

April 15, 2009

SUBJECT: REQUEST FOR PROPOSAL TO PROVIDE QUALIFIED SERVICES FOR IMPLEMENTING A CARSHARE PROGRAM FOR COMMUNITY OF ISLAVISTA IN SANTA BARBARA COUNTY

A. REQUEST FOR PROPOSAL

The County of Santa Barbara is inviting qualified firms to prepare a proposal for consideration to implement a carshare program for the Isla Vista Redevelopment Project Area (Attachment 1). The County of Santa Barbara (County) and is interested in sponsoring a carshare program to serve Isla Vista residents and University of California, Santa Barbara (UCSB) students, faculty and staff.

B. PROJECT DESCRIPTION

Purpose

A carshare program is an implementation item of the approved Isla Vista Master Plan (Master Plan). An overall objective of the Master Plan is to develop an effective, efficient multi-modal transportation system for the Isla Vista community. Components of this plan include improving the street network, managing the quantity and location of parking, providing convenient and affordable transit services, offering carsharing opportunities and improving the pedestrian and bicyclist environment. Policies included in the Master Plan seek to reduce automobile impacts by minimizing automobile dependence and ownership, implementing sidewalk improvements, reducing automobile travel speeds, and by providing alternative transportation options.

Car-sharing is viewed as one of several proposals to improve transportation options and alleviate parking problems in Isla Vista.

Background

For the last 35 years, the public planning process in Isla Vista has been active. Numerous issues have been identified during successive planning efforts including limited parking, overcrowding, substandard housing, and deteriorating infrastructure. These problems have persisted in Isla Vista for years and past attempts to solve them have resulted in relatively little permanent change.

Isla Vista Master Plan

In 1999, under Santa Barbara County Board of Supervisors' direction, a working group composed of UCSB, Isla Vista Recreation and Parks District (IVRPD), and Planning and Development (P&D) began meeting to discuss the status of Isla Vista and how to address

identified community issues. In 2000, Santa Barbara County, UCSB, and IVRPD established a strategy to jointly fund the Master Plan effort for the Isla Vista community.

To facilitate community participation, the IV Project Area Committee/General Plan Advisory Committee (IV PAC/GPAC) was formed in October 2001. The IV PAC/GPAC is a group of residents, property owners, business owners, and representatives of community organizations from the project area. The IV PAC/GPAC played a critical role in implementation the adopted Master Plan.

UCSB/Santa Barbara County Carsharing

Recognizing that both Isla Vista and UCSB could benefit from carsharing opportunities, the University and the County previously partnered to investigate and develop a carshare program. Subsequently in 2005, Flexcar (now Zipcar) entered into an agreement with UCSB and currently has three vehicles located on campus. We are now seeking to expand carsharing to have a presence in Isla Vista. Such an expanded program could potentially serve over 35,000 students, faculty, staff and residents from the surrounding community and represents perhaps the best opportunity for carsharing between the San Francisco Bay Area and Los Angeles.

Issues

Isla Vista is home to almost 20,000 residents. Many of these people leave the community by private automobile infrequently. On average, nearly 15,000 bicycles, and 8,000 pedestrians enter or leave Isla Vista each day and more than 2,800 transit trips begin or end in Isla Vista each day. Limited access and parking on UCSB campus negatively affect traffic and parking in Isla Vista with many commuter students, staff and faculty choosing to park in Isla Vista rather than on campus where parking is fee based. Increases in UCSB permit rates tend to shift commuters to park in Isla Vista, thus exacerbating the parking problem there.

Parking

At the present time, parking in Isla Vista is largely unregulated. Virtually all residents (96%) live in a household with at least one vehicle and 80% of all residents own a car themselves. This level of car ownership, coupled with approximately 1,000 UCSB commuters who park in Isla Vista during the day and walk or bike to campus, means parking in Isla Vista is often scarce. Studies have shown that of the approximate 3,000 available on-street parking spaces, 2,800 are consistently occupied. The remaining 200 spaces are generally located on the western fringe of Isla Vista, a significant distance from the downtown core and UCSB's main campus.

Recent development and increased enrollment at UCSB have exacerbated on-campus parking issues. Coupled with underdeveloped transportation alternatives and the perceived necessity of having access to a personal automobile, finding viable solutions to the University's parking problems has been a challenge. Furthermore, pricing and convenience issues currently make driving to campus on a daily basis the most attractive alternative for many employees and students.

Implementation of a carshare program is seen as one potential solution to parking issues in Isla Vista and at UCSB.

Area Characteristics

Isla Vista

Isla Vista is an unincorporated community located 9 miles west of the City of Santa Barbara on the south coast of Santa Barbara County, California. Surrounded on three sides by UCSB, Isla Vista is built on a coastal bluff overlooking the Pacific Ocean.

The current population of Isla Vista is almost 20,000; including 13,000 students. Isla Vista is known primarily for its role in providing housing for students from UCSB as well as Santa Barbara City College. However, the community is also home to almost 8,000 non-student residents. The median resident age is approximately 21, and few residents are over 61 years old. Isla Vista is ½ square mile or 320 acres. The median annual incomes in Isla Vista are low in comparison to County median incomes. In 1999, the median income was \$26,250 for a family household and \$13,165 for a non-family household. Of the 4,908 housing units in Isla Vista, 94% are renter occupied.

UCSB

UCSB is located at Goleta Point, in an unincorporated portion of southern Santa Barbara County. The campus sits on approximately 1,000 acres and occupies a narrow marine terrace overlooking the Pacific Ocean. The University is home to approximately 22,000 graduate and undergraduate students and is one of the nation's leading research institutions. UCSB is also the County's largest employer, with over 6,200 employees.

Community Input

Isla Vista has a long history of community activism. Public input and participation will be significant throughout the implementation of this program. As previously mentioned, a PAC/GPAC has been appointed to guide the community's revitalization process. The PAC/GPAC meetings, which are held on a quarterly basis, are regularly attended by Isla Vista residents, and UCSB students and staff. In addition, UCSB has several committees that work to address parking and transportation related issues. Participation and interest in the carshare program is likely through many on and off campus organizations.

Project Approval and Funding

It is recognized that a car-sharing program may require funding to begin implementation. Several potential funding sources have been identified. If a proposed program is chosen to be implemented, final allocation of project funding will be subject to approval by the Santa Barbara County Board of Supervisors/Redevelopment Agency Board of Directors. County staff anticipates presenting a proposed carshare program to the Board of Supervisors/Redevelopment Board of Directors this summer.

C. SCOPE OF WORK

Providers should propose how to structure a carshare program for Isla Vista. Each provider is encouraged to propose several different scenarios, including a partnership program. A primary objective of this new program is to offer services to a broad range of individuals.

Proposals must include a program that includes the following requirements:

- A program which provides services to participants 18 years old and older;
- A minimum of two total parking pods to serve Isla Vista residents and UCSB students, faculty and staff;
- Implementation beginning August/September 2009;
- Vehicles which are leased on an hourly basis using telephone and internet technology;
- Ability to scale the program up quickly to meet need;
- Local staffing, including marketing support; and
- Multiple registration options, including in-person, telephone and internet.

F. PROPOSAL CONTENT AND ORGANIZATION

1. Provide a cover letter that includes a brief summary of the provider's qualifications and approach and understanding of the desired program.
2. Explain your team's approach to develop and implement the project.
3. Provide a detailed scope of work.
4. A line item budget or growth model for a minimum of three years.
5. Marketing and outreach support plan. Please provide a detailed plan for how you will market and promote car-sharing to residents and students of Isla Vista and UCSB.
6. Discuss unusual aspects of the program and potential challenges that may be encountered.
7. Identify each member of the team and describe the role and responsibility of each member of the proposed team.
8. Provide a Statement of Qualifications for your company, including relevant projects completed within the last five years. Include with each project the following information:
 - Name of project/program
 - Name of client
 - Client contact information – include name, title and telephone number
 - Location of project/ program
 - Status of project/program

- Description of services provided by provider
 - Project completion date
 - Total project/program costs
 - Budget of services provided
 - Names of staff involved in project
9. List all contracts terminated (partially or completely) by clients for convenience or default within the past three years. Include contract value, description of work, sponsoring agency, name of contracting entity, and reason for termination.

G. AVAILABLE MATERIALS

The following relevant documents, which contain additional information on the topics mentioned above, are available by calling (805) 884-8050. Copies of the approved Isla Vista Master Plan and Downtown Design Guidelines are available online at www.ivrda.org.

1. Board Certified Isla Vista Master Plan
2. Isla Vista Downtown Design Guidelines
3. Isla Vista Transportation Survey (2002)

H. CONSULTANT SELECTION PROCESS

The proposal will be evaluated based on responsiveness to the submittal requirements outlined above. This includes relevant experience as well as understanding of the desired program, approach, and ability to meet schedule requirements. The provider will be selected based on the following criteria:

1. Experience/Expertise of Provider. Demonstrated competence in completion of similar projects/programs; performance on other work; relevant expertise.
2. Management Approach. Presentation of organization; responsibilities and, management approach
3. Qualifications of principal personnel who will be handling a majority of the work.
4. Proposal's responsiveness to the community context as expressed in this RFP. (i.e. creativity of proposal and approach)
5. References

Once the proposals are received, they will be reviewed by representatives from the County and representatives from the Isla Vista PAC/GPAC and campus community groups. Interviews will likely be scheduled for the week of May 11, 2009 through May 15, 2009 and an interview panel will make a selection following the presentations. The top ranked company will be selected at the end May 2009.

At this time, the County will begin contract negotiations with the top ranked provider. If a contract cannot be negotiated with the top ranked provider, the County may choose to begin negotiations with the second ranked provider. Prior to contract issuance, the County may elect not to participate in this program. Implementation of this program is subject to approval by the County Board of Supervisors.

I. GENERAL INFORMATION

1. CONTRACT

Please note, the provider will be required to accept the terms of the County’s standard consultant agreement. The County’s standard consultant agreement will be available prior to contract negotiations.

2. PROPOSAL SUBMITTAL

a) *Late Submittal.* A proposal is late if received at any time after 5:00 p.m. (according to date stamp or clerk of Redevelopment Agency) on **May 8, 2009**. Proposals received after 5:00 p.m. on **May 8, 2009** will not be considered and will be returned to the proposer unopened and marked "LATE PROPOSAL".

b) *Schedule.* The anticipated schedule of activities related to this RFP is as follows:

<u>Activity</u>	<u>Date</u>
RFP Issued	04/15/09
Proposal Submittal Deadline.....	05/08/09
Interviews	05/15/09
Select Top Firm	05/29/09
Negotiations Begin.....	06/01/09
Negotiations Complete.....	06/19/09

c) *Inquiries.* Inquiries concerning this RFP should be directed to:

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Attachment 1: Local Setting Map