



# **Request for Proposals (RFP) to Procure Retail Services at a Minimum of 12 Metrorail Stations**

*Presented to the Board of Directors:*

**Customer Service, Operations & Safety  
Committee**

**May 28, 2009**





# Purpose

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**To request Board approval to issue a Request for Proposals (RFP) for a three-year Retail Demonstration Program with five one-year options at a minimum of 12 Metrorail stations.**



# Background

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- **In May 2006, the Board authorized issuance of an RFP for retail services at 12 Metrorail stations**
  - **RFP specifically prohibited the sale of food, beverages and tobacco products**
  - **Only three proposals were received, all of which were unsatisfactory and therefore rejected**
- **The Board subsequently directed staff to investigate retail uses at other transit properties**
- **Newsstands with packaged food and beverage and food concessions are widely viewed to be the most financially lucrative transit retail endeavors**



## Program Details

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- **Staff prefers to have a Master Licensee operate a minimum of one site at each station identified in this RFP. Proposals from individual businesses would also be accepted.**
- **Master Licensee proposers would be required to submit proposals for a minimum of 12 Metrorail stations identified in RFP. Proposals for any Metrorail station not awarded through a master license would be accepted.**
- **Sites would be in paid and free areas of mezzanines, on exterior sidewalks and in Short-Term and Kiss & Ride spaces**



## Program Details (cont'd)

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- **Metro's prohibitions against (1) the sale of tobacco; and (2) consumption of food in the system will be affirmed, but proposals will be requested for:**
  - **Fixed retail services locations/structures, which could include automated kiosk vendors that sell non-food items**
  - **Fixed retail services locations/structures that also sell food items packaged to discourage consumption in the Metrorail system**
  - **Mobile retail services vehicles that sell non-food items**
  - **Mobile retail services vehicles that sell food items packaged to discourage consumption in the Metrorail system; e.g., take-home dinners**



## Program Details (cont'd)

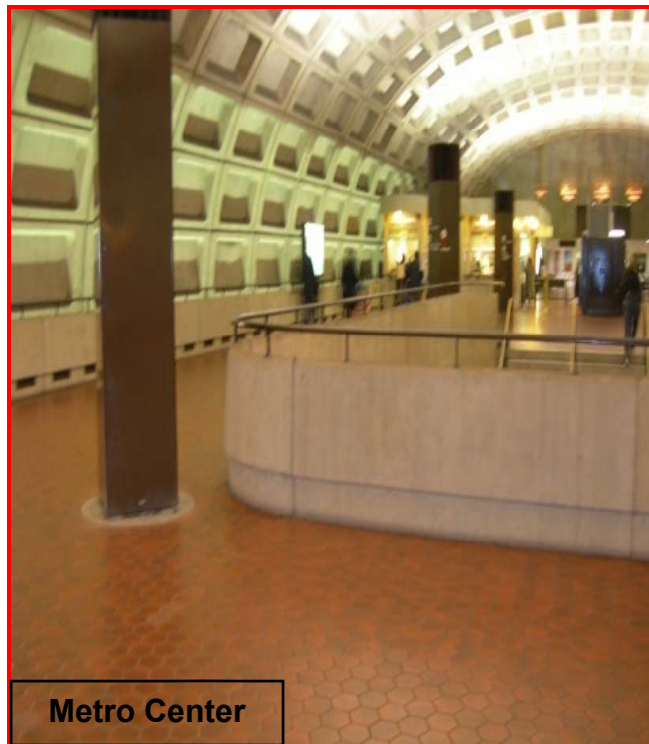
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- **Stations in all three jurisdictions would be included in RFP and have been selected based on having available space and a minimum weekday average ridership of 6,000**
- **Trash removal, types of food packaging and station cleaning plans would have to be included in proposals**
- **Retail Services Demonstration Program would be reviewed after the third year, at which time either WMATA or the Licensee would have the option to terminate**
- **Program may be extended five additional one-year terms**
- **All current licensees would have the opportunity to add additional sites subject to Metro approval**



# Examples of Interior Locations

Interior Locations can accommodate built-in kiosk or removable cart structures



Paid area of mezzanine

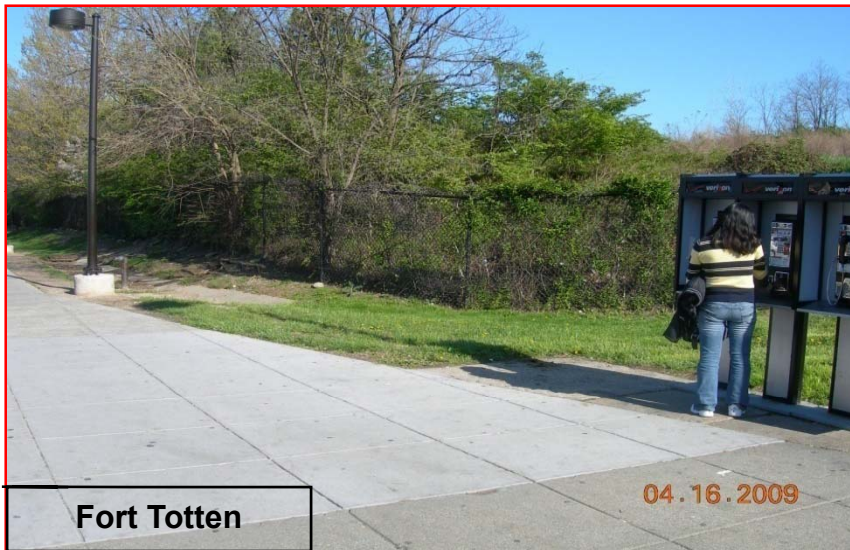


Free area of mezzanine



# Examples of Exterior Locations

## Sidewalks



## Short Term Parking







# Examples of Retail Structures





## Recommendation

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**Approve the issuance of a Request for Proposals for a three-year Retail Demonstration Program with five one-year options at a minimum of 12 Metrorail stations.**



# Appendix

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## Metrorail stations proposed for inclusion in Retail Demonstration Program

### District of Columbia:

Anacostia (sidewalk)

Fort Totten (sidewalk and paid area of station)

Gallery Place-Chinatown (paid and free area of station)

Metro Center (paid area of station)

### Maryland:

Branch Avenue (sidewalk and Kiss & Ride)

Glenmont (sidewalk)

New Carrollton (sidewalk)

Shady Grove (sidewalk)

### Virginia:

King Street (free area of mezzanine)

Rosslyn (free area of mezzanine)

Vienna/Fairfax-GMU (paid area of station and Short Term Parking)

West Falls Church-VT/UVA (sidewalk)