



## **REQUEST FOR Proposals (RFP):**

### **Electric Vehicle Charging for the Downtown Mobility Authority**

#### **INTRODUCTION TO THE DMA:**

Part of the Downtown Memphis Commission, the Downtown Mobility Authority (DMA) is a seven-member board chartered by the State of Tennessee. The DMA's mission is to advocate for mobility and parking improvements in Downtown Memphis and ensure adequate parking to support a growing Downtown. Additionally, the DMA monitors parking trends in Downtown, encourages mobility initiatives and parking-demand management strategies, influences parking policies, and contracts with private companies for the day-to-day operations and future planning of Downtown parking facilities.

#### **DMA POLICY FOR EV CHARGING CAPACITY AT PARKING FACILITIES**

Based on best practices, the DMA strives to maintain the following electric-vehicle charging infrastructure, using Level 2 chargers, at all new DMA-affiliated parking facilities:

- 5% of the total parking spaces built as EV-ready spaces for future charging use
- 2% of the total parking spaces installed with EV-charging equipment for immediate use

The DMA goal is to meet this policy at the Downtown Mobility Center through incremental installations based on user demand and market trends. Anticipated user groups for the Downtown Mobility Center are nearby office workers, Downtown residents in nearby condos and apartment buildings, visitors, and hotel guests.

#### **EV CHARGING AT THE DOWNTOWN MOBILITY CENTER**

The Downtown Mobility Center is scheduled to open in Summer 2023 and will contain 960 parking spaces. Current plans for EV charging capacity include two (2) dual chargers that will have conduit and wiring to support EV charging at four (4) parking spaces. See the included site plan for a layout of the Mobility Center and the location for the first four EV parking spaces.

#### **SCOPE OF SERVICES:**

##### **I. Baseline Proposal**

Create a base proposal for providing two dual Level-2 EV chargers for four parking spaces at the Downtown Mobility Center.

- a. Outline your contract terms and any upfront costs to the DMA, what expenses would be covered, and how revenue would be distributed.
- b. Detail the critical path timeline for installation.
- c. Outline an oversight plan: how you would measure growth and utilization and how often maintenance would be performed.

## **II. Growth Proposal**

Create a plan for installing additional future chargers.

- a. Describe how you measure utilization and how you would determine when to add more chargers.
- b. Detail the types of chargers to be added and how many.
- c. Detail how your company would manage the installation including preparing equipment and electrical capacity.
- d. Outline your contract terms and any upfront costs to the DMA, what expenses would be covered, and how revenue would be distributed.

### **PROJECT TIMELINE:**

The exact project timeline will be developed in consultation with the selected consultant. The dates below represent DMC goals for key milestones.

- January 20, 2023: RFQ published.
- January 26, 2-3 PM: Optional site visit at the Mobility Center. PPE and registration required for attendance. [Register here](#).
- February 1, 2023: Questions due.
- February 6, 2023: Responses posted.
- February 10, 2023: Consultant proposals due by 3:00 PM CST.
- February 20 – March 3, 2023: Finalists' interview and selection.
- March 24, 2023: Contract execution.
- June 9, 2023: Target date for completed installation.

### **EQUAL BUSINESS OPPORTUNITY (EBO) POLICY:**

The DMC maintains a goal of at least twenty-five percent (25%) participation in all projects by minority and/or women-owned business enterprises (MWBEs). The selected consultant is required to proactively reach out to MWBEs and provide a fair opportunity to receive notice, bid on, and be considered for selection of any potential subcontracting opportunity associated with this project. In your response to the RFQ, please indicate how your firm will meet this goal in conducting the project and how your firm will make best faith efforts toward achieving the goal.

### **DELIVERABLES:**

The specific deliverables will be subject to further discussion with the selected consultant.

## **SUBMISSION REQUIREMENTS:**

Prospective consultants should respond to this RFQ with the information outlined below.

- Statement of Qualifications:  
Provide a concise summary of the firm's background, capabilities, experience with similar projects, and qualifications relative to this project.
- Key Personnel:  
Please provide a brief description of the firm's key personnel's present activities and availability to accomplish the required services.
- Examples of Relevant Installations and Management:  
Provide up to 3 examples of successful installation and management of EV charging equipment. Include contact information for a facility reference, the name of each location, number and type of chargers and timeline of the contract.
- Company Information:  
Identification of staff's capabilities and the Project Manager assigned to the project; an organizational chart showing the proposed relationships between all key personnel and the support staff assigned to the project; the proposed responsibilities of each person on the chart; and brief resumes to highlight special qualifications and experience relevant to the required project tasks.
- Sub-consultants:  
Identify any sub-consultants to be used, if any. Information shall include the name and address of the sub-consultant, resumes of the key staff proposed for the project, and the tasks to be carried out.
- EBO Policy:  
Briefly discuss how your firm will make its best faith efforts toward meeting the requirements of the DMC's EBO policy.
- Project Approach & Public Participation:  
Based upon the information provided within this RFQ, briefly describe your recommended project approach and a preliminary timeline of major project milestones and key tasks to be completed.
- Estimated Project Cost:

Provide an estimate of total cost to complete the project and a proposed revenue distribution.

**SELECTION CRITERIA:**

DMC Staff and a subcommittee of DMA board members will review all responses to the RFQ and select finalists to participate in one or more Zoom interviews. DMC Staff will make a final recommendation to the DMA Board of Directors, who will select the project consultant.

Selection of the consultant for this project will be based on the following factors:

- Responsiveness to the RFQ
- Demonstrated experience with installation, management, and utilization growth of EV charging equipment for parking facilities in downtown contexts
- Experience effectively communicating complex technology trends and ideas to a diverse and non-technical audience
- Professional qualifications and capability of the consultant team
- Total project fee
- Client references - minimum of three (3) required

**SUBMITTAL PROCESS & DEADLINE:**

Should you be interested in submitting a proposal for this project, please email the response as a single PDF document to [bermudez@downtownmemphis.com](mailto:bermudez@downtownmemphis.com) on or **before 3:00 PM CST on February 10, 2023**.

Questions? Email Lauren Bermudez – [bermudez@downtownmemphis.com](mailto:bermudez@downtownmemphis.com).

The DMC may request additional information from the respondents as part of the selection process once the finalists have been identified. Moreover, the DMC reserves the right to not select a proposal following this process. In that event, the DMC may, or may not, elect to reissue the RFQ if necessary to solicit additional interest in the project.

**ADDITIONAL BACKGROUND INFORMATION:**

The history of Downtown Memphis is colorful and culturally significant to the American experience, playing a vital role in American music and the arts, our civil rights movement, and the distribution industry. As the largest port between St. Louis and New Orleans on the Mississippi River, Memphis has long served as a major distribution and transportation center. And, as home to FedEx Logistics, Downtown Memphis still serves this role.

In 1977, the City of Memphis and Shelby County governments established the Center City Commission, now known as the DMC, to capitalize on Downtown's role as the economic, cultural, and governmental heart of the city and county. Today, the DMC is the primary leader in the

comprehensive redevelopment of the Central Business Improvement District (CBID) and the official partnership between local government and the private business community in Downtown revitalization. And Downtown is a bustling residential, business, and entertainment center truly the heart and soul of Memphis.

With more than \$5 billion in the development pipeline, Downtown Memphis is experiencing the most dramatic period of redevelopment in its history, with tremendous prospects on the horizon. Downtown Memphis is home to our City and County government, our medical district, as well as our dining, arts, and entertainment districts. Downtown's diverse population fuels the cultural richness and authenticity that makes Memphis a unique and special place.

The DMC consists of five (5) separate, but related, boards of volunteer members. The Downtown Mobility Authority (DMA) is a seven-member board with additional non-voting advisors. The seven regular members are all appointed by the City of Memphis and Shelby County.

The DMA's mission is to advocate for mobility and parking improvements in Downtown Memphis and ensure adequate parking to support a growing Downtown. The DMA monitors parking trends in Downtown, encourages mobility initiatives and parking-demand management strategies, influences parking policies, and contracts with private companies for the day-to-day operations and future planning of Downtown parking facilities.

**DMC Website:**

**[www.downtownmemphis.com](http://www.downtownmemphis.com)**