

**FORT PIERCE REDEVELOPMENT AGENCY  
CRA ADVISORY COMMITTEE**

CRA Regular Meeting - Wednesday, March 6, 2024 - 3:30 p.m.  
City Hall - Second Floor Conference Room, 100 North U.S. #1, Fort Pierce, Florida

1. **CALL TO ORDER**
  
2. **ROLL CALL**
  
3. **APPROVAL OF MINUTES**
  - a. Approval of the Minutes from the January 3, 2024 Meeting
  
4. **OLD BUSINESS**
  - a. Further Discussion of the Tunnel to Towers Homeless Veteran by Chairman Phil Thompson
  
5. **NEW BUSINESS**
  - a. RFP 2024-019 On-Demand Transportation Services Award Recommendation
  
  - b. Review of Global Development Narrative submitted by Member Chad Ingram
  
6. **PUBLIC COMMENT**
  
7. **STAFF AND COMMITTEE MEMBER COMMENTS**
  
8. **ADJOURNMENT**

In accordance with the Americans with Disabilities Act and Section 286.26, Florida Statutes, persons with disabilities needing special accommodation to participate in this meeting should contact the City Clerk's Office at (772) 467-3065 at least 48 hours prior to the meeting.

NOTE: All CRA Advisory Committee meetings are limited to one hour.

**CRA Advisory Committee**

**Meeting Date:** March 6, 2024

**Re:** Approval of the Minutes from the January 3, 2024 Meeting

**Submitted For:** Shyanne Harnage, Economic Development Manager, City Manager

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**Information**

**SUBJECT:**

Approval of the Minutes from the January 3, 2024 Meeting

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**Attachments**

*No file(s) attached.*

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**CRA Advisory Committee**

**Meeting Date:** March 6, 2024

**Re:** RFP 2024-019 On-Demand Transportation Services Award Recommendation

**Submitted For:** Shyanne Harnage, Economic Development Manager, City Manager

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**Information**

**SUBJECT**

RFP 2024-019 On-Demand Transportation Services Award Recommendation

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**Attachments**

RFP 2024-019

Beefree, LLC Proposal

Cumulative Evaluation Sheet

Presentation

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## SECTION I

### GENERAL CONDITIONS, INSTRUCTIONS, AND INFORMATION FOR PROPOSERS

#### 1. GENERAL INFORMATION

These documents constitute the complete set of specification requirements and proposal forms. All proposal sheets and attachments must be executed and submitted in a sealed envelope. **DO NOT INCLUDE MORE THAN ONE PROPOSAL PER ENVELOPE (CLEARLY MARK PROPOSAL AS “ORIGINAL” AND REQUESTED NUMBER OF COPIES AS “COPY” ON EACH SET ENCLOSED).** The face to the envelope shall contain Proposer’s name, return address, the date and time of proposal opening, the proposal number and title. Proposals not submitted in accordance with the instructions as outlined in the document will be rejected. By submitting a proposal, the Proposer agrees to be subject to all terms and conditions specified herein. No exceptions to the terms and conditions shall be allowed. Proposers shall submit their proposal complete with all supporting documentation. **SUBMITTAL OF A PROPOSAL IN RESPONSE TO REQUEST FOR PROPOSAL CONSTITUTES AN OFFER BY THE PROPOSER.** Proposals which do not comply with the requirements may be rejected at the option of the City.

#### 2. DELAYS

The City, at its sole discretion, may delay the scheduled due dates indicated above if it is to the advantage of the City to do so. The City will notify proposers of all changes in scheduled due dates by written addendum.

#### 3. EXECUTION OF PROPOSAL

**Proposal must contain a manual signature, in ink, of an authorized representative who has the legal ability to bind the Proposer in contractual obligations in the space provided on Page 1 of Proposal/Proposal Acknowledgment and on the Proposal Response Form. FAILURE TO PROPERLY SIGN THE PROPOSAL SHALL INVALIDATE SAME, AND IT SHALL NOT BE CONSIDERED FOR AN AWARD.** Proposals must be typed or legibly printed in ink. All corrections made by the Proposer to any part of the proposal document must be initialed in ink. The original proposal conditions and specifications cannot be changed or altered in any way. Altered proposals will not be considered. Clarification of proposals submitted shall be in letter form, signed by proposers, and attached to the proposal.

#### 4. NO BID

If not submitting a proposal, respond by returning only the Proposer acknowledgment form, marking it “No Bid,” and give the reason in the space provided.

5. **PROPOSAL OPENING**

Shall be public, at the address, date, and time specified on the proposer Acknowledgment form. The proposal time must be and shall be scrupulously observed. Under no circumstances shall proposals be delivered after the time specified to be considered; such proposals will be returned unopened. The City will not be responsible for late deliveries or delayed mail. The time/date stamp clock located in the Purchasing Department shall serve as the official authority to determine the lateness of any proposal. It is the Proposer's sole responsibility to assure that his/her proposal is complete and delivered at the proper time and place of the proposal opening. Proposals, that for any reason are not so delivered, will not be considered. Offers by facsimile, telegram, or telephone are not acceptable. A proposal may NOT be altered by the Proposer after the opening of the proposals. Proposal tabulations will be furnished on the web sites: <https://www.demandstar.com>

6. **TAXES**

The City is exempt from Federal Excise and State Sales Taxes on direct purchases of tangible personal property. The City exemption number is on the face of the Purchase Order. If requested, the Purchasing Director will provide an exemption certificate to the awarded Proposer. Vendors or contractors doing business with the City shall not be exempt from paying sales tax to their suppliers for materials to fulfill contractual obligations with the City Tax Exemption Number in securing such materials. This exemption does not apply to purchases of tangible personal property in the performance of contracts for the City.

7. **DISCOUNTS**

Cash discounts for prompt payment shall not be considered in determining the lowest net cost for bid evaluation purposes.

8. **MISTAKES**

- a. Proposers are expected to examine the specifications, delivery schedule, bid prices, extensions and all instructions pertaining to supplies and services. **FAILURE TO DO SO WILL BE AT PROPOSER'S BIDDER'S RISK.** In the event of extension error(s), the unit price will prevail and the Proposer's total offer will be corrected accordingly.
- b. Written amounts shall take precedence over numerical amounts. In the event of addition error(s), the unit price and extension thereof will prevail and the Proposer's total offer will be corrected accordingly. Proposals having erasures or corrections must be initialed in ink by the Proposer.

9. **INVOICING AND PAYMENT**

Payment for any and all invoice(s) that may arise as a result of a contract or purchase order issued pursuant to this proposal specification shall minimally meet the following conditions to be considered as a valid payment request:

- a. A timely submission of a properly certified invoice(s), in strict accordance with the price(s) and delivery elements as stipulated in the contract or purchase order document, and to be submitted to the Finance Department at the address as stipulated on the Purchase Order.
- b. All invoices submitted shall consist of an original and one (1) copy; clearly reference the subject contract or purchase order number; provide a sufficient salient description to identify goods or service for which payment is requested; contain date of delivery; bid number, original or legible copy of signed delivery receipt including both a manual signature and printed name of a designated City employee or authorized agent; be clearly marked as “partial”, “complete”, or “final” invoice. The City will accept partial deliveries unless otherwise specified into contract or purchase order document.
- c. The invoice shall contain the Bidder’s Federal Employer Identification Number (F.E.I.N.).

**10. DELIVERY**

Unless actual date is specified (or if specified delivery cannot be met), show number of days required to make delivery after receipt of purchase order or contract in space provided. Delivery time may be a basis for making of award. Delivery shall be during the normal working hours of the user department, Monday through Friday, unless otherwise specified and incorporated into contract or purchase order document. Delivery shall be to the location specified in the bid specifications.

**11. ADDITIONAL TERMS AND CONDITIONS**

No additional terms and conditions included with the bid response shall be evaluated or considered. Any and all such additional terms and conditions shall have no force and effect and are inapplicable to this bid if submitted either purposely through intent or design, or inadvertently appearing separately in transmittal letters, specifications, literature, price lists or warranties. It is understood and agreed that the general and/or any special conditions in these Proposal Documents are the only conditions applicable to this bid and the Proposal authorized signature on the Bid Form attests to this.

**12. INTERPRETATION**

All Proposer shall carefully examine the Proposal Documents. Any ambiguities or inconsistencies shall be brought to the attention of the City in writing prior to the opening of Proposal; failure to do so, on the part of the bidder, will constitute an acceptance by the Bidder of any subsequent decision. Any questions concerning the intent, meaning, and interpretation of the Proposal Documents shall be requested in writing, and received by the City at least seven (7) days prior to the Proposal Opening. Inquiries shall be addressed to the attention of the Contact person as indicated on Page 11. No person is authorized to give oral interpretations of, or make oral changes to, the bid. Therefore, oral statements given before the bid opening will not be binding. Any interpretation of or changes to the bid will be made in the form of a written Addendum to the bid and will be furnished to all Bidders. Receipt of all addenda shall be acknowledged by the Bidders by signing and enclosing said addenda with their bid. The City will record its responses

to inquiries and any supplemental instructions in the form of a written addendum. The City will send a written addendum to all Proposers who requested a bid directly from the City Purchasing Department. All proposers should contact the City at least seven (7) calendar days before the bid opening date to ascertain whether any addendums have been issued. Failure to do so could result in rejection of the bid as unresponsive. The City shall not be responsible for providing said addendum to proposers who receive bid packages from other sources.

**13. ADDENDUM**

Should revisions to the Proposal Documents become necessary, the City will provide a written addendum to all proposers who received a bid package from the City Purchasing Department. Proposer who obtain Proposal Documents from other sources must officially register with the City Purchasing Department in order to be placed on the mailing list for any forthcoming addendum or their official communications. Failure to register as a prospective Bidder may cause your bid to be rejected as non-responsive if you have failed to submit a bid without an addendum acknowledgment for the most current addendum. Previous addenda are deemed received when a subsequent addendum is acknowledged. It is the Bidder's responsibility to contact the City in the event that a previous addendum is not received. Latest addendum shall be signed and returned with the bid as acknowledgment of addendum.

**14. DISPUTES**

Any Proposer who disputes the bid selection or contract award recommendation shall file such dispute according to the bid protest procedures. These procedures are available upon request from the City.

**15. CONFLICT OF INTEREST**

All Proposers must disclose with their bid the name of any officer, director, or agent who is also an employee of the City. All Proposers must disclose the name of any City employee who owns, directly or indirectly, an interest of five percent (5%) or more in the Proposer's firm or any of its branches.

**16. LEGAL REQUIREMENTS**

Proposers are required to comply with all provisions of Federal, State, County and local laws and ordinances, rules and regulations, that are applicable to the items being bid. Lack of knowledge by the bidder shall in no way be a cause for relief from responsibility or constitute a cognizable defense against the legal effect thereof.

**17. DRUG-FREE WORK PLACE (DFW)**

Preference shall be given to business with Drug-Free Work Place (DFW) Programs. Whenever two or more bids which are equal with respect to price, quality, and service are received by the City for the procurement of commodities or contractual services, a bid received from a business that completes the attached DFW form certifying that it is a DFW shall be given preference in the award process.

**18. MINORITY/WOMEN OWNED BUSINESS ENTERPRISE (MWBE)**

Minority/Women Owned Business Enterprise (MWBE) indicates a business entity which is owned and operated by a minority. In this instance, minority group members are citizens of the United States or lawfully admitted permanent residents who are Black, Hispanics, Women, Native Americans, Asian-Pacific, Asian-Indian, and eligible others. An MWBE wishing to participate in the City procurement process may contact the Purchasing Department for information and assistance.

**19. PUBLIC ENTITY CRIMES**

No award will be executed with any person or affiliate identified on the Department of Management Services “convicted vendor” list. This list is defined as consisting of persons and affiliates who are disqualified from public contracting and purchasing process because they have been found guilty of a public entity crime. No public entity shall award any contract to, or transact any business in excess of the threshold amount provided in Section 287.017, Florida Statutes for Category Two (currently \$10,000.00) with any person or affiliated on the “convicted vendor” list for a period of thirty-six (36) months from the date that person or affiliate was placed on the “convicted vendor” list unless that person or affiliate has been removed from the list pursuant to Section 287.133(3)(f) Florida Statutes.

**20. AWARD**

As the best interest of the City may require, the right is reserved to make award(s) by individual item, group of items, “All or None”, or a combination thereof; with one or more suppliers; to reject any or all proposals or waive any minor irregularity or technicality in bids received, and may, at its sole discretion, request a rebid. Bidders are cautioned to make no assumption until the City has entered into a contract or issued a purchase order.

**21. EEO STATEMENT**

The City is committed to assuring equal opportunity in the award of contracts, and therefore complies with all laws prohibiting discrimination on the basis of race, color, religion, national origin, age or sex.

**22. CONTRACTUAL AGREEMENT**

The terms, conditions, and provisions in this Request for Proposal shall be included and incorporated in any final contract or purchase order. The order of precedence will be Proposal Document and response, purchase order or contract, and general law. Any and all legal action necessary to enforce a contract or purchase order will be interpreted according to the laws of Florida. The venue shall be Fort Pierce, Florida.

**23. GOVERNMENTAL RESTRICTION**

In the event that any governmental restrictions are imposed which would necessitate alteration of the material quality, workmanship or performance of the items offered on this proposal prior to their delivery, it shall be the responsibility of the Proposer to notify the Purchasing Department at once, indicating in his/her letter the specific regulation which required an alteration, including any price adjustments occasioned thereby. The City

reserves the right to accept such alteration or to cancel the contract or purchase order at no further expense to the City.

**24. PATENTS AND ROYALTIES**

The Proposer, without exemption, shall indemnify and save harmless, the City, its employees and/or any of its Commission/Board from liability of any nature or kind, including cost and expenses for or on account of any copyrighted, patented, or unpatented invention, process, or item manufactured by the Proposer. Further, if such claim is made, or is pending, the Proposer may, at its option and expense, procure for the City the right to use, replace or modify the item to render it non-infringing. If none of the alternatives are reasonably available, the City agrees to return the article on request to the Proposer and receive reimbursement. If the Proposer used any design, device, or materials covered by letters, patent or copyright, it is mutually agreed and understood, without exception, that the bid prices shall include all royalties or cost arising from the use of such design, device, or materials in any way involved in the work.

**25. ADVERTISING**

In submitting a bid, Proposer agrees not to use the results therefrom as a part of any commercial advertising, without the express written approval, by the appropriate level of authority within the City.

**26. ASSIGNMENT**

Any purchase order or contract issued pursuant to this Request for Proposal and the monies which may become due hereunder are not assignable except with the prior written approval of the City, through the Purchasing Department.

**27. COMPLIANCE WITH OCCUPATIONAL SAFETY AND HEALTH**

Proposer certifies that all material, equipment, etc., contained in his/her bid meets all applicable O.S.H.A. requirements. Proposer further certifies that, if he/she is the successful Proposer, and the material, equipment, etc., delivered is subsequently found to be defective in applicable O.S.H.A. requirement in effect on the date of delivery, all costs necessary to comply with the requirements shall be borne by the Proposer.

**28. FACILITIES**

The City reserves the right to inspect the Proposer's facilities at any reasonable time, during normal working hours, with prior notice to determine that Proposer has a bona fide place of business, and is a responsible Proposer

**29. REPRESENTATION**

A Proposer must have at the time of the proposal opening, a manufacturing plant in operation, or be a fully authorized agent or representative of the product proposal, and capable of producing or providing the items proposal, and so certify upon request.

**30. DISQUALIFICATION OF PROPOSER**

More than one proposal from an individual, firm, partnership, corporation or association under the same or different names will not be considered. Reasonable grounds for believing that a Proposer is involved in more than one proposal submittal will be cause for rejection of all proposals in which such Proposers are believed to be involved. Any or all proposals will be rejected if there is reason to believe that collusion exists between Proposer's Proposals in which the prices obviously are unbalanced will be subject to rejection.

**31. ADJUSTMENTS/CHANGES/DEVIATIONS**

No adjustments, changes or deviations shall be accepted on any item unless conditions or specifications of a proposal expressly so provide. Any other adjustments, changes or deviations shall require prior written approval, and shall be binding ONLY if issued by the City's Purchasing Department. The Proposer shall bear sole responsibility for any and all costs of claims arising from any adjustments, changes or deviations not properly executed as required herein.

**32. INSURANCE**

The awarded Proposer(s) shall maintain insurance coverage reflecting the minimum amounts and conditions specified in the attached specifications or the Special Terms and Conditions. In the event the proposer is a governmental entity or a self-insured organization, different requirements may apply. Misrepresentation of any material fact, whether intentional or not, regarding the Proposer's insurance coverage, policies or capabilities may be grounds for rejection of the proposal and rescission of any ensuing contract.

**33. PUBLIC RECORDS**

Sealed bids, proposals, or replies received by an agency pursuant to a competitive solicitation are exempt from § 119.07(1) and s. 24(a), Art. I of the State Constitution until such time as the agency provides notice of an intended decision or until 30 days after opening the bids, proposals, or final replies, whichever is earlier.

**34. PROPOSER PREPARATION COSTS**

Neither the City nor its representatives shall be liable for any expenses incurred in connection with preparation of a response to this Invitation to Proposal. Proposers should prepare their proposals simply and economically, providing all information and prices as required

**35. COOPERATIVE PURCHASING**

Any governmental purchasing authority may participate in this purchase for services and commodities from this successful award.

**36. CANCELLATION**

This request may be canceled and any response, bid, or proposal may be rejected in whole or in part at any time for good cause when in the best interest of the City and/or the Fort Pierce Redevelopment Agency. Section 2-63(a)(7) of the City Code.

**ANY AND ALL SPECIAL TERMS AND CONDITIONS, TECHNICAL REQUIREMENTS, SCOPE OF WORK OR SPECIFICATIONS ATTACHED HERETO WHICH VARY FROM THESE GENERAL CONDITIONS SHALL HAVE PRECEDENCE.**

## SECTION II

### INSURANCE REQUIREMENTS

CONTRACTOR shall, at its own expense, procure and maintain, with insurers listed in the current "Best 's Insurance Guide" as possessing a minimum policyholder's rating of "A-" (Excellent) and a financial category no lower than "VI" (\$25,000,000 to \$50,000,000 of adjusted policyholder's surplus), the types and amounts of insurance conforming to the minimum requirements set forth herein. CONTRACTOR shall not commence services until the required insurance is in force and evidence of insurance acceptable to FPRA has been provided to and approved by FPRA.

As evidence of compliance with the insurance required herein, CONTRACTOR shall furnish FPRA with (a) a fully completed satisfactory Certificate of insurance (ACORD Form 25 or equivalent) evidencing all coverage required herein, with a copy of the actual notice of cancellation endorsement(s) as issued on the policy(ies), and a copy of the actual additional insured endorsement as issued on the Commercial General

Liability policy, signed by an authorized representative of the insurer(s) verifying inclusion of FPRA, the CITY and their respective officials, officers, and employees as Additional Insureds in the Commercial General Liability coverage; (b) the original of the policy(ies); or (c) other evidence satisfactory to FPRA. Such evidence shall include thirty (30) days' written notice of cancellation to FPRA for all required insurance coverages.

To the extent CONTRACTOR is permitted to and elects to subcontract any of the work performed under this Agreement, CONTRACTOR will require all sub-contractors to provide insurance coverage complying with the requirements set forth herein and will provide FPRA with evidence of such coverage prior to the commencement of the sub-contractor's work.

Until such insurance is no longer required by this Agreement, CONTRACTOR shall provide FPRA with renewal or replacement evidence of insurance promptly, but without lapse in coverage prior to the expiration or termination of such insurance.

#### **Workers' Compensation Insurance**

Such insurance shall be no more restrictive than that provided by the Standard Workers' Compensation Policy, as filed for use in Florida by the National Council of Compensation Insurance (NCCI), without restrictive endorsements. In addition to coverage for the Florida Workers' Compensation Act, where appropriate, coverage is to be included for the Federal Employer's Liability Act and any other applicable Federal or State law. The minimum amount of coverage (inclusive of any amount provided by an umbrella or excess policy) shall be:

- Part One: Statutory
- Part Two: \$1,000,000 (Each Accident)  
\$1,000,000 (Disease- Policy Limit)  
\$1,000,000 (Disease- Each Employee)

The policy must be endorsed to waive the insurer's right to subrogation against FPRA and the CITY, and their respective officials, officers and employees in the manner which would

result from the attachment of NCCI's Waiver of Our Right to Recover From Others Endorsement (Advisory Form WC 00 03 13) with FPRA and the CITY, and their respective officials, officers and employees scheduled thereon.

**Commercial General Liability Insurance**

Such insurance shall be no more restrictive than that provided by the standard Commercial General Liability Form (ISO Form CG 00 01) as filed for use in the State of Florida without any restrictive endorsements other than those required by ISO or the State of Florida or those described below. The coverage may include restrictive endorsements which exclude coverage for liability arising out of:

- Mold, fungus, or bacteria
- Terrorism
- Sexual molestation

FPRA and the CITY, and their respective officials, officers and employees shall be included as an "Additional Insureds" on a form no more restrictive than ISO Form (CG 20 10, Additional Insured- Owners, Lessees, or Contractors). The minimum limits (inclusive of amounts provided by an umbrella or excess policy) shall be:

\$1,000,000	General Aggregate
\$1,000,000	Products Completed Operations Aggregate
\$1,000,00	Each Occurrence

**Automobile Liability Insurance**

Such insurance shall be no more restrictive than that provided by (Liability Coverage) of the most recent version of the standard Business Auto Policy (ISO Form CA 00 01) without restrictive endorsements, including coverage for liability contractually assumed. The policy shall cover all owned schedule autos of CONTRACTOR. Such insurance shall not be subject to any aggregate limit and the minimum limits (inclusive of any amounts provided by an umbrella or excess policy) shall be:

\$1,000,000	Each Occurrence- Bodily Injury and Property Damage Combined
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**General Conditions**

CONTRACTOR and FPRA shall each be responsible for maintaining insurance on their own property. Regardless of whether the CONTRACTOR pw-chases property coverage or not, CONTRACTOR hereby expressly waives and releases any cause of action or right of recovery which CONTRACTOR may have hereafter against FPRA for any loss arising out of loss or damage to the CONTRACTOR's property, about or a part of, the premises whether covered by insurance or not. Neither FPRA nor the City of Fort Pierce shall be responsible in any way for the provision of property insurance covering the property of CONTRACTOR.

The insurance provided by CONTRACTOR shall apply on a primary basis to any insurance or self-insurance maintained by FPRA or the CITY. Any insurance or self-insurance

maintained by FPRA or the CITY shall be excess of, and shall not contribute with, the insurance provided by CONTRACTOR.

Except as otherwise specifically authorized in this Agreement, or for which prior written approval has been obtained hereunder, the insurance maintained by CONTRACTOR shall apply on a first dollar basis with CONTRACTOR paying any deductible or self-insured retention amount. Under limited circumstances, FPRA may permit CONTRACTOR to self-insure, in whole or in part, one or more of the insurance coverages required by this Agreement. All applicable deductibles and self-insured retentions must be disclosed to and approved by FPRA prior to being used to satisfy any of the insurance requirements contained herein. CONTRACTOR shall pay on behalf of FPRA or the CITY, or their respective officials, officers, and employees any deductible or self-insured retention applicable to a claim against FPRA or the CITY, or their respective officials, officers, and employees.

CONTRACTOR's Workers' Compensation insurance policy, Commercial General Liability insurance policy, and Automobile Liability insurance policy provided by CONTRACTOR shall be endorsed to provide FPRA with thirty (30) days' notice of cancellation.

Each insurance policy provided by CONTRACTOR in response to these insurance requirements shall be endorsed to provide that the Insurer waives its rights against FPRA and the CITY and their respective officials, officers, and employees.

Compliance with these insurance requirements shall not limit the liability of CONTRACTOR. Any remedy provided to FPRA by the insurance provided by CONTRACTOR shall be in addition to and not in lieu of any other remedy (including, but not limited to, as an indemnitee of CONTRACTOR) available to FPRA under this Agreement or otherwise.

Neither approval nor failure to disapprove insurance furnished by CONTRACTOR shall relieve CONTRACTOR from responsibility to provide insurance as required by this Agreement.

**Certificates of Insurance must be completed as follows:**

**1. Certificate Holder**

Fort Pierce Redevelopment Agency c/o City of Fort Pierce  
Attention: Risk Manager  
100 N. U.S. Hwy 1  
Fort Pierce, FL 34954-1480

**2. Additional Insured for General Liability**

Fort Pierce Redevelopment Agency and the City of Fort Pierce and their respective officials, officers and employees

## SECTION III

### INSTRUCTIONS TO PROPOSERS

1. **RFP OPENING DATE**

Proposals are due on or before **3:00PM, Wednesday, February 7, 2024.**

2. **SUBMISSIONS OF PROPOSALS**

Proposal response may be submitted in hard copy or electronically. Please see below instructions for submitting your proposal response.

**HARD COPY SUBMISSIONS**

Proposals mailed to 100 N. U.S. Highway 1 via the United States Postal Services (USPS) are delivered to the Post Office, not to the physical address and, therefore, may not meet the requirements of Selection 2 above. To be considered, a Bid must be received and accepted in the Purchasing Division before the Proposal closing date and time.

**Delivery Address:**

**City of Fort Pierce  
Attn: Purchasing Division,  
Room 101  
100 North U.S. #1  
Fort Pierce, FL 34950**

**Mailing Address:**

**City of Fort Pierce  
Attn: Purchasing Division,  
Room 101  
P.O. Box 1480  
Fort Pierce, FL 34954-1480**

One (1) original and one (1) USB drive copy of sealed proposals. Qualifications must be submitted in a 3-ring binder. Binder must not be larger than 2" in thickness. Proposal is limited to a maximum of no more than 150 single sided pages. Pages must be numbered to verify quantity. Tab dividers are excluded from the page count.

**OPTIONS FOR ELECTRONIC SUBMISSIONS**

Are as follows:

- Via Demandstar Website, ([www.demandstar.com](http://www.demandstar.com)) Electronic Bid (E-Bid). Instructions are provided in the attachment sections of this document.
- By forwarding your response, pdf format to [purchasing@cityoffortpierce.com](mailto:purchasing@cityoffortpierce.com) no later than 3:00PM EST. **If you decide to use this submission option, your entire submission must be submitted electronically. Please do not mail hard-copies.**

Copies of the bid documents are available electronically from the Purchasing Division by e-mail request to [purchasing@cityoffortpierce.com](mailto:purchasing@cityoffortpierce.com) or on the website of Demandstar.com ([www.demandstar.com](http://www.demandstar.com)) and the web site of the City of Fort Pierce (<http://www.cityoffortpierce.com/187/Purchasing>).

Any proposals received after the designated time and date listed above will be returned unopened.

All proposals and qualifications will be publicly opened at the time and place specified. In

accordance with Section 2-63(2)d of the City of Fort Pierce Code, no proposals shall be handled so as to permit disclosure of the identity of any offeror or the contents of any proposal to competing offerors during the process of negotiation. A register of proposals shall be prepared containing the name of each offeror, the number of modifications received, if any, and a description sufficient to identify the item offered. **The register of proposals shall be open for public [viewing] only after contract award.**"

### **3. INQUIRIES/QUESTIONS**

**3.1** All inquiries will be in a written format and addressed to the City Manager's Office with a copy to the Purchasing Division:

**TO**

Sara Delgado  
Redevelopment Assistant  
City of Fort Pierce  
P.O. Box 1480  
Fort Pierce, FL 34954  
[sadelgado@cityoffortpierce.com](mailto:sadelgado@cityoffortpierce.com)

**COPY**

Gelencia Carter  
Purchasing Manager  
City of Fort Pierce  
P.O. Box 1480  
Fort Pierce, FL 34954  
[purchasing@cityoffortpierce.com](mailto:purchasing@cityoffortpierce.com)

### **4. TERMS OF CONTRACT**

The Vendors selected may perform services for City projects on the rotating basis as funds become available for said projects, for a period of three (3) years. This agreement may be renewed up to two (2) additional one (1) – year periods on terms and conditions which are mutually acceptable to the parties.

### **5. MINORITY PARTICIPATION AND OUTREACH PROGRAM**

Describe your firm's program and/or policies in regard to minority and non-discrimination, including the firm's history of Minority and Women Owned Business Enterprise (M/WBE) participation. Include a strategy for promoting minority participation in this project and a realistic goal for participation. List references of Owners, M/WBE firms or consultants who can speak to your firm's utilization of M/WBE on previous projects.

### **6. CERTIFICATE OF INSURANCE**

In order to do business with the City of Fort Pierce, you must provide proof of insurance to include general liability, workers compensation, and automobile insurance with proposal submittal. If awarded, insurance must comply with the Required Limits of Insurance as indicated in Section II of the specifications.

### **7. PERMITS AND LICENSES**

- a. Contractor shall obtain, pay for, and post on site all permits and licenses necessary to complete this project.
- b. Contractor and subcontractors must have current licenses required by the State of Florida and the City of Fort Pierce.
- c. All materials and methods of construction related to work performed on this project must comply with all appropriate specifications, code requirements, ordinances and laws of the City of Fort Pierce, the State of Florida, and the Federal Government, and contractor will permit reasonable inspection of all work by authorized inspectors.

8. **BUSINESS TAX RECEIPT (OCCUPATIONAL LICENSE)**

Provide a valid Business Tax Receipt (Occupational License) from your jurisdiction with your proposal submittal.

9. **W-9 TAXPAYER IDENTIFICATION NUMBER AND CERTIFICATION FORM**

The Proposer will be required to return a completed W-9 Taxpayer Identification Form with their proposal submittal. **see Section VI - Required Forms.**

10. **REFERENCE CHECK FORM**

Please provide a detailed list of reference showing your expertise and experience in providing the services requested. A minimum of three (3) references are required for this Bid. Please complete the three Reference Check forms and submit with Bid package. References should include project description, contact names, addresses, phone, and email.

11. **PROPOSAL PREPARATION COST**

The cost to prepare the proposal in its entirety shall be the full responsibility of the proposer.

12. **RESERVED RIGHTS**

12.1. The CITY reserves the right to accept or reject any or all submittals, in whole or in part, for any reason whatsoever, to waive minor irregularities and technicalities, and to request resubmission. Also, the CITY reserves the right to accept all or any part of the submittal and to increase or decrease quantities to meet additional or reduced requirements of the CITY. Any sole response received by the submission date may or may not be rejected by the CITY depending on available competition and current needs of the CITY.

12.2. To be **responsive**, a proposer shall submit qualifications which conforms in all material respects to the requirements set forth in the RFQ. To be a **responsible** proposer, the proposer shall have the capability in all respects to perform fully the contract requirements, and the tenacity, perseverance, experience, integrity, reliability, capacity, facilities, equipment, and credit which will assure good faith performance. Also, the CITY reserves the right to make such investigation, as it deems necessary to determine the ability of any proposer to deliver the goods or service requested. This information may be obtained from the proposer or any credible source. All information request will be done through the Purchasing Division. Such information may include, but shall not be limited to: current financial statements, verification of availability of equipment and personnel, and past performance records.

12.3. The City may disqualify a proposer from being awarded a City contract if the Purchasing Manager determines after an investigation that the proposer is "not responsible," based on a poor performance record with the City, a lack of adequate equipment and personnel, insufficient financial wherewithal, or other factors that indicate the bidder is not capable of performing the contract.

- 12.4. Unless otherwise stated in this RFQ specification, any contracts resulting from this RFQ are non-exclusive. The CITY reserves the right, in its sole opinion, to purchase goods or services listed in this RFQ through the State of Florida Contracts, cooperatives, other current government contracts, and non-profit contracts as provided in the City of Fort Pierce Procurement Code. The CITY reserves the rights to solicit separate requirements that are a portion of a larger contract as a whole. Additionally, at the City's sole option, additional contracts may be entered into as a result of such situations as unusual volumes, time/delivery requirements, special requirements, other brands, lease, project specific requirements, or similar situations.
  
- 12.5. If any contract awarded as a result of this RFQ is terminated, the CITY reserves the right to go to the next lowest **responsive** proposer with the balance of the contract, unless otherwise stated in the RFQ specification.

**13. APPLICABLE LAWS**

Proposers must be authorized to transact business in the State of Florida. Copy of the Registration Certificate and information should be submitted with proposal but is not required. Registration must be completed before a contract can be signed. Applicable provisions of all federal, state, county and local laws and of all ordinances, rules and regulations shall govern development submittal and evaluation of all proposals received in response hereto and shall govern any and all claims and disputes which may arise between person(s) submitting a proposal response hereto and the City of Fort Pierce, by and through its officers, employees and authorized representatives, or any other person, natural or otherwise and lack of knowledge by any proposer shall not constitute a cognizable defense against the legal effect thereof. This includes revisions or as amended thereof. Any involvement with the City of Fort Pierce shall be in accordance with but not limited to:

- 13.1. City of Fort Pierce Ordinances
- 13.2. Pursuant to Florida Statutes Section 119.071, Public Records, General exemptions from inspection or copying of public records, sealed proposals received by the CITY.
- 13.3. It shall be the responsibility of the proposer to assure compliance with all other federal, state, county, or city codes, rules, regulations or other requirements, as each may apply.

**Pursuant to this solicitation are exempt from s. 119.07(1) and s. 24(a), Art. I, of the Florida Constitution, until such time as the agency provides notice of a decision or intended decision pursuant to s. 119.071(2) or within 30 days after proposal opening, whichever is earlier.**

**14. INVOICING**

All invoices must contain the Purchase Order number, required identification information, and reflect the Contract prices, terms, and conditions. Invoices containing deviations or omissions will be returned to the consultant for correction and resubmission. Consultants shall not perform any service or provide products until they have been issued an approved Purchase Order.

**15. E-VERIFY**

Consultants: Shall utilize the U.S. Department of Homeland Security's E-Verify system to verify the employment eligibility of all new employees hired by the Consultant during the term of the contract; and shall expressly require any subcontractors performing work or providing services pursuant to the state contract to likewise utilize the U.S. Department of Homeland Security's E-Verify system to verify the employment eligibility of all new employees hired by the subcontractor during the contract term.

**16. TIE BREAKERS**

- 16.1. The Evaluation Committee may choose to resolve a tie using the criteria below or require additional materials or interviews as the Committee so determines.
- 16.2. In the event of any tie (in the ranking criteria) the following may take effect:
  - a. If there is a tie (two or more firms have the same number of 1st place rankings), then the firms that has the highest number of 1st place and 2nd place rankings shall be the first ranked firm. This method shall be used for all ties.
  - b. If there is a tie (two or more firms) having the same number of 1st and 2nd place rankings the following will take effect:
    - 16.2.1 Preference must be given to vendors submitting a certification with their proposal certifying they have a drug-free workplace in accordance with Section 287.087, Florida Statutes. This requirement affects all public entities of the State and becomes effective January 1, 1991. The special condition is as follows:15.6 Preference shall be given to businesses with drug-free workplace programs. Whenever two or more proposals which are equal with respect to price, quality, and service are received by the State or by any political subdivision for the procurement of commodities or contractual services, a proposal received from a business that certifies that is has implemented a drug- free workplace program shall be given preference in the award process. Established procedures for processing tie proposals will be followed if none of the tied vendors have a drug-free workplace program. In order to have a drug-free workplace program, a business shall:
- 16.3. Inform employees about the dangers of drug abuse in the workplace, the business policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for drug abuse violations.
- 16.4. Impose a sanction on, or require the satisfactory participation in a drug abuse assist and/or rehabilitation program if such is available in the employee's community, by any employee who is so convicted.

- 16.5. Make a good faith effort to continue to maintain a drug-free workplace through implementation of this section.
- 16.6. In the event of any tie between consultants that have a Drug Free Workplace program in place in accordance with Section 287.087, Florida State Statutes, a coin toss will determine who shall be awarded the contract or receive the first opportunity to negotiate, as applicable.

**17. CONSULTANT’S AUTHORIZED SIGNATURE.**

The proposal shall be signed by an official authorized to bind the consultant in a contractual agreement. The consultant shall provide the following information: Name, address, and telephone number, and email address of the individual(s) with authority to negotiate and contractually bind the consultant. It is also necessary that the name of a contact individual be given who can respond to questions generated during the evaluation process.

**18. ADDENDUM**

Should revisions to the Proposal Documents become necessary, the City will provide a written addendum to all proposers who received a proposal package from the City’s Purchasing Department. Proposers who obtain Proposal Documents from other sources must officially register with the City’s Purchasing Department in order to be placed on the mailing list for any forthcoming addendum or their official communications. Failure to register as a prospective Proposer may cause your proposal to be rejected as non-responsive if you have failed to submit a proposal with an addendum acknowledgment for the most current addendum. Previous addenda are deemed received when a subsequent addendum is acknowledged. It is the Proposer’s responsibility to contact the City in the event that a previous addendum is not received. Latest addendum shall be signed and returned with the proposal as acknowledgment of addendum.

## SECTION IV

### STATEMENT OF WORK

#### 1. **PROJECT OVERVIEW**

The Fort Pierce Redevelopment Agency (FPRA), a dependent special district of the City of Fort Pierce, Florida, is seeking proposals from qualified firms for on-demand transportation services (“On-Demand Services”) to enhance ride share services and transport users within the FPRA Boundaries. This Program will include short-distance on-demand electric vehicle services within the FPRA limits, and this will be free to the users. Service shall be in full accordance with the specifications, terms and conditions contained in this Request for Proposal (RFP).

The Fort Pierce Redevelopment Agency launched a one-year pilot program for on-demand transportation services in February 2023 in accordance with our FPRA Plan Goal To connect the Redevelopment Areas cultural and artistic hubs (Downtown, Marina, Fisherman’s Wharf, Beachside District, Lincoln Park and Peacock Arts Districts) to the Waterfront’s artistic and cultural amenities. Providing mobility options will impact economic development by supporting local businesses, reducing costs, attracting tourism and foster innovation within the city. The program started with four (4) 100% electric vehicles and as of September 2023, the program has provided over 9,000 passengers with over 5,500 rides.

In May 2023, the FPRA and St. Lucie County collaborated to submit an FDOT grant application with the objective to increase service days and hours, as well as service zones. The grant was awarded to the County, which will help fund this program for up to 3 years.

Through this RFP, the FPRA intends to select one company to implement, maintain, operate, and market the on-demand micro transit service. Final terms of the contract, fees and operating requirements will be determined through the contract negotiation process.

#### 2. **SCOPE OF SERVICES**

##### I. **VEHICLES**

The Vendor will provide a mobile-based, on-demand transportation service utilizing Electric Vehicles (EV). Vehicle capacity shall be a minimum of four (4) individuals at any given time.

One (1) vehicle shall be wheelchair accessible. Wheelchair accessible vehicles shall be equipped to allow for the safe loading, securing, and travel of passengers who use wheelchairs based on the vehicle’s wheelchair capacity and in compliance with the specifications and regulations set forth by the Federal Transit Administration (FTA) for wheelchair accessible vehicles. The wheelchair accessible vehicles will be either lift or ramp equipped to accommodate wheelchairs and shall have a manual backup to its lift system as required by the ADA. The lift shall incorporate an emergency method of deploying, lowering to ground level with a lift occupant, and raising and stowing the empty lift if the power to the lift fails.

All vehicles, including wheelchair accessible vehicles, must meet all safety and mechanical standards established by Federal, State, County, and local law, rules, or regulations. Wheelchair accessible vehicles shall be equipped to allow for the safe loading, securing, and travel of passengers who use wheelchairs based on the vehicle's wheelchair capacity and in compliance with the specifications and regulations set forth by the FTA for wheelchair accessible vehicles.

- a. Contractor vehicles shall be properly licensed and authorized to legally operate on the public streets and rights-of-way in the State of Florida.
- b. Vehicle maintenance must be performed by the contractor.
- c. Vehicles shall be aesthetically suitable for a neighborhood shuttle.
- d. Vehicles shall be equipped with equipment/hardware to collect ridership data and with GPS units for vehicle location.

## **II. OPERATION & SERVICE TIMES**

The service will operate seven (7) days a week, unless modified by staff. The Vehicles will be dedicated exclusively to serving individuals within the FPRA limits. All rides shall either commence or terminate within the boundaries of the Service Area described in Exhibit "A." The Vendor will be responsible for recommending the service times and service boundaries which will be approved by FPRA staff.

## **III. PERFORMANCE & REPORTING**

Beginning with the second month of the term of the Agreement and continuing for each month of the term thereafter, the Vendor will provide FPRA staff with an online accessible dashboard to review the monthly performance analysis showing data and analytics related to ridership and operations of the vehicles for the preceding month(s) to be able to view at any time. The Vendor will provide monthly reports with each monthly invoice starting the second month of the term. At a minimum and in addition to any other reporting requirements required by the Agreement, the monthly report shall include data, segregated by on-demand and circulator services, relating to:

- a. Total boardings per month
- b. Average weekday boardings (i.e., the number of boardings on a specific route on typical weekday)
- e. Number of completed rides
- f. Average journey time
- g. Average distance per ride
- h. Average utilization (passengers per vehicle hour)
- i. Ridership
- j. Vehicle miles driven
- k. Vehicle hours driven
- l. Cancellation rate
- m. Average wait time
- n. Average percentage of on-time pick up requests
- o. Average percentage of requested rides completed
- p. Top pick-up and drop-off locations

#### IV. RIDE REQUEST

The Vendor shall provide a mobile app platform that may include, but are not limited to:

- a. Live Tracking: the users can locate their rides
- b. Ride Management: the users can cancel, modify the ride per their requirement
- c. Customer-facing application available for download in the Apple and Android stores
- d. User-friendly interface experience
- e. Ratings and Reviews

Users without access to a smartphone should be able to call a toll-free number or flag a vehicle down if they see one passing by.

#### V. VEHICLES STANDARDS

The vehicles used to provide service must comply with all applicable local, State, and Federal Codes, safety standards or laws and comply with or exceed manufacturer's safety and mechanical standards for the vehicle and model used in the provision of services under this contract.

- a. The Vendor shall develop a brand and logo suitable for multilingual users and campaigns that build upon, and integrates with, the City of Fort Pierce and FPRA existing brand, subject to city design standards and approval.
- b. All vehicles and equipment on the vehicles shall be maintained in full operational condition at all times according to the manufacturer's recommendations.
- c. All vehicles provided must have an exterior free of grime, oil, or other substances and free from cracks, breaks, dents and damaged paint that noticeably detract from the overall appearance of the vehicle.
- d. All vehicles shall be clean in the interior and free from torn floor coverings, damaged or broken seats, and protruding sharp edges. The seats shall be padded and comfortable.

**Vehicle Operators (Driver) Standards:** The vehicles operators must have a valid Florida Driver's license and shall comply with the following standards:

- a. Drivers shall be trained in all operational procedures relating to the operation, including thorough knowledge of the service area street network.
- b. Drivers shall be trained in defensive driving and vehicle handling. Drivers shall be trained to provide transportation to elderly and disabled individuals.
- c. Drivers shall assist passengers confined to wheelchairs in boarding and tie-downs.
- d. The drivers shall be available and on time daily to ensure consistent and reliable service.
- e. The Vendor shall provide adequate customer service training to its employees (drivers/customer personnel) and will demonstrate to staff that drivers/customer personnel operating the vehicles have attended and successfully completed customer service trainings.
- f. Drivers shall be dressed and groomed appropriately.
- g. Drivers are required to have a thorough knowledge of traffic regulations.
- h. Drivers shall demonstrate excellent customer service, sensitivity, courtesy, professionalism, high ethical standards, helpfulness, and safe driving habits.

**Standard Operating Procedures:** The vendor shall provide written procedures for the operation of the services. Any changes after the award must be approved by staff in advance. These standard operating procedures shall include, but not be limited to, the following:

- a. A list of names and phone numbers of contact persons who can make operating decisions
- b. Accident review procedures and operator corrective processes
- c. Description of operator training including customer service training
- d. Procedures for vehicle operation and driver scheduling, scheduling during peak and non-peak times, and dispatching vehicles
- e. Procedures for the handling of public and internal comments and complaints
- f. Disciplinary procedures for operator misconduct
- g. Supervision processes to respond to service problems, monitor performance schedules and procedures.

**3. EVALUATION CRITERIA/SCORING**

Pursuant to with the Consultant’s Competitive Negotiation Act (CCNA), Florida Statutes Section 287.055, et seq., and the policies and procedures of the City of Fort Pierce, the City is soliciting Statements of Qualifications for evaluation and ranking for determination and selection of a consultant to provide professional services. The City will convene a selection committee comprised of three (3) or more City staff members each of whom will independently evaluate and rank the submittals in comparison to each of the selection criteria outline herein. The successful proposers will be selected based upon the total cumulative scores of the selection committee. If following review and initial evaluation of the submittals, the review committee deems it necessary, a short list of firms may be invited to make presentations for final evaluation, with the selection of the successful firm being based on the committee’s ranking of the presentations.

**3.1 EVALUATION CRITERIA**

An Evaluation Committee will review and evaluate submittals. Submittals will be evaluated on the following criteria:

<b>Category Title</b>	<b>Category Description</b>	<b>Points</b>
<b>Tab 1 Letter of Submittal</b>	Includes introduction, company qualifications, company information, references, and cost	<b>40</b>
<b>Tab 2 Management Plan</b>	Team Structure, Standard operating procedures, timeline, marketing strategy and Customer Service complaints plan	<b>20</b>
<b>Tab 3 Technical Plan</b>	Vehicle standards, hours of operation, data dashboard and mobile app	<b>20</b>
<b>Program Plan</b>	Ability to Meet Project overview (FPRA Plan & Economic Development Impact)	<b>20</b>

<b>TOTAL</b>	<b>100</b>
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**EVALUATION METHODOLOGY**

A Selection/Negotiation Committee (SNC) shall be responsible for short-listing the most qualified firms. The Selection Committee may also, at its sole discretion, request additional or clarifying information from any responder. The Selection Committee may expressly request such information to remedy any incomplete response but will not be obligated to do so. Failure to provide the information could result in the rejection of the responder’s proposal. The occurrence or absence of such a request shall not be cause for objection by any responder. Proprietary information from competing responders shall not be disclosed to the public or to competitors prior to any award subject to Public Records Law, Chapter 119, Florida Statutes.

For project specific RFQ’s, staff reserves the right to negotiate an agreement with the selected firms individually based upon ranking to reach an agreement; for continuing services type agreements, the SNC reserves the right to negotiate concurrently with selected firms, whereby one or multiple firms will then be recommended to the City Commission for award.

The City reserves the right to award single or multiple contracts if it is deemed to be in the best interest of the City. The City also reserves the right to reject any and all qualifications proposals. With all factors considered, awards will be made to respondent(s) whose qualifications are deemed, in the sole discretion of the City to best serve the public interest of the City.

The City may act only through the City Commission. The proposer may not rely on any representations by the City other than as approved by official action of the City Commission. **The Submittal Package (or sections thereof) of the successful respondent(s) may be incorporated in any Contract that ensues.**

**4. INTERVIEWS / ORAL PRESENTATIONS**

An invitation to interview may be extended to Respondents based on Evaluation Committee review of the written submittals. The Evaluation Committee reserves the right to adjust scoring based on additional information and/or clarifications provided during interviews. The Evaluation Committee may determine scoring criteria for the interviews following evaluation of written submittals. The City reserves all rights to begin contract negotiations without conducting interviews.

**5. REJECTION CRITERIA**

Submittals shall be rejected as non-responsive if any of the following criteria exist (this list is not all-inclusive):

- Not all questions, instructions, and forms in the Qualification package have been properly completed;
- The RFP response is found to have concealed or contained false and/or misleading information;
- The City did not receive the RFP package prior to the submittal deadline;
- Your firm is not licensed with the Florida Secretary of State to do business in Florida. You must submit a State of Florida Certificate of Status for your firm;

- All forms included with the application were not signed and/or submitted;
- The Qualification package signature page is not properly executed; and/or
- Completed Project Specific Reference forms are not returned with proposal.

## SECTION V

### INSTRUCTIONS FOR PREPARING PROPOSALS

The City deems certain documentation and information important in the determination of responsiveness and for the purpose of evaluating proposals. Proposals should seek to avoid information in excess of that requested, must be concise, and must specifically address the issues of this RFP. The City prefers that proposals be no more than 150 pages in one complete pdf document. The proposals should be organized, divided, and indexed into the sections indicated herein. These are not inclusive of all the information that may be necessary to properly evaluate the proposal and meet the requirements of the scope of work and/or specifications. Additional documents and information should be provided as deemed appropriate by the respondent in the proposal to specific requirements stated herein or through the RFP.

#### **PROPOSAL PACKAGE**

The complete proposal shall contain the following information and shall be submitted in the order shown below. Please address each section in your proposal submission and divide each section of your proposal, with identifying tabs.

#### **TAB 1: LETTER OF SUBMITTAL**

1. **Cover Letter:** An overall introduction to the proposal is required, including a brief company history to include number of years in business, business location, statement of the Proposer's understanding of the needs of the FPRA and a brief narrative highlighting the firm's proposal and why it is a desirable business partner for the FPRA.
2. **Summary of Qualifications:** The Proposer should provide a concise statement describing experience as an operator or subcontractor in the following areas:
  - Experience with shared micromobility program marketing and community engagement, including experience with targeted marketing to groups underrepresented among shared micromobility users.
  - Experience sustainably funding shared micromobility operations, including details on past financing strategies and outcomes.
  - Experience that demonstrates stable and sustained operation of shared micromobility equipment, notably (if applicable) equipment proposed by the Proposer in this Proposal.
  - Technical experience successfully operating large urban shared micromobility programs.
3. **References:** At least three (3) references, preferably for work assignments that are similar in type, scope, size and/or value to the work sought by this RFP and within the last five (5) years. Do not include current City of Fort Pierce staff as references.
4. **Pricing plan:** Proposers should base their price proposal on a monthly payment schedule, include a sample invoice. Proposers are encouraged to supplement their price proposal with a narrative and to identify if different payment structures, such as quarterly, annually, or lump sum could result in discounted pricing. The proposer may also provide quotes for two options.

## **TAB 2: MANAGEMENT PLAN & EXPERIENCE**

1. The Management Plan have a concise management plan that includes the following:
  - a. **Team Structure:** Provide a description of the proposed project team structure to be used during the course of the Program. Provide an organizational chart of the Firm indicating lines of authority for personnel involved in performance of this potential Agreement and relationships of this staff to other programs or functions of the Firm. Include who within the Firm will have prime responsibility and final authority for the day-to-day management of the firm's shared mobility fleet.
  - b. **Standard Operating Procedures:** The proposer's plan for providing training to assure a fully trained workforce by the contract start date.
  - c. **Timeline:** A chart that identifies the timeline of the program launch date, various activities/deliverables associated with the components of your plan, start and end dates, status, critical dependencies, and the easily recognizable milestones during the life of the plan.
  - d. **Marketing Strategy**
  - e. **Customer Service:** the proposer's plan to address customer service.

## **TAB 3: TECHNICAL PROPOSAL**

1. The Technical Proposal shall contain a comprehensive description of services with special attention to the scope of services outlined in this solicitation. This proposal should convey the firm's understanding of FPRA's expectations for the shared micromobility program. Proposals should include responses to the following:
  - a. **Vehicles -** Include the images of the electrical vehicles that will be provided and include the wheelchair accessible vehicle.
  - b. **Hours of operation –** list typical micromobility vehicle deployment time, and the typical hours your micromobility vehicles will be on the road based on operating seven (7) days.
  - c. **Data Dashboard –** Describe the "data dashboard" you will make available to FPRA staff, include screenshots, and describe what data will be included and the format of the data.
  - d. **Mobile App –** Describe the mobile app platform that will be made available to users to request rides, explain how user friendly and other alternatives for requesting rides, include screenshots.

# **SECTION VI REQUIRED FORMS**

## SUMMARY OF REQUIRED FORMS

### **Form No. 1 – Drug Free Workplace Certification (1 page)**

The form may be use as part of a tiebreaker for tie scores. If your company does not have a Drug Free Workplace Program, you must mark this form N/A and return it with you RFQ package. If your company has a Program, sign and return the form.

### **Form No. 2 – Non-Collusive Form (1 page)**

Each proposer shall execute an affidavit, in the form provided by the City, to the effect that he/she has not colluded with any other person, firm or corporation in regard to any proposal submitted. Such affidavit shall be attached to the proposal form.

### **Form No. 3 – Public Entity Crimes (2 pages)**

A person or affiliate who has been placed on the convicted vendor list following a conviction for a public entity crime may not submit a proposal on a contract to provide any goods or services to a public entity, may not submit a proposal on a contract with a public entity for the construction or repair of a public building or public work, may not submit bids on leases of real property to a public entity, may not be awarded or perform work as a contractor, supplier, subcontractor, or consultant under a contract with any public entity, and may not transact business with any public

entity in excess of the threshold amount provided in Section 287.017 of CATEGORY TWO for a period of thirty-six (36) months from the date of being placed on the convicted vendor list.

### **Form No. 4 – Scrutinized Companies Certification (1 page)**

Section 287.135, Florida Statutes, prohibits agencies from contracting with companies, for goods or services over \$1,000,000, that are on either the Scrutinized Companies with Activities in Sudan List or the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List. Both lists are created pursuant to section 215.473, Florida Statutes. At the time a company submits a bid or proposal for a contract or before the company enters into or renews a contract with an agency or governmental entity for goods or services of \$1 million or more, the company must certify that the company is not on the Scrutinized Companies with Activities in Sudan List or the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List.

### **Form No. 6 – References**

As per Tab No. 2, page 24

### **Form No. 7 – W-9 Taxpayer Identification Number**

This form shall be complete and returned with your submittal.



## DRUG FREE WORKPLACE FORM

The undersigned vendor in accordance with Florida Statute 287.087 hereby certified that \_\_\_\_\_ does:

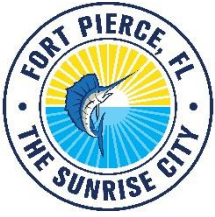
*(Name of Business)*

1. Publish a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violations of such prohibition.
2. Inform employees about the dangers of drug abuse in the workplace, the business policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for drug abuse violations.
3. Give each employee engaged in providing the commodities or contractual services that are proposed a copy of the statement specified in subsection (1).
4. In the statement specified in subsection (1), notify the employees that, as a condition of working on the commodities or contractual services that are under Bid, the employee will abide by the terms of the statement and will notify the employer of any conviction of, or plea of guilty or nolo contendere to, any violation of Chapter 893 or of any controlled substance law of the United States or any state, for a violation occurring in the workplace no later than five (5) days after such conviction.
5. Impose a sanction on, or require the satisfactory participation in a drug abuse assistance or rehabilitation program if such is available in the employees community, by any employee who is so convicted.
6. Make a good faith effort to continue to maintain a drug-free workplace through implementation of this section.

As the person authorized to sign the statement, I certify that this firm complies fully with the above requirements.

\_\_\_\_\_  
Proposer's Signature

\_\_\_\_\_  
Date



## NON-COLLUSION AFFIDAVIT FOR PRIME BIDDER

STATE OF \_\_\_\_\_

COUNTY OF \_\_\_\_\_

\_\_\_\_\_, being first duly sworn, deposes  
and says:

That he is \_\_\_\_\_  
(a partner or officer of the firm, etc.)

the party making the foregoing proposal or bid, that such proposal or bid is genuine and not collusive or sham; that said bidder has not colluded, conspired, connived or agreed directly or indirectly with any bidder or person, to put in a sham bid or to refrain from bidding, and has not in any manner, directly or indirectly sought by agreement or collusion, or communication or conference with any person, to fix the bid price of affiant or of any other bidder, or to fix any overhead, profit or cost element of said bid price, or of that of any other bidder, or to secure any advantage against the City of Fort Pierce, of the County of St. Lucie, or any person interested in the proposed contract; and that all statements in said proposal or bid are true.

\_\_\_\_\_  
(Firm Name)

By: \_\_\_\_\_

Title: \_\_\_\_\_

Subscribed and sworn to before me this \_\_\_\_\_

day of , \_\_\_\_\_ 2024.

\_\_\_\_\_  
Notary Public

My Commission expires: (Seal)

\_\_\_\_\_



**PUBLIC ENTITY CRIMES AFFIDAVIT**  
**SWORN STATEMENT UNDER SECTION 287.133(3)(a),**  
**FLORIDA STATUTES, ON PUBLIC ENTITY CRIMES**

**THIS FORM MUST BE SIGNED IN THE PRESENCE OF A NOTARY PUBLIC OR OTHER OFFICER AUTHORIZED TO ADMINISTER OATHS.**

1. This sworn statement is submitted by \_\_\_\_\_ City of Fort Pierce \_\_\_\_\_  
(Print name of the public entity).  
by \_\_\_\_\_  
(Print individual's name and title)  
for \_\_\_\_\_  
whose business address is \_\_\_\_\_

(If applicable) its Federal Employer Identification Number (FEIN) is \_\_\_\_\_

(If the entity has no FEIN, include the Social Security Number of the individual signing this sworn statement: On the attached sheet). Required as per the IRS Form W-9.

2. I understand that a "public entity crime" as defined in Paragraph 287.133(1)(g), Florida Statutes, means a violation of any state or federal law by a person with respect to and directly related to the transaction of business with any public entity or with an agency or political subdivision of any other state or with the United States, including, but not limited to, any bid or contract for goods or services to be provided to any public entity or an agency or political subdivision of any other state or of the United States and involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy, or material misrepresentation.
3. I understand that "convicted" or "conviction" as defined in Paragraph 287.133(1)(b), Florida Statutes, means a finding of guilt or a conviction of a public entity crime, with or without an adjudication of guilt, in any federal or state trial court of record relating to charges brought by indictment or information after July 1, 1989, as a result of a jury verdict, nonjury trial, or entry of a plea of guilty or nolo contendere.
4. I understand that an "affiliate" as defined in paragraph 287.133(1)(a), Florida Statutes, means:
- a. A predecessor or successor of a person convicted of a public entity crime: or
  - b. An entity under the control of any natural person who is active in the management of the entity and who has been convicted of a public entity crime. The term "affiliate" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in the management of an affiliate. The ownership by one person of shares constituting a controlling interest in another person, or a pooling of equipment or income among persons when not for fair market value under an arm's length agreement, shall be a prima facie case that one person controls another person. A person who knowingly enters into a joint venture with a person who has been convicted of a public entity crime in Florida during the preceding 36 months shall be considered an affiliate.

5. I understand that a "person" as defined in Paragraph 287.133(1)(c), Florida Statutes, means any natural person or entity organized under the laws of any state or of the United States with the legal power to enter into a binding contract and which bids or applies to bid on contracts for the provision of goods or services let by a public entity, or which otherwise transacts or applies to transact business with a public entity. The term "person" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in management of an entity.

6. Based on information and belief, the statement which I have marked below is true in relation to the entity submitting this sworn statement. **(Please indicate which statement applies.)**

\_\_\_\_\_ Neither the entity submitted this sworn statement, nor any officers, directors, executives, partners, shareholders, employees, members, and agents who are active in management of an entity nor affiliate of the entity have been charged with and convicted of a public entity crime subsequent to July 1, 1989.

\_\_\_\_\_ The entity submitting this sworn statement, or one or more of the officers, directors, executives, partners, shareholders, employees, member, or agents who are active in management of the entity, or an affiliate of the entity have been charged with and convicted of a public entity crime subsequent to July 1, 1989.

\_\_\_\_\_ The entity submitting this sworn statement, or one or more of its officers, directors, executives, partners, shareholders, employees, member, or agents who are active in management of the entity, or an affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989. However, there has been subsequent proceeding before a Hearing Officer of the State of Florida, Division of Administrative Hearing and the Final Order entered by the Hearing Officer determined that it was not in the public interest to place the entity submitting this sworn statement on the convicted vendor list. **(Attach a copy of the final order)**

I UNDERSTAND THAT THE SUBMISSION OF THIS FORM TO THE CONTRACTING OFFICER FOR THE PUBLIC ENTITY IDENTIFIED IN PARAGRAPH 1 (ONE) ABOVE IS FOR THAT PUBLIC ENTITY ONLY AND, THAT THIS FORM IS VALID THROUGH DECEMBER 31 OF THE CALENDAR YEAR IN WHICH IS FILED. I ALSO UNDERSTAND THAT I AM REQUIRED TO INFORM THE PUBLIC ENTITY PRIOR TO ENTERING INTO A CONTRACT IN EXCESS OF THE THRESHOLD AMOUNT PROVIDED IN SECTION 287.017, FLORIDA STATUTES, FOR CATEGORY TWO OR ANY CHANGE IN THE INFORMATION CONTAINED IN THIS FORM.

\_\_\_\_\_  
(Signature)

\_\_\_\_\_  
(Date)

STATE OF \_\_\_\_\_

COUNTY OF \_\_\_\_\_

PERSONALLY APPEARED BEFORE ME, the undersigned authority \_\_\_\_\_  
(Name of individual signing)

Who, after first being sworn by me, affixed his/her signature in the space provided above on this  
day \_\_\_\_\_ of \_\_\_\_\_, 20\_\_\_\_.

\_\_\_\_\_  
**(NOTARY PUBLIC)**

**My Commission Expires:** \_\_\_\_\_



## CERTIFICATION REGARDING SCRUTINIZED COMPANIES LISTS

Respondent Name: \_\_\_\_\_

Respondent's Authorized Representative Name and Title: \_\_\_\_\_

\_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Respondent FEIN: \_\_\_\_\_

Email Address: \_\_\_\_\_

Section 287.135, Florida Statutes prohibits a company from bidding on, submitting a proposal for, or entering into or renewing a contract for goods or services of any amount if, at the time of contracting or renewal, the company is on the Scrutinized Companies that Boycott Israel List, created pursuant to Section 215.4725, Florida Statutes, or is engaged in a boycott of Israel. Section 287.135, Florida Statutes, also prohibits a company from bidding on, submitting a proposal for, or entering into or renewing a contract for goods or services of \$1,000,000 or more, that are on either the Scrutinized Companies with Activities in Sudan List or the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector Lists which were created pursuant to s. 215.473, Florida Statutes.

### Certification:

As the person authorized to sign on behalf of Respondent, I hereby certify that the company identified above in the section entitled "Respondent Vendor Name" is not listed on either the Scrutinized Companies with Activities in Sudan List or the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, or the Scrutinized Companies that Boycott Israel List. I further certify that the company is not engaged in a boycott of Israel. I understand that pursuant to section 287.135, Florida Statutes, the submission of a false certification may subject company to civil penalties, attorney's fees, and/or costs.



THE SUNRISE CITY  
**FORT PIERCE**  
 PURCHASING  
 DEPARTMENT

*Florida*



## REFERENCES

### RFP NO. 2024-019 ON DEMAND TRANSPORTATION SERVICES

Contact Person & Title	
Email Address	
Phone No.	
Company Name	
Mailing Address	
City, State, Zip	
Type of commercial work contracted	
Contact Person & Title	
Email Address	
Phone No.	
Company Name	
Mailing Address	
City, State, Zip	
Type of commercial work contracted	
Contact Person & Title	
Email Address	
Phone No.	
Company Name	
Mailing Address	
City, State, Zip	
Type of commercial work contracted	

## Request for Taxpayer Identification Number and Certification

**Give form to the  
requester. Do not  
send to the IRS.**

Print or type See Specific Instructions on page 2.	Name (as shown on your income tax return)	
	Business name, if different from above	
	Check appropriate box: <input type="checkbox"/> Individual/Sole proprietor <input type="checkbox"/> Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Limited liability company. Enter the tax classification (D=disregarded entity, C=corporation, P=partnership) ▶ ..... <input type="checkbox"/> Exempt payee <input type="checkbox"/> Other (see instructions) ▶	
	Address (number, street, and apt. or suite no.)	Requester's name and address (optional)
	City, state, and ZIP code	
List account number(s) here (optional)		

### Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on Line 1 to avoid backup withholding. For individuals, this is your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

Social security number
OR
Employer identification number

**Note.** If the account is in more than one name, see the chart on page 4 for guidelines on whose number to enter.

### Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me), and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding, and
3. I am a U.S. citizen or other U.S. person (defined below).

**Certification instructions.** You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the Certification, but you must provide your correct TIN. See the instructions on page 4.

<b>Sign Here</b>	Signature of U.S. person ▶	Date ▶
------------------	----------------------------	--------

### General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

#### Purpose of Form

A person who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) to report, for example, income paid to you, real estate transactions, mortgage interest you paid, acquisition or abandonment of secured property, cancellation of debt, or contributions you made to an IRA.

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN to the person requesting it (the requester) and, when applicable, to:

1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
2. Certify that you are not subject to backup withholding, or
3. Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income.

**Note.** If a requester gives you a form other than Form W-9 to request your TIN, you must use the requester's form if it is substantially similar to this Form W-9.

**Definition of a U.S. person.** For federal tax purposes, you are considered a U.S. person if you are:

- An individual who is a U.S. citizen or U.S. resident alien,
- A partnership, corporation, company, or association created or organized in the United States or under the laws of the United States,
- An estate (other than a foreign estate), or
- A domestic trust (as defined in Regulations section 301.7701-7).

**Special rules for partnerships.** Partnerships that conduct a trade or business in the United States are generally required to pay a withholding tax on any foreign partners' share of income from such business. Further, in certain cases where a Form W-9 has not been received, a partnership is required to presume that a partner is a foreign person, and pay the withholding tax. Therefore, if you are a U.S. person that is a partner in a partnership conducting a trade or business in the United States, provide Form W-9 to the partnership to establish your U.S. status and avoid withholding on your share of partnership income.

The person who gives Form W-9 to the partnership for purposes of establishing its U.S. status and avoiding withholding on its allocable share of net income from the partnership conducting a trade or business in the United States is in the following cases:

- The U.S. owner of a disregarded entity and not the entity,

## CITY OF FORT PIERCE CHECKLIST

This checklist is provided to assist each Proposer in the preparation of their bid response. Included in this checklist are important requirements, which is the responsibility of each Proposer to submit with their response in order to make their response fully compliant. This checklist is only a guideline, it is the responsibility of each Proposer to read and comply with the Request for Qualifications in its entirety.

**Check “Yes” or “No” to each of the following:**

	YES	NO
Is Request for Qualifications cover page (page 1) completed, signed and attached?		
Include proof of proper insurance as stated in bid documents.		
Are all of the Required forms complete and included?		
Is each Addendum (when issued) signed and included?		
Have you checked your proposal for proper organization, tabs are correct?		
Are you in compliance with the page limitations?		
<b>Hard Copy Submissions.</b> Confirmation of one (1) original and one (1) copy on USB Drive.		
Did you submit your proposal electronically?		
Have you made sure your corporate address matches your Sunbiz information ?		
Are you registered on Demandstar to received addendums		
Have all areas of the RFQ forms and related documents been signed off by and authorized agent of the company and / or witnessed / notarized where applicable?		

**PLEASE SIGN AND RETURN WITH BID** \_\_\_\_\_



# Freebee

FREE. ON-DEMAND. 100% ELECTRIC TRANSPORTATION.



**FORT PIERCE**  
FLORIDA

## RFP No: 2024-019, ON-DEMAND TRANSPORTATION SERVICES

### Name of Firm

- Freebee

### Mailing Address

- 373 NE 61st St Miami FL, 33137

### Primary Point of Contact

- Jason Spiegel
- Jason@ridefreebee.com

### Telephone Number

- 215.370.5699

February 7, 2024



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**Tab 1**

# **Letter of Submittal**



## Section 1 - Cover Letter

Dear City of Fort Pierce Leadership and Staff,

At Beefree, LLC. (DBA) Freebee, we are thrilled to present our proposal in response to the City of Fort Pierce's RFP No: 2024-019 for On-Demand Transportation Services. Having operated our Freebee Fort Pierce microtransit program since February 2023, we are excited about the opportunity to continue and enhance our top-tier services for the residents, businesses, and visitors of Fort Pierce.

### **Understanding of the Scope of Work:**

Our in-depth understanding of the scope of work outlined in the RFP positions us uniquely to address the specific needs of the City of Fort Pierce. The Fort Pierce Redevelopment Agency's (FPRA) goals and objectives, as detailed in the RFP, align seamlessly with our commitment to operational excellence, inclusivity, sustainability, and economic empowerment.

Our recent success in Fort Pierce is a testament to our commitment to operational excellence and understanding the unique needs of the community. With over 7,000 passengers served in just a few months and an impressive 98.4% customer satisfaction rate, our microtransit program has become a preferred and enjoyable mode of transportation for Fort Pierce residents.

## Section 1 - Cover Letter

### Our Proposal Highlights:

- **Operational Success:** The Freebee Fort Pierce program has demonstrated operational efficiency, popularity, and an outstanding customer satisfaction rate, setting a new benchmark for transportation excellence.
- **Inclusivity, Sustainability, and Economic Empowerment:** Our focus on inclusivity, sustainability, and economic empowerment has contributed to a cleaner and more environmentally healthy Fort Pierce. Through strategic partnerships with local businesses, our innovative Freebee app has driven customers directly to their doors, boosting the local economy.
- **Future Expansion:** With the recent award of the FDOT grant, our proposal outlines plans to expand service coverage, extend operational hours, and broaden the service zone, enhancing accessibility and convenience for a broader demographic.
- **Alignment with RFP Goals:** Our comprehensive plan aligns seamlessly with the goals outlined in this RFP, ensuring a smooth expansion of services.

Jason Spiegel is authorized to represent Freebee in any negotiations and sign any contracts that may result. We eagerly anticipate the opportunity to discuss our proposal further and continue our journey in transforming Fort Pierce's transportation landscape.

### About Freebee:

Freebee's primary mission is to provide a unique platform that helps to transform the way people experience their communities by inspiring local mobility and seamlessly connecting them with their destination by way of our climate-forward vehicles.



## Section 1 - Cover Letter

Freebee is a top transportation service company that has gained recognition as an industry leader in transportation solutions. With a focus on innovative solutions, Freebee has been recognized with numerous awards, including the Complete Streets Champion for Safe Streets, the Key of the City of Miami, and the Key to Miami-Dade County. Additionally, Freebee has been honored with the Miami Beach Chamber Better Beach Gold Award, the Chamber South Innovation and Technology Award, and the Coral Gables Chamber Diamond Award for an outstanding technology company. Freebee has demonstrated its expertise and knowledge in transit by being instrumental in assisting the Regional Transportation Planning Organization in the implementation of the SMART demonstration plan, and it remains a core operator of its evolution. With our track record of success starting in 2012, which has never discontinued service with any partner, Freebee continues to set the standard for excellence in micro-transit, and we are poised to remain a key player in the transportation industry for years to come.

We look forward in continuing to service the City of Fort Pierce, FPRA, and community.

Sincerely,



Jason Spiegel  
Managing Partner  
Freebee



## Section 2 - Summary of Qualifications

With over a decade of experience as an on-demand micro-transit provider, Freebee has established itself as a dominant force in the region. Since its inception in 2012, Freebee has remained dedicated to providing safe, reliable, and convenient transportation solutions to all riders. The team's steadfast dedication to customer satisfaction has positioned Freebee as the preferred choice for a plethora of residents and visitors to the communities we serve. Over the years, Freebee has seen a steadily and consistently increasing ridership across a diverse range of service areas and focuses; its innovative approach to transit has become a game-changer in the way people travel. This growth is primarily attributed to the team's dedication to offering direct door-to-door connectivity, improved punctuality, enhanced customer service, increased accessibility, safety, reliability, and convenience. Assisting in communicating the value to all passengers is in part due to the company's marketing and outreach strategies that have proven to be effective in attracting new rider demographics. Freebee's comprehensive transfer literacy strategy has effectively encouraged passengers to switch from single-occupancy vehicles to more inclusive and safer transit options that are branded in sync with the community partners' goals. Freebee's extensive experience as a transit provider in the South Florida area has rendered it the go-to choice for countless riders. Through its continued endeavors to expand first/last mile connectivity services, adapt services to meet demand, and enhance accessibility for riders, Freebee is poised to sustain its growth and enhance its services for the foreseeable future.

## Section 2 - Summary of Qualifications

### **Experience with shared micromobility program marketing and community engagement**

Freebee's success in shared micro-mobility program marketing emphasizes our commitment to community connections. Through strategic partnerships and hands-on outreach, we've tailored programs to address specific needs, collaborating with local leaders for a truly resonant impact. To share an example, The community of Florida City is unique in many ways relative to the majority of Miami-Dade County. The city is not a very dense community with sprawling neighborhoods and high-speed roads disconnecting many essential services from their residents. Socioeconomically, Florida City is also home to many of Miami-Dade's underestimated residents whose economic potential to participate in the city's non-basic income is further aggravated and made less accessible due to the very isolation and sprawl keeping them from those essential services like hospitals, education, and grocery stores. This disconnect with essential services became a foundational purpose of the Freebee program in Florida City and set into motion the outreach strategies. But first, Freebee, in partnership with the City of Florida City, put together a plan to repair the historically disconnected community by quite literally connecting residents to the essential services they need to become active in their community and local economy. The unique geofence of the Florida City program was designed with this goal in mind, expanding beyond the municipal bounds of the City to include a grocery store, a mass transit stop, a hospital, and a community college.

## Section 2 - Summary of Qualifications

Once the goals were established, the Freebee team began the grass-roots style outreach required to meet people where they are. Freebee staff participated in community events to share what the new entirely free service is, which is not as easy as one might assume. Many people are naturally evasive to marketing that appears to be selling something, yet as some residents begin to realize that the service is free, their appreciation and spread of the Freebee service through word of mouth in their communities becomes the most powerful method of marketing. To initiate this dissemination of information, Freebee staff participated in various community events ranging from churches to festivals, job markets, and programming within assisted living facilities. Incrementally, one rider at a time, Freebee, and the City of Florida City are helping many residents exercise their right to self-determination by helping them get to where they need to be. It is within this program in Florida City that Freebee has been able to proudly participate in one of the county's most altruistic and economically stimulating success stories.

Another effective strategy is the dedication the Freebee outreach team has to engage potential users directly by riding public transit routes and gaining insights into unique community needs. The launch of the Cypress Creek Tri-rail station service included the engagement of Freebee outreach staff riding along with passengers on the Tri-rail and being visible and active on the Cypress Creek platform for passengers who were already using the service. By engaging with existing users, the Freebee team was able to more strategically comprehend the needs, demographics, and uses of the existing transit system. In reverse, the users of the Tri-rail learned about the completely free Freebee service and adapted their commuting habits while also sharing the program benefits with their networks. In addition to outreach, another essential factor to mention is the physical appearance of the Freebee vehicles.

## Section 2 - Summary of Qualifications

Due to the appearance of the vehicles mimicking the existing Tri-rail branding, commuters were more easily able to recognize the service and its purpose. The cohesive and cooperative branding helped to reduce any perceived risk on what Freebee was and its relationship with Tri-rail. Additionally, another perceived risk with transferring from one mode of transit to another is the cost; many potential commuters will avoid a program like Freebee simply because they do not know the costs associated with the ride and assume the costs reflect that of a taxi or independent consecrator. This perception leads potential residents to resort to methods they are already familiar with, like a TNC, even if the cost per ride is unsustainably high. By maintaining a fully free and accessible service, the Freebee program with the Cypress Creek Tri-rail station mitigates any loss of ridership due to the perceived risk of cost.

In conclusion, Participation in local events ensures our well-branded vehicles become familiar, fostering brand recognition and enhancing transfer literacy. Freebee's commitment to accessible and convenient transportation is reinforced through solid brand visibility and targeted marketing to underrepresented groups. Freebee's approach combines strategic partnerships, hands-on outreach, enhanced transit relationships, community event participation, strong brand visibility, and targeted efforts toward underrepresented groups. Our success in Florida City is a testament to these strategies, ready to be brought to the City of Fort Pierce.

### **Experience sustainably funding shared micromobility operations**

Freebee has a proven track record of sustainably funding shared micromobility operations by employing effective financing strategies tailored to the unique needs of each community we serve. Our commitment extends beyond mere service provision, evident in our success in securing grants, advertising revenue, and implementing cost-saving measures.



## Section 2 - Summary of Qualifications

In our dedicated service to the Islamorada community, Freebee played a pivotal role in working with staff to secure a substantial \$254,000 grant for the Village. Additionally, Freebee partnered with the City of Miami Beach to secure a CARES Act grant focused on providing accommodations for the elderly. These accomplishments underscore our unwavering commitment to investing in and supporting local communities, showcasing our ability to go beyond traditional vendor roles. Leveraging our relationship with FDOT and industry expertise, we've assisted numerous municipal partners in securing similar grants, contributing to the financial sustainability of their services.

Beyond our direct operations, Freebee actively assists other projects in securing grants for shared micromobility initiatives. Our strong relationship with the FDOT, paired with our experience and success in navigating the grant application process, has allowed us to share valuable insights, ensuring that other communities can access funding opportunities and establish sustainable micromobility programs.

Retaining costs is another strategy. Freebee has successfully cultivated long-term relationships with key vendors to secure favorable terms and conditions, going beyond transactional agreements. These partnerships enable us to negotiate better pricing, resulting in substantial cost savings directly passed on to our municipal partners.

Leveraging our strong vendor relationships, Freebee adopts a proactive approach to consolidate purchases in bulk, obtaining volume discounts on goods and services. This contributes to significant cost reductions in the overall operation of shared micromobility programs.

## Section 2 - Summary of Qualifications

Our financing strategies prioritize efficient resource allocation, ensuring funds are judiciously utilized to enhance the quality of service delivery. This involves continuous evaluation of operational needs and cost-effective solutions to maximize the impact of available resources. Moreover, our strategic location near Miami Gardens, Hialeah, and North Miami Beach facilitates swift access to additional vehicles, resources, and personnel, including driving staff. This geographical advantage enhances our operational flexibility and responsiveness, contributing to a more efficient and effective service for Opa-Locka and its surrounding communities.

The long history Freebee has working with some of the world's biggest commercial brands has also helped to mitigate costs to the service. By partnering with major brands for advertising alongside Freebee and with the approval of the partnering municipality, the cost of the Freebee service per ride has the potential to decrease dramatically relative to the area.

In conclusion, Freebee's experience in sustainably funding shared micromobility operations is characterized by successful grant acquisition, active assistance to other projects in grant applications, strategic vendor relationships, cost-saving measures through bulk purchases, and efficient resource allocation. We are confident that our comprehensive approach aligns seamlessly with the City of Fort Pierce's goals, ensuring the establishment and sustainability of a vibrant and efficient micromobility program.

### **Experience that demonstrates stable and sustained operation of shared micromobility equipment**

Freebee brings a robust history of operating shared micromobility equipment with stability and dedication. Our commitment is clear – to provide reliable, enjoyable, and convenient transit options for riders while simplifying the transportation landscape for cities.



## Section 2 - Summary of Qualifications

In tandem with this commitment, Freebee has not experienced a contract cancellation. Our unwavering commitment to meeting and exceeding contractual expectations with mitigated service interruption has resulted in the sustained operation of all contracts throughout Freebee's existence.

We showcase our proactive approach by consistently expanding service areas, meeting the evolving needs of the communities we serve. The stability of our services is evident in the continuous operation and growth of each service area, reflecting the trust placed in Freebee by municipalities.

One strength Freebee has that sets the company apart from many others, is our dominance as a service provider in Florida. This scale of operation Freebee maintains includes a fleet of over 200 vehicles on standby and ready for activation. This extensive fleet is strategically positioned to fill in for any incidents or malfunctions, effectively mitigating, if not preventing, any potential loss in service hours. This redundancy measure underscores our commitment to maintaining service reliability.

In summary, Freebee's experience underscores a history of stability, sustained operation, and a commitment to exceeding contractual expectations. Our track record, coupled with the ability to deploy standby vehicles for service continuity, positions us as a trusted and dependable partner for the City of Fort Pierce's shared micromobility initiatives.

### **Technical experience successfully operating large urban shared micromobility programs.**

Freebee has a demonstrated track record of technical expertise in successfully operating large urban shared micromobility programs. Evident in our impactful initiatives include Aventura, Virginia Beach, and our collaboration with Florida International University (FIU).



## Section 2 - Summary of Qualifications

In Aventura, our on-demand, door-to-door first and last-mile transit service has operated successfully within the southern end of the city. Operating seven days a week from 7 am to 11 pm, the service aims to replace the underutilized fixed-route shuttle service in certain areas. Since its launch, the popularity of the service has surged among residents, workers, and visitors. The fleet has expanded from two to ten vehicles, funded by the City of Aventura, CITT, and a portion subsidized through advertising. Freebee's involvement also played a crucial role in fostering funding support from FDOT and CITT.

In Virginia Beach, Freebee manages an annual contract cost of \$1.2 million, covering a 4.5-square-mile area with a population of 459,470 residents. The scope of this service is 100% electric, on-demand transportation service, showcasing our ability to handle large-scale urban operations.

Our collaboration with Florida International University, serving a student population of over 60,000, stands out as the most successful microtransit service for a campus in the country.

Freebee's success is evident across diverse communities, from the popular beaches of Virginia Beach to the walkable city corridor of Coral Gables, and the rural and suburban ranges of Florida City. Our technical expertise and proven success in operating large urban shared micromobility programs position us as a reliable and effective partner for similar initiatives, including those in the City of Fort Pierce, where the success is only beginning.

## Section 3 - References

### City of Aventura

Contact Person: Ron Wasson - City Manager  
Telephone: 305-466-8910  
Email: [rwasson@cityofaventura.com](mailto:rwasson@cityofaventura.com)  
Scope: 100% Electric, On-Demand Transportation  
Contract Dates: February 2021 - Current

### City of Miami Beach

Contact Person: Mikhail Ryabov  
Firm: City of Miami Beach  
Telephone: 305-873-9444  
Email: [MikhailRyabov@miamibeachfl.gov](mailto:MikhailRyabov@miamibeachfl.gov)  
Scope: 100% Electric, On-Demand Transportation  
Contract Dates: June 2018 - Current

### Village of Key Biscayne

Contact Person: Dr. Roland Samimy  
Chief Resilience and Sustainability Officer  
Telephone: 305-365-8908  
Email: [rsamimy@keybiscayne.fl.gov](mailto:rsamimy@keybiscayne.fl.gov)  
Scope: 100% Electric, On-Demand Transportation  
Contract Dates: December 2016 - Current

### South Florida Regional Transportation Authority (Tri-Rail)

Contact Person: Jessica Vargas  
Telephone: 954-232-1561  
Email: [vargasj@sfrta.fl.gov](mailto:vargasj@sfrta.fl.gov)  
Scope: First/Last Mile to/from Tri-Rail Cypress Creek Station  
Contract Dates: June 2022 - Current

### City of St Pete Beach

Contact Person: Alaina Grundy  
Telephone: 727-363-9256  
Email: [agrundy@stpetebeach.org](mailto:agrundy@stpetebeach.org)  
Scope: 100% Electric, On-Demand Transportation  
Contract Dates: December 2018 - Current



## Section 4 - Pricing

The price outlined in our fee proposal includes ALL costs associated with our services. This price also includes for providing qualified personnel on an hourly basis if ever needed from the City. We DO NOT charge extra for any of our services; planning, technology, data analysis, economic development, etc. If contacted by the City of Fort Pierce, Freebee provides all its resources at no additional cost.

Freebee's pricing structure is very straightforward as we strive to provide a turnkey operation with high execution.

### **Fee includes:**

- Drivers - Paid living wage and provided Health Care Insurance
- Vehicles
- Charging Stations and Vehicle Electricity
- App Development, Maintenance, and Licensing
- Hiring, Training, and Scheduling of Drivers/Brand Ambassadors
- Program and Performance Management
- Live Data Integration
- Vehicle Maintenance
- Vehicle Occupancy and Storage
- Insurance
- Marketing, PR, and Outreach
- Sponsorship/Advertising Sales
- Transportation Planning and Design
- Miscellaneous Supplies (Cleaning, etc)

## Section 4 - Pricing

### Costs:

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

### Option 1

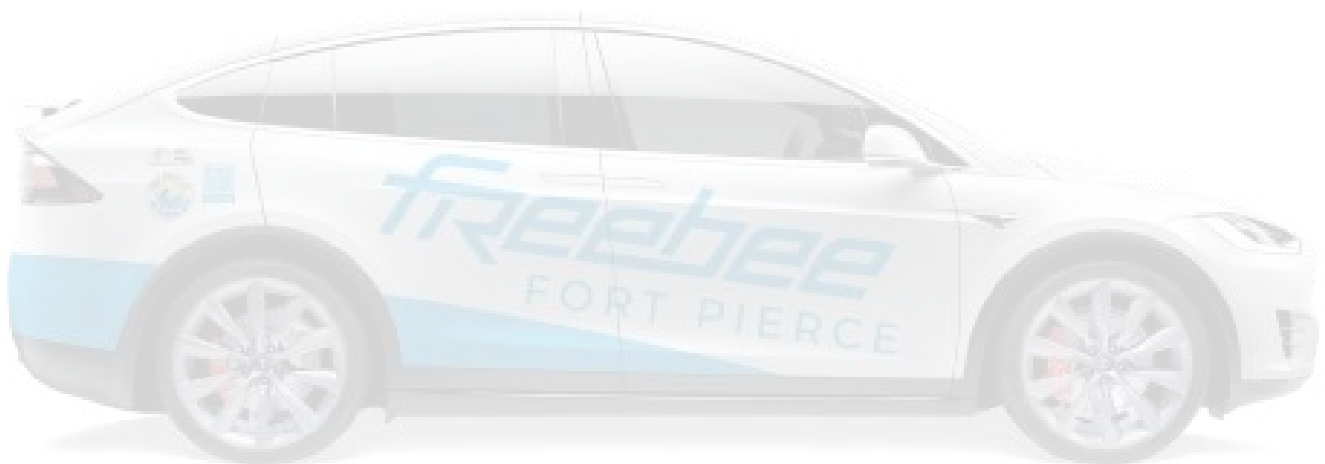
- \$260,000 allocated by Fort Pierce
- \$260,000 granted by FDOT
- **\$520,000 Total**

\*All advertising will be split 50/50 between Freebee and Fort Pierce

### Option 2

- \$220,000 allocated by Fort Pierce
- \$260,000 granted by FDOT
- **\$480,000 Total**

\*Freebee to provide \$40,000 up front discount and will keep 100% of advertising Revenue



# Section 4 - Pricing

Beefree LLC d/b/a Freebee  
 371 NE 61st St  
 Miami, FL 33137  
 +1 3053309450  
 payables@ridefreebee.com



## INVOICE

**BILL TO**  
 Fort Pierce Redevelopment  
 Agency  
 100 North US 1  
 Fort Pierce, FL 34950

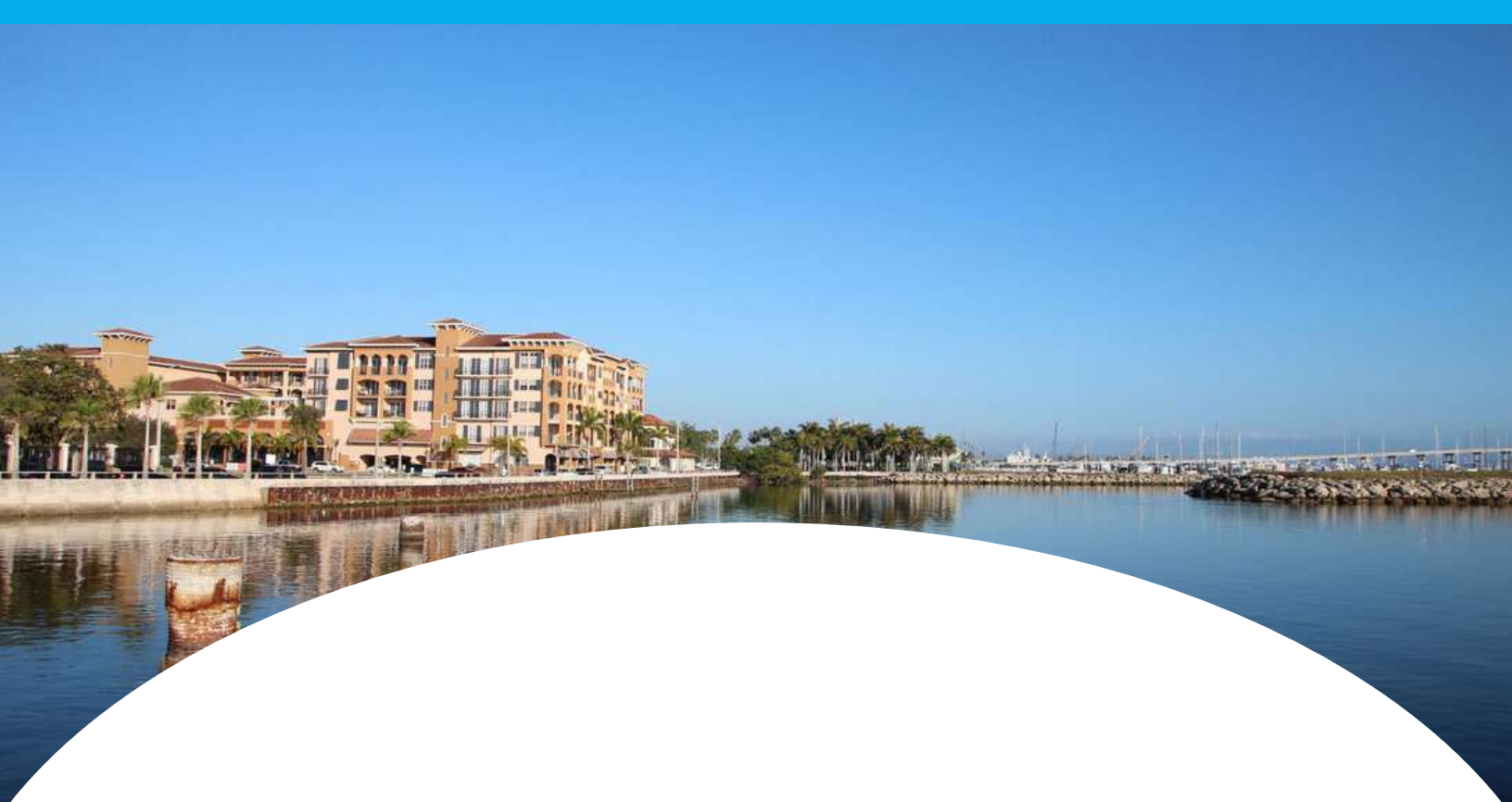
**SHIP TO**  
 Fort Pierce Redevelopment  
 Agency  
 100 North US 1  
 Fort Pierce, FL 34950

**INVOICE #** 54476  
**DATE** 02/06/2024  
**DUE DATE** 03/01/2024  
**TERMS** Due on receipt

DATE	ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
02/01/2024	Freebee	Option 1: Freebee Transportation Service Month 1	1	43,333.33	43,333.33
02/01/2024	Freebee	Option 2: Freebee Transportation Service Month 1	1	40,000.00	40,000.00

BALANCE DUE **\$83,333.33**





**Tab 2**

## **Management Plan & Experience**



## Section 1 - Management Plan

At Freebee, our commitment to the City of Fort Pierce goes beyond transportation; we aim to continue growing as a stakeholder and integral part of the community. This commitment is reflected in our comprehensive team structure.



## A. Team Structure

Our in-house team, meticulously selected and trained, is geared to provide direct administration and ensure the success of our program. Here's a breakdown of key roles specific to the City:

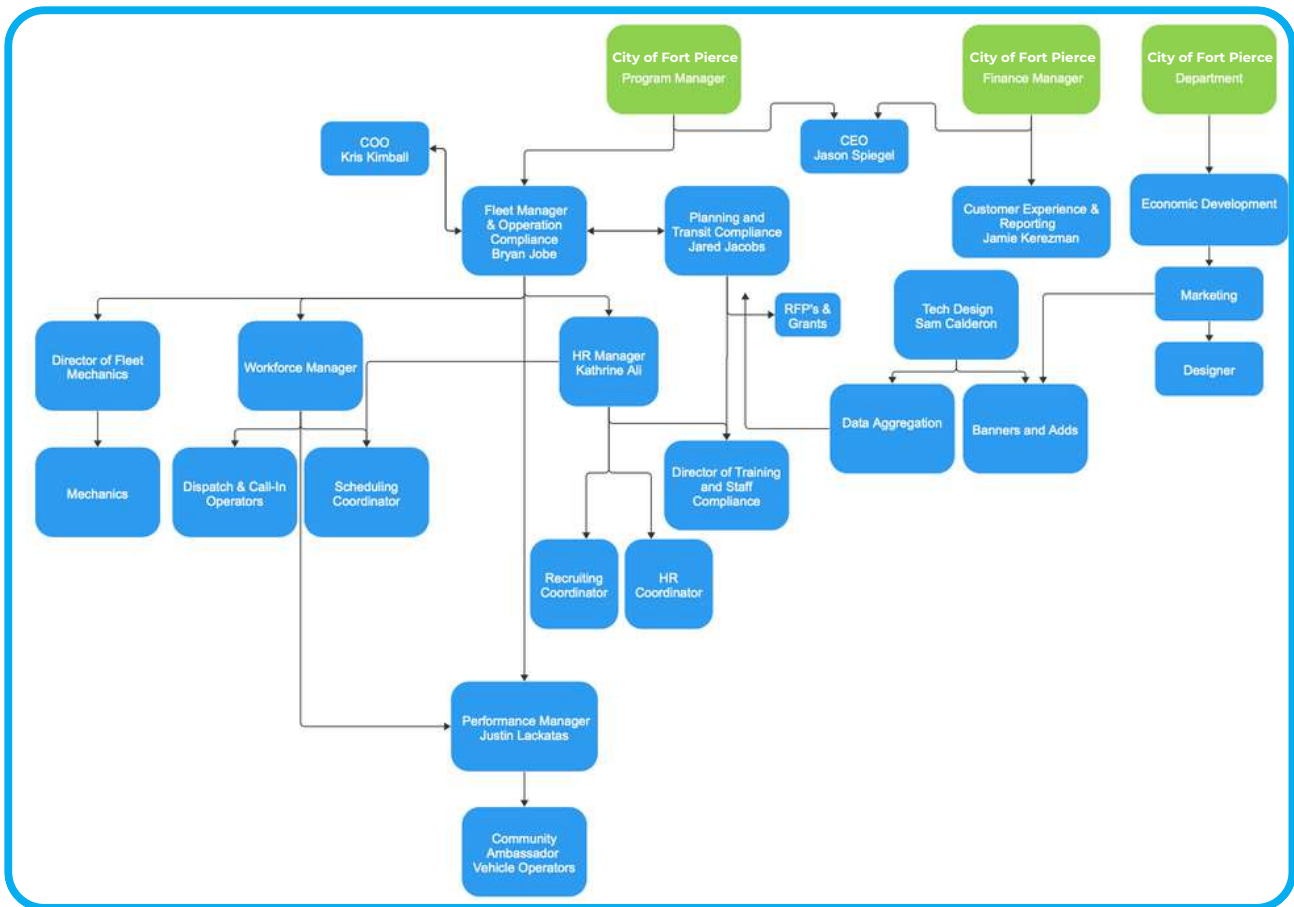
- **Performance Territory Manager:** Tasked with overseeing the day-to-day operation in the City, ensuring overall customer satisfaction and constant improvement of performance metrics. This manager will dedicate 10 hours a week to the City, ensuring a hands-on and personalized approach to service.
- **Team Leaders:** Serving as managers in training, these individuals play a crucial role in logistics and support for drivers. Team Leaders will be present for 40 hours a week in the City, providing a consistent and reliable local presence.
- **Economic Development Manager:** Focused on connecting service users with local businesses, this role aims to increase foot traffic to establishments in the City. The Economic Development Manager or designated team members will spend an average of 4 hours a week in the City, fostering community engagement.
- **Customer Service/Dispatch Center:** Providing support, product assistance, and dispatch services for ride requests via the call-in number, ensuring immediate and personalized assistance for City residents.
- **Designer + Print + Production:** Our in-house creative team, including designers and videographers, will work to create effective outreach programs designed specifically for the City, contributing to a 100% success rate in increasing ridership.
- **Marketing/PR:** This team is dedicated to generating awareness about the service and continuing to drive ridership through targeted campaigns tailored to the unique needs of the City.

## A. Team Structure

- **Freebee Planner:** Collaborating with municipal staff, community stakeholders, and Freebee management, the Freebee Planner maximizes the economic, equitable, and climate impacts while enhancing ridership specifically in the City.
- **Data Analyst:** Designing, creating, and monitoring custom data reports specific to the City to guide decision-making and improve operational efficiencies.
- **Policy Officer and Chief Compliance & Safety Officer:** Ensuring compliance with all relevant laws, regulations, and policies related to transportation in the City, these roles are dedicated to maintaining the highest standards of safety, ethics, and legal adherence.
- **Finance Reporting Officer:** Producing financial reports specifically for the City, including balance sheets, income statements, and cash flow statements, ensuring accuracy and compliance with accounting standards.
- **Quality Assurance Manager:** Monitoring performance metrics in the City to ensure that quality standards are met, covering on-time performance, customer satisfaction, and safety statistics.

Our team structure is meticulously crafted to meet the unique needs of the City of Fort Pierce, with dedicated staff ensuring personalized, efficient, and community-centric services.

## A. Team Structure



### Freebee's Leadership and Management Team: Focused on the City's Success

At Freebee, our senior management team boasts extensive experience in the transportation industry, specializing in turnkey execution and technology development. This team is not just nationally recognized; it comprises experts dedicated to providing adaptable, reliable, equitable, climate-forward, and enjoyable transportation services tailored for any community. Our structure of maintaining an in-house team for all vital operational roles is pivotal to the overall success of our program, ensuring a cohesive and community-centric approach.

## A. Team Structure

Meet the Leaders Steering the City of Fort Pierce Service:

### **Jason Spiegel - Co-Founder and Managing Partner:**

As a visionary leader, Jason plays a critical role in driving Freebee's business and transportation strategies. Recognized as an emerging leader in the transportation industry, Jason's commitment to innovation and sustainable growth aligns with the City's goals. His accolades include a nomination for the prestigious 2019 Complete Streets 'Champion Award' and recognition in Miami Today's esteemed "Best Of" in Transportation Leadership.

*Jason Spiegel is the final authority for all major decisions throughout the entire Freebee fleet.*

- Role in City Project: General Manager - 100%

### **Chris Walker - Operations Manager:**

Chris is a beacon of operational ingenuity, embodying Freebee's ethos of community building. With a focus on optimizing processes and fostering social infrastructure, Chris's leadership transcends efficiency. His approach involves personal engagement with community ambassadors, cultivating deep connections within the City.

*Chris Walker reserves the primary responsibility and final authority for the day-to-day management of the City of Fort Pierces Freebee shared mobility fleet.*

- Role in City Project: Performance Territory Operations Manager - 100%

## A. Team Structure

### **Jared Jacobs, AICP – Transportation & Climate Planner:**

A multi-spectrum director, Jared brings expertise in safety compliance, transportation, and climate planning, community engagement, ADA compliance, and equity into our approach and company culture. His wide perspective, coupled with accreditations in various domains, ensures a holistic approach to Freebees' impact on the communities we serve. Jared's heavy involvement in local boards reflects his commitment to community well-being.

- Role in City Project: Transportation & Climate Planner – 75%, Policy Officer/Safety and Training – 25%

### **Jamie Kerezman – Quality Assurance Manager:**

With 25 years of experience in customer service, banking, and finance, Jamie is the main point of contact for municipal partners. Her role spans customer feedback, invoicing, bookkeeping, and more, ensuring satisfaction and continuous improvement in exceptional service.

- Role in City Project: Quality Assurance Manager – 75%, Finance Reporting Officer – 25%

### **Bryan Jobe – Vice President of Fleet Service and Safety:**

Bryan, with his safety-first mentality, has been instrumental in Freebee's growth and transition. Pioneering the fully electric fleet, Bryan brings invaluable insights into EV operations. His strategic mindset and people-first approach position Freebee as an industry leader.

- Role in City Project: Performance Territory Operations Manager – 50%, Chief Compliance & Safety Officer – 50%

## A. Team Structure

### **Samuel Calderon – VP of Development:**

Samuel is the driving force behind Freebee's innovative technology infrastructure. His expertise in complex projects and commitment to staying abreast of the latest technologies ensures Freebee's position at the forefront of the industry.

- Role in City Project: Technology Development – 100%

### **Kathrine Ali – Director of Human Resources:**

Kathrine's leadership in human resources is pivotal to Freebee's growth. Managing a team focused on recruiting, training, and compliance, she ensures employees receive unwavering support. Kathrine is an advocate for community involvement and has introduced initiatives to recognize employee performance.

- Role in City Project: Human Resources – 75%, Safety & Training – 25%

This dedicated leadership team is committed to ensuring the success of Freebee's transportation services in the City of Fort Pierce, combining expertise, community engagement, and innovative solutions.

### **Management Continuity and Succession Planning:**

To mitigate service disruptions, Freebee ensures continuity within its management team. Any changes will be subject to prior approval from the client, maintaining stability and adherence to service commitments.

## A. Team Structure

### Community Ambassador

At Freebee, we recognize that the cornerstone of exceptional customer service lies in the role of our Freebee Community Ambassadors. Our drivers are not merely individuals behind the wheel; they are the embodiment of the City's dedication to its residents. A "Freebee Ambassador" is not just a driver but a representative of the community, a crucial pillar of its City infrastructure.

We take great care in selecting and training our Freebee Community Ambassadors, ensuring they not only meet but exceed expectations. Remarkably, our Ambassadors have garnered perfect 5-star reviews over 98% of the time, underscoring their commitment to excellence. Emphasizing the importance of local hires, we believe that locals, rooted in their hometowns, contribute as much knowledge to us as we do to them.

Our Ambassadors undergo comprehensive education about the community's history and its myriad offerings. Additionally, we provide them with a directory of local businesses through our mobile app, fostering a deeper understanding of the local culinary and business landscape. Freebee Ambassadors are more than drivers; they are equipped with the knowledge of a seasoned tour guide and the helpfulness of a mobile concierge.

In every journey, Freebee Ambassadors aim to elevate the rider experience, making each trip not just a commute but a personalized exploration of the community's richness.



# A. Team Structure

## Ambassador Uniform



## B. Standard Operating Procedures

At Freebee, our unwavering commitment to safety, exceptional customer service, and community representation shapes our meticulous hiring strategy, training programs, and retention initiatives. Recognizing that our drivers play a crucial role as ambassadors of our company and vital contributors to community well-being, we prioritize hiring locally to ensure a deep understanding of the City of Fort Pierce.

### Hiring Requirements for the City of Fort Pierce:

All Freebee drivers and managers in Fort Pierce are recruited as W-2 employees with benefits, emphasizing our dedication to the local workforce. This approach not only enriches the rider experience by providing valuable insights into the local landscape but also contributes to the economic development of Fort Pierce by investing in the talents and skills of its residents.

### Our hiring criteria include:

- Minimum age of 23
- Valid FL driver's license
- A minimum of two (2) years of driving history
- Excellent overall driving record
- Successful completion of FDOT pre-employment drug screening and medical exam
- Clean background check
- Energetic and outgoing personality
- Effective time management and punctuality
- Excellent written and verbal communication skills
- Bilingual proficiency preferred

By prioritizing local hiring, we ensure that our team members are not only well-qualified but also intimately familiar with the City of Fort Pierce. This commitment not only enhances the quality of our service but also reinforces our dedication to fostering a strong connection with the community.



## B. Standard Operating Procedures

### **Retention Strategy in the City of Fort Pierce:**

Freebee values its employees and offers various tracks for professional development and growth. The "Team Leader" program empowers employees to take on managerial roles within their service area, fostering career progression. We recognize and reward achievements through promotions, wellness checks, an Employee Assistance Program (EAP), and engaging activities like seasonal raffles, contests, and employee acknowledgments.

Our commitment to constant feedback and gamification ensures an engaging and dynamic work environment, making Freebee a workplace where employees thrive and contribute to the success of our micro-transit service in the City of Fort Pierce.

### **Driver Training:**

Freebee drivers and management must have a combination of good driving skills, the ability to deal with the unexpected, such as diagnosing vehicle issues and responding to emergencies, a knack for customer service and knowledge of relevant laws, such as capacity limits and compliance requirements related to the Americans with Disabilities Act.

Freebee's training program provides drivers the skills they need to excel in these areas as well as specific driving training. This type of work requires the drivers to stay alert and employ extreme care to ensure the safety of passengers and the general public.

The Freebee new Driver/Community Ambassador training combines classroom education, hands-on equipment training, and behind-the-wheel training. A typical new hire Driver training takes approximately two (2) weeks to complete.

## B. Standard Operating Procedures

### **Retention Strategy in the City of Fort Pierce:**

Freebee values its employees and offers various tracks for professional development and growth. The "Team Leader" program empowers employees to take on managerial roles within their service area, fostering career progression. We recognize and reward achievements through promotions, wellness checks, an Employee Assistance Program (EAP), and engaging activities like seasonal raffles, contests, and employee acknowledgments.

Our commitment to constant feedback and gamification ensures an engaging and dynamic work environment, making Freebee a workplace where employees thrive and contribute to the success of our micro-transit service in the City of Fort Pierce.

### **Defensive Driving Precautions and Standards:**

Our drivers undergo comprehensive training in defensive driving tailored to meet Florida's specific requirements. This training encompasses essential skills such as hazard identification, rapid response techniques, adherence to proper speed limits, and safe passing maneuvers. In alignment with Florida regulations, our drivers are equipped with the necessary licenses, including CDLs (Commercial Driver's Licenses) when applicable, as part of our rigorous hiring process.

As part of our safety plan, post-accident protocols include mandatory drug and alcohol testing to ensure compliance with Florida's stringent regulations. Additionally, our safety measures extend to regular evaluations and updates to keep our drivers abreast of any changes in local traffic laws or safety standards. This proactive approach ensures the continued competence and safety of our drivers on Florida roads.

## B. Standard Operating Procedures

### **Accessibility and the American Disabilities Act:**

Freebee strives to go above and beyond compliance into comfortably accessible for all commuters. To maintain an equivalent level of service for all people, Wheelchair Accessible Vehicle (WAV) service will be achieved by programming the centralized dispatch platform to automatically prioritize ride requests that request additional accommodations for the WAV over standard ride requests. The standard ride requests will be serviced by the Tesla vehicles allowing the vans to focus on any accessibility or high-volume needs.

Freebee is aware of the growing need to serve a rapidly growing population of people who demand the ability to age in place and is prepared to work with their community to satisfy those commitments. Freebee is confident due to years of experience working in areas with a large elderly population and in areas where users may need special accommodations. Freebee has even been a partnered recipient of the Cares Act grant that focused on providing accommodations to a city's elderly population.

Training is an important tool for ensuring compliance with ADA requirements and can be very helpful to Freebee personnel. Freebee drivers are trained to provide assistance getting in and out of vehicles from curb to curb, and we are committed to promoting unity and integrity amongst all community members through equitable transportation and consistent quality of service. Prior to the operation of all Freebee vehicles, all Freebee employees must complete and pass the "Disability Etiquette for Transit Operators" course, paratransit training, as well as the "Securement" Lessons provided by the developer of the securement devices in all the Freebee vehicles. Freebee employees will also be required to complete a custom "Freebee XL Wheelchair Lift Operation" course in addition to in-person training for a review of etiquette on restraint and lift operations prior to operating a Freebee vehicle.

## B. Standard Operating Procedures

For those who do not have a smartphone, are unable to use a smartphone, or choose not to use the app, a Freebee call-center number for dispatch is available. The Freebee dispatch serves as a full-service call center alternative to the use of an app. The call-in option will be available during service hours for trip requests, lost and found, and other customer service items in both English and Spanish as well as through text (TTY).

**Quality Assurance and Safety Measures:** Freebee places paramount importance on safety and quality assurance. The Freebee Quality Assurance Plan, rooted in the Safety Systems Program Plan, outlines rigorous quality control measures and procedures to meet safety and service standards.

### Key Components of the Quality Assurance Plan:

- **Quality Objectives:**

- Ensure passenger and driver safety.
- Provide reliable and on-time service.
- Deliver excellent customer service.
- Maintain clean and well-maintained vehicles.
- Continuously improve service quality based on feedback.

- **Quality Control Measures:**

- Background checks and training for qualified drivers.
- Regular vehicle maintenance schedules to prevent breakdowns.
- Monitoring and tracking of service performance for improvement.
- Ongoing customer service training for drivers and support staff.

- **Quality Assurance Procedures:**

- Regular audits and inspections to ensure compliance with safety standards.
- Monitoring key performance indicators for improvement.
- Conducting training and refresher courses for staff.

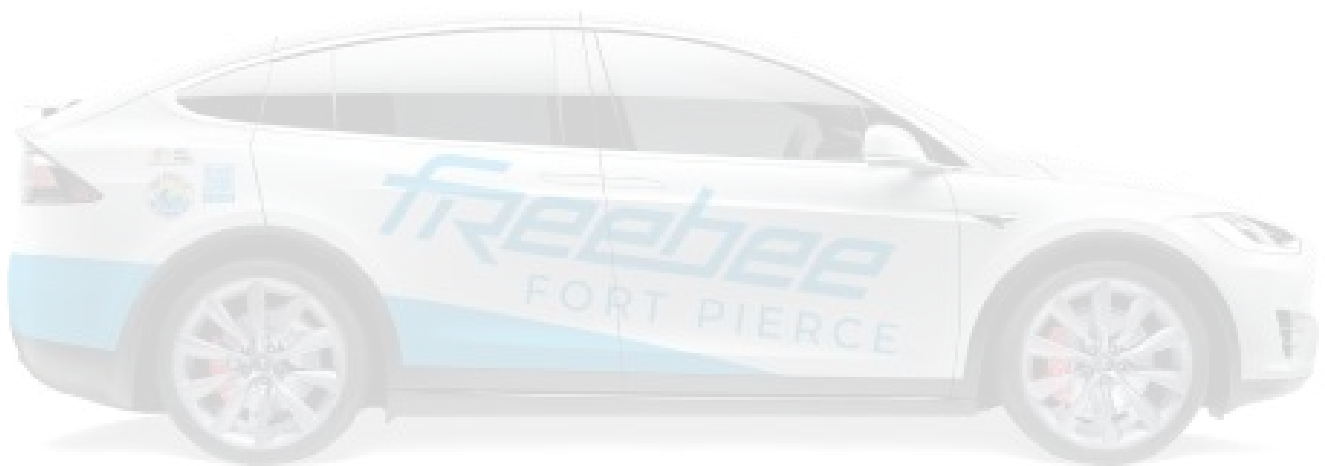
## B. Standard Operating Procedures

- **Quality Assurance Maintenance Procedures:**

- Daily Preventative Maintenance checks through the Freebee app.
- Quarterly Performance Maintenance checks by trained staff.
- Transparent logging of all maintenance, incident, and mechanical activities.

Freebee is committed to providing transportation services with a high standard of system safety, meeting industry standards, and complying with state and federal requirements. Safety goals include identifying unsafe conditions, controlling skids, avoiding collisions, and maintaining proper speed and distance control.

- 



## C. Timeline

Freebee, currently operating four days a week in Fort Pierce, is strategically positioned to enhance its service to seven days a week, facilitated by recent grant funding. This expansion signifies not just a quantitative increase but a qualitative enhancement of services, particularly through the Freebee smartphone app, the primary channel for ride requests. Complementing the app, a call dispatch system will continue to be offered, ensuring accessibility for users who prefer or require an alternative to digital booking. The integration of this grant will extend operational days and scale up service hours, solidifying Freebee's position as a reliable and innovative on-demand transportation leader in Fort Pierce.

By recruiting and onboarding additional driver employees, our goal is to launch the expanded program 45-60 days sooner than any other vendor. This accelerated timeline provides 45-60 days of additional cost savings from the grant, emphasizing efficiency and resource optimization.

### **Local Expertise for Seamless Integration:**

Fort Pierce's unique workforce culture requires careful onboarding and significant trust and social capital for successful local staff retention. Freebee's deep integration and familiarity with Fort Pierce's culture and community eliminate potential hurdles unknown to external vendors unfamiliar with the area. Our established presence and solid local connections ensure the effective management of unique challenges, ensuring smooth integration and retention of staff in line with the community's specific needs and ethos.

### **Operational Changes for Expansion:**

Freebee's operational framework in Fort Pierce is robust and well-established, requiring only two critical changes for effective expansion: the hiring of new drivers to fulfill the new expanded hours and collaboration with the tech team to expand the service area. A significant investment of skilled and professional hours has already been committed to laying a solid foundation.



## C. Timeline

This investment, coupled with comprehensive data and a professional workforce, positions Freebee to integrate proposed expansions smoothly with minimal operational upheaval.

To accommodate the expansion to seven days a week, Freebee will focus on hiring new drivers to cover the extended service hours:

### **Technology Setup:**

Duration: 1 week

The technology infrastructure is pivotal for the successful operation of the Freebee microtransit service. This phase focuses on establishing a robust technological framework, including the enhancements and service area development of the Freebee smartphone app, vital for ride requests.

Additionally, the setup encompasses backend systems for vehicle tracking and dispatch, along with the integration of reporting, processing, and customer support functionalities to ensure a seamless user experience. This comprehensive technology foundation is essential for the service's reliability and efficiency.

### **Staff Training:**





































Duration: 4 weeks

Extensive staff training is paramount to ensuring the Freebee service operates flawlessly. The training curriculum covers in-depth familiarization with the technology platform, including how to utilize the smartphone app and backend systems effectively. Moreover, it encompasses customer service protocols, safety procedures, and operational best practices, preparing the team to meet the service's high standards and to handle any situations that arise with professionalism.


## C. Timeline

This hiring process is part of a broader effort to enhance service availability and responsiveness, leveraging the recent grant funding. The collaboration between the hiring team and the tech team is crucial for expanding the service area, ensuring that the technological and human resource aspects of the service scale up cohesively. This strategic approach aims to expedite the program's launch, capitalizing on the grant's benefits and reinforcing Freebee's commitment to providing an innovative on-demand transportation solution in Fort Pierce.

### FREEBEE LAUNCH TIMELINE

 <b>KEY BISCAIYNE</b> December 2016	 <b>DORAL</b> November 2019	 <b>HIALEAH</b> August 2021	 <b>FORT PIERCE</b> February 2023
 <b>CORAL GABLES</b> June 2017	 <b>NORTH BAY VILLAGE</b> December 2019	 <b>VILLAGE OF EL PORTAL</b> December 2021	 <b>KISSIMMEE</b> March 2023
 <b>MIAMI LAKES</b> January 2018	 <b>ST. PETE BEACH</b> December 2019	 <b>BISCAYNE PARK</b> April 2022	 <b>HALLANDALE BEACH</b> May 2023
 <b>COCONUT GROVE</b> February 2018	 <b>WEST MIAMI</b> August 2020	 <b>TRI-RAIL</b> (Cypress Creek Station) June 2022	 <b>GREEN CARS FOR KIDS</b> May 2023
 <b>ISLAMORADA</b> November 2018	 <b>FLORIDA INTERNATIONAL UNIVERSITY</b> September 2020	 <b>VIRGINIA BEACH, VA</b> June 2022	 <b>NORTH MIAMI</b> Summer 2023
 <b>PINECREST</b> January 2019	 <b>DOWNTOWN MIAMI</b> October 2020	 <b>NORTH MIAMI BEACH</b> August 2022	 <b>DUNEDIN</b> November 2023
 <b>MIAMI BEACH</b> June 2019	 <b>SOUTH MIAMI</b> December 2020	 <b>SUNRISE</b> August 2022	 <b>MIAMI DDA</b> November 2023
 <b>PALMETTO BAY</b> July 2019	 <b>AVENTURA</b> May 2021	 <b>BAY HARBOR ISLANDS</b> November 2022	 <b>HOMESTEAD</b> December 2023
 <b>DELRAY BEACH</b> September 2019	 <b>FLORIDA CITY</b> July 2021	 <b>BAL HARBOUR</b> December 2022	 <b>BRADENTON</b> January 2024

### UPCOMING LAUNCHES

 <b>SURFSIDE</b> Q1 2024	 <b>DEERFIELD</b> Q1 2024
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## D. Marketing Strategy

At Freebee, our approach to marketing transcends the traditional, weaving seamlessly into the fabric of the City of Fort Pierces. Our marketing model is a direct outcome of our commitment to enhance the local economy through community engagement, placing small businesses, guests, and residents at the forefront. Freebee's strategy ensures that earned dollars circulate within the community, fostering economic resilience and reducing the reliance on external delivery services.

### **Community Engagement and Economic Resilience:**

Freebee forges partnerships with local businesses, offering them free advertising on the "Ride Freebee" mobile app. Each business can provide exclusive deals to our riders, driving foot traffic back to their establishments. This symbiotic relationship promotes local businesses, creating a ripple effect that extends to public services, events, and rapid transit connectivity.

### **Strategic Marketing Techniques:**

- **Press Releases:** Communicating project launches and milestones.
- **In-Person Community Engagement:** Meetings with local hotels, businesses, offices, and residential buildings to educate and engage residents and professionals.
- **Co-Branded Brochures:** Distribution to high-traffic locations, offering comprehensive service details and app usage guidance.
- **Community Ambassadors:** Dedicated personnel educating commuters about the new service.
- **Social Media Campaigns:** Geographically targeted campaigns reaching potential riders.
- **Word of Mouth:** Leveraging existing community relationships as a powerful marketing tool.

# D. Marketing Strategy

**DOWNLOAD THE *freebee* APP NOW!**

**RIDEFREEEBE.COM**

*freebee* FORT PIERCE

**SERVICE HOURS:**  
 Thursday: 10am-8pm  
 Fri-Sat: 10am-10pm  
 Sunday: 10am-8pm  
 Mon-Wed: No Service

facebook.com/ridefreebee  
 @ridefreebee  
 info@ridefreebee.com  
 support@ridefreebee.com

If you do not have a smart phone, or would like to request additional accessibility accommodations, please call 855-918-3733

**SERVICE AREA**

Pick-up / drop-off anywhere within these boundaries

**POINTS OF INTEREST**

1. River Walk Center
2. A.E. Backus Museum & Gallery
3. Nanamee Observation and Education Center
4. Adams Cebb Cultural Museum
5. Fort Pierce City Marina / Cazebo Park / Marina Square
6. Sunrise Theatre
7. Arcade Building
8. Museum Dolente Park / St. Lucie Regional History Museum
9. Aquarium / Smithsonian Marine Ecosystems Exhibit
10. South Causeway Beach
11. Harbour Isle Marina
12. Jetty Park
13. Porpoise Beach
14. Culfstream Beach

*freebee* FORT PIERCE

courtesy of FORT PIERCE FL THE SUNRISE CITY

SCAN AND DOWNLOAD THE RIDE FREEEBE MOBILE APP!

DOWNLOAD THE FREEEBE APP NOW!

A FUN, FREE & GREEN ON-DEMAND SHUTTLE SERVICE

**HOW IT WORKS**

- 1 Request A Ride**  
Tap the "Request a Ride" button on the home screen of the Ride Freebee app.
- 2 Set Your Pick-Up Location**  
Drop your pin exactly where you would like to be picked up.
- 3 Browse Local Destinations**  
Search your destination by category and find the perfect spot with an awesome Freebee deal!
- 4 Select Your Destination**  
Lock in your selection and let us know where you'd like to go!
- 5 Enjoy The Ride**  
Snap some photos of your experience and share them to the app.
- 6 Redeem Your Freebee Deal!**  
Once you've reached your destination, present your app deal to the manager on duty. "Mark Offer As Used" to redeem!

**SERVICE HOURS**

Thursday: 10am - 8pm  
 Friday - Saturday: 10am - 10pm  
 Sunday: 10am - 8pm  
 Monday - Wednesday: No Service

**FREEEBE INFORMATION**

- Freebee is a FREE, door-to-door, on-demand transportation service brought to you by the City of Fort Pierce.
- Freebee vehicles are 100% electric, and emission-free!
- You! Freebee guide will share with you the latest and greatest happenings in Fort Pierce.
- Freebee caters to any and all ages, from children to seniors, and all types of pets.
- Freebee provides booster seats as appropriate for children who exceed the size requirements to travel in a car seat.
- Smaller children and infants are required to be secured in a federally approved car seat, provided by their parents or guardians.
- Freebee will direct you to a safe pickup location and will not stop in the middle of traffic.

facebook.com/ridefreebee  
 @ridefreebee  
 info@ridefreebee.com  
 support@ridefreebee.com

If you do not have a smart phone, or would like to request additional accessibility accommodations, please call 855-918-3733

## D. Marketing Strategy

### **Economic Impact and Cultural Behavior Change:**

Freebee serves as an economic resiliency tool, redirecting dollars spent within the community back into local businesses. This model stimulates economic growth, with an estimated compounding effect of multiplying every local dollar spent by three.

By offering reliable, fun, safe, convenient, and flexible transportation, Freebee catalyzes cultural behavior change. This not only fosters denser multi-family opportunities but also increases residential and commercial occupancy rates. It addresses challenges like the demand for street-level parking, promoting a shift towards more sustainable and accessible modes of transport.

### **Elevating Economic Mobility and Civic Engagement:**

Accessible transportation options enhance residents' access to job opportunities, education, and essential services, contributing to increased economic mobility. By lowering overall trip costs and improving connectivity, citizens can meet their needs more effectively. This heightened access fosters productivity, civic engagement, and self-determination.

In summary, Freebee's strategy extends beyond transportation – it's a catalyst for economic resilience, cultural change, and community empowerment. Together with the City of Fort Pierces, we create a dynamic and sustainable ecosystem that benefits businesses, residents, and the entire community.

## E. Customer Service

In Fort Pierce, Freebee's commitment to customer service transcends the ordinary, reflecting our status not just as a transportation provider but as an essential community partner deeply invested in the well-being of residents and visitors. Our approach to customer service is a testament to this community-centric ethos, aiming not only to facilitate journeys but also to build enduring relationships within Fort Pierce. By actively engaging with and understanding the local community, our customer service extends beyond mere transactions, embodying a spirit of care, connection, and commitment to the communal fabric of Fort Pierce.

### **Complaints Handling:**

Freebee in Fort Pierce is dedicated to delivering an exceptional level of customer service, particularly when addressing complaints. Our response system operates with speed and precision, ensuring that every complaint receives attention within an impressive 24-hour window, with most passengers receiving a response in under an hour. Our approach to complaints is meticulous, conducting comprehensive investigations into each issue, regardless of scale. After a detailed analysis, we implement tailored coaching or disciplinary actions as necessary. However, our commitment doesn't conclude with issue resolution; we proactively maintain ongoing communication with customers, passionately encouraging them to continue their journey with our service.

This unwavering pursuit of excellence in customer service not only resolves issues effectively but also reinforces our dedication to enhancing the customer experience with every interaction. In Fort Pierce, Freebee stands as a committed steward and active participant in the local community, ensuring that our customer service is not just a transactional process but a genuine embodiment of care and connection.



**Tab 3**

# **Technical Proposal**



## Section 1 - Technical Proposal

Freebee is proud to bring our commitment to reducing our carbon footprint directly to the heart of the the City of Fort Pierce. Our climate-friendly vehicles embody our dedication to a cleaner and greener environment. Beyond just eliminating carbon emissions, our all-electric fleet is a key ally in cutting operating costs and minimizing air and noise pollution for the residents of Fort Pierce.



## A. Vehicles

Understanding the unique road conditions and projected ridership in the City, we recommend a mix of 4 vehicles for the on-demand service. Each vehicle is equipped with advanced GPS and video monitoring, complemented by a custom Internet of Things (IoT) module for safety, reporting, and compliance with all necessary notifications. Safety is a top priority, and our vehicles are pet-friendly, welcoming all animals that pose no threat to the safety of passengers or vehicle operation.

Our commitment to the City of Fort Pierce goes beyond just providing a mode of transportation. Our vehicles are fully licensed and authorized to operate legally on public streets and right-of-way, ensuring that the community can enjoy safe and reliable transportation services. As we strive to deepen our relationship with the City, Freebee remains dedicated to creating a transportation solution that not only meets but exceeds the unique needs and expectations of City of Fort Pierce residents.



## A. Vehicles

### Tesla

The Tesla is one of the safest SUVs ever built and provides a unique experience for anyone who steps foot within the vehicle. This all-electric luxury SUV uses “Falcon-Wing Doors” for easy passenger access and an interior with spacious seating with the largest all-glass panoramic windshield in production. The vehicle is rated highly for safety with a 5 out of 5 by the National Highway and Traffic Safety Administration (NHTSA). Tesla’s powertrain is the best in class and delivers unparalleled performance in all weather conditions. The Model X will allow for top operating capacity, with a battery range of over 250+ miles and the ability to recharge 50% of the battery within only 15 minutes.

- Falcon Wing Doors
- Long Range Battery: 250+ mile range
- Charging: 250kw max
- Interactive iPad and 17” In-Car Touch Screen
- 5 Passenger capacity
- Low, easy access into the vehicle
- 3 pt safety belts
- Integrated Backup Camera
- LED Headlights
- LED brake lights and signals
- Self-cancelling turn signals
- Custom passenger-facing digital signage screen



## A. Vehicles

### Fully ADA Dodge Caravan

With the fully accessible Caravan, every passenger will find their needs met with the same high standard of service they are entitled to expect. The Freebee Caravan is carefully crafted and fully aligned with ADA standards and surpassing the FMTS compliance criteria set by the National Mobility Equipment Dealers Association (NMEDA).

- 4 ambulatory passenger seats
- Low easy access for wheelchair accommodations
- Oxygen tank holder
- WC-18 wheelchair restraints & adjustable shoulder/lap belt
- Restraints for Walkers and Canes
- Fire Extinguisher
- Spill kits
- First Aid Kit
- Safety triangles

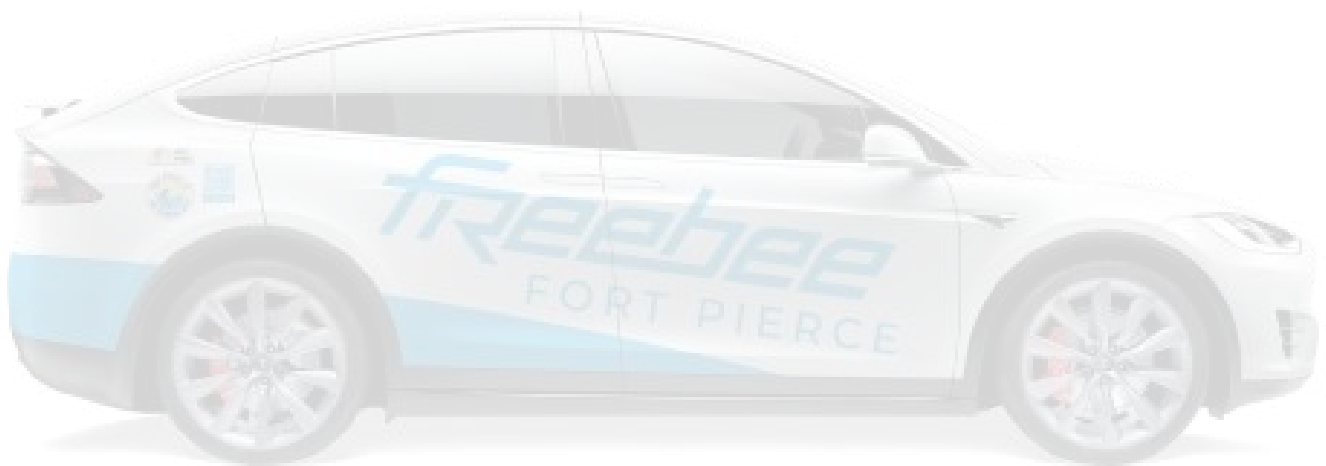


## B. Hours of Operations

Based on a year's worth of data collection and valuable feedback from our current passengers, we have strategically devised the following schedule to maximize ridership and cater to the diverse needs of various passenger demographics.

- **Monday - Wednesday: 8am - 6pm**
- **Thursday - 8am - 8pm**
- **Friday - 8am - 10pm**
- **Saturday - 10am - 10pm**
- **Sunday - 10am - 8pm**

Each vehicle will operate for a total of 70 hours per week within the hours of operation accounting for driver meal times, etc.



## C. Data Dashboard

Freebee has developed a state-of-the-art tool that serves as the cornerstone of our operational strategy, providing an efficient and easy-to-use platform for real-time monitoring and decision-making.

This tool known as the “Freebee Dashboard” offers a comprehensive overview of various operational aspects, including fleet status, driver performance, route efficiency, and passenger feedback. By consolidating all these elements in one intuitive interface, management staff can quickly identify and address any operational challenges, optimize routes, and allocate resources more effectively. This proactive approach to management in tandem with our expertise, training, and industry experiences is essential in maintaining the high quality of service that the community expects and deserves from Freebee.

This platform is the nerve center where all data and operational insights are continuously fed and updated in real-time.

- **Real-Time Tracking:** Our transparent Freebee dashboard tracks the real-time location and movement of all vehicles, optimizing dispatch and resource allocation for a more responsive service.
- **Vehicle Health Monitoring:** Sensors keep a close eye on vehicle health, from engine performance to tire pressure and electric fuel levels, ensuring timely maintenance and reducing the risk of breakdowns.
- **Energy Efficiency:** By monitoring and optimizing energy consumption, we aim to make better use of the battery, extending its range and reducing costs.
- **Traffic Data Analysis:** We analyze traffic data to provide drivers with alternative routes, avoiding congestion and ensuring timely arrivals, especially important in the unique layout of the City.
- **Enhanced Safety:** IoT technology monitors driving patterns, ensuring safe operation. It also serves as a reminder and warning system for drivers, promoting safe practices such as avoiding rough stops and distractions.

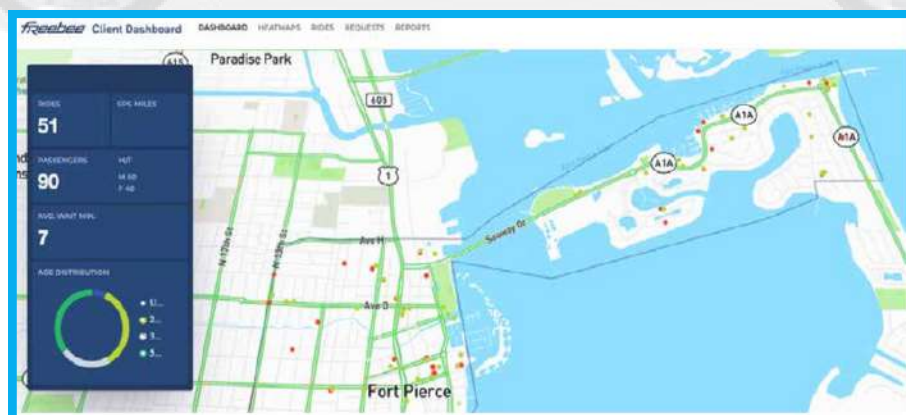
## C. Data Dashboard

- **Climate Control:** Sensors keep an eye on and control the interior climate of our vehicles, ensuring a comfortable ride for all passengers, considering the City’s weather conditions.
- **Lost & Found Tracking:** Items left on board are easily logged and tracked, helping reunite passengers with their belongings—a practical solution for a close-knit community.
- **Emergency Response and Driver Safety:** In emergencies, the IoT system can alert the central dashboard, which can take swift actions, including contacting emergency services—prioritizing safety for the community.

By integrating IoT technology into our fleet, Freebee is not just providing transportation but creating a service designed to meet the specific demands of the City. This means safer, more efficient, and more responsive transportation for everyone.

### Reporting

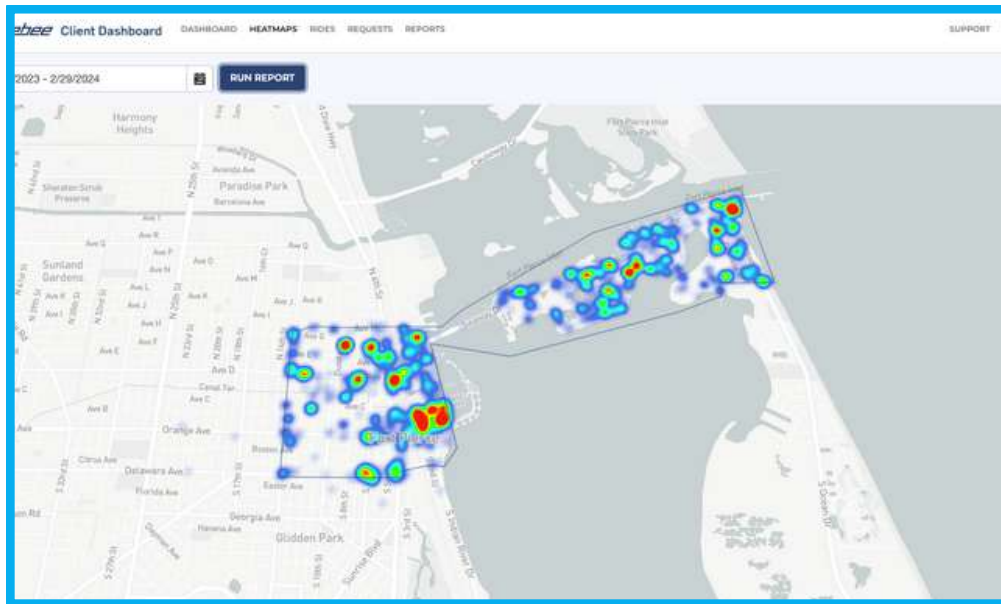
Freebee understands that effective communication and transparency are vital for a thriving partnership with the City. We provide our partners with user-friendly reports, including easy-to-analyze graphs, heat maps, and downloadable Excel charts. Our operations and dispatch team is always available, ensuring continuous monitoring of service success.



## C. Data Dashboard

### Heatmaps:

Within this tab, an intricate display unfolds, revealing all pickup and drop-off hotspots within a customizable date range. This feature provides a visually intuitive representation, offering valuable insights into user behavior and service utilization patterns.



### Rides:

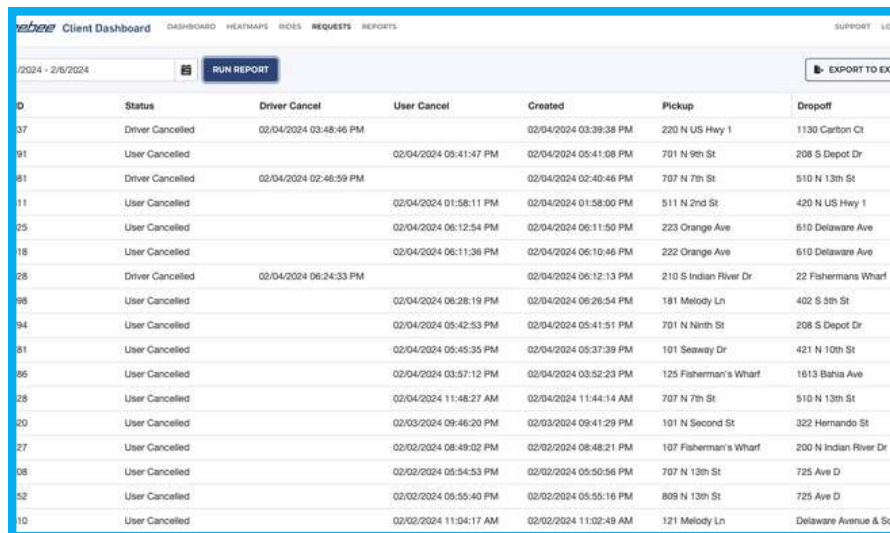
Within the rides tab, a comprehensive history of every completed ride request is meticulously detailed for any chosen date range. This granular data, rich in information for each ride, can be seamlessly exported to Excel, facilitating streamlined reporting and analysis.

ID	Vehic...	Created	Pickup	Dropoff	Request to Pic...	Drop ...	Pass...	Start ...	End L...	Pickup to Dro...	A...	M...	F...	D...	Typ
77	163 - Cit...	02/04/20...	510 N 13...	707 N 71...	6	02/04/20...	1	-80.3371...	-80.3296...	0.71442556	42	0	1		app
00	165 - Cit...	02/04/20...	17 Harbo...	117 S 2h...	14	02/04/20...	3	-80.3060...	-80.3238...	1.5376226	23	2	1		app
25	164 - Cit...	02/04/20...	110 S Oc...	1015 Sea...	6	02/04/20...	1	-80.2914...	-80.3020...	0.6254044	37	0	1		app
77	164 - Cit...	02/04/20...	325 N 41...	342 Fern...	3	02/04/20...	1	-80.3262...	-80.2935...	2.639499	33	1	0		cha
06	164 - Cit...	02/04/20...	222 Hern...	704 N 13...	14	02/04/20...	1	-80.2923...	-80.3369...	0	42	1	0	5	app
09	164 - Cit...	02/04/20...	700 India...	103 Melo...	0	02/04/20...	1	-80.3239...	-80.3217...	0.5865209	62	0	1		flag
49	165 - Cit...	02/04/20...	107 Fish...	1003 Sea...	0	02/04/20...	2	-80.3261...	-80.3019...	0.73081106	55	2	0		flag
48	163 - Cit...	02/04/20...	420 Sea...	1301 Bo...	2	02/04/20...	1	-80.3144...	-80.2988...	1.2717412	18	0	1		app
13	164 - Cit...	02/04/20...	5 Harbou...	1126 Col...	3	02/04/20...	2	-80.3039...	-80.3019...	0.9008499	63	1	1	5	app
38	165 - Cit...	02/04/20...	402 Fern...	2025 Sea...	6	02/04/20...	1	-80.2933...	-80.2914...	0.010306649	56	1	0	5	app
00	163 - Cit...	02/04/20...	38 Harbo...	201 N 2h...	21	02/04/20...	2	-80.3058...	-80.3245...	1.1331359	24	1	1	5	app
46	165 - Cit...	02/04/20...	809 N 13...	222 Hern...	8	02/04/20...	1	-80.3373...	-80.2922...	2.5629244	42	1	0	5	app
71	164 - Cit...	02/04/20...	708 Dela...	200 N In...	12	02/04/20...	1	-80.3293...	-80.3230...	0.00011578693	24	1	0	5	app
55	163 - Cit...	02/04/20...	420 N U...	220 N U...	2	02/04/20...	1	-80.3265...	-80.3264...	0.39174032	23	0	1	5	app
00	165 - Cit...	02/04/20...	502 N U...	101 Melo...	0	02/04/20...	1	-80.3267...	-80.3221...	0.514144	55	1	0		flag
96	165 - Cit...	02/04/20...	2017 Sea...	208 N 2h...	10	02/04/20...	1	-80.2914...	-80.3242...	2.842627	36	0	1		app
70	165 - Cit...	02/04/20...	17 Harbo...	201 N 2h...	14	02/04/20...	2	-80.3056...	-80.3245...	0.00036075906	60	1	1	5	app

# C. Data Dashboard

## Requests:

The requests tab offers a deep dive into detailed data for any ride that was requested but not completed, providing valuable insights into the dynamics of incomplete ride requests. Additionally, this information is exportable to Excel, ensuring flexibility and ease in further analysis.

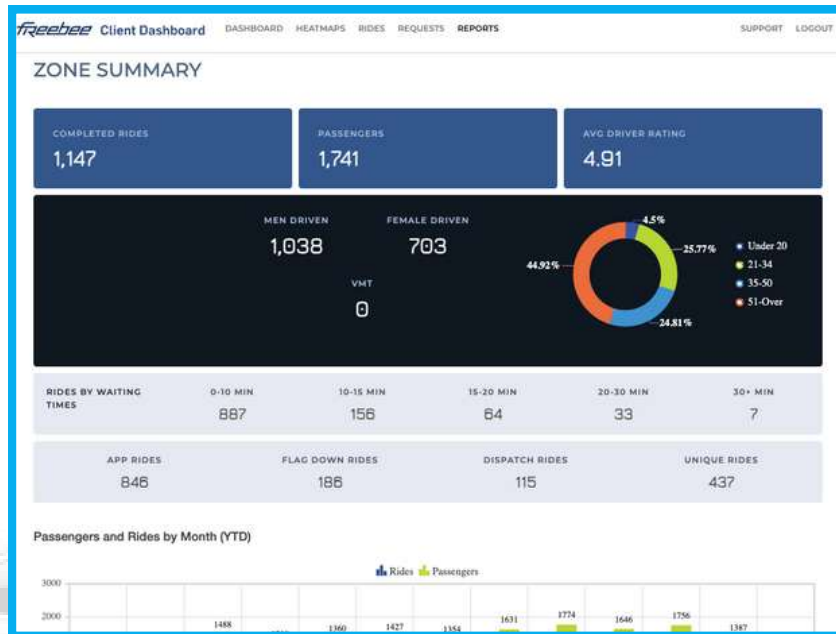


ID	Status	Driver Cancel	User Cancel	Created	Pickup	Dropoff
37	Driver Cancelled	02/04/2024 03:48:46 PM		02/04/2024 03:39:38 PM	220 N US Hwy 1	1130 Carlton Ct
91	User Cancelled		02/04/2024 05:41:47 PM	02/04/2024 05:41:08 PM	701 N 9th St	208 S Depot Dr
81	Driver Cancelled	02/04/2024 02:46:59 PM		02/04/2024 02:40:46 PM	707 N 7th St	510 N 13th St
11	User Cancelled		02/04/2024 01:58:11 PM	02/04/2024 01:58:00 PM	511 N 2nd St	420 N US Hwy 1
25	User Cancelled		02/04/2024 06:12:54 PM	02/04/2024 06:11:50 PM	223 Orange Ave	610 Delaware Ave
18	User Cancelled		02/04/2024 06:11:38 PM	02/04/2024 06:10:46 PM	222 Orange Ave	610 Delaware Ave
28	Driver Cancelled	02/04/2024 06:24:33 PM		02/04/2024 06:12:13 PM	210 S Indian River Dr	22 Fishermans Wharf
98	User Cancelled		02/04/2024 06:28:19 PM	02/04/2024 06:26:54 PM	181 Melody Ln	402 S 5th St
94	User Cancelled		02/04/2024 05:42:53 PM	02/04/2024 05:41:51 PM	701 N Ninth St	208 S Depot Dr
81	User Cancelled		02/04/2024 05:45:35 PM	02/04/2024 05:37:39 PM	101 Seaway Dr	421 N 10th St
66	User Cancelled		02/04/2024 03:57:12 PM	02/04/2024 03:52:23 PM	125 Fisherman's Wharf	1613 Bahia Ave
28	User Cancelled		02/04/2024 11:48:27 AM	02/04/2024 11:44:14 AM	707 N 7th St	510 N 13th St
20	User Cancelled		02/03/2024 09:46:20 PM	02/03/2024 09:41:29 PM	101 N Second St	322 Hernando St
27	User Cancelled		02/02/2024 08:49:02 PM	02/02/2024 08:48:21 PM	107 Fisherman's Wharf	200 N Indian River Dr
08	User Cancelled		02/02/2024 05:54:53 PM	02/02/2024 05:50:56 PM	707 N 13th St	725 Ave D
52	User Cancelled		02/02/2024 05:55:40 PM	02/02/2024 05:55:16 PM	809 N 13th St	725 Ave D
10	User Cancelled		02/02/2024 11:04:17 AM	02/02/2024 11:02:49 AM	121 Melody Ln	Delaware Avenue & So

## C. Data Dashboard

### Reports:

Within the reports tab unfolds a visually appealing and comprehensive presentation of all high-level Key Performance Indicators (KPIs) for any designated date range. This report mirrors the detailed monthly reporting provided to Fort Pierce, offering a sophisticated and user-friendly analysis of the essential metrics.



A trained Freebee staff member will be available during designated hours to support the staff with technical needs. Freebee vehicle operators and support staff respond almost instantaneously to ride requests, ensuring there's always available capacity to book a trip. In case of vehicle issues, we have appropriate and timely responses in place to prevent operational failures. Our commitment is not just to transportation but to fostering a partnership that aligns seamlessly with the unique needs and values of Islamorada.

## C. Data Dashboard

- We prioritize privacy, assuring that personally identifiable information is not shared. Our Safety Systems Program plan is robust, safeguarding the identities of all users. This commitment extends to both internal management and tracking, as well as external partnerships. No one within or outside the company can link a user's profile with the data collected and shared.

In collaboration with the City, Freebee will craft a custom dashboard for real-time performance metrics display. Daily, weekly, and/or monthly reports will go beyond standard requirements, offering insights into:

- Completed ridership
- Demographic information
- Origin & Destination information as a heat map
- Trip durations
- Trip request method
- Vehicle occupancy
- Vehicle Miles Traveled
- Total hours of operation
- Peak and low ridership hours (including dead volume)
- Fleet Performance and battery usage
- Level of Service and Headway for ridership
- Average headway time for booking notifications
- Commuter Request Time and method
- Commuter Pickup Time
- Missed Opportunities
- Estimated Scope 1 greenhouse gas prevention per passenger and in aggregate
- Average Operator Rating

## C. Data Dashboard

- Number of new mobile application users
- Cost per ride
- WAV ridership data and their headway
- Accommodation request
- Customer Service ratings
- Personal cars replaced by “choice” riders (both through algorithm and survey)
- Customer complaints, incidents, requests, and accommodations
- Operational (Performance) Maintenance logs, Repairs, accidents, Vehicle service interruptions, and citations.
- Operational issues due to technological failures
- The Freebee app can not accept a request for rides outside of the designated service area, yet we can collect GPS data on the attempted requests upon request.

A trained Freebee staff member will be available during designated hours to support the City staff with technical needs. We pride ourselves on providing timely service with an average wait time well below fifteen (15) minutes. Freebee vehicle operators and support staff respond almost instantaneously to ride requests, ensuring there's always available capacity to book a trip. In case of vehicle issues, we have appropriate and timely responses in place to prevent operational failures.

Our commitment is not just to transportation but to fostering a partnership that aligns seamlessly with the unique needs and values of the City of Fort Pierce.

## D. Ride Freebee Mobile App

The Ride Freebee mobile application is more than just a way to get around, it's a tool designed to seamlessly connect all people within the City of Fort Pierce with professional community ambassador drivers, making transportation fun, quick, and efficient. The Freebee app, with its user-friendly design and functionality, sets the gold standard in the transportation industry. is more than simply another app, it is an easy and fun-to-use portal into the rhythm and vibe of what is and will happen within the City of Fort Pierce.

Available on both the Apple Store and Google Play Store, the Ride Freebee app accommodates all the City, ensuring accessibility for both iPhone and Android users. With just a few clicks, passengers can connect with a driver instantly, no dispatch is needed. Our platform complies with WCAG standards, catering to all commuters, and a dispatch call-in number is available for those less tech-savvy residents.

With eight years of technology development, Freebee is a leader in cutting-edge innovation. Our in-house development team allows us to stay flexible, continuously improving and adapting features to meet the unique goals and objectives of the City.



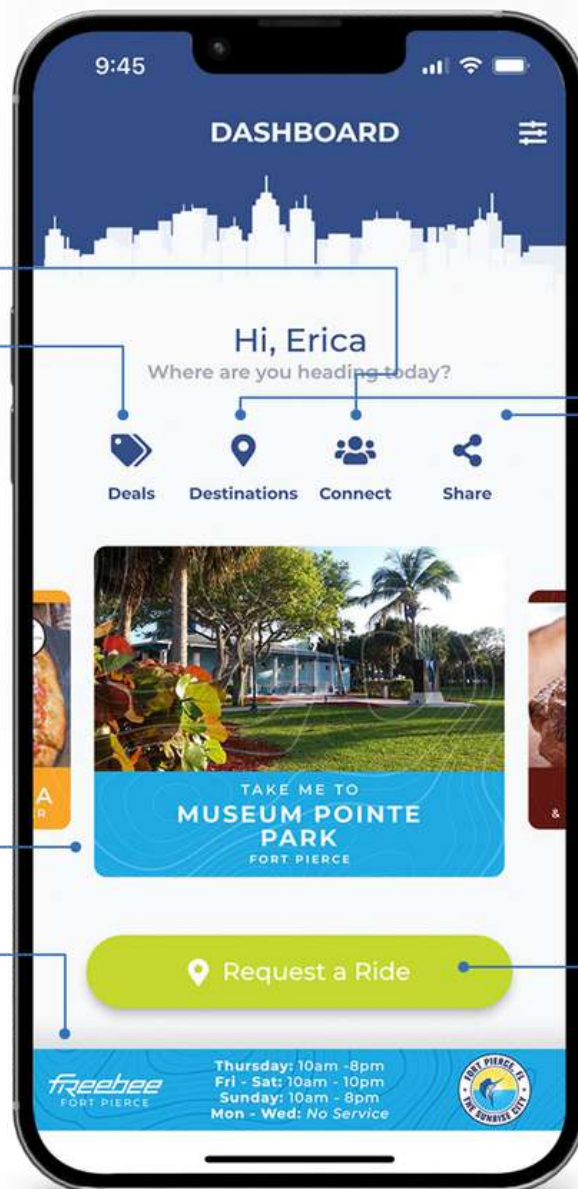
## D. Ride Freebee Mobile App

**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 Fort Pierce 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



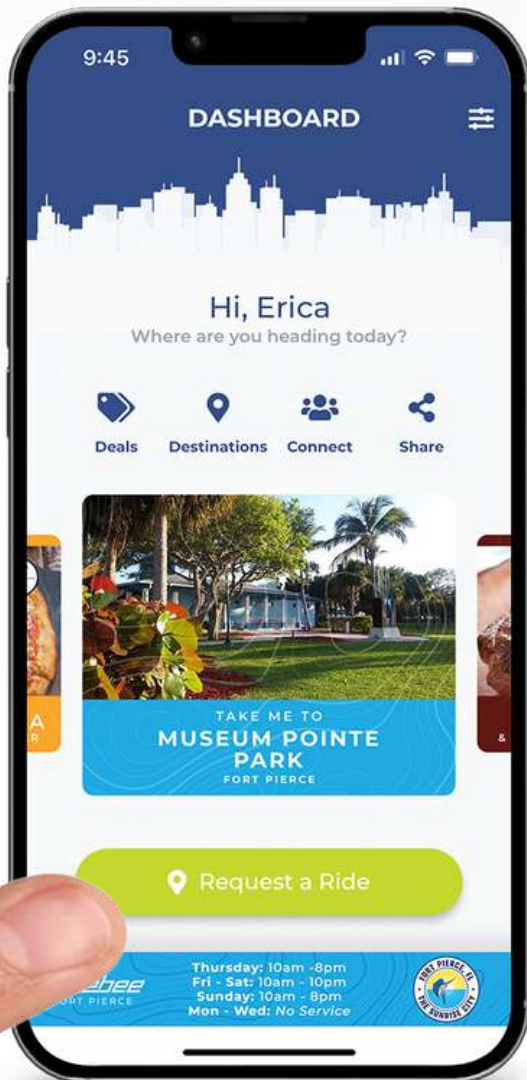
**Places To Bee**  
Search your destination by category and find the perfect Fort Pierce spot with an awesome deal!

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

**Request A Pickup**  
Select this button when requesting a ride!

## D. Ride Freebee Mobile App

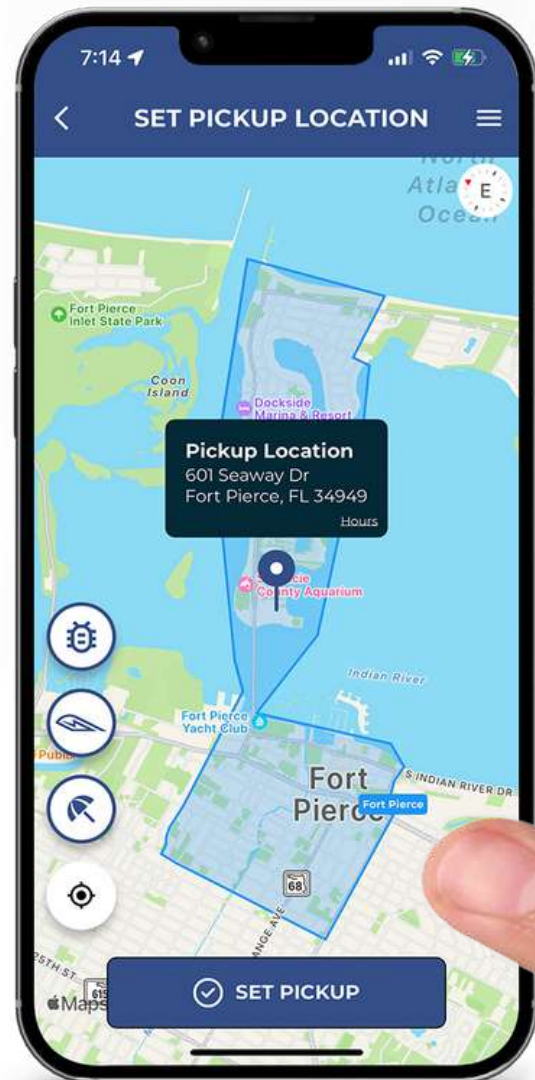
01



### REQUEST A PICKUP

Request a ride with the click of a button.

02



### SET PICKUP LOCATION

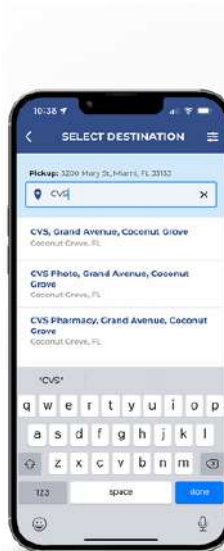
Drop your pin where you'd like to be pickup up.

## D. Ride Freebee Mobile App

03



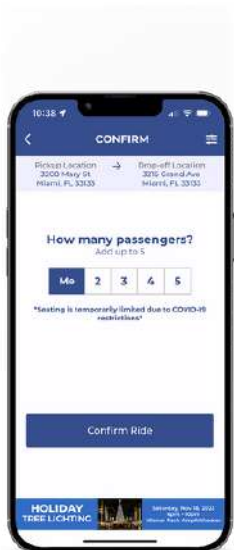
04



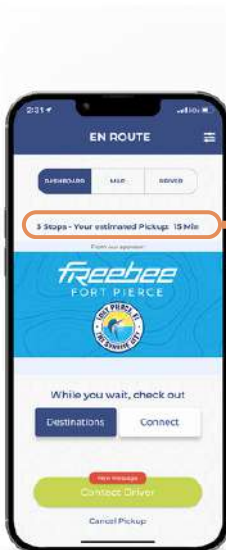
### SELECT DESTINATION

Search your destination by category or manually enter the address you'd like to visit.

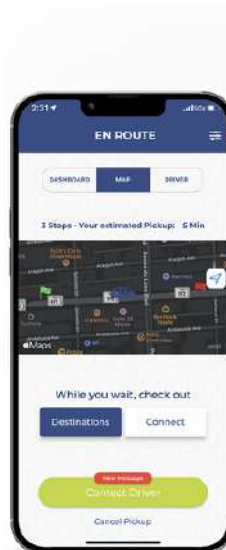
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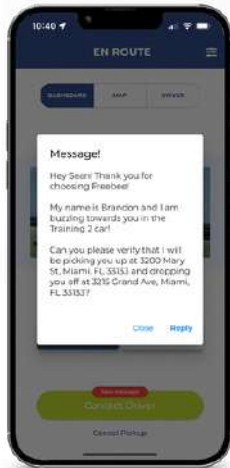


### SEND TO DRIVER

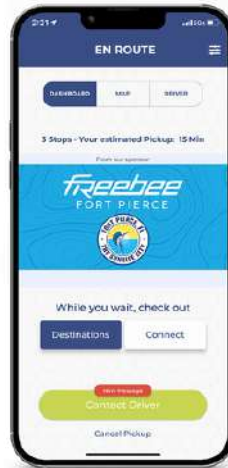
Choose the amount of passengers riding with you and click "Send to Driver". Your ride will automatically be paired with a driver and ETA will be displayed.

## D. Ride Freebee Mobile App

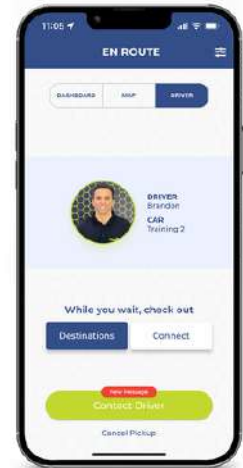
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09



10



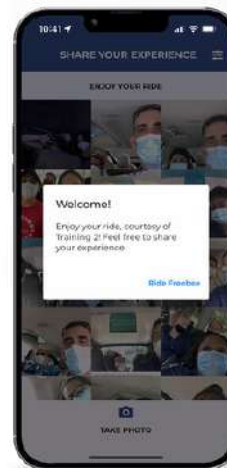
### BUZZING TOWARDS YOU

When waiting for your driver, you are able to track the vehicle live as it moves towards you. You can also view the profile of your driver and stay in touch with them along way.

11



12



### YOUR FREEBEE HAS ARRIVED

Once your Freebee arrives, you'll receive a notification that your driver is outside. Your driver will then greet you and welcome you to Freebee!



## D. Ride Freebee Mobile App

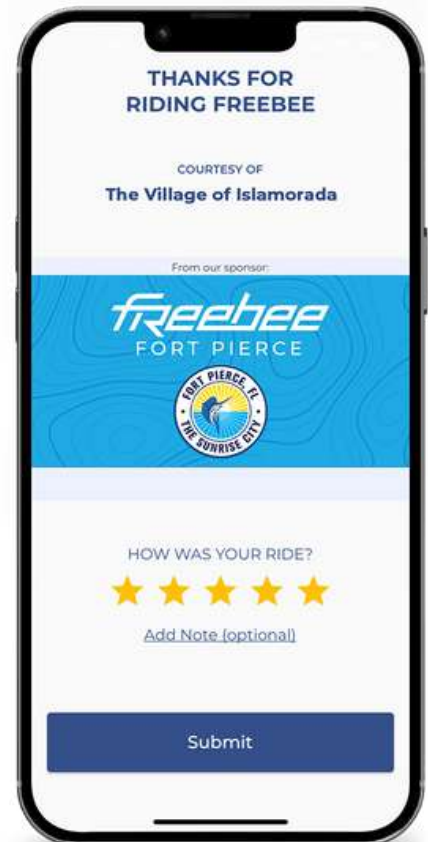
13



### THE HIVE

Take some photos of your experience and share them to “The Hive”

14



### THANK YOU w/ RATING

At the end of each ride, we always ask for passengers feedback in the way of a star rating system to make sure we deliver a first-class experience!



# Program Plan



## ABILITY TO MEET PROJECT OVERVIEW

Freebee is uniquely positioned to exceed the expectations of the Fort Pierce Redevelopment Authority (FPRA) by leveraging our extensive experience in providing high-quality, on-demand transportation services. Our proficiency in operating electric vehicle fleets aligns perfectly with the FPRA's vision for sustainable, short-distance transport within its boundaries. Our track record, highlighted by our successful handling of over 9,000 passengers and delivering 5,500 rides with the city of Fort Pierce during the pilot phase, demonstrates our capability and commitment to enhancing urban mobility.

Our approach is not just about connecting areas; it's about enriching the cultural, economic, and social fabric of Fort Pierce. By collaborating with local businesses and cultural hubs, we aim to create a service that not only facilitates movement but also supports economic growth, fosters tourism, and encourages innovation.

Additionally, our experience in working alongside government agencies and securing grants, like the recent FDOT grant, positions us to effectively expand service days, hours, and zones in line with FPRA's goals. Freebee's commitment to operational excellence, community engagement, and sustainable practices makes us the ideal partner to implement, maintain, operate, and market this transformative on-demand microtransit service for the FPRA.

## ECONOMIC DEVELOPMENT IMPACT

The most powerful marketing tool Freebee utilizes to market the service and increase ridership is the technique of utilizing the existing Social Capital of the community. Freebee does this by serving as an Economic Resiliency tool for local businesses. Freebees' model naturally helps keep dollars earned with the community to stay in the community by physically increasing foot traffic through their doors and mitigating the habit of ordering delivery from a city over. This internal circulation of economic growth within the municipality boundaries has an estimated compounding effect of multiplying every dollar spent locally by three.

Freebee achieves this technique by utilizing Social Capital by developing partnerships with all the local businesses in the area and providing them with free advertising through the "RideFreebee" mobile app. Each business has the capability to offer our riders exclusive deals and discounts on the platform, which in turn, helps to physically drive traffic back to their locations again. This promotion is free to all local businesses and communicated that it is provided courtesy of the FPRA. The Freebee platform provides the same value in promoting public services like parks, farmers' markets, special events like ribbon cuttings, the library, health services, and rapid transit connectivity. This strategy in turn provides a compounding effect by utilizing the marketing influence of all partnering local businesses to promote the Freebee service and increase ridership.

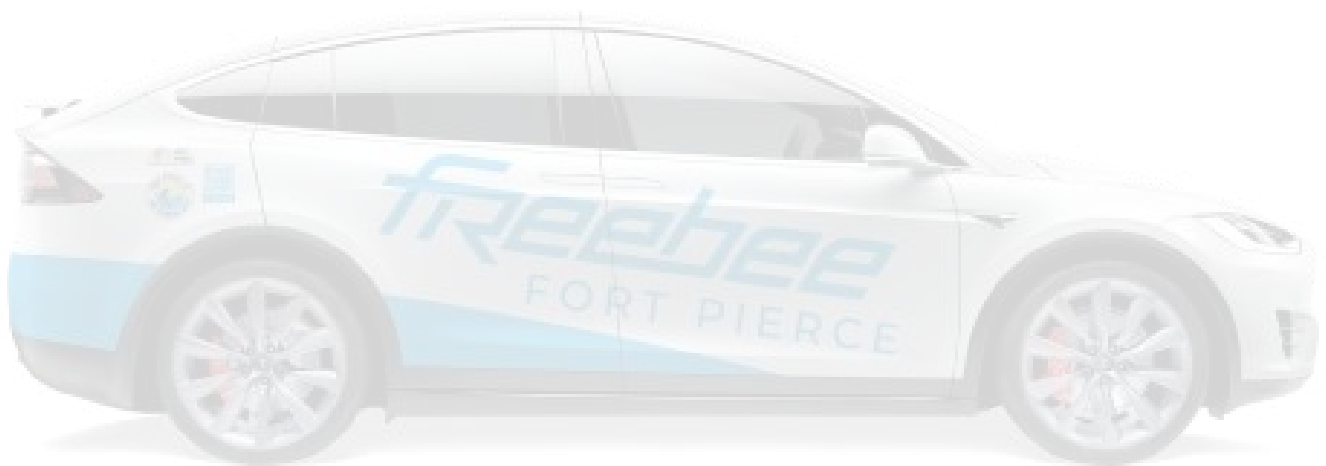
## ECONOMIC DEVELOPMENT IMPACT

Freebees strategy and reliability are also instrumental in supporting the cultural behavior change required to increase more dense multi-family opportunities along with residential and commercial occupancy rates while assisting in the mitigation of the loss of economic potential due to a demand for street-level parking. Providing residents with reliable, fun, safe, convenient, and flexible transportation options often increases the availability of job opportunities, educational resources, and other essential services that may otherwise be inaccessible due to the prohibitive cost of automobile ownership or the lack of public transit access. By eliminating or lowering the overall trip cost for commuters and by increasing access and connectivity to existing transit, employment, and amenities, citizens can better meet their needs. This increase in access to essential services enables citizens to become more productive, involved, and civically engaged in their communities while improving their self-determination and economic mobility. The more economic mobility for residents, the higher the rate of non-basic income is captured and circulated within the community, dramatically increasing the municipalities tax base and economic resilience to external factors.



## ABILITY TO MEET SCOPE OF WORK SERVICES

Freebee is poised to fulfill the Fort Pierce Redevelopment Authority's requirements for on-demand transportation services with a fleet of Electric Vehicles. All vehicles will comply with federal, state, county, and local safety and mechanical standards and will be maintained by our team to ensure aesthetic suitability for neighborhood shuttle service. Additionally, each vehicle will be equipped with hardware for data collection and GPS tracking. We're ready to operate seven days a week, with service times and boundaries recommended by us and approved by FPRA staff. Our commitment extends to providing an online dashboard for FPRA staff to review monthly performance analytics, including detailed ridership and operation data. Furthermore, we will offer a user-friendly mobile app platform for ride management, featuring live tracking, ride modification options, and availability on both Apple and Android stores, ensuring an efficient and inclusive service for the FPRA community.





## Required Forms



# Drug Free Workplace Certification



## DRUG FREE WORKPLACE FORM

The undersigned vendor in accordance with Florida Statute 287.087 hereby certified that  
Beefree, LLC. (DBA) Freebee \_\_\_\_\_ does:  
(Name of Business)

1. Publish a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violations of such prohibition.
2. Inform employees about the dangers of drug abuse in the workplace, the business policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for drug abuse violations.
3. Give each employee engaged in providing the commodities or contractual services that are proposed a copy of the statement specified in subsection (1).
4. In the statement specified in subsection (1), notify the employees that, as a condition of working on the commodities or contractual services that are under Bid, the employee will abide by the terms of the statement and will notify the employer of any conviction of, or plea of guilty or nolo contendere to, any violation of Chapter 893 or of any controlled substance law of the United States or any state, for a violation occurring in the workplace no later than five (5) days after such conviction.
5. Impose a sanction on, or require the satisfactory participation in a drug abuse assistance or rehabilitation program if such is available in the employees community, by any employee who is so convicted.
6. Make a good faith effort to continue to maintain a drug-free workplace through implementation of this section.

As the person authorized to sign the statement, I certify that this firm complies fully with the above requirements.

  
\_\_\_\_\_  
Proposer's Signature

02/04/2024  
\_\_\_\_\_  
Date

Drug Free Workplace

RFP No. 2024-019

# Non-Collusive Form



## NON-COLLUSION AFFIDAVIT FOR PRIME BIDDER

STATE OF Florida

COUNTY OF Miami-Dade

Jason Spiegel, being first duly sworn, deposes  
and says:

That he is Beefree LLC  
(a partner or officer of the firm, etc.)

the party making the foregoing proposal or bid, that such proposal or bid is genuine and not collusive or sham; that said bidder has not colluded, conspired, connived or agreed directly or indirectly with any bidder or person, to put in a sham bid or to refrain from bidding, and has not in any manner, directly or indirectly sought by agreement or collusion, or communication or conference with any person, to fix the bid price of affiant or of any other bidder, or to fix any overhead, profit or cost element of said bid price, or of that of any other bidder, or to secure any advantage against the City of Fort Pierce, of the County of St. Lucie, or any person interested in the proposed contract; and that all statements in said proposal or bid are true.

Beefree LLC  
(Firm Name)

By: Jason Spiegel

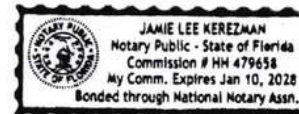
Title: Managing Partner

Subscribed and sworn to before me this 6<sup>th</sup>  
day of February 2024.

Jamie Lee Kerezman  
Notary Public

My Commission expires: (Seal)

January 10, 2028



Non-Collusion Affidavit

RFP No. 2024-019

# Public Entity Crimes



## PUBLIC ENTITY CRIMES AFFIDAVIT SWORN STATEMENT UNDER SECTION 287.133(3)(a), FLORIDA STATUTES, ON PUBLIC ENTITY CRIMES

**THIS FORM MUST BE SIGNED IN THE PRESENCE OF A NOTARY PUBLIC OR OTHER OFFICER  
AUTHORIZED TO ADMINISTER OATHS.**

1. This sworn statement is submitted by \_\_\_\_\_ City of Fort Pierce \_\_\_\_\_  
(Print name of the public entity).  
by Jason Spiegel - CEO \_\_\_\_\_  
(Print individual's name and title)  
for Beefree, LLC. (DBA) Freebee \_\_\_\_\_  
whose business address is 371 NE 61st St. Miami, FL 33137 \_\_\_\_\_

(If applicable) its Federal Employer Identification Number (FEIN) is 454659887 \_\_\_\_\_

(If the entity has no FEIN, include the Social Security Number of the individual signing this sworn statement: On the attached sheet). Required as per the IRS Form W-9.

2. I understand that a "public entity crime" as defined in Paragraph 287.133(1)(g), Florida Statutes, means a violation of any state or federal law by a person with respect to and directly related to the transaction of business with any public entity or with an agency or political subdivision of any other state or with the United States, including, but not limited to, any bid or contract for goods or services to be provided to any public entity or an agency or political subdivision of any other state or of the United States and involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy, or material misrepresentation.
3. I understand that "convicted" or "conviction" as defined in Paragraph 287.133(1)(b), Florida Statutes, means a finding of guilt or a conviction of a public entity crime, with or without an adjudication of guilt, in any federal or state trial court of record relating to charges brought by indictment or information after July 1, 1989, as a result of a jury verdict, nonjury trial, or entry of a plea of guilty or nolo contendere.
4. I understand that an "affiliate" as defined in paragraph 287.133(1)(a), Florida Statutes, means:
- A predecessor or successor of a person convicted of a public entity crime: or
  - An entity under the control of any natural person who is active in the management of the entity and who has been convicted of a public entity crime. The term "affiliate" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in the management of an affiliate. The ownership by one person of shares constituting a controlling interest in another person, or a pooling of equipment or income among persons when not for fair market value under an arm's length agreement, shall be a prima facie case that one person controls another person. A person who knowingly enters into a joint venture with a person who has been convicted of a public entity crime in Florida during the preceding 36 months shall be considered an affiliate.

Public Crime Entities

RFP No. 2024-019



# Public Entity Crimes

5. I understand that a "person" as defined in Paragraph 287.133(1)(c), Florida Statutes, means any natural person or entity organized under the laws of any state or of the United States with the legal power to enter into a binding contract and which bids or applies to bid on contracts for the provision of goods or services let by a public entity, or which otherwise transacts or applies to transact business with a public entity. The term "person" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in management of an entity.

6. Based on information and belief, the statement which I have marked below is true in relation to the entity submitting this sworn statement. **(Please indicate which statement applies.)**

Neither the entity submitted this sworn statement, nor any officers, directors, executives, partners, shareholders, employees, members, and agents who are active in management of an entity nor affiliate of the entity have been charged with and convicted of a public entity crime subsequent to July 1, 1989.

The entity submitting this sworn statement, or one or more of the officers, directors, executives, partners, shareholders, employees, member, or agents who are active in management of the entity, or an affiliate of the entity have been charged with and convicted of a public entity crime subsequent to July 1, 1989.

The entity submitting this sworn statement, or one or more of its officers, directors, executives, partners, shareholders, employees, member, or agents who are active in management of the entity, or an affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989. However, there has been subsequent proceeding before a Hearing Officer of the State of Florida, Division of Administrative Hearing and the Final Order entered by the Hearing Officer determined that it was not in the public interest to place the entity submitting this sworn statement on the convicted vendor list. **(Attach a copy of the final order)**

I UNDERSTAND THAT THE SUBMISSION OF THIS FORM TO THE CONTRACTING OFFICER FOR THE PUBLIC ENTITY IDENTIFIED IN PARAGRAPH 1 (ONE) ABOVE IS FOR THAT PUBLIC ENTITY ONLY AND, THAT THIS FORM IS VALID THROUGH DECEMBER 31 OF THE CALENDAR YEAR IN WHICH IS FILED. I ALSO UNDERSTAND THAT I AM REQUIRED TO INFORM THE PUBLIC ENTITY PRIOR TO ENTERING INTO A CONTRACT IN EXCESS OF THE THRESHOLD AMOUNT PROVIDED IN SECTION 287.017, FLORIDA STATUTES, FOR CATEGORY TWO OR ANY CHANGE IN THE INFORMATION CONTAINED IN THIS FORM.

\_\_\_\_\_  
(Signature)

02/04/2024  
\_\_\_\_\_  
(Date)

# Public Entity Crimes

STATE OF Florida

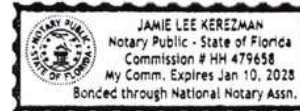
COUNTY OF Miami Dade

PERSONALLY APPEARED BEFORE ME, the undersigned authority Jason Spiegel  
(Name of individual signing)

Who, after first being sworn by me, affixed his/her signature in the space provided above on this 6<sup>th</sup>  
day 6 of February, 2024

Jamie Lee Kerezman  
(NOTARY PUBLIC)

My Commission Expires: January 10, 2028



# Scrutinized Companies Certification



## CERTIFICATION REGARDING SCRUTINIZED COMPANIES LISTS

Respondent Name: Beefree, LLC. (DBA) Freebee

Respondent's Authorized Representative Name and Title: Jason Spiegel - CEO

Address: 371 NE 61st St.

City: Miami State: FL Zip: 33137

Phone Number: 215.370.5699 Respondent FEIN: 454659887

Email Address: Jason@ridefreebee.com

Section 287.135, Florida Statutes prohibits a company from bidding on, submitting a proposal for, or entering into or renewing a contract for goods or services of any amount if, at the time of contracting or renewal, the company is on the Scrutinized Companies that Boycott Israel List, created pursuant to Section 215.4725, Florida Statutes, or is engaged in a boycott of Israel. Section 287.135, Florida Statutes, also prohibits a company from bidding on, submitting a proposal for, or entering into or renewing a contract for goods or services of \$1,000,000 or more, that are on either the Scrutinized Companies with Activities in Sudan List or the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector Lists which were created pursuant to s. 215.473, Florida Statutes.

Certification:

As the person authorized to sign on behalf of Respondent, I hereby certify that the company identified above in the section entitled "Respondent Vendor Name" is not listed on either the Scrutinized Companies with Activities in Sudan List or the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, or the Scrutinized Companies that Boycott Israel List. I further certify that the company is not engaged in a boycott of Israel. I understand that pursuant to section 287.135, Florida Statutes, the submission of a false certification may subject company to civil penalties, attorney's fees, and/or costs.

Certification Regarding Scrutinized Companies

RFP No. 2024-019



# References



THE SUNRISE CITY  
**FORT PIERCE**  
PURCHASING  
DEPARTMENT

*Florida*

## REFERENCES

### RFP NO. 2024-019 ON DEMAND TRANSPORTATION SERVICES

Contact Person & Title	Ron Wasson - City Manager
Email Address	<a href="mailto:rwasson@cityofaventura.com">rwasson@cityofaventura.com</a>
Phone No.	305-466-8910
Company Name	City of Aventura
Mailing Address	19200 W Country Club Drive
City, State, Zip	Aventura, FL 33180
Type of commercial work contracted	100% Electric, On-Demand Transportation
Contact Person & Title	Dr. Roland Samimy Chief Resilience and Sustainability Officer
Email Address	<a href="mailto:rsamimy@keybiscayne.fl.gov">rsamimy@keybiscayne.fl.gov</a>
Phone No.	305-365-8908
Company Name	Village of Key Biscayne
Mailing Address	8 Crandon Blvd,
City, State, Zip	Key Biscayne, FL 33149
Type of commercial work contracted	100% Electric, On-Demand Transportation
Contact Person & Title	Jessica Vargas - Transportation Planner
Email Address	<a href="mailto:vargasj@sfrta.fl.gov">vargasj@sfrta.fl.gov</a>
Phone No.	954-232-1561
Company Name	South Florida Regional Transportation Authority (Tri-Rail)
Mailing Address	801 NW 33rd St
City, State, Zip	Pompano Beach, FL 33064
Type of commercial work contracted	100% Electric, On-Demand Transportation

References

RFP No. 2024-019



# W-9 Taxpayer Identification Number

<p><b>Form W-9</b> (Rev. October 2007) Department of the Treasury Internal Revenue Service</p>	<p><b>Request for Taxpayer Identification Number and Certification</b></p>	<p>Give form to the requester. Do not send to the IRS.</p>
<p>Print or type See Specific Instructions on page 2</p>	<p>Name (as shown on your income tax return) <u>1</u></p> <p>Business name, if different from above <u>Beefreez LLC</u></p> <p>Check appropriate box: <input type="checkbox"/> Individual/Sole proprietor <input type="checkbox"/> Corporation <input type="checkbox"/> Partnership  <input checked="" type="checkbox"/> Limited liability company. Enter the tax classification (D=disregarded entity, C=corporation, P=partnership) ▶ ..... <input type="checkbox"/> Exempt payee  <input type="checkbox"/> Other (see instructions) ▶</p> <p>Address (number, street, and apt. or suite no.) <u>371 NE 61st St</u>  City, state, and ZIP code <u>Miami FL 33137</u></p> <p>List account number(s) here (optional)</p>	
<p><b>Part I Taxpayer Identification Number (TIN)</b></p> <p>Enter your TIN in the appropriate box. The TIN provided must match the name given on Line 1 to avoid backup withholding. For individuals, this is your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see <i>How to get a TIN</i> on page 3.</p> <p><b>Note.</b> If the account is in more than one name, see the chart on page 4 for guidelines on whose number to enter.</p>		
		<p>Social security number</p> <p>OR</p> <p>Employer identification number</p> <p><u>45 : 465 9887</u></p>
<p><b>Part II Certification</b></p> <p>Under penalties of perjury, I certify that:</p> <ol style="list-style-type: none"> <li>The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me), and</li> <li>I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding, and</li> <li>I am a U.S. citizen or other U.S. person (defined below).</li> </ol> <p><b>Certification instructions.</b> You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the Certification, but you must provide your correct TIN. See the instructions on page 4.</p>		
<p><b>Sign Here</b></p>	<p>Signature of U.S. person ▶ <u>[Signature]</u></p>	<p>Date ▶ <u>2/6/24</u></p>
<p><b>General Instructions</b></p> <p>Section references are to the Internal Revenue Code unless otherwise noted.</p> <p><b>Purpose of Form</b></p> <p>A person who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) to report, for example, income paid to you, real estate transactions, mortgage interest you paid, acquisition or abandonment of secured property, cancellation of debt, or contributions you made to an IRA.</p> <p>Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN to the person requesting it (the requester) and, when applicable, to:</p> <ol style="list-style-type: none"> <li>Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),</li> <li>Certify that you are not subject to backup withholding, or</li> <li>Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income.</li> </ol> <p><b>Note.</b> If a requester gives you a form other than Form W-9 to request your TIN, you must use the requester's form if it is substantially similar to this Form W-9.</p>		
<p><b>Definition of a U.S. person.</b> For federal tax purposes, you are considered a U.S. person if you are:</p> <ul style="list-style-type: none"> <li>An individual who is a U.S. citizen or U.S. resident alien,</li> <li>A partnership, corporation, company, or association created or organized in the United States or under the laws of the United States,</li> <li>An estate (other than a foreign estate), or</li> <li>A domestic trust (as defined in Regulations section 301.7701-7).</li> </ul> <p><b>Special rules for partnerships.</b> Partnerships that conduct a trade or business in the United States are generally required to pay a withholding tax on any foreign partners' share of income from such business. Further, in certain cases where a Form W-9 has not been received, a partnership is required to presume that a partner is a foreign person, and pay the withholding tax. Therefore, if you are a U.S. person that is a partner in a partnership conducting a trade or business in the United States, provide Form W-9 to the partnership to establish your U.S. status and avoid withholding on your share of partnership income.</p> <p>The person who gives Form W-9 to the partnership for purposes of establishing its U.S. status and avoiding withholding on its allocable share of net income from the partnership conducting a trade or business in the United States is in the following cases:</p> <ul style="list-style-type: none"> <li>The U.S. owner of a disregarded entity and not the entity,</li> </ul>		
<p>Cat. No. 10231X</p>		<p>Form <b>W-9</b> (Rev. 10-2007)</p>

W-9

RFP No. 2024-019



# Addendum 1

## CITY OF FORT PIERCE CHECKLIST

This checklist is provided to assist each Proposer in the preparation of their bid response. Included in this checklist are important requirements, which is the responsibility of each Proposer to submit with their response in order to make their response fully compliant. This checklist is only a guideline, it is the responsibility of each Proposer to read and comply with the Request for Qualifications in its entirety.

Check "Yes" or "No" to each of the following:

	YES	NO
Is Request for Qualifications cover page (page 1) completed, signed and attached?	X	
Include proof of proper insurance as stated in bid documents.	X	
Are all of the Required forms complete and included?	X	
Is each Addendum (when issued) signed and included?	X	
Have you checked your proposal for proper organization, tabs are correct?	X	
Are you in compliance with the page limitations?	X	
<b>Hard Copy Submissions.</b> Confirmation of one (1) original and one (1) copy on USB Drive.		
Did you submit your proposal electronically?	X	
Have you made sure your corporate address matches your Sunbiz information ?	X	
Are you registered on Demandstar to received addendums	X	
Have all areas of the RFQ forms and related documents been signed off by and authorized agent of the company and / or witnessed / notarized where applicable?	X	



PLEASE SIGN AND RETURN WITH BID \_\_\_\_\_



Checklist

RFQ No. 2024-019

# Certificate of Insurance

	<b>CERTIFICATE OF LIABILITY INSURANCE</b>	DATE (MM/DD/YYYY) 03/28/2023					
<p><b>THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.</b></p>							
<p><b>IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).</b></p>							
<b>PRODUCER</b> NEA Insurance Group, LLC  8700 W. Flagler St., Suite 401 Miami FL 33174	<b>CONTACT NAME:</b> Joyce Corp <b>PHONE (A/C, No, Ext):</b> (305) 221-2400 <b>E-MAIL ADDRESS:</b> jcorp@avante-nea.com <b>FAX (A/C, No):</b> (305) 221-2411						
<b>INSURED</b> Beefree Holdings Inc: Beefree LLC DbA Freebee 371 NE 61st St Miami, FL 33137		<b>INSURER(S) AFFORDING COVERAGE</b> INSURER A: Zurich American Insurance Company INSURER B: INSURER C: INSURER D: INSURER E: INSURER F:					
<b>COVERAGES</b> <b>CERTIFICATE NUMBER:</b> CL2332809046 <b>REVISION NUMBER:</b>		<b>NAIC #</b> 16535					
<p>THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.</p>							
INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> <b>COMMERCIAL GENERAL LIABILITY</b> <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR  GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC <input type="checkbox"/> OTHER:			GLO375996200	03/27/2023	01/01/2024	EACH OCCURRENCE \$ 2,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 300,000 MED EXP (Any one person) \$ 5,000 PERSONAL & ADV INJURY \$ 2,000,000 GENERAL AGGREGATE \$ 4,000,000 PRODUCTS - COMP/OP AGG \$ 4,000,000 \$
A	<input checked="" type="checkbox"/> <b>AUTOMOBILE LIABILITY</b> <input checked="" type="checkbox"/> ANY AUTO <input type="checkbox"/> OWNED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> NON-OWNED AUTOS ONLY			BAP375996300	03/27/2023	01/01/2024	COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ PIP \$ 10,000
	<input type="checkbox"/> <b>UMBRELLA LIAB</b> <input type="checkbox"/> OCCUR <input type="checkbox"/> <b>EXCESS LIAB</b> <input type="checkbox"/> CLAIMS-MADE DED    RETENTION \$						EACH OCCURRENCE \$ AGGREGATE \$ \$
A	<input checked="" type="checkbox"/> <b>WORKERS COMPENSATION AND EMPLOYERS' LIABILITY</b> ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) <input type="checkbox"/> Y/N If yes, describe under DESCRIPTION OF OPERATIONS below		N/A	WC375996100	03/27/2023	01/01/2024	<input checked="" type="checkbox"/> PER STATUTE <input type="checkbox"/> OTH-ER E.L. EACH ACCIDENT \$ 1,000,000 E.L. DISEASE - EA EMPLOYEE \$ 1,000,000 E.L. DISEASE - POLICY LIMIT \$ 1,000,000
DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)							
Certificate holder is included as additional insured on a primary and non-contributory basis. Waiver of subrogation is included. 30 day notice of cancellation included on all policies. 10 day notice of cancellation for non-payment.							
<b>CERTIFICATE HOLDER</b>				<b>CANCELLATION</b>			
Fort Pierce Redevelopment Agency c/o City of Fort Pierce Attn: Risk Manager 100 N. U.S. Hwy 1 Fort Pierce FL 34954-1480				SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.  AUTHORIZED REPRESENTATIVE 			
© 1988-2015 ACORD CORPORATION. All rights reserved.							
ACORD 25 (2016/03)      The ACORD name and logo are registered marks of ACORD							



**CUMULATIVE EVALUATION MATRIX**  
**RFP NO. 2024-019 - ON DEMAND TRANSPORTATION SERVICES**

02/22/2024

<b>RESPONDENTS</b>	<b>Evaluator #1</b>	<b>Evaluator #2</b>	<b>Evaluator #3</b>	<b>TOTAL</b>
<b>Beefree, LLC dba Frebee</b> Miami, FL	95	95	100	<b>290</b>
<b>Council on Aging of St. Lucie, Inc</b> Port St. Lucie, FL	75	98	85	258
<b>HBSS Connect Corp.</b> Lowell, MA	70	90	85	245
<b>River North Transit, LLC</b> New York, NY	90	90	91	271

<b>CRITERIA</b>	<b>Points</b>
<b>Letter of Submittal:</b> Includes introduction, company qualifications, company information, references and cost.	<b>40</b>
<b>Management Plan:</b> Team Structure, Standard operating procedures, timeline, marketing strategy and Customer Service complaints plan	<b>20</b>
<b>Technical Plan:</b> Vehicles standards, hours of operation, data dashboard and mobile app	<b>20</b>
<b>Program Plan:</b> Ability to Meet Project overview (FPRA Plan & Economic Development Impact)	<b>20</b>
<b>Total Points</b>	<b>100</b>

# ON-DEMAND TRANSPORTATION SERVICES

*RFP 2024-019*



# PILOT PROGRAM

*A Year in Review*



APP RIDES

7,482



TOTAL RIDES

10,029

FLAG DOWN

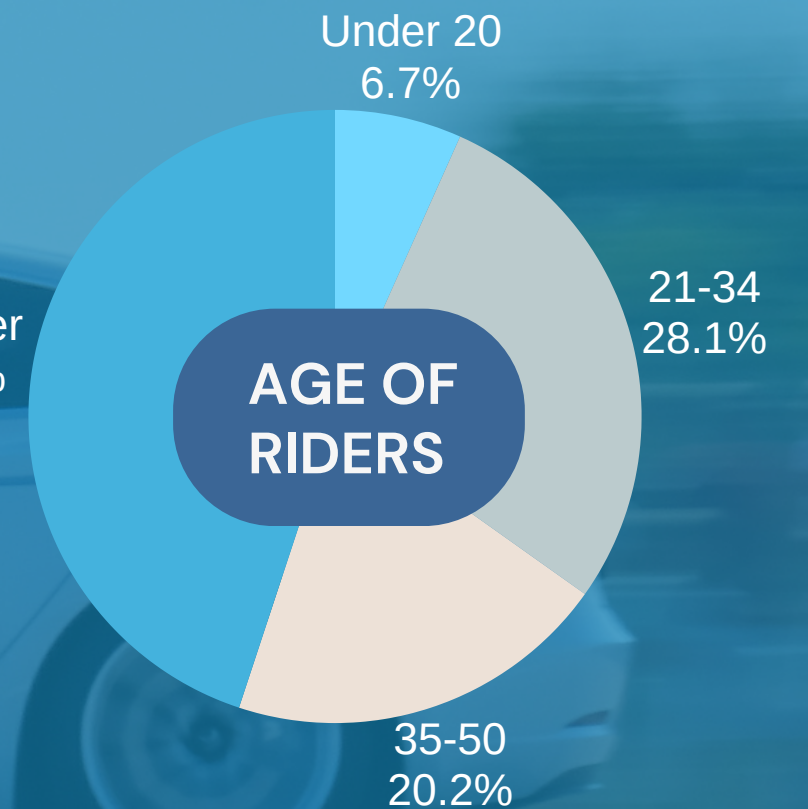
2,018



51-Over  
44.9%

DISPATCH

529



# Evaluation Criteria



## **TAB 1: LETTER OF SUBMITTAL 40 POINTS**

Includes introduction, company qualifications, company information, references and cost



## **TAB 2: MANAGEMENT PLAN 20 POINTS**

Team Structure, Standard operating procedures, timeline, marketing strategy and Customer Service complaints plan



## **TAB 3: TECHNICAL PLAN 20 POINTS**

Vehicles standards, hours of operation, data dashboard and mobile app



## **PROGRAM PLAN 20 POINTS**

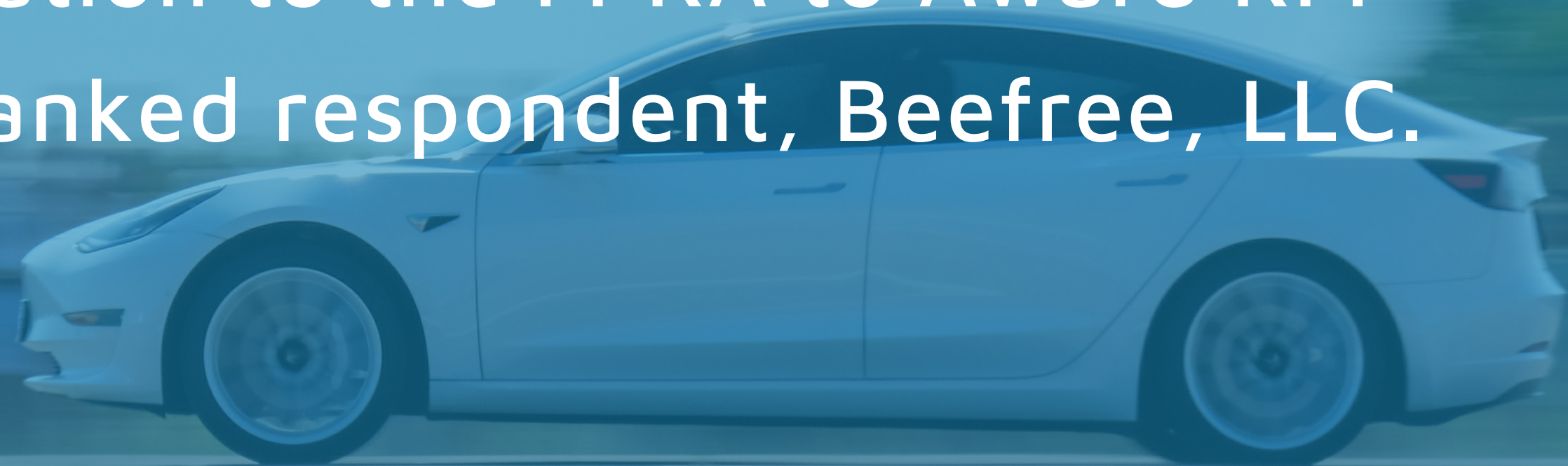
Ability to Meet Project overview (FPRA Plan & Economic Development Impact)

# Cumulative Evaluation

<b>RESPONDENTS</b>	<b>Evaluator #1</b>	<b>Evaluator #2</b>	<b>Evaluator #3</b>	<b>TOTAL</b>
<b>Beefree, LLC dba Frebee</b> Miami, FL	95	95	100	<b>290</b>
<b>Council on Aging of St. Lucie, Inc</b> Port St. Lucie, FL	75	98	85	258
<b>HBSS Connect Corp.</b> Lowell, MA	70	90	85	245
<b>River North Transit, LLC</b> New York, NY	90	90	91	271

# Recommendation

Staff recommends that the CRAAC forward a recommendation to the FPRA to Award RFP to highest ranked respondent, Beefree, LLC.



**CRA Advisory Committee**

**Meeting Date:** March 6, 2024

**Re:** Global Redevelopment Draft Proposal

**Submitted For:** Shyanne Harnage, Economic Development Manager, City Manager

---

**Information**

**SUBJECT:**

Review of Global Development Narrative submitted by Member Chad Ingram

---

**Attachments**

Global Redevelopment Proposal - Draft

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# Global Redevelopment Proposal: Lincoln Park & Peacock Arts District

Prepared by Chad Ingram for The City of Fort Pierce Economic Development Department



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*“Homes and the ground beneath them, to plant fruit trees;  
To be able to tell the children, ‘These are yours.’”*

**GARRISON FRAZIER, 1865**

## One Person’s Story

Shelia Davis, a resilient veteran of the war on terror and a Lincoln Park resident, faced an uphill challenge to achieving home ownership. She is a single mother of two young children and works as a retail manager. The safety and wellbeing of her son and daughter are Shelia’s top priority.

Shelia diligently tended to her credit score and saved for a down payment by braiding her neighbors’ hair at the kitchen table. Although restricted by the neighborhood’s zoning regulations, Shelia’s little shop was a hub for community interaction. As she worked on clients and saved her money, she envisioned a place to call her own amidst rising rents for the aging homes in her neighborhood. She managed to save \$12k all while sacrificing her family’s comfort to keep current on her bills.

Shelia was pre-approved for a home loan; however, she was continually outbid by non-resident investors when she tried to purchase a surplus property from the city or on the open market. The competitive real estate environment and the city’s demonstrated preference for building large homes that sell for \$300k and up made it increasingly difficult for her to secure a property, despite her persistence.

With a monthly rent of \$1,500 consuming nearly 47% of her \$32,000 annual income, Shelia’s dream of homeownership remained elusive. Life’s simple challenges—a blown tire, a dead car battery, one or both of her children having the flu—chipped away at her hard-earned nest egg, and the negative effects of recent global economics and inflation cycles cast a shadow on her cash position and creditworthiness.

Despite these hurdles, Shelia was undeterred. She joined fellow residents and community advocates in lobbying the City of Fort Pierce to invest in the people of the Lincoln Park and Peacock Arts districts. It was very difficult getting the city employees, who were aware of the need for more housing, to understand the neighborhoods’ needs and how the city’s historic zoning code suppresses new growth. It took 2.5 additional years of work negotiating and policy hashing, but eventually, she was able purchase a small 4-bedroom home, with a granny suite (ADU) she would use to expand and professionalize her hair braiding business. Shelia is now enrolled in the small business ownership course at the I.N.C. Center around the corner from her new home and sees no limits to what she can achieve.

Shelia’s monthly expenses underwent a positive shift. The \$1,000 mortgage, \$500 less than her previous rent, gave her increased financial flexibility. Even after deducting other essential expenses, such as a car note, car insurance, utilities, and food, Shelia found herself with a surplus that gave her a more stable and sustainable financial life.

Lincoln Park and other communities in Fort Pierce are home to many “Shelias”, each one with a story and a struggle to buy a home. We can help our residents achieve their dreams of home ownership and give them a vibrant and thriving community--one home, one family, at a time.

## Executive Summary

This document discusses the need for affordable housing and offers a proposed solution that benefits not just homeowners but all residents of Fort Pierce.

More than 90% of the population believes that home ownership is an important part of achieving the American dream. Home ownership is a source of security, pride, and stability. It improves neighborhoods and solidifies communities. Sadly, that dream is elusive for almost a third of the population.

Those who wish to enter the housing market must be fiercely determined—and patient. Rising rents, inflation (which still impacts food prices and mortgage rates), professional investors (who compete for affordable housing that will be turned into rental properties), and local zoning restrictions all make it difficult or impossible for first-time buyers.

Properties exist in the Lincoln Park and Peacock Arts districts that can be turned into affordable homes for first-time buyers. By building smaller homes as part of mixed-use neighborhoods, we can create vibrant, culture-rich communities that foster strong social bonds, encourage business ownership, and instill pride of ownership.

Moreover, new homes that are affordable now (e.g., \$125K) will remain affordable over the course of 10+ years, contrasted with home prices that begin at \$300K—which is the minimum starting price for a new home in a subdivision in Fort Pierce. These homes begin, and stay, out of reach for first-time buyers who are at or below 140% of the AMI.

Seven parcels of land have been identified. Each property has one or more sponsors and would be completed over the next two - three years. More than 25 individuals and organizations have been identified as collaborators, which demonstrates a deep commitment and strong base of support for this initiative.

This proposal includes a letter of intent that outlines how we would partner with the City of Fort Pierce to move forward. It is not a binding contract; rather, it provides a starting point and framework that can be formalized into a more detailed agreement.

The final section of this proposal includes the Florida statute that provides legal standing for our request and lists previous development projects for which the City of Fort Pierce provided funding assistance.

## Introduction

Entry-level houses are a cornerstone of any city's economic and social landscape. Affordable, sustainable, and innovative housing contributes to a more inclusive and dynamic urban environment. Cities that prioritize the development of entry-level housing are likely to see positive impacts on economic growth over longer periods, community engagement, and the overall well-being of their residents.

Investing in affordable housing development has ripple effects throughout the city's economy, creating good-paying jobs, increasing the financial well-being of households, and generating revenue for the state.

Fort Pierce's current redevelopment strategy for the Lincoln Park and Peacock Arts districts lacks adaptability and sustainability. Recent property redevelopment decisions not only reflect a belief in perpetual prosperity; they unveil a series of choices that, whether intentional or not, have contributed to an alarming rise in rents within both districts. This upward trend in rental costs threatens housing affordability for existing residents, posing a significant challenge to the well-being of the community.

A new report from the Joint Center for Housing Studies of Harvard University found that in 2022, as rents spiked during the COVID-19 pandemic, a record half of U.S. renters paid more than 30% of their income for rent and utilities. Nearly half of *those* people paid more than 50% of their income. Those rents have not come down.

The approach of planning and constructing large, expensive homes in these districts' vacant infill, akin to new subdivisions, risks causing more harm than good to local families. It is imperative to recognize that the current *modus operandi* is fragile, resistant to adaptation, and exerts a repressive impact on the residents. Consequently, a thoughtful reconsideration of the development strategy is not just advisable but *vital* to safeguard the interests of the current voters and ensure long-term community prosperity.

In the world before now, we embraced a model of incremental growth, where small homes were steadily added onto over time to cater to the evolving needs of residents and the community. This organic development often featured what is now termed *mixed-use*, combining residential spaces with secondary uses such as small cafes and retail stores. This approach not only fostered a sense of community but also enhanced the livability, walkability and vibrancy of neighborhoods.

An incremental growth model, characterized by affordable, multidimensional development, holds significant advantages, particularly in redeveloping under-resourced neighborhoods like ours. Unlike subdivision-style home redevelopment, which risks displacing current residents, this approach allows for the addition of new homes and amenities without causing community upheaval.

By incorporating affordable small homes and mixed-use spaces, neighborhoods can experience revitalization while preserving the cultural and social fabric that defines them. This method promotes inclusivity, as it caters to a diverse range of residents, fostering a sense of belonging among different socioeconomic groups.

Furthermore, the integration of secondary uses like cafes and retail stores not only meets the daily needs of residents but also stimulates local economic activity. It encourages entrepreneurship, job creation, and a vibrant street life, ultimately contributing to the overall well-being and sustainability of the neighborhood.

In essence, adopting a model of incremental, affordable, and multi-socioeconomic development aligns with the organic growth patterns of successful communities in the past. It offers a holistic approach to neighborhood redevelopment, striking a balance between meeting contemporary housing demands, preserving community identity, and promoting economic vitality without displacing current residents.

## Project Description

This proposal includes seven parcels of land, up to 3.48 acres, of both residential and commercial units. Projects will be developed within the city's Workforce and Affordable Housing guidelines. Qualifying units will be included in the Workforce Housing Program.

## Property Information

Sponsors	Location	Description
<p>Tunnel to Towers Homeless Veteran Program</p> <p>Because We Love Lincoln Park, Inc.</p>	<p>Location: <a href="#">110 N 10TH ST</a></p> <p>&amp;</p> <p><a href="#">Avenue B</a></p> <p>Parcel: 2410-604-0169-000-1</p> <p>&amp;</p> <p>Parcel: 2410-604-0141-000-9</p>	<p>0.79 &amp; 2.02 acres</p> <p><i>Owner will match this request with the dedication of 0.30 acres - 1308 Ave I, to the same ArtFarm enterprise.</i></p>
<p>tykes and teens, inc.</p> <p>Project Lift</p>	<p><i>Ashe Place</i></p> <p><a href="#">701 N 14th Street</a> &amp; <a href="#">TBD</a></p> <p>Parcel: 2404-814-0013-000-9</p> <p>Parcel: 2404-814-0012-000-2</p>	<p>0.27 acres</p> <p>Proof of concept for nonconforming lot utilization</p> <p>Multi-generational concept</p> <p>100% affordable units for residents @ 140% Fort Pierce AMI</p> <p><i>Owner will match this request with the inclusion of 0.17 acres at 801 Ave B to the same Ashe enterprise</i></p>
<p>Marine Cleanup Initiative, Inc.</p> <p>Because We Love Lincoln Park, Inc.</p>	<p><i>Kay Oshun - House Oshun</i></p> <p><a href="#">426 N 11th Street</a></p> <p>Parcel: 2409-501-0173-000-2</p> <p>OR</p> <p><a href="#">415 N 9th Street</a></p> <p>Parcel: 2410-601-0034-000-7</p>	<p>0.11-0.12 acres</p> <p>In partnership with the Saint Lucie County Coastal Resource Manager - Jim Oppenborn</p> <p>In partnership with Saint Lucie County UF/IFAS Sea Grant Officer - Vincent Encomio</p> <p>Residential stormwater runoff mitigation demonstration site and mini orchard</p> <p>Eco tourist long-term market rate rentals</p> <p>Affordable units for residents @ 140% Fort Pierce AMI with homeownership training</p>
<p>Project Lift</p> <p>Because We Love Lincoln Park, Inc</p>	<p><i>Le Palais Sans Soucis - The Palace of No Worries</i></p> <p><a href="#">1241 Avenue D</a></p> <p>Parcel: 2409-501-0282-000-9</p> <p>&amp;</p> <p>Fresh Produce Market</p> <p><a href="#">504 N 10TH ST</a></p> <p>Parcel: 2410-601-0071-000-8</p>	<p>0.21 &amp; .07 acres</p> <p>Retail units</p> <p>Condos</p> <p>Affordable units for fosters leaving care with homeownership training</p>



*Ideal site plan 801 Ave B, Fort Pierce*

### 10-year Projection of Value and Impacts on Long-term Affordability

As you can see in the following two examples, the initial selling price of a property has a significant impact on that property’s long-term affordability.

Assuming 4.5% annual housing inflation and a timeframe of 10 years, it is easy to see that properties that are initially more expensive become ever-increasingly out of reach for Fort Pierce residents who are at or below 140% the AMI. These numbers do not take into account mortgage interest rates, which can create a substantial reduction in a property’s affordability for lower-income would-be buyers.

Present Value	X	Rate	Timeframe	=	Future Value
300,000	X	4.5%/yr	10 years	=	≈\$463,233.90
125,000	X	4.5%/yr	10 years	=	≈\$193,014.13

### Neighborhood & Community Partners

The following individuals and organizations are collaborators in this initiative and support the effort to expand housing in Fort Pierce in a way that meets the needs of all its citizens and creates a vibrant, thriving community.

- [Betty Bradwell, Community Leader](#)
- Henry Duhart, Community Leader
- Derek Hankersen, Congressman Brian Mast Office
- INC. Incubate Neighborhood Center
- The City of Fort Pierce
- Fort Pierce Redevelopment Agency
- [Chasity Harry, Esq](#) Community Leader
- Fort Pierce Community Redevelopment Agency Advisory Committee
- [Treasure Coast Builders Association](#)
- [Daniel Collins, Containing Luxury](#)
- Chad Ingram, [Bcause We Love Lincoln Park](#)
- Christa Stone, [MCI - Marine Cleanup Initiative](#)
- Jim Oppenborn, [St Lucie Co. Coastal Resources Manager](#)

- Anthony Olivieri, [Capital Partners Real Estate](#)
- [901 Hub](#)
- City of Fort Pierce Economic Development Department
- City of Fort Pierce Grants Admin.
- Carol Roberts, [UF/IFAS Saint Lucie County Extension Office](#)
- Richie Colletti, [Leak Busters](#)
- Colletti Funny Farm
- Larry Neese, [Neese Roofing](#)
- Shannon Wood, [Rebuild Florida, IRSC](#)
- Sean Kyle, [Project Lift](#)
- Greg Welling, Local Farmer
- Linda Gallagher, [tykes and teens](#)
- Jack McCulley, [McCulley Marine](#)
- Vincent Encomio, [Martin County UF/IFAS Sea Grant Officer](#)
- Gregory Jones Jr., [Treasure Coast Barbers United Inc](#)

## Financial Information

We estimate the redevelopment budget will be up to approximately \$500k per site over time. Because We Love Lincoln Park has built and sustained relationships with a wide array of investors who are committed to investing in opportunities that have the potential to bring about positive change through high quality community redevelopment. We will secure the capital required to improve the land to meet code and ensure the finished space is welcoming and inviting to all members of the community. Ongoing operational costs will be sustained through sales revenue, and local, state, and federal funding, including grants and ongoing strategic partnerships.

The City Commission has approved a number of grants and programs specifically designated for residents at or below 140% AMI. Examples include:

- The Fort Pierce Redevelopment Agency Incentive program
- Paint Our Town
- The Paint Program
- The Peacock Arts District Mural Program
- Expedited site plan review and fast-track permitting
- The FPRA Impact Fee Moratorium
- The Public Service Awards (PSA)
- SHIP funds
- Small business grants
- The Commercial Façade Grant
- The FPRA Commercial Sign Grant

The city will also rescind any planning fees associated with the projects listed in the City of Fort Pierce municode. We propose using the grant funds for some site soft cost, to train residents for entry-level green industry jobs, construct affordable housing, build a “makers’ space, stock sub-tropical fruit orchards, install large art murals, make exterior improvements, beautification, signage, and on-site parking. In appreciation of the grant funds we would be willing to include among the Development Conditions the requirement to allow public access to and use of designated amenities on the property as a public service and community safe space during posted hours.

# Relevant Prior Project Experience

## 120 S.E. Martin Luther King Jr. Blvd

901 Hub and our partners have spent the last few years convincing the local leaders to develop what is now a thriving Stuart Arts District, in the immediate surrounding area.



*2 Lots in Downtown Stuart. Lot 1 currently vacant; Lot 2 is in the planning and permitting phase preparing for construction of a 26 unit hotel for Love and Hope In Action - a Stuart based nonprofit.*

## Letter of Intent

We are pleased to submit this non-binding Letter of Intent ("LOI") on behalf of Because We Love Lincoln Park, Inc., Lincoln Park Young Professionals, Inc., tykes and teens, inc., Marine Cleanup Initiative, Inc., and other to-be-determined local nonprofits (the Developer") to the City of Fort Pierce or the Fort Pierce Redevelopment Agency (the "Seller") for the purchase and development of the five parcels of vacant land:

### Purchase and Development Agreement

1. Developer understands and appreciates the Seller's goal of developing and revitalizing the properties into residential and commercial enterprises. In view of these goals (and as consideration for the Seller's sale of the Property), Developer is willing to accept title to the Property subject to binding of-record covenants, restrictions, limitations and conditions relating to Developer's redevelopment of the Property, including its development of semi-public space on the Property, and the public's right to use the space (collectively, the "Development Conditions"). The specifics of the Development Conditions will be negotiated and further set forth in the Development Agreement, but at a minimum will include the expected date of completion and set forth the construction schedule.
2. Following the full execution of this LOI, Developer and Seller shall work together in good faith to prepare and finalize a purchase and development agreement ("Development Agreement" or "PADA"), setting forth the terms and conditions applicable to the purchase and development of the Property.
3. The Fort Pierce City Commission will provide expedited no-fee development services for these projects that include but are not limited to site plan review; PUR, PU, and PUD applications; public hearings; and public notice fees.
4. Considering the cost of improvements and as an incentive to begin development of the Property as soon as possible, the Developer agrees to a purchase price of One Dollar (\$1.00) per parcel. Should the property be sold or otherwise transferred to a non-501(c)3 entity, the FPRA and/or the City of Fort Pierce shall be entitled to a one-time payment of 50% of the land value (at time of transaction) sans improvements as documented by the Saint Lucie County Tax Collector.
5. Seller shall convey the Property to Developer via quit claim deed. Seller acknowledges that Developer intends to obtain a quiet title and agrees to furnish such affidavits as the Developer may reasonably require.
6. Upon full execution of the PADA, the Developer shall have a 10-day period ("Due Diligence Period") to conduct its due diligence on the Property. Seller shall cooperate with Developer in Developer's performance of its due diligence relating to the Property. To that end, Seller shall, upon the Developer's reasonable request, furnish the Developer with copies of any due-diligence documents or other materials to the extent the same are in Seller's possession or control. The Developer and its agents shall have reasonable access to the Property for the purpose of conducting its due diligence, including without limitation, in matters relating to survey, title, zoning, environmental and property conditions, etc.
7. The PADA shall contain the customary prorations with respect to any applicable items customarily prorated between the parties in transactions of this type and size in the county where the Property is located. All prorations shall be adjusted between Developer and Seller at closing.
8. The closing will occur on the date that is fifteen (15) days after the expiration or earlier waiver of the Due Diligence Period, or upon such other date upon which Seller and Developer may agree. Closing shall occur via Developer's title company.

9. Each party shall be responsible for its own attorney fees and expenses for the sale and transfer of the Property. Any other closing costs shall be allocated in accordance with market customs in the State of Florida.

### **Exclusivity**

Seller agrees that once this LOI is signed by both parties, Seller will not, directly or indirectly, whether by officer, director, member, agent, or otherwise, take any action to solicit, initiate, seek, support, or encourage any inquiry, proposal or offer from, provide any nonpublic information to, or participate in any discussions or negotiations with any third party for the purpose of leasing, selling, or exchanging the Property or any interest therein.

### **Confidentiality**

The parties agree that the terms of this LOI are, and shall remain, confidential and shall not be disclosed, directly or indirectly, by them for any reason at any time; provided, however, that each party may disclose, in confidence, on a need-to-know basis, the terms of this LOI to its attorneys, accountants, financial institutions, directors, officers, employees, insurers, other applicable service providers and/or consultants, and, to the extent required by law, any applicable governmental authority.

### **Conditions, Restrictions, and Timeline**

#### **Applications for Approvals and Building Permits**

1. Grantee shall file quiet title actions with the applicable jurisdiction within 15 calendar days of the conveyance of the quit claim deed. Grantee shall use all best efforts and due diligence in submitting all proper documentation for any and all filings (120 days).
2. Developer's obligation to close on the purchase of the Property and, thereafter, to satisfy the Development Conditions, shall be contingent upon Developer's determining, during the due diligence period, that the Property is suitable for Developer's contemplated use.
3. Grantee shall apply for any and all required approvals, building permits, and all other permits, in the manner consistent with the applicable jurisdiction, within 15 days of the conveyance of quieted title to the real property to Grantee. Grantee shall use all best efforts and due diligence in submitting all proper documentation for any and all required approvals, building permits, and all other permits.

#### **Commencement of Construction**

Grantee shall commence construction within 30 calendar days of receiving the required approvals and building permits.

#### **Certificate of Occupancy**

Grantee shall obtain a Certificate of Occupancy within one (1) year of the issuance of required approvals and building permits.

#### **Timeline**

The projected timeline for the five projects is two years.

## Material Breach and Termination

Failure of the Grantee to comply with any term of this Agreement and/or failure to meet any development timeline, shall be considered a material breach of this Agreement. The FPRA may terminate this Agreement, at any time in its sole discretion, without notice, if Grantee materially breaches any provision of this Agreement.

## Reverter

In the event of termination of this Agreement due to a material breach, as determined by the FPRA in its sole discretion, the Seller reserves the right to compel the assignment or sale of the property to a new arms-length buyer of its choosing. The Purchase Price and any costs of permanent improvement of the Real Property is forfeited to the FPRA, no refund of the Purchase Price or any costs of permanent improvement will be granted to Grantee. The Grantee shall be responsible for any associated costs and damages incurred by the Seller in connection with such forced sale. The Grantor, its successors, and its assigns, shall have the right to reenter the Real Property and, upon exercise of such re-entry, all right, title and interest of Grantee in the Real Property shall cease and revert immediately to Grantor, its successors and assigns.

## Assignment, Sale, and Transfer

1. The Grantee may list the Real Property for sale.
2. The Grantee must notify the FPRA of such listing within 10 calendar days of such listing.
3. If Grantee is to assign this Agreement, whether through the sale of the Real Property or otherwise, the Grantee must notify the FPRA no less than 30 calendar days prior to the transfer of title to the Real Property.
4. **Should the property be sold or otherwise transferred to a non 501(c)3 entity, the FPRA and or the City of Fort Pierce shall be entitled to a one-time payment of 50% of the land value (at time of transaction) sans improvements as documented by the Saint Lucie County Tax Collector.**
5. The Grantee must notify a future purchaser or owner of the Real Property of this Agreement at least thirty (30) calendar days prior to the sale or transfer of title to the Real Property.

Such notification must be done by the Grantee providing the future purchaser or owner of the Real Property with a true and accurate copy of this Agreement in its entirety.

## Excessive Profit Limitation

An Excessive Profit Limitation Clause (the "Clause") is incorporated into the agreement ("Agreement") entered into between the Seller and the Grantee pertaining to the sale of a partial or finished construction project built on formerly surplus property.

1. For the purposes of the Clause, "Excessive Profit" shall be deemed to exist when the Grantee realizes a profit margin exceeding 120% of the total project cost, as mutually agreed upon by both parties.
2. The Seller reserves the right to monitor and assess the Grantee's financial gains derived from the sale of the construction project.
3. If the Seller determines, at its sole discretion, that the Grantee has realized an excessive profit, the Seller may take corrective actions to limit said excess. Actions include:
  - Lower the price
  - Capture 50% of the excess profit and use it to increase the Public Service Awards (PSA) Fund
  - Allow the transaction to continue as is

It is expressly understood by the parties that this LOI shall serve only as an outline of the general terms and conditions under which the parties would consider entering into an agreement for the sale of the Property. This LOI is not a contract, and neither of the parties intends that the preliminary understandings contained herein represent the final agreement. The preliminary understandings expressed in this LOI are subject to, and conditioned upon, the negotiation and execution of a PADA. This LOI is an agreement to negotiate in good faith and each party is free to withdraw from the negotiations of the agreement described herein prior to the execution of such definitive and final agreement without liability or obligation to the other party, even if the other party has incurred expenses or taken any actions in reliance on the preliminary agreements expressed herein.

Notwithstanding anything herein to the contrary, the parties hereby agree that the exclusivity and confidentiality clauses of this LOI shall be binding on Developer and Seller.

Please respond to Chad Ingram, Director of Operations, regarding this LOI at FortPierceChad@gmail.com no later than fifteen (15) days after the date of this letter.

Respectfully,

Chad Ingram, Director of Operations

Because We Love Lincoln Park, Inc.

February 05th, 2024

**ACCEPTED BY SELLER: FORT PIERCE REDEVELOPMENT AGENCY**

Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

# Legal Standing for Request

## The 2023 Florida Statutes - Title XVIII - PUBLIC LANDS AND PROPERTY

### Chapter 274.05

#### TANGIBLE PERSONAL PROPERTY OWNED BY LOCAL GOVERNMENTS

“the governmental unit may offer surplus property...to private nonprofit agencies as defined in s. 273.01(3) by sale or donation.”

#### Definition

Chapter 273.01 (3) “Private nonprofit agency” means a nonprofit charitable organization, no part of the net earnings of which inures or may lawfully inure to the benefit of any private shareholder or individual, which has been held to be tax-exempt under the provisions of s. 501 of the Internal Revenue Code of 1954, and which has as its principal mission:

- (a) Public health and welfare;
- (b) Education;
- (c) Environmental restoration and conservation;
- (d) Civil and human rights; or
- (e) The relief of human suffering and poverty.

## City Precedents

The City of Fort Pierce offers several funding assistance programs to support redevelopment projects, commercial property improvements and residential infill development throughout the FPRA District. Moores Creek Phase I

- King’s Landing Development
- Lindsey School of the Arts
- Moores Creek Phase II
- INC. Incubate Neighborhood Center
- The ACCEL Charter School Project