

10.20.2023 Vail, Minturn, Avon and Eagle County Regional Car Sharing RFP - Response to Questions

1. Infrastructure & Spatial Planning: Given the emphasis on EV Charging Infrastructure and dedicated parking, could you expand on the spatial distribution across partner communities? Understanding nuances such as high-footfall areas, proximity to existing transit points, and future urban development plans would help us align our strategy for maximum accessibility and convenience. As we understand it, this program is intended for locals, correct?

The Town of Vail is committed to providing parking spots in one or more of its structures. EV charging is in these buildings under cover of the structure. There are restrooms and a pedestrian walkway to the Lionshead Village. A bus stop provides regular town service to the parking structures, and they are also served by Bustang/Pegasus for regional transit service. The program is intended to benefit locals but is not necessarily limited to locals. The large annual visitation (2.8 million visitors annually) to Vail should be considered as part of the market to serve and create demand for the service.

2. Local Collaboration Dynamics: While the RFP touches upon collaboration, are there existing partnerships or community-specific engagements that have borne significant results in past mobility initiatives? Such insights would help us craft a program that's both integrative and respectful of established local dynamics.

CM: There has been significant work done in Eagle County, and a newly created Regional Transportation Authority has been formed with double the previous budget for regional transportation. The Climate Action Collaborative for Eagle County is another organization that is committed to reducing transportation emissions through programs, education, and stakeholder collaboration. The transportation working group is focused on clean mobility in Eagle County, encompassing the partner community region. The Town of Vail has successfully collaborated with NREL to create an electric bike share program called Shift Bike. Mobility and connectivity to housing are key issues and the community partners see car sharing as a key piece of the mobility puzzle. Workforce housing plans are in

development across the region and car sharing could alleviate the parking and congestion concerns that come with development.

3. Data-Driven Deployment: In the realm of shared mobility, data is the linchpin for success. Could you share insights or past data on mobility patterns, peak usage times, or popular transit routes within the partner communities, primarily on ECO routes? This would aid in predictive analytics for vehicle deployment and user experience optimization. How does the Town envision the average user to utilize the service?

The Town of Vail has a very robust free transportation system. Eco transit routes run regularly throughout Eagle County, and a recent sales tax increase across the communities will fund additional service through the newly formed Regional Transit Authority. More information can be found here: <https://eaglevalleyrta.org/learn-more-1>, other more specific data may be available upon request but cannot currently be provided within this response.

4. Technology Integration & Interoperability: Given the rapid evolution of car-sharing technologies, how open are the partner communities to integrating emerging tech solutions that might enhance user experience, safety, and efficiency? We are thinking end-to-end transportation solutions.

Any solution that has a proven track record and has successfully been deployed in other locations will be considered.

5. Equitable Access Prioritization: Given the diverse demographic makeup, how do the partner communities envision prioritizing access? For instance, are there specific areas or demographics that have historically faced mobility challenges and should be our primary focus? Some of the locations that come to mind aren't well-connected via public transit today. We should consider getting buy-in from developers as the presence of car sharing on their property would draw more residents.

The car sharing program should focus first on achieving a fiscally sustainable program but also detail how subsidies and rate structures could be best utilized to support equitable access. We would also like the respondent to outline how they would structure the program to prioritize access. The respondent may want to detail how different levels of support

could be utilized to 1) ensure viability of a program and 2) offer discounts to specific user groups the community partners may wish to prioritize.

6. Vehicle Specifications & Local Adaptations: Beyond just the type (electric or hybrid), how do the partner communities foresee the vehicle specifications in terms of size, off-road capabilities (considering the terrains of some areas), and seasonal adaptability (like winter tires or ski racks)?

Ideally the vehicles are AWD, fully-electric if charging is available (it is in Town of Vail), no off-road capability needed, snow tires in the winter a must, bike and ski racks could help serve the population and attract interest and use.

7. Community Feedback & Continuous Adaptation: Recognizing that all communities evolve, what mechanisms or platforms are preferred by partner communities for garnering regular feedback post-launch? Is this program expected to be run completely separate by a private organization? Are there pre-established communication conduits, events, or platforms for promoting the program?

We expect the respondent to detail how they would approach program feedback and don't necessarily have a preferred method. Information can be shared with the community through various town channels, but it would be expected that the web-platform could receive feedback and receive customer support inquiries.

8. Will Eagle County, the "Partner Communities" or another entity be providing the vehicles, or are they expecting the awarded car share operator to procure / own them?

We expect the car share operator to procure and own the vehicles. However, a lease/loan option could be possible in some partner communities, depending on the business plan presented. We are open to any number of arrangements that could best serve the program.

9. If the latter, will Eagle County, the "Partner Communities" or another entity be providing the funding to the awarded car share provider with the required capital investment funds for vehicle procurement and "make-ready" costs?

Parking spots, EV charging in some locations, and marketing potential in-kind contributions by partner communities. Funding commitments will depend on the proposed structure and business plan for the program.

10. Will Eagle County, the "Partner Communities" or another entity contribute to affordable (subsidized) car share rates, credits, fares, etc. for qualified low-income and/or workforce residents?

Equity is a priority and communities may be willing to contribute, but again no funding commitments can be made at this time. The business plan should show the contribution breakdown needed for a fiscally sustainable program. We invite suggestions on how partner community contributions can be best utilized and would like to better understand the impacts on utilization and financial sustainability with specific levels of subsidies.

11. If the initial feasibility analysis identifies that more than 2 cars are warranted in a partner community, but that less than 2 cars are feasible in another smaller community, will that be an acceptable outcome, or if not will the specific partner community contribute additional funds required to ensure location viability?

This likely depends on the business plan and options presented by the respondent. We think 2 cars in any given location is the minimum to serve as a program anchor spot. The exact placement of the vehicles is yet to be determined, and if a specific location is not viable, or fewer numbers of vehicles can be made to work, we would like to know the justification from the respondent.

12. Are other private sector partners expected to contribute to the success of the program? I.e., does the county have any commitments or support from, or be willing to help facilitate obtaining support from, organizations that include but are not limited to Vail Resorts (e.g. financial, site hosting, outreach, workforce engagement/communications, etc.)?

We do not have explicit commitments at this time but are willing and able to facilitate channels of communication from other entities if they would be helpful to the success of the program.