



Cover Memorandum/Staff Report

File #: 18-0223 CRA

Agenda Date: 1/15/2019

Item #: 9A.

TO: CRA Board of Commissioners
FROM: Jeff Costello, CRA Executive Director
DATE: December 11, 2018

DISCUSSION - POINT-TO-POINT TRANSPORTATION SERVICES

Recommended Action:

Authorize staff to prepare a piggyback agreement with The Free Ride, Inc. utilizing the City of Hollywood agreement for Point-To-Point Transportation Services.

Background:

At the November 14, 2018, Joint CRA/DDA Workshop meeting ("Joint Workshop") regarding Transportation Services, in order to obtain sufficient data, it was recommended that the City of Delray Beach Trolley Service remain in place until April 30, 2019, which was the consensus of the CRA Board. It was noted that during this time period, a new Request for Proposals (RFP) for Fixed Route Transit Services could be issued and awarded by the April 30, 2019. In addition, a separate RFP or Pilot Program for Point-to-Point Transit Services could also be considered.

The following comments were provided on the point-to-point option at the Joint Workshop:

- Most of the members would like to have an open vehicle
- A Pilot program would include gathering data
- A service area needs to be defined
- Funding of the program may include marketing Ads from hotels, restaurants, etc.
- Transportation options may include more than 1 program: Palm Tran, Trolley, Chevy Volt, GEM carts, and bikes.

At its meeting of December 11, 2018, the CRA Board authorized the issuance of the Request for Proposals for Fixed-Route Transportation Services. A non-mandatory pre-bid meeting was held on January 7th. At the December meeting, an inquiry was made concerning the establishment of a Point-To-Point Transportation Service in a timely manner with the possibility of piggybacking if an opportunity exists.

CRA staff researched several case studies and how the point-to-point services were procured:

Without Procurement Process	
Municipality	
City of Coral Gables	Purchasing Policy Exemption
Town of Miami Lakes	Best Interest
Fort Lauderdale	Beach Business Association - Marke

West Palm Beach	Marketing revenue
Coconut Grove	Business Improvement District
Miami Beach	Best Interest
South Hamptons	Business Association

With Procurement Process	
Municipality	Procurement Instrument
City of Hollywood	RFP - 2018
Tampa Downtown Partnership	RFP - 2016
Civic San Diego	RFP - 2014

In this regard, the most recent example using a procurement instrument is with the City of Hollywood, Florida. The contract was awarded to the Free Ride. The company will utilize GEM Carts and a Hybrid Shuttle to transport riders between the Downtown and Beach Districts. The contract is being finalized by both legal teams and will be effective in the 1st Quarter of 2019.

The CRA could implement a pilot program and piggyback on a short-term basis (6-9 months) or longer with the City of Hollywood Agreement with the Free Ride when finalized to provide point-to-point transit services. At this time, it is recommended that the service area be limited within the CRA District.

The CRA could also further negotiate down the costs by working with the vendor to provide a location to store and/or charge the vehicles.

It is noted that based on the City of Hollywood agreement, the cost per vehicle is approximately \$7,000.00 per month for 12 hours per day. Further reduction may be available through marketing revenues and number of vehicles and hours can be determined based on demand.

CRA Attorney Review:

N/A

Finance Review:

N/A

Funding Source/Financial Impact:

\$975,000 allocated from General Ledger #5230 from Downtown Mobility in the FY 2018-2019 CRA Budget. This amount will cover the cost of the Fixed-Route and Point-to-Point Transportation Services initiatives.

Timing of Request:

N/A