

SS-5253-23-KH

CITY OF GRAND JUNCTION
SOLE SOURCE JUSTIFICATION FORM

Date: 31 March 2023 Requested By: Henry Brown
 Department: Community Development Division: Mobility
 Vendor Name: Ride Report Net Cost Delivered: \$ 12,500

Provide G/L Account where funds are budgeted: 100-310-010-7410
 Project code, if applicable _____

SOLE SOURCE JUSTIFICATION

(INITIAL ALL ENTRIES THAT APPLY)

Material/Service Description: Ride Report Micromobility Management Platform.

1. _____ - The vendor is the original equipment supplier/manufacture and there are no regional distributors;
2. HB - The product, equipment or service requested is clearly superior functionally to all other similar products, equipment or service available from another manufacturer or vendor;
3. _____ - The over-riding consideration for purchase is compatibility or conformity with City-owned equipment in which non-conformance would require the expenditure of additional funds;
4. HB - No other equipment is available that shall meet the specialized needs of the department or perform the intended function;
5. _____ - Detailed justification is available which establishes beyond doubt that the Vendor is the only source practicably available to provide the item or service required;
6. _____ - Detailed justification is available which proves it is economically advantageous to use the product, equipment or service.

Attach Justification Memo and Pricing Documentation, then proceed with signatures below.
After Dept Head approval, forward to Purchasing.

Department Director Approval:

I recommend that competitive procurement be waived and that the service or material described herein be purchased as a sole source.

Signed: Tamra Allen 4/15/2023
 Department Head Signature Date

Purchasing Approval:

Based on the above and attached documents, I have determined this to be a sole source with no other vendor practicably available.

Signed: Jay Valentine 4/26/2023
 Purchasing Manager Signature Date

Final Authorization

City Manager Approval Required (\$25K to \$50K) yes / no

Signed: _____ Date _____
 City Manager Signature

City Council Approval Required (over \$50K) yes / no



Memorandum

To: Tamra Allen
From: Henry Brown, Mobility Planner
Date: 28 March 2023
Subject: Sole Source Justification for Ride Report Platform

The Department would like to enter a new “Sole Source” agreement with Ride Report for the purchase of an 18-month subscription to its multi-operator micromobility management software as they are the only vendor with scale on a national and state-wide level which will allow us to compare performance against our peer cities. Ride Report manages the industry first Global Micromobility Index and the Colorado Micromobility Dashboard which includes data from Denver, Aurora, Fort Collins, Thornton, Arvada, Boulder, Littleton, and anticipated inclusion of Colorado Springs.

There are currently no other programs that offer the same level of service that Ride Report provides, including Route Heatmaps to help us identify facilities where users feel comfortable; Origin Destination Pairing to help us identify which kinds of trips are being offset with micromobility solutions; Geofencing management to facilitate updates to multiple operators; and Fee management to allow us to calculate per trip fees and test different future revenue options. This software will ensure we are able to generate relevant data reports needed to complete the quarterly assessments related to the micromobility pilot.

Due to the factors noted above, the Department would like to execute a Sole Source agreement with Ride Report for their micromobility management software. The total cost for the initial 18-month subscription to this platform is \$12,500.00.



Ride Report

23 February, 2023

Ride Report Proposal for City of Grand Junction

For Daniella Acosta
City of Grand Junction

From Kory Young
Ride Report



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Ride Report Overview

Ride Report is a small technology company leading big changes in the mobility industry. We were founded with the singular vision of transforming the way cities move.

Our mission is to **boost the adoption of micromobility** by making **software and data insights more sophisticated** for agency staff, operators, researchers, and advocates.

Starting in 2016, our original smartphone application generated and aggregated individual bike trip data, helping cities understand and design for more sustainable transportation. Later that same year, with the introduction of GPS-enabled dockless bike and scooter share, we re-focused the company on a data-rich opportunity. Today, team members across the United States support our original mission by building tools that transform the way people get around.

Ride Report developed the first shared multi-operator micromobility management tool, and continues to lead the industry in providing public agencies at the local, regional, and national level with digital solutions for system analytics and insight. Thanks to our product and strong working relationships with public agency staff, we were named a [GovTech 100 company](#) the last two years in a row, and one of the [most promising startups leading the Road Transport Tech Industry](#) by Tracxn.

With Ride Report, you can count on ironclad data protection. We are a leading voice in shaping the industry's rigorous safety-conscious data standards, and developed the most extensive internal protocols. Illustrating this, our leadership are organizing contributors on the Privacy Committee for the Open Mobility Foundation (OMF), the governing body of the Mobility Data Specification (MDS). Further, we are on the working groups for MDS and Curb Data Specification (CDS), have lobbied for state-level privacy legislation, and continuously push for more privacy-sensitive MDS requirements for Fees, Policy, and Open Data, now implemented across the globe.

As a company and product, we take great care and consideration around our employees, company culture, and approach to work. Our open source [Employee Handbook](#) details our code of conduct, approach to company health and diversity, as well as expectations on project and communication practices. We set quarterly objectives and key results to increase demographic representation in our hiring. We continue to foster an inclusive environment that empowers people of all races, religions, sexual orientations, genders, ages, nationalities, abilities, and more.

We care about constant iteration to meet our partner needs. We update our software bi-weekly to advance feature requests. We want to help usher in the next phase of data insights, and in addition to the industry's first [Global Micromobility Index](#), we are developing products that focus on infrastructure projects, greenhouse gas reduction, and equitable access to help you report on broader policy goals. We are excited by the opportunity to identify features that would be especially useful to the City of Grand Junction.

A global platform

Ride Report was the first shared mobility data solution, and now works with over 100 agencies globally



Our work across the United States and Colorado

Ride Report is the leading platform across the United States, and continues to work closely with councils and programs of all sizes as they look to develop and expand their micromobility programs. In Colorado, we currently work with DRCOG, City and County of Denver, Colorado Springs, Fort Collins, Boulder, Arvada, Aurora, Littleton, and Thornton. We hope to leverage our experiences working with existing Colorado programs to better serve and support Grand Junction's 18 month pilot.

Key Solutions for the City of Grand Junction

Understanding Program Performance and Ridership Behavior

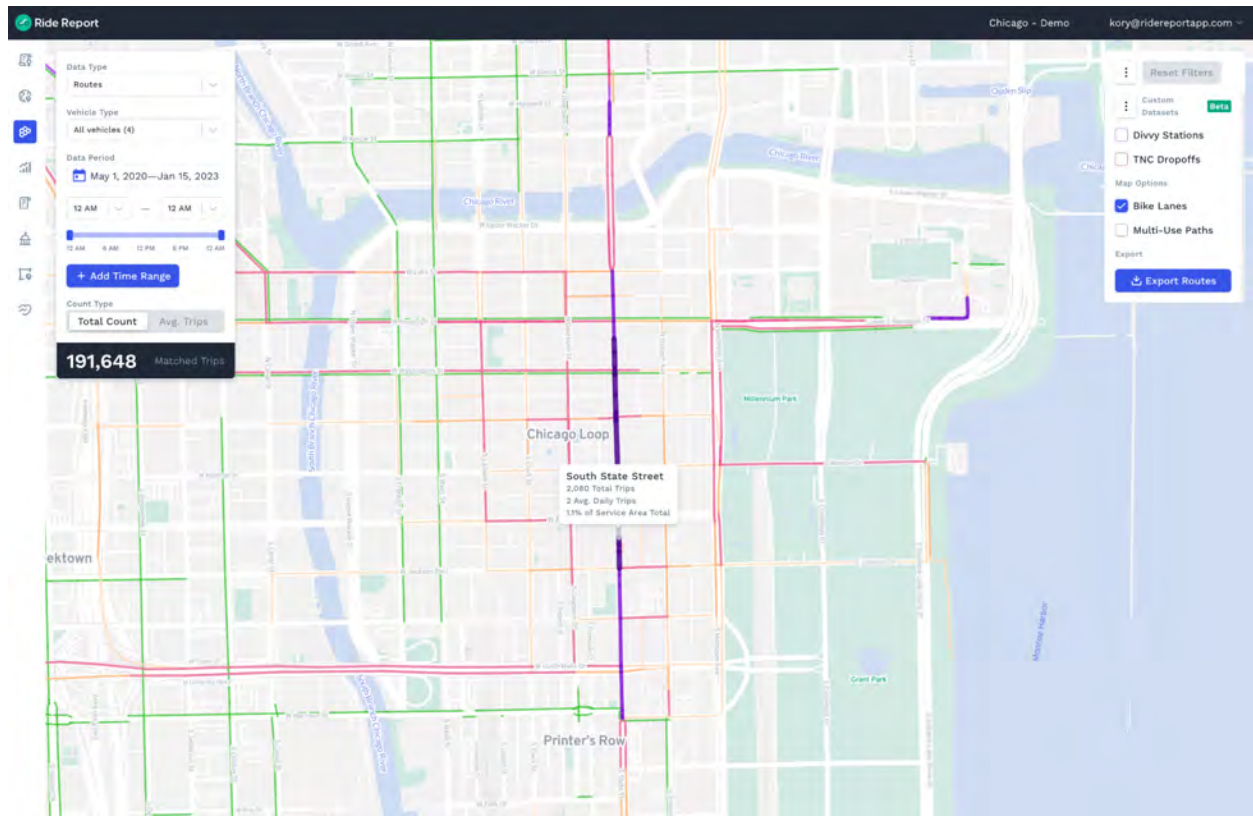
Ride Report's platform features several solutions designed to help city staff understand travel patterns, evaluate existing shared trip volumes, understand where and when trips are happening, and support the development of new infrastructure.

Route Heatmaps

Ride Report displays aggregated trip data through **Route Heatmaps** in order to demonstrate new and existing infrastructure performance, ridership trends, and details about specific street segments, aggregated to as few as 5 trips. The routes feature can be filtered by date period as well as time(s) of day, and enables you to easily identify common routes, segment level corridor volumes, and density of trip activity.

Existing bike lane and multi-use path infrastructure can be overlaid along with custom data sets, such as high crash corridors, collisions, census-tract data, voting districts, etc, to provide

a clearer picture of route activity in the context of existing infrastructure. These tools can help use data to inform the ongoing development and evaluation of the infrastructure.

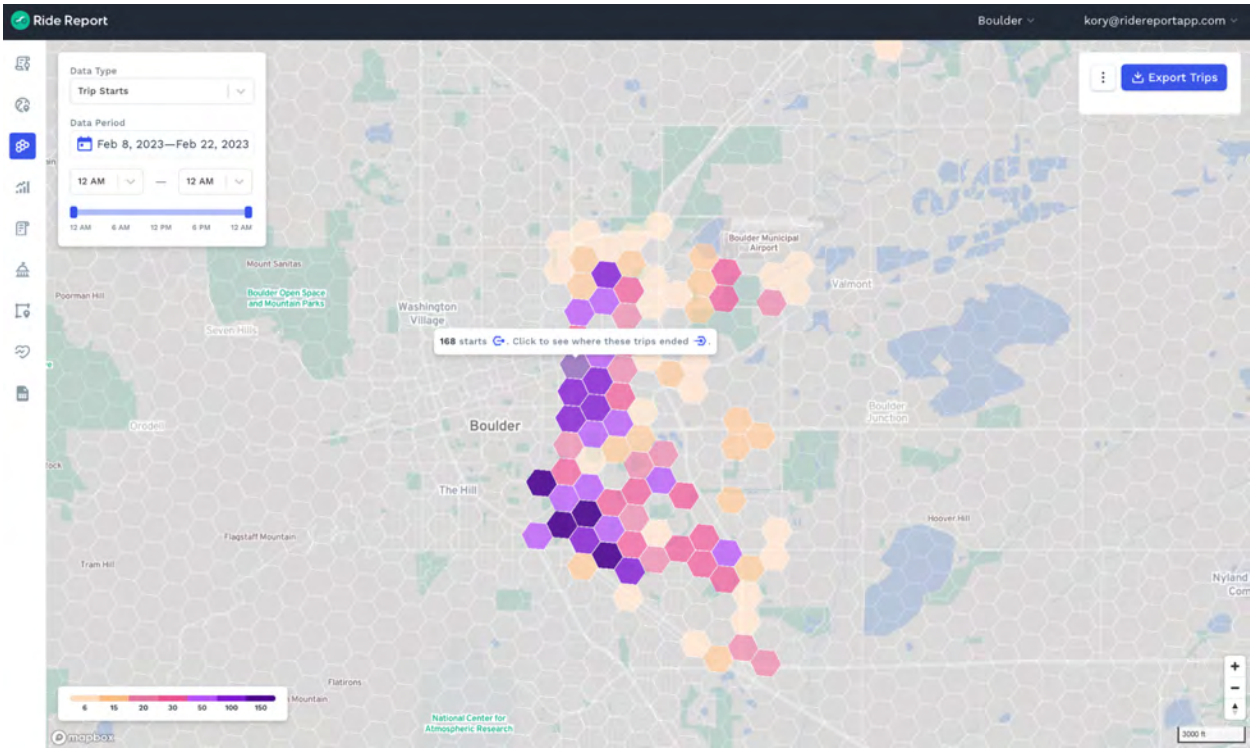


Example heatmap visualization of rider travel patterns with segment level trip volumes and Bike Lane layers

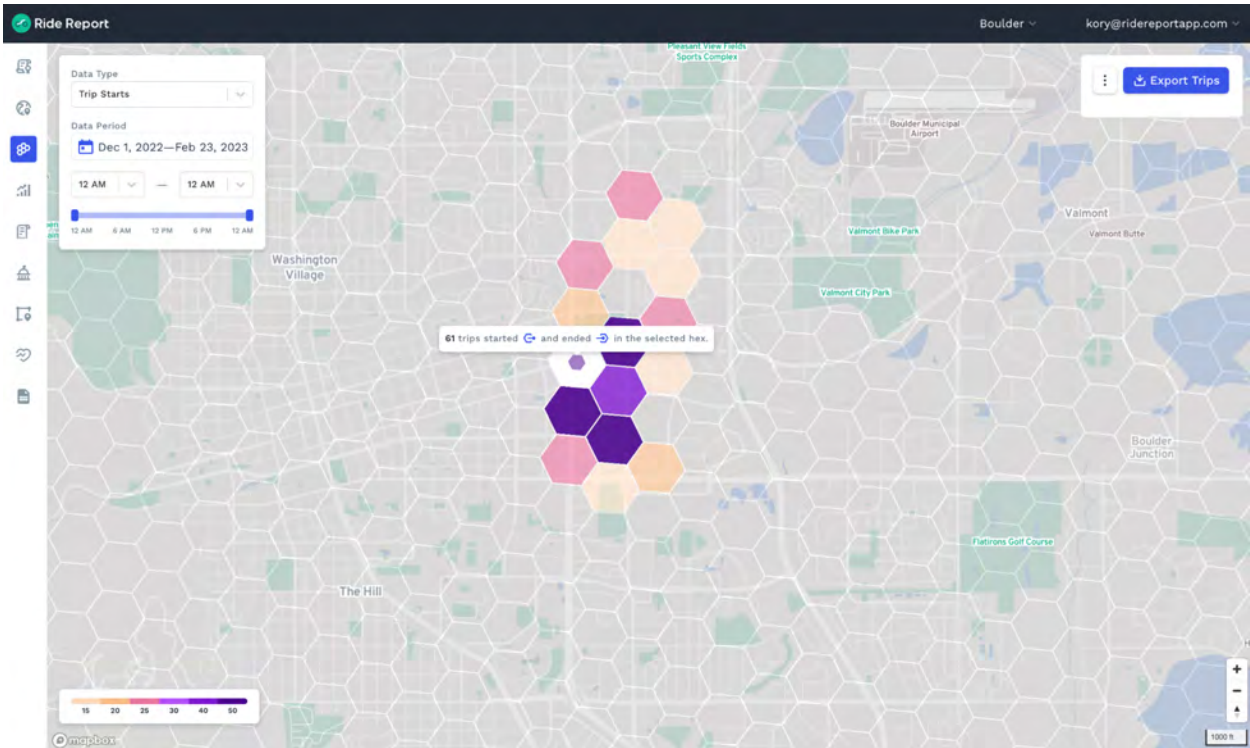
Origin Destination Aggregate Pairing

Ride Report provides high-level travel pattern analysis via **Heatmaps of linked trip origins/destinations** (trip starts/ends) across custom time periods to show travel density patterns. Ride Report uses a hexagonal grid approach to visualize trip starts/ends while protecting rider privacy.¹ Each hexagonal grid can be selected to visualize the other end of the connected trip. This toolset can be leveraged by city staff to identify key origin and destination areas that may be underserved or isolated from the network, and quantify trips that are taking place between locations.

¹ More on the hexagonal grid approach can be found at <https://eng.uber.com/h3/>.



Aggregate visualization of high density trip start hex bins in Boulder

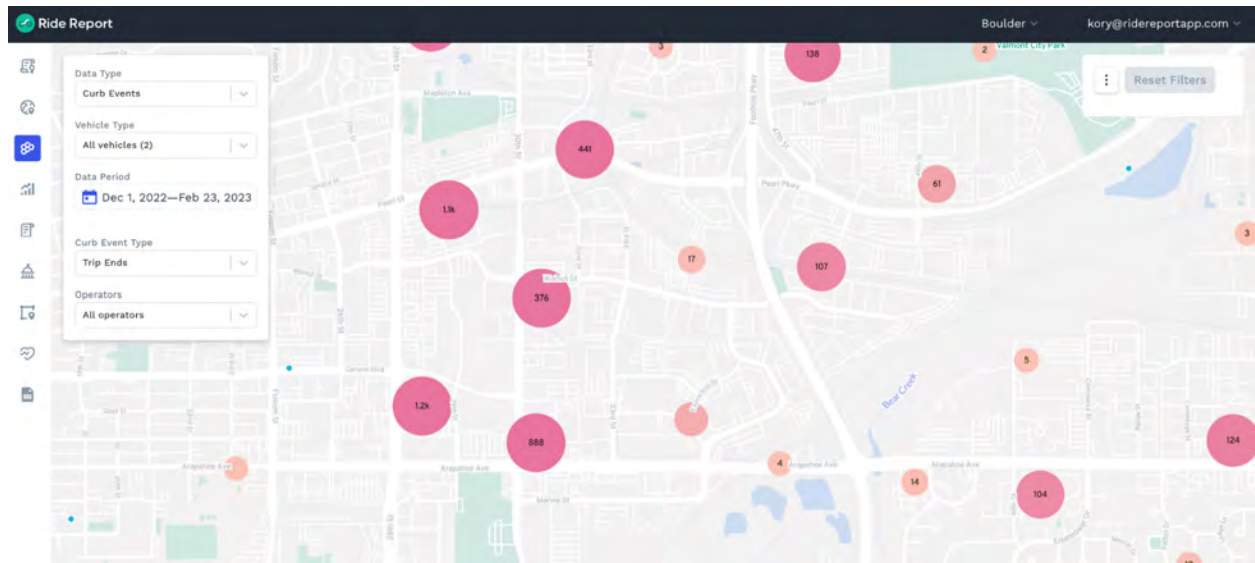


Distribution of trip end locations that started in the white hex bin

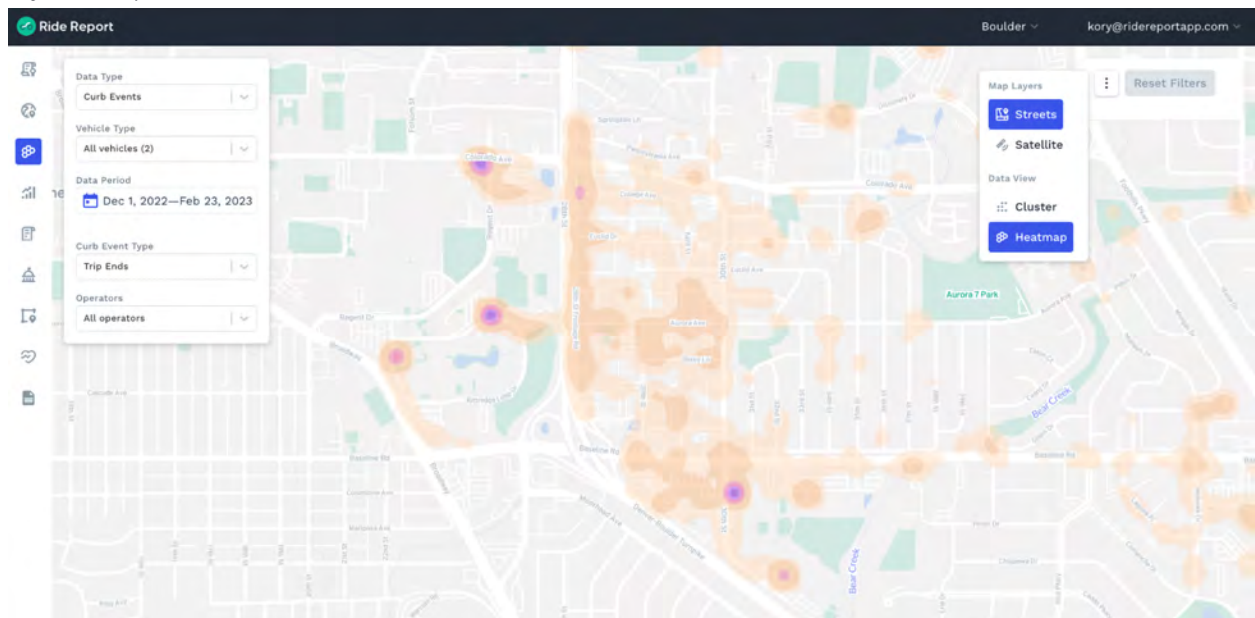
Curb Events

Ride Report’s **Curb Events** solution will enable the City of Grand Junction to see precisely where trips originate and terminate at the block and sub-block level, along with operator deployment

locations. Zoom in to see exceedingly precise trip start, end, and deployment locations by vehicle type. This functionality can be used to assess ideal locations for future parking investments, or heatmaps of high density start or end of trip areas. Overlay additional data sets to see how current parking behaviors are aligning with existing parking infrastructure.



Dynamic trip end clusters in Boulder



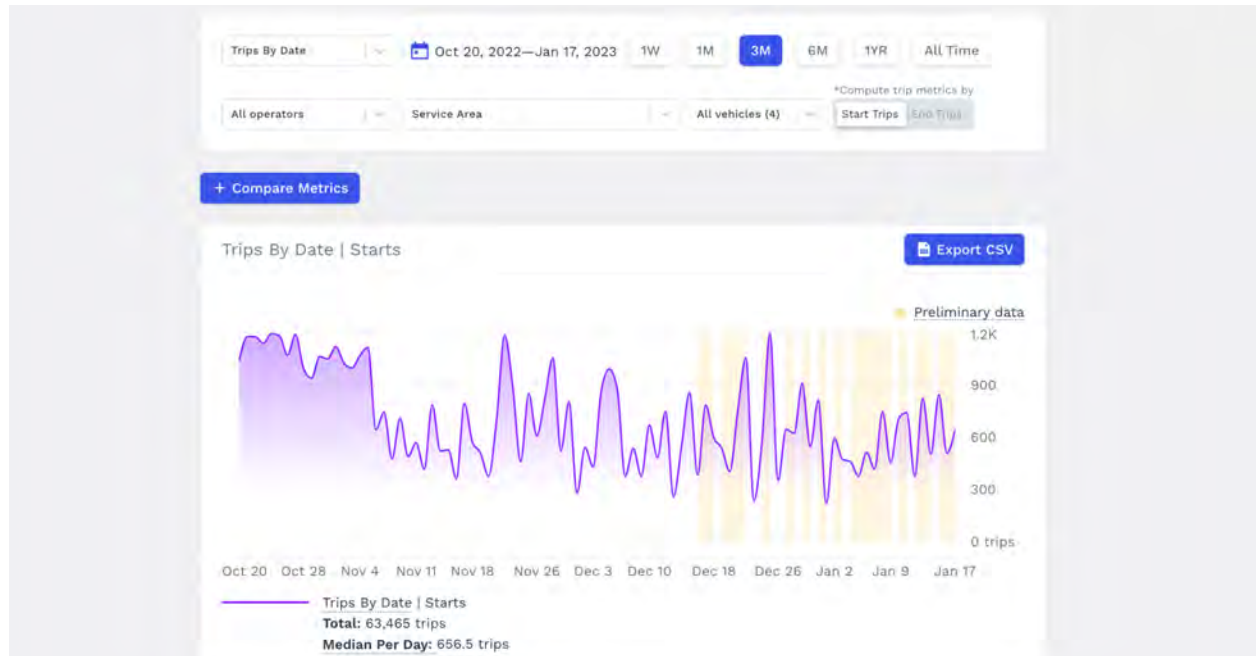
Heatmap of high density trip start locations in Boulder

Analyze

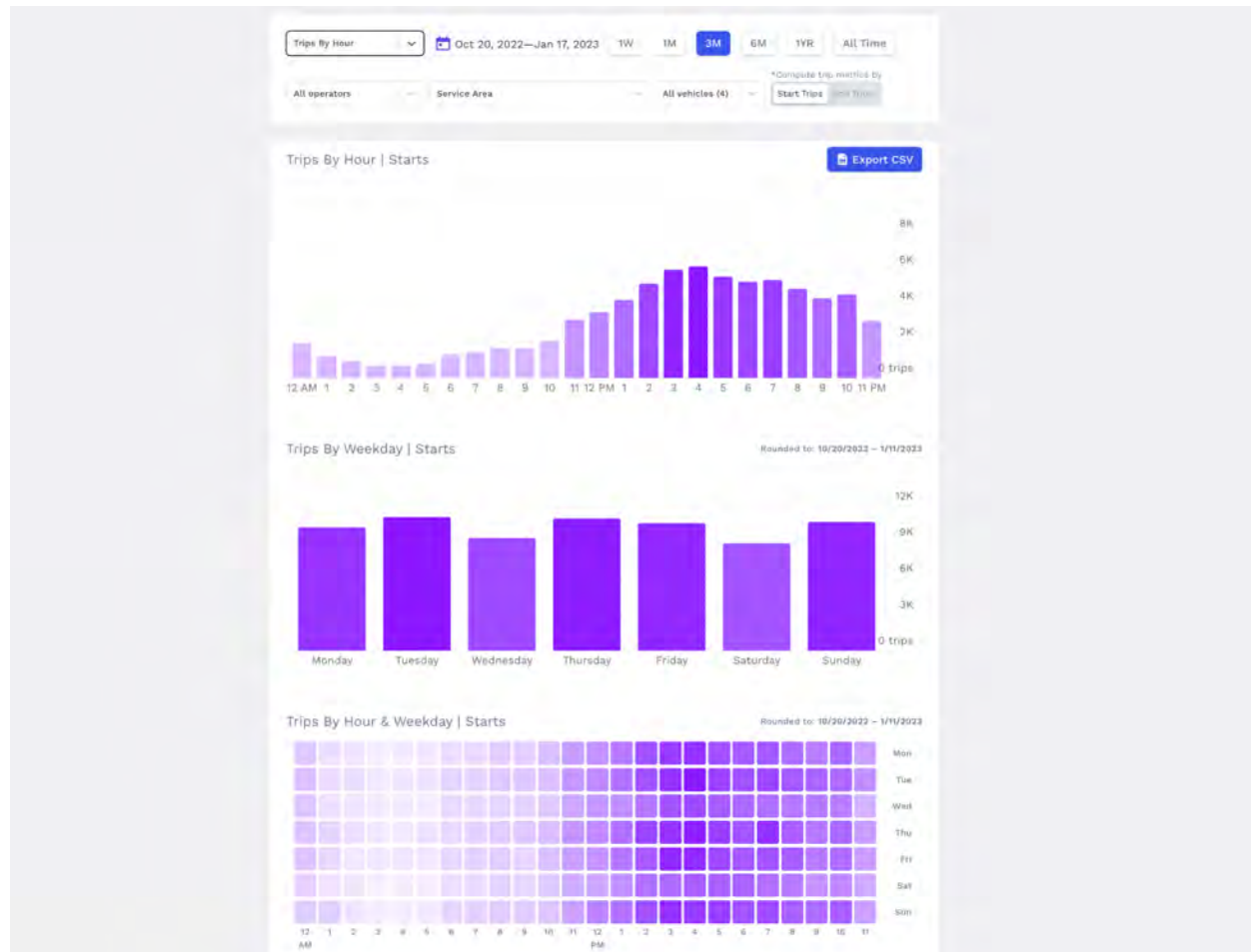
Ride Report's **Analyze** feature creates presentation-ready (“screenshot-able”) graphs and charts for a variety of metrics including trips per day, trip duration, trip distance, trips per hour, trips per vehicle per day, average vehicle idle time, and much more. All features are filterable by operator and/or area of interest over the course of a given day or set of days. Metrics can also be

compared to one another (e.g., trip starts vs. vehicles available) for a rich understanding of performance.

This feature is one of the most frequently used by our city customers as it provides a rich understanding of program performance overtime and trends without needing to reconstitute charts or graphs. Simply toggle to a custom date range, 1 week, 1 month, 3 months, 6 months, or all time and screenshot or print-to-PDF these charts and share them out.



Analyze visualizing total trips over the previous three months



Analyze module visualizing trips by hour, weekday, and day/hour

Data Exports

Ride Report supports custom data exports via our web-based interface throughout every module of your dashboard. In **Reports** and **Analyze**, you can easily select multiple variables including geographies, operators, vehicle types, and date ranges to create custom reporting information that can then be exported to CSV for further analysis. In addition, **Realtime** supports CSV exports of realtime vehicle queries, whereas **Heatmaps** enables exports of geospatial data in GeoJSON, ArcGIS JSON, and CSV. The **Fees** module enables exports of invoices in pdf format, with supporting documentation exportable via CSV, and the **Areas** module enables exporting of custom areas in GeoJSON. City staff will be able to use, amongst other software programs, Adobe Reader, ArcGIS, and Excel tools for viewing and manipulating exported data sets.

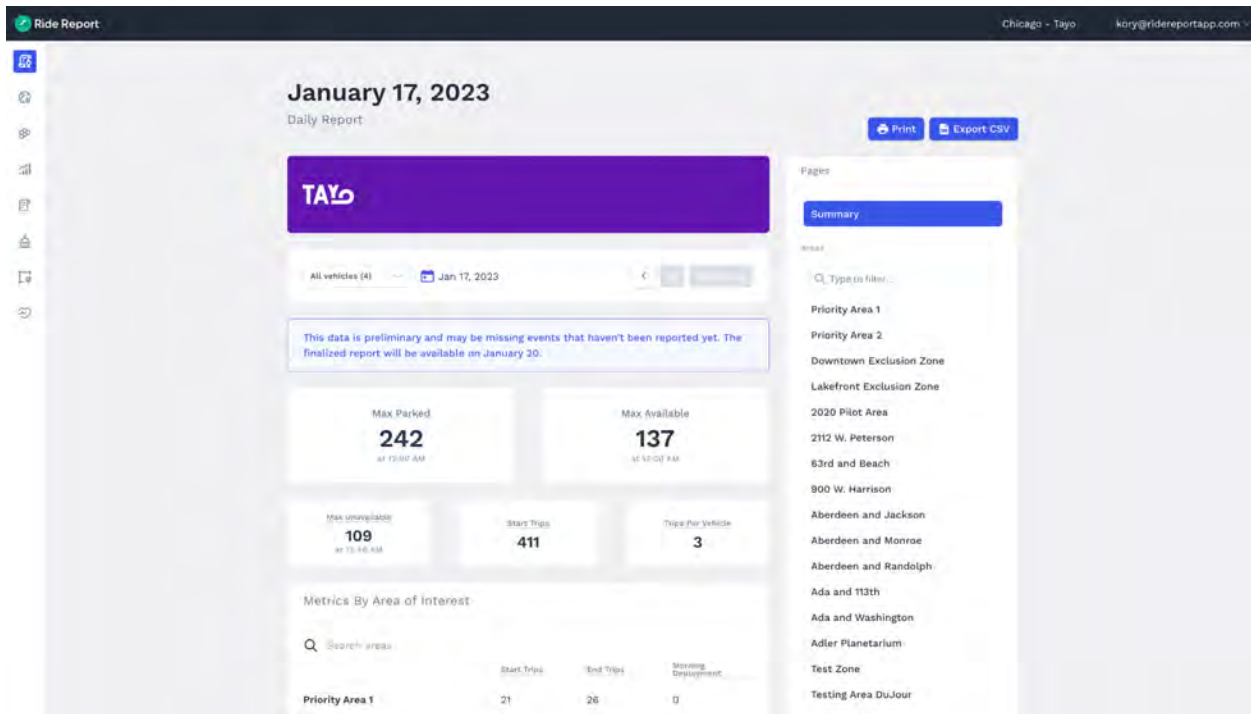
Geofence Management

Ride Report's platform was built uniquely to streamline communication between city's and operators, and that extends throughout our tools from area creation to geofence management.

Operator Dashboard

Ride Report provides the industry's only free **Operator Dashboard** to facilitate better program communication between our city partners and their operators. Each of Grand Junction's

operators will have access to a mirror platform with only their data. City staff can choose to automatically share new policies and geofences directly with operators via the platform, which enables Ride Report to be the program’s single source of truth.



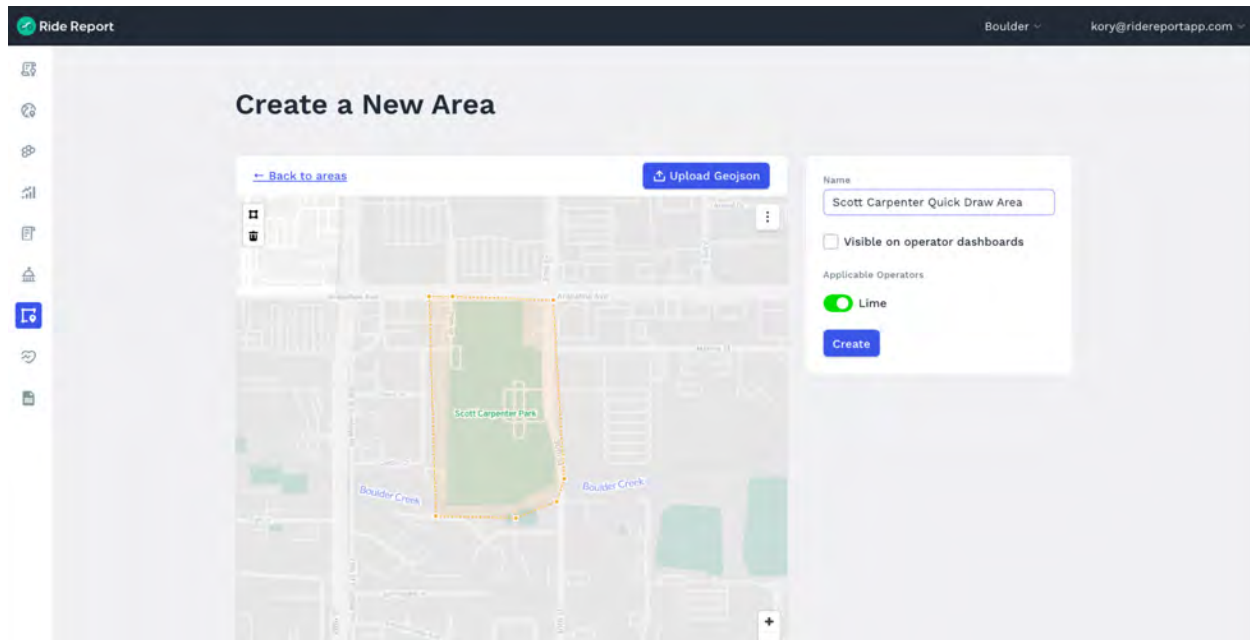
Example Operator Dashboard for fake operator “Tayo”

Areas of Interest

Ride Report’s **Areas** feature enables city staff to self-draw, or upload, new areas of interest (geofences) to the dashboard. New areas are automatically backfilled with data and instantly viewable in **Realtime** maps.

Any approved user can easily access pre-loaded files or upload GIS based files to instantly create and overlay new policies, monitoring zones, or reporting areas. Ride Report’s team is also available to help create or upload more complex areas.

Once a new geofence is created, city staff have the option to share that geofence directly with all or select operators via the operator dashboard, enabling the operator to download that geofence directly and implement the area into their operations.



Quick draw area creation, or upload GIS file and share directly with operators

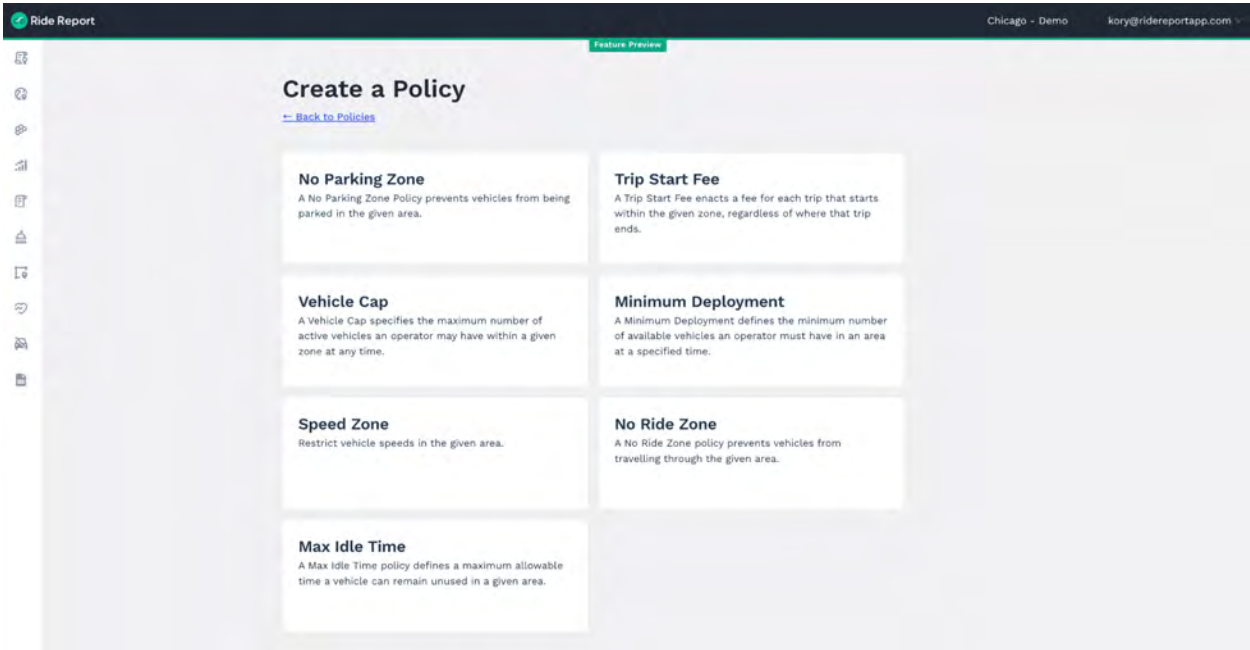
Policy Compliance and Fee Management

We understand its a priority for the City of Grand Junction to proactively manage program requirements, priority deployment requirement areas, and other program policies.

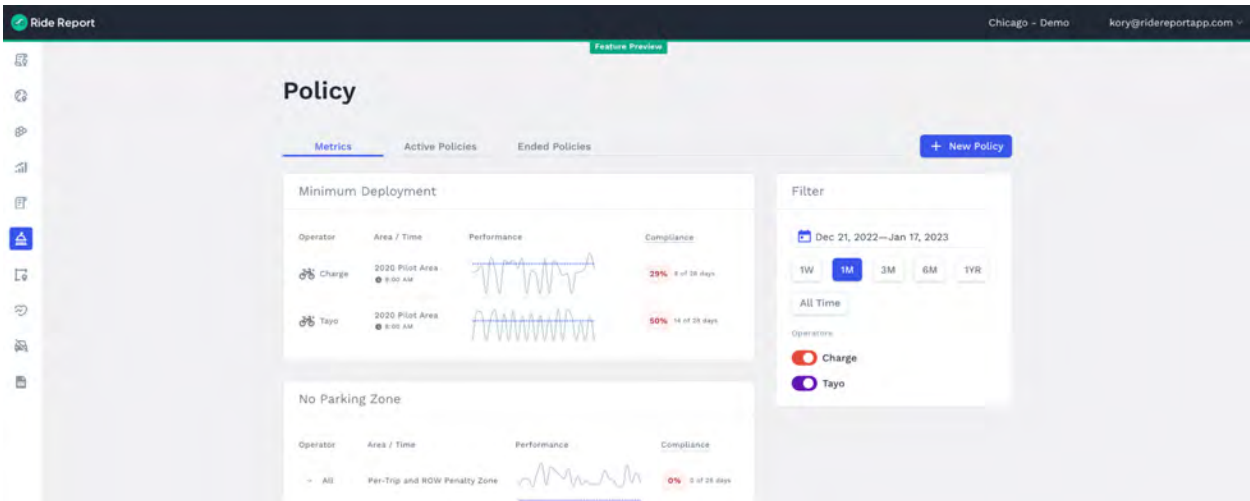
Policy Module

Ride Report's **Policy** Module enables the City of Grand Junction to create policies on demand ("self-serve") in your dashboard, including deployment requirements in equity areas, no riding zones, no parking zones, fleet minimums and maximums, no/limited deployment zones, and vehicle Idle time policies. Each policy can be customized to specific geofences, date ranges, times of day, days of the week, and vehicle type. These policies are automatically communicated out to the operators via the Operator Dashboard provided to Grand Junction's operator partners, ensuring a seamless delivery and monitoring of program rules.

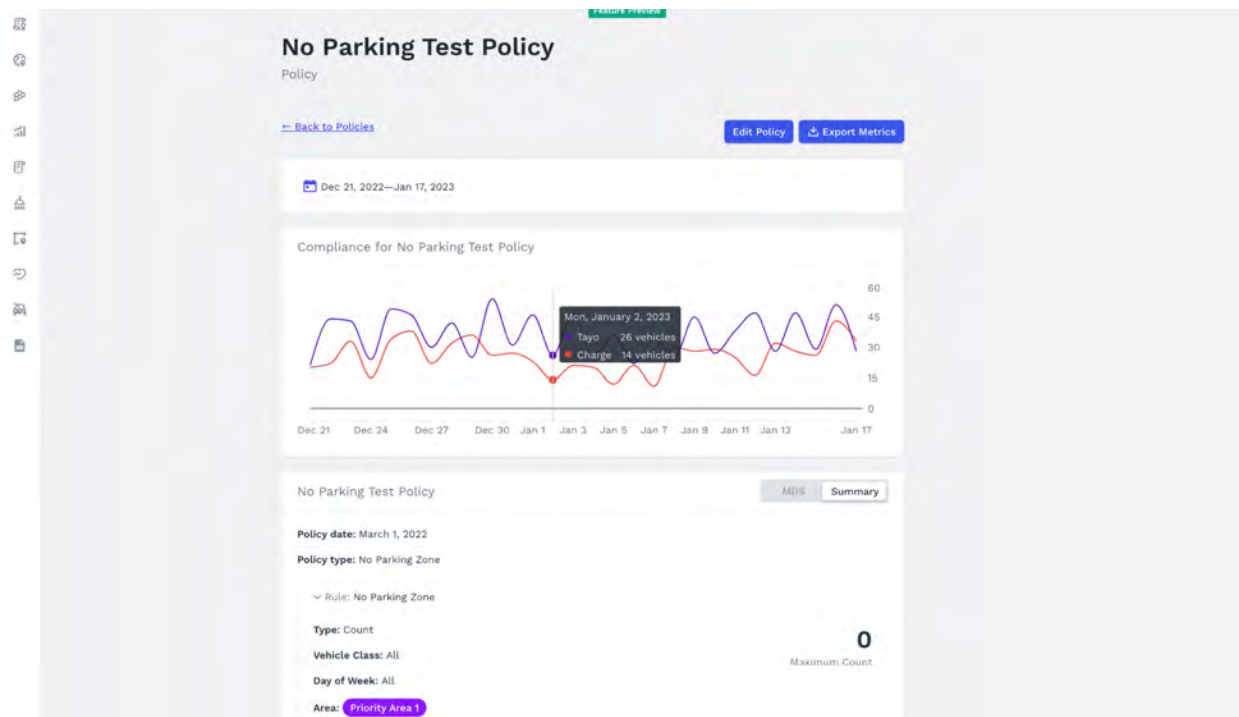
Operator compliance can be tracked seamlessly in several ways, including quick insights via the **Metrics** feature, where policy compliance is viewed visually over dynamic date ranges of your choosing. Additionally, policy compliance is provided directly to your inbox via automated email reporting, and compliance can also be viewed by policy and area dynamically within the **Realtime** module.



Self-serve policy creation tool



Visualized historic policy compliance by operator, policy, and custom date range

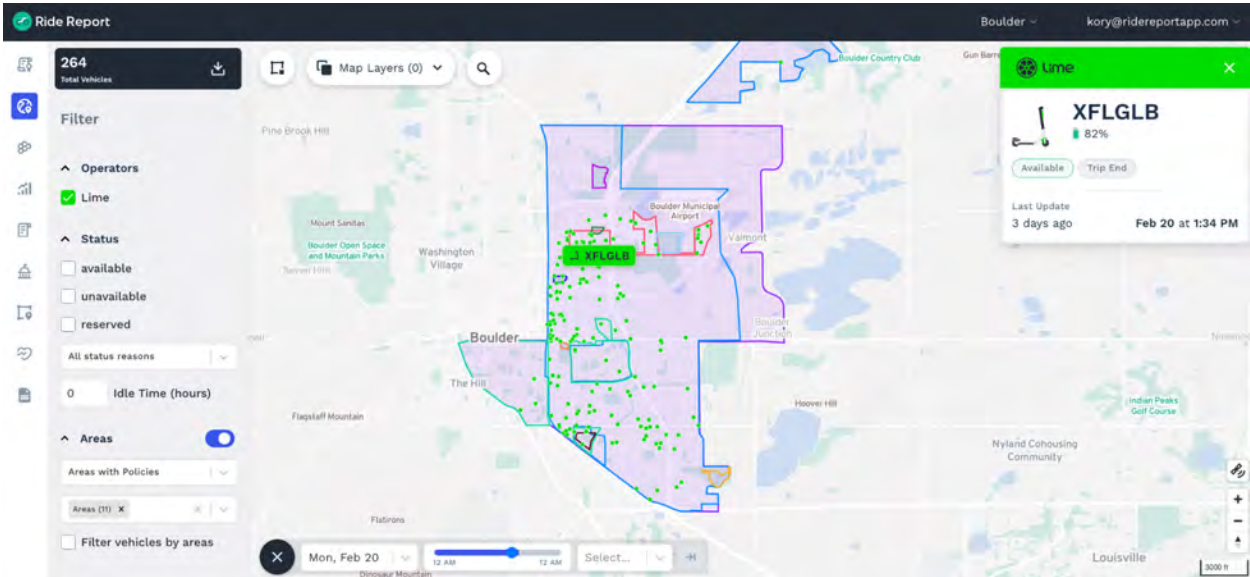


Daily compliance with No Parking Zone Policy

Realtime

Ride Report's **Realtime** module surfaces live locations for all shared mobility vehicles in a given geography. This uses MDS vehicle endpoint data while cross-referenced with status change data for accuracy. The **Realtime** module shows each vehicle's real-time status, location, state of charge, time elapsed since the last status change, last parked image (if provided by the operator), and unique vehicle ID. This data can also be filtered by operator, device type, device availability, status reason, time on the right of way without a status change, and area of interest.

Our leading **Realtime** map functionality includes several new and innovative features. The first, a "rewind" function, that enables you to view vehicle location and information for the previous 100 hours; this can be useful if staff are made aware of a specific incident or complaint after it occurs, or want to better understand parking patterns during events. Other features include search functionality for addresses and landmarks, dynamic quick draw areas to count vehicles in realtime that may be out of compliance, ability to layer on data sources such as bike rack or vehicle crash locations, and integrated program policy displays within selected areas. This module is mobility optimized for field crews, and also allows the ability to download a list of vehicles based on filters set in the dashboard to capture a snapshot in time.



Realtime vehicle location and information, with custom geofence overlays in Boulder

Program Fees

Ride Report pioneered the industry's **first** data solution for operator fee and subsidy payments, and our **Fees** module enables the City of Grand Junction to set and track fees, subsidies, and penalties and automatically create invoices for their operator partners, all within the dashboard if it so chooses. Our system not only allows the city to print-to-PDF an invoice for their operator partners but also includes a digital paper trail of all trips occur ring in case any questions arise related to the fees owed or subsidy payment. Since this feature launched in Fall 2020, Ride Report has helped cities globally collect over \$5.8 million in shared mobility program fees, and proudly, without a single operator dispute. Ride Report is currently tracking the per trip fees for a number of programs, including the City of Boulder City of Portland, Austin, Wellington, Atlanta, Milwaukee as well as in the Sacramento Region. We also calculate carshare fees for Austin, Denver, and Portland. The fees module will enable Grand Junction to track and calculate its per trip fees, as well as test different future revenue options for the program.

The screenshot displays the Ride Report dashboard for Chicago - Demo. The main section is titled 'Charge, October 2022' and shows a 'Fees breakdown' table. The table lists various fee types, unit counts, unit prices, and amounts. A 'Print' button and an 'Export Data' button are visible at the top right of the table.

Fee Type	Unit Count	Unit Price	Amount
Per Trip Fee Pilot Area	1,355	\$0.15	\$203.25
Per Trip Penalty Outside Pilot Area	2,820	\$0.30	\$846.00
Per Trip Subsidy Priority Areas	1,361	-\$0.05	-\$68.05
Right of Way Fee Priority Areas	2,375	\$0.05	\$118.75
Right of Way Fee Pilot Area	6,856	\$0.10	\$685.60
Right of Way Penalty Outside Pilot Area	113	\$0.50	\$56.50
Total Fees			\$1,842.05

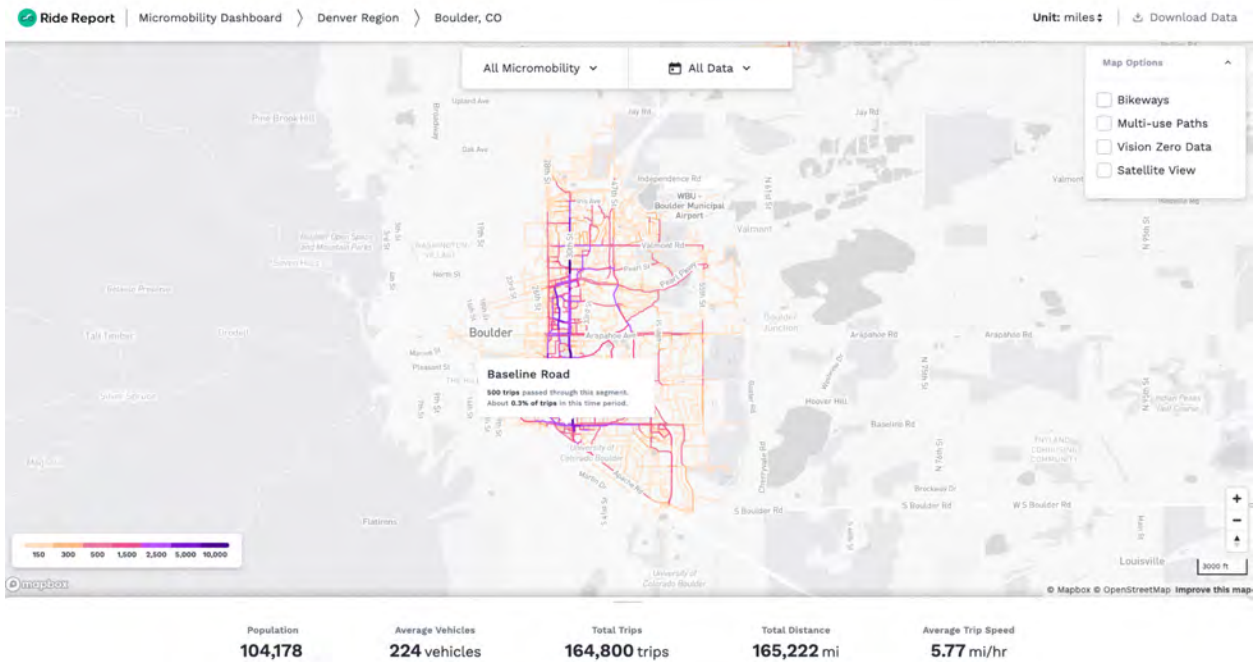
Example monthly invoice, automatically generated with various fee and subsidy types

Global Micromobility Index

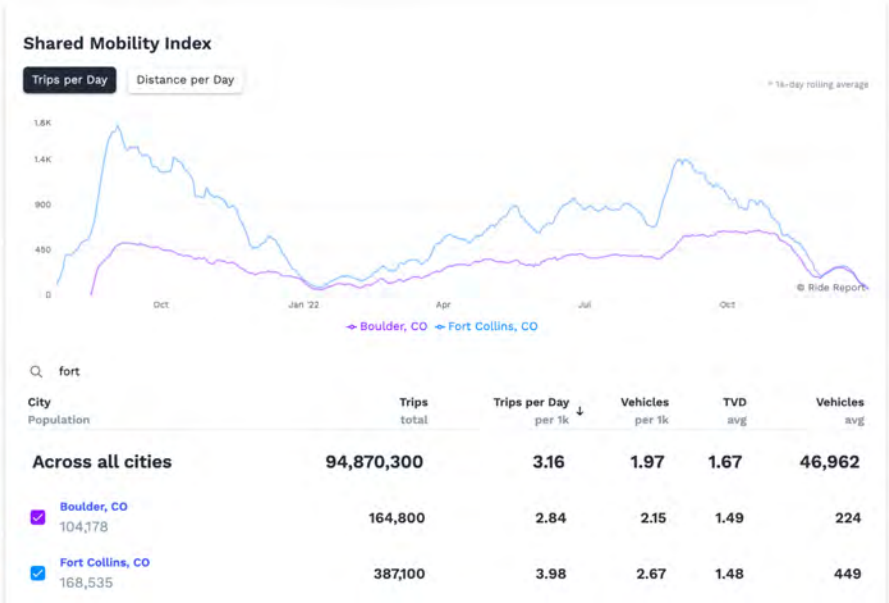
Joining the Global Micromobility Index

Ride Report built the industry first [Global Micromobility Index](#) and public interface for shared mobility relying on MDS data. This is a quickly-evolving tool that makes shared mobility data publicly accessible for the first time, and enables cities to benchmark their program with peer cities globally. To date, we have implemented 53 cities and five regional public dashboards, including the several cities in the [Denver Region](#), [Fort Collins](#), and soon Colorado Springs; we anticipate launching many more this year. The dashboard provides aggregated route analyses as well as high-level trip volume information, and also enables the City of Grand Junction to share and visualize its policy areas with the public if it chooses to do so. Public users are able to filter and export aggregated summary data by vehicle type and quarterly date range.

Each public dashboard has become a key policy tool for our city partners to communicate the success and impact of their programs, while building strong relationships with community advocates and researchers. For example, the City of Austin deprecated their own open data portal in favor of our solution, and you can find it [embedded on the City of Austin’s shared mobility services webpage](#). The public dashboard is accessible via a public link, and is used by our city partners to drive [community engagement](#), program input, and [provide data and transparency](#) to researchers and advocates interested in the region’s shared mobility landscape. Further, we’ve negotiated with all major operators as part of our operator data sharing agreements, “shareable metrics” to facilitate the sharing of your program data where appropriate.



Boulder Public Dashboard



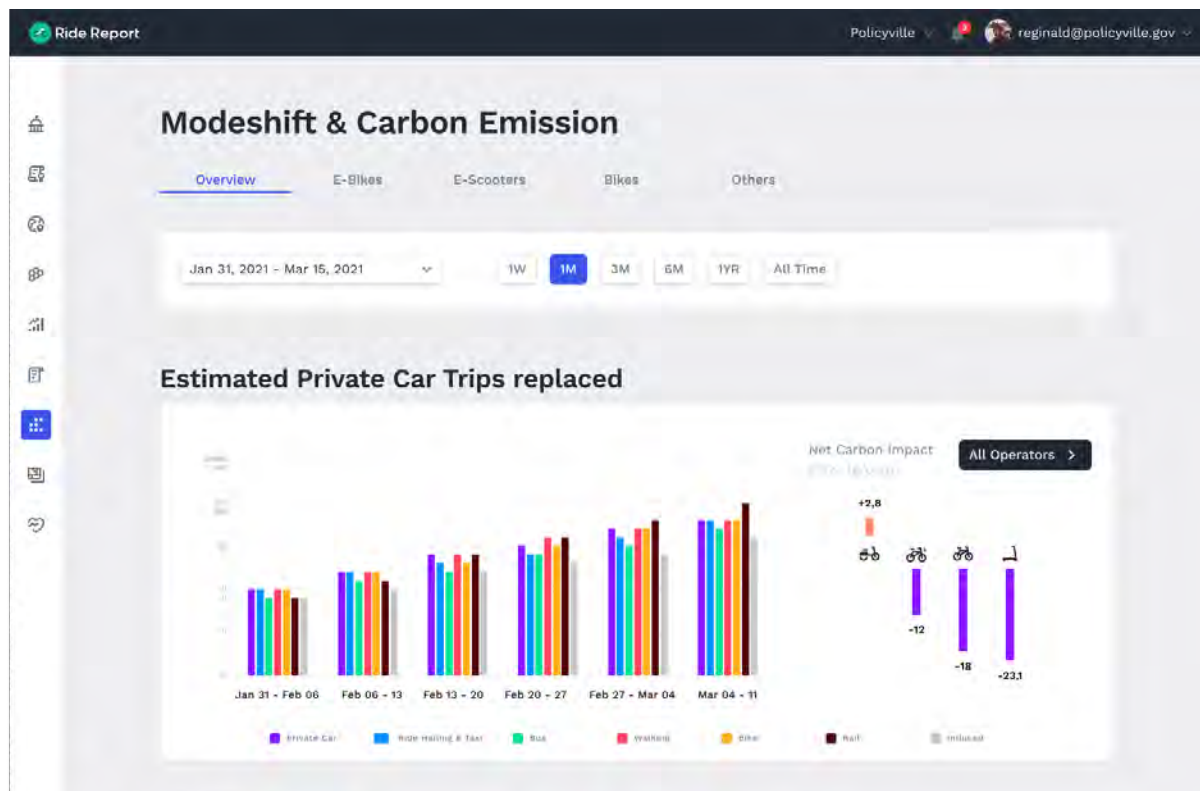
Global Micromobility Index, with the ability to compare and benchmark program metrics with other cities

Additional Innovation Opportunities

Modeshift and Carbon Emission Reduction

Ride Report is developing the industry’s first carbon measurement feature. This toolset is being developed in collaboration with councils and shared operators to create a methodology for councils to evaluate shared mobility’s impact on carbon emissions savings within their area.

The City of Grand Junction will have early access to this feature, which will enable city staff to quantify and estimate micromobility’s impact in reducing carbon emissions, replacing car trips taken, and resulting additional physical activity.



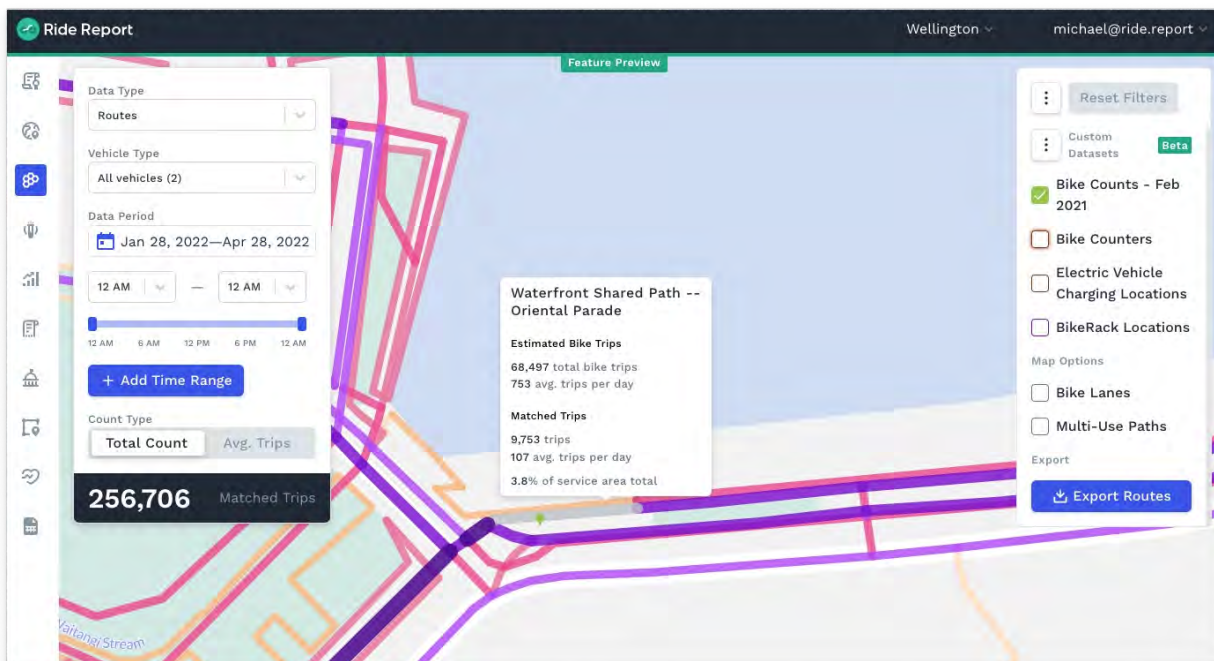
Modeshift and Carbon Emissions tool development

Active Transportation Counts Platform

Shared e-scooters and bikes only represent one slice of active transportation picture, and our goal is to build a solution that leverages a breadth of data sources and machine learning to provide accurate **active transportation counts** (both shared and private) for your **entire network**.

Currently under development, the Active Transportation Counts Platform provides a comprehensive source of truth for all micromobility activity in a given geography across shared **and** private vehicles. We're moving the industry beyond manual counts and hardware, and developing advanced machine learning models and dashboard tools that integrate hardware sensors, mobile apps, manual counts, MDS, and other data sources.

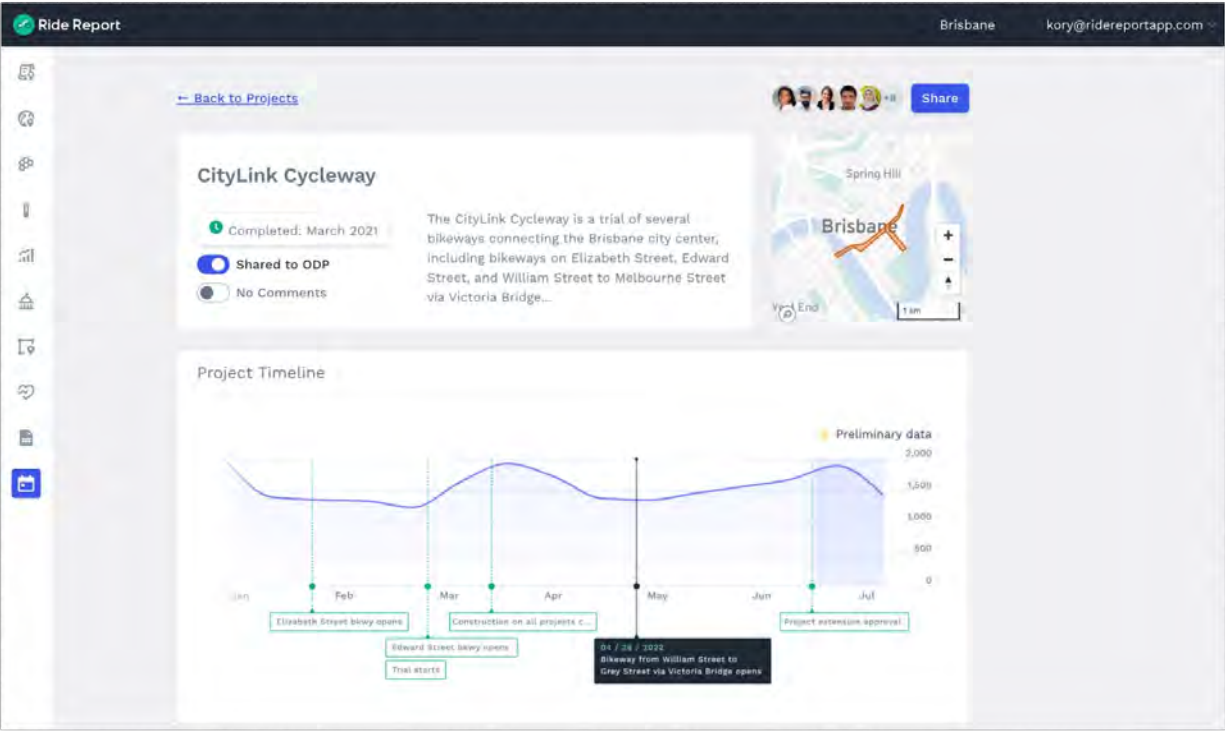
We are excited about the opportunity to partner with you on the development and future of [active transportation counts](#).



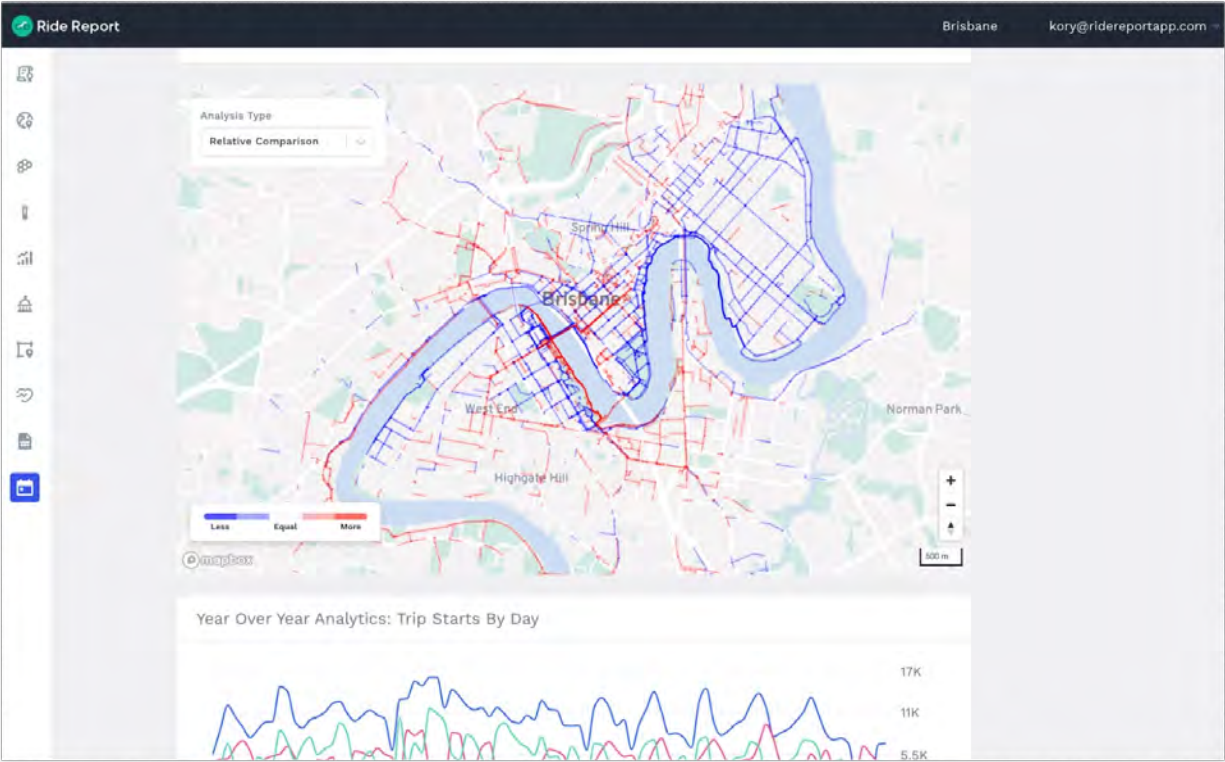
Wellington's estimation of active transportation counts down to the street-level.

Project Analysis

Ride Report is also working towards an evolution of the dashboard whereby staff - and potentially the public via our Public Dashboards - will be able to view **Projects** or **events**, including pre and post project analyses. In the screenshots below, Ride Report modeled milestones and analyses of [Brisbane's CityLink Cycleway](#) infrastructure project, in support of this client's new cycleways; this capability could also be leveraged to isolate program activity during events. We look forward to bringing the City of Grand Junction into our future development of project and event analysis.



CityLink Cycleway Project milestones in Brisbane



Pre/Post analysis showing relative comparison of route usage and year over year analytics

Cost Proposal

A detailed description of our pricing can be found below. The costs below includes unlimited users at the City of Grand Junction

Product	Description
Micromobility Data Software Platform	<p>\$12,500 / 18 months</p> <p>Ride Report's premiere shared mobility software platform and full feature set.</p> <p><u>Key Features</u></p> <ul style="list-style-type: none"> ✓ Reports to view historical program information ✓ Realtime mapview with "rewind" functionality ✓ Heatmaps of trip routes and linked origins/destinations ✓ Curb events analyzes visualizing block and sub-block operator deployments, and trip starts and ends ✓ Analyze trip duration, distance, by the hour and per day, total trip distance, and much more ✓ Policy to digitally represent program rules, monitor compliance, and communicate geofences with operators ✓ Areas of Interest that can be drawn or uploaded via GeoJSON to manage geofence requirements ✓ Data Health to audit operator MDS data quality ✓ Unlimited user accounts for city staff ✓ Continuous product improvements delivered every two weeks at no additional cost <p><u>Customer Support</u></p> <ul style="list-style-type: none"> ✓ Designated customer success and policy team to address program performance and deliver ongoing project outcomes, including monthly customer success meetings if desired. ✓ Initial onboarding and two hour training with all key stakeholders and staff users, which will also be recorded. ✓ Data health support and triage

Public Dashboard	Included with Shared Mobility Management Dashboard Ride Report's Public Dashboard is used by public agencies to engage public and community stakeholders, provide high-level information about program success metrics, benchmark program metrics against peer cities, and to garner program acceptance by supporting advocacy and research. <u>Key Features</u> Use the open data portal to easily visualize a public facing heatmap of rider travel patterns, with the ability to overlay existing infrastructure like bikeways and multi-use paths. Visualize ridership trends over the life of the program and share program metrics aggregated on a quarterly basis, including: <ul style="list-style-type: none">✓ Average Trip Distance✓ Average Trip Duration✓ Average Trips per Day✓ Average Speed✓ Average Available Vehicles✓ Total Trips✓ Total Distance✓ Visualize policy areas
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**We hope to *get
rolling* with you!**

Kory Young
Kory@ridereport.com
616-648-4249

