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EXECUTIVE DECISION

**CENTRAL OFFICE OF MOBILITY, TRANSPORTATION, AND THE ENVIRONMENT
DEPARTMENT OF PLANNING AND DESIGN FOR MOBILITY
AND PUBLIC TRANSPORTATION**

General Record [MUNICIPALITY OF MILAN
DEPT. OF PLNG. AND DSGN. FOR MOB.
RECORD ID 405914/2013
of 06/14/2013
DEPARTMENT DIRECTOR
D22: EXEC. DEC. 59/2013

SUBJECT

**APPROVAL OF THE PUBLIC REQUEST FOR PROPOSALS TO IDENTIFY ENTITIES INTERESTED IN
IMPLEMENTING A CAR SHARING SERVICE FOR THE MUNICIPALITY OF MILAN**

THE DEPARTMENT DIRECTOR

IN VIEW OF:

- Art. 107, paragraphs 2 and 3 of Legislative Decree 267/2000;
- Art. 4, paragraph 2 of Legislative Decree 165/2001;
- Art. 71 of the Statutes of the Municipality of Milan;
- The General Development Plan of the Municipality of Milan for 2011-2016 approved by Milan City Council Decision No. 9 of 03.12.2012;
- Executive City Council Decision No. 1148 of 06/10/2013 effective immediately for a “Car sharing service in the Municipality of Milan”
- The attached public Request for Proposal

Whereas

- The General Development Plan for 2011-2016, approved by Executive City Council Decision No. 9 of 03.12.2012, specifies environmental sustainability and the improvement of the urban mobility system among its primary policy objectives;
- The Planning and Program Report for 2011-2013, approved by Executive City Council Decision No. 11 of 03.28.2011, defines “the planning and implementation of initiatives to support mobility by bicycle, on foot, innovative means of transportation (on-call buses, neighborhood buses, car sharing, and bike sharing)” as a “strategic choice strongly emphasizing development of more sustainable mobility systems in terms of their environmental impact”;
- The Planning and Program Report for 2012-2014, approved by Executive City Council Decision no. 23 of 06/29/2012, within the “Sustainable Mobility and Transport” program, has indicated that among the various courses of action, in accordance with the provisions of the General Development Plan, should include the improvement of the urban mobility system by strengthening, rendering more efficient, and supplementing the public transportation system;
- The Decree by the Ministry of the Environment of December 20, 2000 regarding “incentives to Municipalities for the national car sharing program” defines “car sharing” as “a supplementary service to the local public transportation system in which passenger vehicles are used by many individuals after payment of a fee proportional to the time used and mileage traveled, thereby helping to broaden the range of multimodal mobility options available to local entities”;
- Lombardy Regional Law No. 6 of 04/04/2012 regarding the “Governance of the transportation sector” has categorized as “an unconventional supplementary service to regional and local public transportation, including systems that employ shared cars, bicycles, and parking, as well as car and bicycle rentals intended for use by many people”;

Having noted that

- potential demand for car sharing services in the Municipality of Milan is estimated during an initial development phase at between roughly 16,100 and 53,300 people;
- it is therefore estimated that during an initial development phase, it would be reasonable to consider a fleet numbering between roughly 600 and 2,100 vehicles distributed across the entire municipality;
- the Municipality of Milan, considering the positive effects of reduced atmospheric pollution and traffic identified after the implementation of car sharing services in Milan and the estimates specified above, as well as in performance of the policies specified in the aforementioned municipal decisions, hereby intends to increase the availability of these services by introducing additional features, including:
 - one-way/free parking services that ensure more equitable territorial distribution of the system;
 - on-demand use without the need for a reservation;
 - increasing the number of vehicles to better reflect the needs of the population and potential users;
 - calculating attractive user fees to promote the use of car sharing services;

It being determined that

- currently in the Municipality of Milan, the car sharing service is managed by Guidami, a company belonging to ATM S.p.A., in accordance with the currently valid services agreement as a complementary activity to local public transportation services, and E-Vai, a company belonging to the Ferrovie Nord Milano [Northern Milan Railways] group;
- there are a total of 134 vehicles deployed across the Municipality of Milan

Given that

- by Executive City Council Decision No. 1148 of 06.10.2013 effective immediately for a “Car sharing service in the Municipality of Milan” the following has been ordered:
 - the guidelines for requesting the competent authority to make changes to the service agreement for local public transportation signed by the Municipality of Milan and ATM Servizi S.p.A.;
 - the guidelines for identifying, by way of an RFP, entities interested in implementing car sharing schemes on a pilot basis for three years in the Municipality of Milan;
- the above provision also requires entities interested in offering the car sharing service in the Municipality of Milan and identified by way of the RFP to provide the following:

- payment of €1,100.00 (one thousand and one hundred euros) per vehicle as a lump sum fee to the Municipality of Milan to use municipal land and services, including maintenance services. This amount may be subject to annual increases;
- furthermore, authorized access to the Area C restricted traffic zone bounded by the ZTL Cerchia dei Bastioni, free parking within areas marked by blue lines for payment, and the right to park freely in areas normally reserved for local resident parking and indicated by yellow lines;

In addition, in relation to the Municipal Administration's intent to incentivize electric mobility, it has been established that the aforementioned fee shall not apply to 100% electric vehicles;

Given that

- In fulfillment of the above provision, to identify the entities interested in providing "car sharing" activities in the Municipality of Milan, it is now necessary to issue an appropriate RFP, which should specify the following in particular:
 - the individual, subjective requirements these entities must have;
 - the general, objective requirements of the vehicle fleet;
 - the minimum standards of service they must ensure.

The expressions of interest submitted shall be assessed by a specially convened Technical Committee, which will verify the requirements for acceptance of the bid as specified in this provision.

It being hereby specified that

- With regard to the policies specified under Executive City Council Decision No. 1448/2013, to ensure proper continuity of service to users, it will be necessary to include in the RFP that continuous 24-hour service must be guaranteed every day of the year for a period of no less than 12 months;
- In order to also ensure adequate territorial coverage, the service offered must always be implemented with availability to users of at least 90% of the fleet declared in the expression of interest submitted, in any case a minimum fleet of 80 per operator and distributed at least across the inhabited downtown area as defined in Art. 4 of Legislative Decree No. 285 of April 30, 1992.

in light of the foregoing

**[THE DEPARTMENT DIRECTOR]
HEREBY DECIDES**

1. to approve the attached Request for Proposals from entities interested in providing car sharing services in the Municipality of Milan;
2. to approve immediate publication of the Request for Proposals on the Municipal Administration's institutional web portal until December 31, 2013;
3. to acknowledge that all subsequent matters of an operational nature shall fall under the jurisdiction of the Department of Planning and Design for Mobility and Public Transportation;

DIRECTOR
DEPARTMENT OF PLANNING AND DESIGN FOR MOBILITY
AND PUBLIC TRANSPORTATION

[signature]

Mr. Stefano Riazzola

DEPARTMENT OF PLANNING AND DESIGN
FOR MOBILITY AND PUBLIC TRANSPORT
DEPARTMENT DIRECTOR
MR. STEFANO RIAZZOLA
[signature]

[stamp and emblem:] MUNICIPALITY OF MILAN

Attachment to
Executive Decision 59/2013
of the Department of Planning and Design for Mobility
and Public Transportation

**PUBLIC REQUEST FOR PROPOSALS TO IDENTIFY ENTITIES INTERESTED IN IMPLEMENTING CAR
SHARING SERVICES IN THE MUNICIPALITY OF MILAN**

In view of Executive City Council Decision No. 1148 of 06.10.2013 for a “Car sharing service in the Municipality of Milan”;

In view of the Executive Decision by the Director of the Department of Planning and Design for Mobility and Public Transportation No. .../2013 of by which this RFP has been approved;

the Municipality of Milan, Central Office of Transport, Mobility, and Environment - Department of Planning and Design for Mobility and Public Transportation, located at via Beccaria 19, Milan,

with this Request for Proposals

intends to select one or more entities interested in implementing a car sharing for a three-year pilot period as a public service complementing local public transportation in accordance with Art. 2, para. 6 of Lombardy Regional Law No. 6 of April 4, 2012.

1. Entity sponsoring the initiative

The Municipality of Milan – Central Office of Transportation, Mobility, and Environment – Department of Planning and Design for Mobility and Public Transportation
Via Beccaria 19 – 20122 Milan

2. Scope and purpose

The Municipality of Milan, considering the positive effects from reduced atmospheric pollution and traffic identified after the implementation of car sharing services on its territory, hereby intends to increase the availability of these services on a pilot basis for three years by identifying entities on the market interested in providing this service across the same territorial jurisdiction.

To incentivize the spread of car sharing services, the Municipality of Milan intends to identify the service provider or providers interested in providing the car sharing service, defining the requirements as listed in this RFP.

The interest in implementing the car sharing service within the territory of the City of Milan by those entities fulfilling the requirements as specified under no. 3 and identified through the mechanism of this RFP, entails:

- payment of a flat fee of €1,100.00 (one thousand and one hundred euros) per vehicle to the Municipality of Milan to use municipal land and services, including maintenance

services. This amount may be subject to annual increases;

- authorized access to the Area C restricted traffic zone bounded by the ZTL Cerchia dei Bastioni, free parking within areas marked by blue lines for payment, and the right to park freely in areas normally reserved for local resident parking and indicated by yellow lines.

In order to incentivize the spread of electric mobility, the aforementioned fee shall not apply to 100% electric vehicles.

3. Entities allowed to participate and criteria

Public and private entities, be they organized as single proprietorships or firms, temporary business associations, or even consortia – as long as they fulfill the requirements listed below – may submit an expression of interest in providing car sharing services.

a) Subjective requirements

Entities interested in participating in the RFP must:

1. be enrolled in the Commercial Register as specified by the regulation in Presidential Decree No. 581 of December 7, 1995;
2. fulfill the moral requirements as provided under Art. 11 of Royal Decree No. 773 of June 18, 1931;
3. not be subject to prohibition, forfeiture or suspension as per Art. 67 of Legislative Decree No. 159 of September 6, 2011;
4. possess at least two years of qualified experience in operating shared mobility services or public transportation;

b) Objective requirements

The car sharing fleet must be constituted by one or more of the following types of vehicles:

1. Electrical vehicles;
2. Hybrid vehicles, powered by methane (also bimodal) and LPG (also bimodal);
3. Gasoline engine vehicles meeting the Euro 5 emission standard and subsequent standards;
4. Diesel engine vehicles complying with pollution limits as per European Council Directive 70/220/EEC as subsequently amended, or as per the equivalent UNECE regulations for which the emissions do not exceed the Euro 5 limit in terms of particulate mass;

In the case of bimodal vehicles as described in number 2, the alternative power system to electric, methane, or LPG must meet the criteria specified in numbers 3 and 4.

Interested entities must guarantee minimum standards of service as described in section 4 of this RFP.

Interested applicants must guarantee the launch of services within 90 days of being notified of their selection.

4. Minimum standards of service

- a) Continuous 24-hour service must be guaranteed every day of the year for a period of no less than 12 months.
- b) The service must be implemented always with availability to users of at least 90% of the fleet declared in the expression of interest, and in any case a minimum fleet of 80 vehicles per operator and in relation to the coverage of the metropolitan area as specified in point h below.
- c) The operator must guarantee an active call center service available for the entire period of service's provision.
- d) The service must be available within the municipality as per the free-floating car sharing scheme better known as "one-way."
- e) Quick reservations must be available right up to the moment of vehicle use; in other words, if the vehicle is free, it can be used without the need to reserve it.
- f) The service must be available without any minimum requirement either in terms of time or distance.
- g) The service must be available to users possessing the minimum requirements without any element of exclusion (without prejudice to the rules for subscribing to the service).
- h) The car sharing service must be available at least within the inhabited downtown area as defined in Art. 4 of Legislative Decree No. 285 of April 30, 1992.
- i) The usage charges must include all costs for operating the vehicle, including fuel and every other aspect associated with its use such as maintenance and repairs, lubricants, tires, etc. These charges must be reported to the Municipality of Milan prior to service activation and any time a change is made thereto.
- j) The operators, at least once a year, must carry out a "CUSTOMER SATISFACTION" survey (e.g. over the phone to subscribers), the results of which must be reported to the Municipality of Milan. The customer satisfaction survey must include the criteria specified in section 5 of this RFP.
- k) Every three months, the car sharing operators must send a report to the Municipality of Milan (both on paper and in an editable digital form) containing data regarding the number of subscribers, number of users, number of vehicles by model/type, number and location of rentals and drop-offs, hours of use, and kilometers traveled per vehicle and per trip.
- l) Operators also must provide a web service that exhibits data on the usage status and location of vehicles in service within the Municipality of Milan. The modalities will be defined during the service launch phase.
- m) The operator must have available as its own property, under lease, or privately rented without driver: mopeds/scooters, motorcycles, and category L1, L2, L3, L5, M1, and N1 vehicles as per Article 47 of Legislative Decree No. 285 of April 30, 1992.
- n) The vehicles must feature liability insurance coverage with a cap of at least €6,000,000.00 (six million euros) covering both the driver and third party passengers, in addition to

- theft, fire, and accidental damage with a predefined deductible charged to the user.
- o) The car sharing vehicle fleet must be renewed periodically to ensure its vehicles are constantly up-to-date in terms of the technology requirements specified by municipal standards for emissions of CO₂ and pollutants. Vehicles more than four years old and/or with mileage exceeding 100,000 are prohibited from use in the car sharing service.
 - p) New vehicles included in the service must belong to a more advanced Euro emissions class than those already in the fleet and feature adequate levels of safety as specified by the EU's EURONCAP program.
 - q) 90% of car sharing fleet vehicles must measure less than 450 cm in length.
 - r) Vehicles must be recognizable by featuring the Municipality of Milan's logo measuring no less than 200 cm² on the sides; the vehicles may also feature the operator's logo;
 - s) At least one vehicle per hundred and no less than one vehicle per provider must be equipped to transport persons with reduced mobility;
 - t) If the Municipality of Milan should provide systems and support for sharing entitlements and/or subscriptions to public transportation and additional services, the car sharing operators shall be obligated to comply with these systems and guarantee their interoperability.

5. Customer satisfaction indicators

The periodic customer satisfaction survey must include the following indicators:

- a) Efficiency of the service;
- b) Service reliability;
- c) Vehicle cleanliness;
- d) State of vehicle maintenance;
- e) Ease of locating vehicles in the area of coverage;
- f) User's ease of access to the service;
- g) Ease of purchasing/paying for the service;
- h) Clarity of the service usage fees;
- i) Price suitability;
- j) Vehicle comfort, understood as on-board space, ease of driving, and ease of access to the vehicle;
- k) Information on the use (type, promptness, and clarity);
- l) Perceived respect for the environment;
- m) Ease of communicating with the company (e.g. call center, sending suggestions, complaints, etc.);
- n) Overall assessment;
- o) Awareness of the service across the coverage area through interviews with non-users;

The periodic survey also must include a definition of the most important factors, or those factors with the most impact on the customer's overall satisfaction. The importance of factors must be

rated by asking interviewees to point out no more than three factors among those specified that are the most important to them.

The period for conducting the survey and defining the population to interview (structure and number) must be agreed with the Municipality of Milan to obtain statistically reliable results with regard to the perceived quality in the population of reference (i.e. all users of the service). The Municipality of Milan must approve the final questionnaire to submit to users and the structure of reports to be provided before the interviews are conducted.

6. Customer satisfaction indicators

The expression of interest must include the following:

- a) operator information: company name and legal form, registered office, tax domicile, Tax ID /VAT No., enrollment number in the Commercial Register, any headquarters if different from the registered office, address for any communications regarding the selection (with telephone and fax numbers), and email address;
- b) personal information, Tax ID and position held by the company's legal representative;
- c) brief description of the activities conducted and their economic extent;
- d) the proposed period with the expression of interest to provide a car sharing service in the Municipality of Milan for no less than twelve months but no longer than the pilot period;
- e) number of vehicles comprising the car sharing fleet and rights of use of the vehicles proposed;
- f) types of vehicles comprising the fleet
- h) geographic range of the system proposed

A photocopy of a valid ID of the legal representative duly signing the expression of interest must be attached thereto, as well as a copy of the management rules, service card and contract template edited to comply with the stipulations of this RFP.

7. Rules for submitting expressions of interest

Expressions of interest must be written in Italian and submitted on letterhead to the Municipality of Milan, under penalty of exclusion, in a duly sealed envelope within and no later than the final 12:00 P.M. deadline on December 31, 2013, at the following address:

MUNICIPALITY OF MILAN
CENTRAL OFFICE OF TRANSPORTATION, MOBILITY, AND THE ENVIRONMENT
DEPARTMENT OF PLANNING AND DESIGN FOR MOBILITY AND PUBLIC
TRANSPORTATION
VIA BECCARIA 19 – 20122 MILAN

in one of the following ways:

- hand-delivered to the Records Office of the Central Office of Transportation, Mobility, and the Environment (hours open to the public: Monday-Friday, 9:00 a.m. to 12:00 p.m.),
- by registered mail with notice of receipt through the post office or authorized courier service.

The receipt or stamp provided by the Records Office of the Central Office of Transportation, Mobility, and the Environment shall be the only official record of the time and day of receipt of the parcel.

Late receipt of the parcel, regardless of the service used, will be at the bidder's own risk.

The envelope must feature the following writing:

“EXPRESSION OF INTEREST FOR THE IDENTIFICATION OF ENTITIES INTERESTED IN PROVIDING CAR SHARING SERVICES IN THE MUNICIPALITY OF MILAN”

8. Selection process

Expressions of interest received shall be evaluated by a duly convened Technical Commission, which will verify the applicants' fulfillment of the requirements to determine the acceptability of the proposal submitted.

This RFP shall remain on the Municipal Notice Board until December 31, 2013 and the Technical Commission will convene periodically by the 15th day of every month, starting in July 2013, in order to evaluate expressions of interest submitted by the last day of the preceding month.

9. Authorization and guarantees

Entities deemed suitable shall be granted due temporary authorization pending submission of a deposit of €50.00 (fifty euros) for each vehicle included in the expression of interest by bank or insurance guarantee for the same duration as the service period specified in the expression of interest.

10. Case for termination

The Municipality of Milan reserves the right to terminate the aforementioned authorization in the following cases:

- confirmed non-fulfillment of the requirements specified in section 3, or subsequent loss thereof
- lack of compliance with the minimum standards of service as described in section 4

11. Responsibility for the RFP procedure

Pursuant to Art. 8 of Law No. 241 of August 7, 1990, we hereby inform that the person responsible for the RFP procedure is the Director of the Department of Planning and Design for Mobility and Public Transportation, Mr. Stefano Riazola (phone: 02.88468304, fax: 02.88468335, email: MTA.Pianificazione@comune.milano.it).

12. Handling of personal data

In accordance with Art. 13 of Legislative Decree No. 196/2003 "Personal Data Protection Code," interested entities are advised that personal data supplied directly in the expression of interest submitted for this RFP or acquired for that purpose shall be processed by the Municipality of Milan as the entity in charge of processing said data as part of the institutional functions specified in the legal system, exclusively for the purpose of identifying car sharing operators in the Municipality of Milan.

Personal data shall be processed using procedures – including IT systems – in the manner and within the limits required to achieve the aforementioned objectives.

Submission of data is mandatory and failure to do so shall result in the inability to evaluate the RFP submission or complete the steps necessary and inherent to the procedure.

For the procedure, only that sensitive and legal data shall be processed that is deemed indispensable for carrying out institutional activities.

Personal data may be shared with other public and private entities and can be distributed as deemed adequate, relevant and not excessive in relation to the purposes for which they are collected and/or further processed by law, with particular regard to standards of transparency and publication. To this end, the provisions approved by the competent authorities and relative results (e.g. any lists or classifications) shall be shared by publication in the forms prescribed by the applicable laws and online on the website of the Municipality of Milan.

Data shall be processed by natural persons duly authorized and designated as the individuals responsible for such activities; furthermore, they are recognized as such by the Director of the Department of Planning and Design for Mobility and Public Transportation in his capacity as the Data Processing Manager.

Entities fulfilling the criteria of interested parties as defined under Art. 4 paragraph 1 – subparagraph i) of Legislative Decree 196/2003 (Privacy Code) are afforded the rights specified in Art. 7 of this Code. In particular, they shall be entitled to access their personal data and request corrections, updates, or deletion if the data are incomplete, false, or collected in violation of the law. Furthermore, they shall be entitled to oppose its processing for just cause by filing a request with the Municipality of Milan as the Holder, or else to the Director in Via Beccaria 19, Milan, or else via email to MTA.Pianificazione@comune.milano.it.

Milan, on June 14, 2013

Director
Department of Planning and Design
for Mobility and Public Transportation
Mr. Stefano Riazzola