



City of Coral Gables
CITY COMMISSION MEETING
December 6, 2016

ITEM TITLE:

A Resolution authorizing City Staff to negotiate and execute a contract with Freebee to provide on-demand public transportation services during the Streetscape construction, at an amount not to exceed \$175,000, pursuant to Section 2-678 (17) of the Procurement Code entitled "Exemptions (Purchase of public transportation services)"; and authorizing an amendment to the Fiscal Year 2016-2017 budget to recognize as revenue a transfer from General Fund reserves (planned use) and to appropriate such funds to cover the onetime cost of this service.

DEPARTMENT HEAD RECOMMENDATION:

Approval

BRIEF HISTORY:

The City wishes to provide a free, "last-mile" public transportation service within the Downtown area in order to support businesses adversely affected by construction of the Miracle Mile/Giralda Avenue Streetscape Project. This pilot project would consist of a fleet of street-legal, multi-passenger electric carts providing free, flexible, on-demand, door-to-door service to the general public between any two points within the service area. As an example, an office worker on Alhambra could call the service via the Freebee app (or flag down the service), be picked up at their office, and be taken to a restaurant on Andalusia Avenue. Fixed route(s) could also be incorporated connecting the City's parking garages to major destination points.

As part of contract negotiations, the City will also explore a potential advertising partnership with the Coral Gables Business Improvement District ("BID") to help subsidize the costs of the service, including branding the vehicles, and managing a co-op advertising program that would provide merchants with an additional platform for promoting their businesses during Streetscape construction.

This item authorizes the City to negotiate and execute a contract with Freebee -- a local provider of this unique transportation service -- as a pilot project during Streetscape construction, at an amount not to exceed \$175,000, pursuant to Section 2-678 (17) of the Procurement Code entitled "Exemptions (Purchase of public transportation services)."

Freebee was identified by City staff as the desired provider for this service on the basis of the company's unique experience and capacity in this area; their ability to implement the service in a short time frame; and their strong brand and customer base. Freebee is the only active provider of this service in the Miami-Dade/Broward region, currently operating in Miami Beach, Downtown Miami and Brickell.

An amendment to the Fiscal Year 2016-2017 budget is required to recognize as revenue a

transfer from General Fund reserves (planned use) and to appropriate such funds to cover the onetime cost of this service.

FINANCIAL INFORMATION: (If Applicable)

No.	Amount	Source of Funds
360-1580-544-31-92	\$175,000	General Fund Planned Use Reserve
Approved:		

11/29/16

APPROVED BY:

Department Director	City Attorney	Assistant City Manager	City Manager

ATTACHMENT(S):

1. Proposed Resolution authorizing contract negotiation and execution with Freebee