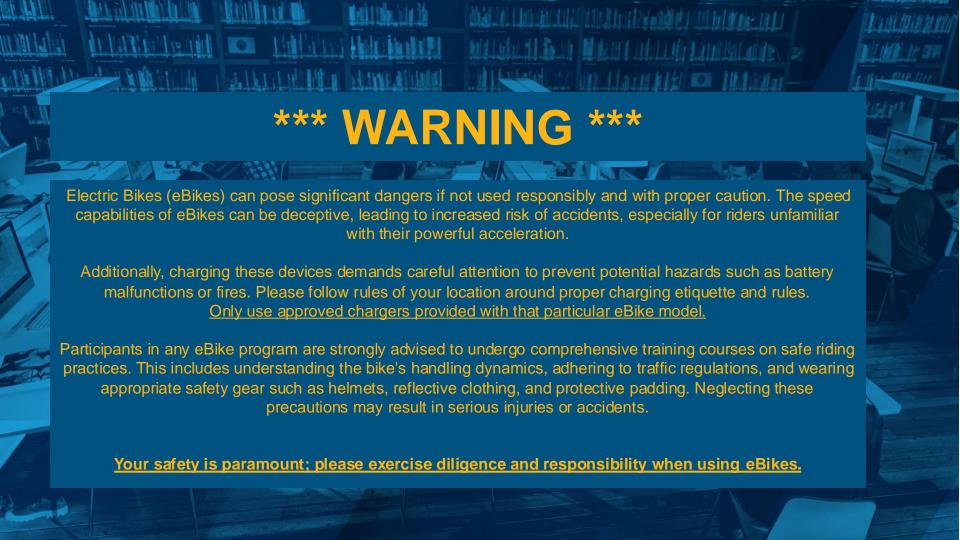
UC e-Bike Purchase Program

UNIVERSITY
OF
CALIFORNIA

UC Systemwide Procurement



Contents

Overall program information

- Purpose
- Timeline
- General Scope
- Evaluation Criteria

Companies and Pricing

- Multiple models available
- Delivery methods as needed by purchaser (assembled vs. nonassembled)

Upcoming enhancements

- Trainings
- Dealership partnerships
- Student focused partnerships







- UC is comprised of 10 academic campuses and 6 health facilities
- Students, staff and faculty need low-emissions mobility and options that bypass parking challenges
- Current platform foci are:
 - Commuter style platforms
 - Facilities/Cargo platforms
 - Collapsible or Fold-up
- This is a new purchase program with specifications based on the pending CARB e-Bike incentive program.

December 2022

- Union contract negotiations surfaced the need for UC e-Bike mobility, given flexibility and distance capabilities.
- Aimed for programs with discounts above 15% to be available to students before 2024.

January-May 2023

- RFP seeking e-Bike partners was released by UC Systemwide Procurement in May
- Specifications called for models to meet the pending CARB e-Bike incentive program
- Requirements also included purchasing avenues to benefit campus and local bike shops

July-October 2023

- Responses received and evaluated using 'best value' methodology, with emphasis placed on quality and price
- Three different platforms (commuter, cargo and fold up) were contracted under four different company agreements
- Discounts depend on company and model (15-60% off retail)

eBikes will be available for online direct purchase (assembly required)

Local and campus bike shops will also provide purchasing avenues, and include assembly

General Scope



Specifications (companies could bid for one or more)

- 1. Platform specific needs Commuter, Cargo and Folding bikes
- 2. Multiple platforms offered by one company didn't necessarily score better
- 3. Total catalog offerings were requested and will be available (other models may not meet CARB incentive requirements)
- 4. Requirements placed around logistics/delivery models within California

Approach

- Minimum specifications needed based on future CARB program
- Met California's open, competitive bidding requirements (as well as national applicability)
- Emphasis placed on local, small business utilization of brick-and-mortar sites (online catalogs were not excluded, but require a California presence)
- Main targets were affordability and access
- Campus departments have contracted channel to discounted bikes to replace UC vehicles



Criteria	
Company Information	15%
e-Bike Program Specifications	25%
UC Sustainability	15%
Pricing	35%

- UC Systemwide Procurement evaluators reviewed and scored RFP responses
- RFP Finalists did demonstrations so students and staff could test e-Bikes in person (took place at UCSD)
- Weight was given to companies with certified Small Business strategies







Dirwin Bike Co UC Program



Lectric Bike UC Program



Ride1Up UC Program



Velotric UC Program





Trainings

Safety and Maintenance:

- The contracted suppliers below provide information and resources for using their products.
- Any additional safety courses and trainings developed will be available to the UC Community.

Lectric eBikes

Ride1Up

Velotric

Some rider trainings are already available for campuses to schedule:

- <u>Velotric</u> and <u>Ride1Up</u> provide valuable opportunities to try their products
- To schedule and conduct on-location demonstrations and trainings at your campus, please obtain the proper approvals via appropriate channels.



Dealer Partnerships

Local access and local impact:

All four companies provide local opportunities for purchase and/or assembly

- Models can be purchased and shipped directly to customers via websites.
- We continue to build campus and local bike shop partnerships to support local communities and consolidate logistical impacts.

Small Business Certification Partnerships

- Both companies and campuses are seeking to involve and help certify local small and diverse businesses.
- This program has identified local business partnerships that we expect to build and grow along with their respective campus.
- Purchases made through that small business partner may also include assembly (many eBike models are difficult to assemble).



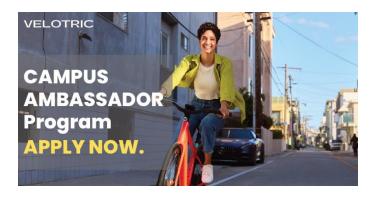
Student Partnerships

Student Ambassador Programs

Some companies offer opportunities for students to partner with the e-Bike company to make an impact on their campus

- These partnerships may include business learning opportunities, marketing projects, free company bike usage, and potentially paid positions.
- Interested students should contact the companies directly for information on ambassador programs.

Student Partnerships



AMBASSADOR RESPONSABILITIES:



Event Hosting - Host events around campus featuring Velotric bikes - group rides. test rides, pop-up events



Marketing - Post flyers around campus, post on social media, disperse discount codes



Outreach - Forge connections with local organizations to expand Velotric brand awareness; i.e. Greek life, on campus student organizations, student government, etc

APPLY HERE!



BENEFITS

- \$200 Monthly Compensation
- 7% Referral bonus upon eligible bike sales
- Access to your own Velotric bike for program duration + option to keep your bike after earning reward points

REQUIREMENTS

- Full-time student on campus
- Eligible to work in the US with a valid SSN
- · Strong community focus, passion for biking, wellness and sustainability

OUR MISSION

· To make biking FUN! By doing so, we can nurture environmentally friendly transportation and encourage the adoption of e-bikes amongst the university community.

MORE INFO





