

Permit Requirements



Small Vehicle Share Program
City of Clayton
City of Maplewood
City of Richmond Heights

Please submit applications to:

City of Clayton
Public Works Department
10 N. Bemiston
Clayton, MO 63105
Phone: 314.290.8540

1.0 General Information

Project Title and Location

Title: City of Clayton, Maplewood & Richmond Heights Small Vehicle Share Program

Location: The project is envisioned for phased implementation across the cities of Clayton, Maplewood and Richmond Heights.

Inquires and Project Management: All communications concerning this permit shall be directed to the permitting entity. The permitting entity is:

City of Clayton
Public Works Department
10 N. Bemiston
Clayton, MO 63105
Phone: 314.290.8540

2.0 Background

Vendors are required to read and understand all information contained within this entire *Permit Requirements* document and the *Permit* application/issuance form attached hereto. By applying for a Permit, the vendor agrees to read and comply with all terms, conditions, standards and requirements of the Program.

Purpose: A permit for the Small Vehicle Share Program is issued by the City of Clayton, Missouri, through the City of Clayton Public Works Department, on behalf of the cities of Clayton, Richmond Heights and Maplewood. The Cities of Clayton, Maplewood and Richmond Heights (hereinafter referred to as “the Cities”) are interested in implementing a multi-year Small Vehicle Share program. The goal of the program is focused on the 11 goals listed below for the citizens of their respective cities and for those who visit their cities. The Cities are open to applications from qualified vendors regarding small vehicle share solutions. Applications should be from vendors with previous experience implementing and supporting a vehicle share program.

The Goal of the Small Vehicle Share Program includes:

1. Enhance the public transit network
2. Promote travel to landmarks, parks, trails, and shopping districts
3. Improve the Cities’ image and attract new residents and businesses
4. Increase physical activity to benefit public health
5. Increase access to job opportunities and education
6. Expand mobility options for low-income neighborhoods
7. Create an equitable and accessible system for all races, income levels, cultures, and abilities
8. Use vehicle share to leverage more vehicle infrastructure
9. Serve visitors and tourists to maximize revenue
10. Connect neighborhoods across racial, cultural, and physical divides
11. Improve air quality and reduce motor vehicle traffic

The Cities are permitting qualified companies, organizations, vendors, or other entities to design, build, operate, maintain, manage, and market a modern small vehicle share system through a network of publicly-accessible small vehicles located throughout the city. Ideally, this system would enable the public to access shared small vehicles available in the public right-of-way or on public or publicly accessible private property as an extension of the public transportation system and as a new mobility option for residents and visitors to our cities. This system could be dockless, with free-standing vehicles that don't require racks or stations; station-based, where vehicles are checked out from a station and returned to another station; or a blend of the two system types. The system is anticipated to be available to the public 24- hours per day, 7 days per week. The system could be expanded in phases.

The St. Louis region benefits from the nationally-acclaimed "Metro" public transportation system run by Bi-State Development Agency. There are currently 46 miles of light rail tracks and 37 light rail stations in the City of St. Louis, St. Louis County, and St. Clair County in Illinois. Next year, the 38th station will begin operation in the Cortex District, responding to the demand generated by that new economic development engine. There are also 79 MetroBus routes and a paratransit service for the elderly and disabled. The City of St. Louis has built over 133 miles of bike facilities, and Great Rivers Greenway, a regional governmental agency voted into being through a sales tax in 2000, has built over 113 miles of bike and pedestrian greenways throughout the region. The City of St. Louis was awarded Silver Level Bike Friendly Community by the League of American Bicyclists in May 2017.

Small Vehicle Share programs are fast becoming an expected mobility option in American cities, complementing other mobility options, resulting in reduced car usage, increased rates of transit use, lower parking demand, increased sales for local small businesses, and improved public health, among other positive outcomes. In St. Louis, vehicle sharing will address first-mile/last-mile concerns related to public transportation, reduce unnecessary car traffic in congested areas, draw more visitors to the city, and help visitors travel between attractions.

3.0 Permit Requirements

A permit allows small shared vehicles and/or stations to be located primarily in the public right-of-way as well as on public property and publicly-accessible private property, in coordination with the City and station/system sponsors.

Term and Size:

- Permits must be renewed yearly. The Cities reserve the right to revise the Program and permit requirements from time to time to accommodating changing technology, needs, and priorities.
- The minimum fleet size upon launch is 100 vehicles, equally distributed amongst all three cities. The fleet may then expand to 250 vehicles in the first year of operation. If the company can demonstrate an upward trend in rides per vehicle per day and has implemented their education plan, then the Superintendent of Operations can approve an increase in fleet size. The Cities would like to see at least 2 rides per vehicle per day and/or other metrics analyzing vehicle usage to be considered for an increase in a fleet above 250 vehicles. Permitted operators shall notify the Cities if they plan to change their

fleet size two weeks before deployment; and include payment for the additional fee for the expanded fleet.

Maintenance and Safety:

The small shared vehicles and/or stations will be maintained to a high standard of function and cleanliness. The Vendor will be solely responsible for maintenance of the stations, the vehicles, technology, locking systems, advertising, and any other elements of the Vehicle Share system.

- All bicycles used in systems permitted under this permit Program shall meet the standards outlined in the Code of Federal Regulations (CFR) under Title 16, Chapter II, Subchapter C, Part 1512 – Requirements for Bicycles. Additionally, permitted systems shall meet the safety standards outlined in ISO 43.150 – Cycles, subsection 4210
- Each vehicle must comply with all applicable State and local laws, including any required front and rear lights, bell, and reflectors
- Each vehicle must be equipped with a locking mechanism and/or smart technology equipment to prevent theft, as well as permanently affixed real-time GPS tracking device in order to track ridership data, owned and provided by the vehicle share operator
- Vehicles must have always-on front and back lights that are visible from a distance of at least 300 feet under normal atmospheric conditions at night. Front and rear lights must stay illuminated for at least 90 seconds after the vehicle has stopped
- All permitted systems shall have visible language that notifies the user that:
 - Helmet use is encouraged while riding a bicycles/ scooters.
 - Bicyclists shall yield to pedestrians.
 - When riding on-street, follow the rules of the road and follow all motor vehicle laws and ordinances of the Cities
- All Vehicles Share operators permitted shall have a 24-hour phone number clearly on each vehicle for customers to report safety and maintenance concerns, complaints, or ask questions. Vehicles will have a unique identifier that is visible to the user. Vehicles not safe to operate will be removed from the public way within 24 hours of notice and repaired before being put back into service. Vehicle Share operators must have a staffed operations center in the St. Louis Metropolitan Area with no fewer than 6 full time employees (or full-time equivalents) and must provide the Cities with a direct contact located in the Metro Area capable of ensuring the rebalancing and maintenance of the vehicles.

Right of Way:

The Vehicle Share operators will work to make sure the vehicles and/or stations do not impede the regular flow of travel in the public right of way and maintain an orderly appearance.

- Vehicles shall be upright when parked.
- Vehicles shall not be parked in a way that impedes the regular flow of travel in the public way, or in a way that impedes the 5 feet clearance on sidewalks reserved for ADA compliance. Legal parking locations include adjacent to landscape areas and in furniture zones and in any bicycle rack in the public right of way.
- Vehicles must be parked to maintain unimpeded access to entrances to private property or driveways.
- Vehicles must be parked to maintain vehicular travel area for any size vehicle.
- Vehicles must be parked outside of any protected tree planting or landscaped area.

- For station-based vendors, stations should be located primarily within the public right-of-way, along public streets and sidewalks. Stations may also be located on other public property, including parks, trails, parking lots/garages, events venues, etc., or be located on private property, provided that the public or private property owner agrees to allow 24/7 public access to the Vehicle Share station. The Cities must approve the location of every station in the system (within City limits) in writing and the Vehicle Share operator must work with the Cities to identify the desired area(s) and station spacing for each implementation phase, including ongoing system refinement.
- The Cities reserves the right to add designated parking areas or restrict vehicle parking within certain areas.
- The Cities retains the right to create geo-fenced stations within certain areas where vehicles shall be parked.
- Vehicle Share operators are responsible for informing customers how to park the vehicle correctly within public rights of way, city and national parks, and institutions. Vehicle Share operators will provide a plan on how they will incentivize customers to park safely and correctly.
- Vehicles parked in violation of a permit or other Federal, State or City Codes or are vandalized or inoperable shall be re-parked in a correct manner or removed in accordance to the following times:
 - 6am-6pm Mon-Fri (holidays excluded) – within 2 hours of receiving notice.
 - All other times – within 10 hours of receiving notice.
 - During Special Events vehicle share operators may ask permission from the Operations Superintendent for a variance to these time restrictions.
- Vehicle Share operators will rebalance vehicle deployment to improve usage and spread/social equity outcomes.
- Any free-floating vehicle that is parked in one location for more than seven (7) consecutive days without moving must be evaluated and/or moved by the vehicle share system provider. If the vehicle remains in one location after 7 days, it may be removed by the Cities and taken to a City facility for storage at the expense of the vehicle share operator. The vehicle share operator will be notified prior to the removal of their equipment unless it is an obstruction, interference or an emergency.
- If the Cities incur any costs addressing or abating any violations of these requirements or incur any costs of repair or maintenance of public property, upon receiving written notice of the costs, the permitted operator shall reimburse City for such costs within thirty days.
- Vehicle Share Operators will attend an onsite meeting with the Cities' staff to discuss the program and show a demonstration vehicle that will be deployed prior to permit approval

Social Equity and Engagement:

Vehicle Share operators must be willing to meet quarterly and cooperate with the goals of the Cities and their partners regarding social equity and access to the vehicle share program. The Vendor should be willing to cooperate to ensure all residents have access to this program. Additional education, marketing, and engagement with low income, minority, non-English speaking, and zero-car populations is strongly preferred to ensure those who stand to benefit most from this tool for mobility and access have the opportunity to use the system.

- Vehicles will be available at rates that are clearly and understandably communicated to the customer prior to use.

- Vehicle Share operators are responsible for educating the public on the vehicle share program, and on how to use vehicles safely.
- Vehicle Share operators are required to have a non-smart phone option to use the vehicle share system.
- Vehicle Share operators are required to have a non-credit card option to use the vehicle share system.

Data:

Vehicle Share companies must be willing to share data with the Cities and their partners in a manner that does not endanger the privacy of citizens.

- A record of maintenance activities will be kept, including but not limited to vehicle identification number and maintenance performed. This information will be sent to the Cities monthly.
- A record of reported collisions will be kept and sent to the Cities monthly.
- A list of vehicles deployed, listed by unique identifier, will be sent to the Cities monthly.
- A report of lost, stolen and vandalized vehicles will be sent to the Cities monthly.
- A report on the implementation of the Vehicles Share operator’s education, marketing and engagement plan, will be sent to the Cities monthly.
- Vehicle Share operators must be willing to distribute a customer survey, to be provided to the Cities, to all users and non-users at a maximum frequency of yearly.
- Anonymized data regarding the number of vehicle share customers and trips will be provided to the Cities via an API including: daily and weekly rides, daily and weekly unique riders, hourly rides, daily and weekly app users, and trip information as follows:

Field Name	Format
Company Name	[company name]
Trip Record Number	0001, 0002,
Trip Duration	MM: SS
Trip Distance	Mile
Trip date	MM, DD, YYYY
Start Time	HH
Start Location	Census block
End Location	Census block

- The following vehicle availability data for oversight of parking compliance and vehicle distribution by minutes will be provided to the city:

Field Name	Format
GPS Coordinate	X, Y
Availability Duration	Minutes
Availability Start Date	MM, DD, YYYY
Availability Start Time	HH:MM:SS (00:00:00 – 23:59:59)

In recognition of the Cities’ commitment to protecting residents’ privacy, Vehicle Share companies may elect at any time to instead provide data to a designated research entity

conducting research on privacy protection in transportation data; such as the University of Washington's Transportation Data Collaborative.

Data sharing must follow the research entity's own Institutional Review Board (IRB) and information compliance requirements. The specifications for the dataset provided to the research entity are to be determined by a data sharing agreement between the Vehicle Share company and the research entity. Vehicle share companies electing this option recognize that the research entity will provide robust privacy protected data for use by the Cities, specified in a data use agreement, to which Vehicle Share companies and the Cities will have input.

Termination:

- The Cities have the right to amend the permit during the course of the permit term. The Cities will notify all permit owners of the change and the reasonable time period within which to comply. If compliance is not achieved within the time period, then the Cities have the right to terminate the permit. Reapplication once the new criteria is met is allowed at any time.
- The Cities reserves the right to terminate permits at any time and require that the entire fleet of vehicles be removed. The decommissioning shall be completed within thirty (30) days unless a different time period is determined by the Cities.
- Upon receiving notice of permit termination, the permit holder has the right to appeal the decision to the Operations Superintendent. A request for appeal must be provided in writing to the Operations Superintendent no less than seven (7) days after receiving the termination letter via certified mail.
- Any permit holder not satisfied with the Operation Superintendent's decision may request a final appeal hearing before a panel of the all three Cities' City Managers/City Administrators. Such hearing shall be set before the end of the thirty (30) day decommissioning period set by the Cities in the original notice provided via certified mail. The decision made by the City Managers/City Administrators panel shall be final.

Liability and Insurance:

- The Vehicle Share operator will be liable for, and shall indemnify, defend and hold the Cities and their officers, agents, and employees harmless from, any and all claims or damages to persons or property by reason of the design, installation, operation, maintenance or promotion of the System.
- The Vehicle Share operator will be required to procure and maintain, at its sole cost and expense, the following types of insurance from an insurance company acceptable to the Cities:
 - A. Commercial General Liability Insurance in the amount of three million, two hundred and fifty eight thousand, three hundred and sixty eight dollars (\$3,258,368) aggregate and three million dollars (\$3,258,368) per occurrence in the Company's name, and naming the Cities and their officers, agents and employees as additional insureds thereunder, and endorsed to cover the liability assumed by the Company
 - B. Workers' Compensation Insurance in accordance with applicable Missouri State law
 - C. Employers' Liability Insurance in accordance with applicable Missouri State law

- D. Automobile Liability Insurance in the amount of one million dollars (\$1,000,000) aggregate and one million dollars (\$1,000,000) per occurrence and naming the Cities and their officers, agents, and employees as additional insureds.
- Policies specified in A., B. and D. above shall name the City as an “additional insured” and shall contain a provision that such policy cannot be amended or terminated without fifteen (15) days prior written notice to the City.

Fees:

Annual Permit Fee	\$2,300/ year	Administration of the Permit
Annual Vehicle Fee	\$10 per unit/ yearly	Infrastructure changes: converting parking spaces to dedicated vehicle share parking, moving street furniture, and putting up signage

Permit application:

Permit applications must be succinct and all pages must be numbered. Boilerplate and glossy promotional materials are discouraged; any materials deemed necessary should be included as a separate appendix and may or may not be considered as part of the evaluation. All components of the permit application shall be on 8.5" x 11" pages with the exception of two to three pages depicting imagery, mapping, etc. which may be on 11" x 17" pages. Font size shall be limited to 10 point font or larger with single line spacing.

Required Attachments:

- Synopsis of Vehicle Share operator service model and qualifications, including images of the vehicle and mobile application
- Schedule for implementation and phases of expansion, including the size of fleet and service area at launch, and the size and service area of any planned fleet expansions
- Organizational structure for the vehicle share program, including title, and their specific responsibilities on the project.
- Screenshot illustrating how customers will be notified through a mobile and web application of the following:
 - People on Vehicles are encouraged to wear helmets
 - People on Vehicles must follow all traffic laws
- Plan for providing an equitable vehicle share service, including education, marketing, and engagement with the community as a whole, with an additional component for low income, minority, non-English speaking, and zero-car populations. This may cover such topics as How to Use Vehicle Share, Vehicle Safety and Vehicle Laws.
- Proof of general commercial liability insurance as specified herein
- Indemnity Agreement (attachment provided by city)
- Plan for educating users on proper vehicle parking
- Description of pricing structure, rates, and methods of communication to the customer illustrating how the vehicles will be available at rates that are clearly and understandably communicated to the customer prior to bicycle use

- Documentation of how users without a smartphone can use the vehicle share system
- Documentation of how users without a credit card can use the vehicle share system
- Documentation of how a sufficient number of vehicles will remain in the Vehicle Share Social Equity
- Permit application fee of \$2,300.