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# **FREEBEE FORT PIERCE EXPANSION UPDATE**

August 2024



# HISTORY/BACKGROUND

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The service launched in February 2023 with the primary goal of acting as an economic driver for the Fort Pierce Redevelopment Agency (FPRA), helping to invigorate the local economy by offering residents and visitors a reliable transit solution. This service allows everyone to explore all that Fort Pierce has to offer, from its vibrant downtown to its beautiful beachside, without the need for a personal vehicle.

## Key objectives of the service include:

- **Economic Impact:** Enhancing the economic vitality of Fort Pierce by providing accessible and convenient transportation, which encourages both residents and visitors to frequent local businesses.
- **Park-Once Convenience:** Offering a convenient "park once" option for those arriving by car, ensuring seamless connectivity to all areas of Fort Pierce and reducing the hassle of multiple parking stops.
- **Environmental Benefits:** Reducing carbon emissions by decreasing the reliance on personal vehicles, contributing to a greener and more sustainable community.
- **Livability Enhancement:** Transforming Fort Pierce into a community where residents and visitors can live, work, and play without the necessity of a personal vehicle, fostering a more connected and accessible urban environment.

These efforts are designed not only to improve the quality of life for those in Fort Pierce but also to position the city as a model for sustainable urban living, attracting more visitors and potential residents who value convenience and environmental responsibility.



# EXPANSION AND RIDERSHIP GROWTH



- In June 2024, we expanded our service to operate 7 days a week, covering a larger service area. The impact of this expansion has been remarkable.
- In the first month post-expansion (July), we transported over 5,100 passengers—an astounding 358% increase year-over-year, marking the largest annual growth we've ever recorded.
- Looking ahead, August is on track to move close to 5,800 riders, and this is before we even hit our peak season. This momentum positions us for continued strong ridership growth as we approach the busiest time of the year.

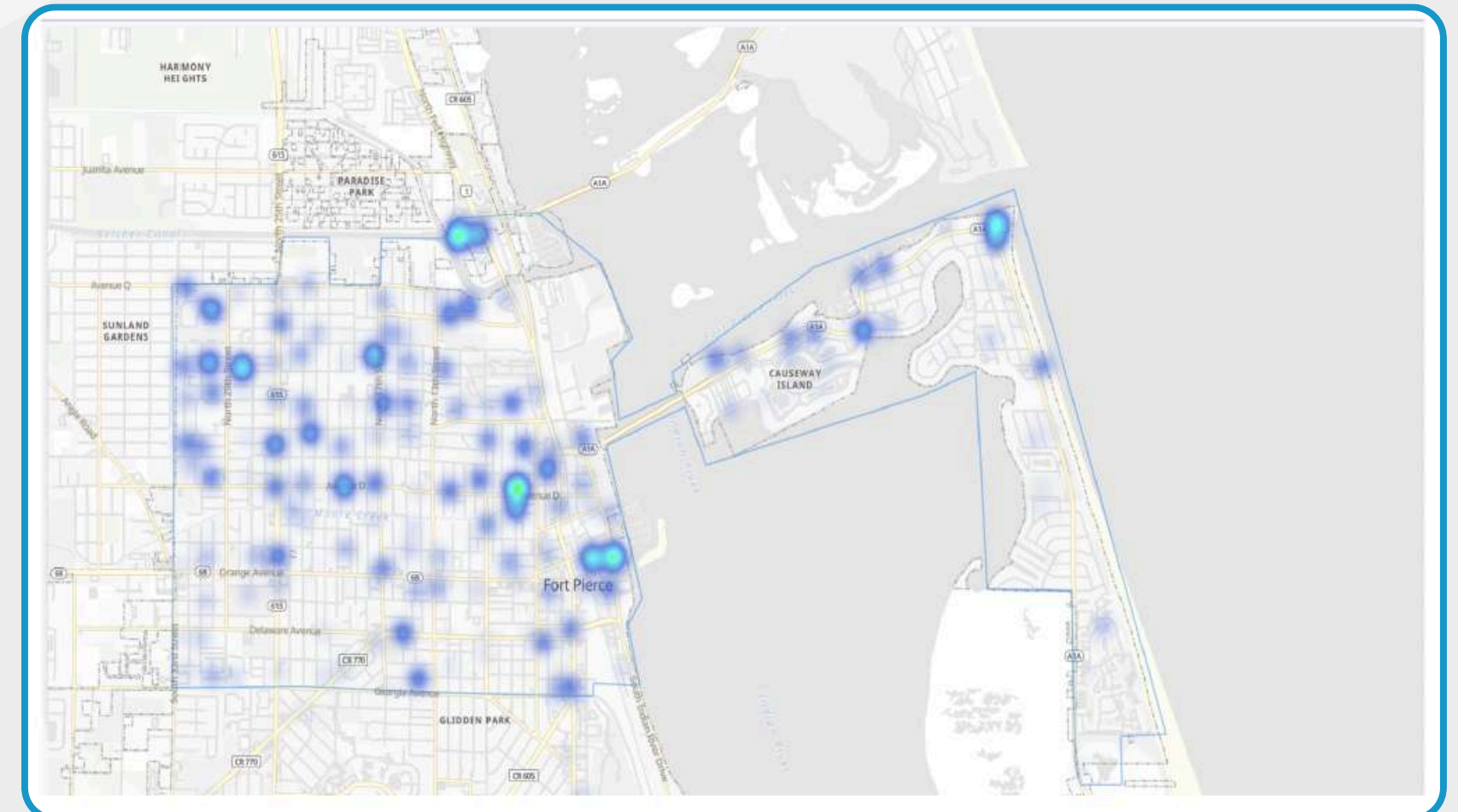
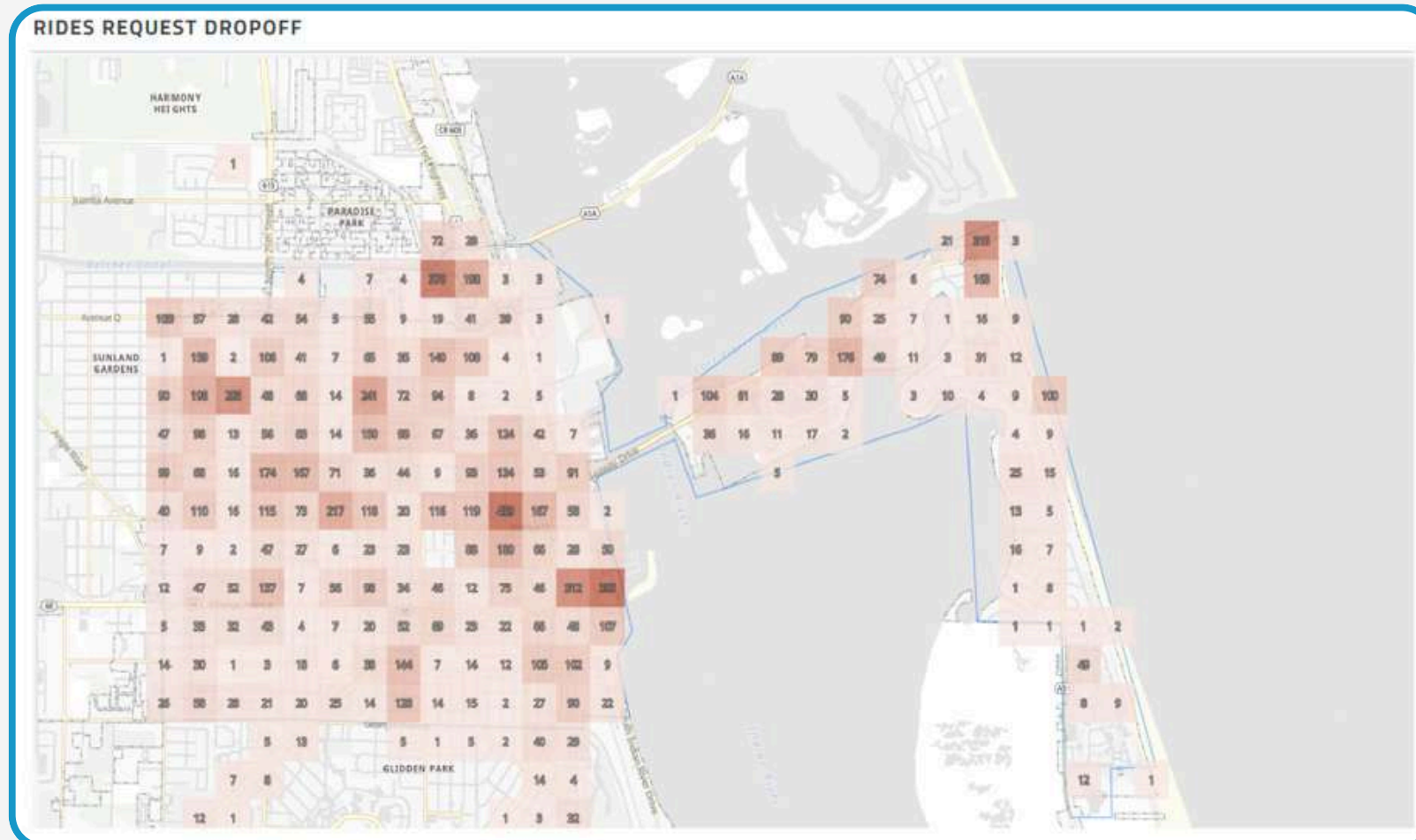




# WHERE ARE RIDERS GOING?

## Hot Spots:

- Jetty Park
- Local Businesses in Downtown/Beachside
- Publix
- Beth Ryder Intermodal Facility on Avenue D



# CURRENT CHALLENGES AND RECOMMENDATIONS

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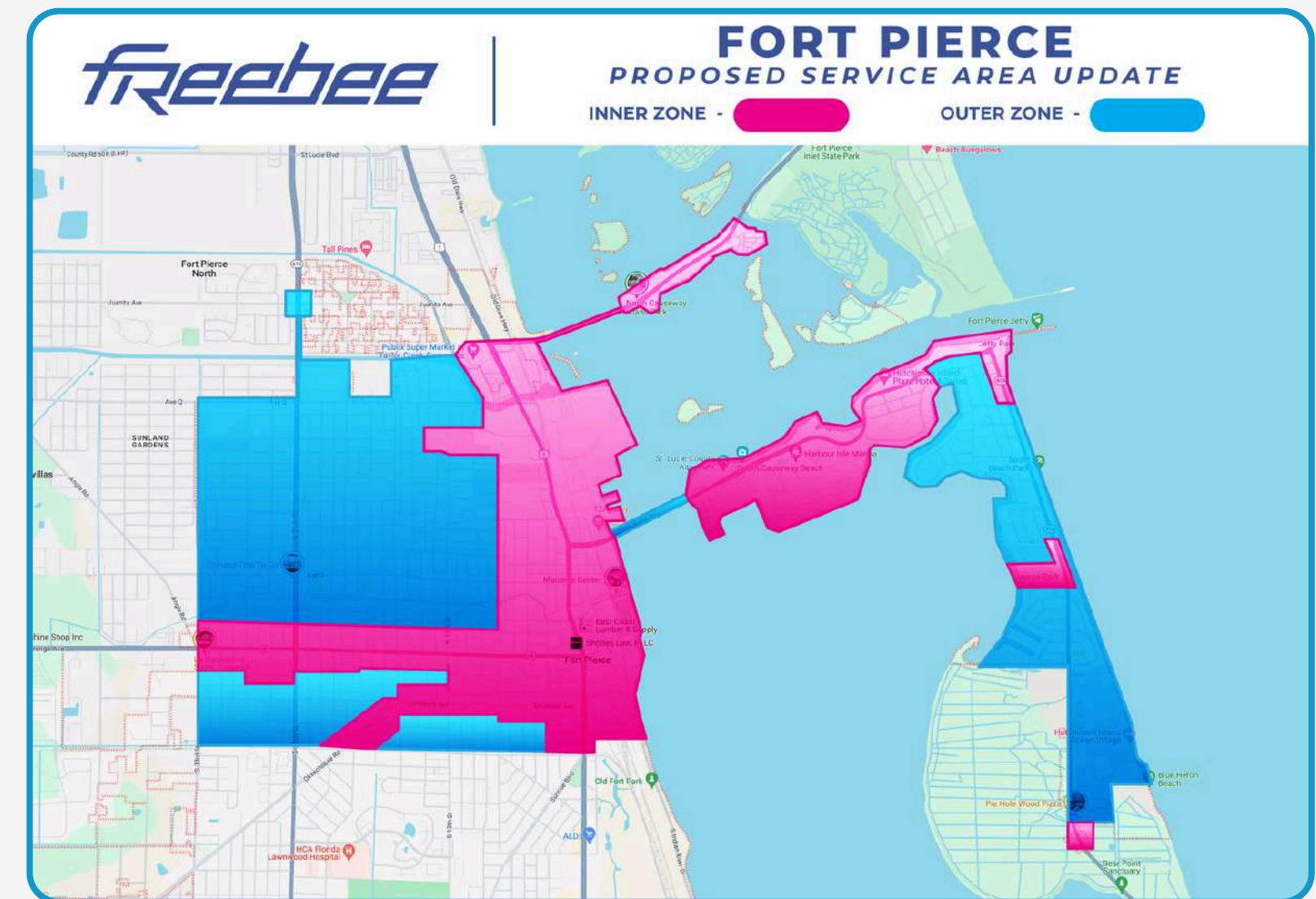
## Challenges:

- **Increased Demand and Wait Times:** With ridership and demand skyrocketing, we are experiencing longer wait times than anticipated. This surge in demand was totally unexpected based on data captured during Year 1. Demand is 3x higher than peak season in 2023.
- **Unintended Usage:** A portion of the demand is coming from house-to-house rides and joyriding by teenagers, which deviates from the program's original goals and intentions.

## Recommendations:

- **Age Restriction:** Implement an age restriction, making the service available only to individuals 18 years and older to minimize joyriding by younger users.
- **Refined Service Zones:** Redefine the service area with a "Zone within Zone" model to better align with the program's objectives:
  - **Inner Zone:** Focused on commercial areas and local businesses.
  - **Outer Zone:** The current broader service area.

Utilize technology to restrict ride requests to/from local businesses, attractions, and parks, ensuring the service is used as intended and supports the local economy.



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# THANK YOU

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[www.RideFreebee.com](http://www.RideFreebee.com)

