



**CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING**

#22-0470

TO: Honorable Mayor & Members of the
Fort Lauderdale City Commission

FROM: Chris Lagerbloom, ICMA-CM, City Manager

DATE: July 5, 2022

TITLE: Motion Approving Piggyback Utilizing City of Hollywood Agreement No. 4579-18-PB to Purchase Transportation Circulator Services from Circuit Transit, Inc. - \$350,000 - (**Commission Districts 1, 2 and 4**)

Recommendation

Staff recommends the City Commission approve the piggyback agreement with Circuit Transit, Inc. (formerly known as The Free Ride) for the purchase of transportation circulator services via the City of Hollywood Solicitation No. 4579-18-PB – Transportation Circulator Services effective through the third and last optional renewal period of March 3, 2023, for an estimated annual expenditure amount of \$350,000.

Background

During the 2022 City Commission goal setting meeting, transportation and traffic issues were identified as a top priority. Specifically, the City Commission charged staff with identifying and implementing, or advocating for, improvements to the transportation network within the City specific to traffic flow and congestion concerns.

The Transportation and Mobility Department worked with local municipalities to learn more about their mobility initiatives, including on-demand and fixed-route transportation circulators. Pompano Beach and Hollywood, amongst others in South Florida, utilize Circuit Transit, Inc. (Circuit) to provide innovative and sustainable solutions to mitigate congestion issues. After review of Circuit's services, City staff recommends establishing a pilot program to provide an on-demand service for the downtown urban core and fixed-route service, connecting parking facilities on the barrier island. The pilot program will provide a no-charge service for rides that start and end in the proposed service area.

To evaluate the viability and overall mobility impact of a City sponsored microtransit service, the proposed agreement will fund a six-month pilot period. Circuit's hourly rate for operating a turnkey service is approximately \$21.50 per hour per vehicle. The City will also receive 50% share of the service's advertisement revenue for the duration of the pilot period. At the end of the pilot period, the City can opt to extend service utilizing the City of Hollywood until March 3, 2023.

Pursuant to Section 2-181(5) b., the Chief Procurement Officer has determined that it would be practicable and advantageous for the City to use this method of procurement for this agreement. This purchase will be made in accordance with Solicitation No. 4579-18-PB – Transportation Circulator Services Agreement between the City of Hollywood and the Circuit Transit, Inc.

The proposed services include:

1) On-Demand Service for the Downtown Urban Core

Currently, outside of the proposed agreement with the City of Fort Lauderdale, Circuit operates a microtransit transportation circulator service consisting of up to three (3) electric low-speed vehicles that can seat up to five (5) passengers each. Rides can be requested through the Circuit mobile application and passengers can be picked-up/dropped-off within the geofenced area consisting of the Downtown, Las Olas, and Beach areas for a base ride price of \$3.00 per trip.

The proposed agreement with the City will provide free service that aims to improve the level of the existing service by:

- Reducing the wait times between pick-ups by increasing the number of vehicles from a baseline of three (3) to a maximum of nine (9) vehicles
- Supporting arts and culture by extending the service coverage to cultural and entertainment hubs including the MASS District, The Parker Playhouse, and Broward Center for the Performing Arts
- Connecting to existing fixed-route services such as Brightline, Broward County Transit, and LauderGO! Community Shuttle
- Enhancing the span of service through a new operating schedule:
 - Sunday – Thursday: 10:00am – 8:00pm
 - Friday, Saturday: 10:00am – 11:00pm

The proposed agreement with the City is conditioned upon an approved and executed renewal of the underlying City of Hollywood agreement, by the parties.

2) Fixed-Route Service Connecting Barrier Island Parking Facilities

A fixed-route service with designated stops connecting City-owned beach parking garages and surface lots. The LauderGO! Seabreeze Tram route will be suspended during the pilot program to avoid service overlap and to better evaluate the circulator's impact on ridership and utilization. The service will operate daily from 10:00am – 7:00pm.

Resource Impact

Funds for this agreement in the amount of \$350,000 are available in the FY 2022 Budget in the account(s) listed below:

<i>Funds available as of June 14, 2022</i>					
ACCOUNT NUMBER	INDEX NAME (Program)	CHARACTER CODE/ SUB-OBJECT NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	AMOUNT
001-TAM060101-4299	COMMUNITY BUS	OTHER OPERATING EXP / OTHER CONTRIBUTIONS	\$1,483,703	\$419,427	\$260,000
461-TAM020404-4204	LAS OLAS GARAGE	OTHER OPERATING EXP / OPERATING SUBSIDIES	\$332,029	\$122,450	\$90,000
PURCHASE TOTAL ►					\$350,000

Strategic Connections

This item is a *2022 Top Commission Priority*, advancing the Transportation and Traffic initiative.

This item supports the *Press Play Fort Lauderdale 2024 Strategic Plan*, specifically advancing:

- The Infrastructure Focus Area
- Goal 2: Build a multi-modal and pedestrian friendly community.
- Objective: Improve transportation options and reduce congestion by working with partners

This item advances the *Fast Forward Fort Lauderdale Vision Plan 2035: We Are Here*.

Attachments

Exhibit 1 – City of Hollywood RFP No. 4579-18-PB Solicitation
Exhibit 2 – City of Hollywood RFP No. 4579-18-PB Vendor Response
Exhibit 3 – City of Hollywood Contract Award
Exhibit 4 – City of Fort Lauderdale Service Areas
Exhibit 5 – City of Fort Lauderdale Pricing Worksheet
Exhibit 6 – Circuit Transit Inc. Name Change R-CRA-2019-38
Exhibit 7 – City of Hollywood Executed Agreement
Exhibit 8 – City of Fort Lauderdale Agreement

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