

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

NOTICE OF INTENT TO AWARD

tel: 954.921.3299
fax: 954.921.3086

BID No.: RFP-4579-18-PB

OPENED: APRIL 30, 2018

ITEM: TRANSPORTATION CIRCULAR SERVICES

AWARD BEING RECOMMENDED TO THE FREE RIDE

DATED AND POSTED: JULY 03, 2018

*PAB
7/3/2018*

**PAUL A. BASSAR, DIRECTOR OF PROCUREMENT & CONTRACTS COMPLIANCE
PROCUREMENT SERVICES**

PROTEST: ANY ACTUAL OR PROSPECTIVE BIDDER WHO IS AGGRIEVED IN CONNECTION WITH THIS PENDING AWARD OF THE CONTRACT OR ANY ELEMENT OF THE PROCESS LEADING TO THE AWARD MAY PROTEST TO THE DIRECTOR OF PROCUREMENT SERVICES. THE PROTEST MUST BE FILED WITHIN FIVE (5) BUSINESS DAYS OF THIS POSTING OR ANY RIGHT TO PROTEST IS FORFEITED. THE PROTEST MUST BE IN WRITING, MUST IDENTIFY THE NAME AND ADDRESS OF THE PROTESTER, AND MUST INCLUDE A FACTUAL SUMMARY OF, AND THE BASIS FOR, THE PROTEST. FILING SHALL BE CONSIDERED COMPLETE WHEN THE PROTEST IS RECEIVED BY THE DIVISION OF PROCUREMENT SERVICES

PROTEST DEPOSIT: A DEPOSIT IS REQUIRED FROM THE PROTESTER TO COMPENSATE THE CITY FOR THE EXPENSES OF ADMINISTERING THE PROTEST. IF THE PROTEST IS DECIDED IN THE PROTESTER'S FAVOR, THE ENTIRE DEPOSIT SHALL BE RETURNED TO THE PROTESTER. IF THE PROTEST IS DETERMINED TO BE WITHOUT MERIT, THE DEPOSIT SHALL BE FORFEITED TO THE CITY. THE DEPOSIT SHALL BE IN THE FORM OF CASH, A CASHIER'S CHECK, OR A PAYMENT BOND AND SHALL BE IN THE AMOUNT OF \$250.00 OR 1% OF THE AMOUNT OF THE PENDING AWARD, WHICHEVER IS GREATER, UP TO THE MAXIMUM OF \$1,000.00.

2600 Hollywood Boulevard
P.O. Box 229045
Hollywood, Florida
33022-9045

		The Free Ride			Freebee			Downtowner					
		Evaluator	Brian Rademacher	Ivan Cabrera	Natnael Jowhar	Brian Rademacher	Ivan Cabrera	Natnael Jowhar	Brian Rademacher	Ivan Cabrera	Natnael Jowhar		
Evaluation Factor		Value											
1	Relevant Work Exp	15	15	13	15	15	13	15	10	12	10		
2	Vendor Methodology	15	14	13	13	11	12	12	8	12	15		
3	Vendor Capabilites	10	8	9	10	8	9	10	10	9	8		
4	ADA Compliance	5	5	5	5	5	5	5	5	5	5		
5	Geening Intitiatives	5	5	5	5	5	5	5	5	5	5		
6	Driver's Qualifications	10	8	9	10	10	10	10	7	8	10		
7	Maint/Recovery Plan	10	8	8	10	10	9	10	8	7	7		
8	Risk Mitigation Plan	10	10	10	10	10	10	10	10	10	9		
*Technical Score		100	73	72	78	74	73	77	63	68	69		
			Final Tech Score		223	Final Tech Score		224	Final Tech Score		200		
9	Pricing	20	14	17	18	15	14	18	10	10	10		
**Overall Score			Overall Score			272	Overall Score			271	Overall Score		230
			Swoop			My City Way			O-Cartz				
			Brian Rademacher	Ivan Cabrera	Natnael Jowhar	Brian Rademacher	Ivan Cabrera	Natnael Jowhar	Brian Rademacher	Ivan Cabrera	Natnael Jowhar		
Evaluation Factor		Value											
1	Relevant Work Exp	15	10	11	7	10	10	6	10	10	2		
2	Vendor Methodology	15	13	12	10	9	5	7	11	9	2		
3	Vendor Capabilites	10	8	7	8	10	2	6	5	2	5		
4	ADA Compliance	5	3	0	3	4	2	5	3	2	2		
5	Geening Intitiatives	5	5	5	5	5	2	3	4	5	2		
6	Driver's Qualifications	10	10	10	8	8	2	7	7	2	3		
7	Maint/Recovery Plan	10	9	7	8	8	2	6	5	2	2		
8	Risk Mitigation Plan	10	5	8	4	8	2	6	7	2	2		
Technical Score		100	63	60	53	62	27	46	52	34	20		
			Final Tech Score		176	Final Tech Score		135	Final Tech Score		106		

*Evaluation Committee requested additional presentations for top 3 scoring firms.

**Overall Scoring includes pricing from top 3 rated firms.

**THE CITY OF HOLLYWOOD, FLORIDA
“AN EQUAL OPPORTUNITY AND SERVICE PROVIDER
AGENCY”**

NOTICE OF MEETING

ORAL PRESENTATIONS

RFP-4579-18-PB

TRANSPORTATION CIRCULATOR SERVICES

WEDNESDAY, MAY 30, 2018 1:00PM – 5:00PM

**City of Hollywood - City Hall
2600 Hollywood Blvd, Hollywood, FL Room # 215
AGENDA**

1. INTRODUCTIONS
2. VENDOR PRESENTATION / QUESTIONS AND ANSWERS
3. ADJOURNMENT

TWO OR MORE MEMBERS OF ANY OTHER CITY BOARD, COMMISSION, OR COMMITTEE, WHO ARE NOT MEMBERS OF THIS ADMINISTRATIVE COMMITTEE, MAY ATTEND THIS MEETING AND MAY, AT THAT TIME, DISCUSS MATTERS ON WHICH FORESEEABLE ACTION MAY LATER BE TAKEN BY THEIR BOARD, COMMISSION, OR COMMITTEE.

THIS MEETING WILL MEET ALL SUNSHINE – OPEN GOVERNMENT LAWS AS IT PERTAINS TO HOUSE BILL 7223, SIGNED BY GOVERNOR, RICK SCOTT ON JUNE 2, 2011.