

# **REQUEST FOR TECHNICAL ASSISTANCE**

## **Capital Region Carshare Operations Plan**

**Issued By**

**Capital District Transportation Committee**

**and**

**Capital District Transportation Authority**

**Albany, New York**

**October 2011**

### **Introduction**

The Capital District Transportation Committee (CDTC) is the designated Metropolitan Planning Organization (MPO) carrying out Federal requirements for cooperative transportation planning and programming within the Albany-Schenectady-Troy and Saratoga Springs metropolitan areas. The Capital District Transportation Authority (CDTA) plans, finances, implements and delivers transit services that take people where they want to go in the Capital Region safely, efficiently and at a reasonable cost.

The plan for the operation of carsharing was proposed by CDTA to allow residents and employees in transit-supportive areas to rely less on private vehicles and more on transit, walking, and biking.

This project is funded through a regional Travel Demand Management set-aside administered by CDTA, and has a budget of \$5,000 for planning services.

Preliminary analysis of carshare options was conducted about one year ago, and included geographic feasibility, a business plan for a new organization, and outreach to various carshare operators and other businesses in the carshare industry. Though somewhat out of date, these documents and outreach results will be shared with the successful applicant.

Project partners include representatives from educational and government institutions as well as non-profits. These include the Cities of Albany and Schenectady, Central District Management Association, Inc. (Albany's Central BID), the College of St. Rose, the Albany Parking Authority, and the New York State Department of Transportation.

It should be noted that the Project Partners attempted, unsuccessfully, to attract existing private carshare operators to the region. This Request is therefore designed to create a plan for a new carshare program or organization.

CDTC, on behalf of the Project Partners, will administer the contract for the study and will jointly manage the project. Project partners seek qualifications from qualified firms or individuals to develop a Capital Region Carshare Operations Plan focusing on the project objectives outlined below.

## **Study Area**

The potential study area is limited to the four-county Capital Region. It should be noted that the preliminary analysis based on the 2005 Transit Cooperative Research Program report, “Carsharing: Where and How it Succeeds” and 2000 Census data indicated feasibility in some neighborhoods in Albany, Schenectady, and Troy. This data suggested Albany would be the best market for carsharing, but the project partners will be willing to accept the judgment of the firm/qualified individual performing the work.

## **Background and Study Objectives**

The proposed project relates directly to CDTC’s *New Visions*’ goals of supporting urban revitalization and redevelopment of existing commercial/residential areas, encouraging a greater mix and intensity of land uses, and supporting active transportation and transit. The Capital Region car-share concept fits into CDTC and CDTA’s Travel Demand Management (TDM) efforts. The goal of car-sharing is to combine TDM strategies and measures that aim to reduce single-occupancy automobile travel demand with a variety of alternative transportation options – walking, bicycling, transit, telecommuting, carpooling, and vanpooling.

The car-share concept will be a component of CDTC’s overall effort to promote multi-modalism and the *New Visions* principles. Car sharing increases travel choices, allows people to give up their car, supports transit and non-motorized transportation, reduces parking demand and promotes less auto-dependent communities and development.

Car-sharing began in Europe in the 1980s and spread to North America in the 1990s. It continues to spread throughout the U.S. and gain popularity and demand. Many major cities, including Chicago, Portland, San Francisco and New York, have car-sharing. Many smaller towns and cities throughout New York State also have car sharing, including Ithaca, Syracuse, and Buffalo. Car sharing provides the benefits of private-vehicle use at a lower cost relative to vehicle ownership. Through collective payment, high fixed auto-ownership costs are spread across a group of individuals which makes every mile driven cheaper than if each member owned and/or leased a private vehicle.

Successful car-share programs tend to be associated with densely populated urban neighborhoods or university and college campuses. Low-density suburban areas are more difficult to serve with car-sharing because of the large numbers of personally owned automobiles, lack of alternative modes of transportation, and the potentially longer distance that users must travel to reach the cars.

## **Scope of Services**

**The list below encompasses everything the Project Partners believe needs to be considered to launch a car-share program. Modifications and/or exceptions to the list should be outlined in the letter of interest. A Carshare Operations Plan will be the final product of this effort.**

- I. Comprehensive business plan (including detail on expenses & revenues, & justification for each item)
  - Services to be provided
  - Locations of vehicles
  - Feasibility criteria to be used to locate vehicles
  - Fleet size, vehicle types, costs, maintenance and operations
  - Fee structure
  - Anticipated membership characteristics and usage patterns
  - Vehicle and organization insurance
  - Timeline for implementation
- II. Administration
  - Staffing needs
  - Member screening and member management criteria
  - Deposits, fees, billing, and accounting requirements
  - Member use scheduling
  - Usage policies for members
- III. Marketing/Outreach
  - A Plan to reach potential members, incl. materials
  - Commitments from mobility partners, including parking arrangements
  - A record of contact with, and example agreements from, any necessary service providers
  - Materials for at least one public meeting, that will be held shortly before the study is finished
- IV. Funding sources
  - Amounts necessary for development, implementation and management/operation
  - Description of potential sources, and their requirements

## **Administrative Aspects**

CDTC, CDTA, and some or all of the other Project Partners will be jointly responsible for study oversight. The Project Partners will guide the study and meet with the firm/individual on a regular basis—at a minimum, at study initiation, and at the completion of Tasks I, III, and V. Regular correspondence via email and/or phone will also be expected. Task deliverables will be provided to the Project Partners in MS Word or Adobe Acrobat (.pdf) format to enable placement on their web sites.

The final plan will be provided in electronic and hardcopy formats. **Project Partners will assume ownership of all materials, studies, graphics etc., which are part of the document and/or planning process.**

The consultant agreement will be administered by CDTC on behalf of the other Project Partners. Jennifer Ceponis from the CDTC staff will serve as the contact for qualifications and administrative questions. Her telephone number is 518-458-2161.

### **Submission Instructions:**

**Responses to this RFQ must include all of the following elements (the letter of interest is supplemented by the additional material). Please note that materials submitted to CDTC are subject to the Freedom of Information Law (FOIL).**

**CDTC is willing to contract with a qualified individual or qualified individuals that are not an established business or partnership. For example, graduate students, recent graduates, and other qualified individuals are encouraged to apply as long as the three items requested below demonstrate sufficient qualifications.**

If a respondent provides material(s) of a confidential nature for disclosure to third parties, the respondent should clearly indicate the specific material(s) it considers confidential. Subject to provisions of FOIL and any other applicable laws, CDTC may agree to maintain confidentiality of such material(s) if requested. CDTC assumes no responsibility for any loss or damage resulting out of any determination requiring disclosure of information pursuant to FOIL or other applicable laws.

1. ***A letter of interest*** (no more than two pages) that demonstrates the offeror has a clear understanding of the issues associated with this study. The offeror may propose adjustments to the required scope of work in this letter if the offeror believes that those adjustments would add value to the study or would be more appropriate for the allotted budget. There is no need to repeat the required scope of work in the letter of interest. Attached is a proposed agreement form. Any exceptions to this agreement must be clearly identified in the offeror's letter of interest.
2. ***Examples and/or descriptions of relevant previous work or educational experience*** that demonstrate that the applicant has technical capabilities, experience, and interpersonal skills to perform the required tasks. This could include business management, geographic information systems, board formation, transportation management, fundraising, and grant writing. Preference will be given to collaborative efforts. Stressing experience in unrelated activities is not encouraged and may leave the impression that the offeror does not correctly grasp the project's scope. Reference contact information is required. Resumes should also be included.
3. ***A project schedule that demonstrates how the work will be completed and price proposal including all costs anticipated.*** The project's timeline should include a minimum of 3 meetings with the Project Partners. Hours and hourly wages by task

and by individual should be included in the price proposal. A project manager should be clearly identified. The Project Partners would like this study completed within 6 calendar months from the date of contract execution. **CDTC has budgeted \$5,000 for the contract. This should be considered the upset amount of the project.**

**Submission Deadline:**

Letters of interest will be due at **5:00 PM on Monday, November 7, 2011** at jceponis [at] cdtcmo. org (no spaces).

**Submission Evaluation:**

CDTC reserves the right to reject any or all submissions associated with this work. CDTC may also require offerors to clarify aspects of their understanding of and approach to the study in person, in writing, or by telephone.

A qualified offeror will be selected based on the following criteria:

1. Relevant experience.
2. Responsiveness to the REI and understanding of the scope of products.
3. Amount of work indicated to be accomplished within the budgeted amount.
4. Ability to meet the desired schedule or propose a shorter schedule while maintaining quality and coordination.
5. Familiarity with the Capital District/knowledge of the area (not necessary but considered a plus).

**CDTC will pay the Contractor on a reimbursement basis using invoices. Invoices shall document the number of hours worked, salary rate, and expenses by individual summarized by project task (tasks one to five in this RFQ). Any other direct expenses should also be identified. With each invoice, the Contractor must submit a brief progress report describing the progress on each task including percentage of each task complete.**