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freebee +  The City of Florida
Palm Bay



FREE. ON-DEMAND. 100% ELECTRIC TRANSPORTATION

March 2024

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INTRODUCTION TO FREEBEE

- Freebee is the future of public mobility, physically moving people through FREE, on-demand, door-to-door electric transportation.
- Freebee provides first and last mile connectivity that helps get cars off the road and makes communities a place where you can live, work and play without the need of a personal vehicle.
- Freebee is not just a transit solution, but also an economic development tool designed to physically drive traffic to local business and promote the community.
- Our service is fully customizable, aimed at meeting the goals and objectives that municipalities are looking to achieve. Every area has a totally different look and feel, and we are able to adapt our program in order to meet those needs.
- And the best part about our service is that we are 100% electric!

freebee
PALM BAY



Freebee currently operates a fleet of over 150 vehicles, serving over 38 communities throughout South Florida and Virginia

- Coastal, Suburban, Downtowns, Metropolitan Cities & Islands

- Key to the City of Miami, Miami-Dade County
- Complete Street Champion Nominee
- Official Clean Energy Transportation Partner of Super Bowl 2020



HOW DOES IT WORK?

Connect
Take some photos of your experience and share them on the app

Deals
Find exclusive deals and discounts at all of your favorite local hotspots!

Take Me To
Freebee's featured destination on the mobile app home screen

Banner
Advertisement or live tracker with the ability to link out to a third party website

DASHBOARD

Hi, Erica

Where are you heading today?

Deals Destinations Connect Share



Request a Ride

Places To Bee

Search your destination by category and find the perfect spot with an awesome deal!

Share Freebee

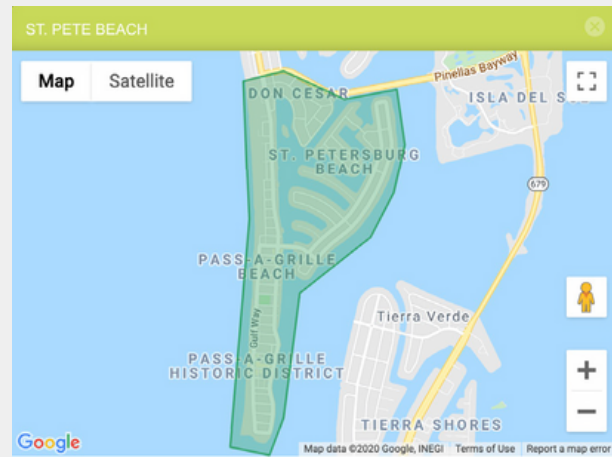
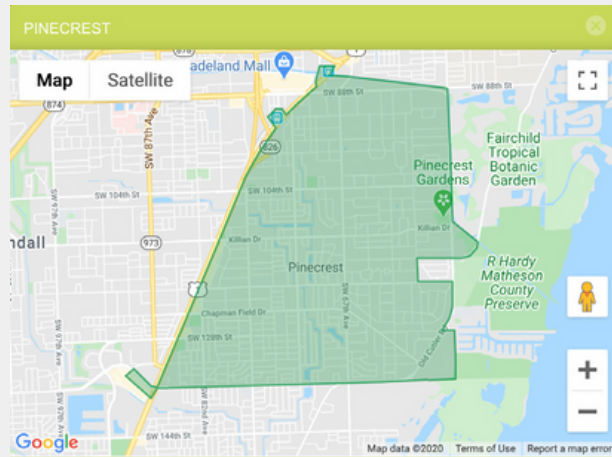
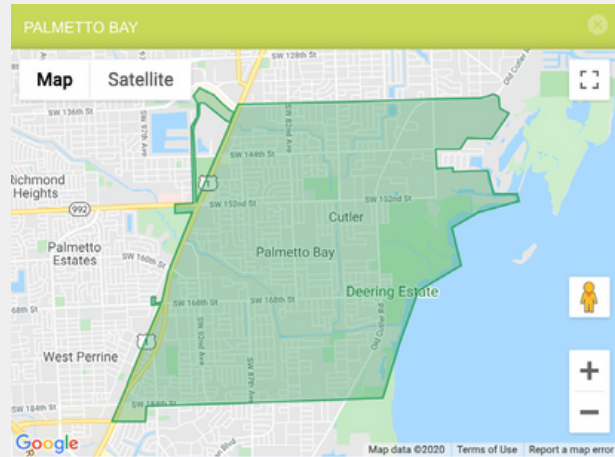
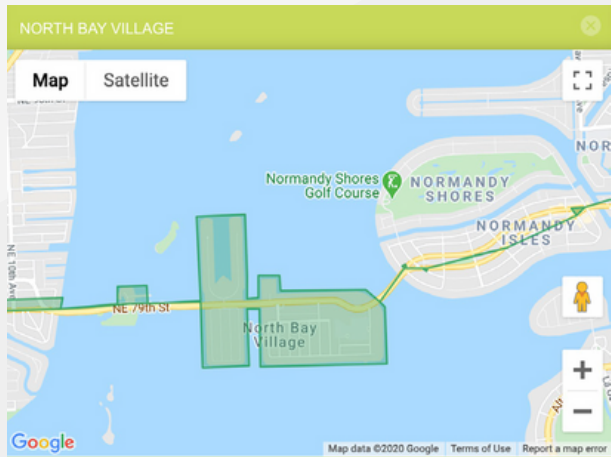
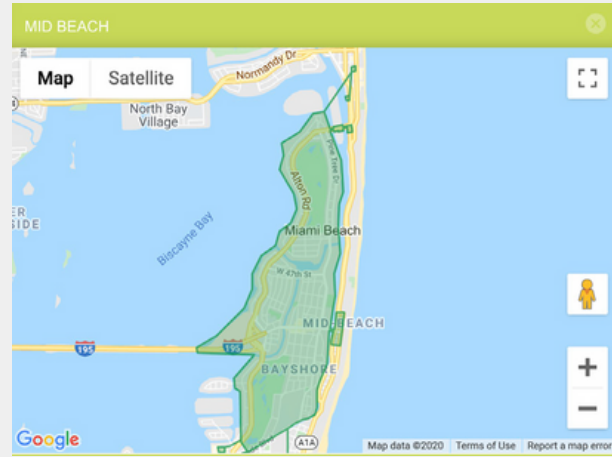
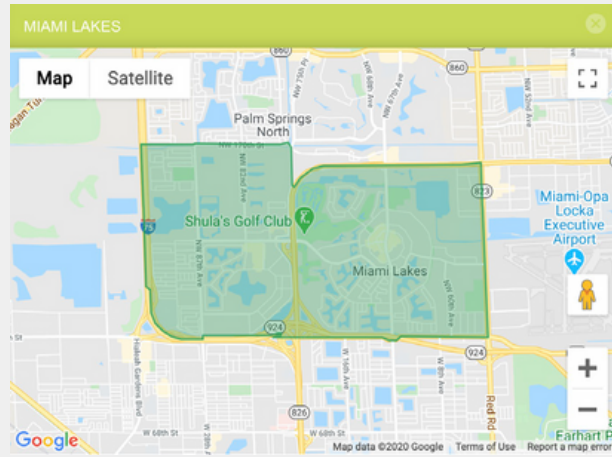
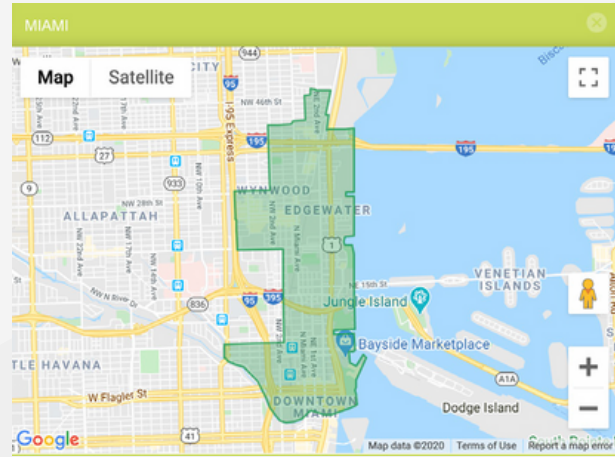
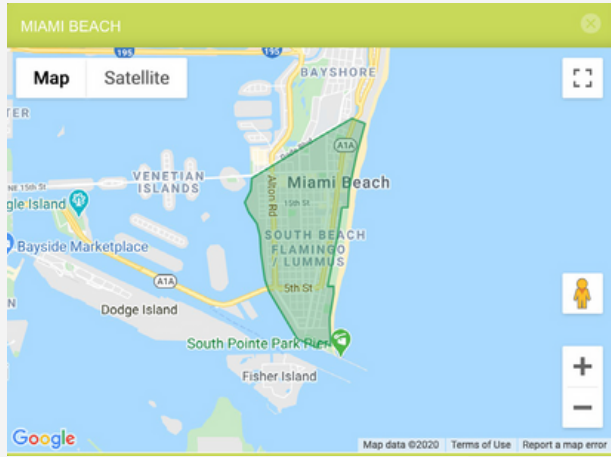
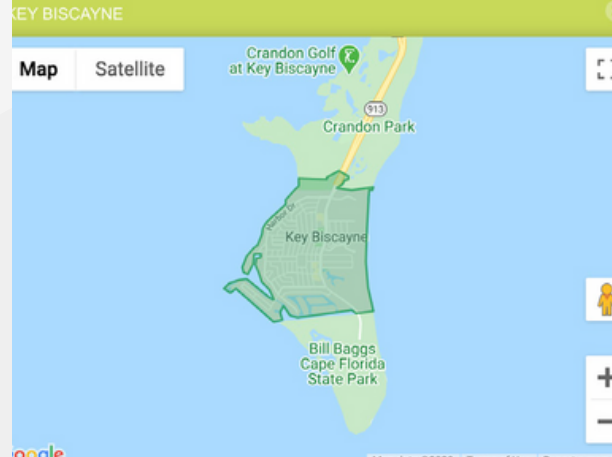
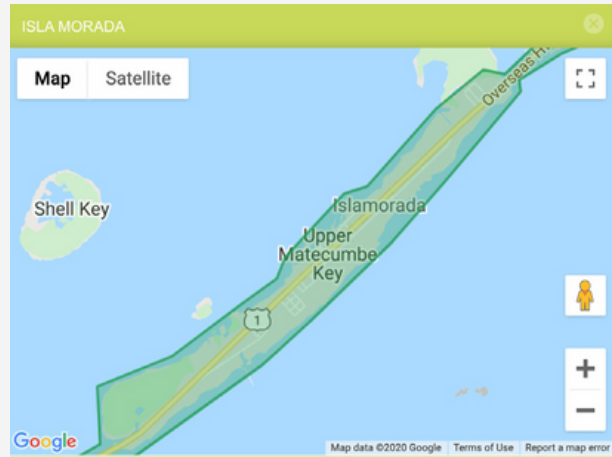
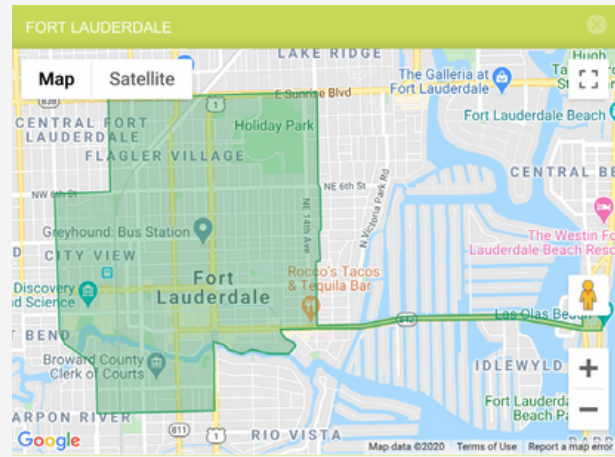
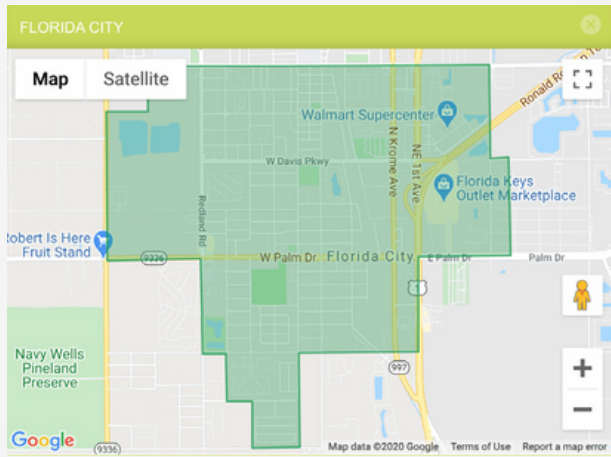
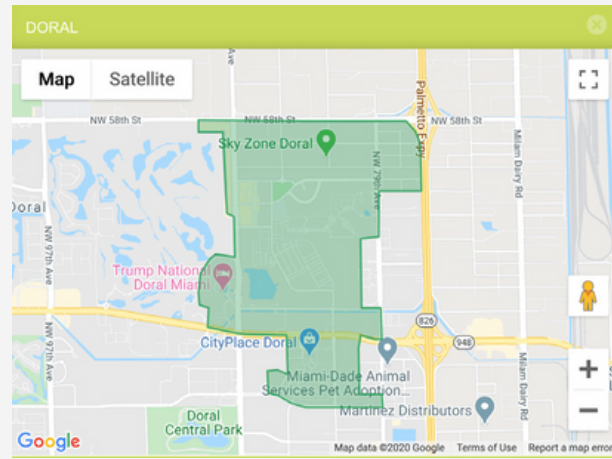
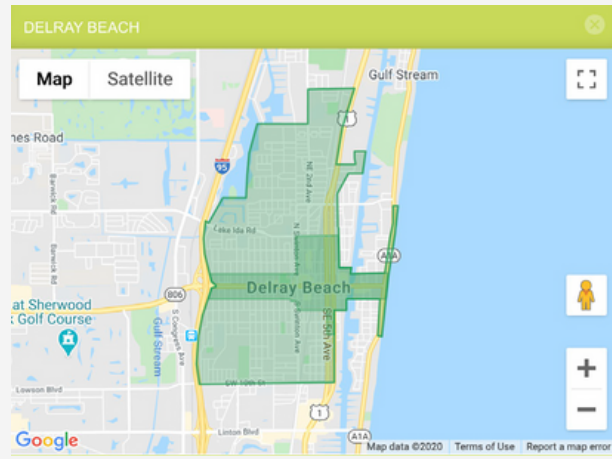
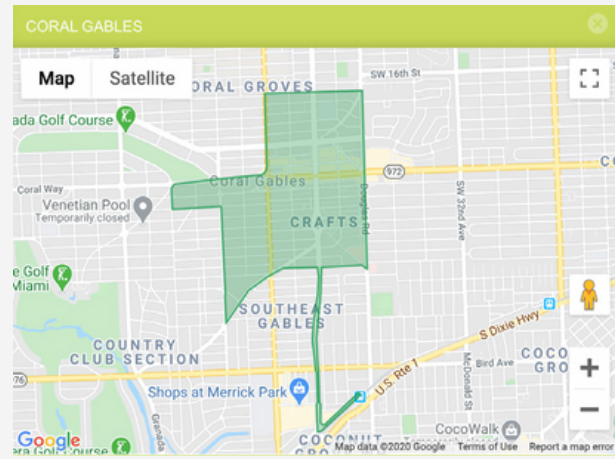
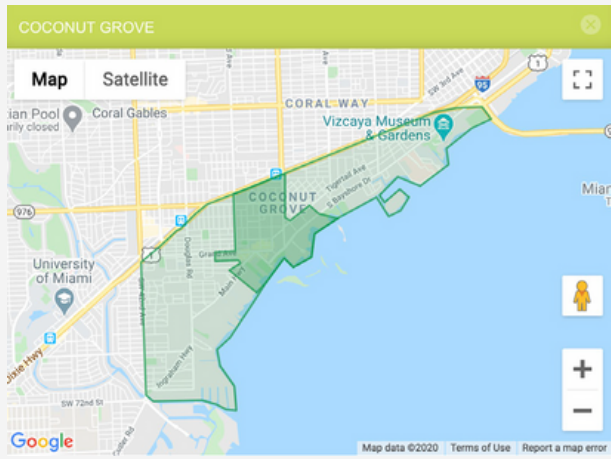
Love riding Freebee? Make sure to share with all of your friends!

Request A Pickup

Select this button when requesting a ride!

321Transit.com

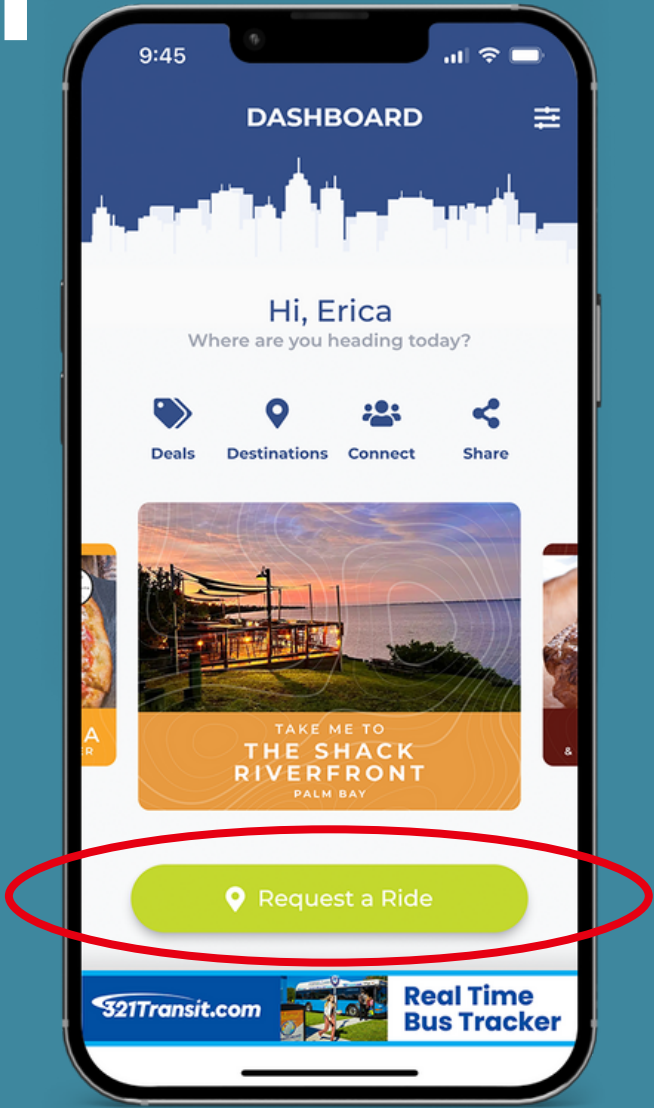
Real Time Bus Tracker



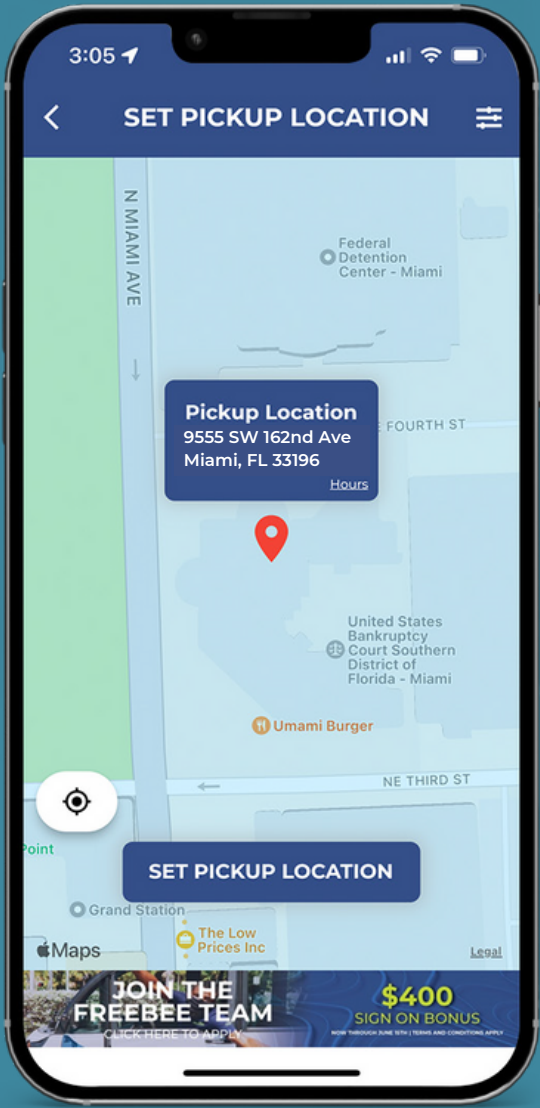
HOW TO USE THE APP



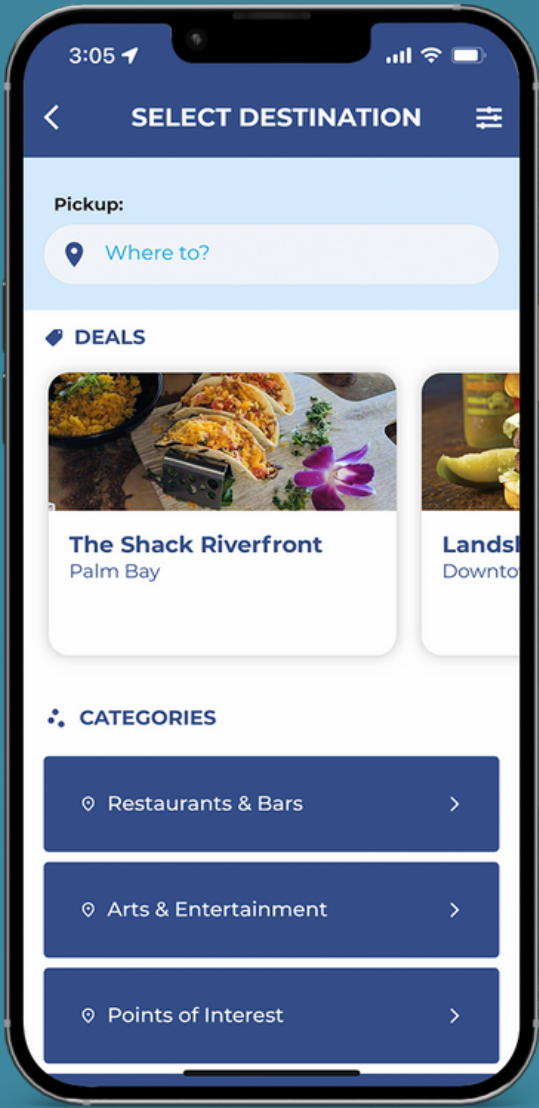
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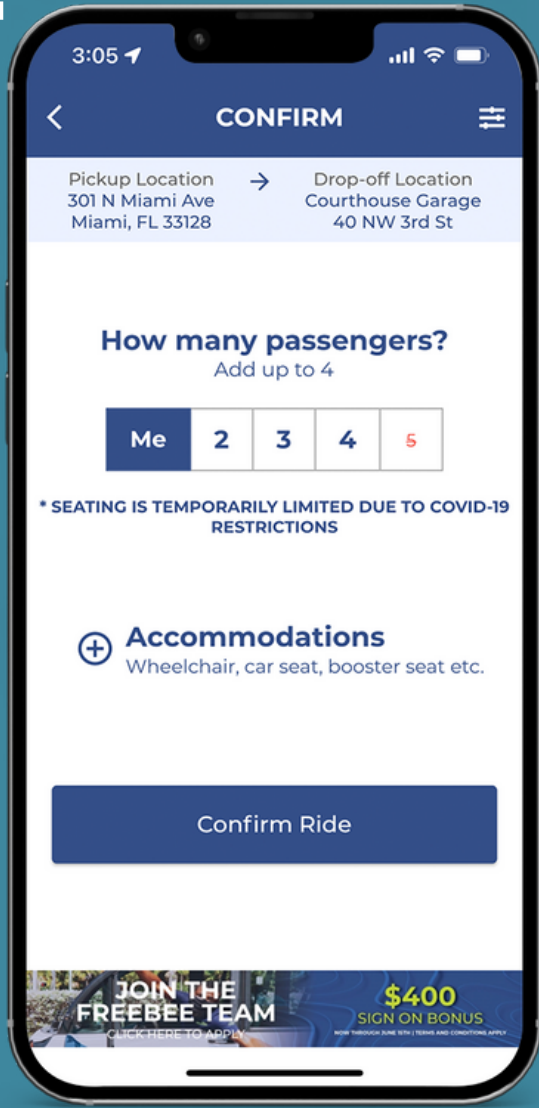
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PROGRAM BENEFITS

- Transforms communities into a place where you can live work and play without the need of a personal vehicle.
- Greater frequency and better reliability
- Minimize single-occupancy vehicles within communities
- Takes cars off the road.
- Reduces traffic congestion and helps free up limited parking availability.

Community Ambassadors:

- Freebee drivers serve as ambassadors and mobile concierges.

Economic Development:

- Freebee's door-to-door service physically 'drives' customers to the front steps of Palm Bay.

Sustainability:

- 100% battery-powered vehicles promoting clean energy and reducing carbon emissions.



WHO RIDES FREEBEE?

Everyone rides Freebee

Freebee is the most equitable transportation platform available. Our solution has proven to benefit communities of all socio-economic statuses and we are committed to promoting unity and integrity amongst all community members, through equitable transportation and consistent quality of service.



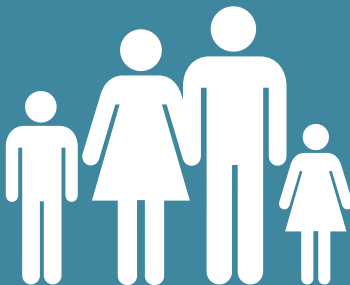
Students



Kids



Commuters



Families



Tourists



Elderly



Locals



Pets



People with Disabilities



FREEBEE DRIVERS/ COMMUNITY AMBASSADORS

- The Face of the Community
- Mobile Concierge
 - Rolling information desk on wheels
- Neighborhood Watch
- Freebee brand ambassadors are held to the highest standard and help strengthen the bond between the City of Palm Bay and it's community.



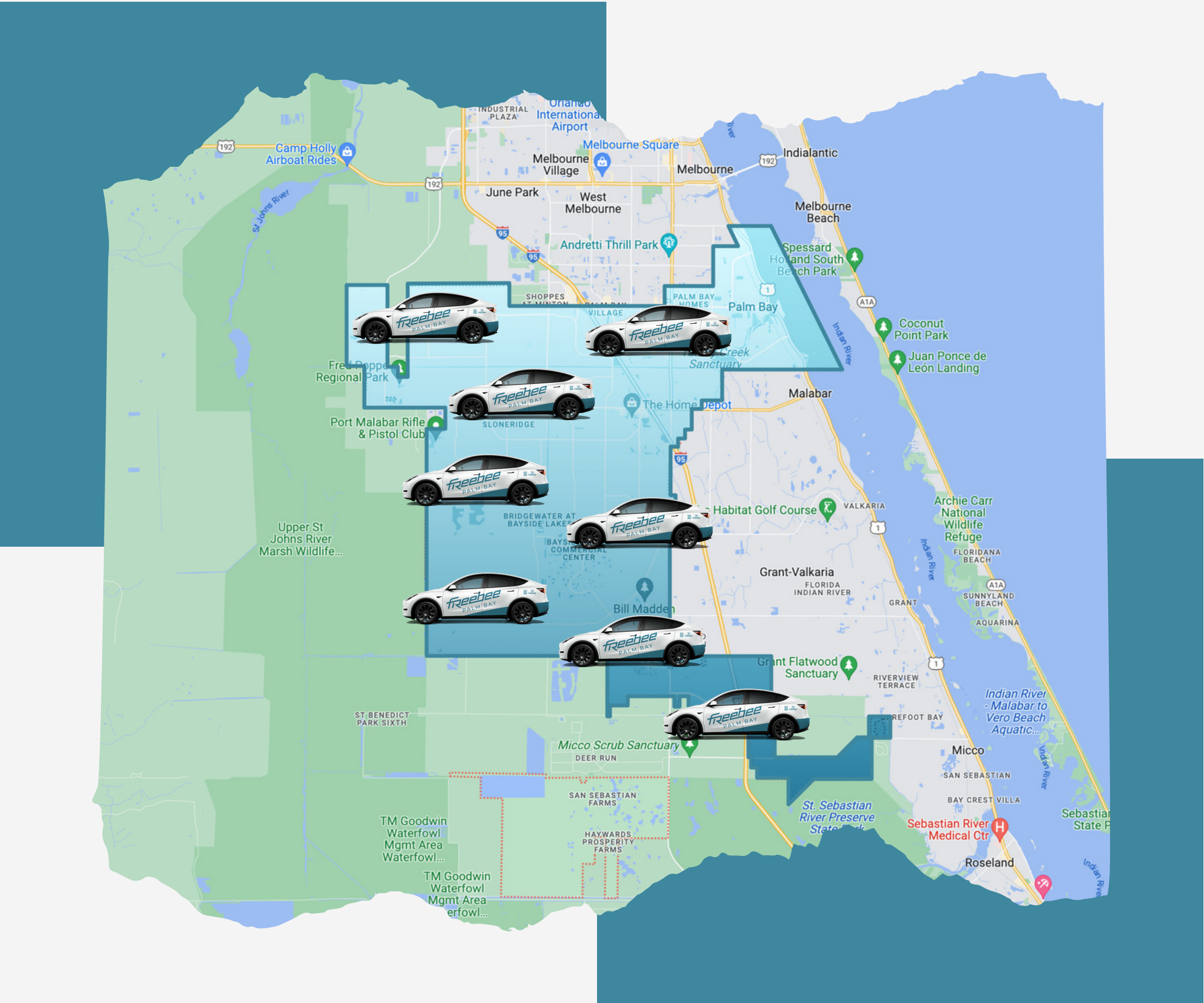
ECONOMIC DEVELOPMENT

- In order to have a successful mobility platform, it must benefit all from a transportation and economic development standpoint.
- Benefits to residents, workers, and visitors (Easy maneuverability and no-cost)
- Benefits to government and local organizations (Forming bonds with the community through Community ambassadors)
- Benefits to the environment (100% Electric Vehicles)



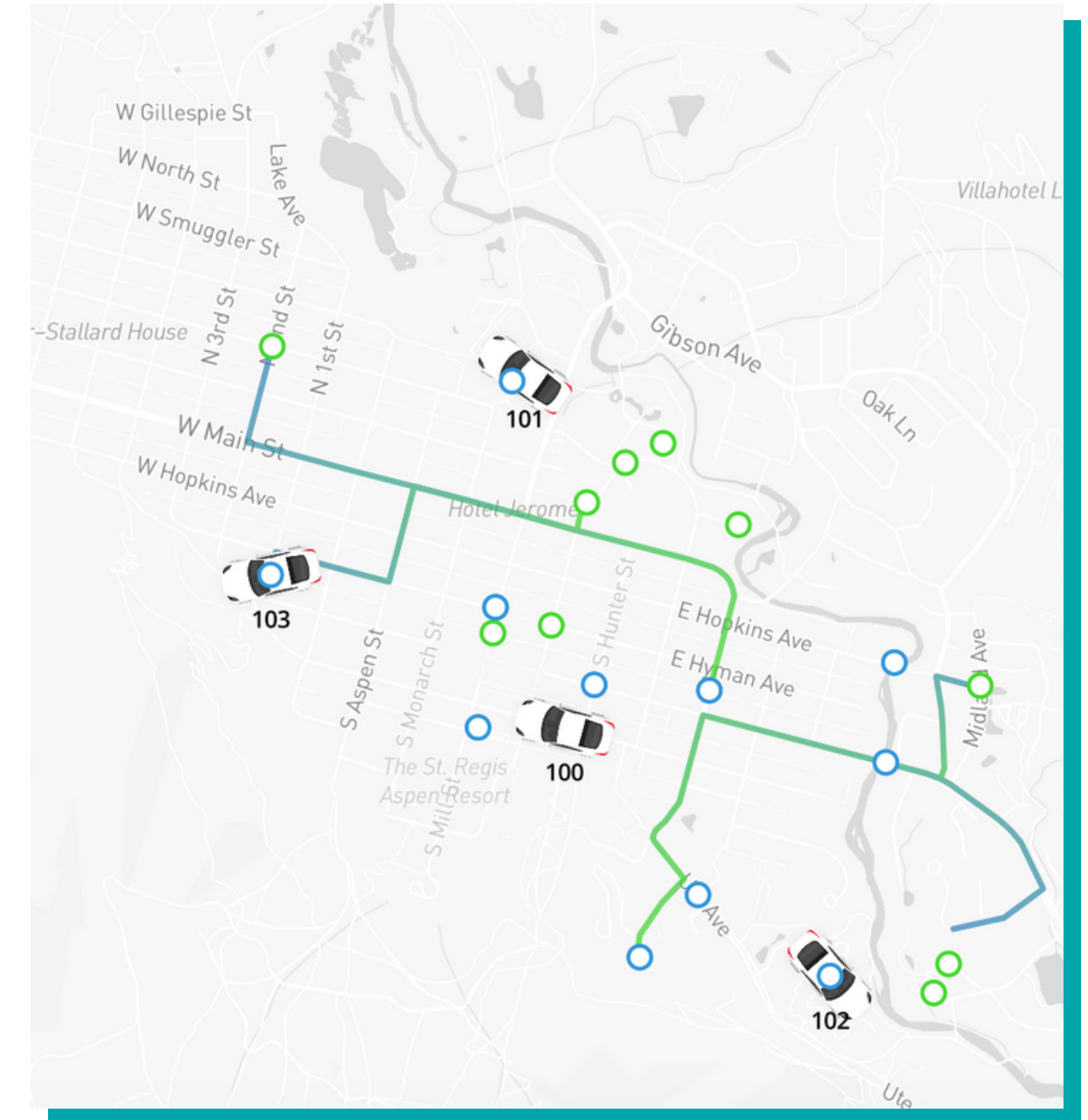
PROPOSED DEMONSTRATION PROJECT

- 12 Month Pilot Program
- Low Risk, Low Cost
- On-Demand, Door-to-Door Service
- Operating Days/Times:
 - TBD
- Data Collection and Flexibility



RIDE PAIRING OPTIMIZATION

- Freebee will work with the City of Palm Bay to obtain the most optimal LOS
- Proprietary real-time optimization engine
- Freebee's real-time route optimization engine is designed to create efficient routes for a fleet of vehicles when all future jobs are unknown. It uses real-time data to estimate the current state of the fleet and reorder jobs based on drivers' schedules. The optimization process aims to minimize costs while meeting various constraints, including ADA requirements, capacities, and time limits for on-board passengers and working hours for vehicles.
- The costs considered include:
 1. Basic vehicle costs - (expenses such as electricity, maintenance, driving, and serving stops.)
 2. Vehicle capacity
 3. Lateness - This cost is associated with serving a stop late or returning late.
 4. Maximum separation - The geographic spread of a route to keep it in a small area. - Dedicate vehicles to specific areas
 5. On-board time penalties - Defining hard and soft limits on the amount of time an person can be on-board the vehicle.
 6. Total travel time or mile



DATA COLLECTION & SERVICE PLANNING

- The Freebee platform contains a data collection system designed to capture and track every piece of data relevant to city stakeholders. It allows access to real-time metrics including community ridership and transportation patterns that are crucial for the city, county, and regional stakeholders, as well as Freebee management, to understand to make informed and impactful decisions. This live-data dashboard will be provided to Palm Bay allowing the city to track all the relevant metrics and KPIs in real-time, including but not limited to:

- Freebee will provide Palm Bay with a live data dashboard that will track all the relevant metrics and KPI's in real-time including but not limited to:

- Ridership
- Trip Origin & Destination
- Trip Duration
- Ride Request Method
- Vehicle Occupancy
- Local Users
- Fleet Performance
- Vehicle Miles Traveled
- GreenHouse Gas Prevention Estimates
- Accommodation Requests

<https://clientdash.ridefreebee.com/>



FUNDING SOLUTIONS

Main Funding Sources:

- FDOT Grants
- Transportation & Green Grants
- Local Businesses
- General Fund

Other Funding Sources:

- Freebee advertising platform allows the opportunity to create interactive experiences and engage with consumers in captivating ways
- Freebee vehicle advertising space can create a very high revenue income source





THANK YOU



CLAUDIA MIRO

*DIRECTOR OF BUSINESS DEVELOPMENT
& GOVERNMENT AFFAIRS*



(786) 539-6873



www.RideFreebee.com

