



City of Grand Rapids, Michigan  
Purchasing Department  
300 Monroe, NW Room 720 Grand Rapids, MI 49503  
Ph: (616) 456-3173 Buyer Contact: Tony Wojciakowski

Request for Information #961-82-01  
RFI# 233 18000002  
Car-Sharing Services

Submittal Due Date: March 23, 2018 11:00 a.m.

Company Name:		Contact Name:	
Company Phone #:		Contact Phone:	
Company Fax #:		Contact E-mail:	
Company Address:			
Website Address		Federal Taxpayer ID #:	

The City of Grand Rapids is issuing this Request for Information (RFI) for obtaining information related to car-sharing services.

Companies interested in submitting a response to this RFI are strongly recommended to be registered in the City's financial system, Advantage360 Vendor Self Service (VSS) site. All RFI information and documents are available to vendors registered in VSS. If you are not currently registered, or wish to update an existing vendor profile, click on the following link to begin registration:

<https://cgiadvantage360.cgi.com/MICGR/AltSelfService>

The terms bidder, company, vendor, respondent, and contractor are all used throughout this RFI to reference the name of the company submitting a response to this RFI. The information submitted by a vendor in response to this RFI shall be referred to as the "Proposal" or "Response" or "Submittal."

All information in a submitted response to this RFI is subject to the provisions of the Freedom of Information Act, 1976 no.442, as amended, MCL 15.231 or latest revision thereof. Companies shall note that pricing methodologies, cost and fee proposals, and any other response information related to pricing shall not be considered confidential information.

## **INTRODUCTION**

Grand Rapids, a City of the State of Michigan, is requesting information from one or more qualified vendor(s) describing potential car-share models that would be applicable to a rapidly growing metropolitan area like Grand Rapids. The purpose of this inquiry is to gather basic responses to help inform the search for a car-share provider. The City is exploring the feasibility of car-sharing in Grand Rapids through servicing a broad range of users and reaching a wide geographic area, as well as determine which car-share model; point-to-point, reserved-space, or peer-to-peer, would potentially be the most beneficial to the City's mobility goals.

No awards or contracts will be made based on the results of this RFI process. Should the City determine to further proceed, a competitive solicitation in the form of a separate Request for Proposal (RFP) will be issued in accordance with current City purchasing policies, procedures, and requirements. The City of Grand Rapids does not guarantee any formal solicitation will be generated based on this RFI.

This RFI does not commit the City to award any contract, to pay any costs incurred in the preparation of a response under this request, or to procure a contract for services or supplies. The City reserves the right to accept or reject any or all responses received as a result of this RFI, and/or to cancel this RFI in part or in its entirety at no additional costs to the City, if it is in the best interest of the City to do so.

To respond to this RFI, proposals must conform to the procedures, format, and content requirements outlined in this document. The City reserves the right to check any references provided in any response.

RFI information and documents are available to vendors registered in the City's financial management system, Advantage360. All solicitation information and documents are available to vendors registered in Advantage360. If you are not currently registered, or wish to update an existing vendor profile, click on the following link to begin registration: <https://cgiadvantage360.cgi.com/MICGR/AltSelfService>

## **SCOPE**

City of Grand Rapids Background:

The Grand Rapids Metropolitan area currently employs a civilian labor force of nearly 600,000 people and from 2015 to 2016, had the fastest growing economy of any large city in the country. Grand Rapids is the second largest city in the state of Michigan and home to many industry leading companies, like Meijer, Bissel, Steelcase, and Founders Brewing Company. Much of the talent found in Grand Rapids is homegrown, thanks to the area having over fifteen institutions of higher education.

With over a decade of continual growth the area has become an attractive housing market. *Trulia.com* recently named Grand Rapids the number one *Hottest Real Estate Market to Watch in 2018* and *Business Insider* named Grand Rapids the top place in the country for Millennials to find a job, buy a home, and start a life.

Grand Rapids is not just a great place live, it is also an ideal place to travel. The City was one of *The New York Times 52 Places to Go in 2016*. Art Prize, craft beer, and magnificent beaches helped earn Grand Rapids and Lake Michigan's Gold Coast the number one spot on *Lonely Planets Top 10 US travel destinations* for 2014. Grand Rapids is all of this and so much more - a city that constantly surprises and delights with authentic and unforgettable world-class experiences made easy, affordable and friendly.

Grand Rapids is on the verge of breaking out as a premiere city in the United States and improving mobility options is critical to support this continued progression. Car-share is seen as an important tool in the mobility

tool box and one that the City would like more information on potentially utilizing. Like most Michigan cities, Grand Rapids transportation is heavily dependent on automobiles. A recent commuter survey completed by the City of Grand Rapids concluded that 84% of commuters travel to work in single-occupancy vehicles. When commuters were asked why they choose to drive alone to work, personal obligations was the most consistent answer given. Driving alone to work gives commuters the comfort of knowing if a situation occurs that requires a vehicle they will have one on hand. A car-share program could offer that comfort without the need of driving a personal vehicle every day.

Growth in the city has been a great boon, but it has also created some new challenges that City is looking to meet head on. A recent study of downtown parking showed the city at 95% monthly parking occupancy. High demand parking facilities currently have at least a six month waiting list. Surface parking lots are disappearing and mixed-use sky rises are taking their place. Development is happening throughout downtown and has spilled over into surrounding neighborhood districts as well. Development does not look to be slowing down anytime soon and will likely continue to put more pressure on parking. The best option for relieving parking pressure is increasing reliable, convenient mobility options.

The City recently released its latest five-year sustainability plan, which boasts Grand Rapids' quadruple bottom line approach of economic, social, environmental and governance goals and outcomes. A main component to this plan is increasing mobility options that have a positive impact on reducing the City's carbon footprint. Recently, new electric vehicle charging stations have been installed at several parking facilities and various easily accessible locations throughout the City. Partnering with a car-share company that offers an electric vehicle fleet would have a large impact on reducing automobile greenhouse gas emissions. Car-sharing reduces car ownership and vehicle miles traveled while increasing walking, biking, and connections to public transit, would also contribute to a reduction in greenhouse gases emissions, which falls in line with the City's overarching sustainability goals.

Starting a Grand Rapids car-share program would reduce single-occupancy vehicle demand and in turn lessen parking pressure currently taking place. It would also strengthen current multi-modal options, which include bicycling, walking, bike share and public transportation. Adding car-share to Grand Rapids would benefit the community as a whole and allow a perspective company to corner a unique market share in a rapidly growing city.

Car-share in Grand Rapids has the potential to benefit the community in a wide variety of ways. At the core, car-sharing looks to broaden accessibility for residents, visitors and employees. However, car-share would also have an impact on the City's economic, equity, sustainability and mobility goals. The purpose of this RFI is to better understand the benefits car-share would have on the following value propositions:

#### Accessibility

- Allowing residents to participate in the sharing economy
- Reducing car ownership
- Adding an additional option for residents in making mode decisions
- Supporting employee and resident daily needs
- Increasing service options for employers in reducing fleet costs
- Subsidizing the City of Grand Rapids current employee fleet of 153 vehicles
- Reducing parking pressure
- Increasing access in underserved public transit areas
- Benefitting employee parking incentive programs

#### Environmental

- Reducing miles driven
- Increasing the use of walking, biking, and public transportation
- Reducing greenhouse gas emission

*In addition to general information about services the City is also looking to understand the needs of the car-share provider. This information should include:*

#### Governance

- On-street and off-street facility use
- Permitting
- Potential for public-private partnership with shared costs.

#### **Responses to this RFI shall be submitted in electronic form and should include:**

1. Name of the entity, contact person, name and phone number.
2. Overview of proposer's services.
3. Basic information on aforementioned value propositions.
4. Number of customers being served by the program.
5. Fees charged.
6. How individuals become members, reserve vehicles, access vehicles, and how the cost to the customer is determined/paid.
7. How the program/revenue would be monitored.
8. The variety of vehicle types that are available, including any potential for electric vehicles.
9. The maximum age/mileage of vehicles provided to the car-sharing program and the routine maintenance/replacement plan.
10. 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.
11. What kind of technical support plan you intend 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.
12. Other information from the City that may be useful to car-share service providers.

#### **GENERAL INSTRUCTIONS**

##### **Responses/Submittals:**

The City requires any submitted response to this RFI be in electronic form, provided either via email to the listed Buyer contact ([awojciak@grcity.us](mailto:awojciak@grcity.us)) and/or via delivery on flash drive or other media, prior to the deadline provided herein.

The deadline for providing submittals to this RFI is March 23, 2018 11:00 a.m.

In order to expedite and simplify proposal evaluation and to assure that each proposal receives the same orderly review, all proposals should adhere to the format described herein. All proposal sections and pages should be appropriately numbered. Proposals must include a table of contents listing all sections, figures, and tables. Major sections and appendices should be separated by labeled index tabs, and pages must be numbered.

All documents and submittals provided with the response to this RFI shall become the property of the City, and shall be subject to public inquiry and dissemination as required. Any response that is submitted in full as “confidential” or “proprietary” shall be rejected as non-responsive, no exceptions.

**Questions:**

The City of Grand Rapids Purchasing Department shall be the main point of contact for purposes of information concerning this RFI. Any formal requests for clarification, questions, or additional information regarding this RFI shall be submitted in writing or via email in a timely manner per the following contact information:

Tony Wojciakowski  
Buyer, Purchasing Department  
300 Monroe NW Suite 720  
Grand Rapids MI 49503  
Phone: (616) 456-4178  
Fax: (616) 456-3339  
Email: [awojciak@grcity.us](mailto:awojciak@grcity.us)

Any questions received after the deadline date shall not be considered. Any and all questions, requests for clarification or additional information received by the City regarding this RFI will not be considered confidential in any way, shape, or form.

**Cost of Preparation:**

The Respondent shall be responsible for any and all costs incurred in the development and submission of any response. The City assumes no contractual obligation as a result of the issuance of the solicitation, the preparation or submission of a response by a Respondent, the evaluation and review of an accepted response, or any selection of any sorts.

**RFI Cancellation or Modification:**

The City reserves the right to cancel or modify this solicitation and/or any planned award for any or no reason as it deems in its own best interests, at no additional costs to the City. Such cancellation notice shall be provided to all respondents.

**Late Proposals:**

Submittals received after the date and time indicated will not be accepted or considered.

\*\*\*\*\*