



RFP 4579 18 PB

Transportation Circulator Services

Submitted by: O-Cartz

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To Whom It May Concern,

On behalf of the O-Cartz team, I would like to extend congratulations to the city of Hollywood for its rapid growth and development and more importantly for its forward thinking leaders who care about their people and our planet. Being based in Orlando Florida, we know all too well of the impact that rapid growth will have on your once small towns infrastructure. Congestion, believe it or not, is a great sign that your city is bustling with life and is on the brink of a massive population expansion.

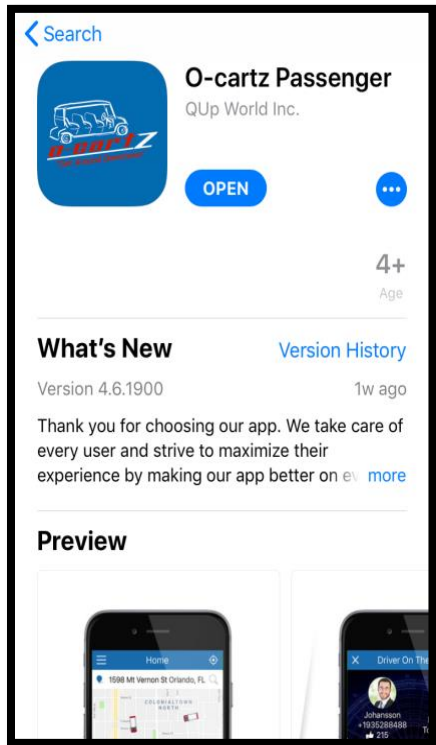
We at O-Cartz believe in the lasting impact that a little fun can have on transforming an average day into an unforgettable one. In efforts to align ourselves with the festive nature that is engrained in the city of Hollywood's culture, we would like to share a firsthand statement from one of our guest's in which our "weird" tactics saved his sanity and his job. He titled it "My Unexpected Hero"

"I was nervous in my favorite suit trying not to sweat. I couldn't stop jittering my nerves were trembling. Then they called my name so I stood up and walked into the lion's den. With only my knowledge to defend me, I fought hard and I slayed all the doubt that my interviewer had about me. I shook their hand and left the office proud to say I got the job. Now imagine having this feeling of accomplishment transition into the fear of losing this newly acquired job just because you were a little too late for the bus. I was defeated so I crumbled up in despair. While hunched over catching my breath I heard a low hum. 'Could it be?' The audio grew. 'it couldn't be.' It was an unforgettable tune. 'It is!' Just then I looked up and seen the Shuttle flying to my rescue blaring the Superman theme song. I was now determined to make it on time more than ever. Needless to say, I made it to work with 2 minutes to spare! The shuttles really should wear a red cape because they are my hero."

Serving the public in every aspect has been the standard of culture in our business for the past 11 years. We strive to achieve stories like this every day of operations because every detail of a person's life is important to us; and we pride ourselves on attention to detail. With O-Cartz, you can trust us with your citizens because we care about them as much as you do.

Corey Lamb, President

O-CARTZ Capabilities



Paired with its low carbon footprint, these environmentally friendly vehicles provide a unique passenger experience while doing our part for the planet. These fun carts are ideal for any event or occasion where the hustle and bustle of the everyday traffic congestion decreases the value of time spent and mobility. Speaking of time and mobility, we have software which will lead to the ability to have shuttles come to you on your time through the use of our mobile friendly app. In addition to on demand services, the mobile app provides live feeds of each carts positioning similar to the online giants Uber and Lyft.

O-Cartz provides safe, reliable, and convenient shuttle service to pedestrians and businesses in many mainstream Florida cities. We have supported events coast to coast including Downtown day to day transportation for Orlando, Florida. Our client base includes: *Super Bowl, Citrus Bowl, Football National Championship, Daytona 500, NBA All Star Game, NCAA Basketball, CNN, COPA America, Millers, Coors and many more.*

Our Carts

From our experience working in this field, we feel confident saying that shuttles that are larger and/or older vehicles come with many unexpected technical issues which could easily take shuttles out of service on a whim. These shuttles must then be serviced which can take a few weeks out of productivity which would in turn give inaccurate numbers for your data. Therefore, for this project we propose implementing **8 Brand New, Eco Friendly, Gem Carts**. These gem carts will seat 3-4 people and will alleviate **headway times to a projected 5-10 minutes**. With our experience with many high demand events we have never **steered** our clients wrong in our last 11 years of service.



Vendor Relevant Experience

We provide shuttle services for private events, organizations, and cities. Moreover, we specialize in transportation in high volume areas. We are currently based in 4 cities (Orlando, Houston, Winter Park, and Daytona.) We employ a total of 18 people. As stated earlier we have been in operations for 11 years.

Our experience with projects similar to this one includes shuttling approximately 350,000 guests a year annually through the downtown Orlando district. Our passengers range from business employees to regular city explorers. Our service provided a great benefit to the city as we served as a supplemental service through the bustling downtown district from 2007-Present.

Even more directly relevant, we have worked with the diplomat hotel in Hollywood, Florida as a shuttle service for the beachside services. Our guests were looking for access to beachside restaurants and attractions. We worked with them for a span of 1 year and 6 months.

Our Staff

At O-cartz we believe that there are 5 essential characteristics which create a fully cohesive organization. We believe that the world is in a constant state of morphing and those who remain stagnant can fall behind. Instead of cowering from the idea of change we embrace it by being **adaptable** to all conditions. We accept change with open arms because we have confidence in our team's ability to keep our momentum pushing us forward. We understand that any problem we encounter can be solved by combining **creativity** with **collaboration** from individuals with strong **leadership**. When this recipe is mixed properly we create **innovation** which drives our company to higher levels. Our employees are fully screened through a rigorous process which includes background history evaluations, drug screenings, and driving capabilities to ensure the safety of our guest. Drivers must undergo a 20 hour training and driving practical exam to determine whether an individual can undertake the job at hand.

In terms of management, we believe in a family mentality which dictates that when someone is having trouble, we support them. We try to get an understanding of why their performance is suffering. From there we work to ensure that their performance returns to its peak. Of course, if their performance is not up to standards after working with them then we do not coddle individuals. We believe strongly that all employees should be accountable always; therefore, we have an open door policy that allows individuals to report unapproved behaviors without fears of losing their own positions within the company.

In order for a successful integration into Hollywood, we will send Emanuel Pope to Hollywood prior to the commencement date to allow for logistical work to be done before the commencement of operations. He will meet with the City of Hollywood liaisons where they will discuss the best methods for the collected materials to be exchanged. He is well versed in the entirety of Microsoft Office, Cloud Data Exchange, and Operations of online web links for data storage.

Meet the Team



Corey Lamb, President

From humble beginnings to the Super Bowl Corey has been the leading visionary for O-Cartz's success over the past 11 years. With his guidance O-Cartz has been able to provide the cities of Orlando, Daytona Beach, and Hollywood, Florida with a long term, zero-emission solution to the growing demand on maneuvering people

through traffic. Unlike his competition, Corey has never been afraid to challenge what is imagined as the best way to do things. In doing so, he has been able to prove that there is more value in saving headway time than the need for large vehicles. He maintains the ability to satisfy immense demands in downtown tourist capitals with carts that only seat 5. For this project Corey will serve as head liaison and will dedicate 90% of his time to ensuring the smooth operations. He currently is the leader of the Orlando and winter park operations and organizing numerous special events through the country.



Emanuel Pope IV, On-Site Project manager

Why be reactive when you can be proactive? Anyone can lead a team of drivers and ensure that they accomplish the tasks that are needed for this project. However, Emanuel will serve as an asset for this project with his extensive background in scientific studies. Emanuel understands the necessity of collecting, analyzing, and compiling accurate data in making a well informed decision. His value comes in not only gathering perfect data, but in interpreting the ramifications of such data and morphing strategies as times progress. O-Cartz prides itself on efficiency and he is the

reason why we are able to move the same volume of people in less time with smaller carts. He will be fully investing 100% of his time into this project to ensure that all of the day to day operations are taken care of and will work closely with the City of Hollywood to make sure that things are accomplished in a correct manner. Currently, Emanuel oversees the operations in Daytona Beach, FL. Upon commencement of services he will move to Hollywood.

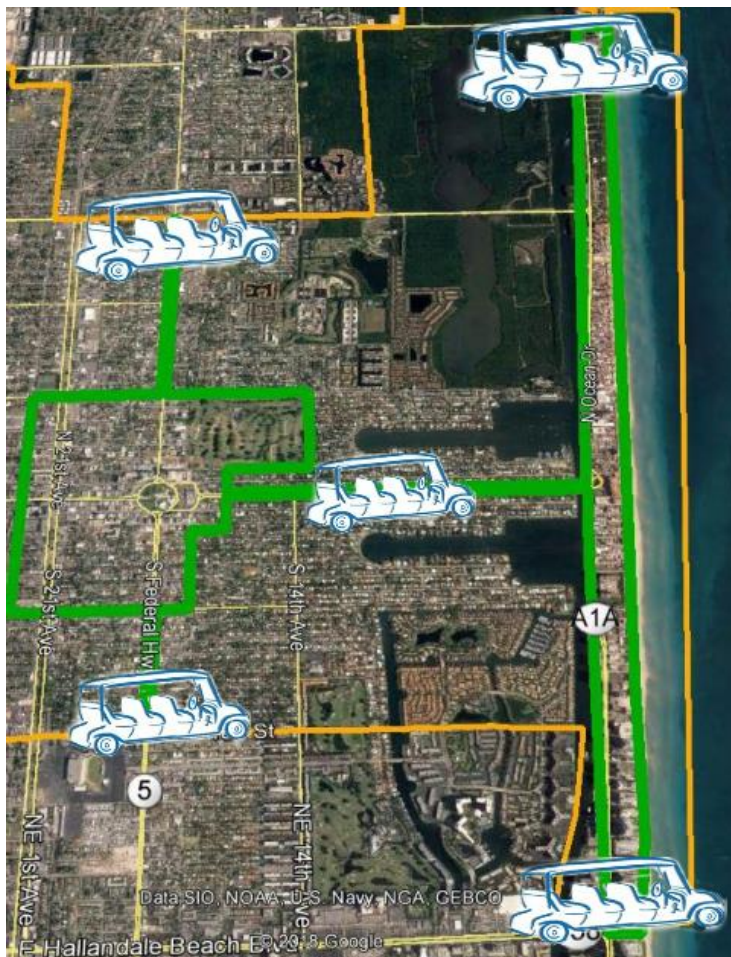


5 Native Hollywood, Drivers

At O-Cartz we pride ourselves on never using the words “I don’t know” Thus; we find it to be the best practice to hire local natives to serve as our drivers. We subject applicants through a rigorous application process to select only those who truly love their city to represent your city.

Methodology

From prior experience and analysis of the projected route, we know that by employing multiple carts with fewer seats we can both satisfy the demand while alleviating the headway time to 5-10; all while minimizing the costs of operations.



We will utilize **5 fully electric 2018 GEM carts** and strategically implement them at various intervals to allow for a consistent motion throughout the day and prevent doubling up or over lapping. We will have **3 spare carts** available for implementation on demand if a cart needs to be recharged or if the expected volume increases. The on-site manager will also serve as backup driver. We also plan to utilize a Compressed Natural Gas Van for guests with special ADA needs.

Our idea is to have **2 carts circling downtown, 1 cart on the US-1 corridor, and 2 carts beachside** on opposing sides and meeting in the middle and turning around.

We will gather all of the information which will tell us when and where to implement more carts by the data that

the drivers collect which will describe volume of passengers per hour, passengers “hot spots” locations, and total volume per day. We envision a future in which our app is integrated into the city’s transit system which will allow for more on demand services for these hot spot locations.

Our project manager will organize the collected data and upload it into an online document which will be updated daily for both parties to see. He will also interpret the data and develop an updated strategy consistently which will allow for a more efficient service. There will be a frequent contact with the City of Hollywood to ensure that we are operating on the same page and listen for recommendation about changes that you would like to see.

We are able to service many **ADA requirements** with our **Compressed Natural Gas Van**. The Vans are equipped with **wheelchair lifts, seatbelts, air conditioning, and airbags**. They are also able to go speeds greater than 35 miles per hour for the streets that carts are not allowed on. We plan on implementing it throughout the entire route in order to accommodate individuals who aren't compatible with our shuttle services. These vehicles will be available on demand for use.

Maintenance and Recovery

In the event of a sudden breakdown of a cart the driver shall immediately inform the on-site manager of the event. The driver is responsible for assessing the situation by analyzing passenger safety and documenting the time of the event and the steps leading up to the breakdown. The on-site manager will then immediately implement one of the spare carts into service so the flow of passengers will remain uninterrupted. The downed cart will then be tended to by the on-site manager who will be in contact with a mobile repair service mechanic; allowing the driver to continue their routes. The downed vehicle shouldn't be out of service for more than one week.

Risk mitigation

Risks	Our mitigation strategy
Safety of Riders	Doors with locks, Seatbelts
Safety and Security of personal belongings of riders and driver	Storage cubbies under respective seats
Heat, Rain, Weather challenges.	Doors with Windows, Fans
Maintaining a reliable, consistent schedule of services	3 backup carts ready for immediate implementation, strategic positioning of carts
Maintaining qualified drivers	Annual background checks, Frequent drug/alcohol screenings
Keeping vehicles operational	Regular Maintenance checks
Vandalism or theft of the vehicle	Storage of carts in secured lots whilst not in use.

Proposed cost

Vendor is willing to offset assumed pricing with a portion of advertisement revenue.

Special event pricing is set \$125 an hour.

Direct Rates Monthly	Direct Rates Yearly	Indirect Rates Monthly	Indirect Rates Yearly	Direct + Indirect Total
\$29,333 a month	Year 1 – \$352,000 Labor + Carts	\$13,916 a month	Year 1 – \$167,000	Year 1 - \$519,000
\$14,612 a month	Year 2 – \$175,350 Labor	\$15,583 a month	Year 2 – \$187,000	Year 2 - \$362,350
\$15,781 a month	Year 3 – \$189,378 Labor	\$16,830 a month,	Year 3 – \$201,960	Year 3 - \$391,338
\$17,044 a month	Year 4 – \$204,528 Labor	\$18,176 a month	Year 4 – \$218,117	Year 4 - \$422,645

.Assumptions based on hours: **Downtown Circulator** Sun-Thurs: 12pm-6pm

Fri- Sat: 11am-12pm

Beachside: 11am-9pm daily

Conclusion

Thank you for your considerations, we appreciate you for reading our proposal and we are thankful that the topic of sustainability is being addressed. The future depends on revolutionary leaders who are willing to search for more ecofriendly and modern options. In order to have a great future we need more large scale earth conscious operations in order to further the cause. From the staff at O-Carts we believe that Hollywood should wear a red cape because you guys are the heroes of the world; well at least to us!

References

Gabriel Chaderton Travelclick

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