

RESOLUTION NO. R-2018-335

A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF HOLLYWOOD, FLORIDA, APPROVING AND AUTHORIZING THE APPROPRIATE CITY OFFICIALS TO EXECUTE AN AGREEMENT WITH THE FREE RIDE FOR CIRCULATOR SERVICES IN AN ESTIMATED ANNUAL AMOUNT OF \$885,360.00.

WHEREAS, the City Commission requested that staff obtain circulator services to provide residents and tourists with alternative transportation to and from Downtown Hollywood, Hollywood Beach, and the City's parking garages; and

WHEREAS, on March 3, 2018, RFP No. 4579-18-PB was posted on Bidsync; and

WHEREAS, on April 23, 2018, RFP No. 4579-18-PB closed and a total of six proposals were received from the following proposers: The Free Ride; Freebee; The Downtowner; Swoop; My City Way, and O-Cartz; and

WHEREAS, on May 5, 2018, an evaluation committee consisting of Parking, Community Development, CRA and Procurement Services (Non-Voting) met and began evaluating proposals based on the following evaluation factors: Relevant Work Experience; Vendor Methodology; Vendor Capabilities; ADA Compliance; Greening Initiatives; Driver's Qualifications; Maintenance & Recovery Plan; Pricing, and Risk Mitigation Plan; and

WHEREAS, based upon the proposers' technical approaches, the evaluation committee unanimously decided to have the following three firms make oral presentations: The Free Ride, Freebee, and The Downtowner; and

WHEREAS, on May 30, 2018, oral presentations were held and the evaluation committee finalized their scoring as follows:

The Free Ride	272 Points
Freebee	269 Points
The Downtowner	230 Points; and

WHEREAS, The Free Ride continues to provide satisfactory services for similar circulator efforts; and

WHEREAS, the evaluation committee has determined that The Free Ride, which is the highest ranking firm, is the best qualified firm to provide circulator services and recommends that the City Commission authorize the appropriate City officials to execute an agreement with The Free Ride that includes the City's RFP, the Free Ride's proposal and finalization of certain terms such as the term and revenue component for these

services, for an initial one year period with an option to renew for three additional one year periods; and

WHEREAS, funding for this effort will be distributed as follows: CRA will contribute 2/3rd of costs from account numbers 63.0185.00150.552.004806 and 66.0186.00150.552.004806, and the City will contribute the remaining 1/3 of the costs, which will be split between the Parking Division account number 46.1150.00000.545.003117 and the General Fund account number 01.1480.00000.541.003117; and

WHEREAS, the CRA will seek approval for its contribution amount through the CRA Board.

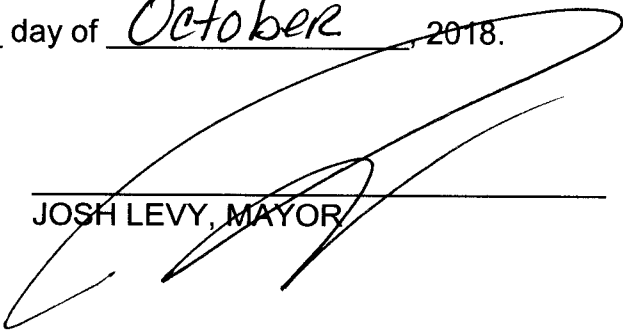
NOW THEREFORE, BE IT RESOLVED BY THE CITY COMMISSION OF THE CITY OF HOLLYWOOD, FLORIDA:

Section 1: That the foregoing "WHEREAS" clauses are ratified and confirmed as being true and correct and are incorporated in this Resolution.

Section 2: That it approves and authorizes the execution, by the appropriate City officials, of an agreement embodying the terms and conditions approved by the City Commission with The Free Ride, together with such non-material changes as may subsequently be agreed to by the City Manager and approved s to form and legal sufficiency by the City Attorney.

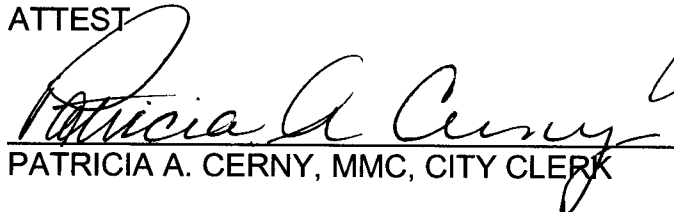
Section 3: That this Resolution shall be in full force and effect immediately upon its passage and adoption.

PASSED AND ADOPTED this 17 day of October, 2018.



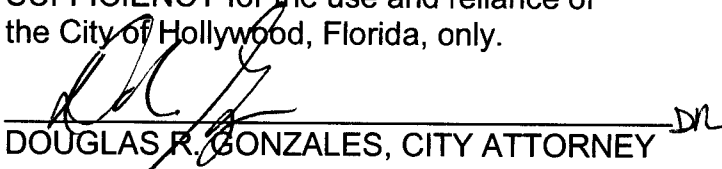
JOSH LEVY, MAYOR

ATTEST



PATRICIA A. CERNY, MMC, CITY CLERK

APPROVED AS TO FORM AND LEGAL
SUFFICIENCY for the use and reliance of
the City of Hollywood, Florida, only.



DOUGLAS R. GONZALES, CITY ATTORNEY