



freebee +



RECAPPING A SUCCESSFUL FIRST 6 MONTHS

February 9, 2023 - August 8, 2023



Freebee +



PROGRAM GOALS

- In partnership with the FPRA, Freebee's on-demand microtransit service was launched to seamlessly connect Downtown Fort Pierce and the beachside, enhancing accessibility for residents and visitors.
- The goal is to provide alternative public transportation options for residents and visitors, allowing them convenient access to everything Fort Pierce has to offer.
- The service aims to reduce traffic congestion and help free up limited parking availability.
- Freebee serves as an effective feeder system, seamlessly integrating with mass transit options.
- The service acts as an economic driver assisting local businesses by delivering customers directly to their front doors.
- Freebee also helps to reduce carbon emissions by operating solely on 100% electric vehicles.
- Ultimately making Fort Pierce a community where you can live, work, and play without the need of a personal vehicle.



EXECUTIVE SUMMARY

The first 6 months of the Freebee Fort Pierce microtransit program set a new standard for transportation excellence, positioning itself as a shining example not just within St. Lucie County, but throughout the entire State of Florida. With an impressive ridership exceeding 7,000 passengers during its initial half-year launch, the Freebee service within Fort Pierce has demonstrated its capability as a reliable and sought-after mode of public transport. What's even more remarkable is the resounding positive feedback from our passengers, with customer satisfaction levels reaching an all-time high, surpassing those of many other Freebee service areas. This exceptional achievement becomes even more noteworthy when considering that it was accomplished with a limited operational schedule, exclusively operating from Thursday to Sunday. Despite the constrained hours, the program's impact has been profound and widely recognized.

The success of the Freebee Fort Pierce microtransit program can be attributed to its unwavering commitment to inclusivity and accessibility. Embracing an equitable approach, this service has resonated with people of all ages and backgrounds, whether they are local residents or visitors to this vibrant coastal city. Freebee has not only redefined how people move around Fort Pierce but has also enriched their experiences by connecting them seamlessly with the community's thriving local businesses and attractions.

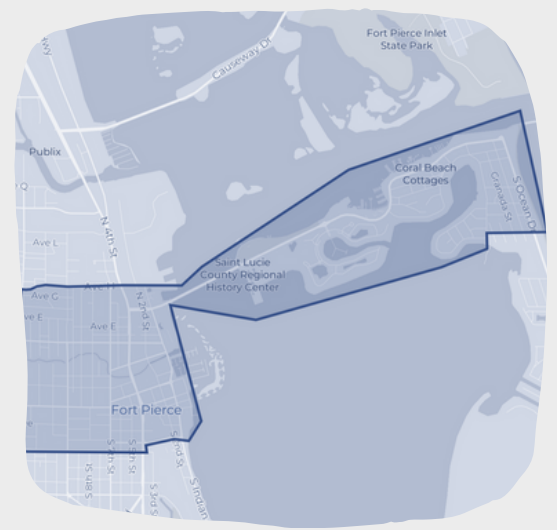
We are incredibly proud of what we have accomplished, and we eagerly look forward to building on this momentum, setting the bar even higher for the future of Freebee within Fort Pierce.



LAUNCHED

Thu: 10am - 8pm
 Fri-Sat: 10am-10pm
 Sun: 10am-8pm

4 Tesla X Vehicles



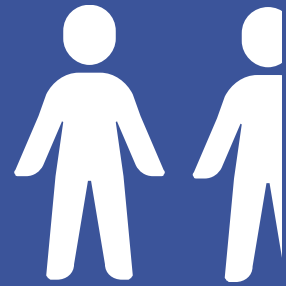
On-demand, door-to-door transportation funded through the FPRA

RIDERSHIP

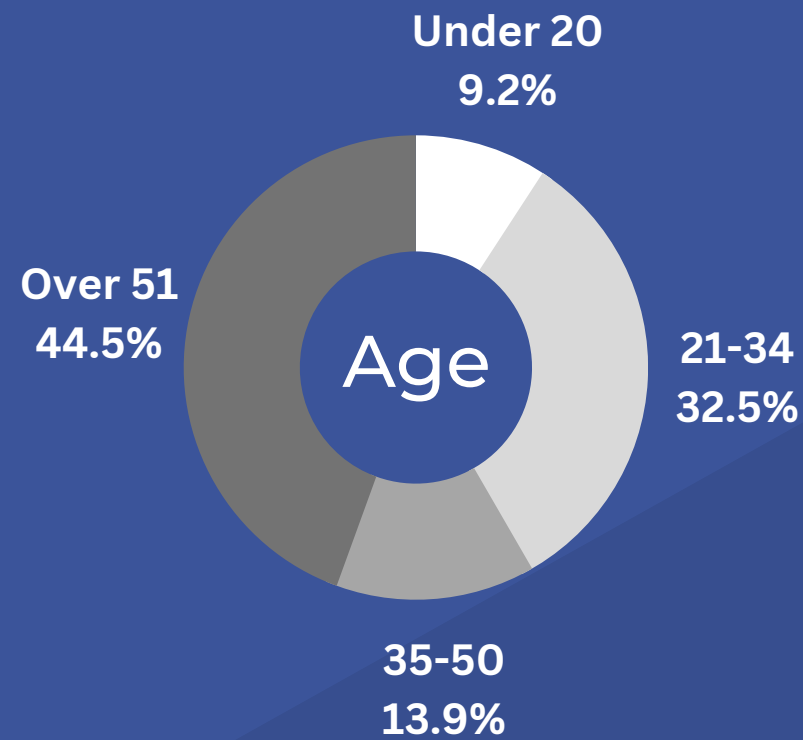
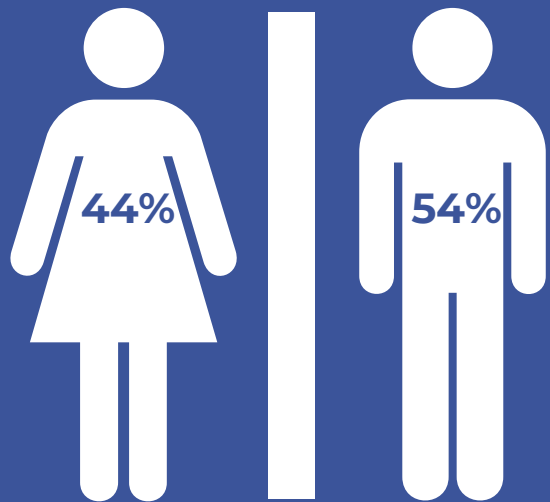
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7K+
Passengers



1.78
Avg.
Passengers
Per Ride



In its first 6 months of operation, the Freebee Fort Pierce microtransit system welcomed over 7,000 passengers—an impressive feat for a new service. It's important to highlight that building a consistent rider community can be quite a challenge when the service isn't available every day of the week. Sporadic or limited service days can leave potential users unsure and discourage them from using public transport regularly. Fewer operating days often lead to complex schedules that are tough for passengers to remember or follow. The habit of using public transport thrives when it's consistently accessible and fits into daily routines. Despite these hurdles, customer feedback clearly shows that people desire Freebee's services throughout the entire week, making it relevant for diverse groups. This inclusive service saw people from all walks of life participating equitably across ages and social backgrounds, catering to both those who depend on public transport and those who choose to use it. By heeding the suggestion to expand service, we predict a significant year-over-year increase and continued success for the Freebee Fort Pierce microtransit system.

CONSUMER EXPERIENCE

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AVG. WAIT-TIMES

8.74 Minutes



CUSTOMER SATISFACTION

98.4% ★★★★★



PEAK TIMES

Th-F 4pm - 8pm
Sa 4pm - 10pm
Sun 1pm - 5pm

Freebee offers an exceptional customer experience, marked by convenience, engagement, and community connection. Customers relish the seamless ease of use, which makes moving around town not just simple but also enjoyable.

Our drivers, known for their friendly demeanors and local knowledge, play a significant role in enhancing the Freebee experience. They serve as invaluable guides, sharing insights about the community, local businesses, and attractions, transforming an ordinary ride into a journey of discovery.

This uniquely enjoyable and informative travel experience has cultivated a high level of customer satisfaction, with users expressing a genuine fondness for Freebee. Not only does Freebee make transportation accessible and hassle-free, but also fosters a sense of connection within the community that customers love and relate back to their experience on Fort Pierce.

"It was exceptional. Great driver, and great experience. Tremendous service!" ~ Sam P.

"Such a cool experience! The driver kept good conversation and was super polite. I LOVE this addition to downtown!" ~ Mary H.



ECONOMIC IMPACT

WHERE ARE PEOPLE RIDING?



Restaurant & Bars



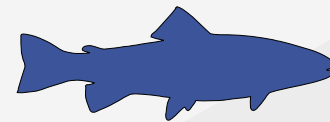
Jetty Park



Fort Pierce & Harbour Isle Marina



Manatee Observation & Education Center



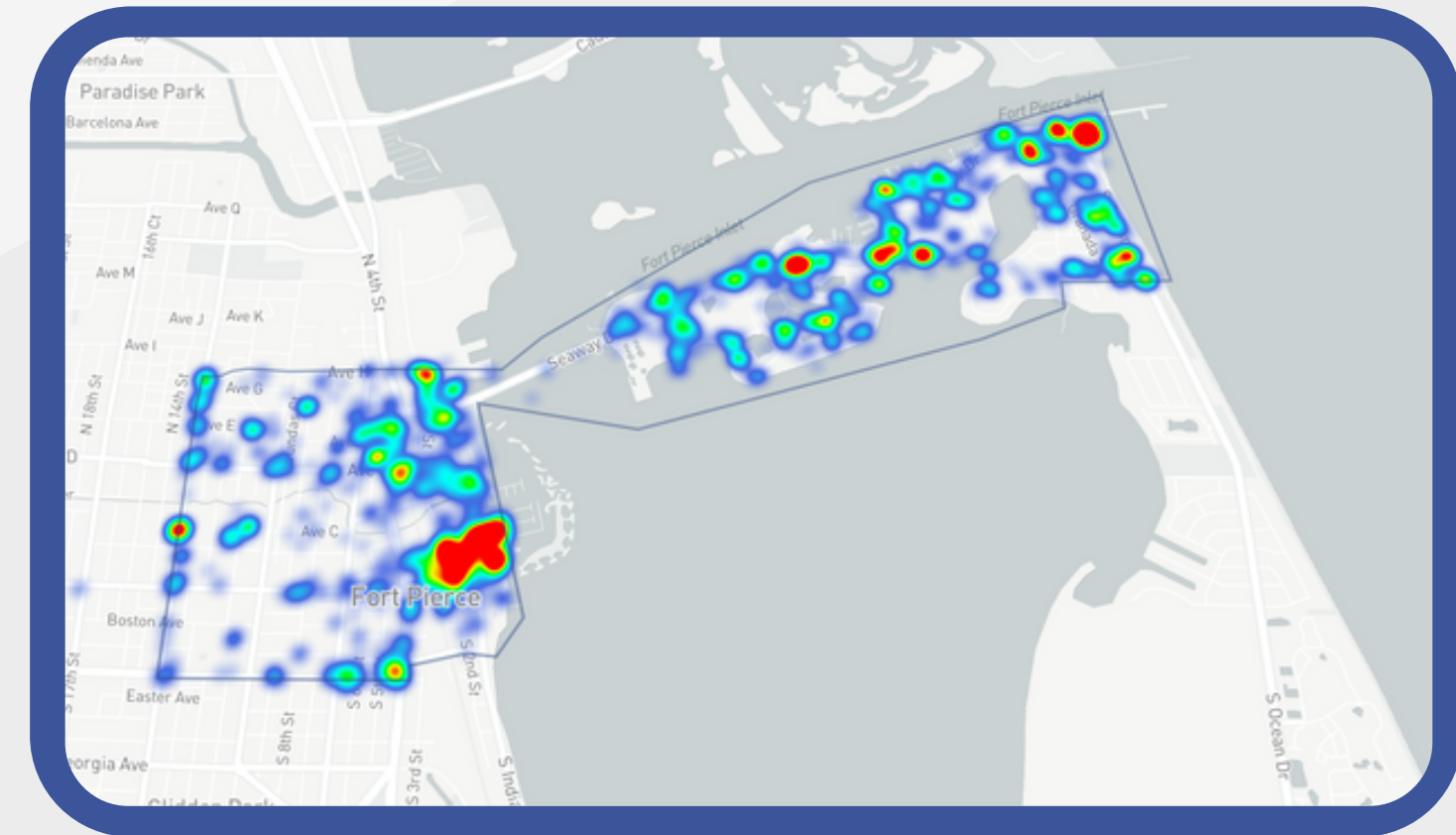
St. Lucie County Aquarium



Beach Access Points



Beachside Hotels





ECONOMIC IMPACT

CONNECTIONS MADE EASY



With the Ride Freebee app, people have access to learn about **55+** Fort Pierce restaurants and other local businesses and then 1-click request a free ride to their destination.

FREE PROFILES FOR LOCAL BUSINESSES



We connect local businesses to our ridership by offering a free profile on the Freebee app to the businesses that we connect with.

EMPOWERING LOCAL BUSINESSES



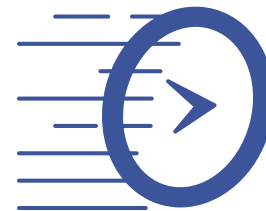
The Freebee App goes the extra mile to empower local businesses by illustrating the substantial advantages they gain from this exceptional service.

SAVING MONEY, SUPPORTING LOCAL EXPERIENCES



Saving people \$25+ on round trip rideshares when they go out, Freebee enables them to keep that money in their pocket and instead spend it on a local experience.

CONVENIENCE = VIBRANT LOCAL COMMUNITIES



People love convenience! Convenience makes it easy to go shopping, touring, or out for a night on the town. Inconvenience keeps people home.

STAFFING SOLUTIONS WITH FREEBEE



A ride to work can be the difference between businesses being fully staffed for the day. Lack of staffing has been plaguing businesses across the country and Freebee mitigates this problem.

REDUCING CONGESTION, ENHANCING EXPERIENCES



Freebee reduces traffic congestion! Time spent in traffic or hunting for parking is time that can be better spent enjoying what the amazing local business community has to offer.

SAFE AND RESPONSIBLE TRAVEL WITH FREEBEE



Freebee is a real alternative to drinking + driving. Alcohol-related traffic accidents are costly, both in terms of monetary and quality of life.

EASING PARKING DEMAND AND COMMUTING WOES



Freebee lowers the demand for parking spots. Thus freeing up parking spots for customers that want to drive in from farther away. People are less likely to drive to areas that are not likely to have available parking.

ENVIRONMENTAL IMPACT

We're proud to lead the charge in sustainable transportation with our 100% electric car fleet, making a significant contribution to environmental protection. Our use of electric vehicles (EVs) enables us to reduce the greenhouse gas emissions usually associated with conventional vehicles, creating cleaner air and a healthier environment.

Our electric fleet demonstrates not just our commitment to modern, efficient transportation, but also to a sustainable future. We are actively promoting renewable energy use, diminishing reliance on fossil fuels, and proving that public transport can operate seamlessly with minimal environmental impact.

By operating EVs in populated areas like Fort Pierce, we're also contributing to noise pollution reduction, resulting in quieter, more peaceful urban environments. In essence, we at Freebee aren't just revolutionizing travel; we're playing a crucial part in combating climate change and securing a greener future for our communities.

100% Electric Vehicles



2,232,615 GM CO2 SAVED





FUTURE EXPANSION

In May 2023, Freebee collaborated with Fort Pierce and St. Lucie County to submit an FDOT grant application, aiming to expand the current service and enhance transportation offerings. This will help take the service from a pilot to an actual program.

The grant's objectives are to:

1. Elevate service coverage from 4 days per week (40 hours) to 7 days per week (70 hours).
2. Extend the current service zone to encompass additional residential neighborhoods.

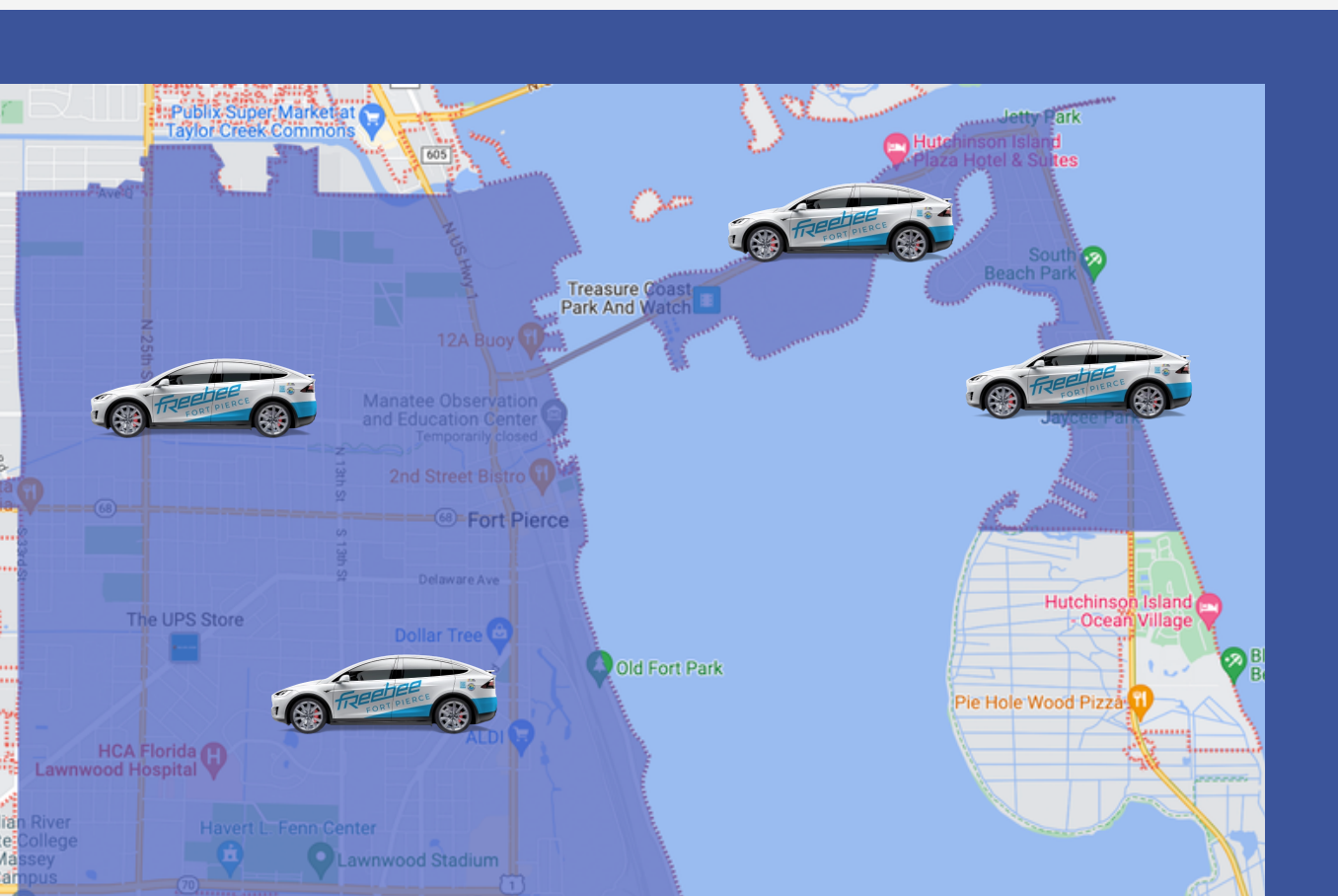
Exciting News! The grant has been officially awarded to St. Lucie County, which will allocate funds to Fort Pierce for the planned expansion. Fort Pierce will receive up to 3 years of grant funding that will subsidize 50% of all operating costs.

Projected Costs for the increased service amount to \$520,000 annually:

- \$260,000 allocated by Fort Pierce
- \$260,000 granted by FDOT
- This not only yields Fort Pierce an annual savings of \$160,000 but also elevates service levels by an impressive 75%!!

Upcoming Steps:

- Collaboration between Fort Pierce and St. Lucie County to establish an interlocal agreement.
- Joint efforts between Fort Pierce staff and Freebee to determine new operating hours and design an expanded service map.
- Strategize and plan the new service expansion, with the anticipated launch date of October 1st, 2023.





THANK YOU

Freebee has undeniably played a vital role in Fort Pierce, elevating the transportation experience for residents and visitors alike. Our exceptional customer satisfaction levels, dedicated ambassador drivers, and convenient on-demand service have made Freebee an indispensable part of the city's mobility landscape. To foster continued growth and elevate the Downtown and Beachside areas, prioritizing the enhancement and expansion of Freebee's service is crucial, as it promises to cultivate stronger connections within the community, boost local businesses, and ensure a more sustainable and enjoyable future for all.

JASON SPIEGEL
MANAGING PARTNER



(215) 370-5699



www.RideFreebee.com

