

Request for Information: Carsharing Services

Issue Date: July 25, 2012

Background:

The goal of the City of Alexandria's Carshare Concept Program is to reduce single occupancy vehicle demand, with support from a menu of alternative transportation arrangements included in the City's Transportation Management Plan (TMP). TMP strategies include bicycling, walking, electronic substitutes for travel such as telecommuting, and a variety of shared and public transportation strategies. Currently the City is drafting an on-street city-wide carshare policy which will be a component in our overall effort to promote multimodal transportation options to facilitate mobility throughout the City. This policy will have to be approved by City Council.

In order to respond to an increasing demand for carshare services in the Carlyle community, the City of Alexandria's Traffic and Parking Board approved a request to designate two street parking spaces for the purpose of Carshare in Carlyle. The Traffic and Parking Board recommended the implementation of Carshare at the two Carlyle locations prior to the adoption of the Carshare policy by City Council.

Purpose and Need for Information:

The City of Alexandria is requesting information regarding the availability and willingness of Carsharing companies to provide two carshare vehicles to be placed at two different locations on Ballenger Avenue in Carlyle. For this RFI, the City of Alexandria is interested in soliciting carshare companies to submit an expression of interest to lease two (2) on-street metered spaces located in the following locations for a cost of \$1,500 per space per year.

1. One Carshare space at 1920 Ballenger Avenue, south side of the street;
2. One Carshare space at 2000 Ballenger Avenue, south side of the street.

As previously noted, the City is drafting a City-wide On-street Carshare Policy which might affect the terms of the contract after the expiration date of the contract.

Minimum Requirements:

Carshare companies wishing to respond to this Request for Information must comply with the following requirements:

1. The Proposer must be willing to lease two (2) on-street metered spaces at the locations noted above for a fee of \$1,500 per space for one (1) year.
2. The Proposer must have a verifiable proven record of providing Carshare services for the past three (3) years
3. The Proposer must prove that it has successfully developed and operated other Carshare services concessions similar to those proposed.
4. The Proposer must have sufficient financial stability to provide Shared-Car services throughout the term of the Agreement.
5. The type, limits and exclusions of insurance shall be provided both with regard to the car-share fleet and liability associated with use/ownership of those.

Information about the Provider:

The Proposer shall provide the following information:

1. Vehicle usage and turnover at three representative locations, similar to the Carlyle Carshare spaces.
2. Financial information showing the Shared-car company's current status in terms of profitability.
3. Description of proposer's services.
4. How individuals become members, reserve vehicles, access vehicles, and how the cost to the customer is determined/ paid.
5. How the program/revenue would be monitored/audited.
6. The variety of vehicle types that will be used at the Carlyle locations.
7. The maximum age/mileage of vehicles provided to the car sharing program and the routine maintenance/replacement plan.
8. How the program would incorporate web-based reservation/payment utilities that are user friendly, allowing access to the program and credit card payment 24 hours a day, 7 days a week, 365 days a year.
9. Describe proposer's marketing plan for the Carlyle service.
10. Describe the extent of service provided in the Greater Metropolitan Washington Area.
11. What kind of technical support plan you intend to implement, including a local office capable of handling responses within at least 30 minutes, and an up-to-date website with information available to the City.

Process:

This request is to gather information from interested parties for the City of Alexandria to select the provider of the Carshare service at the two locations noted in the "Purpose and need for Information" section of this document. Interested parties shall reply to the Point of Contact noted below no later than August 24, 2012. The information provided will be used to select the eligible carshare company. The proposer must submit five (5) hard copies and an electronic copy in PDF. It is preferred for the electronic version to be submitted via e-mail to the Point of Contact noted below.

Point of Contact:

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