



Cover Memorandum/Staff Report

File #: 18-0341 CRA

Agenda Date: 5/14/2019

Item #:

TO: CRA Board of Commissioners
FROM: Ivan Cabrera, Project Manager
THROUGH: Jeff Costello, CRA Executive Director
DATE: May 14, 2019

UPDATE - TRANSPORTATION SERVICES

Recommended Action:

Receive and File

Background:

At the March 28, 2019 CRA Board Meeting, the Board awarded RFP 2018-08 for Fixed Route and RFP 2019-01 for Point to Point Transportation Services to Downtowner Holdings, LLC and Delray Downtowner, Inc., respectively (Downtowner).

Since the Board Meeting, CRA staff and Downtowner have been negotiating a service agreement and discussing the following:

- Vehicle Procurement
- Hiring
- Community Outreach/Marketing Campaign
- Technology Development

Implementation

Downtowner has informed the CRA that the implementation timeline for the services is as follows:

Service	Date
Fixed Route	July 1, 2019
Point to Point	September 1, 2019

Currently, the existing Trolley service is funded until June 30, 2019.

In conjunction with the launch, the modified fixed route will begin service, directing the route from the two-lane section on Atlantic Avenue from Swinton Avenue to East 5th Avenue via Northeast 1st Street (See Exhibit "A").

Marketing

CRA staff is requesting quotes from individuals and firms for professional services to provide marketing assistance to further promote and introduce these transportation services.

Attachment(s): Exhibit A - Modified Fixed Route