

ASPEN MOBILITY LAB

Request for Information (ROI) Instructions

Posted: September 16, 2017

Project Summary

The City of Aspen seeks to identify interested and capable mobility service, technology and program providers to participate in the Aspen Mobility Lab during a three-month period in spring/summer 2018. The City welcomes creative ideas that speak to your organization's ability to participate and to the unique ideas that you bring.

The City is open to ideas that can be provided both in-kind and ideas that require payment. This is an initial request for ideas and interest. Final providers will be selected from a formal RFP process in late 2017.

About the Aspen Mobility Lab

The Aspen Mobility Lab aims to accelerate innovation in community-wide transportation and mobility by providing integrated mobility solutions that increase mobility options, decrease reliance on single-occupant vehicles, promote long-term sustainability and effectively utilize public spaces during a three-month period in spring/summer 2018. The Aspen Mobility Lab is built on the principle of active collaboration among local governments, businesses, non-profits, residents and visitors, global mobility providers and national foundations. As a world-renowned destination, the Aspen Lab will have outsized impact by providing hands-on experience to visitors and leaders from around the globe, as well as examples and lessons learned to cities across the US.

The Aspen Mobility Lab will provide advanced options for ride-sharing and ride-hailing, e-bikes and traditional bikes, revitalized pedestrian zones and public spaces, groundbreaking micro-bus options, forward-looking commuting options including autonomous vehicle field testing and incentives for individual change – all integrated through a comprehensive education effort and mobility app to motivate people and employers to adopt new behaviors. The Lab will provide rich real-time data and feedback to track behavior change and adoption. Drawing on lessons from select pilot programs in over 25 cities worldwide, the Lab will create the most advanced community-wide pilot program executed to date.

Attachment A includes a detailed description of the Aspen Mobility Lab.



The Aspen Mobility Lab's Objectives

The Aspen Mobility Lab aims to achieve four objectives:

- **Multimodal Options.** Increase the number of people who ride transit, ride in high-occupancy vehicles, bike or walk by piloting a variety of innovative, reliable mobility services, technologies and strategies that will provide alternatives to single occupant vehicle travel and meet a variety of travel needs for users, including Aspen residents, commuters and visitors of all ages and abilities.
- **Safety, Comfort and Ease of Navigating.** Improve the comfort and ease of navigating Aspen's streets and address real and perceived safety concerns that make walking and biking more difficult.
- **Downtown Experience.** Create a high-quality downtown experience for residents, visitors and employees that contributes to increased economic vitality and supports mobility.
- **Air Quality and Noise.** Through the piloting of innovative services, technologies and strategies, the Aspen Mobility Lab will not negatively affect air quality or noise.

About the City of Aspen

Aspen is a world-renowned resort town with 6,000 residents, 20,000-30,000 commuters who travel to work in Aspen each day, and millions of visitors each year. Incorporated in 1881, Aspen has a historic downtown with wide streets surrounded by predominantly residential neighborhoods, some of which are on the City's original grid. Aspen is home to Aspen Ski Company which operates four nearby mountains: Aspen Mountain, Snowmass, Aspen Highlands and Buttermilk.

Located at the upper end of the Roaring Fork Valley, Aspen is connected to neighboring, down valley communities by State Highway (SH) 82. Vehicle travel in Aspen is generated by a variety of user groups and, over time, has spread beyond the conventional AM and PM peak periods as evidenced by traffic counts on the Castle Creek bridge into/out of Aspen on SH 82. SH 82 communities are served by the Roaring Fort Transportation Authority's VelociRFTA bus rapid transit (BRT) service. Multiple parking lots along SH 82 can be used as park-and-ride lots for the VelociRFTA. Aspen has one main transit center, the Rubey Park Transit Center. Commuters on the SH 82 are generally familiar with and accustomed to using transit service, with over 5 million boardings on the valley-wide transit system each year. Visitors and residents desire other transportation modes and have indicated their willingness to use these services, as demonstrated by the 1.4 million boardings on local, fare free Aspen bus lines each year and the popularity of the recently-launched Downtowner service.

For the purposes of this RFI, assume the City of Aspen and the RFTA fleets are not available.

Aspen prioritizes people walking and biking in many ways, including dedicated bikeways and a vast network of off-street trails. Aspen has a bike share system, WE-cycle, and is a Silver-level Bicycle Friendly Community as designated by the League of American Bicyclists.

Aspen has a history of innovation in transportation, housing and energy: Aspen had the United States' first rural BRT system, had the United States' first rural bike share system, has one of the country's few city-operated car share services (Car To Go), has a nationally-recognized affordable housing program for workers and families and was the third United States city to be powered by one hundred percent renewable energy.

The City of Aspen is known for its willingness to experiment, and welcomes innovators and mobility providers the opportunity to test future technologies and services. Although the City of Aspen is small, its trip making patterns are similar to large metropolitan areas throughout the county making it an affordable and scalable test site for future technologies and services. Additionally, the City's political leadership is motivated to solve Aspen's transportation challenges with solutions from the future.

RFI Submittal Format and Contents

Submit your completed RFI as a single PDF document in an e-mail to MobilityLab@CityofAspen.com

- Cover letter (1 page or less) – tell us who you are and why you are interested in working with the City of Aspen on the Aspen Mobility Lab.
- Section 1 – introduce your company and describe the idea (service, infrastructure, program, etc.) you have for the Aspen Mobility Lab. Tell us whether your idea has been applied elsewhere or if Aspen would be its first application. If applicable, please identify how your idea for the Aspen Mobility Lab is similar to or different from your core service, infrastructure, program, etc. (1 page or less)
- Section 2 – as specifically as possible, provide details regarding your idea. These details should convey the basic characteristics of your idea as it would apply in Aspen and at what scale it would apply. This could include service characteristics, potential locations where infrastructure modifications are necessary, potential user interface features in a mobile application, etc. (2 pages or less)
- Section 3 – please provide answers to the following questions:
 - How does your idea meet the Aspen Mobility Lab's Objectives? (up to 2 pages)
 - What data can the City provide to you so that you can estimate the cost of providing the idea described in Section 2? (up to 1 page)
 - Please provide any other information that you think is important for us to consider. (up to 1 page)

Questions

Please submit questions in an e-mail to (MobilityLab@CityofAspen.com) by September 29, 2017. Answers will be posted at AspenMobilityLab.com.

Due Date

Submittals are due by October 13, 2017.

Attachment A: Aspen Mobility Lab description

Attachment B: City of Aspen brainstorm list

Attachment C: Map

ASPEN MOBILITY LAB

Accelerating Innovation in Community-Wide Transportation and Mobility

The Traffic Challenge Everywhere. Towns and cities around the world are seeking innovative solutions to the challenges of traffic, pollution, underutilized downtown spaces and commuting nightmares, but lack the resources and civic engagement to create an integrated mobility solution.

Rapid Innovation and Deployment: Aspen is proud to be one of the first cities in the country to run on 100% renewable energy. Building upon a record of excellence in long-term planning and environmental leadership, the upper Roaring Fork Valley is seeking support to launch a bold, community-wide initiative to increase mobility options, decrease reliance on single occupancy vehicles and promote long-term sustainability. In the summer of 2018, Aspen, Snowmass and Pitkin County will test-drive the future of transportation and downtown vitality over a three-month period of intense experimentation to inform and accelerate planning and investment decisions locally and in municipalities everywhere.

Why the Upper Roaring Fork Valley? The broader Aspen community is uniquely positioned to run a Mobility Lab that focuses on clean energy and an expansive network of mobility options never before offered in one place and at one time. Serving as a proof of concept for integrated mobility, the Lab will pilot cutting edge alternatives and incentives for individual change, seeking to improve the quality of life for residents, visitors and workers, many of whom face long-distance commutes. As a world-renowned destination, Aspen will have outsized impact by providing a hands-on experience to visitors and leaders from around the globe during the popular summer season.

An Integrated Network of Mobility Options. The Mobility Lab will provide advanced options for ride-sharing and ride-hailing, e-bikes, revitalized pedestrian zones and public spaces, groundbreaking micro-buses and forward-looking commuting alternatives, including autonomous vehicle field testing -- all integrated through a comprehensive educational effort and mobility app to motivate people and employers to adopt new behaviors. The Lab will provide rich real-time data and feedback to track behavior change and adoption. Drawing on lessons from select pilot programs in over 25 cities worldwide, the Lab will be the most advanced community-wide pilot program executed to date.

Collaborating for Maximum Leverage: The Mobility Lab is built on the principle of active collaboration among local governments, businesses, non-profits, residents, workers and visitors, global mobility providers and national foundations. Concurrently with the Lab, we anticipate the Aspen Institute running a program track on urban mobility at its annual Ideas Festival featuring thought leaders and pioneering academics. The City of Aspen will host a post-Lab Summit at the Aspen Institute for city and transportation managers from municipalities around the world to learn from each other and from this unique experiment, with a parallel multi-platform communications strategy to further leverage this work. The most successful components of the Lab will be permanently adopted into future regional planning and drive the expansion of clean energy infrastructure. Of equal importance, the Lab represents a comprehensive experiment that will be replicable for other cities and towns.

Aspen and its partners are committed to fundamentally changing the way people get around in order to enhance their quality of life, the downtown experience, and the energy sustainability of our communities.



Attachment B: City of Aspen internal ideas list

Please note this list represents an initial brainstorming session. The City of Aspen is open to ideas not listed.

Bike lockers or covered bike parking at key park and ride locations and aspen
Bike concierge services
Commuter concierge services at intercept lot
Carpool concierge services
E-bike classes, services
Dockless bike share
Dockless car share
App-based on demand services
Subscription services
Pedi cab services
Specialty buses, such shuttles for those with pets or with extended storage for gear
After school activity shuttle
Gear lockers in key aspen locations
Employer-based vanpool or micro transit services
Real time travel information services
Full service apps
Ride hailing
Ride hailing - pool formation
Emergency ride home services
Peer-to-peer ride share applications

Information for Aspen Mobility Lab

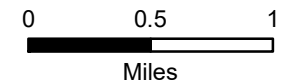
General Geographic Parameters of the Lab (Aspen to the Intercept Lot)

Legend

- Roads
- Municipalities



1 inch = 4,145 feet
When printed at 8.5"x11"



Date: 9/12/2017

City of Aspen

Mobility Lab

Geographic Information Systems

This map/drawing/image is a graphical representation of the features depicted and is not a legal representation. The accuracy may change depending on the enlargement or reduction.

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