

## A G E N D A



## Recommendation for Council Action (Purchasing)

Austin City Council	Item ID:	10698	Agenda Number	42.
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Meeting Date:	November 10, 2011
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Department:	Purchasing
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## Subject

Authorize award, negotiation, and execution of a 36-month agreement with one, 24-month extension with CAR2GO, N.A., LLC, Austin, TX and ZIPCAR, INC., Cambridge MA, to provide a membership-based car sharing service at no cost to the City.

## Amount and Source of Funding

The Car Share Provider(s) (CSP) will lease the use of on-street metered and unmetered spaces and off-street parking space, including City-owned property for the use of the CSP vehicle. The estimated revenue to the City for these contracts is \$93,780 for Fiscal Year 2012.

## Fiscal Note

There is no unanticipated fiscal impact. A fiscal note is not required.

Purchasing Language:	Two proposals received.
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Prior Council Action:	
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For More Information:	Jeff Dilbert, Buyer II /974-2651
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Boards and Commission Action:	
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MBE / WBE:	This contract will be awarded in compliance with Chapter 2-9C of the City Code (Minority-Owned and Women-Owned Business Enterprise Procurement Program). No subcontracting opportunities were identified; therefore, no goals were established for this solicitation.
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Related Items:	
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## Additional Backup Information

The City of Austin Transportation Department (ATD) issued a Request for Proposals (RFP) on August 29, 2011 for one or more car-share provider(s) to develop a membership-based car-sharing service. This effort is part of a larger initiative by the City to create a sustainable transportation network that reduces vehicle miles traveled, improves air quality, and mitigates congestion. This initiative, "Car-Share Austin," is expected to support the City's growing density, regional transportation network, bicycle and transit usage by providing a variety of mobility options and travel alternatives. The focus of this shared transportation service will be on central Austin, downtown, and the neighborhoods surrounding the state capitol complex and the University of Texas.

The Car Share Provider (CSP) will lease the use of on-street metered parking spaces, on-street un-metered parking spaces and off-street parking spaces at City-owned property. These spaces will be identified and dedicated for the exclusive use of the CSP vehicles.

The City had two responses to the RFP: CARS2GO, LLC, Austin, TX and ZIPCAR, Inc. Cambridge, MA. An evaluation team consisting of four professional and managerial staff from ATD reviewed and scored the proposals.

The panel members recommended both proposers be awarded contracts based upon the categories of:

- 1) System concept (grasp of the requirement and its solution(s), responsiveness to terms and conditions, completeness and thoroughness of the technical data and documentation);
- 2) Demonstrated applicable experience;
- 3) Evidence of good organization and management practices;
- 4) Personnel qualifications;
- 5) Program;
- 6) Depth of the proposal (number of vehicles; car, truck, van; overall fuel efficiency);
- 7) Quality / ease of use of reservation system and mobile application; and,
- 8) Financial viability / stability.

MBE/WBE solicited: 3/2

MBE/WBE bid: 0 /0

#### **PRICE ANALYSIS**

- a. Adequate competition.
- b. Sixty four notices were sent, including 3 MBEs and 2 WBEs. Two proposals were received, with no response from the MBE/WBEs.
- c. The previous contract was a barter contract and therefore a price analysis comparison cannot be made. There is no prior history for this type of contract.

#### **APPROVAL JUSTIFICATION**

- a. Best evaluated proposals.
- b. The Purchasing Office concurs with the recommended award.
- c. Advertised in the Austin American-Statesman and the Internet.