



Memorandum

Date: September 11, 2024

To: Honorable Mayor and Councilmembers

Via: Rey Valdez
City Manager

From: Carlos Arroyo
Public Works Director

Subject: **Freebee Senior Citizen On-Demand Transit Seven Pilot Program Agreement Extension**

Introduction

The Public Works Department (PWD) respectfully request authorization from the Mayor and City Council Members adopt a Resolution authorizing the City Manager to extend the service agreement between BeeFree, LLC. (better known as Freebee) and the City for a seven-month period with a one-time optional six-month extension to provide last-mile door-to-door on-demand transit service for City of Doral Senior Citizens in an amount to exceed the Departmental budgeted funds while the City provides collected ridership data to council for adoption of the Senior Citizen On-Demand service as part of the City On-Demand Transit Service. The Service Agreement will be under the same terms and conditions of the existing contract.

Background

The PWD is continuously looking for ways to improve services, efficiency and proactiveness, to provide the best possible level of service to the community. At the August 9, 2023, Council Meeting, the Mayor and Councilmembers expressed interest in providing an on-demand transit service to the City's senior citizen population.

At the December 6, 2023, Council Meeting, the PWD presented to the Mayor and Councilmembers a high-level overview of vendors that currently provide on-demand transit

services in South Florida. During the meeting it was noted that Freebee was the preferred vendor that offers the ability to create sub-zones designated for specific groups and age restrictions for the proposed Senior On-Demand Transit Service Pilot Program. During this meeting, the Mayor and City Councilmembers directed staff to provide cost scenarios and identify places of interest for the Senior On-Demand Transit program.

At the January 10, 2024, Council Meeting, the PWD presented possible cost scenarios and identified points of interest for door-to-door on-demand transit service. In collaboration with the City Manager's Office, the PWD initiated a survey to collect input from the City's senior community on the need for on-demand transit service. During this meeting, the Mayor and City Councilmembers requested staff to negotiate a contract agreement with Freebee for two (2) Tesla Model X vehicles to service the Senior citizen community for a 6-month Pilot Program at 50-hours per week.

At the March 13, 2024, Council Meeting, the Mayor and City Councilmembers adopted Resolution No. 24-53 (approved 5-0) authorizing the City Manager to waive the competitive bidding process and approve a contract with Freebee for a six (6) month pilot program to provide first-last mile door-to-door on-demand transit service to seniors for up to 50-hours a week. On April 15, 2024, the City launched the City's Senior On Demand Transit Service. Initially the service was for 40-hours per week, operating Monday to Thursday from 8:00 AM to 3:00 PM and Fridays from 8:00 AM to 8:00 PM, with 28 points of interest within City limits (please see coverage map and locations below).



Freebee
DORAL

SERVICE HOURS:
Monday-Thursday: 8am-4pm
Friday: 8am-8pm
Saturday: No Service
Sunday: 9am-3pm

Be picked up/dropped off at any of the 28 destinations, or anywhere within the inner zone!

- INNER ZONE

To request a ride, please call **855-918-3733**



Service Available For Ages 65 & Up ONLY

Grocery & Pharmacy

1. Aldi
2. CVS
3. Publix Supermarket - Doral Commons
4. Publix Supermarket - Doral Isle
5. Publix Supermarket - Doral Park
6. Sam's Club
7. Sedano's Supermarket
8. Walgreens
9. Walmart
10. Winn-Dixie

Medical Destinations

11. Baptist Health Hospital
12. Baptist Urgent Care
13. Concentra Urgent Care
14. HCA Hospital
15. Jackson West
16. Quest Diagnostics
17. UHealth Jackson Urgent Care

Points of Interest

18. City of Doral Police Station
19. Doral Central Park
20. Doral Glades Park
21. Doral Legacy Park
22. Doral Meadow Park
23. Doral Police Training Center
24. Morgan Levy Park
25. Our Lady of Guadalupe Catholic Church
26. Trails & Tails Park
27. Veterans Park

Shopping

28. Miami International Mall

Since the Senior Pilot Program was launched, there has been 150 completed rides for the month April, 477 completed rides for the month May, and 390 completed rides for the month of June. Due to the success of the Senior Pilot Program, the Public Works Department received numerous requests from riders to extend service hour during the week and provide service on Sundays. Therefore, on July 15, 2024, the PWD extended the Senior Freebee to operate 50 hours a week, including Sunday service. The new schedule is as shown below:

- Monday – Thursday: 8:00 AM – 4:00 PM
- Friday: 8:00 AM – 8:00 PM
- Sunday: 9:00 AM – 3:00 PM

After the July 15, 2024 service hour extension, there was 484 completed rides for the month of July and 364 completed rides from August 1 to August 20 with the use of two (2) Tesla Model X vehicles.

Senior Freebee Ridership

Month	Seniors Completed Rides
Apr-24	150
May-24	477
Jun-24	390
Jul-24	484
Aug-24	364

Source: Freebee Client Dashboard

The current contract with Freebee for the Senior Pilot Program is set to expire on October 15, 2024. At this time, the PWD is requesting to extend the current Service Agreement with Freebee for a for a seven-month period with a one-time optional six-month extension to provide last-mile door-to-door on-demand transit service for City of Doral Senior Citizens under the same terms and conditions. The extension will allow more time to collect ridership in order to assess the Program prior to determining if Senior On-Demand service should be included in the as part of the City’s On-Demand Transit Service. Additionally, with the implementation of the extended service hours that commenced on July 15, 2024, staff would have more data on demands, wait times, and other operational challenges as riders become accustomed to the service. The seven-month extension will allow the Senior Freebee Pilot Program to coincide with the General Freebee Program contract expiration date and better allow staff to simultaneously procure both on-demand transit services if needed.

Procurement

The City Council has the authority to waive competitive bidding by majority vote pursuant to Section 2-321 of the City of Doral Code of Ordinances upon the recommendation of the City

Manager that it is in the best interest of the City to do so. At the January 2024 Council Meeting, Freebee was identified by the City as the preferred provider for a six (6) month On-Demand Pilot Program for Senior Citizens on the basis of the company's unique experience and capacity in this area; their ability to implement the service in a short period of time; and their strong brand and customer base. Freebee is currently operating this specific type of service in the City of Miami Beach.

When initially brought before Council, Freebee was the only active vendor identified by staff in the Miami-Dade County Region. After the January 2024 Council Meeting, another vendor, Circuit, advised that their firm was now able to provide this additional service by designating age restrictions by zone.

Accordingly, staff recommends a bid waiver for the reasons set forth above concerning Freebee's unique experience and qualifications.

Fiscal Considerations

The fiscal impact associated with the Seven (7) month pilot program is budgeted in FY 2024-25 and is estimated to cost \$136,000.00. Funding for this request is budgeted in the next Fiscal Year, FY 2024-25, in the Transportation Fund "Contractual Services" Account, Account Num. 101.80005.500341.

Strategic Plan Alignment

This item follows the Transportation strategic initiative of the City's Strategic Plan as it addresses public transportation.

Recommendation

The City Staff respectfully requests that the Mayor and City Councilmembers authorize the City Manager to extend the existing Service Agreement with Freebee for a seven-month period with a one-time optional six-month extension to provide last-mile door-to-door on-demand transit service at an amount not to exceed the Departmental budgeted funds while the City provides collected ridership to council for adoption of the Senior Citizen On-Demand service as part of the City On-Demand Transit Service. The Service Agreement will maintain the terms and conditions of the current contract.