

CONSENT CALENDAR
May 7, 2013

To: Honorable Mayor and Members of the City Council

From: () Christine Daniel, City Manager

Submitted by: Andrew Clough, Director, Public Works

Subject: Contract: City CarShare for City of Berkeley Fleet Carshare Program

RECOMMENDATION

Adopt a Resolution authorizing the City Manager to execute a contract and any amendments with City CarShare to continue the City of Berkeley Fleet Carshare Program, for an amount not to exceed \$240,000 for the period July 1, 2013 through June 30, 2015.

FISCAL IMPACTS OF RECOMMENDATION

Funding for this contract will be recommended for appropriation as part of the FY 2014 – FY 2015 Biennial Budget at \$120,000 for each fiscal year from the Equipment Replacement Fund (860-4920-431.30-38).

The contract has been assigned CMS No. RAAKS

CURRENT SITUATION AND ITS EFFECTS

The non-profit organization City CarShare currently manages the City of Berkeley's Fleet Carsharing Program (FCP), and provides 4 gasoline-electric hybrid vehicles and one battery-electric vehicle at 3 off-street Downtown locations. The City's contract with City CarShare expires on June 30, 2013.

In February 2013, the City of Berkeley released Request for Proposals (RFP) Specification No. 13-10705-C seeking qualified firms or individuals to continue operations of the City's FCP. Three valid proposals were received on February 26, 2013 and reviewed. They were assessed by the following criteria: quality of proposal, agency experience, capability, and qualifications of key staff, cost, and social and environmental policies and programs. After scoring of all proposals, City CarShare received the highest overall score, and staff recommends them to continue to manage the FCP. City CarShare has been successfully managing the program since 2004, and has exceptional experience and qualifications to serve the needs of the City. In addition to their experience, lowest price, and environmental and community practices, City CarShare has proposed a revenue-sharing element that could provide up to \$3,000 back to the City annually.

BACKGROUND

The City of Berkeley executed a contract with City CarShare in 2004 to establish a fleet carsharing program to reduce municipal fleet costs and efficiently provide low-emission vehicles to employees who need them for work trips. The City identified potentially redundant fleet vehicles, and reduced the municipal fleet by 10 vehicles. In early 2005, City CarShare began FCP operations, providing City employees access to a total of 5 hybrid-electric vehicles placed in two locations.

These carshare vehicles are managed as a "semi-dedicated" fleet, meaning they are restricted to use only by City employees on weekdays between 8 AM and 6 PM. Other members of City CarShare can reserve these vehicles for other days and times. The City pays City CarShare a monthly fee based on the number of hours each car is reserved for exclusive use by City employees (10 hours per day) and the average number of workdays (excluding holidays) each month. Employees also have access to City CarShare vehicles for work use at other times and from other locations, which serves to meet demand in excess of the capacity of the semi-dedicated vehicles.

The FCP currently serves 296 City employees, approximately 25% of benefited staff. In calendar year 2012, City employees made approximately 2,250 reservations, an average of 187 per month. This was a decline of 9% from 2010, and generally in line with overall reductions in City staff during the same period.

In 2008, City CarShare added the AccessMobile, a van modified to accommodate up to two passengers using wheelchairs, to the City's FCP. The City provides a parking place for the van and it's covered under the contract for staff use, however, since 2012 any other disabled CarShare members can also reserve the van at any time. In 2009, City CarShare added a Plug-In Hybrid Electric Vehicle, which was replaced with a battery-electric powered vehicle in 2012.

The FCP has been recognized as an innovative program of national interest. It was named one of the "Top 50 Innovations in American Government" by the Ash Institute of the Kennedy School of Government at Harvard University, and listed as a Finalist in the U.S. Conference of Mayors City Livability Award. In 2008, the Metropolitan Transportation Commission honored City CarShare and the City of Berkeley with the Doris W. Kahn Accessible Transportation Award for the AccessMobile.

The City supports carsharing among Berkeley residents and businesses by providing spaces for these vehicles in City parking facilities, for use by all City CarShare members on evenings and weekends.

RATIONALE FOR RECOMMENDATION

City CarShare received the highest overall score after a thorough assessment of all proposals, and they have exceptional qualifications to continue the FCP.

There are significant benefits to continuing to operate the Fleet Carsharing Program. The FCP reduces the City's fleet operations expenses, and provides employees with newer, low-emission vehicles. The vendor maintains and cleans the vehicles, and the

on-line reservation system allows for a more efficient allocation of resources. Fewer City fleet vehicles results in more parking available downtown for the general public.

The City can easily reduce or expand the supply of carshare vehicles depending on changing needs, and the detailed usage information enables the City to manage and evaluate employee travel needs.

ALTERNATIVE ACTIONS CONSIDERED

The City could elect to terminate the Fleet Carsharing Program and return to providing fleet vehicles or personal mileage reimbursements for employee travel.

CONTACT PERSON

Farid Javandel, Transportation Manager, Public Works, 981-7061 Matt Nichols, Principal Transportation Planner, Public Works, 981-7068

Attachments:

1: Resolution

RESOLUTION NO. ##,###-N.S.

CONTRACT: CITY CARSHARE FOR FLEET CARHSARING PROGRAM

WHEREAS, the City provides City employees access to shared vehicles dedicated for work-related trips during the work week, and to employees and the public on evenings and weekends through the Fleet Carsharing Program; and

WHEREAS, 296 City employees are currently enrolled in the City's Fleet Carsharing Program, and they reserved fleet carshare vehicles 2,250 times in 2012; and

WHEREAS, the FCP helps the City meet the goals of its Climate Action Plan by reducing greenhouse gas emissions through the provision of hybrid electric and battery electric vehicles within the FCP; and

WHEREAS, funding for this contract will be recommended for appropriation as part of the FY 2014–FY2015 Biennial Budget at \$120,000 for each fiscal year from the Equipment Replacement Fund (860-4920-431.30-38); and

WHEREAS, in February 2013, the City of Berkeley released Request for Proposals No. 13-10705-C for Fleet Carsharing Program services, and received 3 valid proposals that were reviewed according to the RFP's scoring criteria; and

WHEREAS, after a thorough review and rating all proposals, City CarShare received the highest overall score.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager is authorized to execute a contract and any amendments with City CarShare for continuation of the City Fleet Carsharing Program, for an amount not to exceed \$240,000 for the period from July 1, 2013 through June 30, 2015. A record signature copy of said contract and any amendments to be on file in the City Clerk Department.