



MEMO

To: The Honorable Mayor and Council
From: Bert Lumbreras, City Manager
Date: August 12, 2021
Re: **Microtransit Solution – Downtown Electric Cab Pilot Program**

The purpose of this memo is to inform Mayor and Council of the Downtown Electric Cab Pilot Program (E-cab) to include the project background, Parking Advisory Board participation and the request for proposal (RFP) process.

In July 2019, the Parking Advisory Board (PAB) received a presentation from an E-cab vendor which detailed how an E-cab program could be implemented and the benefits of such a program. Following that presentation, the PAB began exploring an E-cab Pilot Program as a potential parking management strategy, including what funding options may be available. These discussions resulted in the PAB proposing the project to the Tax Increment Reinvestment Zone 5 (TIRZ #5) Board. At the December 2019 TIRZ #5 Board meeting, the Board agreed to the use of \$500,000 to fund a 12- to 18-month pilot program to assess this parking management strategy for downtown.

The PAB and staff met nine times throughout the planning phase to ensure the pilot program contained the project goals of the PAB and measurable deliverables for pilot assessment. Development of the project scope was a collaborative and iterative process which included the PAB on all topics.

Following the scope development, staff began the city procurement process and in March 2020 the RFP was posted. Shortly thereafter, in April 2020, the RFP was pulled due to the COVID-19 pandemic. Concurrently, the PAB suspended their monthly meetings from March to June 2020.

When the Board resumed meeting in July 2020, they recommended re-posting the RFP. Staff and the PAB continued the collaborative approach to scope development and modified the RFP to include COVID-19 safety protocols. Also included was a flexible start date that allowed the pilot to begin following a decline in the impacts of the pandemic and a return to “near normal” parking demand in the downtown area. The E-cab RFP was re-posted in October 2020.

In November 2020, the City received three (3) proposals in response to the RFP. A selection committee was empaneled and comprised of General Services, Main Street, and Police Department staff. City staff thoroughly evaluated all proposals and has determined RideCo US, Inc., Los Angeles, CA, as the best value based on the relative importance of price, experience, and all other evaluated factors as stated in the RFP solicitation. RideCo US, Inc., also has satellite operations in Houston and San Antonio.

All three (3) proposals received were evaluated and points assessed based on the following criteria:

- Experience and Qualifications – 30 points maximum
- References – 10 points maximum
- Project Schedule – 30 points maximum
- Pricing – 30 points maximum

The final rankings of the three (3) firms are as follows:

Firm	Total Score	Final Ranking
RideCo US, Inc., Los Angeles, CA	267.06	1.0
O-Cartz, Orlando, FL	239.00	2.0
E-Cab of North America, LLC, Austin, TX	225.06	3.0

On August 17th this E-cab pilot program contract will come to Council for consideration. The anticipated roll-out schedule for this project is 90-100 days, and will include a pre-launch marketing campaign and a “soft launch” before full time operations begin. The timeline is directly related to the procurement of new electric vehicles for the pilot.

Staff is excited to begin the pilot and will assess its outcomes prior to returning to Council to provide results and seek direction on this parking management strategy.