



City of Hollywood

Hollywood City Hall
2600 Hollywood Blvd
Hollywood, FL 33020
<http://www.hollywoodfl.org>

Legislation Text

File #: R-2018-335, **Version:** 1

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.

Staff Recommends: The Approval of the Attached Resolution.

Explanation:

The City Commission asked staff to look into a circulator providing transporting services in downtown Hollywood, Hollywood Beach, and from the City's parking garages.

RFP-4579-18-PB was posted on Bidsync on March 3, 2018.

RFP-4579-18- PB closed on April 23, 2018 and a total of six proposals were received as follows: The Free Ride, Freebee, The Downtowner, Swoop, My City Way, and O-Cartz.

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

The evaluation committee, based on vendors' technical approach, unanimously decided to have three firms make oral presentations as follows: Free Ride, Freebee, and the Downtowner.

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

The Free Ride	272 Points
Freebee	271 Points
The Downtowner	230 Points

The Free Ride continues to provide satisfactory services for similar circulator efforts.

The evaluation committee feels that The Free Ride is the best qualified firm to provide circulator services and recommends that negotiations be authorized to begin finalizing an Agreement.

Funding for this effort will be distributed as follows: CRA will contribute 2/3 of costs and the City will

contribute 1/3 of costs, which will be split between the Parking Division and the General Fund.

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

Recommended for inclusion on the agenda by:

Dr. Wazir A. Ishmael, Ph. D. City Manager

Gus Zambrano, ACM, Sustainable Development

Cintya Ramos, Director, Finance & Administration

Shiv Newaldass, Development Services, Interim Director

Paul A. Bassar, Director of Procurement & Contract Compliance