



Department Source: Public Works

To: City Council

From: City Manager & Staff

Council Meeting Date: September 8, 2020

Re: Operating Agreement for Implementation of a Shared Active Transportation Operation between The Curators of the University of Missouri, on behalf of Columbia Campus, the City of Columbia, Missouri and Bird Rides, Inc.

## Executive Summary

Authorizing the City Manager to execute an operating agreement with The Curators of the University of Missouri, Columbia Campus and Bird Rides, Inc. for shared active transportation operations within Columbia corporate boundaries, which includes University of Missouri properties.

## Discussion

In July of 2019, The University of Missouri and the City collaborated to hire Walker Consultants to assist in preparing an RFP for a joint venture for a one-year pilot program for the regulation of the operation and use of shared active transportation. The pilot period was intended to help the University and City determine whether the program supports desired mobility goals, such as:

- Make more efficient use of physical infrastructure through data analytics and to support healthy communities
- Learn, adapt, and be innovative in responding to changing demand
- Improve access to employment and services for underserved communities
- Promote transportation options and encourage non-auto-oriented mobility
- Assist in solving the “*first mile-last mile*” access to transit

At the September 16, 2019 Council meeting, staff prepared a report informing Council the intent for the City and University to jointly solicit proposals from qualified vendors in providing services for the one-year pilot. Through public engagement and program evaluation, the City and University will determine whether, and under what circumstances, small dockless vehicles will be permitted to operate after the pilot program.

On December 19, 2019, the University issued a request for proposals for furnishing and delivery of shared active transportation for the University of Missouri and the City of Columbia, with proposals due on January 24, 2020.

On February 20, 2020, City staff and University staff jointly reviewed and scored on four (4) proposals using a matrix of different weighted criteria, some of these included:

- Type and specification of vehicle deployed
- Specific tracking system, data collection, vehicle communication
- Deployment & collection times, storage operations



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- Hours of customer service and field support
- Maintenance plan, staffing plan and team responsibility
- Geofencing capabilities and plan for achieving coverage and balance of vehicles
- Safety training & marketing plan
- Contact information for local representative

The outcome of the review scoring revealed that Bird Rides, Inc. could best provide the service as mandated in the RFP. During contract negotiations in March, 2020, COVID19 closed the University campus and all discussions were put on hold.

The University of Missouri, City of Columbia, and Bird Rides, Inc. are ready to move forward with a contract for the upcoming fall season. The initial terms of this agreement shall be one (1) year commencing on the effective date. Depending upon the outcome of the pilot review, it is subject to automatic renewals, unless earlier terminated as provided in the terms, and in no event shall be binding beyond three (3) years from the effective date.

## Fiscal Impact

Short-Term Impact: Per the agreement, Bird Rides, Inc. will pay an initial fee of \$10,000 each to the City of Columbia and the University of Missouri and \$2.00 per deployed scooter in operation each day, to be split 50/50 with the University.

Long-Term Impact: Unknown at this time

## Strategic & Comprehensive Plan Impact

### Strategic Plan Impacts:

Primary Impact: Infrastructure, Secondary Impact: Secondary, Tertiary Impact: Tertiary

### Comprehensive Plan Impacts:

Primary Impact: Infrastructure, Secondary Impact: Inter-Governmental Cooperation, Tertiary Impact: Mobility, Connectivity, and Accessibility

## Legislative History

Date	Action
9/16/2019	REP77-19 Report for joint venture between City and University to regulate shared active transportation of small dockless vehicles for a one-year pilot
05/6/2019	REP41-19 Contract Compliance and Other Information Related to Bird Scooters



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11/19/2018	Ord. 023714 Authorizing the City Manager to sign interim operating agreements with Bird Rides, Inc. and Pony Scooter, Inc. for implementation of a shared active transportation operation.
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## Suggested Council Action

Pass the ordinance authorizing the City Manager to execute an Operating Agreement for Implementation of a Shared Active Transportation Operation between the City of Columbia, Missouri, The Curators of the University of Missouri, Columbia Campus, and Bird Rides, Inc.