



## Cover Memorandum/Staff Report

**File #:** 18-0282 CRA

**Agenda Date:** 3/12/2019

**Item #:**

**TO:** CRA Board of Commissioners  
**FROM:** Jeff Costello, CRA Executive Director  
**DATE:** March 12, 2019

### AWARD OF RFP 2019-01 POINT-TO-POINT TRANSPORTATION SERVICES

#### **Recommended Action:**

Accept the proposal from BeeFree, LLC, d/b/a Freebee for the Point-to-Point Transportation Services and authorize contract negotiations.

#### **Background:**

On January 15, 2018, CRA staff presented a proposal to piggyback an agreement utilizing the City of Hollywood Point-to-Point Request for Proposals; however, the Board directed staff to issue a new Request for Proposals for a Pilot Program for Point-to-Point Transportation Services. The Board stated their desired for an expedited RFP process and open-air vehicles.

In addition, it is noted the following comments were provided on the point-to-point option at the Joint CRA/DDA Workshop on November 14, 2018, which were taken into consideration with crafting the RFP:

- 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.

On January 28, 2019, the CRA issued a Request for Proposals for a Pilot Program for Point-to-Point Pilot Transportation Services (RFP).

On February 11, 2019, the CRA received six (6) responses to the RFP:

Proposer	Amount
The Nickel Ride, LLC	\$80,000.00
L3 dba O-Cartz	\$235,000.00
Delray Downtowner Inc.	\$450,729.00 to 591,985.00*
TFR Transit Inc.	\$459,537.00
Round the Town Rides LLC	\$378,728.00
BeeFree, LLC dba Freebee	\$246,024.00 to 401,560.00*

\*Proposes provided different pricing scenarios as part of their proposal.

All six (6) proposals were reviewed for compliance with the RFP requirements and all proposals were provided

to the Selection Committee for consideration. As part of the evaluation process, the proposers made oral presentations to the selection committee on February 25, 2019. The selection committee reconvened for final evaluation on March 4, 2019, and scored the proposals based on the criteria outlined on page 25 of the RFP. (See Exhibit B for Selection Committee Results.)

BeeFree, LLC d/b/a Freebee is proposing three different pricing scenarios: one based on five (5) vehicles, one based on four (4) vehicles, and one based on three (3) vehicles. All options include one ADA accessible vehicle. Additionally, a mobile app for requesting rides, real-time tracking, and a process for counting passengers will be provided.

Based on the above and the Selection Committee scoring, the recommendation is to accept the proposal from BeeFree, LLC dba Freebee. in an amount from \$246,024.00 (3 vehicles); \$323,792.00 (4 vehicles) to \$401,560.00 (5 vehicles) depending on the Board's preferable scenario, and to authorize contract negotiations.

The anticipated start date of operations for the selected proposer is May 1, 2019.

Attachment(s): Exhibit A - RFP and 1 addendum; Exhibit B - Selection Committee Results; Exhibit C - Vehicle and Service Description

**CRA Attorney Review:**

N/A

**Finance Review:**

N/A

**Funding Source/Financial Impact:**

\$975,000.00 allocated from General Ledger #5230 from Downtown Mobility in the FY 2018-2019 CRA Budget. The balance remaining this fiscal year to fund transportation services is \$735,000.00

**Timing of Request:**

N/A