



COUNTY OF MARIPOSA

P.O. Box 784, Mariposa, CA 95338 (209) 966-3222

GARRY R. PARKER, CHAIRMAN
DOUG BALMAIN, VICE-CHAIRMAN
PATTI A. REILLY
ROBERT C. STEWART
BOB PICKARD

DISTRICT IV
DISTRICT II
DISTRICT I
DISTRICT III
DISTRICT V



MARIPOSA COUNTY BOARD OF SUPERVISORS

MINUTE ORDER

TO: JIM PETROPULOS, Public Works Director
FROM: MARGIE WILLIAMS, Clerk of the Board *MW*
SUBJECT: Presentation and Discussion of a Rental Car Program for Public Works and Expansion of the Current Program at the County Airport Presented by Staff and Enterprise Rent-a-Car; Approval and Implementation of the Above Program After Final Review of Contract by County Counsel
Resolution 00-407

THE BOARD OF SUPERVISORS OF MARIPOSA COUNTY, CALIFORNIA,

ADOPTED THIS Order on November 21, 2000

ACTION AND VOTE:

Presentation and Discussion of a Rental Car Program for Public Works and Expansion of the Current Program at the County Airport Presented by Staff and Enterprise Rent-a-Car; Approval and Implementation of the Above Program After Final Review of Contract by County Counsel

BOARD ACTION: Discussion was held with Marty Allan, PWD/Fleet-Fiscal Manager, relative to the proposal. Sara Singh-Prasad, Corporate Account Manager for Enterprise Rent-a-Car, provided information on their proposal, and she reviewed the advantages as well as disadvantages to the County. She advised that they plan to open a branch in Mariposa, and they will provide all of the maintenance and cleaning for the vehicles. Marty advised that they plan to come back to the Board with another item for long-term leasing. (M)Balmain, (S)Stewart, Res. 00-407 adopted approving the leasing of pool vehicles as presented and subject to review of the contract by County Counsel; and with direction for any additional program, i.e., long-term leasing, to come back to the Board/Ayes: Balmain, Stewart, Parker, Pickard; Excused: Reilly.

cc: Ken Hawkins, Auditor
Jeff Green, County Counsel
Greg Iturria, County Administrative Officer
File

DEPARTMENT: Public Works

By: Marty Allan

Phone: 966-5356

RECOMMENDED ACTION AND JUSTIFICATION: (Policy Item: Yes ___ No X)

Presentation and Discussion of a Rental Car Program for Public Works and Expansion of the Current Program at the County Airport Presented by Staff and Enterprise Rent-a-Car; Approval and Implementation of the Above Program After Final Review of Contract by County Counsel.

Public Works staff has been working with several rental car agencies over the past few months to put together a comprehensive program to enhance the availability of newer vehicles to our fleet customers without additional major capital outlays. At the same time, we have pursued increasing the availability of rental cars to the public at the Airport. The County currently has a concession agreement with Enterprise Rent-a-Car at the Airport on a limited basis. This program would expand the availability of vehicles to visitors and County citizens on a local basis.

Part of the proposed program would eliminate some of the older pool vehicles and eventually replace the leased pool vehicles at the end of the lease. Currently, if pool vehicles are not rented on a regular basis, Fleet still pays to have them available. Under the proposed program, charges would only accrue when the vehicles are rented. These costs would be billed to the using department just as currently done. Through the rental program, other types of vehicles and equipment could be rented on an "as need" basis also.

Enterprise Rent-a-Car has come up with the most comprehensive and cost-effective program for the County.

BACKGROUND AND HISTORY OF BOARD ACTIONS:

On August 26, 1997, per Resolution No. 97-339, the Board approved a concession agreement with Enterprise Rent-a-Car for limited rentals of vehicles to the public at the County Airport.

LIST ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:

1. Do not approve program and direct staff to operate with the current status.
2. Purchase additional vehicles to include in the pool.
3. Direct staff to make fleet pool cars available to the Airport on weekends to provide greater availability to the public.
4. Direct staff to try to find other options.

COSTS: (X) Not Applicable

A. Budgeted current FY> \$ _____

B. Total anticipated Costs> \$ _____

C. Required additional funding> \$ _____

D. Internal transfers> \$ _____

SOURCE: () 4/5th Vote Required

A. Unanticipated revenues> \$ _____

B. Reserve for contingencies> \$ _____

C. Source description: > _____

Balance in Reserve Contingencies, If Approved:
\$ _____

SPECIAL INSTRUCTIONS:

List the attachments and number the pages consecutively:

1. Proposal letter dated July 18, 2000 _____
2. Concession Agreement dated August 26, 1997 _____
- _____
- _____
- _____
- _____

MARIPOSA COUNTY
BOARD OF SUPERVISORS

AGENDA
ACTION FORM

AGENDA DATE: 11/21/00

AGENDA ITEM NO.: _____

CLERK'S USE ONLY

Res. No.: 00-407 Ord. No.: _____

Vote - Ayes: 4 Noes: _____

Absent: Riilly Abstained: _____

Approved

Denied

Minute Order Attached

No Action Necessary

The foregoing instrument is a correct copy of the original on file in this office

Date: _____

ATTEST: _____

MARGIE WILLIAMS, Clerk of the Board

By: _____

Deputy

ADMINISTRATIVE OFFICER'S RECOMMENDATION:

This item on agenda as:

- _____ Recommended
- _____ Not Recommended
- _____ For Policy Determination
- _____ Submitted with Comment
- _____ Returned for Further Action

Comment: _____

C.A.O. Initials: MM



3745 Boulder Highway
Las Vegas, NV 89121
702-457-0066
702-457-6508 Fax

July 18, 2000

Mariposa County
Marty Allan, Fleet Fiscal Manager-Department of Public Works
4639 Ben Hur Rd.
Mariposa, CA 95338

Dear Mr. Allan:

Thank you for taking the time to consider Enterprise Rent-A-Car's program for your rental needs. We are very excited about the possibility of working with Mariposa County.

Enterprise Rent-A-Car is a locally based company with an impressive history. Jack Taylor started his own long - term leasing company called Executive Leasing back in 1957 in the basement of a Cadillac Dealership in St. Louis, Missouri. Eventually, his customers had to put their cars in the shop for servicing and needed loaner cars. This is how Enterprise Rent-A-Car came to be five years later.

Today, Enterprise Rent-A-Car has over 3600 rental branches throughout the United States. Under the leadership of Jack's son, Andy Taylor, CEO, we have become the largest privately held rental car company in the country with \$4.18 billion in sales and over 350,00 cars.

It is Enterprise Rent-A-Car 's mission "to fulfill the automobile rental, leasing, car sales and related needs of our customers, and in doing so, exceed their expectations for service, quality and value. We will strive to earn our customers' long-term loyalty by working to deliver more than promised; being honest and fair, and 'going the extra mile' to provide exceptional personalized service that creates a pleasing business experience."

Enterprise Rent-A-Car builds its customer base through the "spare car" niche, delivering vehicles to people whose family cars are in the shop, too small for visiting guests, too unreliable for weekend trips, to worn for escorting key clients about town, or supplying vehicles to both large and small organizations for local travel minimizing the need for large pool fleets by any one company.

Enterprise Rent-A-Car has performed very well over the past 40 years. Our annual rental volume varies in different areas and increasingly grows as more customers become exposed to the Enterprise philosophy of listening to the customer and find ways to make them 100% completely satisfied. We are unable to provide annual reports showing income and revenues because Enterprise Rent-A-Car is a privately held company. We can provide you with references of companies currently doing business with Enterprise.

Jack Taylor and CEO Andy Taylor, have maintained an active role in the running of Enterprise and will continue to do so. Our company is regionalized allowing the local Enterprise Management to adjust to the different markets across the United States while staying with the philosophy that Jack Taylor put forth 40 years ago.

Implementation of Mariposa County into Enterprise Rent-A-Car's Corporate Class Program would take effect based on the time of Mariposa County's needs. We are confident that our professional and energetic staff will be able to design a system that will exceed your expectations for service. Enterprise Rent-A-Car has the resources to staff your business and make certain that Mariposa County is the first priority. We currently have a concessionaire agreement with the Mariposa Airport which will help tremendously to service your rental needs for the County.

Rates:

Enterprise Rent-A-Car will provide Mariposa County two rate structures from which to choose. The first rate structure is for local usage without damage waiver or liability overages:

Compact:	\$36/day	\$209/wk
Mid-size:	\$38/day	\$229/wk
Full-size:	\$42/day	\$259/wk
Premium:	\$51/day	\$325/wk
Mini Van:	\$60/day	\$330/wk
SUV:	\$72/day	\$419/wk
Pick UP Truck	\$72/day	\$419/wk

*These rates include unlimited mileage within the state of California.

*Rates quoted do not include vehicle license fee and tax.

The second rate structure includes damage waiver (covers the full value of the rental vehicle) and liability overages (covers third party accidents up to \$1,000,000 and subject to the terms and conditions of the rental contract):

Compact:	\$37/day	\$222/wk
Mid-size:	\$40/day	\$240/wk
Full-size:	\$44/day	\$264/wk
Premium:	\$57/day	\$350/wk
Mini Van:	\$64/day	\$384/wk
SUV:	\$79/day	\$474/wk
Pick Up Truck:	\$79/day	\$474/wk

*These rates include unlimited mileage within the state of California.

*Rates quoted do not include vehicle license fee and tax.

**Fleet Analysis
Pool Usage Vehicles**

<u>Car Type</u>	<u>Monthly Cost</u>	<u>Monthly Savings</u>
PC-12	\$ 119	\$1088
PC-13	\$1117	\$ 784
PC-14	\$ 513	\$ 129
PC-16	\$ 513	\$ 233
PC-17	\$ 513	\$ 273
PC-18	\$ 695	\$ 495
PC-19	\$ 513	\$ 313
PC-05	\$ 500	\$ 460
AD-01	\$ 408	\$-224
AD-08	\$2401	\$1927
B-04	\$1231	\$ 283
P-01	\$ 790	\$ 716
R-01	\$ 367	\$ 330
SO-24	\$ 352	\$ 115
Total	\$10,032	\$6,922

**Fleet Analysis
Mariposa-Yosemite Airport**

1999	Monthly Cost Without Coverage	Monthly Cost W/Coverages
Jan:	\$ 76	\$ 80
Feb:	\$ 228	\$ 240
March:	\$ 228	\$ 240
April:	\$ 798	\$ 840
May:	\$ 2736	\$ 2880
June:	\$ 1368	\$ 1440
July:	\$ 2052	\$ 2160
Aug:	\$ 1330	\$ 1400
Sept:	\$ 2508	\$ 2640
Oct:	\$ 1596	\$ 1680
Nov:	\$ 114	\$ 120

Average Cost Per Month for a midsize vehicle without coverages: \$ 1184.91
Average Cost Per Month for a midsize vehicle including coverages: \$ 1372.00
Vehicle and Equipment Cost for a midsize vehicle per month: \$ 1676.98

Approx. savings per month for a midsize rental vehicle: \$ 304.00

Local location servicing the Mariposa County.

Oakhurst/Yosemite

40422 Hwy 41 Suite 2

Oakhurst, CA 93644-9621

(559) 683-6464

Monday 8:30A to 5:00P

Tues-Friday 9:00A to 5:00P

Saturday/Sunday Closed

Airport Offices that may be considered in this bid.

Sacramento Airport

4107 Northgate Blvd.

Sacramento, CA 95834-1218

(916) 564-6600

Monday-Friday 7:00A to 7:00P

Saturday/Sunday 7:00A to 7:00P

Oakland Airport

192 98th Ave.

Oakland, CA 94603-1004

(510) 638-8600

Monday-Friday 8:00A to 10:00P

Saturday 9:00A to 6:00P

Sunday 9:00A to 10:00P

San Francisco Airport

780 Mcdonnell Rd./SFIA

San Francisco, CA 94128-3114

(650) 697-9200

Monday-Friday 6:00A to 10:00P

Saturday/Sunday 6:00A to 10:00P

Fresno Airport

5104 E. Clinton Wy

Fresno, CA 93727-1951

(559) 456-9691

Monday-Friday 7:30A to 9:00P

Saturday/Sunday 9:00A to 6:00P

Accommodations for after hour pickup and delivery will be made by the local corporate account manager from the Enterprise office dedicated to take care of Mariposa County's rental needs.


Reporting:

Enterprise Rent-A-Car does have the option to direct bill Mariposa County for either employee's or guests/candidates of the Mariposa County. In addition, Enterprise Rent-A-Car has the option to bill guest/candidates directly with a credit card on file from the respective guest/candidates. Enterprise Rent-A-Car will provide invoicing to Marioposa County Management on a semi-centralized statement. Any rentals originating in Oakhurst or Fresno will be under one statement sent monthly to Mariposa County. Any rentals originating outside of our region will generate on a separate statement. This type of invoicing is designed in such a manner based on regionalization. However, Enterprise will compile a customized report for Mariposa based on your needs.

Quality of service is an issue Enterprise Rent-A-Car puts forth a great deal of energy to become better at everyday. Currently Enterprise Rent-A-Car performs several surveys to ensure the level of satisfaction is improving as we move into the future. As a current and potential high volume customer, Enterprise will ensure that Mariposa County is given the best possible service in our industry. Over and above our current measure, Enterprise Rent-A-Car will provide a short survey to your renters and a significant event log to identify and problems or areas to improve upon. This will not only help to ensure that we are providing the highest level of customer service available to Mariposa County, but will also ensure that we continue to adjust to any future needs

In closing, Enterprise Rent-A-Car would again like to thank you for taking the time to consider our rental program. Enterprise is eager to fulfill your rental needs and would very much like the opportunity to earn your long term business. We will go the extra mile and strive in every way to exceed your expectation in service. Our rental branches are staffed with personnel dedicated to being honest and fair as well as being both flexible and creative. These qualities will allow us to adapt to almost any situation that may arise with regards to your transportation needs. We feel this is the balance that will create the win-win opportunity for Mariposa County and Enterprise Rent-A-Car to succeed in a long term relationship.

Sincerely,


Rose Marie Cramer
Group Corporate Account Manager

Business References

Kern County Sheriff

1350 Norris Rd.
Bakersfield, CA 93308
Phone: 805-332-7459
Contact: Sgt. Carl Johnson

County of Kings

1400 W. Lacey Blvd.
Hanford, CA 93230
Phone: 559-582-3211
Contact: Harry Verheul

Aera Energy

P.O. Box 11164
Bakersfield, CA 93389
Phone: 805-326-5699
Contact: Cindy Pritchitt

Kern Regional Center

3200 N. Sillect Ave.
Bakersfield, CA 93308
Phone: 559-327-8531
Contact: Lynn Clark

City of Visalia

P.O. Box 4002
Visalia, CA 93278
Phone: 559-738-3334
Contact: Diane Wagner

City of Fresno

2101 G, Bldg F
Fresno, CA 93706
Phone: 559-498-4005
Contact: John Hunt



1122 N. Abby
Fresno, CA 93701
559-443-4990
559-443-4992 Fax

ENTERPRISE RENT-A-CAR
CAR CLASSES

Mariposa County Fleet Division

Economy-Metro, Aspire, Sephia, 2 door Mirage or similar

Compact-Escort, Tracer, 2 door Neon or similar

Intermediate- Cavalier, Corolla, Sunfire, Sentra, Saturn, Neon(4door), Focus or similar

Standard- Grand Am, Stratus, Breeze, Skylark, Alero, Malibu, or similar

Fullsize- Taurus, Lumina, Sable, Century, Monte Carlo, Cutlass, Grand Prix or similar

Premium- LeSabre, Maxima, Bonneville, Camry, Intrigue, Regal LS, Impala, Intrepid or similar

Premium II- Sebring Convertible or similar

Truck 2WD - Sonoma, S-10, Dakota or similar

Luxury-Cadillac, Grand Marquis, Aurora, Park Ave, Infinity I-30, Lincoln or similar

Mini Van-Astro Van, Caravan, Windstar, Safari, Voyager, Venture or similar

4x4 Utility-Pathfinder, Blazer, Jimmy, F-150 (4x4), Explorer, Cherokee Classic, Ram, Silverado, Grand Vitara or similar

Exotic-Volvo, MBZ, Infinity QX4, BMW318, Seville SLS, Montero, Grand Cherokee or similar

Maxi Van-15 Passenger

Large 4x4 Utility- Expedition, Tahoe, Suburban, Yukon, Durango, Escalade or similar

***Models are subject to availability. A model of car may be requested but is not guaranteed. ***