



MIAMI BEACH

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LTC # 271-2008

LETTER TO COMMISSION

TO: Mayor Matti Herrera Bower and Members of the City Commission

FROM: Jorge M. Gonzalez, City Manager

DATE: October 22, 2008

SUBJECT: **FOR A CONCESSION AGREEMENT OF A SHARED-CAR PROGRAM FOR RESIDENTS AND VISITORS OF THE CITY OF MIAMI BEACH**

The purpose of this LTC is to update the Mayor and City Commission on Request for Qualifications (RFP) No. 42-07/08, For A Concession Agreement of a Shared-Car Program for Residents and Visitors of the City of Miami Beach.

The goal of the Miami Beach Shared-Car Concept Program is to combine Transportation Demand Management (TDM) strategies and measures, which aim to reduce automobile travel demand, with support from a menu of alternative transportation arrangements. TDM strategies include bicycling, walking, electronic substitutes for travel such as telecommuting, and a variety of shared and public transportation strategies. The Shared-Car Program will be a component in the City's overall effort to promote multimodal transportation options, which will help to facilitate mobility throughout the City.

The City intends to enter into a concession agreement with a Shared-Car company with demonstrated experience in this area and with an interest in making their services available to the City.

I am considering appointing the following individuals to serve on the Evaluation Committee on the above subject RFP:

- Rachel Ovadia, Miami Beach Resident, Leadership Academy Member
- Judy Robertson, Member of Alliance for Reliable Transportation, Flamingo Park Neighborhood Association
- Jeff Bechdel, New Business Specialist, Miami Dade County Transit Department
- Josephine Pampanas, Leadership Academy Graduate, Transportation and Parking Committee Member
- Elizabeth Wheaton, Environmental Specialist, MB Public Works Department
- Christine Leduc, Transportation Coordinator, MB Transportation Division

I would appreciate your comments and/or suggestions by October 29, 2008.

Thank you,

c: Gus Lopez, Procurement Director

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