

# Shopping Cart Retrieval Services Agreement

## Public Works Department

City Council  
January 28, 2025

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## BACKGROUND

- Chapter 9.58 of the Riverside Municipal Code (RMC), retailers who provide shopping carts to their customers must either enroll in the City's cart retrieval service or submit a prevention plan to keep carts from entering public spaces.
- Retailers who enroll in the City's cart retrieval service have their shopping carts collected from public areas and returned by the City's contractor. The retailers are billed by the City for the contractor's direct cost to provide the retrieval service.
- Retailers who opt not to enroll in the City's cart retrieval service must develop and implement a prevention plan to prevent shopping carts from leaving their premises. Abandoned carts belonging to these retailers, when found in public areas, are taken to the City's Corporation Yard in accordance with the RMC.



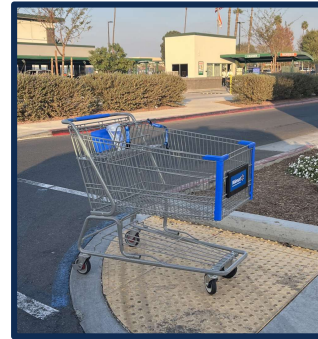
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# REQUEST FOR PROPOSAL (RFP) No. 2362

- Retail Marketing Services, Inc. dba CarTrac
- California Grocers Association



Action	Number of Vendors
External Vendors Notified	500
City of Riverside Vendors Notified	22
Vendors Who Downloaded the RFP	17
Questions and Answers Received	8
Addenda Released	0
Proposals Received	1



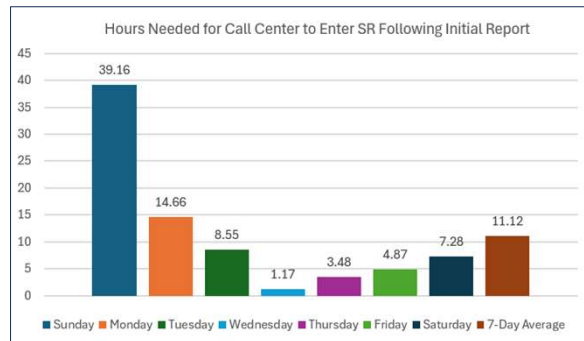
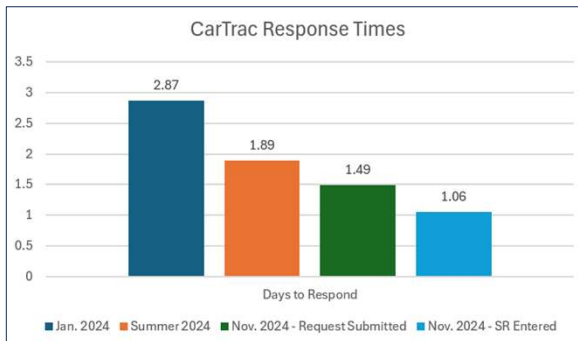
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# RESPONSE TIMES

- Updated Service Request Process



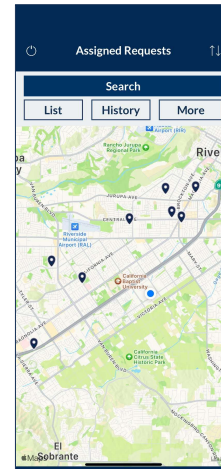
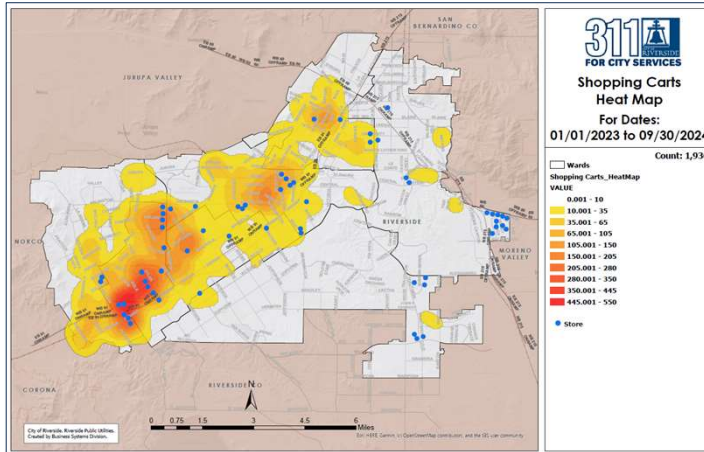
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# RESPONSE TIMES

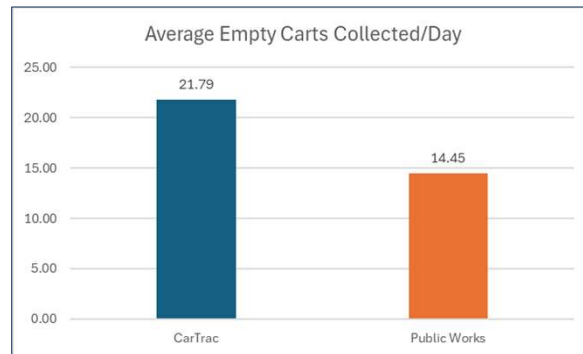
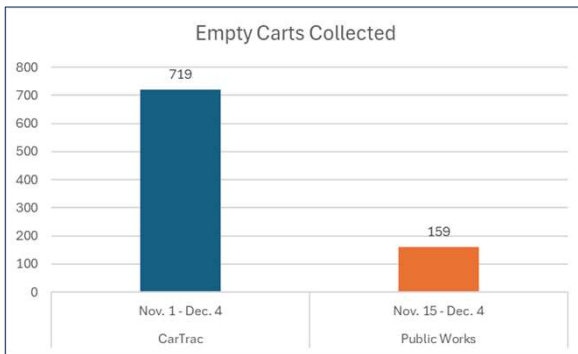
- RISR App



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# CONTRACTOR VS. PUBLIC WORKS RETRIEVALS



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## STRATEGIC PLAN ALIGNMENT



### Strategic Priority 6 – Infrastructure, Mobility & Connectivity

Goal 6.2 – Maintain, protect, and improve assets and infrastructure within the City's built environment to ensure and enhance reliability, resiliency, sustainability, and facilitate connectivity.

### Cross-Cutting Threads



Community Trust



Fiscal Responsibility



Sustainability &  
Resiliency



Equity



Innovation



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## RECOMMENDATION

That the City Council:

1. Approve a Services Agreement with Retail Marketing Services, Inc. dba CarTrac of Burbank, California, from Request for Proposal 2362 for Abandoned Shopping Cart Retrieval Services for a term starting February 1, 2025, through June 30, 2027, in a prorated amount of \$50,000 through June 30, 2025, then an annual amount of \$120,000, for a total amount of \$290,000, for a total contract amount not to exceed \$333,500, and with two optional one-year extensions;
2. Approve 15% contingency each fiscal year to allow flexibility to increase shopping cart retrievals, if needed; and
3. Authorize the City Manager, or designee, to execute the Services Agreement and two optional one-year extensions, including making minor non-substantial changes.



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