



**INVITATION FOR APPLICANTS TO PROVIDE SHARED MOBILITY SERVICES
April 5, 2019**

Overview

The City of Memphis (the City) invites Shared Mobility Operators (Operators) to apply for the permission to operate in Memphis, TN. After conducting a pilot phase for nearly one year, the City will transition into a permanent Shared Mobility Program in June 2019. For the program's initial year, the City seeks to permit 3 to 5 Operators, and a cumulative fleet of up to 3,000 Shared Urban Mobility Devices. The City reserves the right to permit Operators' respective fleets at various sizes. The City will select Operators via a competitive application process and evaluate applicants by their demonstrated experience, organizational and technological capacities, and alignment with the goals of the City's Shared Mobility Program.

Shared Mobility is a network or system of Shared Urban Mobility Devices placed in the public rights-of-way within the City of Memphis' jurisdictional boundaries, and for rent in short time increments, that provides increased mobility options over short distances. Shared Urban Mobility Devices are defined as bicycles, tricycles, scooters, electric-assist bicycles, electric scooters, and any other small, wheeled vehicles designed specifically for shared-use and deployed by Shared Mobility companies. Pursuant to Ordinance No. 5699 adopted by the Memphis City Council on August 14, 2018, and the associated Shared Mobility Operating Regulations, Shared Mobility Operators must apply for and receive a permit to operate within the City of Memphis.

Complete applications must be submitted by **4:00 Pm (CST) on April 30, 2019**. Further details on the application process and requirements are available below. The City desires to have successful applicants in operation by June 2019.

Background

The City launched a pilot phase of the Shared Mobility Program in May 2018. Three Operators have participated in this pilot phase, and have cumulatively provided a fleet of approximately 1,750 Shared Mobility Devices. Since the beginning of the pilot phase, the City has permitted the local presence of these Operators with individual interim operating agreements. The Memphis City Council adopted a Shared Mobility Ordinance on August 14, 2018 (No. 5699) that delineated the general local requirements toward Operators and their Devices. Furthermore, the Ordinance enabled and directed City staff to establish permanent Operating Regulations for Shared Mobility Operators.

Input and experience compiled during the pilot phase shaped the final Operating Regulations. Throughout the pilot phase, City staff collaborated with Operators, local stakeholders, and members of the general public to identify the challenges and opportunities presented by shared mobility. City staff consulted municipalities across the country on their experience with shared mobility, and also participated in discussions with the National Association of City



Transportation Officials on the topic of shared mobility regulation. In the end, the City has developed Operating Regulations that reflect national best practices within this emerging and rapidly growing field.

About the Shared Mobility Program

The Shared Mobility Program partners with private entities to expand mobility options in Memphis, with emphases on safety, equity, and sustainability. The Program believes that effective and successful shared mobility services:

- Lead with a philosophy of access by all, regardless of geography, income, race, gender, or ability.
- Engage residents of local communities through proactive efforts to improve services.
- Reduce automobile dependency, while increasing access to opportunities.
- Provide a true and reliable mobility option, and not merely a recreational activity or novelty.
- Supplement traditional public transportation by providing first- and last-mile connections.

The Program is housed within the Division of Engineering, and is a subset of the Bikeway and Pedestrian Program. Fees collected from Operators as part of the Program are used to support active transportation infrastructure, programs, and operations.

Application Process & Instructions

To apply, Operators must complete an “Application for a Shared Mobility Operator Permit.” The application form is available through the contact information provided below. A complete application will consist of:

- the Application for a Shared Mobility Operator Permit,
- all requested attachments,
- any supplemental attachments Operators wish to include,
- certificates of automobile and general liability insurance,
- performance bond, and
- the application fee.

All application contents, except the check for the application fee and performance bond, must be submitted in electronic format to Nicholas Oyler, Bikeway and Pedestrian Program Manager, at Nicholas.Oyler@memphistn.gov. The administrative fee must be submitted as a check via mail or express shipment and payable to the “City of Memphis, Division of Engineering.” Operators should refer to the application (Section III. Fees) for the complete mailing address as well as the instructions for determining the application fee.



For more instructions and information about the required performance bond, Operators should again refer to the application (Section III. Fees). The performance bond should be submitted together with the check for the application fee.

The application document, certificates of insurance, performance bond, and fee must be received by **4:00 Pm (CST) on April 30, 2019**. If any component of the application, including the fee, is not received by this deadline, the City will deem the application incomplete and remove the Operator from consideration.

No later than May 24, 2019, the City will notify the applicant of its decision. Once notified, successful applicants will be required to submit payment of the annual administrative fee (see the application, Section III. Fees), the application program interface key, REST specifications, access to the Operator's monitoring dashboard, and a final executed operating agreement prior to the City permitting operations to commence.

To request a copy of the Operating Regulations or any additional information, contact Nicholas Oyler at the email included above or via telephone at 901-636-6710. Questions may be submitted until the application deadline.