

**REQUEST FOR PROPOSAL**  
**A Car Sharing Program**  
**for the City of Rochester, Minnesota**  
May 17, 2019

**INTRODUCTION**

The City of Rochester is requesting written proposals from qualified firms to work with the City to provide a public car sharing program. The specifications detailed herein are intended to obtain proposals outlining a relationship between the City and a private operator to develop, implement and manage a public car sharing program within the City as a multi-year project.

The following provides the program scope, required and expected contents of a proposal, and the selection process. Entities interested in performing this scope of work for the City must submit a proposal **no later than 5:00 p.m. August 5, 2019** to:

Jaymi Wilson  
Project Manager  
City of Rochester  
Rochester, MN 55904

Contact information:  
Phone: Jaymi Wilson  
E-Mail: [jwilson@rochestermn.gov](mailto:jwilson@rochestermn.gov)

Proposals will not be accepted after the date and time stated above. Incomplete proposals or proposals that do not conform to the requirements specified herein may not be considered.

## **BACKGROUND**

The City is comprised of 55 square miles with a balance of vibrant commercial districts and neighboring residential communities. The City is situated in the southeast corner of Minnesota, about 80 miles southeast of Minneapolis and Saint Paul. Rochester's population is ~115,000 and there are approximately 46,000 housing units in the City. In addition to its residents, the City hosts over 3 million visitors each year due to the presence of Mayo Clinic and hosting a range of regional and national sports contests.

The City has been at the forefront of new planning approaches emphasizing the pursuit of a diverse and inclusive environment that is pedestrian-oriented and of a human scale. This approach to community livability is reflected in the City's commitment to protecting its distinctive neighborhoods, striving to create a more sustainable environment and policies supporting recreation and public enjoyment of open space.

Development of a car sharing program is an essential tool in contributing towards the mode-shift goal of reducing single-occupied vehicle trips from its current rate of 70% to below 50% over the implementation of its transportation plan over the next 20 years. The City is served by Rochester Public Transit and Regional bus service and will establish multiple bus-rapid transit routes and stations as part of its transportation plan. Research has shown a link between the availability of car sharing and transit ridership. The City is focused on closely integrating land use and transportation measures, including strong Transportation Demand Management. Implementing an easily accessible car sharing program complements the City's investments in transit, pedestrian and bicycle facilities and supports multi-modal transportation choices.

The City envisions developing a car sharing program and establishing a legal relationship with one or more private firms whereby the private firm would implement, market and manage the program and the City would provide on-street and/or off-street parking assets.

## **PROJECT STATEMENT AND OBJECTIVES**

**Project area:** City-wide with focus on the downtown core

**Car Sharing Services:** The City anticipates that a car sharing program will provide pre-approved members with a fully automated on-line reservation and billing system that provides access to a fleet of self-service vehicles strategically placed throughout the City. Hourly or daily rates would incorporate the cost of parking at the vehicle's home site (if applicable), fuel, maintenance and insurance.

Car sharing will serve several types of needs within the City. For some, the program may stand as a complete replacement to private vehicle ownership. For others, car

sharing may serve as a second or third vehicle. Car sharing can also serve business districts. The program is intended to:

1. Increase availability of short-term transportation at an affordable cost;
2. Strategically decentralize a fleet of well maintained, environmentally-friendly vehicles to an array of convenient locations throughout the City;
3. Increase the use of public transit, bicycling and/or walking as transportation for some trips;
4. Decrease parking demand in neighborhoods; and
5. Supplement the City's current fleet of "pool" vehicles for general employee use while at work.

**Planning and Funding Context:** The car sharing provider will cover all direct costs associated with the program. The City will provide a limited number of on- and off-street parking spaces (to be agreed upon mutually with the provider of the program) and other indirect costs associated with the car sharing program, such as signs, markings, and marketing assistance. Initial subsidies may be available, decreasing over the first 1-2 year proposal period.

#### City Participation

The City will assist in the implementation of the car sharing program in the following ways:

- 1. Provision of on-street and/or off-street parking spaces –** The City is the owner of substantial off-street parking assets and holds in trust most on-street parking. The City will provide at least 10 on-street, surface lot, and/or off-street parking spaces free of charge to be reserved for car sharing vehicles for the purpose of the program. Some or all of these could be spaces with Electric Vehicle Supply Equipment (EVSE). The City will also include, when appropriate, provisions in Development Agreements requiring Developers to provide parking spaces for car share vehicles in parking structures or lots. In cases where such a provision currently exists, the City will provide information regarding participating developments.
- 2. Towing of non-car sharing vehicles from designated parking spaces –** The City will allow certain off-street spaces to be designated for car share vehicles only. These spaces will be signed as car share vehicle parking only, and all other vehicles will be subject to towing. This will allow the City to arrange for the towing of any non-car sharing vehicle from posted on-street car sharing parking spaces. The same will hold true for posted off-street car sharing spaces.
- 3. Assistance in marketing and promotion –** The City has an extensive network of supporters that includes many City Departments and State agencies, quasi- governmental agencies, developers, residential property

management companies, educational institutions, corporations, neighborhood associations, merchant associations, transportation management associations and non-profit organizations who are eager to offer car sharing to their residents, students and/or employees. The City will assist in setting up meetings and/or roundtables to introduce the car sharing organization(s) to this extensive network of stakeholders and potential users. The City will assist in linking the car sharing program website to existing City websites. The City will assist in getting car share program advertisements on City buses and/or in City parking structures.

- 4. Assistance with locations** – The City will assist in identifying optimal locations for car sharing vehicles based on existing demand, proximity to public transportation, proximity to major employers and other land uses. The City’s geographic information systems (GIS) and associated data can be made available to assist in the identification of optimal locations for car sharing vehicles. The location of car share spaces on public property are to be mutually agreed upon between the city and the selected proposer, based on the priorities outlined in the RFP. To further the city’s goals, priority is given to providing car share service at: 1) in and around major employment centers, 2) transit stations and other transportation hubs, and 3) in and around high-density residential areas with apartment buildings and condominiums.
- 5. City use of car share services** – The City may use the car share services, if included in the proposal, to supplement its own pool of vehicles for general employee use while at work and to reduce the need to purchase/manage/maintain additional pool vehicles.

#### Car Share Provider Participation

Any car sharing organization operating with the support of the City must meet the following expectations. Any car sharing organization receiving City support will be evaluated on these expectations at the end of the program and may be subject to non-renewal at that time.

- 1. Provide quality vehicles, customer service and user interface.** – The operator must provide a range of vehicles that addresses customer demand (including alternative fuel options); prompt customer service response for vehicles as well as billing, membership and complaints, and accessible user interface through web and mobile applications.
- 2. Increased Use of Alternative Forms of Transportation** - The availability of car sharing makes it more feasible for people to use alternative forms of transportation, including transit, bicycling and walking. The operator must propose a system to monitor this anticipated impact that includes, at a minimum: new members should be asked during the application process the number of trips currently taken by transit, bicycling or by walking each month.

A follow up survey one year after the program is implemented should include the same question to compare results.

- 3. Commitment to providing a car sharing service to the City of Rochester** - The City will request that any car sharing organization operating in the City and with the City's support will commit to providing service to City residents and businesses for at least one year with two one-year options to extend at the sole discretion of the City.
- 4. Commitment to Reduction of Greenhouse Gas Emissions** – To reduce the emissions of greenhouse gases, any car sharing organization operating in the City should offer vehicles that are either zero emission, hybrid vehicles or vehicles that are at the top of their class in terms of fuel efficiency and emissions and designated as SmartWay Elite by the EPA.
- 5. Hiring locally** – To strengthen the local economy, any car sharing organization operating in the City should give priority to Rochester residents in hiring.
- 6. Promotion of Alternative Transportation** – To help residents, employees and visitors transition from using a personal vehicle for most trips to using car sharing, the car sharing organization should promote the use of alternative transportation by making information about local transit options and programs that support transit, existing bicycle routes and amenities, and groups that support alternative transportation on their website and in their office. The City of Rochester has created a Transportation Management Authority named Arrive Rochester. It is the expectation the car-sharing vendor would work with Arrive Rochester to offer incentives and streamlined membership opportunities for participating organizations. The car sharing provider is also expected to partner with other local groups for marketing or other purposes.
- 7. Targeted Marketing** - A targeted marketing approach will include reaching out to individual neighborhoods to promote the use of car sharing, specifically underserved neighborhoods and neighborhoods with high parking demand. Further, please describe how you will provide marketing and outreach materials in multiple languages, the methodology to provide low-income or non-English speaking populations proper understanding of payment options and discount programs, and how you will ensure the program is available for use by populations without smartphones or credit cards.
- 8. Indemnification** - The program will not create financial risks to or burdens upon the City and the operator must fully and unconditionally indemnify the City. The City shall be named an additional insured party on the liability insurance policy.
- 9. Affordability** - The program must be reasonably priced with pricing levels guaranteed for the duration of the program.

**10. Support for Rochester Land Use and Circulation Element** – The program must be designed and implemented for consistency with the City's Comprehensive Plan.

**11. Compliance with Existing Laws** - Car sharing members will be expected to respect the rules and regulations of the roadways.

**Standards and Regulations:** This program will be subject to and implemented in accordance with Federal, State and local laws and regulations. This includes, but is not limited to the following guidelines and standards relevant to the program:

- Rochester Municipal Code
- Minnesota Department of Transportation
- Minnesota Vehicle Code
- Americans with Disabilities Act

**Coordination and Outreach:**

- **City Staff Meetings:** The City will assemble an internal working group that will provide ongoing guidance and feedback to the contractor. The proposal should assume monthly meetings with the working group, as appropriate.

**Review and Evaluation**

At the end of each year period, the City shall review and evaluate the effectiveness of the car sharing program. Program and subsidy continuation will be based on the following benchmarks, to be further defined during contracting:

1. Membership growth
2. Utilization: Average utilization of members within SE MN

**SCOPE OF WORK**

In addition to requirements and suggestions detailed throughout this RFP, the proposal should fully detail the firm's capabilities and experience in developing, implementing, managing and operating a municipal car sharing program. The proposal should include a complete description of the car sharing program proposed for the City, how the entire system will be deployed and who is responsible for maintaining the various components. The proposal should also include discussion of:

1. The nature of the proposed relationship between the car sharing organization and the City;
2. Description of the car sharing service;
3. How individuals become members, reserve vehicles, access vehicles, and how the cost to the customer is determined/paid along with a proposed rate structure;

4. How the program/revenue would be monitored/audited to ensure compliance with the agreed parameters of the program;
5. The age requirements and restrictions of members;
6. The variety of vehicle types;
7. The maximum age/mileage of vehicles provided to the car sharing program and the routine maintenance/replacement plan proposed;
8. The type, limits and exclusions of insurance to be provided regarding the car-share fleet and liability associated with use/ownership of those;
9. 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;
10. How the operator and the City will share access to all program related data in a format that suits the City and as “real time” as possible;
11. Proposed location needs;
12. Proposed rate structure;
13. The marketing plan proposed by the car sharing organization;
14. The technical support plan the car sharing organization intends 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.
15. OPTIONAL: Description of a service to supplement the City’s existing fleet of pool vehicles for general employee usage with car share vehicles. The City recognizes that there may be a variety of options for a service such as this, and the proposal should provide a detailed description of how that service would be provided to ensure City access to pool vehicles when- needed.

## **PROPOSAL CONTENT**

Proposals should be prepared simply and economically, providing a straightforward description of vendor capabilities to satisfy the requirements of the RFP. In addition to a letter of transmittal, the proposal must also contain the following information:

### **1. Proposer Information:**

For the proposing entity, provide the name, form of organization (individual, corporation, partnership, etc.), contact name, address, phone, fax, email, and Employer Tax ID Number or Social Security Number of the proposing entity.

### **2. Subcontractor Information:**

The City encourages proposers to consider including local businesses (such as bike shops, marketing firms, or maintenance firms) on their team. If any subcontractors are proposed, provide the name, form of organization, contact name, address, phone, fax, email and Employer Tax ID Number of the proposed subcontractor(s).

### **3. Experience and Qualifications:**

Provide a detailed description of the relevant experience and qualifications of the proposer team, its key personnel, and any proposed subcontractors, emphasizing the following required qualifications:

- Car share-related operations, including retail, repair, rental, or other services.
- Marketing, including the ability to promote a new program or service through creative marketing materials, promotional offers, or other means.
- Customer service, including responding to customer complaints and requests.
- Experience in operating a membership program.
- Vehicle management, including equipment maintenance and services.
- Accounting, reporting, and operating basic computer software. In particular, reporting about trends in membership, revenue and vehicle usage, including vehicle miles traveled based on location.

### **4. References:**

Provide the name, address, phone number, and email for at least two business references that can verify the experience and qualifications of the proposing entity and at least two financial references that can verify the financial statements included in the proposal. If the proposing entity or any of its principals have previously operated or currently operate a car share program or similar program, include the contact name and telephone number of the agency administering the contract.

### **5. Ability to Finance:**

Present evidence that the proposer has the financial capability to carry out the operations as proposed. Identify and describe the specific funding sources to be used. Evidence may include complete financial statements, audited if possible, tax returns, and/or a detailed financial resume/balance sheet listing all income, expenses, and assets, including partial ownership interest in and income from any partially owned assets, and list direct and contingent liabilities. Specify any initial subsidies requested of the City.

### **6. Operations Plan:**

Provide a detailed description of the type of operation proposed, including the core services, any additional services, and strategy to expand services. Please provide a statement of approach regarding expanding operations into other areas of the City should they become available. Please provide information sufficient to evaluate your understanding of and commitment to the objectives outlined in the proposal; the types of services to be provided; and the management and operational policies and procedures.

Please address each of the following in your proposal:

- a. Approach/understanding of the project.
- b. Organizational structure of staffing and management, including proposed

- use of subcontractors, if applicable.
- c. Proposed staffing levels, responsibilities, and employee training. Include resumes of key personnel.
  - d. Description of the products and services to be offered.
  - e. Proposed operating schedule/hours of customer service and operational services.
  - f. Proposed pricing for memberships and usage rates.
  - g. Marketing plan, including promotional membership offers the operator may offer.
  - h. Key policies and programs to ensure operational success and customer satisfaction.
  - i. After-hours security and response plan, including proposed response mechanisms and timing to handle customer issues during unstaffed hours.
  - j. How you envision car sharing relating to/interacting with regional alternative transportation i.e., Rochester Public Transit, Arrive Rochester, Regional buses, EV infrastructure, Bike sharing (provide child seats, bike racks/trunk racks).
  - k. Commitment to environmentally friendly measures, including alternative fuel vehicles, overall conservation and recycling.
  - l. Proposed measures of success toward achieving vehicle trip reduction.
  - m. Explain how/whether you would expand services during the term of the program.
  - n. Provide a phasing plan to grow the presence of the car-share program in the City of Rochester.
  - o. Software and website interfaces available to potential and current customers.

## **7. Technology and Data Plan**

Describe your plan to share data with the City.

- a. What formats, tools, and services will you provide for City staff to access data, receive reports, and access archives.
- b. Describe your plan to publish data to the general public. What formats, tools, and services will you provide for the public to access data, receive reports, and access data archives.
- c. Identify the tools and resources that you will use to produce regular reports for the City.

## **8. Consumer Protection Plan**

- a. Describe the types of data you would collect, and how you store the data. Include mention of all third-party systems that would come in contact with customers' personally identifiable information.
- b. Describe your procedures for anonymizing data for distribution to the City and general public.
- c. Discuss your systems and data security practices. Specify what technical protocols and data standards will be used to ensure customer data privacy and security.
- d. Describe internal procedures for maintaining secure access to minimum necessary staff.
- e. Identify all third-parties that will receive customers' personally identifiable

- information and the reason(s) why and frequency for each.
- f. Complete the questionnaire in Appendix A

**9. Financial Plan:**

Proposals should include a business plan, containing detailed financial projections for the start-up period (from notice to proceed to the start-up period), and the first three years of operations. It is anticipated car sharing will operate as a business, with its activities contributing towards the success of the operation.

Projections should be on a quarterly or monthly basis by individual line item of revenues and expenses, with totals for the start-up period, and each year thereafter. Provide notes that detail assumptions, inclusions/exclusions for each line item, and method of estimation.

Propose a performance incentive program tied to membership growth, trip reduction, VMT reduction or other metrics.

Pricing for monthly, annual or other period participation can be proposed by the operator and are subject to City approval.

Revenues from all activities will accrue to the Operator, and all expenses will be paid by the operator. All car share related revenues and expenses must be reported to and are subject to review and audit by the City.

**SELECTION CRITERIA**

The City of Rochester has the sole authority to select a provider or group of providers and reserves the right to reject any and all proposals. The City also reserves the right to approve all sub providers proposed to be retained by the principal provider(s). In reviewing and evaluating proposals and qualifications, the following criteria will be considered:

- The willingness and ability to perform all aspects of the proposal/contract, including delivery of all service and software within specifications contained in the RFP
- The adequacy of service personnel to satisfy any service problems that may arise during all phases of the contract
- The firm's necessary facilities and financial resources to complete the contract within the anticipated timeframe
- Ensure all required documentation requested in this RFP has been submitted
- The proposed program, vehicles, service and software are responsive to the specifications and other requirements contained in this RFP
- Understanding of project objectives, including car share providing participants
- Acceptance of City participation (as described previously in this document)

- Demonstrated experience in delivering car sharing in a similar environment
- Environmental performance of the cars included as part of the program
- Commitment to providing a program that is understood and accessible to all community members
- Overall operating cost to support the program, if any

## **SELECTION PROCESS**

- A. Receive and Review Proposals for Responsiveness: The City project manager will verify that each proposal contains all forms and information required by the RFP. If all the information is not provided, a proposal may be considered non-responsive and rejected without evaluation. Late submittals, submittals to the wrong location or submittals with inadequate copies are considered non-responsive and shall be rejected.
- B. Evaluation of Proposals and Selection of Qualified Team: The City will convene a multi-disciplinary selection committee with representation from the City's Planning and Community Development Department. The committee will review and evaluate proposals based on submittal requirements and the selection criteria. The committee will also check one or more of the team's references. The evaluation panel will develop a short list that it determines to be best qualified to perform the contract work. The entities from this list may be interviewed by the selection committee.
- C. Contract Negotiation: The top-ranked team following evaluations will be asked to negotiate a contract with the City. The selected firm(s) shall cooperate with the City of Rochester in good faith to promptly negotiate, execute and deliver the Final Contract document. The City of Rochester shall draft the final Agreement and require the selected firm(s) to attend at least one contract negotiation conference to discuss any and all possible revisions to the technical terms and conditions, pricing and any part of the proposal, as well as any additional provisions that may be added to the final Agreement, as required by the City and/or its agencies, by City ordinance, resolution or policy, by applicable federal or state laws, rules and regulations or by mutual agreement of the parties. Any contract will also require review and approval of the City Attorney prior to its submission.
- D. Qualified Teams: Other qualified providers will remain on the City's approved list for possible engagement at a later point in time.

## **GENERAL REQUIREMENTS**

### **A. ISSUING OFFICE**

This RFP is issued by the City of Rochester's Administration Department. The issuing office is the point of contact regarding this matter. All correspondence should be directed to: Jaymi Wilson, Project Manager, Administration Department, City of Rochester City Hall, 201 4<sup>th</sup> Street SE, Rochester, MN 55904.

**B. DEADLINE**

Proposal Timeline:

May 17, 2019: RFP issued

June 21, 2019: Deadline for written questions or to provide contact information to circulate

July 10, 2019: Post and circulate written answers to submitted questions

August 5, 2019: Proposals due no later than 5:00 p.m. Any proposal submitted after the prescribed deadline will not be considered

Interviews to be scheduled, as-needed.

August 30, 2019: Contract award scheduled

Notice to proceed (at City's discretion)

**C. SUBMITTAL OF PROPOSALS**

**One electronic copy** of the proposal shall be addressed to:

Jaymi Wilson  
Administration Department  
City of Rochester  
201 4<sup>th</sup> St SE  
Rochester, MN 55904

Phone (507) 328-2023  
E-Mail: [jwilson@rochestermn.gov](mailto:jwilson@rochestermn.gov)

**D. ADDENDA TO RFP**

The City of Rochester reserves the right to make such changes in the RFP as it may deem appropriate. Any and all changes in the RFP shall be made by written addendum and shall be issued on the City's [online service](#) to all prospective proposers who have been issued or who have obtained copies of the RFP from the City.

**E. SUPPLEMENTS TO PROPOSALS**

If the evaluation of any proposal indicates minor noncompliance or variance with the RFP, the City of Rochester may, but need not, make a written request to the proposer for a Supplement to the Proposal. Such request will attempt to clarify

any apparent RFP noncompliance or variance, may request additional information, and will establish a date by which the Supplement to Proposal must be submitted. If so requested, the proposer may submit a Supplement to Proposal responsive to such request, within the time period established in such request, which the City will receive and evaluate in conjunction with the Proposal. Any Supplement to Proposal so submitted and approved will thereafter be deemed to be an integral part of the Proposer's submittal. Except as herein provided, proposals may not be changed or modified.

F. VALIDITY PERIOD

The proposal shall be considered valid for a period of at least 120 days and contain a statement to that effect.

G. RIGHT TO REJECT

The City of Rochester reserves the right to reject any and all proposals as unacceptable.

H. CONTRACT AWARD

The City of Rochester reserves the right to contract with any firm responding to this RFP based solely on its judgment of the firms' qualifications and capabilities.

I. CONTRACT TERMS

The terms of this contract will be for one year with two one-year options to extend at the sole discretion of the City. Upon execution of the contract, the selected Operator must provide proof of required insurance to be reviewed by the City.

To ensure that car sharing is accomplishing the goals listed above, the following factors may be considered in deciding whether or not to extend the contract:

- Reduction in Vehicle Miles Traveled (VMT).
- Growing number of participants signed up for car sharing memberships.
- Increased number of car share vehicles used on a weekly basis.
- Growing awareness and support for car sharing among employees and residents.
- Member and user satisfaction as documented by surveys.

J. SMALL BUSINESS DEVELOPMENT

The City encourages small businesses to contact potential prime providers if they are interested in participating in this professional service contract. The City discourages prime providers from imposing limitations on the participation of small businesses as subcontractors on other teams' submittals.

K. NONDISCRIMINATION

The successful proposer shall be required to certify that its firm shall not discriminate against any subcontractor, supplier, employer or applicant for employment because of race, religion, color, ancestry, sex, marital status, age, sexual orientation, AIDS, disability, or national origin. The contractor shall be

required to take affirmative action to ensure that applicants are employed, and employees treated during employment without regard to their race, religion, color, ancestry, sex, marital status, age, sexual orientation, AIDS, disability or national origin.

L. CONFLICT OF INTEREST

In the sole judgment of the City of Rochester, any and all car share proposals are subject to disqualification on the basis of a conflict of interest. The City may not contract with an operator if the operator or an employee, officer or director of the Respondent's firm, or any immediate family member of the preceding, has served as an elected official, employee, board or commission member of the City who influences the making of the contract. The City, at its sole option, may disqualify any proposal on the basis of such a conflict of interest.

M. BUSINESS LICENSE

The selected firm(s) shall apply for and obtain, prior to the execution of the final Agreement and at the firm's sole expense, a City of Rochester business license.