



City of Coral Gables
CITY COMMISSION MEETING
January 8, 2019

ITEM TITLE:

A Resolution authorizing City Staff to negotiate and execute a contract with Freebee to provide on-demand public transportation services for one (1) year with two (2) one year options, at an amount not to exceed \$483,625 annually pursuant to Section 2-607(17) of the Procurement Code entitled "Exemptions (Purchase of Public Transportation Services)".

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 and reduce vehicle traffic. This 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 the potential of a limited advertising partnership to help subsidize the costs of the service, including branding the vehicles that would provide merchants with an additional platform for promoting their businesses.

This item authorizes the City to negotiate and execute a contract with Freebee -- a local provider of this unique transportation service for one (1) year with two (2) one year options, at an amount not to exceed \$483,625 annually, pursuant to Section 2-607(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 has provided point to point service with electric vehicles in downtown Coral Gables since June of 2017.

The City previously accepted a Service Development Grant to support enhancement and expansion of the point to point service in the amount of \$629,199; paid over three (3) years.

FINANCIAL INFORMATION: (If Applicable)

No.	Amount	Source of Funds
360-1580-544-31-90	\$273,892	Transportation Fund
360-1580-544-82-00	\$209,733	FDOT Grant
	Approved:	

APPROVED BY:

Department Director	City Attorney	Assistant City Manager	City Manager

ATTACHMENT(S):

1. Proposed Resolution authorizing contract negotiation and execution with Freebee
2. Draft PSA 2018-022 Freebee Transportation Services