

February 9, 2004

SUBJECT: REQUEST FOR PROPOSAL TO PROVIDE QUALIFIED SERVICES FOR IMPLEMENTING A CARSHARE PROGRAM FOR SANTA BARBARA COUNTY AND THE UNIVERSITY OF CALIFORNIA, SANTA BARBARA

A. REQUEST FOR PROPOSAL

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

B. PROJECT DESCRIPTION

Purpose

A carshare program is an implementation item of the draft 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. Master Plan adoption is anticipated in December 2004.

Developing and implementing a carshare program at UCSB has also been suggested as one remedy to the campus' increasing deficit of parking spaces. The campus is currently in the midst of an aggressive building campaign in an effort to achieve consistency with the Long Range Development Plan (1990). The addition of new academic, administrative and student residential buildings has largely impacted surface parking lots and has further exacerbated the existing parking problem, including parking impacts in Isla Vista.

Carsharing is viewed as one of several proposed solutions to this problem. Additional solutions include expanding UCSB's existing Transportation Alternatives Program, building two new parking structures, expanding and improving transit services, expanding carpooling and van pooling options, and improving bicycle and pedestrian circulation networks throughout the campus and to adjoining areas (Isla Vista, Goleta, etc.).

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 in Isla Vista have persisted 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 developing the draft Master Plan.

UCSB/Santa Barbara County Carsharing Partnership

Recognizing that both Isla Vista and UCSB could benefit from carsharing opportunities, the University and the County are partnering to investigate and develop a carshare program. Such a 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. Most of these people leave the community at least once per day. On average, nearly 36,000 automobiles, 15,000 bicycles, and 8,000 pedestrians enter or leave Isla Vista each day. In addition, each weekday more than 2,300 riders begin or end a public transportation trip in Isla Vista. Furthermore, changes in access and parking at UCSB affect traffic and parking in Isla Vista. Likewise, proposed redevelopment plans for Isla Vista will affect access to UCSB. For instance, increases in UCSB permit rates tend to shift commuters to park in Isla Vista, thus exacerbating the parking problem there. Development of a residential parking permit program in Isla Vista will impact commuters who park in Isla Vista instead of on campus.

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.

Solutions

Implementation of a carshare program is seen as one potential solution to parking issues in Isla Vista and at UCSB. Other solutions to Isla Vista parking issues include a parking management program. This program is expected to be implemented in fall 2004 and will include:

- Parking meters in the downtown; and
- Residential parking permit program that requires residents to purchase an annual or short-term permit to park in the public right-of-way.

UCSB has established a comprehensive alternative transportation plan. Carsharing would enhance the existing options and eventually reduce the demand for parking throughout the campus.

County staff anticipates that as a result of discontinuing the practice of providing free unregulated on-street parking in Isla Vista, a significant amount of interest and participation in a carshare program will be generated. Given the anticipated level of participation, providing a carshare program that serves a majority of Isla Vista residents and UCSB students, faculty and staff is essential. One major objective of the Isla Vista/UCSB carshare program will be to provide services to individuals 18 years or older; even if doing so increases program costs. Emphasis is placed upon this objective because 60% of Isla Vista residents are under 21 years old and almost all students who live on the UCSB campus are under 21 years old. In addition, automobile ownership is low among on-campus resident hall students, creating a significant carsharing enrollment opportunity.

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 20,000 graduate and undergraduate students and is one of the nation's leading research institutions. UCSB is also the County's largest employer, with over 4,300 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 monthly 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

Most carsharing programs 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 and UCSB. County staff anticipates presenting a proposed carshare program to the Board of Supervisors/Redevelopment Board of Directors in spring 2004.

C. SCOPE OF WORK

Providers should propose how to structure a carshare program for Isla Vista and UCSB. Each provider is encouraged to propose several different scenarios, including a partnership program. In addition, staff is requesting separate proposals which outline program options for participants 18 years or older and for participants 21 years or older. 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;
- An alternate program which provides services to participants 21 years old and older;
- A minimum of two total parking pods to serve Isla Vista residents and UCSB students, faculty and staff;
- Implementation beginning September 2004 or concurrent with implementation of residential parking permit program;
- Vehicles which are leased on an hourly basis using telephone and internet technology;

- Vehicles which are leased for extended trips (i.e. Thanksgiving visits to students' home towns)
- 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.
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) 568-2000. Copies of the draft Isla Vista Master Plan and Downtown Design Guidelines are available online at www.islavistaplan.org. Copies of relevant UCSB campus planning documents are available online at <http://bap.ucsb.edu/planning/index.html>

1. Draft Isla Vista Master Plan
2. Draft Isla Vista Downtown Design Guidelines
3. Isla Vista Transportation Survey (2002)
4. UCSB campus planning documents

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, UCSB, and representatives from the Isla Vista PAC/GPAC and campus community groups. Interviews will likely be scheduled for the week of March 17, 2004 through March 26, 2004 and an interview panel will make a selection following the presentations. The top ranked company will be selected in April 2004.

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

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 **March 10, 2004**. Proposals received after 5:00 p.m. on **March 10, 2004** 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	02/09/04
Proposal Submittal Deadline	03/10/04
Interviews	03/17/04
Select Top Firm	03/29/04
Negotiations Begin	04/05/04
Negotiations Complete	04/19/04

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

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