**Exhibit A: Technical Matrix**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| QUESTION ID | QUESTION FORMAT | REQUIREDRESPONSES(unless marked as OPTIONAL) | VENDOR TECHNICAL QUESTIONS | RESPONSE |
|  |  |  | 6.1. PROJECT VISION |  |
| 6.1 | Short Answer |  | Please describe your overall vision for this project. |  |
|  |  |  | 6.2. QUALIFICATIONS |  |
| N/A | N/A |  | Please describe your organization’s experience and qualifications, including: |  |
| 6.2.1 | Short Answer |  | Number of systems and e-scooters worldwide and in North America, |  |
| 6.2.2 | Short Answer |  | Biographies and qualifications of lead team members, |  |
| 6.2.3 | Short Answer |  | An organization chart reflecting the entire company as well as the local team, |  |
| 6.2.4 | Short Answer |  | Length of corporate operation, |  |
| 6.2.5 | Short Answer |  | Major sources of financing, and |  |
| 6.2.6 | Short Answer |  | Related or ancillary business operations beyond e-scooter share systems. |  |
|  |  |  | 6.3. FINANCIAL CAPACITY  |  |
| 6.3.1 | Short Answer |  | Describe your organization’s financial and capital resources, including identifying parent owned company that allow you to deliver on your proposed plan and respond to unexpected challenges. |  |
| 6.3.2 | Short Answer |  | Demonstrate that your organization can provide the required number of e-scooters necessary to serve SDSU and City. If you are selected to enter into a contract, you may be asked to provide an Audited Financial Statement. |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  |  | 6.4. PROJECT PLAN AND TIMELINE  |  |
| 6.4.1 | N/A |  | Please provide a timeline of milestones for launch and implementation of the e-scooter share system, which shall include the number of e-scooters provided during the following four timeframes to both SDSU and City: |  |
| 6.4.1.1 | Short Answer |  | System launch, |  |
| 6.4.1.2 | Short Answer |  | The end of first three months of operation, |  |
| 6.4.1.3 | Short Answer |  | The end of the first year of operation, and |  |
| 6.4.1.4 | Short Answer |  | Any extension terms, assuming contract extension through those time periods. |  |
|  6.4.1.5 | Short Answer |  | Specifically, explain how you will monitor system effectiveness, customer satisfaction, and municipal relationships over time, and how you will use that information to adjust the operation of the system. |  |
| 6.4.1.6 | Short Answer |  | Please note the steps you will take to involve SDSU and City before and during the system launch, as well as after system implementation. |  |
|  |  |  | 6.5. SERVICE AREA & SYSTEM SIZE |  |
|   6.5.1 | Short Answer |  | Please include a minimum number of e-scooters guaranteed to be in SDSU and City’s service area at least once per day. |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  |  | 6.6. EQUITY |  |
| 6.6 | N/A |  | Please describe your approach to equity consideration in the e-scooter share system. Describe whether you offer the following features, such as: |  |
| 6.6.1 | Short Answer |  | Method to ensure availability of e-scooters in low-income individuals, |  |
| 6.6.2 | Y/N |  | Users can access system without use of a smartphone or other similar technology, |  |
| 6.6.3 | Y/N |  | Users can access system without use of credit card/debit card (i.e. can make cash payments), and |  |
|  6.6.4 |  Short Answer |  | Any other features of the system that serve low-income individuals. |  |
|  |  |  | 5.1 & 6.7. EQUIPMENT & TECHNOLOGY |  |
|  5.16.7.1 | Short Answer/ Attachment |  | Please describe in detail the equipment specifications and front- and back-end technology. Include screenshots if necessary. Submit any and all specifications of all e-scooters that would be provided to SDSU and City, including validation that the equipment meets all required safety requirements. |  |
| N/A | N/A |  | Please describe the following: |  |
| 6.7.1.1 | Short Answer |  | Description of process to rent and lock/unlock an e-scooter, |  |
| 6.7.1.2 | Short Answer |  | Mobile application services provided, |  |
| 6.7.1.3 | Short Answer |  | E-scooter reservation services provided, |  |
| 6.7.1.4 | Short Answer |  | Geofencing capabilities, and |  |
| 6.7.1.5 | Short Answer |  | Use of GPS technology. |  |
| 6.7.1.6 | Short Answer |  | Please note whether you make use of any propriety parts to help deter equipment theft and vandalism. |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  |  | 6.8 MAINTENANCE |  |
| 6.8.1 | Short Answer |  | Describe your regular maintenance schedule, including your plan for e-scooter replacement (as necessary). |  |
| 6.8.2 | Short Answer |  | Describe your method for addressing unanticipated maintenance issues. |  |
|  |  |  | 6.9 PARKING |  |
| 6.9.1 | Short Answer |  | Describe your plan and approach to parking e-scooters and whether you commit to the conditions required in Section 5.5: E-scooter Parking Requirements. |  |
| 6.9.2 | Short Answer |  | Please include a description of the technology and equipment you intend to utilize to manage e-scooter parking. |  |
|  N/A | N/A |  | Please describe how you intend to utilize the following parking management technology and equipment: |  |
| 6.9.2.1 | Short Answer |  | Virtual stations created via geofencing or other means. |  |
| 6.9.2.2 | Short Answer |  | Map of desired parking locations available on mobile app. |  |
| 6.9.2.3 | Short Answer |  | Describe any other parking management technology and equipment you utilize that is not noted above. |  |
| 6.9.2.4 | Short Answer |  | Please describe how you will encourage customers to park properly. |  |
| 6.9.2.5 | Short Answer |  | Please describe the process you will take to develop a parking siting plan for SDSU and City, noting what technology and/or physical elements you will utilize and how parking regulations will be communicated to users. |  |
| 6.9.2.6 | Short Answer |  | Please describe your plan for moving e-scooters that are parked incorrectly and your ability to comply with the parking regulations detailed in Section 5.7: E-scooter Parking Requirements. |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  |  | 6.10 CUSTOMER SERVICE |  |
| 6.10 | NA |  | Please describe your customer service plan, including the following: |  |
| 6.10.1 | Short Answer |  | Hours of operation, |  |
| 6.10.2 | Short Answer |  | Average wait time for live phone or email response, and |  |
| 6.10.3 | Short Answer |  | Languages provided. |  |
| 6.10.4 | Short Answer |  | Explain how customers can communicate maintenance issues, how you will respond, and your timeframe for response. |  |
| 6.10.5 | Short Answer |  | Explain how you will communicate to users who regularly violate e-scooter parking rules or otherwise misuse the system. |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  |  | 6.11 OPERATIONS |  |
| 6.11 | N/A |  | Please describe the following: |  |
| 6.11.1 | Short Answer |  | Number of local staff and full-time employees (FTEs), and their responsibilities, |  |
| 6.11.2 | Short Answer |  | Hours of service, |  |
| 6.11.3 | Short Answer |  | Local storage facilities, and |  |
| 6.11.4 | Short Answer |  | Service level commitments. |  |
| 6.11.5 | Short Answer |  | Please describe the frequency and nature of your rebalancing service. |  |
| 6.11.6 | Short Answer |  | Please explain how you will ensure that e-scooters remain generally available in areas of high customer demand, rather than concentrated in a relatively small number of locations. |  |
| 6.11.7 | Short Answer |  | Please describe the capabilities to geofence areas to enforce parking, speed, and no e-scooter zones. |  |
| 6.11.8 | Short Answer | OPTIONAL | Please describe safe operation guidelines that will be in place for users as referenced in Section 5.9. |  |
| 6.11.9 | Short Answer |  | Please describe your intent to remain in operation during the wintertime months. Describe your plan to work with Participating Communities to maintain operational standards during wintertime months, including your plan to manage e-scooters during snow emergencies. |  |
|  6.11.10 | Short Answer |  | Please explain how you will coordinate with existing issue reporting processes at SDSU and City, and what method of contact you will provide other municipalities that need to report issues. |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  |  | 6.12 MARKETING, ADVERTISING, ANDSPONSORSHIP |  |
| 6.12.1 | Short Answer |  | Please describe your plan to market the system before, during, and after launch within SDSU and City to generate ridership and promote use of the system. |  |
| 6.12.2 | Short Answer |  | Describe plans to secure additional non-ride related revenues such as sponsorship and advertising. |  |
| 6.12.3 | Attachment | OPTIONAL | If you are pursuing sponsorship or advertising, please show sample e-scooter with sponsorship and advertising placements, or digital advertisements via your website or mobile application. |  |
|  |  |  | 6.13 DATA ACCESS & REPORTING |  |
| 6.13.1 | Short Answer/Attachment |  | Show in detail the data you will provide to SDSU and City monthly, quarterly, yearly. |  |
| 6.13.2 | Attachment |  | Provide samples of these reports as referenced in Section 5.10. |  |
| 6.13.3 | Short Answer/Attachment |  | Describe your system for providing secure system applications and include all pertinent security compliance certifications. |  |
|  |  |  | 6.14 DATA SECURITY |  |
| 6.14.1 | Attachment |  | Please provide your most recent third-party PCI audits. |  |
|  6.14.2 |  Short Answer |  | Describe your method for ensuring security of user data (including personally identifiable information and credit card information). |  |
|  6.14.3 |  Attachment |  | Please provide your Attestation of PCI Compliance Certificate. |  |
|  |  |  | 6.15 VENDOR USE OF USERS' PERSONALLY IDENTIFIABLE INFORMATION |  |
| 6.15 | Short Answer |  | Please describe what, if any, user data you intend to collect, including personally identifiable information and credit card information. |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  |  | 6.16 CONTINGENCY PLAN |  |
| 6.16 | Short Answer |  | What is your contingency plan in the event that revenue or costs do not match projections? |  |
|  |  |  | 6.17 ADDITIONAL INFORMATION |  |
| 6.17 | Short Answer | OPTIONAL | Vendors are encouraged to provide any additional relevant information and recommendations for the Evaluation Team’s review and consideration. |  |