



Customer Services, Operations, and Safety Committee

Board Action Item III-A

June 25, 2009

**Approval of Retail Services Demonstration
Program**

Washington Metropolitan Area Transit Authority
Board Action/Information Summary

<input checked="" type="radio"/> Action <input type="radio"/> Information	MEAD Number: 100354	Resolution: <input type="radio"/> Yes <input checked="" type="radio"/> No
---	------------------------	--

TITLE:

Approval of Retail Services Demonstration Program

PURPOSE:

To gain Board approval to issue a Request for Proposals (RFP) for a three-year Retail Demonstration Program with five one-year options.

DESCRIPTION:

This RFP would seek proposals for retail services at all 86 Metrorail stations with locations subject to approval by operational departments. Multiple license awards may be made under this solicitation.

The sale of food, beverages, alcohol and tobacco would be prohibited, and proposals would not be accepted for these items.

All types of retail structures would be considered: kiosks, carts, vending machines and mobile units. Licensees would be required, with Metro's assistance, to obtain all local jurisdictional approvals and permits.

Three Categories of Stations:

Underground Urban

Metro owns little or no property at street level. Retail space is confined to paid or free areas of mezzanines. Examples: Metro Center, Gallery Place-Chinatown, Farragut North, Mt Vernon Sq/7th St-Convention Center.

Mid-Line Suburban

Metro owns limited property at street level. Retail space may be available in the paid or free areas of mezzanines, on sidewalks, and in some short-term parking lots. Examples: Anacostia, Fort Totten, Landover, East Falls Church.

End-of-Line Suburban

Metro owns considerable property at street level. Retail space available in the paid or free areas of mezzanines, in sidewalks near garages or bus stops, and in some short-term parking lots. Examples: Franconia-Springfield, New Carrollton, Vienna/Fairfax-GMU, Shady Grove.

Licenses would be reviewed after the third year, at which time either Metro or the licensee

would have the option to terminate. The program may be extended for five additional one-year terms.

All licensees would have the opportunity to add additional sites, subject to Metro approval.

FUNDING IMPACT:

This is expected to be a net fiscally-positive initiative with proceeds to be deposited in the Operating Budget. The magnitude of revenue to be generated, or costs to be incurred, will not be known until proposals are received.

RECOMMENDATION:

Approve the issuance of a Request for Proposals for a three-year Retail Demonstration Program with five one-year options.



Request for Proposals to Provide Retail Services at Metrorail Stations

Presented to the Board of Directors:

**Customer Service, Operations & Safety
Committee**

June 25, 2009





Purpose

To gain Board approval to issue a Request for Proposals for a three-year Retail Demonstration Program with five one-year options.



Demonstration Program Parameters

- Proposals would be accepted for all 86 Metrorail stations with locations subject to approval by operational departments and jurisdictional staff

- Sale of food, beverages, alcohol, and tobacco would be prohibited, and proposals would not be accepted for these items

- All types of retail structures would be considered:
 - Kiosks
 - Carts
 - Vending Machines
 - Mobile Units

- Multiple awards may be made under this solicitation



Types of Stations/Available Space

- **Underground Urban**

Metro-owns little or no property at street level. Retail space is confined to paid or free areas of mezzanines. Examples: Metro Center, Gallery Place-Chinatown, Farragut North, Mt Vernon Sq/7th St-Convention Center.

- **Mid-Line Suburban**

Metro owns limited property at street level. Retail space may be available in the paid or free areas of mezzanines, on sidewalks, and in some short-term parking lots. Examples: Anacostia, Fort Totten, Landover, East Falls Church.

- **End-of-Line Suburban**

Metro owns considerable property at street level. Retail space available in the paid or free areas of mezzanines, in sidewalks near garages or bus stops, and in some short-term parking lots. Examples: Franconia-Springfield, New Carrollton, Vienna/Fairfax-GMU, Shady Grove.



Demonstration Program Details

- Program would be reviewed after the third year, at which time either Metro or the licensee(s) or vendor would have the option to terminate
- Program may be extended for five additional one-year terms
- Proposers would be required to identify the type of use and structure, and provide detailed operational plans including staffing, trash removal, and security
- All licensees would have the opportunity to add additional sites, subject to Metro approval



Examples of Interior Locations

Interior locations can accommodate built-in kiosks, removable cart structures, or vending machines



Paid area of mezzanine

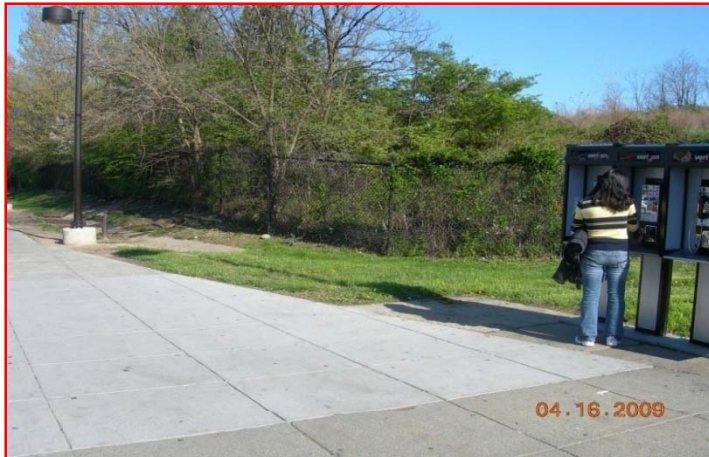


Free area of mezzanine



Examples of Exterior Locations

Sidewalks



Fort Totten



New Carrollton



Vienna

Short-Term Parking



Examples of Retail Structures Elsewhere





Recommendation

Approve the issuance of a request for proposals for a three-year Retail Demonstration Program with five one-year options.