University District* 10.2 Stations per sq mile
- ⚡ *Outside-West* 4.8 Stations per sq mile
- ⚡ *Queen Anne* 4.4 Stations per sq mile
- ⚡ *Center City* 11.1 Stations per sq mile
- ⚡ *Eastlake* 7.7 Stations per sq mile
- ⚡ *Outside-East* 4.5 Stations per sq mile
- ⚡ *First Hill-Capitol Hill* 13.0 Stations per sq mile
- ⚡ *Central Area* 5.8 Stations per sq mile
- ⚡ *Duwanish-Georgetown* 3.8 Stations per sq mile
- ⚡ *Southeast North* 5.1 Stations per sq mile
- ⚡ *Othello* 4.0 Stations per mile

C. What is the overall station and/or bike density?

100 Stations Map

- Coverage Area 14.20 Sq Miles
- 7.0 Stations per Square Mile

D. What methodology did you use to determine this service area?

A full description of Bewegen's station siting process is included in question #37.

E. The City intends to retain decision-making authority over the service area designation commensurate with the financial risk for the system borne by the City. If you require any decision-making authority, please describe how you envision resolving disputes or differences in opinion

Bewegen does not require any decision-making authority over the service area designation.

29. Describe in detail your bike distribution strategy and plan.

A. What strategy will you employ to optimize level of service resulting from bike distribution?



Bewegen prioritizes proper bike distribution as we understand the centrality of distribution to ensuring customer satisfaction. Using BikeEmotion's award winning real-time GPS tracking system, Bewegen's system closely monitors the location of each bicycle as well of the status of each station and dock. Further, Bewegen IT solution allows for exacting routing of individual rides, allowing our team to precisely identify ideal times and locations for bike distribution.

The data that is generated from the GPS tracking is compiled to increase efficient system planning and pro-active bike redistribution. Using these advanced methods, our operations team is able to continuously and predictably redistribute bicycles so that our bike-share complies with the station bike availability agreed to in the Service Level Agreement outlined in section 7.6.

B. Include hours of distribution, number of vehicles and staff.

Bewegen bikes, stations and kiosks are continuously monitoring and communicating with the system. Thanks to real-time active GPS tracking, our system is able to efficiently analyze the needs for distribution and personalize the procedures for each system. Bewegen will also work to personalize the distribution processes for Seattle's system, and hours of distribution will be undertaken during non-peak times to meet the suggested service level outlined in section 7.6.

Bewegen has estimated that 5 full-time and 8 part-time staff members will be employed as Redistributors/Drivers, and 4 redistribution vehicles will be required.

C. Section 7.1 provides a suggested service level. Will you commit to this level? If not, please provide your edits or alternative service levels that you will commit to. Desired format is based on tiered system by trip volume or one that emphasizes reducing full/empty occurrences of adjacent stations

Yes Bewegen fully commits to the suggested service level outlined in section 7.6

30. Describe in detail your approach to customer service. Please include:

The Bewegen team recognizes that customer satisfaction is central to ensuring a successful program, and have developed a solution to immediately aid users in need. The bikes are able to self-report major issues and the bike screen can be used to issue alerts and messages that aid users. Users themselves are able to report issues that they encounter via the mobile application, website or by calling customer services.



The system has also been designed to ensure that customers know how to submit an inquiry or complaint. **Clear instructions** directing users to the toll free helpline and website are posted on durable, weather resistant decals situated on the bicycle handlebar covers. Instructions can also be posted on the surfaces of the backlit way-finding/advertisement panels and displayed on the kiosk screen in addition to its being displayed on the mobile application and website.

A. For what hours will you provide service? Do you have a different service type for specific hours, like overnight or weekend?

The Bewegen team and our partners at Corps Logistics will have, at all times, the adequate number of staffing to ensure **short wait times** to receive a satisfactory response. Bewegen commits to having all calls answered in 20 seconds. Bewegen proposes that the call centre for the Seattle would operate between 9AM and 9PM. However, this can be customized according to Seattle's desires, particularly during periods with a high volume of activity (e.g. launch, special events). Beyond this, any overflow can be sent to Bewegen's national call centre in Baltimore (Maryland).

B. What services are provided locally versus non-locally?

A local customer service line would be established locally in the City of Seattle.

C. How will you maintain service levels on high call volume days?

To remedy any overflow, Bewegen can make use of our national call center in Baltimore (Maryland) as backup customer service. Customer services can respond to queries over the phone, via email or through the chat option on the website.

D. Section 7.5 provides a suggested service level. Will you commit to these levels? If not, please provide your edits or an alternative service level that you will commit to.

Yes, Bewegen fully commits to the suggested service level outlined in section 7.5.

E. What additional languages besides English are you able to provide in responding to inquiries by phone or e-mail?

The Bewegen team understands the importance of accommodating people who speak different languages. The company operates in a tri-lingual work environment (English, French, Portuguese), and our website is available in 4 different languages (English, French, Spanish, Portuguese). Bewegen bicycle technology and customer response solution can be customized to fit any language requirements. The station kiosks, bicycle screens, website, and mobile application can all be presented in different languages (English, Spanish, etc.) based on user selection, and we can work to hire staff that can respond to inquiries by e-mail or phone directly in the require language.

31. Describe in detail your equipment maintenance strategy. Include frequency of repairs.

Bewegen recognizes the value added when a bike-share system is both equally distributed and fully maintained in a manner that increases safety and addresses customer needs. For this reason, Bewegen only works with companies that uphold the highest standards for operations and continued maintenance. Our partners at Corps Logistics ensure that equipment will maintain its integrity throughout its lifespan. This Veteran-Owned Business not only meets DBE requirements, but will also work to partner with local organisations to hire local veterans and revitalize the economy.

Bewegen bikes, stations and kiosks are continuously monitoring and communicating with the system. Thanks to real-time active GPS tracking, our system is able to efficiently analyze the specific requirements for maintenance. This information helps to personalize the maintenance procedures for each system, resulting in system upkeep that is both more efficient and easier to manage. Our team uses this information to complement our existing inspections, maintenance and repair schedules that keep the bike-share in continuous compliance with all local regulations, partner contracts and warranty requirements. The result of Bewegen's advanced maintenance procedures is a bike-share system with pro-active redistribution, preventive maintenance, station supply, and other essential points that ensure the provision of a high quality service, day or night.

For all maintenance technician staff, Bewegen is developing a technical mobile application. This application allows for the automation of processes, ensuring correct follow-ups and allowing technicians to guarantee the entire system is always running at capacity. Not only does this application advise when a station is close to being full or empty, it also automatically locks any bikes needing repair and sends a ticket to the most appropriate technician. The status of bikes (available, out of service) is displayed on the bike screens. Technicians can promptly repair or replace all elements of the system, including the terminals, signs, bicycles, solar panels, and surrounding asphalt or concrete. Beyond this, Bewegen has dedicated staff who follow rigorous procedures to ensure that the bike-share system is fully inspected, cleaned, clear of debris, and graffiti free.

In terms of maintaining the software components of our system, Bewegen is exclusive partners with the bike-share technology firm BikeEmotion. This company is entirely dedicated to ensuring that Bewegen's technological system is not only the most advanced on the market, and further that every elements of the software and operating system are maintained up to date with the latest innovations.

A full maintenance schedule for our bike-sharing system, which details in full the frequency of repairs, is attached as **Appendix J: Bike-Share Maintenance Schedule**.

A. Section 7.4 provides a suggested service level. Will you commit to these levels? If not, please provide your edits.

Yes, Bewegen fully commits to the suggested service level outlined in section 7.4.

32. Describe in detail your organization's recommended approach relative to helmets operations, including distribution, inspection and cleaning of helmets and any other regular maintenance activities.

In accordance with the helmet law in Seattle, Bewegen will provide helmet dispensing units, located at every bike-share station. Bewegen's maintenance team will work to ensure that these units will provide users clean helmets, accept used helmets, and carry sufficient inventory to satisfy user demand.

Bewegen's intention is to reach an agreement with the manufacturer of Seattle's current helmet dispensing units to manufacture additional units as required. Units currently in place would be **completely refurbished and rebranded** in order to achieve compatibility with the system's new look and feel. Making use of the existing products and processes will simplify the transition between bike-share systems in Seattle.

One addition that Bewegen intends to make would be to **integrate RFID technology** for the helmet dispensing units. This provides an easy solution for users with a membership FOB, who will simply use that same FOB to gain seamless access to a helmet. The RFID Reader will communicate with Bewegen's Back Office solution through the Kiosk, and the door will open once communication with the Back Office has been reached. Pictured on the right is an example of the RFID reader that would be used for the helmet dispensing units in Seattle.



A. Specifically, how will your team ensure returned helmets are clean, safe and in compliance with safety standards?

In order to ensure that the helmets are clean, safe and in compliance with safety standards, the operations team will adhere to a maintenance and distribution schedule for the helmets. Please view the following proposed service levels for a more complete understanding of how these processes would be undertaken.

B. Will you make helmets available for rental, return and/or purchase?

Bewegen's helmet solution would be complementary with an annual membership, and will cost a small fee (e.g. \$2.00) for casual users.

C. What service levels do you propose?

Bewegen understands the importance of making helmets always available for customer use as well as the importance of having space for return of helmets. Below is a suggested Service Level Agreement for helmet availability, and we will work with the City of Seattle to customize this agreement if required.

HDU Type	Description	Premium Service Level ^[1]	Proposed Service Level
Tier one Helmet Dispensing Unit	HDU ranked in top 33% based on total combined trip origins and destinations, or as designated by the City	Not to be full/empty more than fifteen (15) minutes per day, based on monthly average, with no more than ten (10) full/empty occurrences per month lasting more than 1 hour	Not to be full/empty more than thirty (30) minutes per day, based on monthly average, with no more than ten (10) full/empty occurrences per month lasting more than two (1) hour
Tier two Helmet Dispensing Unit	HDU ranked in middle 33% based on total combined trip origins and destinations, or as designated by the City	Not to be full/empty more than thirty (30) minutes per day, based on monthly average, with no more than ten (10) full/empty occurrences per month lasting more than two (2) hours	Not to be full/empty more than sixty (60) minutes per day, based on monthly average, with no more than ten (10) full/empty occurrences per month lasting more than three (3) hours
Tier three Helmet Dispensing Unit	HDU ranked in bottom 33% based on total combined trip origins and destinations, or as designated by the City	Not to be full/empty more than sixty(60) minutes per day, based on monthly average, with no more than ten (10) full/empty occurrences per month lasting more than three (3) hours	Not to be full/empty more than ninety (90) minutes per day, based on monthly average, with no more than ten (10) full/empty occurrences per month lasting more than three (3) hours

33. Describe what you will implement as part of your required equity program.

A. Include a firm commitment to the percentage of stations that will be placed in low-income neighborhoods, as defined by the City.

Bewegen commits to always having a minimum of 20% of its station placed in low-income neighborhoods, as defined by the City of Seattle.

B. How will you facilitate reduced-cost memberships

When Bewegen designed its IT solution and bike-share system, we made **pricing flexibility** a main priority. This permits virtually any pricing structure to be implemented, and allows for the use of discount or promotion codes to facilitate reduced-cost memberships for low-income populations. Accordingly, our team would work with the City to implement any desired plan to offer **reduced-cost memberships for low-income individuals**.

Bewegen has different options to accommodate users who lack access to credit or debit cards as well as low income populations. One option is to **partner with local points of sale** to sell bike-share passes directly to people who can only pay in cash. The Bewegen team has experience partnering with local shops for bike-sharing systems in the past. We also equip employees

operating the bike-share system with **portable membership card printers and tablets**, allowing them to register customers paying cash and give them membership passes onsite. Our advanced IT system and technology makes this option easy to implement alongside our operations team.

To further facilitate reduced-cost memberships, Bewegen will also enact community outreach within the Seattle region. Bewegen will work with local foundations, community organizations, financial institutions and others to facilitate reduced-cost options for users.

C. Describe participation of disadvantaged business enterprises.

To maximize local hiring for all positions, Bewegen is partnered with Veteran-Owned Business (DBE) Corps Logistics for our operations and maintenance. Because operations and maintenance make up a substantial amount of the required work for a bike-sharing system, Corps Logistics' involvement ensure that there will be a high percentage of DBE involvement in this project. On top of this, Bewegen will work to partner with local organizations (e.g. marketing, promotional materials, printing) to prioritize the use of women and minority businesses.

Bewegen is proud that, for our system in Baltimore, Corps Logistics partnered with local non-profit organization Baltimore Station to hire local veterans. Indeed, the news stories covering the Baltimore bike-sharing announcement made specific note of the local job opportunities created by Bewegen. Corps Logistics has extensive experience hiring local staff across the United States, and will use this experience to ensure that the Seattle workforce receives a boost in terms of employment.

D. Describe the basic outreach program targeting low-income, minority and immigrant populations that you will implement

Access to affordable and reliable transportation widens opportunity and is essential to addressing poverty, unemployment, and other equal opportunity goals such as access to good schools and health care services. Bike share systems can be a very effective tool in increasing transportation equity in underserved social groups. To achieve this it is not only imperative to provide physical and affordable access to the system, it is also vital to address one of the biggest barriers to socio-economic groups with a low propensity to cycle: lack of social identification with cycling.

So as to ensure that all residents benefit from Seattle's Bicycle Share System it is important to understand the region's current attitudes towards cycling, and how amenable they are to cycling in the future. Bewegen's outreach program for targeting low-income, minority and immigrant populations follows the Cycling Market Segmentation Chart, attached as **Appendix Q: Bike-Share Equity**.

After gaining a deeper understanding of the cycling market segmentation, Bewegen can better understand where the biggest return on investment is expected by targeting groups which have a higher propensity to cycle. Beyond this, Bewegen will also gain a greater understanding of where social groups with a low propensity to cycle are located, and plan Bewegen's system mapping based upon places of residence.

Approaching Bike-Share Equity:

There are two approached which Bewegen uses so as to increase the participation of the social groups with a low propensity to cycle:

- ⚡ Normalization of cycling via increased participation of 'near market' groups
- ⚡ Encouraging behavior change in groups with lower propensity to cycle by addressing the personal and social barriers to cycling (especially the lack of social identification).

Bike-share systems are very effective at normalizing cycling as they quickly increase the visibility and diversity of cycling. This normalizing effect grows through the social groups with higher propensity to cycle, reaching groups with lower propensity to cycle as usage of the system increases. To maximize the leverage of this effect it is important to have enough stations density in areas where usage is projected to be high so as to increase the visibility of cycling. Gradual expansion of the system in surrounding areas is then more likely to prove successful as these new areas already have an exposure to the system and are therefore more likely to use it.

To understand the path a non-cyclists follows in becoming a cyclist, we use a behavior change model similar to the 'Stages of Change' model (Prochaska & Welcher, 1997), which has been used in areas such as health, lifestyle change and helping the

environment. For a more in-depth understanding, a diagram demonstrating this model is attached in **Appendix Q: Bike-Share Equity**.

Going the Extra Mile for Equity:

In order ensure full participation of all Seattle residents and visitors, it is not enough to simply ensure that the system is physically and economically accessible. It is also vital address the personal and social barriers to cycling. Conflicting attitudes and opinions about cycling co-exists in people's minds. Understanding the emotional triggers helps encourage the desired behavior change.

The personal benefits associated with cycling tend to remain consistent across social groups. These include:

- ⚡ Saving money (vs. other forms of transport)
- ⚡ Family bonding
- ⚡ Control over travel time
- ⚡ Losing weight

Bewegen ensures to take the correct approach to marketing the personal benefits associated with cycling, as they can be both positive and negatively perceived, especially in communities with a low propensity to cycle. In order to address this issue, our team bypasses the traditional for/against arguments, and instead focuses on advertising cycling as an attractive alternative that people will actually enjoy. Communicating the correct messaging is very effective in moving people towards cycling normalization.

When an individual has moved closer to cycling normalization there is a strong need for a trusted source of support and advice. It is at this stage that having local community champions is essential to follow individuals on the journey towards changing habits. Partnering with local groups and organizations is a very effective way to find and support local champions.

Once individuals start cycling the benefits become increasingly evident, which makes sustaining the change relatively easy. By sustaining this change there is a snowball effect where those who have recently changed their behavior become some of the biggest advocates within the groups where we wish to encourage cycling.

For the Seattle's bicycle share system to support the journey towards cycling normalization, it is important to have docking stations which cater to leisure cycling trips. Round trips at kiosks in parks and along trails can be especially effective in attracting people who have the potential to become habitual cyclists.

Equity Results Driven by Innovation:

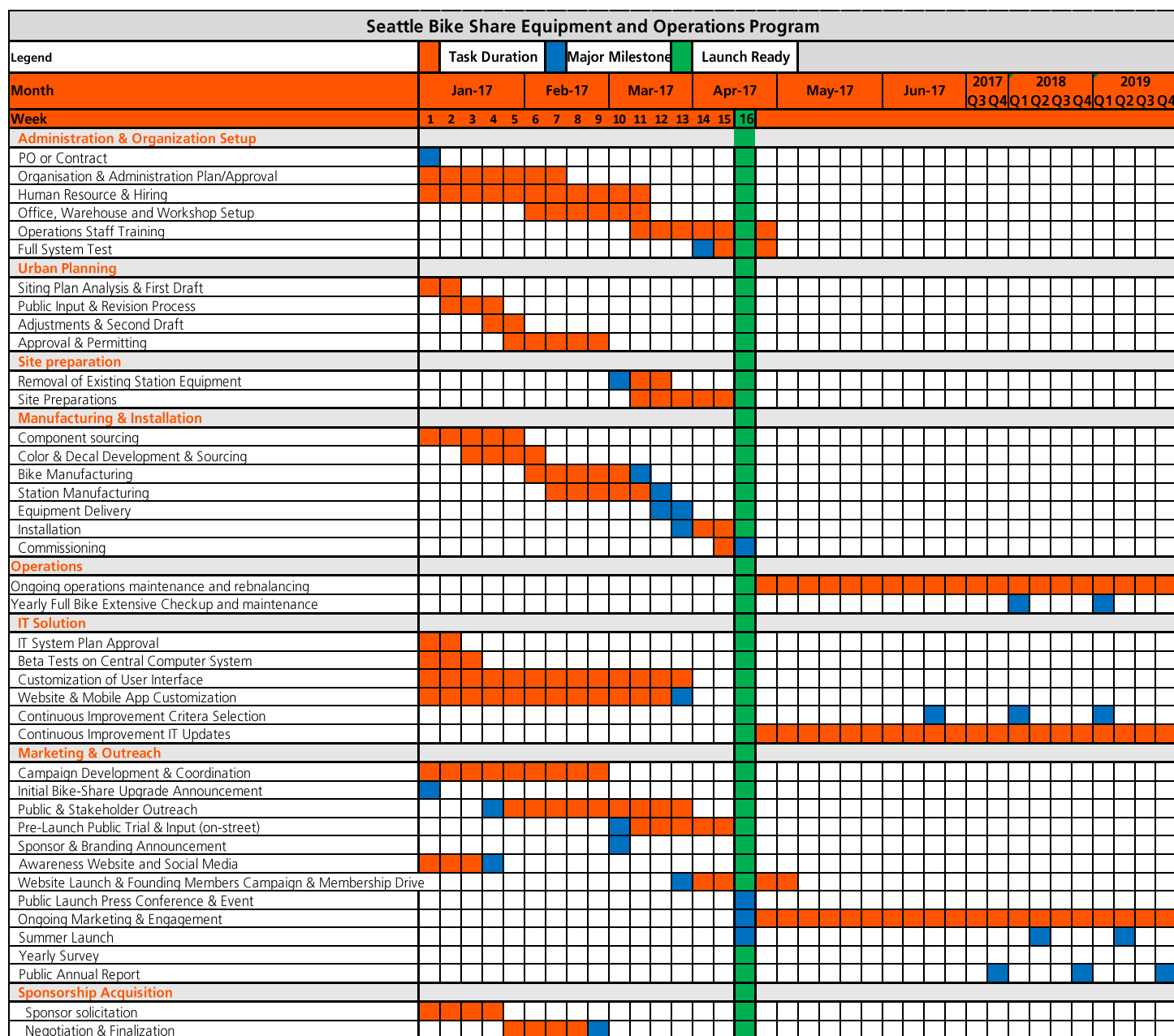
Our experience in other cities shows the effectiveness of our solution in increasing the social diversity of bike share users. Our trailblazing Pedelec (electric assist) bikes have been designed to appeal to people with both a high and low propensity to cycle. Bewegen's Pedelec bicycles require only a **small physical effort to receive a substantial reward** in terms of distance travelled. Further, Bewegen's Pedelec bikes are equipped with automatic adjusting transmission, which will reproduce the proper gear ratio to **accommodate the City of Seattle's mountainous topography**. This exciting new bike is creating an unprecedented interest in cycling, and people who never considered biking before now see it as an attractive alternative. Our bikes in cities such as Birmingham (Alabama) demonstrate how this technology is creating a surge of interest in cycling, with the **Pedelec bikes being 4 times more popular** with customers than the matching traditional bicycles.

Academic studies are also bringing attention to how Pedelec technology is attracting new users to the mode share of cycling. A recent study from the University of Tennessee considered the factors that influence choices of shared traditional and electric assist bicycles. The study found that **electric bikes were particularly effective at drawing in new riders**. In fact, shared e-bikes were found to draw 17% of users from the automobile mode of transportation, compared to a draw of 8% for shared traditional bikes (Andrew Archibald Campbell, University of Tennessee, Knoxville, 2012).



The personal and social barriers that keep groups away from cycling simply do not apply the same way to Pedelec bikes, making the behavior change journey much simpler for individuals from all backgrounds. Beyond this, once individuals have used the Pedelec bikes, they are then more comfortable making use of traditional bicycles as well.

34. Please show timeline with milestones from contract signing, anticipated December 31, 2016, to two or more years after launch.



35. What environmentally friendly business practices will your organization incorporate into operations? Will you use environmentally friendly vehicles, such as electric or biodiesel?

The Bewegen team is dedicated to minimizing the environmental impacts of urban transportation. Our environmentally friendly innovations minimize the degrading impact of urban transportation, clearing up the congestion of vehicles that has become all too common across urban centers. Bewegen's system was specifically innovated to require minimal excavation to install and remove. It therefore can **easily be configured and reconfigured** to meet a variety of environmental and space requirements.

Bewegen has experience and connections in terms of acquiring compatible environmentally friendly vehicles. All maintenance and cleaning tours will be performed with hybrid transport vehicles for the system in Seattle. In addition trailers, which can be attached on these vehicles, will be used to perform the redistribution of bicycles between docking stations as well as to the depot in case of need for repairing.

Other environmentally friendly business practices that can be implemented by Bewegen for the Seattle system include:

- ⚡ Vehicles fitted with tracking devices to monitor efficient driving
- ⚡ Efficient office equipment
- ⚡ Energy awareness campaigns for staff to turn off equipment when not in use
- ⚡ Regular servicing of equipment (vehicles, boilers, etc)
- ⚡ Timers used on heating system
- ⚡ Use of electric rather than diesel forklift trucks
- ⚡ Prior to work a site specific risk assessment completed covering safety, quality and environmental issues
- ⚡ All waste removed and segregated
- ⚡ Precautions taken to prevent fuel, oil or chemical spills

The unique features of our bike-share system and operations approach fit perfectly with the Seattle's environmentally conscious paradigm, and our team look forward to this opportunity to work alongside a community that is mindful of these objectives.

36. Is there anything else you would like to add that we have not asked anywhere else in this Technical Proposal relative to operations?

Bewegen does not have any additional information to add.

Please note that the tasks outlined in this section represent premium services. Vendor is required to respond to the following questions, regardless of City's intent to hire.

37. Describe your overall approach to site planning and permitting. Please include outreach strategy.

The Station Siting Plan for the Seattle bike-share system follows three principles:

- ⚡ **Dimensioning:** area covered by the system, number of stations and bikes.
- ⚡ **Location & Station Sizing:** strategic station and docking point placement and sizing.
- ⚡ **Reference for Station Urban Design:** specific locations, safety, shape, visibility, solar exposure, service, relation to context, and possibilities of growth or elimination.

Dimensioning

The dimension (total number of bikes) and density (stations per area) of the system are calculated according to the coverage area of the system and population. The coverage area and population are defined through feasibility study that helps to identify where there is a demand for a bike-sharing system and where it will be more useful within the whole transportation system. In particular, it concerns where the bike-share can **connect with complementary transportation options**. Also, there is a need to balance size and cost both for system effectiveness and sustainability.

We propose the dimension of a system based on professional experience, and our team will often compare the proposed system with existing bike-shares. Also considered at this stage are different studies, including the *NACTO Best Practices - Bikesharing Planning Guide*, by the Institute for Transportation & Development Policy; the *BikeSharing Guide*, by Transport Canada; and the *OBIS report*, supported by Intelligent Energy Europe. Three main points are privileged at this stage:

- ⚡ **To be in the right place with the right size** so that the balance between offer and demand is adequate. The service area is a high density area, with a daily influx of population, served by a comprehensive public transportation system, with a considerable residential population within the immediate surroundings.
- ⚡ **To maintain high usage rates.** The number of stations and the stretched shape of the coverage area allow a station distribution that guarantees one station per ¼ mile radius of almost any point within the service area. Certain core areas of service would also have an even higher presence of stations. This facilitates complementarily usage with public transport and also accommodates members biking directly to work or other final destinations.
- ⚡ **System should be able to respond during peak demand periods**, and is seen as reliable by its users. There should be enough bikes and enough docks (min. 1.6 per bicycle) to accommodate high system usage.



Location & Station Sizing

The location of the stations is influenced by **mobility generators**, which are major origins or destinations for cycling journeys. Examples of mobility generators include: transportation nodes, car parking, university campus, touristic sites, large dense residential areas, factories and major employment areas. Stations should be located within or as close as possible to mobility generators, in visible and proper places.

Some of the most important mobility generators are existing points of transportation (public or otherwise). These points are significant because a large number of bike-share users cycle for their first or last part of their journey, going from public transportation nodes (e.g. Bus Interchange) or parking lots to their destination. Leisure Journeys, which often start and end in the same location, are also significant for mobility generation.

Another significant factor for location and station sizing is the **cycling network**. The cycling network includes not only the existing network of cycling paths, but also all paths that cyclists can use (for example some roads or pedestrian paths). The implementation of a bike-sharing system is often an opportunity to improve the cycling network, preventing bad usage and promoting cycling within a community. This does not necessarily entail adding more cycling paths, mixed-use roads (with more than one mode of transport) have proven to be effective in traffic speed regulation and providing more safety to cyclists in low speed areas. Stations must be adjacent to the cycling network, and evenly distributed across the network to provide an average spacing of approximately 300 to 400 meters between stations. This creates a convenient walking distance from each station to any point in-between, and provides full accessibility within the coverage area. Beyond this, stations should be placed in arterial roads, and never on collector roads.

References for station urban design

The bike-share stations as elements of the street are subject to the same high architectural standards as other public space elements (safety, functionality, commodity, context integration). The bike-share station constitutes a landmark in itself that, if associated with other amenities (e.g. neighborhood centers, sports facilities), can reinforce or create new centralities. This creates an opportunity in a Spatial Planning perspective and should be used to enhance public space qualities. Further, bike-share stations need to be easy to use and a good interface from cycling to walking. One should be able to bike to a docking station and leave without having to cross cycling or roads. Bewegen's station urban design principles are as follows:

Bewegen Urban Design Principles	
PRINCIPLE	DESCRIPTION
Safety	The first criterion is safety. Stations cannot constitute a hindrance to walkers, bikers, drivers or any other person that might interact with them.
Specific location	The specific location in a node or street should be defined by the relation with context, cycling network and pedestrian paths. A natural integration in the Public Space needs to be achieved and a smooth transition from cycling to walking needs to be possible.
Shape	The specific form of the station has infinite possibilities particularly if we consider the multiple types of stations Bewegen has to offer. Security, Space consumption, Commodity and Design are key aspects. Functionality and Aesthetic compatibility with urban context must be met, considering all probable situations (size of station: large, medium; moment of usage: day, night, summer, winter; occupation: full, empty; ...).
Visibility	The visibility of a station is important not only to promote system usage but also to increase legibility of the cycling network and of the city as a whole. The landmark nature of the docking stations is an important factor of system success. All stations should be easily identified and recognized as part of the bike-share system, for this a unified look and feel of all stations is essential.
Solar exposure	The electric charging requirements of stations demand a good solar exposure to allow the fixation of panels facing south.
Service	Service crew should be able to visit a station without blocking the circulation.
Conflict	Avoid proximity to fire hydrant or any infrastructures from the city, also avoid noise complaint.
Footprint	Possibilities of needing to increase the station capacity or eliminating without leaving footprint should be anticipated

Outreach Strategy:

Bewegen employs urban planners with extensive experience in the bike-sharing field to design each individual system. Led by Architect and Urban Planner Gil Ribeiro, our team conducts the station area siting process to the highest standards possible. While each bike-share system is designed by Bewegen, we believe that these systems truly belong to the local community. With

this in mind, the Bewegen team takes every possible opportunity to consult local authorities, stakeholders, city planning staff, employers, transit operations and a diverse populations for our station planning.

One effective outreach strategy is to directly solicit suggestions from the Seattle public. With our system in Birmingham (Alabama), we worked with the city to post signs in potential locations for docking stations, asking the public for their input. The signs (pictured right) asked the question “BIKESHARE HERE?”, and provided a simple manner for people to text their feedback. This information proved to be valuable in establishing a bike-share system that suited the needs of the greater public. These participation and input initiatives have also proven to be a successful way to raise public interest and awareness as much as possible before the official launch date.



Another outreach strategy for station citing involves our bike-share awareness websites. For example, for Bewegen’s system in Baltimore (Maryland), we developed a launch website that includes a section allowing users to suggest station locations directly on a map of the city. To view this process, the bike-share awareness website for Bewegen’s system in Baltimore is available at <http://www.bmorebikeshare.com>.

38. Describe your overall approach to sponsorship?



Bewegen works in partnership with Effix Inc for sponsorship acquisition, a firm with extensive marketing experience who have represented a large array of successful organizations, including the Montreal Canadiens NHL team. In terms of bike-share experience, Effix has sold bike-share sponsorship in Montreal, Toronto and New-York City. As in those cities, Effix would use the bicycles, stations and integrated advertising panels to guarantee sponsorship revenues in Seattle. Our partnership with this leading firm would ensure that the City of Seattle would acquire the highest quality of sponsorship opportunities for its bike-share system.

Effix has the extensive experience and knowledge required for bike share systems, having have successfully completed similar mandates in major cities. Relying on their vast experience, Effix’s approach to this mandate will be to concentrate their efforts in building a strong and comprehensive sponsorship proposal and presenting it to a number of well targeted companies. Effix believes that the interests of the Cities are best served by securing one or a few **large sponsors** as opposed to a more widespread approach.

Effix will make use of the myriad of information acquired over previous years which covers both the details of bike-share operations, features and opportunities as well as the sponsors’ potential benefits. The company have been presenting bike share systems to hundreds of clients in several markets and various industries, and they make sure to adapt to each City’s objectives in order to maximize revenues. With this experience, Effix have been able to gain an understanding of the clients’ perceptions and objectives, and will do the same for the City of Seattle.

For further information and specifications of available space for customization and branding of Bewegen’s bike-share system please view **Appendix E: Sponsorship and Branding Specifications**.

A. What level sponsorships do you propose selling and what benefits will you assign to each level

Effix’s experience demonstrates that for a commercial entity, the most efficient aspect of the bike-share opportunity is the sponsorship of the entire system: bikes, stations and advertising panels. Therefore, the company’s approach is largely driven by such a sponsorship. Effix proposes to include the majority of the available elements in the sponsorship package(s) in order to optimize their value. This approach remains flexible in order to fulfil the City’s expectations and objectives.

SYSTEM-WIDE SPONSORSHIP - Full system, exclusive sponsorship with naming rights

The ultimate sponsorship package in terms of value includes naming rights to the system, the choice of colors for the bikes and stations, exclusive advertising rights and all collateral material such as website, mobile application, maps, maintenance trucks, etc. Effix recommends using 50% of the advertising panels’ inventory to include in the naming rights partner package, leaving the balance available for sale to other sponsors. This approach also generally allows negotiating a longer term contract.

Within the system-wide sponsorship, Effix identifies three other sub partnership possibilities:

- ⚡ Station partners with the possibility of including a station on their premises
- ⚡ Suppliers/technology partners such as telecommunications or solar companies
- ⚡ Maintenance team uniform sponsor

This will also allow additional companies, especially local businesses, to be involved in the bike share project. From experience, this will make the sponsorship packages attractive and generate higher revenues. These partners must be non-conflicting partners to the system-wide partner.

POTENTIAL SYSTEM SPONSORS IDENTIFICATION AND OUTREACH

Being in the American and Canadian markets for large scale bike share systems has given Effix the opportunity to identify the vast majority of potential sponsors for such a system. Effix have introduced bike share as a sponsorship opportunity to a large number of national and international clients, and they have a deep knowledge of its potential.

Effix will create a potential sponsor list. This list would include clients with whom Effix are currently working, as well as numerous local players that have specific interests or implication in the Seattle

Effix also find that, typically, partners that are the most likely to become sponsors of a bike share system have a strong sense of community, and often have close-knit relationships with their City. Each of these potential sponsors would be contacted rapidly by one of our representatives to discuss the opportunity.

SYSTEM SPONSORSHIP VALUATION

Effix have ample information on valuation of bike share sponsorship, benchmarking with other cities pricing as well as sponsor performance data. These will all be useful tools for the company to establish the optimal pricing structure for the City of Seattle. They will also serve Effix in the selling and negotiating processes with sponsors.

AWARENESS AND BRAND SURVEYS

Effix have commissioned four independent surveys on brand awareness of the sponsors and perception in regards to the bike share sponsorships. The findings demonstrate that it is an extremely effective tool not only to create brand awareness but also to create positive image for the sponsor's brand as it supports healthy living and sustainability.

All of the above tools are unique to Effix and will be available in the context of this mandate.

B. What is the total amount you believe can be fundraised for the Seattle bike share system you propose? How much would you anticipate fundraising from each level? How many total sponsors would you seek?

Bewegen is confident that a significant amount can be fundraised for the Seattle bike-share system that it proposes. As with our other systems, we are confident that the Seattle system would have high usage rates and would be well regarded within the City as an innovative transportation solution. The anticipated funding and total sponsors will be determined as the contract negotiations and implementation processes are enacted. See the Financial Template – Operations in the cost proposal for more figures.

C. What role would you require the City to play in fundraising? Describe the role the City played in previous major sponsorships secured for systems you operate.

The Bewegen team is fully capable, and has in the past, done all fundraising activities for bike-share systems. Any support that Seattle can offer is greatly appreciated, as Bewegen recognizes the importance of having local knowledge and expertise in securing fundraising.

D. If you require performing sponsorship, do you commit to launching regardless of your success in securing a sponsor?

Yes, Bewegen commits to launching its bike-share system in Seattle regardless of the stage of sponsorship acquisition.

E. What is your timeline for securing sponsors?

The following timeframe has been identified to obtain sponsors that will fully sustain the bike-share cost:

- ⌚ Notice of Award: August 15th 2016

- ⚡ Sponsor solicitation: August 15th 2016 - January 2017
- ⚡ Negotiation and finalization: February 2015

39. Describe your overall approach to marketing, PR and corporate sales. Please include:



Architect & Urban Planner Gil Ribeiro promoting Bewegen's Bike-Share System at an event for the Richmond Kickers.

Bewegen's promotion of bike-share systems takes an inclusive and integrated approach, and our team will develop a marketing strategy that fulfills all of the cities' bike-share objectives. Our integrated campaign will include elements to attract users of different socio-economic and demographic groups to the system. The Bewegen vision focuses on bike-share equity, and we believe that it is vital to direct our promotion efforts to diverse segments of the population. Bewegen would work in partnership with the cities to promote Seattle as a **leader for equitable bike-sharing**.

An extensive marketing and communications plan will be put together that promotes the system for the cities. Our experienced team will coordinate all of these efforts in collaboration with the City of Seattle and other influential local organisations. Our team understands that local input is essential to communicate with potential users and members in an effective manner, and we will work to incorporate local voices to ensure that this happens. Key stages involved with promotion are the **Initial Campaign, Launch Event, and Ongoing Marketing**.

Initial Campaign

The initial campaign strategy will be implemented to create awareness of this new program in Seattle. We will start with an official announcement that includes multiple public relations initiatives. Following this, our on-street team will present the system and have users experience the bike-share and provide feedback. This campaign will be complemented with a traditional media campaign, online presence, social media efforts, as well as other public relations initiatives. Bewegen's experienced staff will help at every stage of marketing and public outreach. The main steps are:

- ⚡ Initial Bike-share announcement
- ⚡ Public and stakeholder outreach
- ⚡ Pre-launch public trials and input
- ⚡ Early adopter campaign and membership drive



Bewegen CEO Alain Ayotte and Baltimore Mayor Stephanie Rawlings-Blake Announcing the Bike-Share System in Baltimore, Maryland

Launch Event

The launch event is a **key element**, since this is typically the moment where a bike-share system attracts the most attention. It is important to plan not only a conference, but a full-scale launch event. At this launch, local politicians, influencers and sponsors must be present. Furthermore, we would include a public segment to this launch in order to involve the local community. This will create greater local ownership and responsibility towards the system. To complement the launch event, we will add a complete marketing/communications strategy that increases the organic visibility brought upon by a launch event. This campaign will include, but not be limited to, the following:

- ⚡ Social Media outreach
- ⚡ Media Tour
- ⚡ Web initiatives (organic and planned)
- ⚡ Viral strategy
- ⚡ PR and Communications



CEO of REV Birmingham Launch Event of Bewegen's Bike-Sharing System

Ongoing Marketing

The ongoing marketing phase is essential in order to grow the membership base and retain existing members. This phase also serves as an important time to effectively communicate safety and system related information. Keeping constant communication with the public is essential to ensure ongoing sustainability of the bike-share system.

Our team will concentrate on grassroots initiatives, since they are normally the most effective to **captivate and retain the attention of our current and future members**. More specifically, we would create local partnerships with shops, businesses, organizations and major events to show our presence and implication in the community. This campaign will be complemented with a traditional media campaign, web initiatives, social media efforts, as well as public relations outreach. Working in partnership with Corps Logistics and Effix, our team will ensure the delivery of clear communications that get the public excited about their bike-sharing system, and cycling more generally.

A. What percent of your time will be spent on each strategy in the marketing/PR and corporate sales plan?

Bewegen's expertise and pre-established plan will be used as a starting point. These tools will then be customized in order to meet Seattle's specific needs.

Our Corporate Head Office has a passionate marketing team, dedicated to oversee strategy, marketing, PR and corporate sales.

Braunyno Belo Ayotte:

Braunyno Belo Ayotte has substantial marketing and sponsorship management experience from its past experience at Saputo Inc. He developed extensive bike-sharing experience at PBSC Urban Solutions (BIXI) working in multiple roles related to customer service, marketing, business development, installation and operations. Since joining Bewegen, he has overseen the planning, delivery, installation and launch of several bike-share systems.

Viviane Lépinay-Thomas:

From 2011 to 2015, Viviane Lépinay-Thomas has acquired relevant marketing, sales, and PR experience while working for Bell Media, the mass media subsidiary of Canada's largest telecommunications company. She held a marketing coordination position in the outdoor advertising division. Viviane joined Bewegen's team to implement and maintain marketing campaigns in cities where it operates, such as Baltimore, Maryland and Richmond, Virginia.



Marie-Hélène Houle:

Between 2009 and 2013, Marie-Hélène Houle held various positions at PBSC Urban Solutions, where she provided training services, improvement of the IT solution. She also elaborated and implemented various communications and marketing campaigns. Marie-Hélène has been involved in over 19 bike-share projects. At Bewegen, she oversees IT solution development, and corporate communications.

Ressource allocation for Seattle's bike-share system		
Viviane Lépinay-Thomas	50%	Strategy coordination and on-site implementation
Marie-Hélène Houle	20%	Strategy and development coordination
Braunyno Belo Ayotte	10%	Direction and Strategy
Local partners	20%	Support of marketing initiatives

Furthermore, Corps Logistics staff will help with on-site demos and initiatives, with local workforce support. Bewegen will also rely on local firms (strategy, printing, promotional squads, non-profit organization, etc.) to supplement our workforce.

In order to accommodate growth and demand, Bewegen could hire a local full-time employee to supplement the above mentioned resources and to ensure that the marketing PR and corporate sales plan are deployed to a level that a major city like Seattle requires.

B. What metrics will you use to determine the success of your efforts?

The primary metric to determine the success of marketing efforts would be:

- ④ Total number of memberships

- ⚡ Total number of rides
- ⚡ Other major PIS
- ⚡ Yearly surveys and the report which arises from it.

Other relevant metrics include:

- ⚡ Features in local/national media
- ⚡ Social network activity (e.g. Facebook, Twitter, Instagram, etc)
- ⚡ Attendance at promotional events
- ⚡ Attendance at major events (announcement, launch)
- ⚡ Website activity (number of visits, creation of user profiles)
- ⚡ Mobile application activity (number of downloads, number of bikes unlocked using mobile application).

C. What do you propose as marketing, PR and sales goals?

- ⚡ **Raise awareness and generate Interest toward bike-share**
 - Attend different events in the community related to urban mobility
 - Organise bike demos for potential users (collaborate with all the community leaders)
 - Bike-share squads in the street having people try the bikes and register for membership on the spot.
- ⚡ **Maintain and Grow Membership Base**
 - Yearly Promotions
 - Partnerships with local businesses
- ⚡ **Keep Members and Community Informed**
 - Through social media, newsletter, website
 - Have local non-profit organisations share bike-share information
- ⚡ **Communicate with members**
 - Through social media, newsletters, website
 - Members will be able to contact our call center easily

D. Corporate membership sales have proven highly successful in numerous cities. What steps will you take to promote corporate membership sales?

In order to promote corporate membership sales, Bewegen will implement the following strategies:

- ⚡ Meet with business leaders in the City of Seattle.
- ⚡ Offer customized rates and membership options to fit each company's particular needs.
- ⚡ Offer corporate membership to companies that become sponsors.

E. How will you respond to an emergency situation such as a fatality or serious injury?

First, we will try to prevent emergency situations and injuries by posting on a regular basis, itinerary suggestions and safety tips and videos (via social media). These tools will also be available on the website.

Also, new members are required to read and sign a user agreement attesting that they understand the terms and conditions as well as safety procedures.

If however, a situation such as fatality or injury happens, these procedures will be followed:

- ⚡ Gather detailed information (incident report form)
 - Ask for users explanation (or the person that's calling to report the incident)
 - Ask for location of the incident
 - Inquire as to the injured user's condition (update user's file for future reference)
- ⚡ Repatriate the bike and remove it from the system to evaluate it and until the situation is resolved.
- ⚡ Prepare communications in order to explain the situation if requested by media. (Specific template to fill out)

F. What strategies will you employ to generate free PR?

The main strategies employed to generate free PR are:

- ⚡ Participation at multiple local events
- ⚡ Partnership with local tourism organizations
- ⚡ Partnerships with sports teams
- ⚡ Features in media, magazines and blogs
- ⚡ Public viral stunts

Additional strategies include:

- ⚡ Yearly Promotions Calendar
- ⚡ Monthly Social Media Plans
- ⚡ Newsletter
- ⚡ Synergy with local businesses, organizations
- ⚡ Semi Annual research and customer surveys
- ⚡ Branding (Corporate Image, Promotional Material, On Street Branding)

40. Describe how your overall approach to implementing a comprehensive equity and inclusion plan, as described in Premium Services section of the Scope of Work. Please include some or all of the following if they are part of your plan.

For extra information regarding our team’ experience and approach to implementing an equitable bike-share system please refer to question 33 “Describe what you will implement as part of your required equity program” as well as **Appendix Q: Bike-Share Equity**.

A. Your understanding and vision for racially equitable solutions that will attract and retain people of color with similar success as they do with white riders.

Bike-share has not always attracted the diversity expected. Socio-economic as well as ethnic backgrounds affect user rates. Bewegen’s vision is to offer an active urban mobility solution which is attractive to all, no matter their level of education, income, ethnic background or any other socio-economic factors. Bewegen offers an approach and solution which has proven to be attractive to visible minority groups with our other systems, and would equally enact efforts to market the system to the diverse groups within the City of Seattle.

B. Describe any experiences, expertise or program approaches that will achieve the racial equity for program memberships.

Bewegen has experience for our system in Birmingham (Alabama), an area with a low propensity to cycle, has shown that our system and approach are very effective at attracting users from diverse ethnic backgrounds. Our work in Baltimore (Maryland) has focused on community outreach and engagement, and our team has worked to drive interest from all segments of the diverse Baltimore population.

Bewegen’s approach bike sharing-equity comes from direct experience in the field. Bewegen staff was involved in the expansion of London’s cycle hire system towards the East London, an area that is ethnically and socio-economically diverse. Our approach is based on lessons learned from our team’s involvement in this ambitious project, which managed to create very positive results in growing the diversity of bike-share in this key area of London.

Key to success is identifying local champions within the target communities for the bike-sharing system. Bewegen also ensures to be present at all key local events organized by targeted communities in an effort to show our close involvement and ensuring that the growth is organic from within these communities.

C. Your approach to selling and promoting reduced-cost memberships, if you plan to use that element or another approach.

Reduced cost memberships can be a good tool for targeted groups such as students, senior citizens, low-income families, long term unemployed etc. We will work in partnership with Seattle to identify groups we wish to target and the appropriate pricing, marketing and engagement strategies will be developed to encourage these groups to take advantage of the bike share options available to them.

D. Identify how you will approach immigrant and learning-English population outreach, including translation of materials, targeted advertising such as Spanish-language radio or Spanish-materials.

To ensure that our system is accessible to non-English speaking portions of the population, Bewegen will use pictograms and videos to communicate the core concepts of the bike-share system. Furthermore, we will ensure that all of our communications are expressed in simple language, and that translations are available for key languages spoken in the region (e.g. Spanish). Bewegen will also create outreach programs for these specific groups that walks through the bike-share system for interested individuals, ensuring that we remove any barriers to accessing the system faced by these groups.

E. Identify partnerships for outreach from local community associations, including (as otherwise proposed or negotiated) Casa Latina, El Centro de La Raza, Got Green, Rainier Beach Community Council, and others.

Access to affordable transportation is vital in order to allow all people full and easy access to educational facilities, healthcare, and other essential services (e.g. groceries). Casa Latina, El Centro de La Raza, Got Green, Rainier Beach Community Council are all venerable organizations that help empower low income immigrant families and help them to reach a balanced lifestyle and financial situation. Bewegen will ensure that we target groups that will benefit from access to affordable and simple transportation options, and will work to partner with these and other similarly oriented organizations.

Our team has experience working with organizations that address these important questions. For example, members of the Bewegen team worked to set up the organization Cyclochrome, detailed in the following profile.

Cyclochrome, www.cyclochrome.com



Cyclochrome is a school-based business specializing in repairing bicycles that offers a working environment that is motivating in order to promote student perseverance. It is a social economy project that encourages high school drop outs to complete their schooling in an integrated bicycle mechanics program. Originally they served as BIXI Montreal's bicycle assembly, maintenance and training partner. They led the bike training process for many bike-sharing systems such as London, UK. On top of this training service, they also offer alternate services such as new bicycle assembly, repairs and more.

F. Describe the approach you will use for the unbanked and/or digitally challenged individuals to purchase memberships

There is no dependency on digital user interfaces to access the bike share. Users can call customer services from any phone and an operative can register them as a user and advise on bike availability.

Bewegen has different options to accommodate users who lack access to credit or debit cards. One option would be to partner with local points of sale to sell bike-share passes directly to people who can only pay in cash. The Bewegen team has experience partnering with local shops for bike-sharing systems in the past. An alternative option would be to equip the employees operating the bike-share system with portable membership card printers, allowing them to present customers paying cash with membership passes onsite, face to face. Our advanced IT system and technology would make this option easy to implement alongside our operations team. Bewegen would work with you to decide on an option that best serves the Seattle population.

41. Should the City want to develop an integrated transit/bike share card, please explain your process and estimated time to develop. Has your organization developed integrated cards in the past and if so, with whom?

Through past experience, our team understands the central role that **user convenience** plays in ensuring that bike-share systems have high usage rates. With this in mind, Bewegen's experienced team will work with the existing regional transportation options to design a system that increases multi-modal transportation possibilities throughout the region by achieving interoperability with local transportation options like the **ORCA card**.

The software used by Bewegen is asset and sub-asset based, meaning that multiple assets can be added with minimal effort. The system is also compatible with other fare media and can accept NFC, RFID or mobile ticketing solutions used by other vendors. This flexible structure allows Bewegen to seamlessly integrate the bike-sharing pass with other identification interfaces such as the ORCA card.

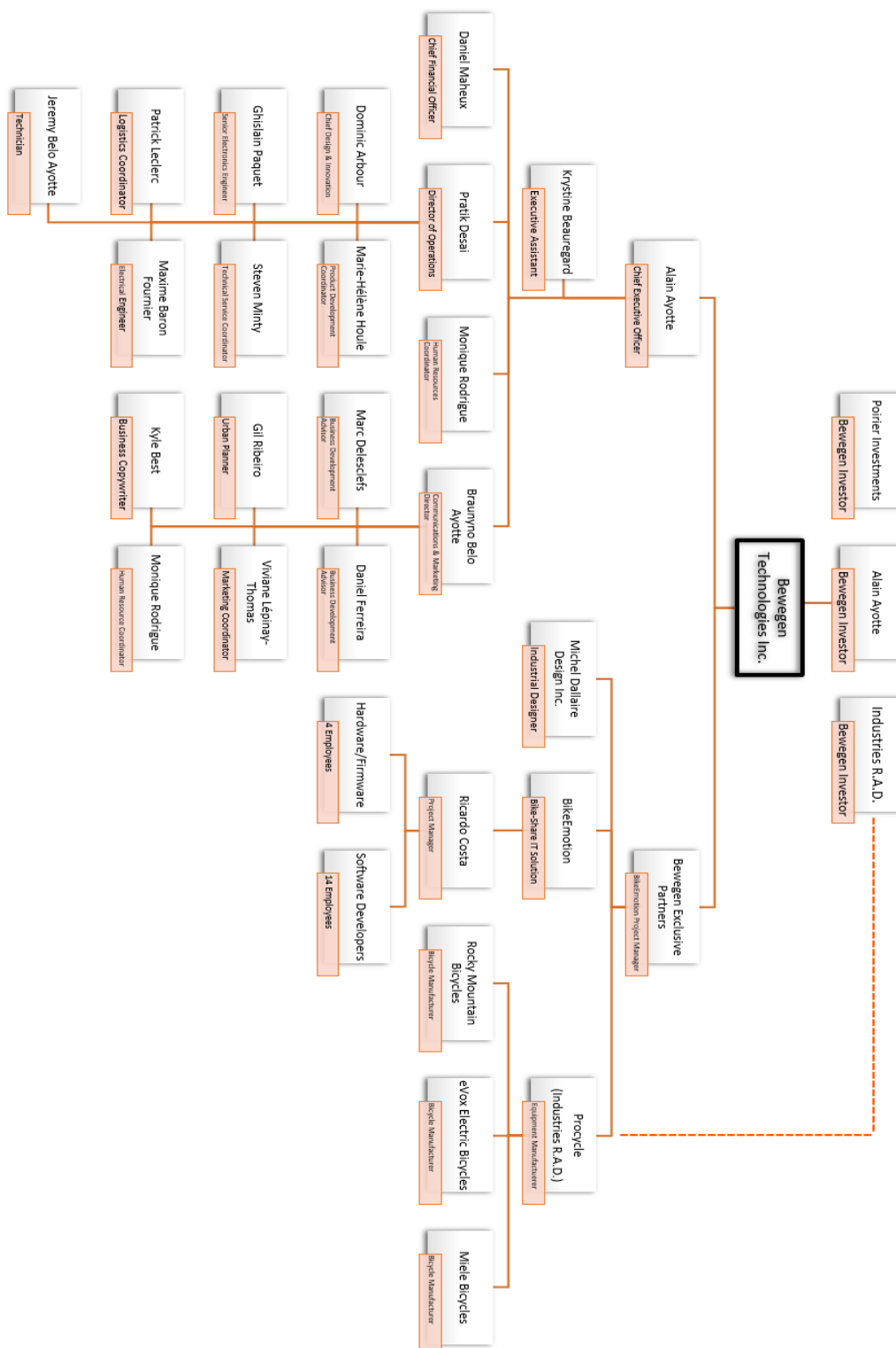
The estimated time to develop interoperability between cards varies depending on technological requirements, however Bewegen's IT partners are BikeEmotion have been able to achieve full operability with another system in as short of time as 3 working days.

Our team has extensive experience establishing interoperability with existing identification interfaces, having worked in collaboration with the Maryland Transit Authority to achieve interoperability with the Charm Card for our Baltimore system. Beyond this, our team has also created interoperability solutions with novel transportation options, having established interoperability with a car sharing service for our bike-share in Wolfsburg, Germany. Our team also has experience achieving interoperability with other regional bike-share systems using the same access card.

42. Does your organization require performing any of tasks in the Premium Service section as part of any of your financial models? Please explain.

Bewegen does not require performing any of tasks in the Premium Service section as part of financial model A. Financial model B will require the performing of sponsorship and marketing for organizational purposes.

Appendix A: Bewegen Organization Chart



Appendix B: Alain Ayotte Résumé

Alain Ayotte

2171, rue de Monte-Carlo Home : 450 629-5197
Laval (Québec) H7K 3P1 Cell : 514 949-2653
aayotte@videotron.ca

Professional profile

- Recognized entrepreneurial profile, recognized for my managerial courage and policy vision. At ease in solving numerous problematic situations and implementing innovative and efficient ways of doing business
- Competent in determining and developing sustainable business relations, both at local and international levels.
- Deals with all management facets: operations, finance, marketing, business development, international affairs and human resources.

Employment History

Chief Executive Officer (CEO) Bewegen Technologies Inc. 2013 – Present

Responsibilities: Founder of the company. Responsible for the company's development and implementation projects. Establishment of the company's structure, policies and procedures, business plan development, budget estimates and international policies.

Notable achievements

- Implementation of the first Pedelec (electric assist) bike-share in the Americas with Bewegen's system in Birmingham (Alabama).
- Implementation of the largest Pedelec bike-share in the Americas with Bewegen's system in Baltimore (Maryland).
- International press coverage from major news sources (ABC, CBS, Alternative Press, etc).
- Speaker at prestigious events in cycling: Cycle City Leicester, Velo-City, etc.

President BIXI Public Bike System Company 2008 - 2013

Responsibilities: Answering to the Board of Directors, responsible for the company's implementation and development, the establishment of the company's structure, policies and procedures. Responsible as well for the company's business plan development, budget estimates and international policies. Contract negotiations with suppliers as a whole.

Notable achievements

- Responsible for the planning, design, manufacturing process and development of the 5th largest public bike system in the world, 7 patent applications filed worldwide.
- Implementation of the public bike system company: 75 employed following its 1st year in operation.
- Phase 2 accelerated due to the system's popularity.
- Selected following invitation to tender in London, Melbourne, Minneapolis, Boston, Washington, Ottawa and Toronto, with sales of over \$80 M.

- Profitability achieved in its 2nd year of operation with revenues of over \$50 M.
- International press coverage: feature story on CNN, FOX and all Canadian chains.
- Speaker at prestigious universities, such as MIT, Harvard, etc.
- Chair on California's Berkeley urban mobility.

Executive Vice-president STATIONNEMENT DE MONTRÉAL 2006 - 2008
SOCIÉTÉ EN COMMANDITE

Responsibilities: Answering to the Board of Directors, in charge of the corporate agenda including a team of 5 top-tier executives and 80 unionized employees. Takes the long-term approach on operational efficiency and technological breakthrough.

Notable achievements

- Income growth, \$29 M to \$57.9 M from 2006 to 2008 (100%) while maximizing operations (10% increase during the same period).
- Increase of bike docks from 500 to 1,500 in two years, mainly by presenting its benefits to the City of Montreal and burroughs.
- Granted a mandate to implement a public bike system.
- 1st prize of the International Parking Institute for innovation concerning parking operations in 2007.
- Implementation of a dynamic roadside sign system in cooperation with the private parking management and the City of Montreal.

Operational Manager - Canada COCA-COLA BOTTLING CO.LTD 1996 - 2006
 Toronto, Ontario (2003-2006)

Responsibilities: In charge of Canadian operations and drawing on a team of 109 executives and 820 employees, 700 of them unionized. Ensuring product distribution in more than 50,000 points of sale. In charge of operating and procurement budget of \$145 M.

Notable achievements

- Design and setup of a business plan to increase profitability from \$9.2 M in 12 months.
- Generating a gross margin of \$42.5 M.
- Development and implementation of a new corporate structure across Canada (23 points of sales) in 16 weeks.
- Implementation of new policies and procedures.
- Recipient of McDonald's restaurants 'Best Supplier of the Year' award.

Manager, Technical Services - Canada
 Toronto- Ontario (2001-2003)

Responsibilities: Provide leadership and foster a clear vision of the department within the company. Guarantee service to 26 main operation center and 25 satellites drawing on a team of 65 executives and 510 employees. In charge of a \$125 M operating and procurement budget.

Notable achievements

- Consolidation of six distinctive regions into one and centralization of managerial functions.
- Bringing a deficit of \$ 900,000 to a surplus of \$ 272,000 in six months.

- Opt for optimal technological choices for the company's ROA and manage a fleet of 250,000 equipment.
- Development and implantation of various projects and continuing professional training program.
- Reducing equipment inventory by 50%.
- Reducing response time by 27%.
- Operation standardization in 51 Canadian centers.

Manager, Technical Services - Quebec

Montreal, Quebec (1996-2001)

Responsibilities : Manage the equipment department operations (45,000 service calls, 22,000 visits and equipment installations)

Notable achievements

- Reduction of response time from 42 to 18 hours.
- Improvement in response time from 59% to 72% within an 8-hour period.
- Development of a continuing professional training program for technicians.

CAA-QUEBEC

1985 - 1996

Director, Technical Service

Emergency road service - Quebec

Montreal, Quebec (1990-1996)

Responsibilities : Manage emergency road service operations (650,000 services yearly), with a budget of \$14 M.

Notable achievements

- 20% cost reduction per call, and response time cut from 43 to 24 minutes.
- Development and implementation of an automated dispatching system with vehicle terminals (first in Canada).
- Development and implementation of a North American towing service for RVs (*Frequent Flyers*).

Assistant manager, Technical Verification Center

Montreal, Quebec (1985-1990)

Education

CALIFORNIA COAST UNIVERSITY, United States

❖ **BAA/MBAA Programs**

(Since 2003)

ÉCOLE DES HAUTES ÉTUDES COMMERCIALES, University of Montréal

❖ **Marketing certificate, specializing in retail and distribution**

(1995)

❖ **Business Operations Certificate**

(2001)

CÉGEP DU VIEUX-MONTRÉAL

❖ **College degree**

(1984)

- Mechanical engineering technologist

ANNEX

A FEW FACTS ABOUT BIXI

AWARDS WON

Time magazine ranks Bixi in 19th place in its top 50 best inventions for 2008, after NASA's Mars Rover.



Bixi wins the GOLD for the best product of 2009 in the *Sustainable energy and development* category of the prestigious Edison Best New Products Awards, in the company of MacBook Air and Iphone.



Bixi wins the International Design Awards (IDEA) – Bronze in the Transportation category, tied with the BMW Z4, for the Bixi bike design.



Bixi wins GOLD at the IPAC/Deloitte Public Sector Leadership Awards.



Finalist at *Prix Québécois de l'entreprise citoyenne 2009* (Quebec's Corporate Citizen prize)



Gala Elixir of PMI-Montreal: the **2010 PMI-Montreal Project of the Year Award**, and a second award for **2010 Project of the Year in the Emerging Sectors category**.



CONFERENCES

- **Meeting of the minds**Portland - Oregon..... April 2008
- **Pro Bike -Pro Walk**.....Seattle -Oregon July 2008
- **Writers festival**Ottawa October 2009
- **Rail-Volution**.....Washington D.C. October 2009
- **2009 IPAC/Deloitte**.....Toronto September 2009
- **Colloque Transport et développement Durable**Lyon - France.....November 2009
- **The MIT Smart Customization Seminar**.....Boston - Massachusetts May 2010
- **Harvard**..... Boston - MassachusettsJune 2010

Appendix C: Bewegen Partner Companies

Corps Logistics



Corps logistics is a veteran run and owned business (DBE) that actively hires local veterans to provide exceptional operational services. The company is committed to providing America's **safest, most efficient transportation logistics service**. As in military logistics, people come first, and any plan put in place revolves around guaranteeing safety and security in transit. This is why the company's philosophy is to bring client-first logistics solutions to the communities and clients that they serve. They carefully analyze each community's particular layout as well as the users' lifestyles, and then build a system that suits their need. Through this partnership, our DBE Participation largely surpasses industry standards.

Michel Dallaire Design Industriel



MICHEL DALLAIRE DESIGN INDUSTRIEL INC.

Michel Dallaire Design Industriel Inc. is a Montreal-based firm that has been providing industrial design services for more than 40 years. The company is led by Michel Dallaire, a world renowned industrial designer whose passion for his profession knows no bounds. Mr. Dallaire comes from a wealth of experience, having received France's National Order of Merit for his work. This company has acquired solid professional experience through a great variety of design projects, including consumer products, industrial equipment, institutional and urban furniture, and transportation materials. In a crowning achievement, the company is also responsible for the design of the award-winning Montreal bike-sharing system that was implemented around the world. The design of the Bewegen system carries on the proud lineage of this company.

Effix



Founded in 1986, Effix is a firm with extensive marketing experience who have represented a large array of successful organizations. Effix has also sold bike-share sponsorship in Montreal, Toronto and New-York City. As in those cities, Effix maximizes the use of advertising space to guarantee sponsorship revenues. Effix is the exclusive advertising and sponsorship sales agency for the Montreal Canadiens NHL team. Bewegen's partnership with this leading firm ensures that every community acquires the highest quality of sponsorship opportunities for its bike-share system.

Procycle Group



Founded in 1977, the Procycle Group believes that cycling is a way of life. The family owned business has over 35 years of experience in manufacturing, designing and developing some of the world's most advanced bicycles. As **Canada's top manufacturer of high-performance bikes**, it has made significant investments in industry-leading technologies and holds numerous patents in Canada and the United States. Procycle currently markets and sells Rocky Mountain, Miele and eVox bicycles in over 30 countries globally and have sold and manufactured millions of bicycles. At its peak, Procycle was manufacturing over 500,000 bicycles per year, totaling more than 8 million bicycles since their founding.

BikeEmotion



BikeEmotion is a Portuguese Consortium formed around one central idea: to develop a way that bike-sharing users could enjoy the flexibility of leaving their bikes anywhere they like. They created a GPS based IT solution over 4 years that is now integrated with the Bewegen System. Since 2014, BikeEmotion has been the exclusive technological partner of Bewegen Technologies. The companies have joined forces to create the world's most **cutting-edge vehicle-sharing GPS tracking IT solution**, which is used in every Bewegen system implementation.

Industries R.A.D. & Poirier Investments



A Division of
Industries RAD Inc.

Bewegen operates each of its bike-sharing systems in a fiscally sustainable manner, and cost control is a priority for all of our systems. Bewegen has strong financial backing from **Poirier Investments**, a company with a large investment portfolio spread out in different industries and regions. All of their projects are guided by a common mission: to invest in companies that strive for excellence and innovation in their respective fields.



Bewegen also has financial backing from **Industries R.A.D.**, an investment holding that counts Procycle Group and many other companies in their portfolio. This firm provides strong financial stability and holds a variety of investments in diverse fields, including transportation, industrial hardware, real-estate, bicycles and e-bikes. These financial partnerships bring the added financial stability and high-level management practices that assure Bewegen's long-term stability and success, which in turn ensures quality ongoing service for our bike-sharing services.

Micro I/O



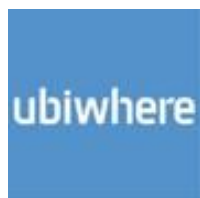
Micro I/O is a Portuguese company that creates cutting-edge verticals IT solutions (from the hardware and firmware to the software). Among several R&D projects, Micro I/O's main commercial product is UniCard, an Integrated Management School System developed by Micro I/O in 2001 in order to turn schools into safer, more enjoyable and more efficient places. The system is based on assigning a multifunction card to every user which is used for identification, to grant access to school grounds and defined areas such as classrooms, lockers, parks, and also as a mean of payment in the school bars, canteens, vending machines and printers.

Masis Information Systems



Masis a Portuguese software house founded in 1994, it has approximately 100 active clients and 70 employees. Among their certifications they hold: ISO 9001:2008 - Quality NP 4427:2004 – Human Resources NP 4457:2007 – Innovation Management ISO/IEC 27001:2005 – Information Security Microsoft Certified, PME Lider, COTEC member. Masis is involved in several large scale projects, namely for the Portuguese (Brazilian) State Communications Agency. Among Ponto C clients we can find: Bosch Security systems, Essilor, BDO, HFA.

Ubiwhere



Founded in 2007, Ubiwhere now holds 3 offices, it has more than 1 M € turnover since 2012, year when it was considered one of Portugal 50 Hottests startups. Ubiwhere has more than 50 employees and has acquired several certifications, namely ISO 9001 e NP 4457 leading them to win the European Seal of Excellence. Ubiwhere was involved in several big projects for State and Energy Agencies in Portugal, namely uMeter, DTT Monitoring Platform, Enersip, SaveEnergy, Sport 2, Cooled, Netboard, SEMA.

Appendix D: Bewegen Staff Experience Tables

Bewegen Current Cities of Operation					
City	Stations	Bikes	Launch	Contract ¹	Description
Wolfsburg, Germany	10	50	August 2015	\$257,000 USD	<ul style="list-style-type: none"> ⚡ Accompanying system planning ⚡ Defining the contractual clauses ⚡ Supplying the equipment ⚡ Providing training and support for operations
Birmingham, AL, U.S.A.	40	400	October 2015	\$2.4M USD	<ul style="list-style-type: none"> ⚡ Accompanying system planning ⚡ Defining the contractual clauses ⚡ Supplying the equipment ⚡ Providing training and support for operations
Lagoa, Portugal	3	30	Summer 2016	\$150,000 USD	<ul style="list-style-type: none"> ⚡ Accompanying system planning ⚡ Defining the contractual clauses ⚡ Supplying the equipment ⚡ Managing all operations, bike maintenance, fleet, customer service, subscription management redistribution marketing, web hosting, and financial transaction.
Richmond, VA, U.S.A.	20	220	Fall 2016	\$1.34M USD	<ul style="list-style-type: none"> ⚡ Accompanying system planning ⚡ Defining the contractual clauses ⚡ Supplying the equipment ⚡ Managing all operations, bike maintenance, fleet, customer service, subscription management, redistribution marketing, web hosting, and financial transactions.
Baltimore, MD, U.S.A.	50	500	Fall 2016	\$2.8M USD	<ul style="list-style-type: none"> ⚡ Accompanying system planning ⚡ Defining the contractual clauses ⚡ Supplying the equipment ⚡ Managing all operations, bike maintenance, fleet, customer service, subscription management, redistribution marketing, web hosting, and financial transactions.

Bewegen Staff Bike-Share Experience Table					
City	Stations	Bikes	Launch	Contract ²	Description
Montreal, Canada	400	5000	May 2009	\$ 48.5 M USD	<ul style="list-style-type: none"> ⚡ Developing and installing completely custom equipment ⚡ Managing all operations as bike maintenance, fleet, customer service, subscription management, redistribution marketing, Web hosting, and financial transactions.
Melbourne, Australia	52	600	May 2010	\$ 2 M USD	<ul style="list-style-type: none"> ⚡ Accompanying system planning ⚡ Defining the contractual clauses ⚡ Supplying the equipment ⚡ Providing training and support for operations
Minneapolis, U.S.A.	65	700	June 2010	\$ 2.7 M USD	<ul style="list-style-type: none"> ⚡ Accompanying system planning ⚡ Defining the contractual clauses ⚡ Supplying the equipment

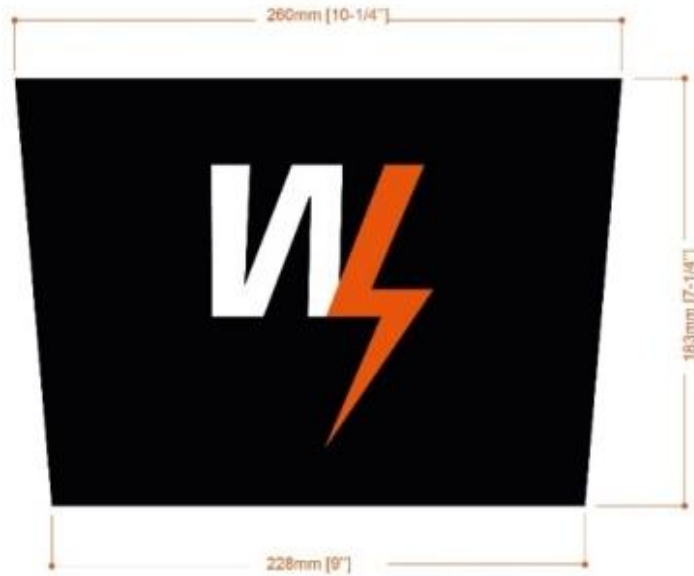
1 Prices in USD, exchange rates may vary

2 Prices in USD, exchange rates may vary

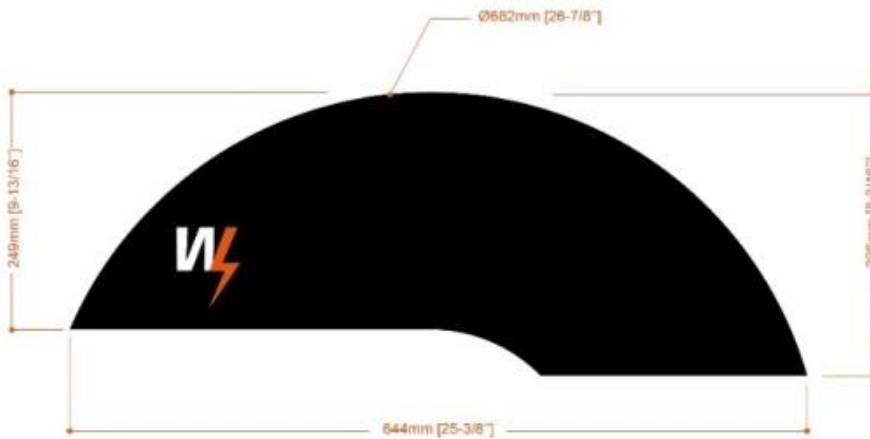
Proprietary and Confidential

					⚡ Providing training and support for operations
London, United Kingdom	413	6600	July 2010	\$ 39 M USD	⚡ Accompanying system planning ⚡ Defining the contractual clauses ⚡ Supplying the equipment ⚡ Providing training and support for operation
Washington D.C & Arlington U.S.A	114	1117	September 2010	\$ 4.56 M USD	⚡ Accompanying system planning ⚡ Defining the contractual clauses ⚡ Supplying the equipment ⚡ Providing training and support for operations
Toronto, Canada	80	1000	May 2011	\$ 8.2 M USD	⚡ Accompanying system planning ⚡ Defining the contractual clauses ⚡ Supplying the equipment ⚡ Providing training and support for operations
New York, U.S.A	800	8000	May 2013	\$ 43 M USD	⚡ Developing and supplying completely custom equipment ⚡ Accompanying system planning ⚡ Defining the contractual clauses ⚡ Providing training and support for operation

Appendix E: Sponsorship and Branding Specifications

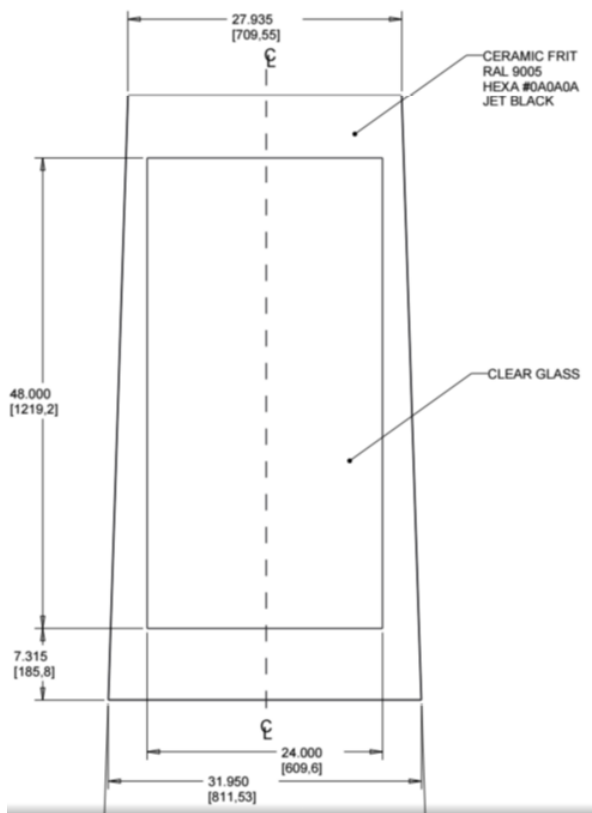


* Please note that the provided branding in the image is only for indicative purposes.
 * Not to scale

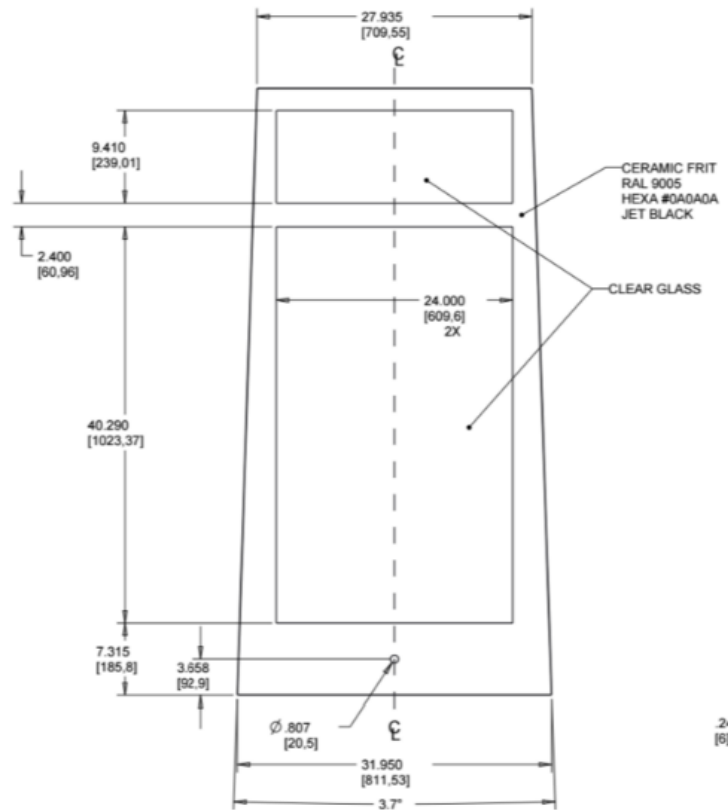


* Please note that the provided branding in the image is only for indicative purposes.
 * Not to scale
 * Right side shown





Advertising Panel



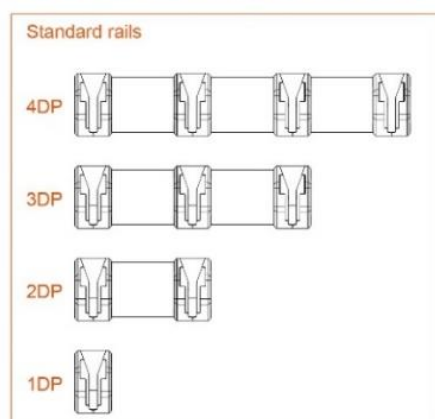
Wayfinding Panel

Appendix F: Bewegen Station Configurations

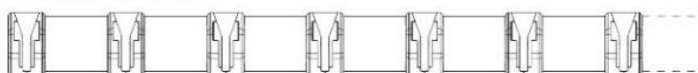
The configuration of Bewegen's bike-share docking stations is fully customizable and can be used to improve efficiency of curb use in Seattle. Building on years of experience, Bewegen has developed the revolutionary Smart-Rail Technology for our bike-share systems. The advantage of this innovation is that it precludes the need for heavy machinery, making the system **easy and inexpensive to install, reconfigure, or remove**. The Smart Rail Technology anchor system is thin and can be assembled onsite, with the kiosks and docks being mounted directly to the Smart Rail, eliminating the need for excavation or trenching work.

Flexibility is at the heart of the solution being offered, therefore all the elements are designed to be modular and installed or removed very quickly. The photo below demonstrates how the Smart Rail technology can be configured in a variety of manners to suit the specific needs of urban space. **Continuous configuration** is the most common formation, however there are also customization options for **discontinuous configurations, obstacle or curved configurations**, and **various other customizations** that might be required by the City.

Smart Rail Technology Configurations



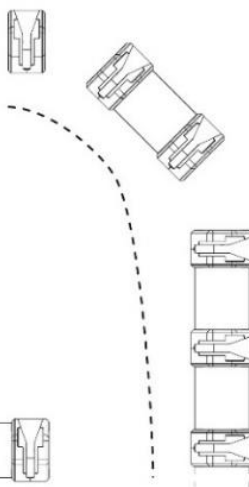
Continuous Configuration



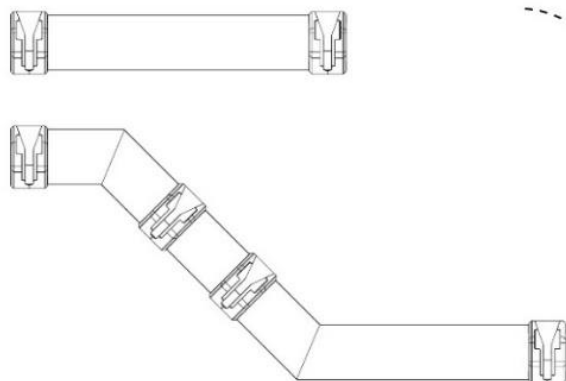
Discontinuous Configuration



Obstacle or Curved Configuration



Customization Examples



Appendix G: Bewegen Virtual Station

VIRTUAL STATIONS



Virtual GPS Stations

Allows users to park bikes even when the docks are full using the secondary lock

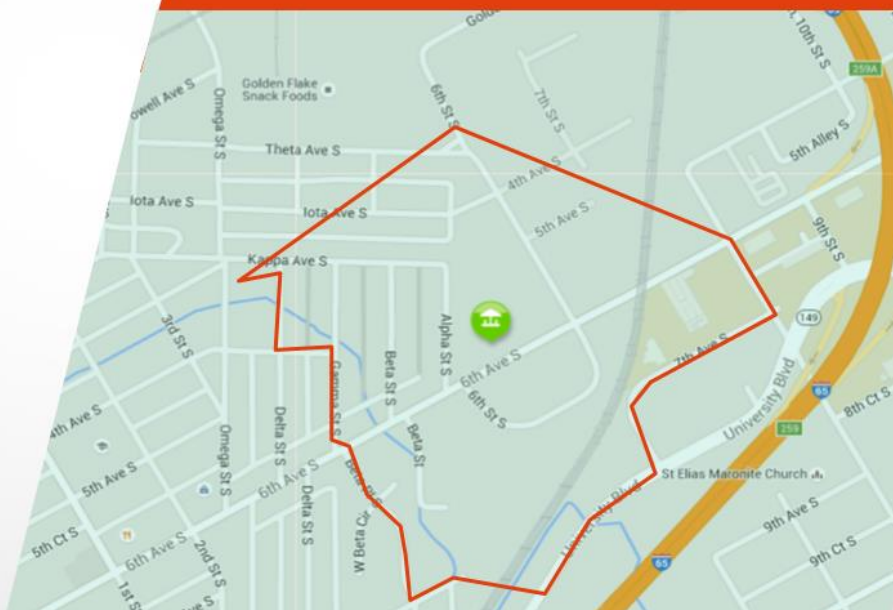
Possible Applications

- ⚡ Add available spaces to existing stations
- ⚡ Stations outside the main system limits
- ⚡ Events
- ⚡ Demonstrations
- ⚡ Unforeseen Emergencies (Subway or Bus Strike)

Advantages

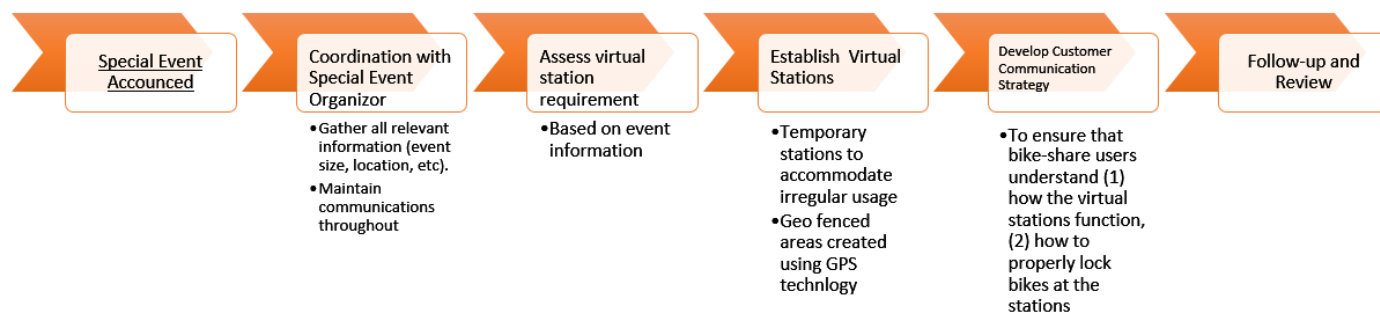
- ⚡ Easy to create (10 seconds)
- ⚡ **No staff** or Equipment required
- ⚡ Stress free for events and demonstrations
- ⚡ Docking Availability 100% of the time

Created in Just Seconds



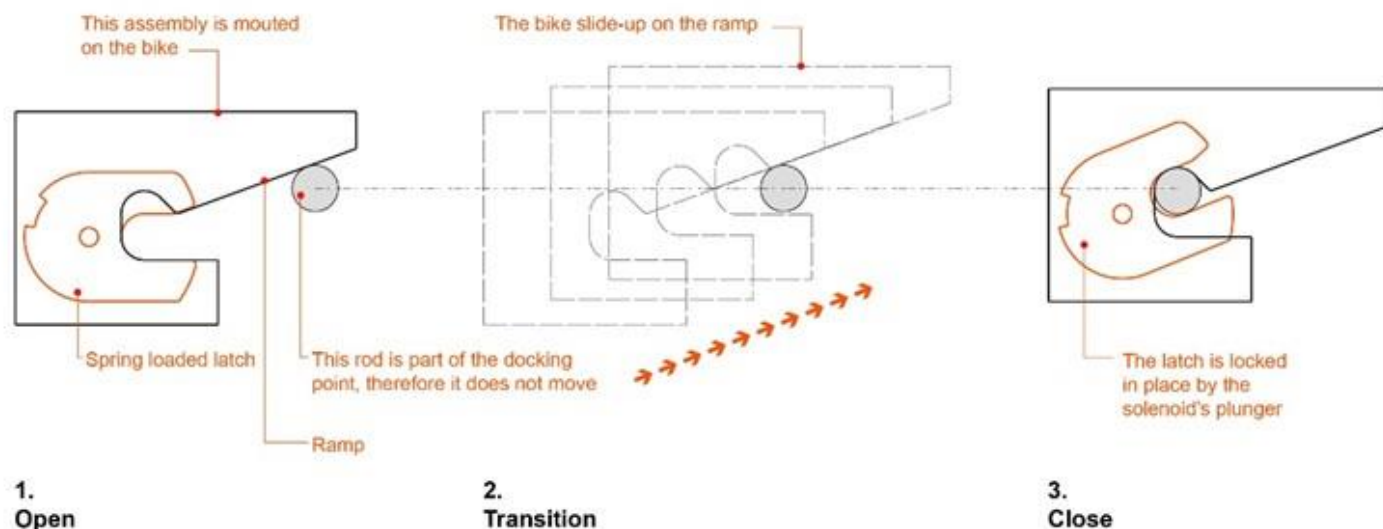
Bewegen Standard Operating Procedures for Special Events in Seattle

Bewegen Special Event Standard Operating Procedures ("SOP")



Appendix H: Locking Mechanism & Testing

Locking Mechanism Diagram



Theft & Vandalism Testing

Extensive theft and vandalism testing have been made to ensure optimal security of our bicycles. Testing industry standards for vandal proof connections between the station and the bike normally require around 650 pounds of force to be applied while trying to remove the bike from the station. We stopped our testing at 840 pounds and the bike was locked with no damage and the wheel was still true.



Appendix I: E-Bike Specifications & Accessories

COMPONENT	SPECIFICATION
Frame	<ul style="list-style-type: none"> ⚡ Frame type: custom design step through rigid frame (no suspension) ⚡ Size: one size fits all from 4' 7" to 6' 5" ⚡ Material: Al6066-T6 high strength alloy (tubes) / Al6061-T6 (machined parts) ⚡ Surface finish: powder coat colour and clear coating ⚡ Lifespan: at least 5200 hours / 120 000 km / 5 years ⚡ Certification: CEN 14764
Front fork	<ul style="list-style-type: none"> ⚡ Fork type: custom design double crown rigid fork (no suspension) ⚡ Material: Al6066-T6 high strength alloy (tubes) / Al6061-T6 (machined parts) ⚡ Surface finish: powder coat colour and clear coating ⚡ Lifespan: at least 5200 hours / 120 000 km / 5 years ⚡ Certification: CEN 14764
Locking mechanism	⚡ Custom 600g per side with external POM gliding plate
Direction Headset	⚡ Semi-integrated fixed position headset
Saddle	<ul style="list-style-type: none"> ⚡ Integral skin flexible foam Polyurethane saddle ⚡ Solvent-free and plasticizer-free ⚡ High abrasion resistance ⚡ Resistant to mechanical stress and chemicals ⚡ Elastic even after continuous stress ⚡ Steel rail
seat post	<ul style="list-style-type: none"> ⚡ Robust 6061 aluminium alloy ⚡ non-removable ⚡ numbering system is engraved onto the seat post to help users adjust the height quickly
seat post clamp	⚡ seat post clamp allows for quick and simple height adjustment
Drivetrain	⚡ 38T Powder coated steel chain ring
Crankset	⚡ Forged AL7050 alloy
Rear cog	⚡ Standard Shimano 18T
Chain	⚡ KMC 3/32"
Chain tensioner	⚡ Custom
Front wheel	<ul style="list-style-type: none"> ⚡ 2" wide 24inches Ø ⚡ laced with 36 heavy duty stainless steel 14 gauge spokes ⚡ Double wall rims made of aluminium 6061H-T6
Rear wheel	<ul style="list-style-type: none"> ⚡ 2" wide 700c ⚡ laced with 36 heavy duty stainless steel 14 gauge spokes ⚡ Double wall rims made of aluminium 6061H-T6
Fenders	<ul style="list-style-type: none"> ⚡ front wheel has a full fender over it ⚡ rust proof and lightweight ⚡ made out of Nylon 6/6, so it regain its original shape instead of breaking when subjected to an impact ⚡ Integrated hardware
Rear wheel cover	<ul style="list-style-type: none"> ⚡ Custom skirt guard covers the rear wheel ⚡ Made from impact resistant, Nylon 6/6 ⚡ Its flexibility will prevent a passenger from sitting on it while the bicycle is in motion.
Chainguard	⚡ The enclosed drive train protects riders from grease, dirt and tire spray. The chain goes through the frame and both the gearing and roller brakes are internal, further protecting the user from grease, dirt and spray
Brakes	<ul style="list-style-type: none"> ⚡ Cable-operated ⚡ High capacity internal roller brakes which require less maintenance and reduces vandalism ⚡ Incorporate a ventilation disk for heavy duty braking. ⚡ Set inside a cylindrical casing, the cam and rollers are fully covered. Testing surpasses all EN and ISO braking standards for E-Bikes

Basket	<ul style="list-style-type: none"> ⚡ Tough plastic nylon 6/6 basket (shape and size is fully customizable) attached to robust 380 aluminium alloy rack. ⚡ The rack is attached directly to the frame (rather than the handlebars), which considerably increases ease of use, manoeuvrability, and safety and has been tested under industry standards for up to 25 kg. ⚡ Certified under CEN 14872
Tyres	<ul style="list-style-type: none"> ⚡ Mountain bike grade puncture-resistant tyres ⚡ city tread ⚡ sidewalls are equipped with reflective bands ⚡ 60 PSI
Tubes	<ul style="list-style-type: none"> ⚡ heavy duty high thickness, schraeder valve with sealed metal cap
Pedals	<ul style="list-style-type: none"> ⚡ flat, with integrated reflectors ⚡ boron (axle) / impact resistant polymer with anti-slip kraton inserts (body)
Kickstand	<ul style="list-style-type: none"> ⚡ Custom double-sided centre stand which allows the bicycles to be supported upright. This provides greater stability for the bike, especially when carrying cargo ⚡ Made with an oversized 6061 aluminium tube to minimize weight and eliminate corrosion. ⚡ Tension spring retained. ⚡ Coated with powder paint.
Display console	<ul style="list-style-type: none"> ⚡ Colour display screen integrated into the handlebar cover ⚡ Can display personalized messages and indicate the condition of the bike, the battery level and the speed while riding
BikeEmotion Console	<ul style="list-style-type: none"> ⚡ GPS, ⚡ GSM, ⚡ RFID Reader, ⚡ tamper protection, Sounds an audio alarm and alert the system operators if key components are tampered with
Console Firmware	<p>The software inside a bicycle is responsible for:</p> <ul style="list-style-type: none"> ⚡ sending events to the backend ⚡ Communicate with the backend for unlock and lock operations ⚡ Continuously update the route ⚡ Continuously informing the status of the bike when on a station ⚡ Manage unlock requests when offline ⚡ Play the alarm when a bike is set as "Stolen"
Bolting hardware	<ul style="list-style-type: none"> ⚡ To discourage theft, special security hardware is used where necessary. Special hard to find tools are then needed to disassemble the bicycle.
Secondary lock	<ul style="list-style-type: none"> ⚡ Used with main locking mechanism
Handlebar	<ul style="list-style-type: none"> ⚡ Handle bar design provides an upright, semi-flat foot, riding positioning ⚡ Robust aluminium alloy ⚡ 25-7/8" (656mm) wide
Grips	<ul style="list-style-type: none"> ⚡ custom Kraton, grips ⚡ extra thickness for vibration damping and comfort ⚡ weather and UV resistant ⚡ Antibacterial ⚡ Anti-rotation device
Active front and back lighting	<ul style="list-style-type: none"> ⚡ LED lights are visible from the sides and exceed UK legal requirements ⚡ high intensity LED bulbs with a rated lifespan of 10 000 hours ⚡ Front (white) and back (red) LED lights that are visible from the sides are active while the bike is in motion and for 90 seconds after it comes to rest
Live GPS	<ul style="list-style-type: none"> ⚡ Used for route tracking, redistribution, preventative maintenance, location specific marketing and much more.
Reflectors	<ul style="list-style-type: none"> ⚡ Rear: CPSC and BS6102/2 approved red reflector, round, dia. 46 mm, integrated under the rear of the saddle ⚡ Front wheel: standard spoke mounted orange reflectors, 2 per wheel ⚡ Rear wheel: standard spoke mounted red reflectors, 2 per wheel ⚡ Pedal: BS6102/2 approved orange reflectors, 2 per pedal, rectangular shape
Tamper alarm	<ul style="list-style-type: none"> ⚡ Sounds an audio alarm and alert the system operators if key components are tampered with
Horn	<ul style="list-style-type: none"> ⚡ Allowing customization of sound

Battery	<ul style="list-style-type: none"> ⚡ Samsung lithium-ion cells ⚡ 750Wh ⚡ 100 km (62 miles) of autonomy or full day of bike-sharing use
Motor (DynaMe Propulsion)	<ul style="list-style-type: none"> ⚡ Pedal-assist (electric-assistance) ⚡ 500 watts, nominal spec (peak power 700-800 watts) ⚡ 48 volts ⚡ 900 RPM ⚡ 80Nm of torque (tested to climb gradients of 17%) ⚡ Combination of cadence (RPM), torque and speed sensors for more efficient assistance ⚡ Max speed cut-off

Appendix J: Bike-Share Maintenance Schedule

BEWEGEN - MAINTENANCE SCHEDULE						
BICYCLES						
		Whenever a bike is brought in for maintenance or repair	6 Months	Yearly	2 Years	5 Years
FRONT AND REAR TIRES	INFLATE TIRES	Inspect	Inspect			
	TIRES AND TUBES	Inspect	Inspect			
	FRONT AND REAR TIRES			Inspect and replace if damaged or worn out	Replace	
	FRONT AND REAR TUBE				Replace	
	TIRE VALVE AND VALVE CAP	Inspect	Inspect			
FRONT AND REAR WHEELS	SPOKES	Inspect	Inspect			
	FRONT AND REAR WHEELS	Inspect	Inspect			
	HUBS	Inspect	Inspect			
	WHEEL RIMS	Inspect	Inspect and replace if damaged or worn out			
	FRONT AND REAR FENDERS	Inspect and replace if damaged or worn out				
BRAKES	BRAKES LEVERS	Inspect	Adjust			
	CABLES	Inspect	Adjust	Replace cables		
	ROLLER BRAKES			Lubricate		
	BRAKE OUTER CASING	Inspect		Replace		
GEARBOX	GEARBOX	Inspect	Inspect and adjust if necessary			
	SHIFTER CABLE	Inspect	Inspect and adjust if necessary	Replace		
	SPEED SHIFTER	Inspect	Inspect			Replace the speed shifter
DRIVE TRAIN	CHAIN	Inspect	Lubricate		Replace	
	CHAIN TENSIONER AND PULLEY	Inspect		Inspect		Replace
	SPROCKET	Inspect		Inspect	Replace	
HANDLEBARS AND HEAD ASSEMBLY	HANDLEBARS	Inspect	Inspect			
	HANDLEBAR COVERS	Inspect	Inspect			
	HANDLEBAR GRIPS	Inspect	Replace if damaged or worn out			
	END CAPS	Inspect and replace if necessary	Inspect and replace if necessary			

	DIRECTION BEARINGS AXLE &	Inspect	Inspect		Replace bearings	
SEAT ASSEMBLY	SEAT	Inspect and replace if necessary			Replace	
	SEAT POST	Inspect	Inspect			
	QUICK RELEASE SEAT LOCK	Inspect	Inspect and replace if necessary			
FRAME	FRAME AND FORKS	Inspect	Inspect			
	ASSET NUMBER / BARCODE	Inspect				
	LOCK SYSTEM	Inspect				
PEDALS AND PEDAL CRANKS	PEDALS	Inspect	Lubricate		Replace	
	CRANK	Inspect	Inspect			Replace
	CRANKSET	Inspect	Inspect			Replace
	BOTTOM BRACKET	Inspect			Replace	
ACCESSORIES	REFLECTORS	Inspect				
	SECONDARY LOCK	Inspect				
	FRONT LIGHTS	Inspect				
	REAR LIGHTS	Inspect				
	BASKET	Inspect				
	KICKSTAND INSPECTION	Inspect	Inspect		Lubricate	
	ELECTRONIC HORN AND SPEAKER	Inspect				
BICYCLE OVERALL CLEANLINESS	Ensure that the bicycle is clean and free from graffiti. Remove dirt and debris.	Inspect and clean				
STATIONS						
		Monthly	6 Months	Yearly	2 Years	5 Years
SOLAR PANELS	PLASTIC PANELS - Photovoltaic cells	Inspect and clean				
	SCREWS		Inspect			
	LOCKING ASSEMBLY			Inspect		
TERMINAL	TERMINAL - EXTERNAL SURFACES	Inspect and clean				
	TERMINAL - INTERIOR SURFACES			Clean		
	LCD TOUCH SCREEN		Inspect			
	RFID READER		Inspect			
	CARD READER AND KEYPAD		Inspect			
	PRINTER THERMAL HEAD	Inspect				
	DOOR LOCK MECHANISM			Inspect and Lubricate		
	BATTERY CONNECTIONS	Inspect and clean				

Appendix L: LED Lifetime Estimation

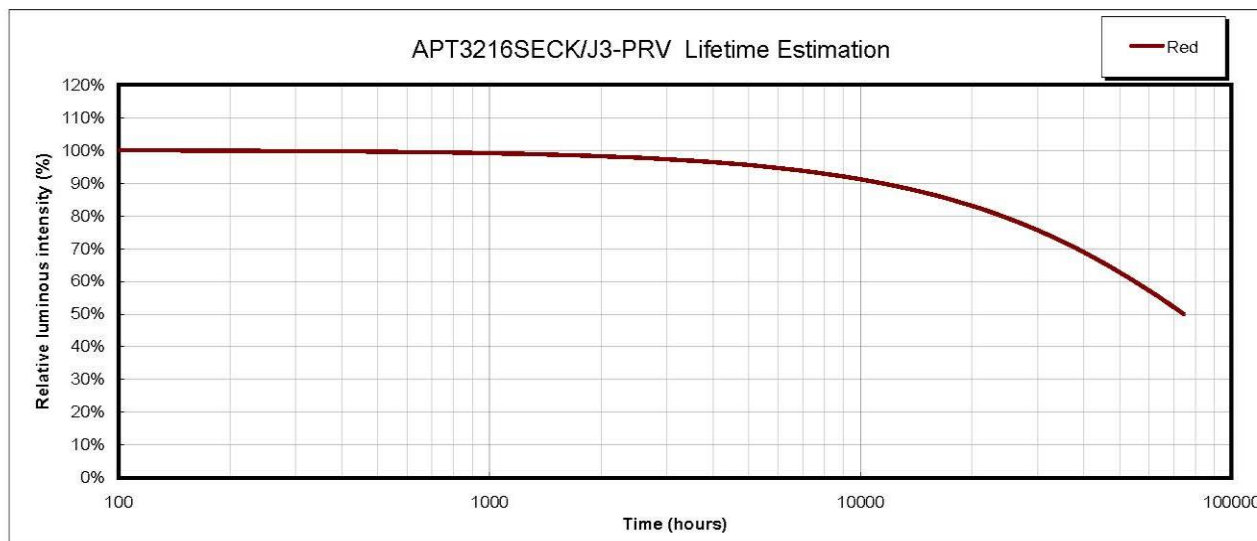
KingbrightKingbright Group
China Factory

Lifetime Estimation

PART NO : APT3216SECK/J3-PRV

TEST CONDITIONS : IF=20mA Ta=25°C RH<75%RH

QUANTITY : N=22 PCS (MIL-STD-19500D)



*Data shown is a simulation trend with extrapolation from the actual result of 1000hr testing. The inferential time may change with prolonged life time test. Samples should be tested from 1000hr to 6000hr if more accurate data is required.

*Data characteristics are not guaranteed by Kingbright. Please treat this data as reference only.

2015/11/11

Appendix M: Paint/Coating Certifications



ZS111G331 Technical Data

Date: 20-NOV-2015

System	Color	Appearance	Gloss
Super Durable Polyester Powder Coating	APPLE GREEN	Smooth	100 ± 5 units on 60°
Properties			
Specific Gravity	Approximately 1.55		
Coverage	124 sq. ft./lb/1 mil		
Hardness	H - 2H (ASTM D3363)		
Film thickness	Recommended film thickness 3 to 3.5 mils		
Salt Spray	1000 hrs less than 1/16" in creepage over B-1000 treated test panels (ASTM B117)		
Humidity	1000 hrs no blistering over B-1000 treated test panels (ASTM D2247)		
Flexibility	1/4" (ASTM D522)(Conical Mandrel)		
Impact	100 in-lb direct; 100 in-lb reverse (ASTM D2794)		
Cross Hatch Adhesion	5B (ASTM D3359)		
Curing Instructions	7 minutes at 400°F (204°C) or 10 minutes at 375°F (191°C) or 15 minutes at 350°F (177°C) (metal temperature)		
Substrate	0.032 in. CRS Pretreatment: Bonderite® 1000 tested at 2.0 mils		
Features			
<ul style="list-style-type: none">- Contributes to LEED credits- ISO 2409 Grade 1 = ASTM D3359 >= 4B- ISO 6272-1 = ASTM D2794 (Direct Impact)- ISO 9227 <= Grade 3 = ASTM B117 > Rating 5 (< 3-5mm from scribe)- Excellent outdoor durability (Meets or exceeds A.A.M.A. 2604)			
Maximum Recommended Storage Temperature		80°F (27°C)	

For further information, please refer to application recommendations, or contact your technical service representative.







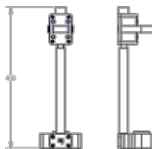

This information is given in good faith. A warranty, expressed or implied, cannot be supplied as results may vary depending on application conditions.


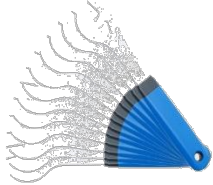






Protech Chemicals Ltd.
St-Laurent, Quebec, Canada H4S 1W3
7600 Henri-Bourassa West
Tel: (514) 745-0200 • Fax (514) 745-5774
www.protechpowder.com













Appendix N: IT Stress & Load Tests












STRESS AND LOAD TEST Testing scenario - 10000 Bicycles system To perform stress and load test simultaneously		
Category	Description	Quantity
Back office		
New customer sign up	New customer signing up on the website. Task to occur until payment completion.	1000
Member - Web site usage	Members going on their profile to view usage history.	12000
Customer service inquiries	CSR requesting information about the user's profile (key activation, profile modification, payment information, and ride information), the station / bike conditions (status of station, bike / dock availability).	400
Reporting	Administrator asking for various reports regarding the system.	5
On Street		
Bike rental	Bikes removed from docking point with the app, the key fob or the RFID card.	3500
Bike return	Bikes returned and locked in docking points or virtual station.	3500
Put bike in intermediate stop	Bike locked with secondary lock outside of a station zone. Time and bill keeps running but bike is unavailable to other users.	1000
Resume ride	End of intermediate stop and user continue his ride.	1000
Casual Users rental - Kiosk	Payment of a subscription by credit card at the kiosk, assignment of a card number to an account.	700
User request at Kiosk	User asking for extra time or stations nearby (50/50).	300
Defective bike notification	User signaling a defective bike with the app.	350
On Street Technician		
Technician asking information about an asset Workshop technician	Technician requesting a report about a specific asset	6
	Technician asking query about a bicycle.	20
Connectivity and GPS signal		
Intermittent GPS signal	Bike level and system-wide	1500
Low accuracy of GPS signal	Bike level and system-wide	1500
Intermittent and low connectivity with the servers	Bike level and system-wide	1500










Appendix O: Maintenance Tool List





Tool List	On-Street Technician	WorkStation	Workshop (shared)
Adjustable wrench ±36mm 			
Adjustable bench vise 			
Air compressor (either one per workstation or a central one in the workshop) 			
Air pressure gauge 			
Air pressure gauge for air compressor 			
Bearing cup press 			
Bewegen "Blossom" socket In development			
Bewegen custom Technician Work Stand In development			
Bewegen Steering column alignment tool 			
Bottom Bracket tool (16-notch Socket type) 			

Cable And housing cutter				
Chain tool, shop grade				
Cone wrench set				
Crank arm puller				
Drill 12V or 18V cordless				
Drill bits One each of: 3/32" (2mm), 1/8" (3mm) and 5/32" (4mm)				
File set				
Floor pump (with pressure gauge)				
Freewheel (1.37 x 24 TPI) remover				
General cutter				

Hacksaw				
Handle Long Hex keys One each of: 6mm and 8mm				
Locking plier (9 or 10")				
Long nose plier				
Master link plier				
Pedal wrench (15mm)				
Pin Punch set One each of: 3/32 " (2mm), 1/8 " (3mm) and 5/32 " (4mm)				
Ratchet 3/8 "				
Rivet gun				
Scissor				
Screw Drivers Set containing 3 Philips and 2 Flat sizes				
Shimano Tlim21 Inner Fixing Tool				

Shop hammer				
Small tool box				
Small Tray or bin for small parts				
Sockets One each of: 8mm, 10mm and 14mm				
Spoke tension meter				
Spoke (14g) wrench				
Tap handle				
Tap One each of: 4mm, 5mm, 6mm and 9/16"				
T-Handle hex key square end Set of 7 from 2.5mm to 10mm				
T-Handle Tork keys One each of: T20 and T25				
Tire (2 per station) levers				

Torque wrenches One each of: 3-15N and 12-60N				
Truing stand				
Wrenches One each 8mm and 10mm				
Electronic instrument				
Amperometric clamp				
Electronic caliper mm/inches				
Multimeter				
Lubricant and other				
Chain lubricant				
Grease				
Contact cleaner				

Roller brake grease				
WD-40 or equivalent				
Blue threadlocker				
Plastic glue				
Gorilla tape				

Appendix P: PCI Compliance Documentation



Payment Card Industry (PCI) Security Standards Council
Letter of Approval
PCI PIN Transaction Security Testing Program

May 2, 2012

Mr. Patrice Fivel
Ingenico
 1, rue Claude Chappe BP346
 Guilhaum-Granges, 07503 France

PCI SSC PTS Approval Number:	4-30075	Approval Class:	PED
Manufacturer:	Ingenico		
Name & Model Number:	IUP2xx		
Hardware Version Number:	IUP2xx-01Txxxxx		
Firmware Number:	820305 V01.xx		
Application Version Number, if applicable:	820365 V02.xx (key schemes), 820073 V1.xx (Open Protocol Module) 820528V02.xx (SRED module)		
Approved to meet PCI SSC's PCI PIN Transaction Security Device Requirements PED v3			

Dear Mr. Fivel:

PCI Security Standards Council, LLC ("PCI SSC") has received your request for PIN Transaction Security ("PTS") approval for the information identified above. In connection with your request, we have reviewed PTS Test Report number **11-LTR-262 version 3.0**, which was generated by **BrightSight Laboratories**.

After assessing such file (including, but not limited to, the Report), PCI SSC has found reasonable evidence that the submitted sample(s) of the above-referenced PTS Device sufficiently conform to PCI SSC's PCI PTS Requirements, as specified in the *PCI PTS Manufacturer Self-Assessment Form*.



PCI SSC hereby (a) grants your PTS device approval, based on the requirements stated in the *PCI PIN Transaction Security Requirements* manual (which may be amended at any time and from time to time by PCI SSC), and (b) agrees to include your PTS device in PCI SSC's *Approved PIN Transaction Security Device List*. PCI SSC's grant to your PTS device model is subject and specifically incorporates (i) the General Terms and Conditions to the Letter of Approval enclosed as Exhibit A; and (ii) the terms and conditions of the *Payment Card Industry PIN Transaction Security Evaluation Testing Vendor Release Agreement* by and between PCI SSC and you. Because PCI SSC's grant is subject to such limitations, including certain events of termination, you and any third parties should confirm that such approval is current and has not been terminated by referring to the list of approved PTS devices published on the PCI SSC website, www.pcisecuritystandards.org.

When granted, PCI SSC approval is provided by PCI SSC to ensure certain security and operational characteristics important to the achievement of PCI SSC's goals, but PCI SSC approval does not under any circumstances include any endorsement or warranty regarding the functionality, quality, or performance of any particular product or service. PCI SSC does not warrant any products or services provided by third parties. PCI SSC approval does not under any circumstances include or imply any product warranties from PCI SSC, including, without limitation, any implied warranties of merchantability, fitness for purpose, or non-infringement, all of which are expressly disclaimed by PCI SSC. All rights and remedies regarding products and services which have received PCI SSC approval, shall be provided by the party providing such products or services, and not by PCI SSC.

This Letter of Approval is effective upon dispatch from PCI SSC, LLC.

Effective Date:	May 2, 2012
Renewal Date:	April 30, 2020

PCI Security Standards Council, LLC


By:	
Name:	Mr. Robert Russo
Title:	General Manager, The PCI Security Standards Council



Exhibit A: General Terms and Conditions to the Letter of Approval

PCI SSC's approval is based on the evaluation and testing performed by **BrightSight Laboratories** in the Netherlands. PCI SSC's approval only applies to the PIN Transaction Security ("PTS") devices identical to the PTS device model evaluated and tested by **BrightSight Laboratories**, as indicated by the PTS device Identifier ("Identifier").

If any aspect of the PTS device is different from that which was evaluated and tested by **BrightSight Laboratories**, then the PTS device should not be considered approved by PCI SSC, nor promoted as approved, even if the PTS device conforms to the basic PTS model description contained in the approval letter.

Approval granted by PCI SSC does not supersede or relieve vendor from any additional testing requirements as may be imposed by national testing bodies, financial institutions, network services providers, or other customers. The manufacturer is encouraged to ensure that testing requirements from all relevant parties have been met and approvals granted prior to the sale or installation of the PTS device.

PCI SSC approval may be revoked at any time. Because this approval may be revoked at any time, no PCI SSC Member or other third party should rely on the approval letter at any time without first confirming the continued effectiveness of the approval with PCI SSC. PCI SSC reserves the right to modify the terms or duration of the approval at its sole discretion to accommodate business or security requirements. This Letter of Approval is subject to and hereby incorporates by reference the terms and conditions of the *Payment Card Industry PIN Transaction Security Evaluation Testing Vendor Release Agreement* by and between PCI SSC and the recipient of this Letter of Approval.

You may communicate to Customers¹ of the participating payment brands that PCI SSC has approved the PIN Transaction Security Device to be in compliance with PCI SSC's PIN Security Requirements provided, however, that:

- You also communicate any of the limitations on PCI SSC's approval described above under the heading Approval Process in the "PIN Transaction Security Device Testing and Approval Program Guide," and
- All written communications referring to PCI SSC approval shall contain the following legend:

¹When granted, PCI SSC approval is provided by PCI SSC to ensure certain security and operational characteristics important to the achievement of PCI SSC's goals, but PCI SSC approval does not under any circumstances include any endorsement or warranty regarding the functionality, quality or performance of any particular product or service. PCI SSC does not warrant any products or services provided by third parties. PCI SSC approval does not under any circumstances include or imply any product warranties from PCI SSC, including, without limitation, any implied warranties of **merchantability**, **fitness for purpose**, or **non-infringement**, all of which are expressly disclaimed by PCI SSC. All rights

Note:

All PTS devices submitted for testing must be identified such that a future purchaser can be certain of purchasing a PTS model that has successfully completed the evaluation process and has been approved by PCI SSC. The Identifier will be:

- a) *Recognizable*
- b) *Used by Customers of the participating payment brands during the purchase process*
- c) *Used by PCI SSC and the testing laboratory to identify clearly the tested and approved the PTS device.*

The components of the PTS Identifier include:

- a) *Marketing Model Name/Number*
- b) *Hardware Version Number*
- c) *Firmware Version Number*
- d) *Application Number, if applicable*

The PTS Identifier information will be included in the PCI SSC approval letter and on the PCI SSC website. If an identical PTS device is used across a family of devices, manufacturers are cautioned against using the PTS device Identifier information that may restrict approval only to the PTS model depicted.



and remedies regarding products and services which have received PCI SSC approval shall be provided by the party providing such products or services, and not by PCI SSC.”

¹ See PCI PTS Device Testing and Approval Guide for more information



Payment Card Industry (PCI) Security Standards Council
Letter of Approval
PCI PIN Transaction Security Testing Program

15 May 2014

Patrice Fivel
Ingenico
 9 avenue de la Gare BP25156
 Alban, 26300
 France

PCI SSC PTS Approval Number:	4-30083	Approval Class:	SCR
Manufacturer:	Ingenico		
Name & Model Number:	IUR250, IUR250P		
Hardware Version Number:	IUR2xx-01Txxxxx, IUR2xx-11Txxxxx		
Firmware Number:	820514V01.xx		
Application Version Number if applicable:	820365 V02.xx (Key Schemes)		
PIN Support:	Offline		
Key Management:	DUKPT,MK/SK,Fixed		
Prompt Control:	N/A		
PIN Entry Technology:	N/A		
Functions Provided:	ICCR,MSR,SRED		
Approved Components:			
Approved to meet PCI Device Security Requirements POI V 3.			

Dear Patrice Fivel:

PCI Security Standards Council, LLC ("PCI SSC") has received your request for PIN Transaction Security ("PTS") approval for the information identified above. In connection with your request, we have reviewed PTS Test Report number **14-LTR-073 v1.0.pdf**, which was generated by **Brightlight**.

After assessing such file (including, but not limited to, the Report), PCI SSC has found reasonable evidence that the submitted sample(s) of the above-referenced PTS Device sufficiently conform to PCI SSC's PCI PTS Requirements, as specified in the *PCI PTS Manufacturer Self-Assessment*.

PCI SSC hereby (a) grants your PTS device approval, based on the requirements stated in the *PCI PIN Transaction Security Requirements* manual (which may be amended at any time and from time to time by PCI SSC), and (b) agrees to

include your PTS device in PCI SSC's *Approved PIN Transaction Security Device List*. PCI SSC's grant to your PTS device model is subject and specifically incorporates (i) the General Terms and Conditions to the Letter of Approval enclosed as Exhibit A; and (ii) the terms and conditions of the Payment Card Industry *PIN Transaction Security Evaluation Testing Vendor Release Agreement* by and between PCI SSC and you. Because PCI SSC's grant is subject to such limitations, including certain events of termination, you and any third parties should confirm that such approval is current and has not been terminated by referring to the list of approved PTS devices published on the PCI SSC website, www.pcisecuritystandards.org.

When granted, PCI SSC approval is provided by PCI SSC to ensure certain security and operational characteristics important to the achievement of PCI SSC's goals, but PCI SSC approval does not under any circumstances include any endorsement or warranty regarding the functionality, quality, or performance of any particular product or service. PCI SSC does not warrant any products or services provided by third parties. PCI SSC approval does not under any circumstances include or imply any product warranties from PCI SSC, including, without limitation, any implied warranties of merchantability, fitness for purpose, or non-infringement, all of which are expressly disclaimed by PCI SSC. All rights and remedies regarding products and services which have received PCI SSC approval, shall be provided by the party providing such products or services, and not by PCI SSC.

This Letter of Approval is effective upon dispatch from PCI SSC, LLC.

Effective Date:	15 May 2014
Expiry Date:	30 Apr 2020

PCI Security Standards Council, LLC

By:



Name: Mr. Bob Russo

Title: General Manager, The PCI Security Standards Council

Exhibit A: General Terms and Conditions to the Letter of Approval

PCI SSC's approval is based on the evaluation and testing performed by **BrightSight** in **Netherlands**. PCI SSC's approval only applies to the PIN Transaction Security ("PTS") devices identical to the PTS device model evaluated and tested by **BrightSight**, as indicated by the PTS device Identifier ("Identifier").

If any aspect of the PTS device is different from that which was evaluated and tested by **BrightSight**, then the PTS device should not be considered approved by PCI SSC, nor promoted as approved, even if the PTS device conforms to the basic PTS model description contained in the approval letter.

Approval granted by PCI SSC does not supersede or relieve vendor from any additional testing requirements as may be imposed by national testing bodies, financial institutions, network services providers, or other customers. The manufacturer is encouraged to ensure that testing requirements from all relevant parties have been met and approvals granted prior to the sale or installation of the PTS device.

PCI SSC approval may be revoked at any time. Because this approval may be revoked at any time, no PCI SSC Member or other third party should rely on the approval letter at any time without first confirming the continued effectiveness of the approval with PCI SSC. PCI SSC reserves the right to modify the terms or duration of the approval at its sole discretion to accommodate business or security requirements. This Letter of Approval is subject to and hereby incorporates by reference the terms and conditions of the *Payment Card Industry PIN Transaction Security Evaluation Testing Vendor Release Agreement* by and between PCI SSC and the recipient of this Letter of Approval.

Note:

All PTS devices submitted for testing must be identified such that a future purchaser can be certain of purchasing a PTS model that has successfully completed the evaluation process and has been approved by PCI SSC. The Identifier will be:

- a. *Recognizable*
- b. *Used by Customers of the participating payment brands during the purchase process*
- c. *Used by PCI SSC and the testing laboratory to identify clearly the tested and approved the PTS device.*

The components of the PTS Identifier include:

- a. *Vendor Name*
- b. *Marketing Model Name/Number*
- c. *Hardware Version Number*
- d. *Firmware Version Number*
- e. *Application Number, if applicable*

The PTS Identifier information will be included in the PCI SSC approval letter and on the PCI SSC website. If an identical PTS device is used across a family of devices, manufacturers are cautioned against using the PTS device Identifier information that may restrict approval only to the PTS model depicted.

You may communicate to Customers¹ of the participating payment brands that PCI SSC has approved the PIN Transaction Security Device to be in compliance with PCI SSC's PIN Security Requirements provided, however, that:

- You also communicate any of the limitations on PCI SSC's approval described above under the heading Approval Process in the "PIN Transaction Security Device Testing and Approval Program Guide," and
- All written communications referring to PCI SSC approval shall contain the following legend:

"When granted, PCI SSC approval is provided by PCI SSC to ensure certain security and operational characteristics important to the achievement of PCI SSC's goals, but PCI SSC approval does not under any circumstances include any endorsement or warranty regarding the functionality, quality or performance of any particular product or service. PCI SSC does not warrant any products or services provided by third parties. PCI SSC approval does not under any circumstances include or imply any product warranties from PCI SSC, including, without limitation, any implied warranties of **merchantability, fitness for purpose, or non-infringement**, all of which are expressly disclaimed by PCI SSC. All rights and remedies regarding products and services which have received PCI SSC approval shall be provided by the party providing such products or services, and not by PCI SSC."

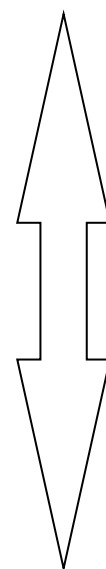
¹ See PCI PTS Device Testing and Approval Guide for more information

Appendix Q: Bike-Share Equity

Cycling Market Segmentation Chart

Segment	Description	% Population
Urban living	Young, well educated, reasonably well-off and usually live in town/city centre. Many choose to live without a car.	23%
Young couples and families	Young, with relatively low car ownership and young children. Often tight finances, ethnic background may present a barrier to cycling.	15%
High earning professional	Well educated, affluent, often working in multinationals. Tend to use personal rather than public transport.	11%
Suburban lifestyle	Average income, heavily reliant on car and living in suburbia. Cycling for leisure is as likely as cycling for purpose.	17%
Hard pressed families	Difficult family finances, and often living in inner city flats and tower blocks. Ethnic background may present a barrier to cycling.	21%
Manual trades	Mainly white with high car ownership, this segment is unlikely to cycle with generally negative attitudes towards cycling.	5%
Comfortable maturity	Older and retired people, reasonably well off, living in suburban areas - some potential for off-road leisure cycling.	8%

Most Likely



Least Likely

Stages of Change Model



Appendix R: Seattle Insurance Documentation

ACORD.		CERTIFICATE OF LIABILITY INSURANCE			DATE: (YY/MM/DD) 2016/06/10	
This is to certify that the policies of insurance listed below have been issued to the insured named above for the policy period indicated, notwithstanding any requirement, term or condition of any contract or other document with respect to which this certificate may be issued or may pertain. The insurance afforded by the policies described herein is subject to all the terms, exclusions and conditions of such policies. Limits shown may have been reduced by paid claims.						
IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy (ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).						
PRODUCER VEZINA ASSURANCES INC. 4374, Pierre de Coubertin Montréal (Québec) H1V 1A6			This certificate is to certify that the policies of insurance listed below have been issued to the insured named above for the policy period indicated. Notwithstanding any requirement, term or condition of any contract or other document with respect to which this certificate may be issued or may pertain, the insurance afforded by the policies described herein is subject to all the terms, exclusions and conditions of such policies. Limits shown may have been reduced by paid claims.			
			COMPANIES AFFORDING COVERAGE			
			Insurer	A	RSA (Royal Sun Alliance)	- Standard & Poor's: A
			Insurer	B	TRAVELERS	- AM Best Rating: A++
			Insurer	C	SOVEREIGN	- AM Best Rating: A-
			Insurer	D	SUM INSURANCE (Aviva 43% / Everest Ins. 27% / Int'l Ins. Co. of Hannover 20% / Certain Und. At Lloyd's 10%)	
INSURED TECHNOLOGIES BEWEGEN INC. 9095, 25e Avenue St Georges de Beauce (Québec) G6A 1A1						
COVERAGES						
INSR LTR	Type of Insurance	Policy Number	Policy Effective Date (mm/dd/yy)	Policy Expiration Date (mm/dd/yy)	Limits	CDN <input checked="" type="checkbox"/> US <input type="checkbox"/>
A	GENERAL LIABILITY	COM048308623	10/01/2015	10/01/2016	General aggregate	\$1,000,000
	<input checked="" type="checkbox"/> Commercial general liability				Products comp/op agg	\$1,000,000
	<input type="checkbox"/> Claims made <input checked="" type="checkbox"/> occur.				Personal & adv. injury	\$1,000,000
	<input checked="" type="checkbox"/> Owner's & contractor's prot.				Each occurrence	\$1,000,000
	<input checked="" type="checkbox"/> Non-owned autos				Fire damage (any one fire)	\$included
	<input checked="" type="checkbox"/> Cross Liability				Med. Expense (any one person)	\$25,000
B	AUTOMOBILE LIABILITY	AUTO119411	10/01/2015	10/01/2016	Combined single limit	\$1,000,000
	<input type="checkbox"/> Any auto				Bodily injury (per person)	\$included
	<input checked="" type="checkbox"/> All owned autos				Bodily injury (per accident)	\$included
	<input type="checkbox"/> Scheduled autos				Property damage	\$included
	<input type="checkbox"/> Hired autos					
	<input type="checkbox"/> Non-owned autos					
C	TECH ERRORS & OMISSIONS	INT79155250	10/08/2015	10/08/2016	Limit per claim	\$5,000,000
	<input checked="" type="checkbox"/> Claims made				Aggregate	\$5,000,000
D	EXCESS LIABILITY	SUM-UMB-02508-001	10/01/2015	10/01/2016	Each occurrence	\$13,000,000
	<input checked="" type="checkbox"/> Umbrella Form				Aggregate	\$13,000,000
	<input type="checkbox"/> Other than Umbrella form					
	WORKER'S COMPENSATION AND EMPLOYERS' LIABILITY				Statutory limits	
	The proprietor/ Partners/executive Officers are:	<input type="checkbox"/> incl. <input type="checkbox"/> excl.	Refer to document provided by the CSST in the province of Quebec		Each accident	\$
					Disease-Policy limit	\$
					Disease-Each employee	\$
OTHER: UPON CONTRACT AWARD "The City of Seattle" will be added as additional insured under the General Liability RSA policy #COM048308623 but solely with respect to liability arising out of the operations/products of the Named Insured for "RFP TRN #3599: Bike share equipment and operation program"						
Description of operations/locations/vehicles/special items						
Manufactures, designs, assembles and distributes of Electrical Bike Sharing system including electrical bicycle, accessories, bicycle frames, sharing system, propulsion motor & system						
Certificate Holder			Cancellation			
City of Seattle			Should any of the above described policies be cancelled before the expiration date thereof, 60 days cancellation notice will be delivered in accordance with the policy provisions.			
Purchasing service division			Authorized representative			
P.O. Box 94687			VEZINA ASSURANCES INC.			
Seattle WA 98124-4678			 Julie Desjardins, CIP			
ACORD 25 (2010/05)			ACORD CORPORATION 1998			

CERT2015ACORD TechnBewegenSeattle

Appendix S: Purchasing Inclusion Plan



City of Seattle

Purchasing Inclusion Plan
(SMC CH. 20.42)

Solicitation Number & Title: RFP TRN #3599 Bike Share Equipment and Operations Program
Your Company Name: Bewegen Technologies Inc.

Bidders must complete and submit this form with their RFP response. Carefully read the attached instructions.

For questions, call Miguel Beltran, 206-684-4525 Miguel.Beltran@seattle.gov

The RFP instructions for this project identify how many points this Inclusion Plan is given during RFP evaluation.

Aspirational WMBE Goals.

Propose WMBE utilization goals in the spaces below. These goals represent WMBE utilization the Bidder intends to achieve during contract performance. The goals should represent a realistic and achievable commitment. WMBE Bidders may indicate your self-performance as well as work you intend to subcontract to other WMBE firms. See page 4 for instructions. These goals do not need to match, and are not expected to match WMBE Guarantees.

Project Goals	
Specify the percentage participation by woman owned firms.	1.5%
Specify the percentage participation by minority owned firms.	1.5%
TOTAL	3%

Strategies.

Describe strategies you intend to use to achieve the aspirational WMBE utilization for this contract. This may include such strategies as negotiated award to a WMBE firm in lieu of competitive subcontract bids, using WMBE as a tiebreaker per RCW 35.22.650, strategies for self-performance and subcontracting, providing mobilization payments, and offering rapid invoice payments.

Strategies to achieve the aspirational WMBE goals include selecting WMBE firms for subcontracted tasks that form part of this contract such as:

- Graphic design of promotional materials
- Printing (of promotional or other materials)
- Consultancy work

Past Performance

As evidence of your good faith intentions to achieve the WMBE aspirational goals you provide on page 1, describe your past performance on contracts with similar work. The City may review your past performance on previous City contracts. Your response should concentrate on achievement when your effort was voluntary (i.e. goals were not mandatory such as a federally-funded DBE requirement), or where you exceeded the regulatory minimum requirement.

Bewegen works closely within the communities everywhere that our systems are implemented. In Baltimore, on top of partnering with non-profit organization Baltimore Station to provide employment for local veterans in the area, we also use a local woman owned business for all our printing needs.

WMBE Guarantees.

This section gives the option to guarantee utilization of certain WMBE firms as evidence of good faith efforts. If you choose to list WMBE firms, you guarantee to the City and WMBE firm they will be used. Describe the Guarantee you are giving (a percentage of total contract value, or a scope of work guaranteed to the firm or similar). Please see instructions on page 5.

WMBE Business Name	Describe Guarantee

Diverse Employment.

If you have a mission or program uniquely committed to hiring workers with employment barriers, veterans, disabled, the chronically unemployed or low income individuals, or woman and minority (if they are underutilized in your profession such as construction trades), please describe. The City expects a substantive and highly integrated program, instead of a standard EEO or Affirmative Action policy

Describe how this mission or commitment would translate directly into placement of such workers to perform the scope of work for this City contract opportunity.



Bewegen works with Corps Logistics LLC for the operations and maintenance of our bike-share systems in the United States. Corps Logistics is a Veteran-Owned Business (DBE) that provides field-tested, military-grade transportation for bike-share system implementation and operations. Bewegen is proud to work in close partnership with a company that is **dedicated to each and every American community** where they operate, and are confident that Corps Logistics would continue to provide excellent service for Seattle's bike-share system.

Corps Logistics has a **proven track record of experience** operating the Bewegen bike-share system. The company provided operating services for our bike-sharing system in Birmingham (Alabama), working to completely set up the system warehouse and inventory. The work that continues to be performed by these professionals has been extensive, and includes installation, redistribution, maintenance, cleaning, repairs, station relocation, graffiti removal, and more. Further, the company has worked tracking parts for our system and exacting any required system repairs.

While Bewegen's systems in both Richmond (Virginia) and Baltimore (Maryland) are recent developments, Corps Logistics has already begun providing their expert services to ensure that the logistics of these stations meet the highest standards. Corps Logistics will be providing full operations and maintenance services for these systems in the future, and at this point the company has undertaken work to establish the inventory, operational processes, and tracking of inventory and parts. Beyond this, the company has also been **working with the local communities** to hire veterans for the bike-share operations. For example, for the implementation of the Baltimore system, Corps Logistics will be working with non-profit organization Baltimore Station to provide employment for local veterans in the area.

The personnel of Bewegen and Corps Logistics have worked in partnership in the past, and **continue to work together closely on our existing bike-share systems**. Jim Duffney (CEO of Corps Logistics) and Alain Ayotte (CEO of Bewegen) work in collaboration to ensure that both of their teams are working to provide the most exceptional service for our partner cities. Mr. Duffney also collaborates with Pratik Desai (Bewegen Operations Director), Steven Minty (Bewegen Product Development Coordinator) and Marc Delesclefs (Bewegen Bike-Sharing Equity Advisor) to ensure that our systems continue to operate smoothly on the ground. Corps Logistics employees Jeremy Belo Ayotte and Zachary Hires also have experience operating Bewegen's bike-share systems, and have worked together with Bewegen staff on various projects.



Bewegen Technologies Inc.
9095 25th Avenue,
St-Georges, Quebec
Canada G6A 1A1

info@bewegen.com
www.bewegen.com

