

Request for Proposals (RFP) for An Eagle County Regional Car Share Program with Vail, Avon, Minturn, and Eagle County

General Project Description/Overview

The communities of Avon, Minturn, Vail, and Eagle County (referred to as “partner communities”) seek proposals from vendors to develop and implement a regional car share program across partner community locations.

Carsharing provides many benefits and helps communities meet their mobility, environmental, and equity goals. Carsharing is a viable alternative to car ownership and contributes to a more sustainable transportation system by providing a convenient mobility option to residents and visitors of the region that may otherwise be unavailable or prohibitively expensive.

Therefore, the communities of Vail, Minturn, Avon and Eagle County (The Partner Communities) are joining together to develop a countywide carsharing program. The Partner Communities intend to offer support for the development of a carsharing program. Such support may include dedicated parking spots, electric vehicle (EV) charging stations, and collaboration to achieve program goals. The in-kind support offered by The Community Partners is intended to support the initial creation of the program; proposals should be designed to achieve program goals without long-term financial support (i.e. the business case must be fiscally sustainable). The program requires a vendor with turn-key carsharing program experience, a clear business plan for program success, and a demonstrated track record of harnessing technology and customer-support for a seamless carsharing driver experience.

Regional Car Share Goals

The stated goals for an Eagle-Valley regional car share program are:

1. Reductions in greenhouse gas emissions
2. Less congestion and parking demand
3. Decreased VMT (Vehicle Miles Travelled)
4. Increased mobility alternatives, especially for local workforce and residents
5. Enhanced flexibility for guests who use regional transit, electric bike share, and airport services
6. Equitable access to mobility solutions

General Scope of Work

- Evaluate local conditions and viability of parking locations
- Collaborate with community partners on program development, with a minimum of 2 vehicles per community, 8 total
- Provide electric vehicles or a combination of hybrid electric and plug-in electric, vehicle registration, and insurance
- Deliver turn-key technology solution to facilitate car sharing program
 - Provide and maintain App, software, web access, etc.
 - Deliver excellent customer service
 - Maintain, care for and clean vehicles
 - Develop promotional and marketing materials
- Conduct ongoing program evaluation and improvement

Duration

This program is intended to serve as a long-term solution to support improved mobility, reduce environmental impact, and provide equitable access. Initial seed funding may be made available, if necessary, after which the program is meant to become financially self-sustaining. As such, the business plan for achieving fiscal sustainability should be articulated in the Program Development component of the response.

Background and Region Description:

The Partner Communities are adjacent jurisdictions situated within the eastern portion of Eagle County, Colorado. Eagle County has a population of 55,731 residents and operates the Eco-Bus Transit network, which provides a fee-based service throughout Eagle County, with stops in Vail, Avon and Minturn. The partner communities are located in a long and narrow valley along Interstate 70, with Eagle County encompassing the region.

The Town of Vail is a premier international mountain resort community along Gore Creek and home to Vail Mountain ski area. Vail has 4,800 year-round residents and welcomes 2.8 million annual visitors. Vail is home to one of the largest free bus systems in the United States, providing free transit service year-round with an annual ridership of 2.8 million passenger trips. Approximately 30% of Vail's workforce live within Vail. The remainder commute from other communities in Eagle, Summit and Lake counties. The town is committed to building and supporting the development of workforce housing, and is currently pursuing several multifamily building projects with limited on-site parking. Within these developments, surface parking will be reduced to facilitate an increase in density of living space. As such, a car share program is needed to support development applications that demand creative and durable mobility solutions for the residents.

The Town of Avon is a community with 6,500 full-time residents and is located along the scenic Eagle River near Beaver Creek Ski Resort. Fare-free transit service covers Avon's valley floor communities and includes all of Avon's low-income and minority communities. Many of these residents use Avon's transit system as their only means of transportation. Over 50% of Avon's

population are minorities of Hispanic or Latin descent. Many transit riders work in the service industries and rely primarily on our public transit system for transportation to work and to amenities such as Walmart and City Market for groceries and sundries. Town of Avon's fixed routes with 30-minute headways have stops at low-income housing communities such as the Aspens, Eaglebend and Buffalo Ridge Apartments. Avon is interested in how carsharing can reduce congestion and parking density and improving environmental sustainability and equitable access for the community.

The Town of Minturn is located between Vail and and Beaver Creek. Minturn is a small town with big character and 1,004 residents as of 2021. In addition to historic architecture and charming homes, the town boasts great restaurants, unique shops and access to plenty of outdoor adventures. While the last four decades have seen the development of Vail and Beaver Creek on either side of Minturn, the town's appearance and feel retains its historic Colorado roots. Minturn remains the true "hometown" of the Vail area. Minturn is interested in how a carsharing system can meet the needs of its residents and visitors and contribute to the larger carsharing project.

Eagle County is home to 55,731 residents, including Vail, Avon, and Minturn. Its most populous community is Edwards, an unincorporated area with over 9,000 people. Eagle County operates the Eagle County Regional Airport as well as a valley-wide bus system, ECO Transit. Eagle County will focus on providing car share in Edwards. Most people in Edwards drive alone to work with an average commute time of 23 minutes. Though the average car ownership in Edwards is 2 cars per household, many households are large, and income-disparities leave some residents without reliable transportation. With an increased need for housing, future parking development requirements in Eagle County may be waived and may reduce household vehicle ownership. Eagle County's interest in a carshare program aims to serve as a regional collaboration to improve mobility access for residents of affordable housing and reduce greenhouse gas emissions.

Contract, Licensing and Sales Tax:

Selected Respondent will be required to enter into separate Professional Service Agreements (contracts) with each partner community.

Selected Respondent must adhere to all business licensing requirements and sales tax requirements per each entity: Eagle County, Town of Vail, Town of Avon, and Minturn as well as state and federal requirements.

- **Town of Vail Requirements:**
 - Details can be found in the [Town of Vail code](#).
 - Specifics can be found under:
 - 4-1-3: LICENSE REQUIRED
 - 4-1-4: FEES
 - Apply online for the business and sales tax licenses here:
<https://www.vailgov.com/government/departments/finance/business-sales-tax-licenses>
 - For questions or assistance on sales tax or business licensing in Vail, please contact Alex Jakubiec at ajakubiec@vailgov.com or 970-479-2125.

- **Town of Avon Requirements**
 - Details can be found:
<https://link.edgepilot.com/s/6e50dacf/cGdpyhhZokadCVvbqioWYw?u=https://www.avon.org/145/Business-License>
 - For questions or assistance on sales tax or business licensing in Avon, please contact Joel McCracken at jmccracken@avon.org or 970-748-4019.

- **Town of Minturn Requirements:**
 - Business license resources can be found at:
<https://www.minturn.org/finance/pages/business-license-resources>
Contact information is (970) 827-5645.

- **Eagle County Requirements:**
 - No business licensing is required.

Submittal Requirements:

1. Cover Letter

- a. Cover Letter addressed to Cameron Millard, Energy Efficiency Coordinator, should serve as both an introduction of the Respondent and an overview of the proposal.
- b. The letter shall include a statement to the effect that the proposal shall remain valid for a period of not less than one hundred twenty (120) days from the due date for proposal.

2. Respondent's Qualifications

- a. Please provide an overview of your operational history and experience in providing carsharing services to customers and/or other clients.
- b. Give an overview of 2 major/established carsharing programs currently being run by your organization.
- c. Describe your organization's structure, leadership, and number of employees, including the team members who would be assigned to this program.

3. Project Development

- a. Please describe how the above referenced community goals will be met by your proposal and how your company plans to work with the partner communities to implement the car share system.
- b. Community partners may offer parking sites and/or electric vehicles, if necessary, but will require assistance from the respondent in determining site criteria. How will you work with partner communities to determine parking site requirements? How would you analyze any given site for suitability?
- c. Provide a timeline of vehicle deployment, web or app-based platform development, and full operational capacity for the program.
- d. Describe the proposed business model, pricing and strategy, and needed community partner cost-sharing? How might low-income residents be prioritized for access to the service?
- e. Describe the required program revenue needed to sustain the program over time while achieving program goals.

4. Membership

- a. Please outline the hourly and daily, and/or mileage-based rate structure.
- b. Present a description of membership terms, conditions, and application process for residents and guests.

- c. Summarize additional fees members might accrue, such as late fees, parking tickets, or membership renewals.
- d. Describe the user experience from start to finish, including how users would sign up, length of time required before accessing a vehicle, how to locate available car share vehicles, begin and end trips, and pay for the service.
- e. Detail any membership restrictions that may apply.

5. Insurance

- a. Please outline in detail the insurance coverage provided to members as part of this program.
- b. Detail any limits or exclusions that will or could apply to insurance coverage.
- c. Explain how community partners will be fully indemnified from liability as part of this program.
- d. Describe the insurance policies that will be carried by the respondent.

6. Technology

- a. Provide a brief overview of your company's approach to and keeping current with innovations within the car share industry.
- b. Provide an overview of the technology, data, and integration of the system being proposed, and how the technology is maintained and upgraded to stay current with standards in the industry.
- c. Describe user app and website as well as backend capabilities.
- d. Please describe customer service capabilities such as responsiveness, technology and vehicle support, etc.

7. Fleet

- a. Please describe your proposed vehicles and their fuel economy and/or battery electric capability and charging requirements. Chargers may be available in some partner locations. A minimum of two vehicles per partner community for eight total are desired.
- b. Provide the routine maintenance/replacement plan.
- c. Describe the plan for seasonal adjustments, such as winter tires, ski and bike racks, etc.
- d. Detail staffing considerations to ensure excellent maintenance, service and all operations.

8. Marketing and Promotion Plan

- a. Describe the marketing and promotion plan for the car share system.
- b. How could community partners collaborate to promote and engage residents and visitors to use the carshare program?

- c. Describe the marketing strategy needed to ensure membership and program utilization.
- d. Outline potential outreach strategies for equitable access by low-to-moderate income members.

9. Budget

- a. Please describe in full detail the costs required to implement the program.
- b. Include a detailed breakdown of all labor, materials, tools, equipment, maintenance, transportation, staffing, software and website customization, signage, marketing and promotion, and other costs necessary to fully implement and operate a car share system as stated in this RFP.
- c. Detail the fully supported cost per vehicle. The program must have the ability to be scaled up or down based on final funding secured.

10. Evaluation

- a. Please describe program evaluation activities and how those will be used to address partner goals around mobility, environment, and equity.
- b. Outline the plan for ongoing evaluation of member satisfaction and improvement processes.

Selection Process:

All proposals will be reviewed by a selection committee comprised of representatives from each partner community and any other review as determined to be necessary. Respondents may be asked to supplement their initial proposals with additional written material. The partner communities may short-list respondents based upon an evaluation of the written submittals. The partner communities may arrange for in-person or tele-conference interviews with the short-listed respondents for a detailed presentation.

The selected proposal will be the one considered the most advantageous regarding price, quality of service, qualifications and capabilities of Respondent to provide the specified service, respondent's familiarity with the partner communities, respondent's experience relative to this program, and any other factors the partner communities may consider as determined by the partner communities in its sole discretion. The partner communities may award a contract even if not the lowest priced proposal based upon a review of the identified factors.

Negotiations (Professional Services Agreement):

- If there are no protests, or any filed protest found to be without merit, the partner communities and the successful Respondent will enter into final negotiations to develop final Professional Services Agreements. The Respondent will enter into a separate Professional Services Agreement for each community involved in the project. In addition to any other negotiation criteria described herein, partner communities may negotiate to ensure the submitting vendor has a clear understanding of the scope of work required, ensure that the vendor will make available the required personnel and services or facilities to satisfactorily perform the contract, or agree to any clarifications regarding scope of work or other contract terms including the fee schedule. During negotiations adequate procedures will be used to ensure that any information, including price, from competing proposals is not revealed. If negotiations are unsuccessful, they shall be formally terminated, and the partner communities may undertake negotiations with the next highest ranked Respondent.

Timeline:

- Deadline to submit questions: October 13th, 2023, 5:00 pm MST
- Responses to questions posted: October 20th, 2023
- Deadline for proposal submittal: November 3rd, 2023, 5:00 pm MST
- Contract awarded by: November 17th, 2023
- Project Start date: Jan 1, 2024

Proposal Submittals:

Proposals must be submitted no later than November 3rd, 2023, at 5:00 pm MST
The proposal subject must include: RFP 2023-10-23 Vail, Avon, Minturn, and Eagle
County Regional Car Share Program.

Proposals and materials may be emailed to:

Town of Vail
Cameron Millard, Energy Efficiency Coordinator
cmillard@vail.gov

Questions regarding any aspect of this Request for Proposal can be directed to Cameron
Millard, Energy Efficiency Coordinator cmillard@vail.gov or 970-477-3467 until October 13th,
2023.