



**COMMISSION
AGENDA MEMORANDUM**

Item No. 8d

ACTION ITEM

Date of Meeting January 30, 2018

DATE: January 22, 2018
TO: Dave Soike, Interim Executive Director
FROM: Michael Ehl, Director Aviation Operations
SUBJECT: Rental Car Curbside Assistance

Amount of this request: \$3,300,000
Total estimated project cost: \$3,300,000

ACTION REQUESTED

Request Commission authorization for the Executive Director to execute a contract for Rental Car Curbside Assistants at Seattle-Tacoma International Airport, for a 1-year base contract, with options for four additional 1-year extensions for an estimated value of \$3,300,000, funded entirely by Customer Facility Charges.

EXECUTIVE SUMMARY

This contract request would improve customer service and operational efficiency by employing approximately 12 full-time job positions that would provide curbside services related to passenger and baggage loading and unloading at the Seattle-Tacoma International Airport terminal and the adjacent Consolidated Rental Car Facility.

This contract will procure the services to provide curbside assistance to over 5 million annual rental car customers who utilize the busing system between the two locations.

The Port of Seattle owns the Consolidated Rental Car Facility (CRCF) located one mile north of Sea-Tac International Airport (Airport) and operates the shuttle bus services (Airport Transit Operations) between the Airport and the CRCF.

The Airport has designated customer drop off and pick up locations on the North and South end of the lower Airport drive, where curbside assistants will work. Airport Transit Operations buses operate at frequent intervals to shuttle passengers between the Airport and the CRCF. The Airport Transit Service operates 24 hours per day, 7 days per week. Bus schedules are variable based upon predicted passenger loads and adjusted as often as needed to efficiently transport passengers between the two facilities.

Meeting Date: January 30, 2018

JUSTIFICATION

Curbside Assistants provide customers assistance with queue management, and baggage handling as needed. Curbside Assistants are further called upon to assist special-needs customers by obtaining a wheelchair or other assistance as requested.

Other key points:

- This service originally operated May 17, 2012 through December 31, 2015.
 - Before opening the CRCF, Port staff surveyed other airports and made visits to Phoenix and Las Vegas to assess the need of curbside staff. Other airports with curbside staff are: San Diego, Dallas-Fort Worth, Cleveland.
 - Port staff analyzed the benefits of the rental car curbside assistants and determined that average dwell time may be as much as double without them present. The analysis indicated that the inclusion of curbside staff reduced passengers on the sidewalk by 30-50%.
- The contract expired on December 31, 2015 without renewal to analyze the resulting impact upon operations as related to cost/benefit. We received approval for peak season assistance in 2017, in response to an unfavorable year without the program.
 - In 2016, there were 139 complaints regarding lack of curbside assistants and long shuttle wait times.
- A 60-day analysis resulted in unfavorable results and dissatisfaction by Rental Car stakeholders.
- The bus system has transported more than 26 million passengers since opening.
- The funding source is derived from Customer Facility Charge (CFC) revenues related to rental car operations at the Consolidated Rental Car Facility. The CFC rate is forecasted to remain at \$6 through 2022. The rental car companies support the use of CFC's for this purpose.
- The service provides approximately 12 full-time equivalent positions.
- The contract will have a 1-year initial term, with four (4) additional 1-year options to extend.
- The Port has the ability to manage hours of service to budget, and will continue to carefully monitor passenger activity.

Meeting Date: January 30, 2018

DETAILS

Scope of Work

The Rental Car Curbside Assistant schedules are aligned with those of the Airport Transit Operations service schedule. The Contractor shall be responsible to schedule the appropriate number of staff in agreement with the Port Contract Administrator to provide service to the predicted volume of customers (as determined by the Port) at three designated locations; the north and south bus zones at the Airport terminal and bus zones at the CRCF. A daily schedule anticipates coverage from 3:00 a.m. to midnight. Schedules may be highly variable and shall be determined by the Port Contract Administrator. The Contractor shall be responsible to provide a queuing system that meets the needs of the operation and facility.

Schedule

An RFP for these services will be advertised in February 2018. Services scheduled to begin in May 2018.

ALTERNATIVES AND IMPLICATIONS CONSIDERED

Alternative 1 – No Formal Curbside Assistance

Cost Implications: \$0

Pros:

- (1) No cost

Cons:

- (1) Stakeholders would have strong opposition
- (2) ADA customers will not receive service from RCF drop off to rental car counters
- (3) Poor level of service
- (4) Increased dwell times

This is not the recommended alternative.

Alternative 2 – Peak Season Curbside Assistance (May through September)

Cost Implications: \$1,625,000

Pros:

- (1) High level of customer service during peak season
- (2) Reduces dwell times during peak season
- (3) ADA service during peak season
- (4) Minimizes employee injury exposure
- (5) Funding available through CFCs

Cons:

- (1) Additional cost
- (2) Does not provide for year-round service, exposing some service and ADA risk

Meeting Date: January 30, 2018

- (3) Stakeholders strongly support year-round service
- (4) Vendor and procurement risks with short-term service requirements

This is not the recommended alternative.

Alternative 3 – Year-Round Curbside Assistance

Cost Implications: \$3,300,000

Pros:

- (1) High level, consistent customer service
- (2) Reduces dwell times
- (3) Consistent ADA service
- (4) Minimizes employee injury exposure
- (5) Funding available through CFCs

Cons:

- (1) High cost

This is the recommended alternative.

FINANCIAL IMPLICATIONS

Annual Budget Status and Source of Funds

The 2018 operating budget included an amount of \$500,000 for peak service. This cost is 100% CFC eligible.

ATTACHMENTS TO THIS REQUEST

Presentation slides

PREVIOUS COMMISSION ACTIONS OR BRIEFINGS

February 7, 2012 – The Commission authorized execution of a contract for Rental Car Curbside Services, for a minimum of 6 months in duration, to be extended for up to three years (May 2012 through December 2015), for maximum contract value of \$1,489,800.

January 24, 2012 – The Commission was briefed on the 2012-2015 contract and a letter from Marshall Fein in support of the contract was entered into the record of the meeting.