

# MIAMI BEACH

## COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: Alina T. Hudak, City Manager

DATE: May 26, 2021

SUBJECT: **A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, APPROVING AND AUTHORIZING THE CITY MANAGER TO EXECUTE AMENDMENT NO. 8 TO THE PROFESSIONAL SERVICES AGREEMENT, DATED MAY 29, 2019, BETWEEN THE CITY AND BEEFREE, LLC (D/B/A FREEBEE) FOR ON-DEMAND TRANSIT SERVICE; SAID AMENDMENT APPROVING ADDITIONAL SERVICES (1) DURING MEMORIAL DAY WEEKEND, 2021, IN THE APPROXIMATE AMOUNT OF \$4,000, AND (2) ALONG THE COLLINS AVENUE CORRIDOR, FROM 23 STREET TO 44 STREET, AS A TEMPORARY TRAFFIC MITIGATION STRATEGY DURING THE CONSTRUCTION OF THE INDIAN CREEK DRIVE FLOOD MITIGATION PROJECT, THROUGH SEPTEMBER 30, 2021, IN THE APPROXIMATE INITIAL AMOUNT OF \$61,000, SUBJECT TO EXTENSION AND/OR MODIFICATION BY THE CITY MANAGER, AS NEEDED; AND FURTHER AUTHORIZING THE CITY MANAGER TO APPROVE FUTURE ADDITIONAL SERVICES, SUBJECT TO FUNDING AVAILABILITY, AND PROVIDED THAT THE COST DOES NOT EXCEED THE CITY MANAGER'S AUTHORITY UNDER THE CITY CODE.**

**(ITEM TO BE SUBMITTED IN SUPPLEMENTAL)**

### RECOMMENDATION

The Administration recommends that the Mayor and City Commission approve the Resolution, authorizing the City Manager to execute Amendment No. 8 to the Agreement with Freebee for on-demand transit service to include the following additional services:

1. Parking shuttle service during Memorial Day Weekend 2021, in the approximate amount of \$4,000;
2. On-demand transit service along the Collins Avenue corridor from 23 Street to 44 Street, in the initial approximate amount of \$61,000, as a traffic mitigation strategy during the construction of the Indian Creek Drive Flood Mitigation project through September 30, 2021; and
3. Additional services, at the City Manager's discretion, to address future City events which impact mobility or any other unmet transportation needs of the City.

The Administration further recommends that the City Commission authorize the City Manager to extend and/or modify the on-demand mobility service for the Collins Avenue corridor as needed and subject to funding availability and the City Manager's purchasing authority under the City Code.

### BACKGROUND/HISTORY

On May 29, 2019, the City and Freebee executed a Professional Services Agreement (Agreement) for the City of Miami Beach On-Demand Transit Service Pilot Program in Middle Beach.

On September 11, 2019, the Mayor and City Commission adopted Resolution No. 2019-30997, authorizing the City Manager to negotiate Amendment No. 1, extending the pilot program through October 31, 2019 and adding two more vehicles in service, and permitting advertisement on the vehicles to offset some of the operating costs to the City. On October 16, 2019, the Mayor and City Commission adopted Resolution No. 2019-31057, unanimously approving the extension of the pilot program for two additional months, through December 31, 2019.

Amendment No. 1 to the Agreement was executed on November 8, 2019, incorporating the foregoing modification to the scope of the agreement and extending the pilot program to December 31, 2019.

On December 11, 2019, the Mayor and City Commission adopted Resolution No. 2019-31110, waiving the formal competitive bidding requirement in Section 2-367(e) and approving an extension of the term of the Agreement for an additional three (3) years, commencing on January 1, 2020 and expiring on December 31, 2022. Amendment No. 2 to the Agreement was executed on February 24, 2020.

As a result of the COVID-19 pandemic and various State, County, and City emergency orders, on March 23, 2020, via a Letter Agreement, the City Manager suspended the Middle Beach On-Demand Transit Services under the Agreement and modified the scope of services to provide essential mobility services for elderly residents (Amendment No. 3).

Based upon the emergency orders in effect at the time, on April 1, 2020, via a Letter Agreement, the City Manager suspended all services under the Agreement (Amendment No. 4).

On November 16, 2020, via Letter a Agreement, the City modified the Agreement to repurpose the Middle Beach On-Demand Transit Service to provide essential mobility services for elderly residents living in affordable housing facilities throughout the City from their home to the closest Publix supermarket or pharmacy, at no cost to the passenger, 7 days a week from 7:00 AM to 5:30 PM, through December 30, 2020 (Amendment No. 5).

On December 30, 2020, via a Letter Agreement, the City Manager extended the period of services for a limited period of time, through January 20, 2021 (Amendment No. 6).

On January 19, 2021, the City Manager, via a Letter Agreement, extended the Freebee services for elderly residents through September 30, 2021 (Amendment No. 7). The service is currently being provided to approximately 40 affordable housing facilities with over 2,150 residential living units citywide. Miami Beach senior residents (65 and older) living outside of the targeted facilities are also eligible for services provided that they are enrolled in any of the services for seniors provided by Unidad, Jewish Community Services, or Little Havana. Additionally, at the City's discretion, the City could use this service to transport elderly residents to hospital/Point of Dispensing Site for purposes of vaccination in response to COVID-19 pandemic.

### **ANALYSIS**

The Administration would like to include the following additional services under the Agreement to address events which impact mobility or circumstances which, in the discretion of the City Manager, merit use of the services; provided that the additional services do not exceed the limits of the City Manager's authority and provided that the Administration has funding availability for such additional services.

### MEMORIAL DAY WEEKEND 2021 PARKING SHUTTLE SERVICE

During the upcoming Memorial Day Weekend, the City will provide a free shuttle service operated by Freebee to transport the public from/to the 5 Street and Alton Road parking garage and from/to 10 Street between Collins Avenue and Ocean Drive. The service is intended to mitigate traffic congestion and on-street parking demand during the Memorial Day Weekend event. The shuttle service will operate on Saturday, May 29 and Sunday, May 30, 2021 from 9 AM to 8 PM.

### COLLINS AVENUE TRAFFIC MITIGATION ON-DEMAND SERVICE

The City's Indian Creek Drive Flooding Mitigation project commenced in March 2020 and is expected to be completed by fall of 2022. The project is currently in construction and consists of stormwater drainage improvements on Indian Creek Drive and side streets between Collins Avenue and Indian Creek Drive from 25 Street to 41 Street. The project will address flooding and deliver vital resiliency improvements to the community by providing a comprehensive stormwater drainage system, including a water treatment system and generator in case of a power outage, new sidewalks, lighting, and a continuous one-way protected bicycle path on Indian Creek Drive.

Due to the current closure of Indian Creek Drive from 41 Street to 26 Street for construction, Collins Avenue has been temporarily converted from three lanes/one-way northbound traffic to two lanes/two-way traffic (one lane in each direction) to accommodate the bi-directional Maintenance of Traffic (MOT) plan on Collins Avenue extending within the project limits. This MOT facilitates continuous construction along Indian Creek Drive; however, it creates severe congestion and mobility challenges along Collins Avenue within the project limits.

To improve mobility along Collins Avenue during construction of the Indian Creek Drive Flood Mitigation project, the City is pursuing implementation of an on-demand transit service operated by Freebee, and at no cost to the passenger, as a temporary traffic mitigation strategy. Based on discussions with Freebee staff, the service could commence within four weeks of City Commission approval.

The on-demand service will be provided to the public for trips beginning and ending within a geo-fenced service area bounded by Indian Creek Drive on the west, Collins Avenue on the east, 23 Street on the south, and 44 Street on the north. Service could be requested via the Freebee mobile application, by calling a pre-determined phone number, or by "flagging" a Freebee vehicle traveling within the service area. Service will operate from 8AM to midnight, 7 days a week, with one (1) ADA-accessible vehicle in service until September 30, 2021. Freebee will provide hand sanitizer for use by passengers and sanitize high touch areas, such as door handles, handholds, and seats, after each trip during service hours.

If approved by the City Commission, the City Manager may extend and/or modify the on-demand mobility service for the Collins Avenue corridor as needed and subject to funding availability and the City Manager's purchasing authority.

### ADDITIONAL SERVICES

Although we are nearing the end of the COVID-19 pandemic, the Administration would also like to amend the Agreement to provide the City Manager with the ability to add additional services to the Agreement to address future City events which impact mobility or any other unmet transportation needs of the City.

### FINANCIAL INFORMATION

The cost of providing shuttle service during Memorial Day Weekend 2021 is approximately \$4,000. The cost of providing the Collins Avenue traffic mitigation on-demand service through September 30, 2021 is estimated at \$61,000. These additional services can be funded using existing savings in the Transportation and Mobility Department's FY 2021 operating budget: Account No. 106-9615-000349-30-403-529-00-00-00.

## **CONCLUSION**

Approving Amendment No. 8 to the Agreement with Freebee to provide additional on-demand transit services is beneficial to the City as it will provide a free and convenient mobility option to reduce traffic congestion and parking demand during Memorial Day Weekend 2021 and along the Collins Avenue corridor from 23 Street to 44 Street, through September 30, 2021, during construction of the Indian Creek Drive Flood Mitigation project. In addition, approving Amendment No. 8 authorizes the City to engage Freebee for additional services, at the City Manager's discretion, to address future City events which impact mobility or any other unmet transportation needs of the City.

## **SUPPORTING SURVEY DATA**

The on-demand transit pilot program has been very well accepted by the Mid-Beach community with 97% satisfaction based on passenger surveys. According to the survey statistics, this service has been effective in reducing the number of personal vehicle trips in Mid-Beach, with approximately 34% of passengers who would previously use their personal automobile to conduct the same trip, and 48% of passengers using it for either work or school-related purposes.

## **Applicable Area**

Citywide

## **Is this a "Residents Right to Know" item, pursuant to City Code Section 2-14?**

No

## **Does this item utilize G.O. Bond Funds?**

No

## **Strategic Connection**

Mobility - Address traffic congestion.

## **Legislative Tracking**

Transportation and Mobility

## **Attachments**

A: Form-Approved Resolution

B: Amendment No. 8 with BeeFree, LLC d/b/a FreeBee

JRG

ATH/MT/JRG