



City of Hallandale Beach City Commission Agenda Cover Memo

Meeting Date:	File No.:	Item Type:		1 st Reading	2 nd Reading
5/6/2026	26-114	<input checked="" type="checkbox"/> Resolution <input type="checkbox"/> Ordinance <input type="checkbox"/> Other	Ordinance Reading	N/A	N/A
			Public Hearing	<input type="checkbox"/>	<input type="checkbox"/>
			Advertising Required	<input type="checkbox"/>	<input type="checkbox"/>
			Quasi-Judicial:	<input type="checkbox"/>	<input type="checkbox"/>
Fiscal Impact (\$):	Account Balance (\$):		Funding Source:	Project Number:	
\$487,453.00	\$487,453.00		350 Surtax	N/A	
Contract Required:	P.O. Required:		RFP/RFQ/Bid Number:	Sponsor Name:	Department:
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input checked="" type="checkbox"/> Yes <input type="checkbox"/>	RFP 25-26-07 On-Demand Mobility Service (Micro-Transit)		Dr. Joan Shen, Director	Transportation and Mobility
Strategic Plan Focus Areas:					
<input type="checkbox"/> Fiscal Stability	<input type="checkbox"/> Resident Services	<input type="checkbox"/> Public Safety	<input checked="" type="checkbox"/> Infrastructure & Mobility	<input type="checkbox"/> Economic Development & Affordable Housing	
Implementation Timeline:					
Estimated Start Date: 6/10/2026			Estimated End Date: 5/9/2031		

SHORT TITLE:

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF HALLANDALE BEACH, FLORIDA, AWARDED RFP FOR ON-DEMAND MOBILITY SERVICE (MICRO-TRANSIT) TO BEEFREE, LLC D/B/A FREEBEE, THE HIGHEST RANKED, RESPONSIVE AND RESPONSIBLE FOR A NOT TO EXCEED AMOUNT OF FOUR HUNDRED, EIGHTY-SEVEN THOUSAND, FOUR HUNDRED AND FIFTY-THREE DOLLARS (\$487,453) PER YEAR FOR THREE YEARS PLUS TWO ONE YEAR RENEWAL OPTIONS; AND PROVIDING AN EFFECTIVE DATE.

STAFF SUMMARY:

Summary:

This agenda item seeks City Commission approval of the staff recommendation to award RFP 25-26-07, On-Demand Mobility Service (Micro-Transit), to BEEFREE, LLC dba Freebee, to the highest ranked, responsive and responsible proposer, and to authorize the City Manager and City Attorney to execute all related agreements and documents for implementation of the micro-transit service program for an amount not to exceed \$487,453 per year.

Background:

The intent of the project is to implement a flexible, technology-driven micro-transit service that improves first-mile/last-mile connectivity, increases accessibility to key destinations, and enhances overall transit efficiency for residents and visitors. The proposed service is designed to complement existing fixed-route transit by providing on-demand, shared mobility options that support the City's mobility, sustainability, and service reliability goals.

Current Situation:

On January 22, 2026, the City issued RFP 25-26-07 for the provision of On-Demand Mobility Service (Micro-Transit) to enhance transportation options within the City of Hallandale Beach. The solicitation was distributed to over nine hundred (900) vendors.

The RFP was also advertised on:

- Hallandale Beach Chamber of Commerce website,
- City's website,
- DEMANDSTAR.com/Euna OpenBids,
- Miami Minority Business Development Agency Business Center,
- U.S. Small Business Administration,
- Broward County Community Relations and Outreach Section Office of Economic and Small Business Development.

Non-Mandatory Pre-Proposal Conference – February 3, 2026:

Three (3) firms attended the Pre-proposal Conference.

Last Day for Questions for this project – February 5, 2026 by 5:00 PM

Responses Due – February 26, 2026 by 11:00 AM

Evaluation Committee – March 31, 2026

The Evaluation Committee, appointed by the City Manager, was composed of the following individuals:

- Igor Colmenares, Assistant Director of TAM
- Adisha Francois, CRA Business & Residential Coordinator
- Jennae Graham, BTR Manager
- Faith Phinn, Deputy Executive Director CRA
- Joan Shen, Director of TAM
- Delven Patterson, Assistant Director of PROs

Responsive Firms (in order first highest ranked to lowest ranked)

	Rank	Evaluation Points	Variances	Legal Proceedings
BEEFREE, LLC dba FREEBEE	1	597.0	None	None
	MQR 1	MQR 2		
	Met	Met		

	Rank	Evaluation Points	Variances	Legal Proceedings
CIRCUIT TRANSIT INC.	2	565.4	None	None
	MQR 1	MQR 2		
	Met	Met		

	Rank	Evaluation Points	Variances	Legal Proceedings
TIDEWATER TRANSIT FL LLC	3	492.8	Included	Included
	MQR 1	MQR 2		
	Met	Met		

Non-Responsive Firms

Firm	Explanation of <u>Non-Responsiveness</u>
HBSS Connect Corp. <i>on behalf of The Fitchburg Consortium</i>	As stated in the RFP under the MINIMUM QUALIFICATION REQUIREMENTS (MQRs) "2. If multiple firms submit under one proposal, all firms must provide and meet all MQRs." Two of the three members of the Fitchburg Consortium were not registered in Sunbiz to meet the requirements of MQR # 1.

Following the evaluation process, BEEFREE, LLC dba Freebee was ranked as the highest scoring firm with 597.0 points and was determined to be responsive and responsible, having met all required qualifications with no variances or legal issues. Circuit Transit Inc. and Tidewater Transit FL LLC were ranked second and third, respectively. One firm was deemed non-responsive for failure to meet the required Minimum Qualification Requirements.

This action is critical to advancing the City’s transportation and mobility objectives by implementing a modern, flexible micro-transit service that addresses first-mile/last-mile gaps, improves connectivity to key destinations, and enhances overall system efficiency. The proposed service will expand mobility options for residents, reduce reliance on single-

occupancy vehicles, and support equitable access to employment, healthcare, education, and transit hubs.

Additionally, timely approval is necessary to maintain project momentum, avoid delays in service deployment, and ensure the City continues to meet its strategic goals related to infrastructure, sustainability, and improved public transportation service delivery. Failure to approve this item may result in delays to implementation, reduced service effectiveness, and potential impacts to funding alignment and operational planning.

The initial contract term shall be for three (3) years, commencing upon award by the City Commission. There will be two (2) renewals of one (1) year each contingent upon budget availability. The total term of the contract including renewals is five (5) years.

Based on the evaluation results and procurement review, staff recommends award of the contract to the highest ranked firm to proceed with implementation of the City's on-demand micro-transit service program for an amount not to exceed \$487,453.

Why Action is Necessary:

Pursuant to Code of Ordinances, in accordance with Procurement Code Section 23-5, Competitive procurement required, Procurement Mechanisms. (a) Except as otherwise indicated herein, all purchases of and contracts for equipment, supplies and contractual services in excess of the delegated spending authority, shall be based on a competitive procurement process. Furthermore, Section 23-9 Award, (e) The City Manager may award procurements within the delegated spending authority. All other procurements, except emergency procurements, require commission approval for award.

Cost Benefit:

This project provides a cost-effective and scalable mobility solution by delivering on-demand micro-transit services that optimize operational efficiency while expanding transportation access throughout the City. By leveraging shared ride technology and dynamic routing, the service reduces operating costs per passenger trip compared to traditional fixed-route expansions, while maximizing coverage and flexibility.

The implementation of micro-transit is expected to increase ridership, improve first-mile/last-mile connectivity, and reduce traffic congestion by decreasing reliance on single-occupancy vehicles. Additionally, the service supports environmental sustainability goals by lowering greenhouse gas emissions and improving overall system efficiency.

From a financial and operational perspective, this investment enhances the City's ability to deliver high-quality transit services without the significant capital and long-term infrastructure costs associated with fixed-route system expansion, thereby providing a strong return on investment in terms of mobility, accessibility, and community benefit.

PROPOSED ACTION:

The City Commission considers the attached Resolution.

ATTACHMENT(S):

- Exhibit 1 – Proposed Resolution
- Exhibit 2 – Award Information Memorandum dated March 31, 2026
- Exhibit 3 – Summary Rating Sheet 25-26-07
- Exhibit 4 – BEEFREE LLC dba Freebee Proposal
- Exhibit 5 – RFP 25-26-07 On-Demand Mobility Service (Micro-Transit)
- Exhibit 6 – COHB and BEEFREE LLC dba Freebee Agreement

Prepared By:

Keith Ng

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TAM Project Manager

Reviewed By:

Joan Shen

Joan Shen
TAM Director

Reviewed By:

Noemy Sandoval

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Assistant City Manager