Request for Proposal

Car Share Program

June 12, 2009

A VASCUPP Member Institution
Issued by
Procurement Services
Charlottesville, Virginia
A. GENERAL INFORMATION

Request for Proposal (RFP) Name: Car Share Program

RFP Number: KC061209

Issue Date: June 12, 2009

Brief Description: Develop and implement a Car Share Program for the University of Virginia (the “University”).

Preproposal Questions: Any questions concerning this RFP must be sent to the buyer listed below no later than 3:00 p.m. Monday June 29, 2009 in order to guarantee a timely response prior to the proposal due date.

Proposal Due Date: Proposals are due by 3:00 p.m. Thursday July 9, 2009. Firms will send four original copies of their proposal(s) to the address listed in the contact information box below. Additionally, firms will also send a complete electronic version of their proposal(s), formatted in Microsoft Word, to the email address listed in the contact information box below. The University reserves the right to reject proposals received after the stated due date and time.

Negotiations: Oral presentations and negotiations will be held on Thursday July 23, 2009

Expected Award Date: September 08, 2009

Term of Agreement: The term of a resulting Agreement will be for two years, with the ability to renew on the same terms and conditions, for two additional two-year periods if mutually agreeable to the University and the Selected Firm. The Selected Firm and the University will mutually agree at least 180 days prior to each renewal period whether to renew the terms of the Agreement.
This Request for Proposal (RFP) has been posted on Procurement Services web site for your convenience. Addenda and attachments are posted if issued. The RFP can be downloaded at this web site: http://www.procurement.virginia.edu/pagerfp. It is the firm’s responsibility to ensure that the latest version of the entire RFP and related links are reviewed prior to submission of a proposal. We encourage you to check the web site frequently for any changes prior to the due date. Call (434) 924-1346 if you have trouble accessing the RFP from the web. For questions about the content of the RFP, contact the buyer listed above. Additional information can be found on Procurement Services web site: http://www.procurement.virginia.edu.

For ease of reference, each firm or individual receiving this RFP is referred to as a “firm” and the firm or individual selected to provide services for the University is referred to as the “Selected Firm.” This RFP states the instructions for submitting proposals and the procedure and criteria by which a firm may be selected.

B. SCOPE OF SERVICES
The University and its Department of Parking and Transportation seek a qualified firm to develop and implement a Car Share Program (the “Program”) to the University.

The Selected Firm will provide Services that may include but are not limited to the following:

1. Provide a business proposal on how the Program will be implemented to meet the needs of the University, addressing:
   a. The number and type of vehicles to be provided, specifically what percentage of the vehicles available in the Program will be hybrid.
   b. The proposed locations of the vehicles and details, if any, of space enhancements that would be required.
   c. A marketing plan, including any requirements of the University.
   d. Reservation process.
   e. Any Program use rules and restrictions, including minimum age requirements.

NOTE 1: If RFP proposal is sent U.S. Postal Service, use the P. O. Box. The University does not take responsibility for lost or misdirected mail.

NOTE 2: During the RFP process, all communication must be directed to the buyer listed above, with the exception of issues directly related to SWAM business and SWAM subcontracting opportunities. Such SWAM issues may be alternately directed to Bill Cooper, the University’s Director of Supplier Diversity, at (434) 924-7174 or SWAM@virginia.edu. Any failure to adhere to this requirement may result in the rejection of the firm’s proposal or cancellation of the RFP.
f. Fees broken down for; University employees, students, and non-University affiliated.
g. Payment options (credit card, Purchase Order, Student Account).
h. A ramp-up plan for meeting a higher user demand than expected, specifically addressing what analysis will be used to determine an increase in the number of vehicles in the Program.

2. Provide a maintenance plan for the vehicles that will be used in the Program. The utilization of the University’s Department of Parking and Transportation’s maintenance services should be considered, and is the preferred method of the University, that the Selected Firm chooses as its car maintenance solution.

3. Provide a Customer Service process that will be capable of addressing late vehicles returns, damaged or dirty vehicles, and other issues.

4. Provide quarterly reports that will show gross revenues, customer type, and average hourly use. And any other reports as requested.

5. Provide a parking fee reimbursement plan to the University for each parking space needed for the proposed Program;

6. Provide a rebate proposal, payable to the University on a quarterly basis, based upon the total amount of business generated from vehicle rentals originating at the various locations on or around University grounds.

C. BASIS OF SELECTION

Proposals will be evaluated based upon the overall merits/value of the proposal including, but not limited to, price. The University will evaluate proposals, and if a firm is to be selected, select the firm on the basis of:

1. The firm's plan to provide the University with the products as described in the Scope of Good and Services section;
2. The firm’s experience in providing Goods and Services similar to those described in this RFP, to include the firm’s references from clients;
3. The firm’s price proposal; and
4. The firm’s Small, Woman-owned and Minority-owned (SWAM) businesses status and/or the firm’s plan for utilization of SWAM businesses. For more information about SWAM and the University’s SWAM plan, please see the letter at Attachment 1 and refer to the following site: www.procurement.virginia.edu/main/publicpostings/rfp/SWAMplan.pdf

Note 1: A 10% minimum weight will be given to this criterion in evaluating proposals.
Note 2: Any questions related to SWAM business and SWAM subcontracting opportunities can be directed to Bill Cooper, the University’s Director of Supplier Diversity, at (434) 924-7174 or SWAM@virginia.edu.

D. CONTENTS OF PROPOSAL

Proposals will be prepared simply and economically, providing a straightforward, concise description of capabilities to satisfy the requirements of the RFP. Emphasis will be on completeness and clarity of content, and will be organized in the order in which the requirements are presented in the RFP. Firms will provide the following information:
1. A brief history of the firm and its experience, qualifications and success in providing the type of product requested.

2. A detailed description and the full specifications of the services proposed. Each firm will indicate in their proposal the firm’s ability to achieve / comply with each specification. In the event that the firm wishes to propose an alternate specification that, in any way, differs from the above specifications, the firm will detail their proposed change(s) and how the proposed change would compare to the listed specification. Proposals will be formatted in such a way to address each of the above specifications in a line-by-line process.

3. The estimated implementation date of the Services proposed after an award would be issued.

4. The firm’s proposed price / fee for providing the Services.

5. At least three references where similar goods and/or services have been provided. Include the name of the firm / organization, the complete mailing address, and the name of the contact person and their telephone number.

6. The firm’s Small, Woman-owned and Minority-owned (SWAM) businesses status and/or how the firm intends to utilize SWAM firms in regards to this particular procurement.

7. Provide a list of institutions of higher education with which the firm has signed a term contract.

8. Provide the amount of annual sales the firm has with each VASCUPP Member Institution. A list of the VASCUPP Members can be found at http://www.vcu.edu/procurement/coopcon.htm

9. Complete and return the information requested in Attachment 2, Firm Information.

**NOTE:** Virginia Freedom of Information Act

Except as provided below, once an award is announced, all proposals submitted in response to this RFP will be open to the inspection of any interested person, firm or corporation, in accordance with the Virginia Freedom of Information Act. Trade secrets or proprietary information submitted by firms as part of its proposal will not be subject to public disclosure under the Virginia Freedom of Information Act; however, the firm must invoke the protections of this section prior to or upon submission of its proposal, and must identify the specific data or other materials to be protected and state the reasons why protection is necessary. Firms may not request that its entire proposal be treated as proprietary information.

### E. TERMS AND CONDITIONS

This solicitation and any subsequent award is subject to:

- The Selected Firm registering as a vendor with the University of Virginia. [https://www.procurement.virginia.edu/pagevendorregistrationform](https://www.procurement.virginia.edu/pagevendorregistrationform)


Note: Unless a firm expressly and specifically states its exception to any of the Preferred Provisions in its written proposal, then the proposal from the firm will automatically be deemed to include those Provisions.

- The University's Procedure for Resolution of Contractual Claims

- The Firm may accept credit card payments from third parties (i.e. students, parents, etc) for the Goods and Services described in this RFP. The firm acknowledges and agrees that it is responsible for the security of any cardholder data that it processes, transmits or stores, and warrants that Firm is, and will remain at all times during the term of the resulting Agreement (and any subsequent renewal periods), in compliance with the PCI DSS [Payment Card Industry (PCI) Data Security Standard (DSS), a copy of which is available at: [https://www.pcisecuritystandards.org/index.htm](https://www.pcisecuritystandards.org/index.htm)]. Firm will take all necessary steps to ensure such compliance; such as, but not limited to, no cardholder or magnetic stripe information will be stored in a database or internet storage device or space; only truncated card information will be provided on the sales slip provided to the cardholder; all merchant sales slip copies will be physically protected against unauthorized access; any media device storing cardholder information (e.g. wireless terminal) will be physically protected against loss, theft or unauthorized access; and hardcopy cardholder data will be destroyed before physically disposed of. Firm will maintain appropriate documentation of: (1) their processing level (Level 1 - 4) including certification of compliance and certification of compliance for all point-of-sale software or internal processing systems that they may employ; and (2) completed Quarterly Network Scans of all outwardly facing IP addresses (as defined in PCI DSS) for those Firms required to perform such scans. Firm further agrees to use only credit card service providers that are PCI DSS compliant for credit card processing. Firm will indemnify, defend and hold harmless the University and its employees, trustees, officers, and agents, from and against all damages, judgments, losses, and reasonable costs or expenses (including reasonable attorney’s fee) (“Damages”) arising from lawsuits, actions, claims or demands by the (“Claims”) seeking compensation for personal injury or property damages caused by or attributable to any data security compromise occurring as a result of Firm’s negligence or the breach of any of Firm’s obligations herein.

F. OTHER INFORMATION

Insurance

Listed below is the insurance the Selected Firm must maintain under any Agreement resulting from this RFP. In no event should the Selected Firm construe these minimum required limits to be their limit of liability to the University. The Selected Firm will maintain insurance which meets or exceeds the requirements of the University with insurance companies that hold at least an A- financial rating with A.M. Best Company. No Agreement will be executed by the University until the Selected Firm satisfies the insurance requirements of the University. The Selected Firm may be required to provide the University with a valid Certificate of Insurance before providing any goods or services to the University. The University reserves the right to approve any insurance proposed by the Selected Firm.
Commercial General Liability:
The Selected Firm and any Subcontractor will provide a minimum combined single Limit of Liability for bodily injury and property damage of $1,000,000 per occurrence and a $2,000,000 general aggregate with coverage for the following:

{X} Premises/Operations  {X} Products/Completed Operations
{X} Contractual   {X} Personal Injury
{X} Additional Insured*

Automobile Insurance:
The Selected Firm and any Subcontractor will provide a minimum combined single Limit of Liability for bodily injury and property damage of $1,000,000 per occurrence with the following coverage for vehicles operated by their employees and agents, $300,000 per occurrence with the following coverage for vehicles operated by University employed customers and non-University employed customers 21 years of age and older, and minimum financial responsibility limits per occurrence with the following coverage for non-University employed customers under 21 years of age:

{X} Any Automobile       {X} Owned and Non-Owned Automobiles
{X} Additional Insured*

*Additional Insured:
The University will be named as an Additional Insured, and the proper name is: "The Commonwealth of Virginia, and the Rector and Visitors of the University of Virginia, its officers, employees, and agents.”
Greetings:

The quality of service the University of Virginia is able to deliver to its customers is directly related to the excellent support we receive from you and many other outstanding suppliers of goods and services. Without you, we would not be able to fulfill our educational, health care and research missions. An important part of our procurement program involves our commitment to doing business with small, women-and minority-owned (SWAM) businesses. As one of our most important vendors, we look to you to help us achieve this objective.

We conduct substantial business with small firms. We have been less effective in securing long-term business relationships with minority-and women-owned businesses. We are determined to improve our record.

I seek your assistance in two areas. First, to the extent practical, I ask that you involve small, women-and minority-owned businesses in the delivery of services you provide to UVa. Second, I seek your help in reporting your results through our quarterly subcontracting reports. The terms and conditions previously provided to your organization outlined this process.

This effort is important to us. We depend on you in so many ways – this is another way that we can partner with your company to make things better.

Sincerely,

Leonard W. Sandridge
Executive Vice President and Chief Operating Officer

LWS:dr

Madison Hall · Post Office Box 400228 · Charlottesville, Virginia 22904-4228
Full Legal Name (Company name as it appears with your Federal Taxpayer Number):

Address:

Telephone Number: FAX Number:

Web Address:

Email Address:

DUNS Number:

SWAM Information:

Is your firm certified with the Commonwealth of Virginia’s Department of Minority Business Enterprises (DMBE):

☐ Yes ☐ No

Minority-Owned Business: ☐ Yes ☐ No

Women-Owned Business: ☐ Yes ☐ No

Small-Owned Business: ☐ Yes ☐ No

Is your firm registered as a vendor in the Commonwealth of Virginia’s e-procurement system (eVA)?

☐ Yes ☐ No

Point of Contact for this Proposal:

Name:

Address:

Office No. Mobile No. FAX No.

Email Address: