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FREEBEE FORT PIERCE EXPANSION UPDATE

July 2025





PROGRAM GOALS AND OBJECTIVES

The Freebee Fort Pierce service was designed as a key economic development initiative for the Fort Pierce Redevelopment Agency (FPRA). What began as a strategic effort to drive foot traffic and support local businesses has quickly evolved into a vital public transportation solution for residents, workers, and visitors alike.

Program Objectives:

1. Economic Development

- Stimulate the local economy by providing free, reliable, and convenient transportation that encourages residents and tourists to explore and support downtown businesses, beachside attractions, and neighborhood commercial hubs.

2. Workforce Access & Mobility

- Enable greater access to employment by providing 7-day coverage across the CRA, ensuring workers can reliably commute to and from jobs without needing a personal vehicle, especially critical for service-industry and shift-based employees.

3. Park-Once and Car-Free Convenience

- Provide a seamless mobility option that allows visitors to park once and access multiple destinations without the hassle of re-parking or driving. For residents and workers within the CRA, the service offers the freedom to live car-free, connecting to homes, jobs, and amenities throughout the district.

4. Environmental Sustainability

- Reduce traffic congestion and lower carbon emissions by replacing short car trips with eco-friendly, electric, shared rides, contributing to a cleaner, more sustainable Fort Pierce.

5. Quality of Life & Equity

- Improve livability and accessibility by making it easier for residents of all ages and socioeconomic backgrounds to move throughout the city, supporting a stronger sense of community. This level of access helps make the City of Fort Pierce a place where people can truly live, work, and play without the need for a personal vehicle, providing a more inclusive and sustainable urban environment.

HISTORY



- The program initially launched in February 2023 with four vehicles operating 40 hours per week, Thursday through Sunday.
- In July 2024, with the support of an FDOT grant that pays 50% of the costs, the service was expanded to operate seven days a week, increasing coverage to 70 hours per week.
- This expansion also included enlarging the geofenced service area to cover the entire CRA district, enhancing access and connectivity. Rides are required to begin and/or end within the commercial district in Downtown/Beachside.
- Building on the program's strong community reception and rising demand, particularly ahead of the high season, a fifth vehicle was added in December 2024 to further increase capacity and maintain service quality.

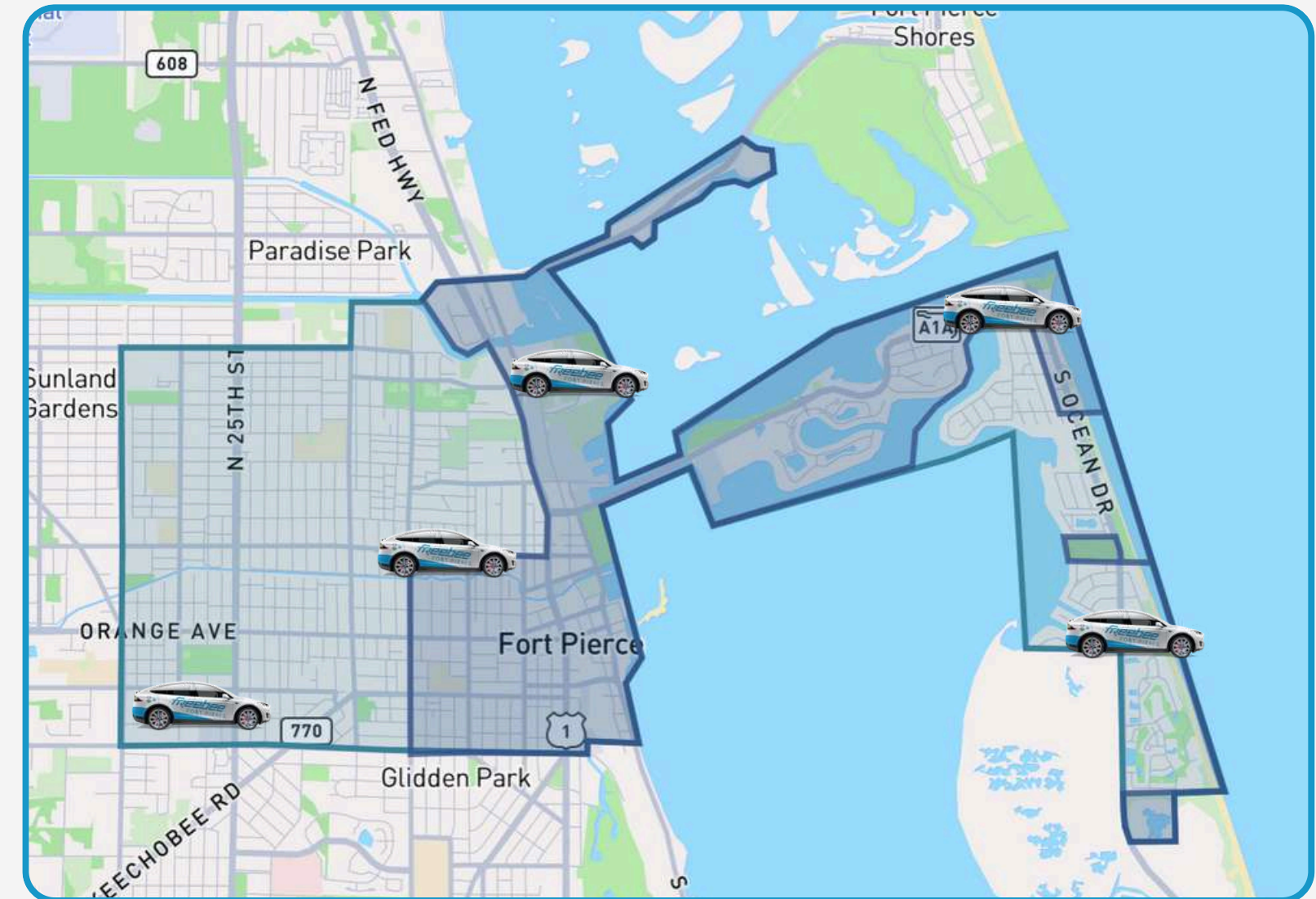


IMPACT OF 5TH VEHICLE ADDITION

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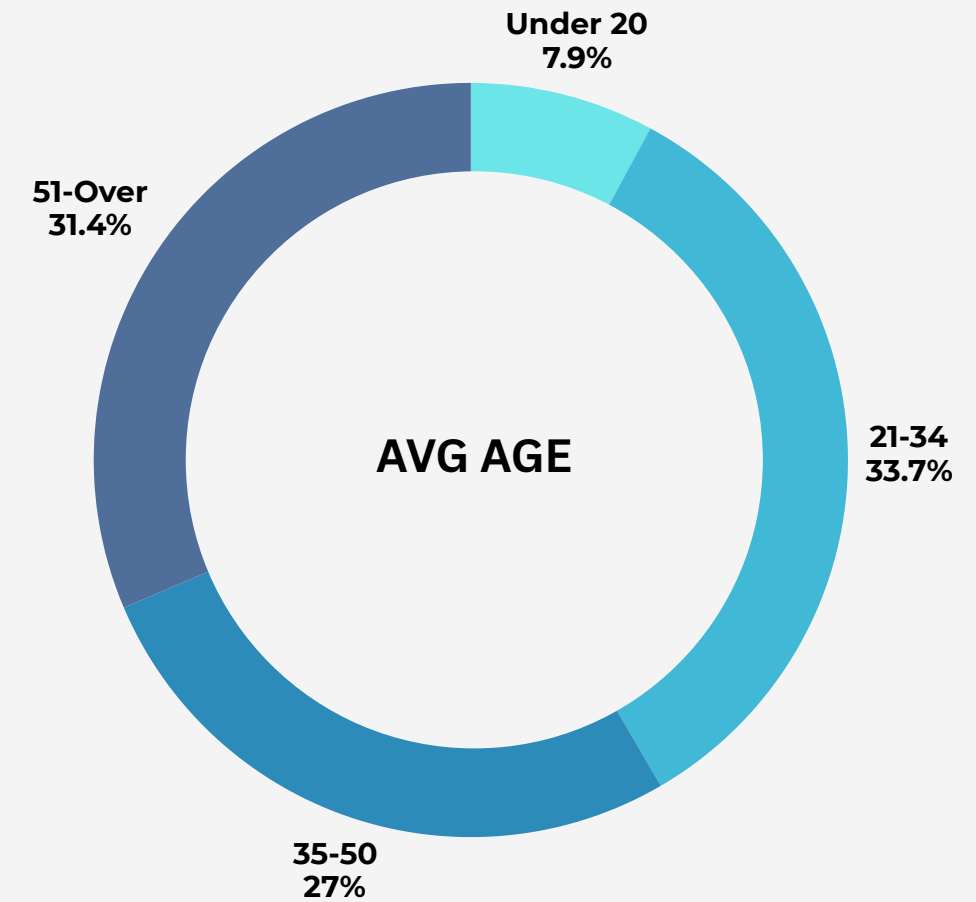
- The addition of the 5th vehicle has been a game changer for the service.
- In June 2025, ridership increased 40% and demand rose 34% compared to November 2024, the last full month with four vehicles.
- Nearly 7,000 riders were served in June, marking a record high, even during the typically slower “non-peak” season.
- This growth is especially significant considering the fleet only expanded by 25%, highlighting strong demand and improved service efficiency.



RIDERSHIP AND USER DATA



- Ridership has grown 109% year-over-year when comparing June 2025 to June 2024 — and has increased by more than 500% since June 2023.
- This level of sustained growth underscores the increasing importance of the service within the community and highlights how it is being used equitably across all age groups and socio-demographic segments.

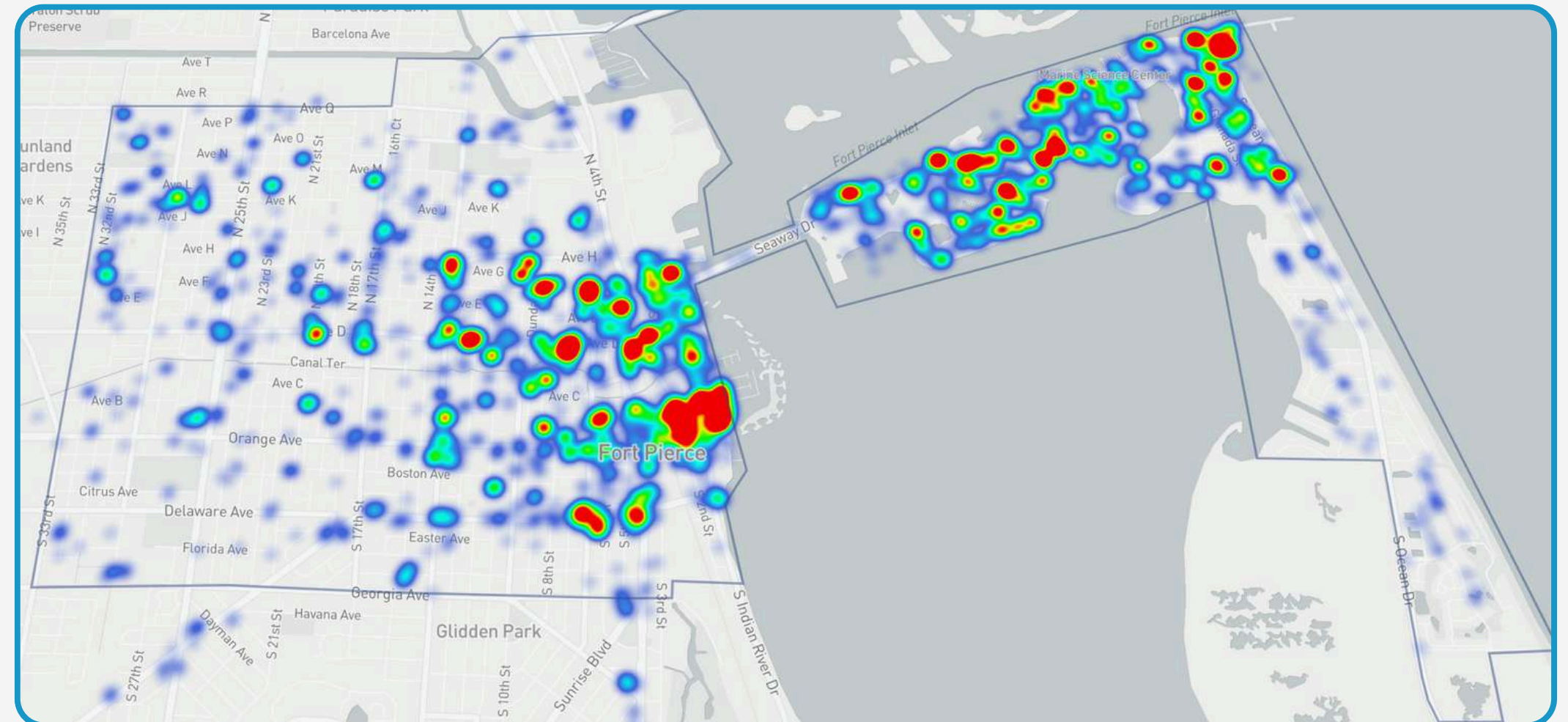




ECONOMIC IMPACT

Where are people riding?

- Restaurants & Bars
- Downtown Shopping
- To/From Work
- Grocery Store
- Jetty Park
- To/From Mass Transit



MOVING FORWARD



- The Freebee Fort Pierce service continues to stand out as one of the top-performing programs in the State of Florida.
- What began as an economic development initiative for the CRA has evolved into a trusted, convenient, and reliable public transit solution that supports residents, workers, and visitors alike. The service now plays a vital role in daily life for those who live, work, and play in the City of Fort Pierce.
- As ridership continues to grow and community reliance deepens, it's critical to prioritize maintaining the 5th vehicle to ensure service levels remain aligned with public expectations and demand.
- Looking ahead, we're confident this momentum will only accelerate.
- The City should proactively engage with both the County and FDOT to explore additional funding opportunities and long-term expansion strategies that support the continued success of this vital program.