

Combined Shared E-scooter and E-bike Permit Selection Process

Micromobility Permit Program

Selection Process Timeline

Preliminary Consultation with Kelowna Program Staff – Until December 17th

Staff will be available for a call individually with prospective applicants to discuss the application process and 2022-2024 permit season. Questions answered will be posted in a summary document as an addendum to the application materials currently available. [Sign up here](#) to reserve your timeslot.

Applications Due - February 7th, 2022 (4 pm PST)

Instructions for permit application submission are found in the *Micromobility Permit Program Version 1.4* document. Applications are due by February 7th, 2022 at 4 pm PST.

Permit application fees (500\$ per application) are to be mailed to the address below and received by February 14th, 2022 (4 pm PST).

*Attn: Kamil Rogowski
City of Kelowna
Integrated Transportation
#104-346 Lawrence Ave
Kelowna, BC
V1Y 6L4*

E-scooter and E-bike Demonstration - February 14th, 2022

Permit applicants will be required to deliver one vehicle of each type to Kelowna for field testing (delivery address same as above). If multiple vehicle types (e.g. e-scooters and e-bikes) are identified in the application, one of each will need to be made available for testing. Devices must be received at the Integrated Transportation Department office no later than February 14th at 4 pm PST.

Applicants will be required to, as much as possible, have the vehicles demonstrate the technology features defined within the permit program and any additional features identified in their respective permit applications. Information will be provided with select restricted areas to be programmed as well.

Permits Issued - March 7th, 2022

This is the target date for the City to issue permits for the 2022-2024 permit season.

Earliest Launch for New Permit Holders - April 20th, 2022

Permit will be valid from April 20th, 2022 to April 19th, 2024.

Scoring Rubric for Applications

Initial Screening

Staff will review each application against the Initial Screening Requirements shown in Table 1. Applications are not scored during the Initial Screening process. Initial Screening is simply a pass/fail determination as to whether an application meets the minimum requirements to continue in the evaluation process.

Table 1: Initial Screening Requirements	Yes/No
Application Completeness Is the submitted application complete, with no missing components, and submitted by the February 7 th deadline?	
Signed Waiver Has the applicant signed the waiver?	
Minimum Qualifications Does the application demonstrate the ability to meet or exceed all of the terms and conditions of the Micromobility Permit Program - Version 1.4 identified in Section IV (pg.14-25)?	
Meets Described Device Specifications Does the applicant's proposed device(s) meet the device specifications set out by the Micromobility Permit Program in Section IV.C. Device Specifications (pg.15) as well as all federal, provincial, and municipal regulations for the device types?	
Sample Devices and Fee Has the applicant submitted the application fee and at least one fully functioning device for each device type in the application for Staff to test ride by the February 14 th deadline?	

City of Kelowna staff reserve the right to request clarification from applicants prior to rejecting an application for failure to meet the Initial Screening Requirements. Clarifications are limited exchanges between the City and an applicant for the purpose of clarifying certain aspects of the application, and will not provide an applicant the opportunity to revise or modify its application.

Applications that receive a "No" for any of the requirements will be disqualified. Applications that receive a "Yes" for all the Initial Screening Requirements will proceed to the next step of the evaluation process, described below.

Evaluation Process

Permit Applications will be scored according to the five categories shown in Table 2. Only items listed below will be scored. Scored evaluation criteria primarily reflect the City's priorities for shared micromobility in Kelowna. Up to 20 points can be earned for each category. Only the top two scoring applicants will be awarded permits.

Category	Points
Climate and Congestion	20
Safety	20
Equity	20
Device Demonstration	20
Experience and References	20

Applications will be scored using the following rubric. Applicants must receive an average score across the review panel of 5 or greater for each category, or will be disqualified from further evaluation.

- "0" points will be given to responses that do not demonstrate how they will achieve the objectives of each category.
- "5" points will be given to responses that demonstrate the minimum level of commitment and ability to address the objectives of each category.
- "10" points will be given to responses that demonstrate a moderate level of commitment and ability to address the objectives of each category.
- "15" points will be given to responses that go beyond typical solutions, include significantly more detailed approaches and/or demonstrate a higher level of commitment and ability to address the objectives of each category.
- "20" points will be given to responses that include robust, unique, or innovative approaches and demonstrate the highest level of commitment and ability to address the objectives of each category.

While scoring guidance is given for each category below, it is not intended to be exhaustive. Applicants that propose other ideas or methods that the City of Kelowna concludes will address the category objectives may also receive higher scores.

Congestion and climate – 20 points

A key objective of Kelowna's Micromobility Permit Program is to help take cars off the road. Applications should describe how their service will help take cars off the road, reduce greenhouse gas emissions, and reduce the growth of traffic congestion.

Example topics within the climate and congestion category include:

- **Car trip replacement:** Strategies to increase the number of trips that replace car trips.
- **First/last mile integration with transit:** Strategies that utilize shared mobility service to help extend the reach of transit, helping to address the "first/last mile" problem.

- **Reducing life-cycle environmental impacts:** Strategies to reduce the greenhouse gas emissions (GHG) per kilometer associated with the service, including emissions from program operations and the life-cycle emissions of shared mobility devices. While shared e-scooters and e-bikes are already a low-carbon and sustainable mode, minimizing the GHG emissions associated with operations and increasing the lifespan of each vehicle can help bring further reductions. Proven strategies to lower GHG emissions include, but are not limited to:
 - *The use of recycled raw materials in vehicles*
 - *A longer lifespan for shared vehicles*
 - *Efficient deployment and rebalancing with electric vehicles and cargo e-bikes*
 - *Charging models that utilize swappable batteries, charging stations or better battery life*
- **Service Area:** Strategies to help make the service available to as many residents as possible and maximize trips taken by shared mobility, including service area boundaries, and approach to deployment and rebalancing.
- **Partnerships and coordination:** Potential for developing partnerships and delivering seamless service across lands where the City does not control the public right of way (e.g. Kelowna International Airport, Okanagan College and UBC Okanagan). Applicants that can demonstrate their expertise and ability to deliver service across a variety of jurisdictions/institutions within a single market will receive higher scores.

Safety – 20 points

A key objective of Kelowna’s Micromobility Permit Program is to ensure shared micromobility services move people in a safe way. Applications should describe how their service will help educate users on the rules of the program and ensure vehicles are ridden and parked safely and properly.

Example topics within the safety category include:

- **Education:** Strategies to educate users about the laws and guidance to keep themselves and other safe.
- **Proper parking and riding:** Plans to mitigate shared e-bike or e-scooter riders impeding access or impacting safety for people walking and people with disabilities, including escalating penalty structures for improper parking or riding. This includes the applicant’s approach to ensure available vehicles are safe and functional.
- **Infrastructure:** Approaches to supporting safe infrastructure for micromobility charging, parking and riding. Examples include advocating for, demonstrating or installing charging hubs, pop-up bike lanes, improved or expanded preferred parking areas, walk your wheels reminders, and/or demonstrations related to reimagining the use/allocation of street space.
- **Customer service:** Strategies to ensure the service is accountable to the public and that customer service is responsive and able to quickly resolve any concerns that may arise.

Equity - 20 points

A key objective of Kelowna’s Micromobility Permit Program is to ensure shared micromobility services are equitable. This means the service should be affordable, access is offered to historically underserved populations and high-quality employment opportunities are created for workers.

Example topics within the equity category include:

- **Pricing:** An easy to understand, affordable and transparent pricing scheme.
- **Low-income plans and access:** Quality of options to access the service without a smartphone or credit card, including approach for how people are made aware of these options and/or partnerships with social service organizations.
- **Service Area:** Approach for making the service available to multiple neighborhoods across the City of Kelowna, including low-income and underserved neighborhoods, and approach to deployment and rebalancing in these locations.
- **Community partnerships/programs:** Approach to developing community partnerships and providing options and incentives for key groups, such as health care workers, students, voters, etc.
- **Employment:** Approach to hiring, including employment type (independent contractors, staffing agency staff, or full-time employees) for maintenance/operations staff. The highest scores will be given to applicants that commit to employing primarily company-hired employees. Additional considerations include the quality of skill-building and training opportunities for field/operations staff, and approach to best practices regarding equal opportunity, local hiring, and fair wages.

Device demonstration – 20 points

Shared micromobility vehicles offered in Kelowna should deliver a comfortable, safe, and intuitive experience. Applications will be assessed on vehicle performance in a variety of scenarios including the performance of technology solutions both required as part of the Micromobility Permit Program and proposed by the applicant.

Experience and references – 20 points

The City is looking to build strong partnerships with the selected applicants over the two-year term. Through experience both in Kelowna and with other cities, applicants will be assessed on whether they have the necessary experience and ability to deliver quality shared micromobility service to the City of Kelowna if awarded a permit. Highest scoring applications will include detailed references.