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**Chapin Spencer**  
Director of Public Works

**MEMORANDUM**

**TO:** Transportation, Energy & Utilities Committee

**FROM:** Robert Goulding, Public Information Manager, Public Works  
Nicole Losch, Senior Planner, Public Works

**DATE:** March 23, 2021

**CC:** Chapin Spencer, Director of Public Works  
Cindi Wight, Director of Parks, Recreation & Waterfront

**RE:** Shared Mobility Update

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Affordable, sustainable transportation choice is a key feature of Burlington's efforts to improve and enhance its transportation network. We have continued to work with partners toward transitioning the region's existing traditional pedal bike share fleet to an all electric fleet. When we briefed you in February 2020 about our region's partnership with Gotcha Mobility, we expressed cautious optimism that our vendor would have an e-bike network ready to launch in 2020. It turns out that our caution was warranted. After the vendor's acquisition, reorganization and recommitment over the last winter, we have given them a final chance to launch the e-bike network this Spring 2021.

**BACKGROUND**

In June 2019, City Council approved a contract for DPW to enter into an agreement with shared mobility company Gotcha and regional partners consisting of the Chittenden County Regional Planning Commission (CCRPC), Chittenden Area Transportation Management Association (CATMA), the University of Vermont (UVM), Champlain College and the cities of Winooski and South Burlington. This contract called for 200 e-bikes spread out across the Chittenden County area - with the largest concentration in Burlington.

At the time, newly levied tariff issues led to significant delays and prevented Gotcha from launching in 2019. After our 2/2020 briefing to the Transportation, Energy & Utility Committee (TEUC) the coronavirus pandemic took hold across the globe shutting supply chains and leading to significant e-bike industry "headwinds." As the 2020 season wound down Gotcha was unable to provide an e-bike fleet. Burlington's partners explored a Request for Proposal to

evaluate if there were other industry participants who could provide an e-bike network in near term with the specific flexibility and contract requirements we required.

While there were some potential candidates, Gotcha's assets and debts were bought by Bolt Mobility. Bolt is a better capitalized e-bike provider and has agreed to launch in Burlington with flexibility, prior contract commitments and by keeping a Chittenden County based employee to manage the network. We have decided to work with them, pending a successful Spring 2021 launch. With City Attorney guidance, we have continued to navigate this contract and roll-out. As a reminder, the contract provides this micromobility service to the public at no cost to the participating municipalities.

### **CONTRACT PROVISIONS**

To ensure this contract was representative of our community's values, we had already required certain conditions during negotiations in 2019. These included:

- A provision that this contract could be terminated after 1 year if the vendor did not meet our expectations
- Adherence to Key Performance Indicators (see attachment C)
- Technology-enforced speed restrictions on the Waterfront Greenway (see attachment A)
- Livable wage paid to all area employees.
- Discounted pricing for community members with less economic means (see attachment B)
- Signage at one waterfront location reminding users that the bike motor would shut off before the Colchester causeway and encouraging them to instead use a local bike shop. (see attachment A)
- To introduce in the future gradually increased pricing so as to discourage recreational rides OR demonstrate in writing that this technology was not possible for the system

Additionally, we have recently taken the following supplemental steps to further direct the vendor to structure the system towards serving a transportation purpose:

- Received commitment from the vendor to eliminate the hub at the bottom of College Street that in prior years had appeared to generate a large percentage of leisure trips
- Received commitment from the vendor to place signage at all central waterfront hubs about the e-assist not working on the Colchester Causeway and to encourage bike rentals from a local bike shop
- Urged the vendor again to implement escalating pricing to encourage turnover and discourage longer recreational rides while reminding them that having escalating pricing would be a positive consideration for extending their contract past the first year
- Urged the vendor to establish more hubs in Burlington residential neighborhoods

### **NEXT STEPS**

As of this writing, Bolt reports that they are having e-bikes delivered to Vermont in the month of March and are preparing their paperwork for permitting approvals for network stations in Burlington and the surrounding communities. When bikes are in market and permitting

paperwork is submitted, we plan on signing this contract. We have been clear with Bolt's leadership that if they don't launch in Spring 2021, we will move on from this partnership.

Feel free to reach out to either of us with any questions.

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## ATTACHMENT A - BURLINGTON SPECIFIC CONDITIONS

- 1. Waterfront and Greenway.** Operator shall ensure that the speed limit for the electronic assistance function of all Shared Mobility Devices supplied under this Agreement shall be limited to no more than the (10) miles per hour when a Shared Mobility Device is being used within the Burlington Waterfront or on the Burlington Greenway.
- 2. Church Street Marketplace.** Operator shall ensure that the electronic assist function of any Shared Mobility Device operating on the Church Street Marketplace is automatically disabled once the Shared Mobility Device enters the Church Street Marketplace.
- 3. Limitation of Waterfront hub locations.** No station shall be located west of Battery St and within 750 feet of College St.
- 4.** Operator shall provide signs at any permanent docking stations adjacent (within 600 feet) to the Waterfront Greenway that say, at a minimum, "The motor on these bikes will cease to operate outside of the bike-share system limits, and therefore will not be operational on the Causeway. For long recreational rides, please contact one of Burlington's terrific bike rental shops"
- 5.** Prior to expiration of the initial term and 60 days prior to possible renewal, Operator shall provide the City a statement detailing its efforts to integrate escalated pricing into its fee structure, including whether or when escalated pricing will be included as a feature. The City reiterates to Operator that this is an important feature and will be evaluated as one condition of renewal

## ATTACHMENT B - User Fees for Initial Launch

### User Fees for Initial Launch

The following fee schedule is reflective of the initial fees to charge Users decided by the parties and are subject to change from time to time upon mutual agreement of the Parties.

Pay as You Go	\$1.00 to unlock, \$.35/min
Annual Plan	\$99.99/year Includes 30 minutes of free ride time per day \$.35/min after free ride time is used All unlock fees waived
Student Annual Plan (UVM, Champlain, UVMCC only)	\$39.99/year Includes 30 minutes of free ride time per day \$.35/min after free ride time is used All unlock fees waived
CATMA Annual Plan	\$69.99/year Includes 30 minutes of free ride time per day \$.35/min after free ride time is used All unlock fees waived
Bolt Forward Equity Plan / Military Rate	50% off Pay as You Go per minute rate

\*All pricing reflects use of e-bicycles only

\*\*Bolt reserves the right to adjust pricing

**ATTACHMENT C -- Key Performance Indicators**

<b>Performance Indicator</b>	<b>Description</b>	<b>Measure Period</b>	<b>Measured Unit</b>	<b>Threshold</b>
<b>System Reporting</b>	Monthly reports and limited Admin access provided.	Monthly/Annual	See below	See below
<b>Device Availability</b>	Number of devices available for use in a day relative to the number of bicycles in the system	Average monthly	E-bicycle	200
			E-scooter (if implemented)	200
<b>Device Maintenance and Inspection</b>	Number of devices receiving a weekly maintenance inspection	Monthly	% of devices in service	80%
<b>Station Maintenance and Inspection</b>	Stations receiving a cleaning and inspection	Twice per month, no more than 21 days between inspections	% of stations	80%
<b>Device Response Time</b>	Time to respond to reported deficient, damaged, or unclean station components of devices.	Any given point in time/monthly	Complaint response time.	12 hours
<b>Website/Mobile App in Service</b>	Percentage of time that the website and mobile app are in service	Any given point in time/ monthly	% of total minutes per month	99%

<b>Customer Service Availability</b>	Contractor will maintain a toll free customer service number from 8a-8p (live response), and a 24/7 after- hours service (message). Customer complaint and resolutions should be tracked through a system.	Any given point in time/monthly	Hours	95%
<b>Customer Service Response Time</b>	Response time between customer inquiry and complaint resolution plan	Any given point in time/monthly	Complaint acknowledgement response time. Resolution plan response time. Measured in hours.	24 hours or less
<b>Device Distribution</b>	See below	See below	See below	See below

**Redistribution.** CATMA will work with Bolt to identify High Priority Areas based on station usage per day and peak times of usage. Distribution will be critically timed to increase the probability that each High Priority Area has sufficient bicycles available. Prior to the full launch, Respondent and the CATMA will agree to designate High Priority Areas. Additionally, Bolt and the CATMA shall agree to allocate a set minimum of the total bicycle fleet to the various priority areas specified at peak days and hours.