

**Point to Point Transportation Services**  
Delray Beach, FL

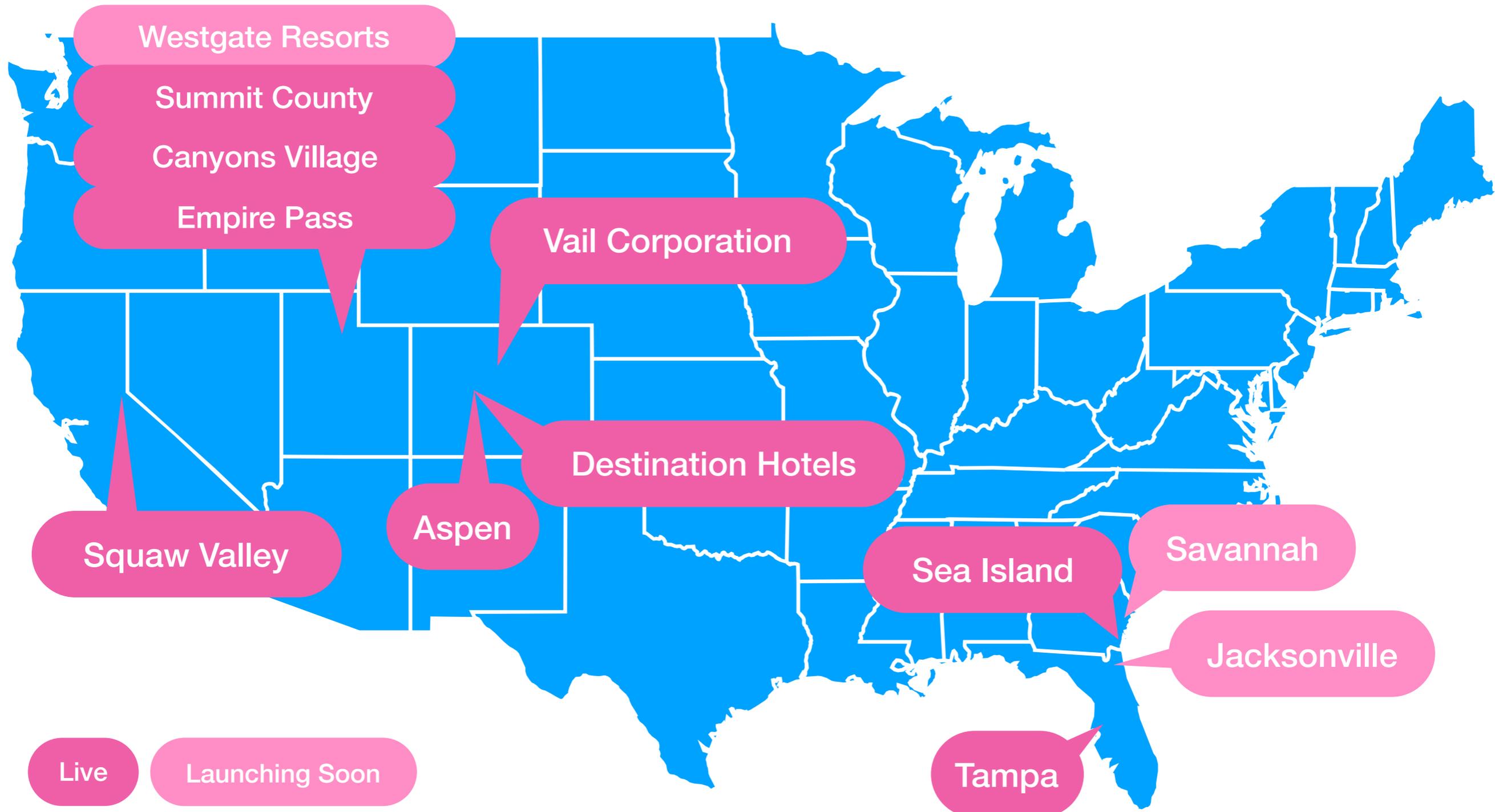
PEOPLE MOVED IN  
**JANUARY 2019**

**261,952**

**ROUTED**

**111,788**

**POINT TO POINT**



# 6 Years of Delray Advertising Experience



# Partnership with Vector Media

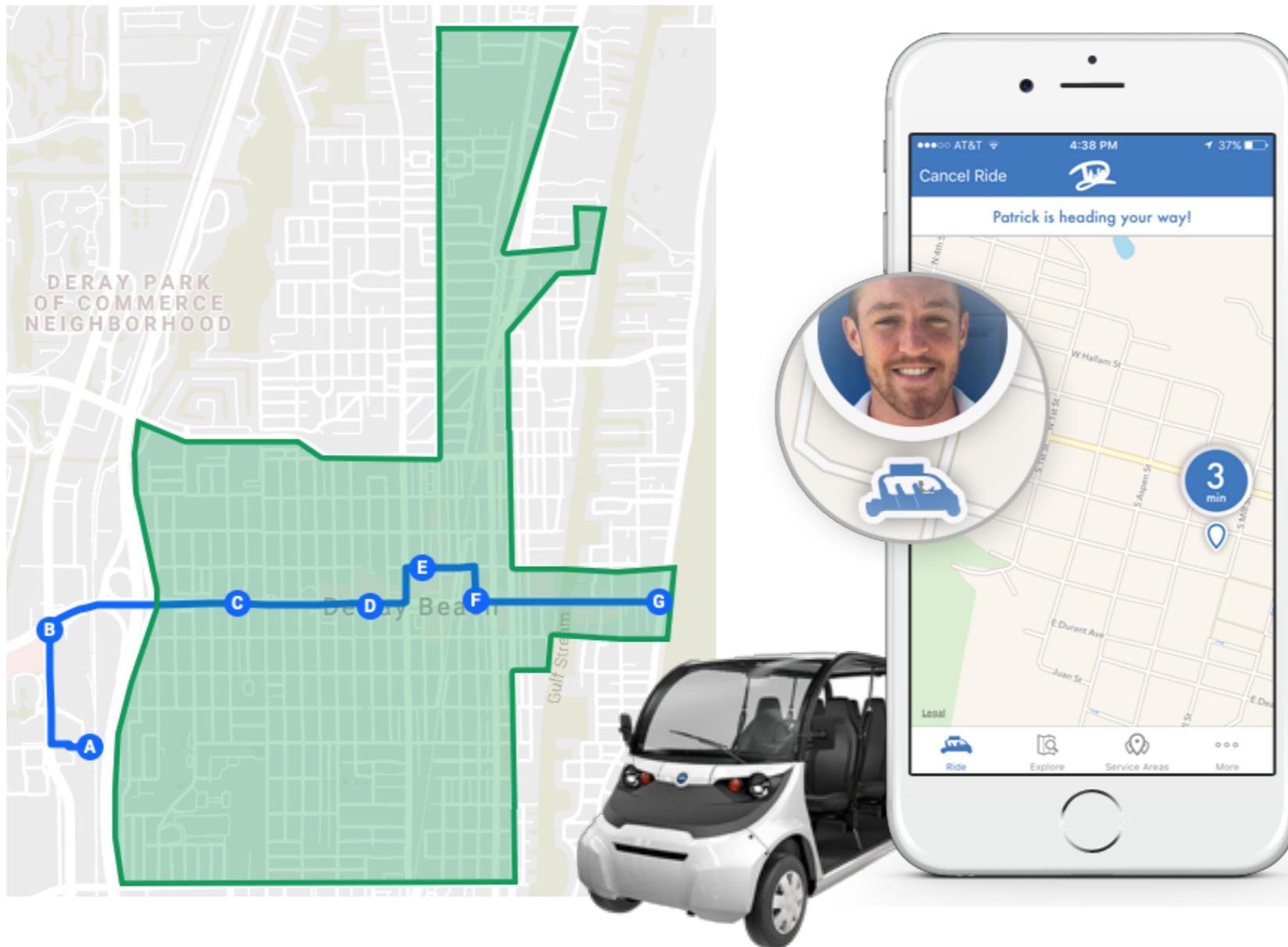
100% Advertising Occupancy in Tampa, FL



**Vector Media sells transit focused advertising in 51 cities.**

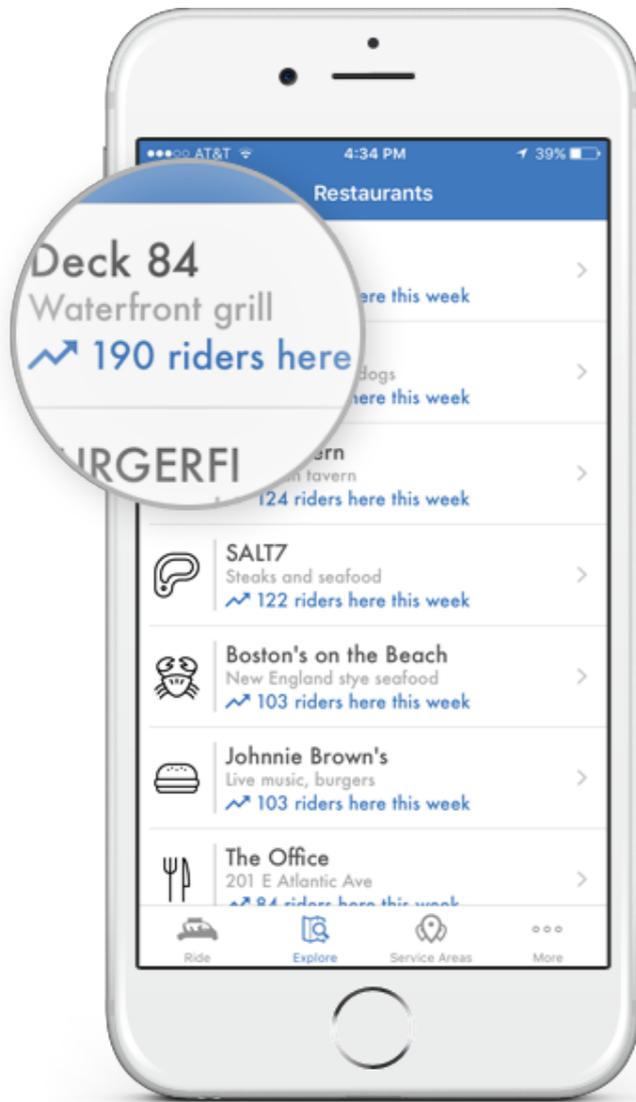


# Program Overview

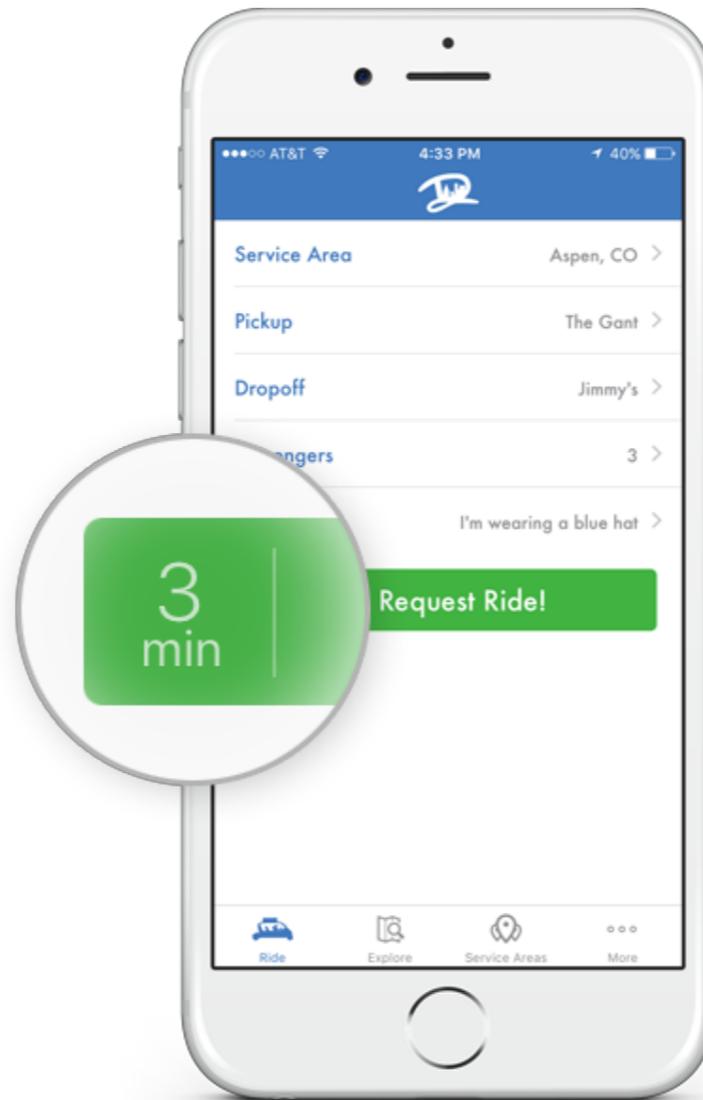


- App-based Point to Point rides within service area
- Ability to limit rides to & from specific areas
- Brand-new open air vehicles every 2 years
- Experienced & friendly local drivers
- For rides along the fixed route, the Rider App directs the rider to a nearby stop and shows the fixed route ETA

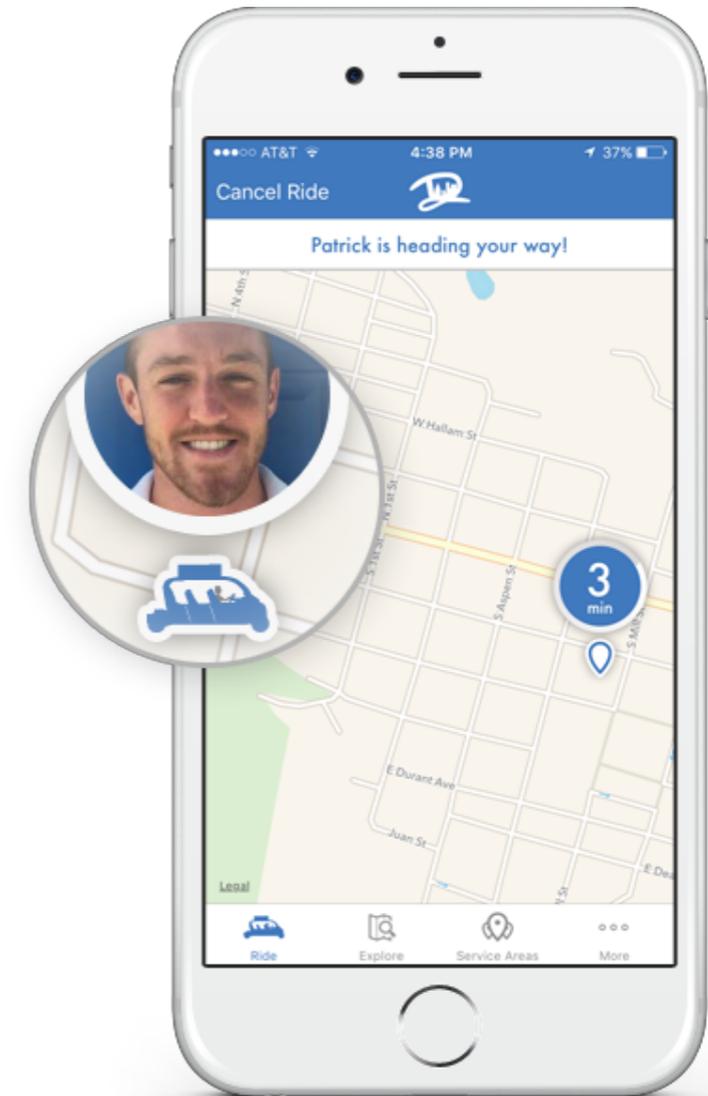
# Rider App



**Popular Locations**



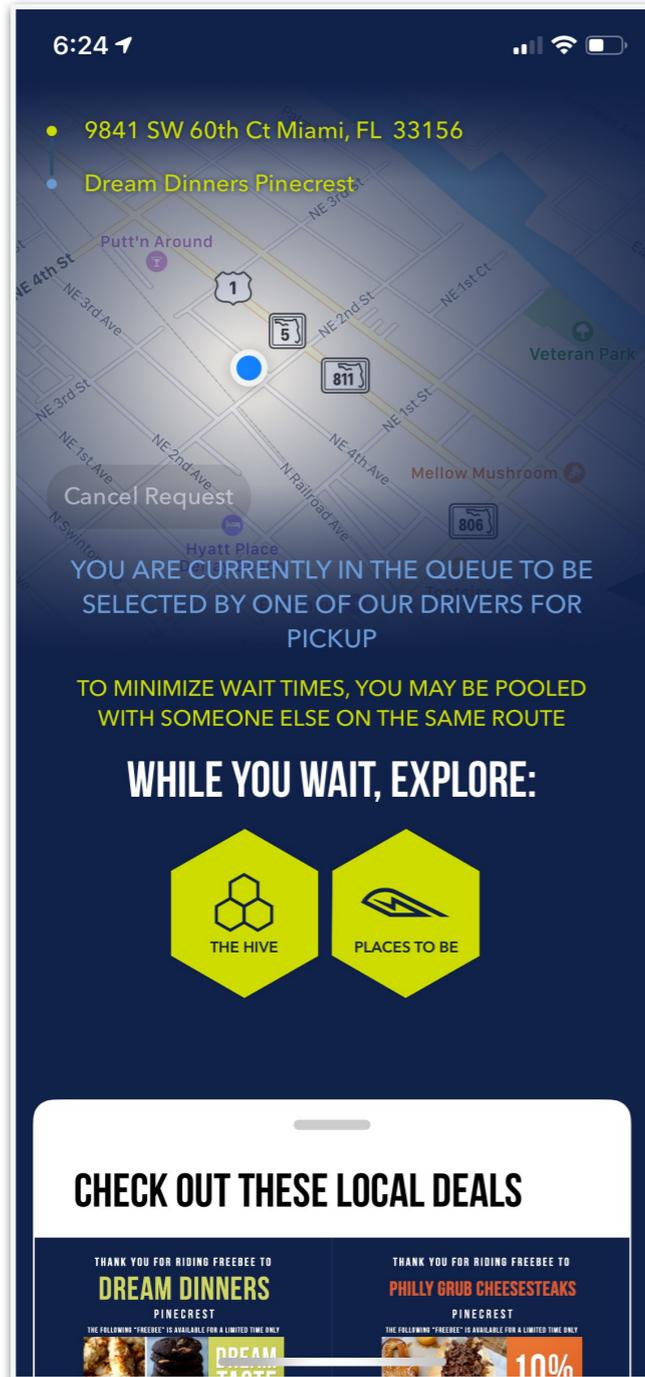
**Instant Wait Time**



**Stay in the Loop**

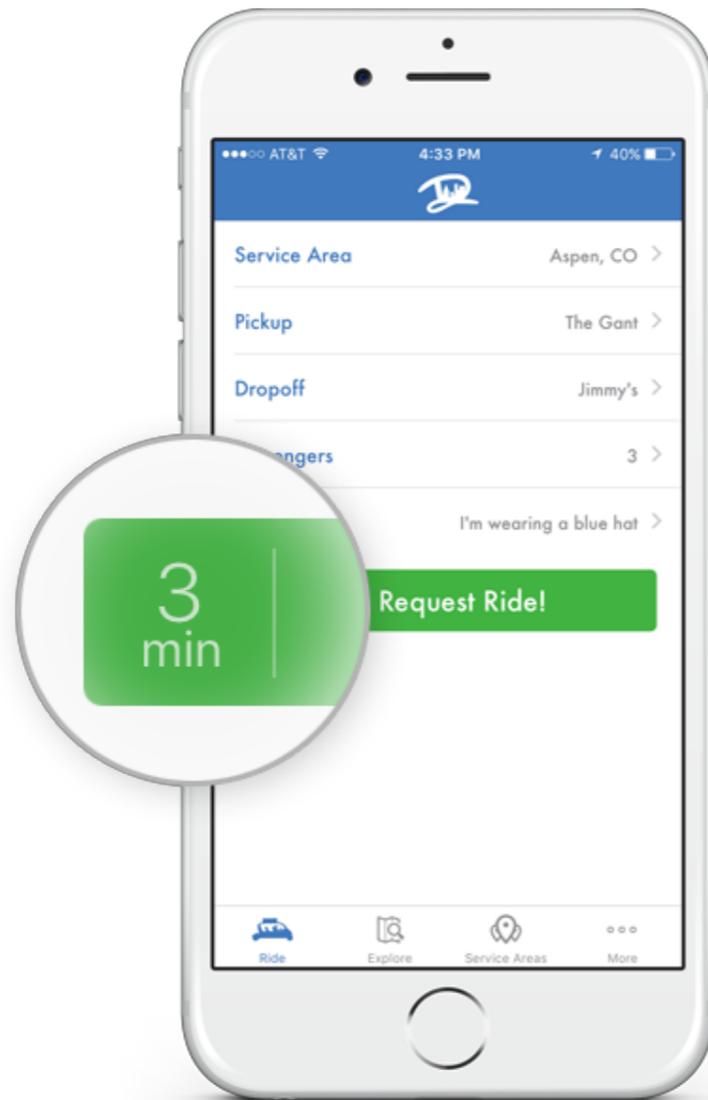
# Freebee App Screenshot

No time of arrival or estimated wait time

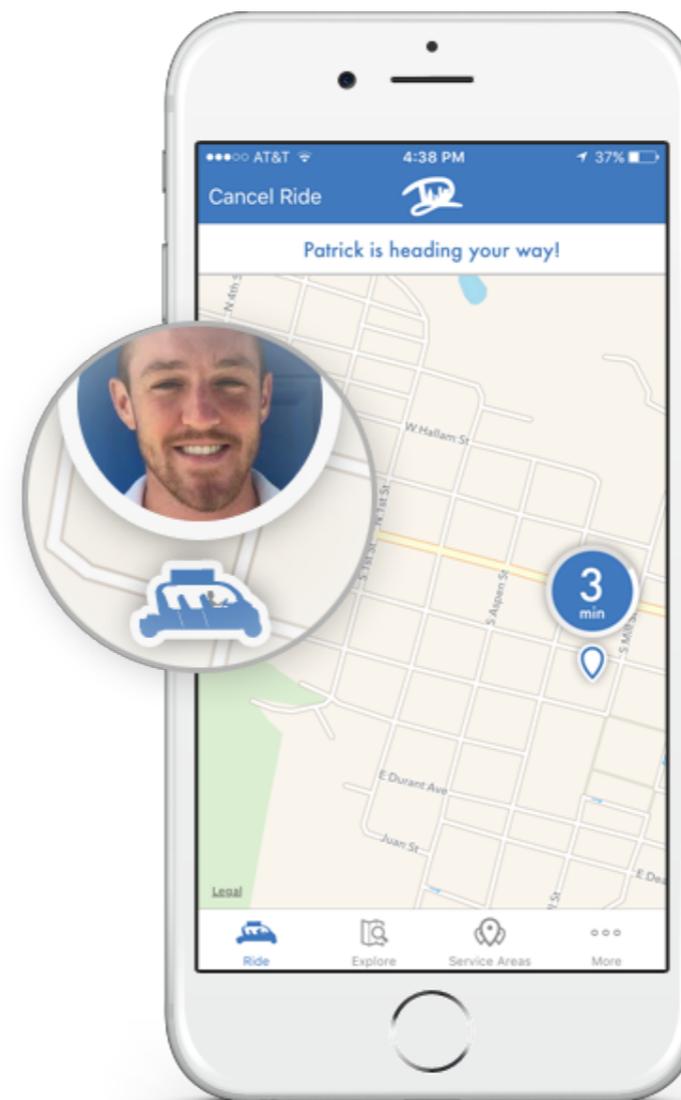


**“YOU ARE CURRENTLY IN THE QUEUE TO BE SELECTED BY ONE OF OUR DRIVERS FOR PICKUP”**

**“When requesting a ride via the mobile app, patrons must immediately be given an estimated time of arrival based on driver availability.” - RFP Requirement**



**Instant Wait Time**

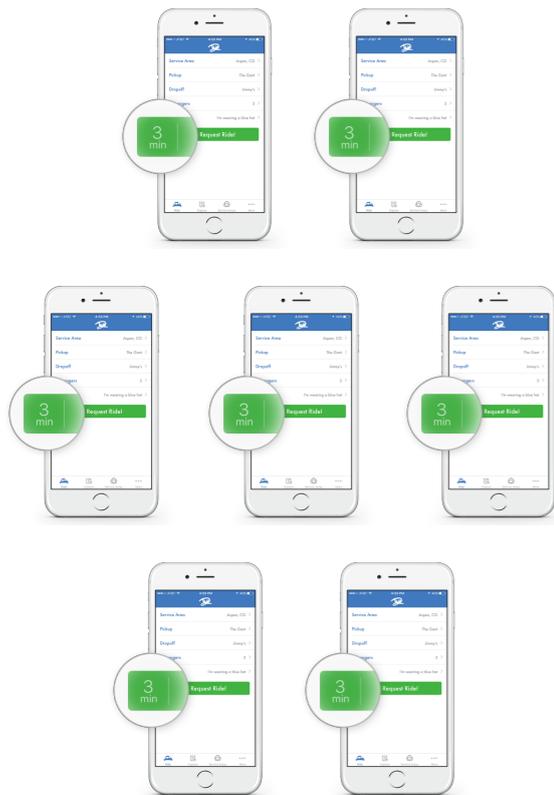


**Stay in the Loop**

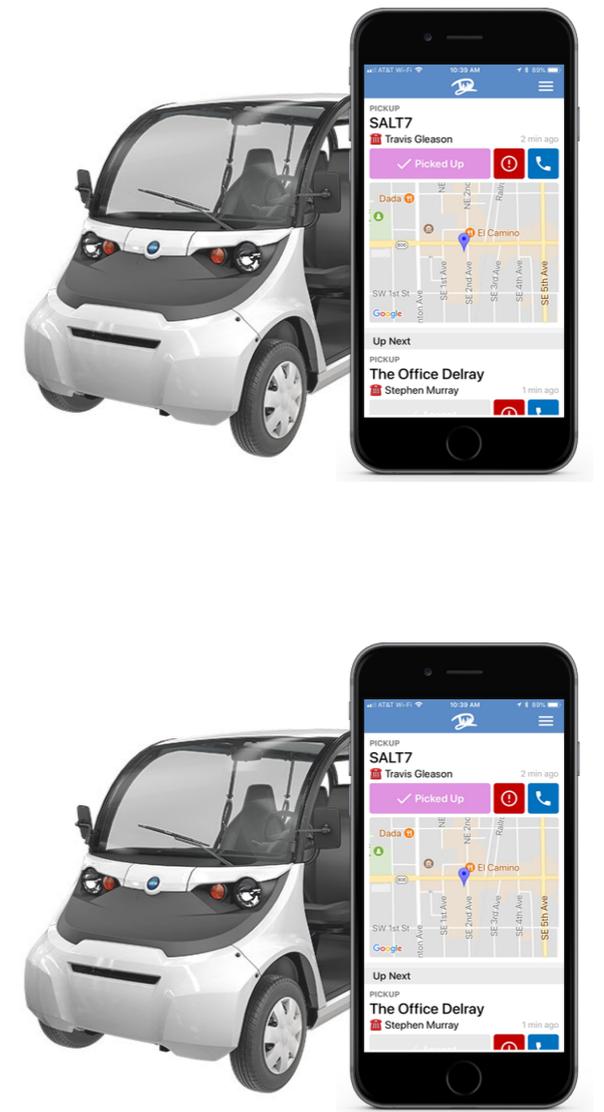
**“When requesting a ride via the mobile app, patrons must immediately be given an estimated time of arrival based on driver availability.” - RFP Requirement**

# Automatic Dispatch Algorithm

**Intelligent Ordering**  
**Automatic Ride Sharing**  
**Less empty vehicles**

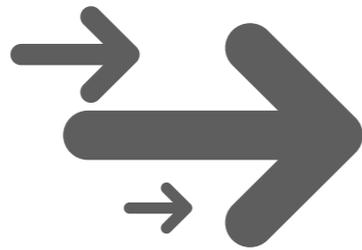
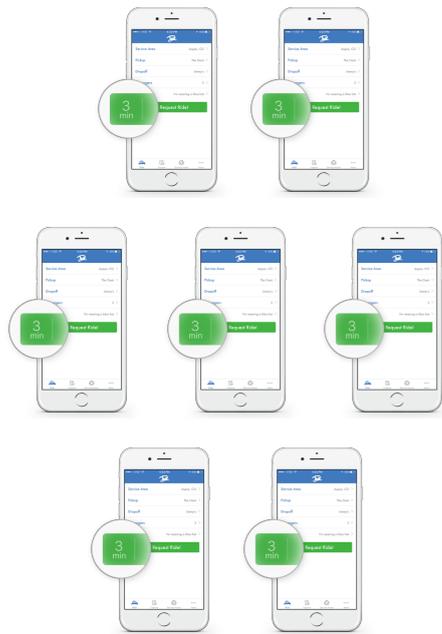


**Lower wait times**  
**More rides completed per driver**  
**Lower cost per ride**



# Smart Queue

## Ride Requests



## Dispatch Algorithm



## Driver 1

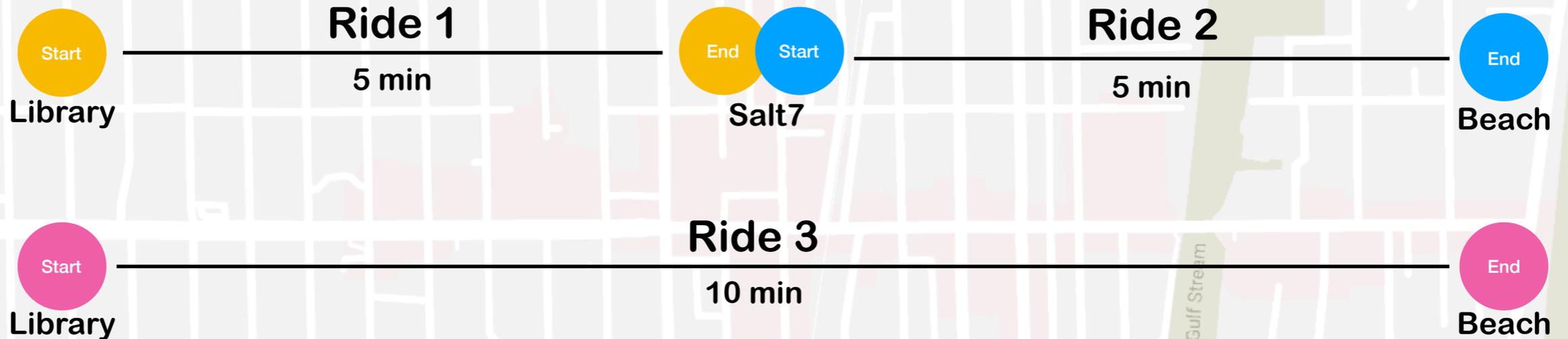


## Driver 2



**Why is this so important?** Rider always gets a wait time

# Automated Shared Rides



Without Auto Shared

Ride 1  
Ride 2  
Ride 3

Time to completion: 30 min

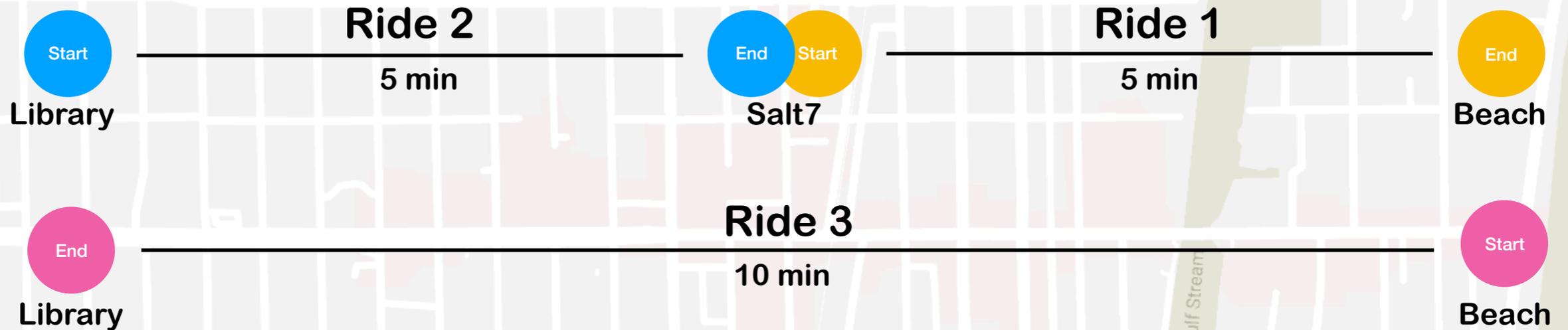
With Auto Shared

Ride 1, 2 & 3

Time to completion: 10 min

**Why is this so important?** Lower wait times, more rides completed per driver, lower cost per ride

# Filling Dead Legs

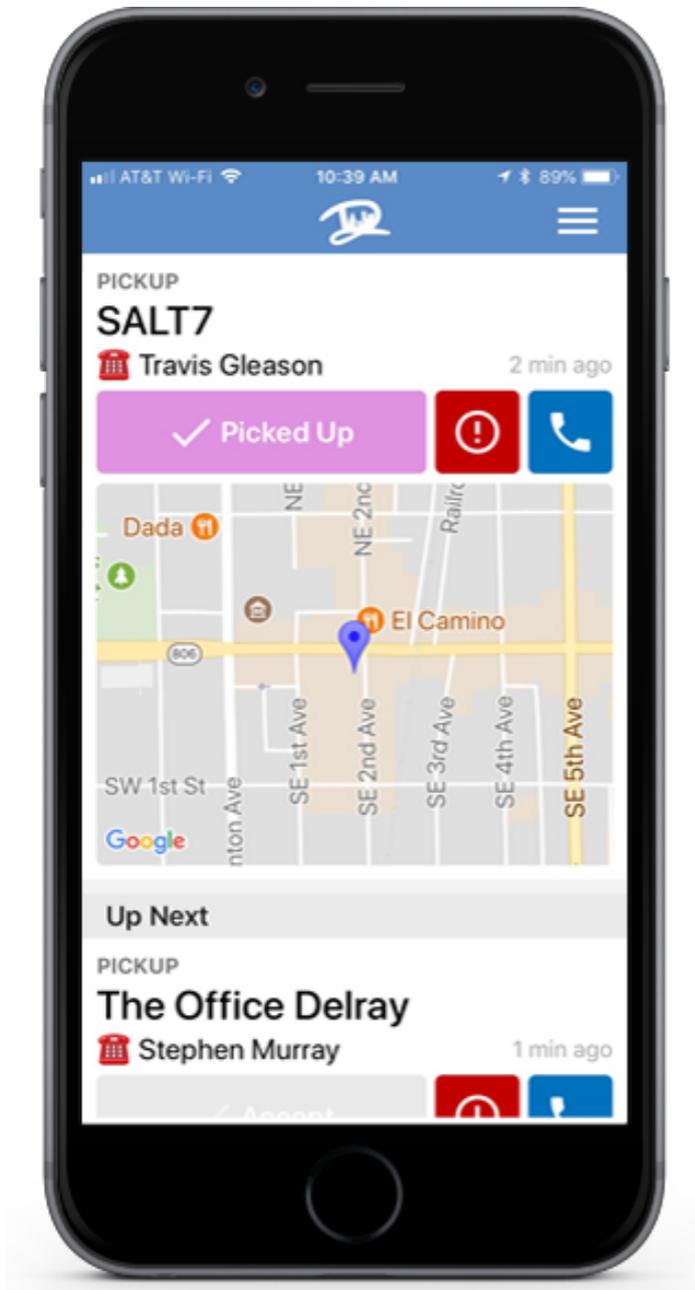


**Without Filling Dead Leg**  
Ride 1  
Ride 2  
Ride 3  
Time to completion: 30 min

**With Filling Dead Leg**  
Ride 1  
Ride 3  
Ride 2  
Time to completion: 15 min

**Why is this so important?** Lower wait times, more rides completed per driver, lower cost per ride

# Driver App



Only see rides assigned to you

Rides optimized automatically

No need to interact while driving

## Fleet Size vs. Vehicles on the Road



**Two Vehicles in the Fleet**

**=**



**One on the street**

**Largest Available Battery = 5 hours of drive time**

**RFP Service Hours = 10-12 hours per day**

**Vehicles will need to be recharged throughout the day.**

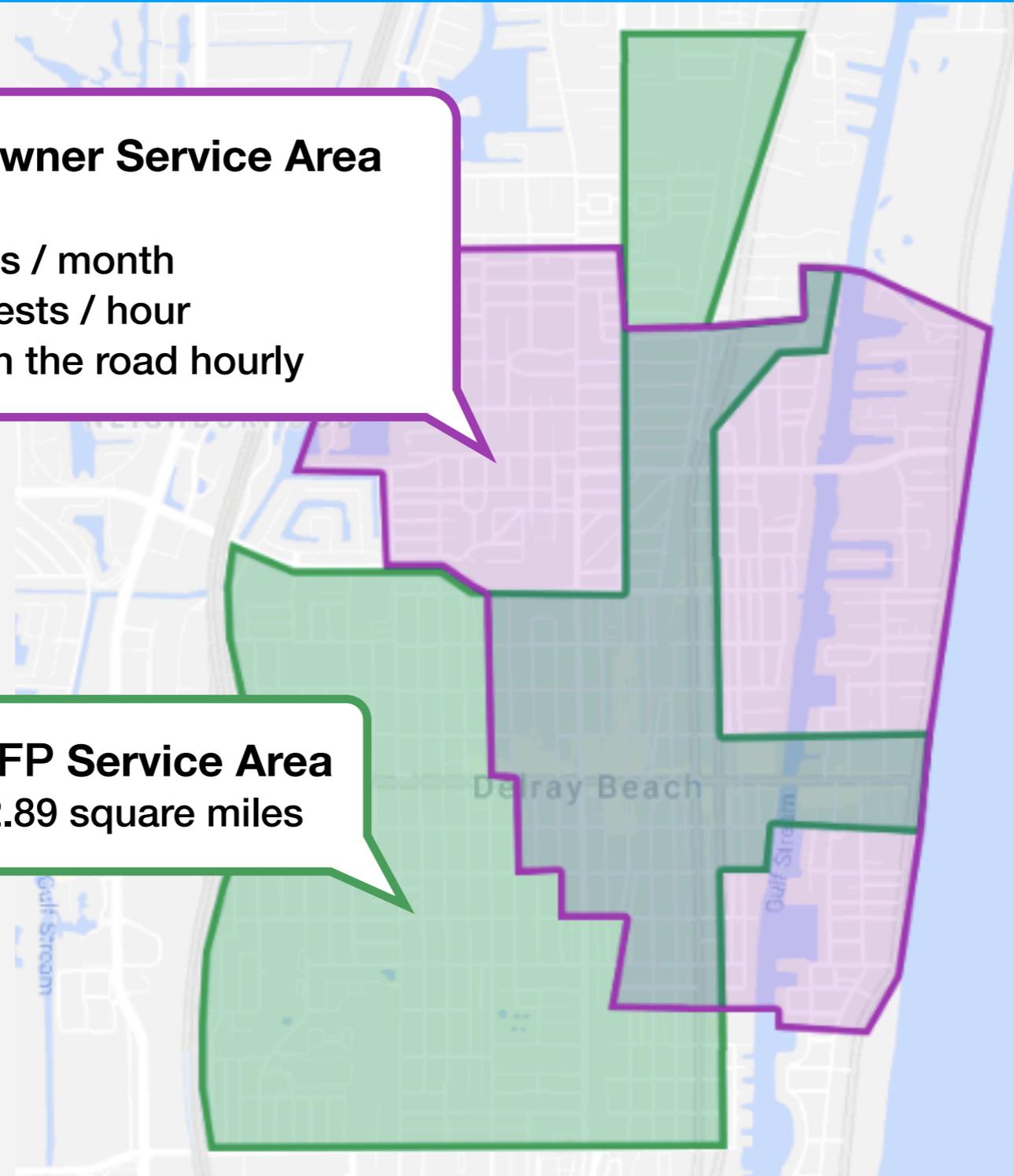
## Expected Demand

### Previous Downtowner Service Area

2.71 square miles  
2,454 average rides / month  
Up to 30 ride requests / hour  
Up to 4 vehicles on the road hourly

### RFP Service Area

2.89 square miles



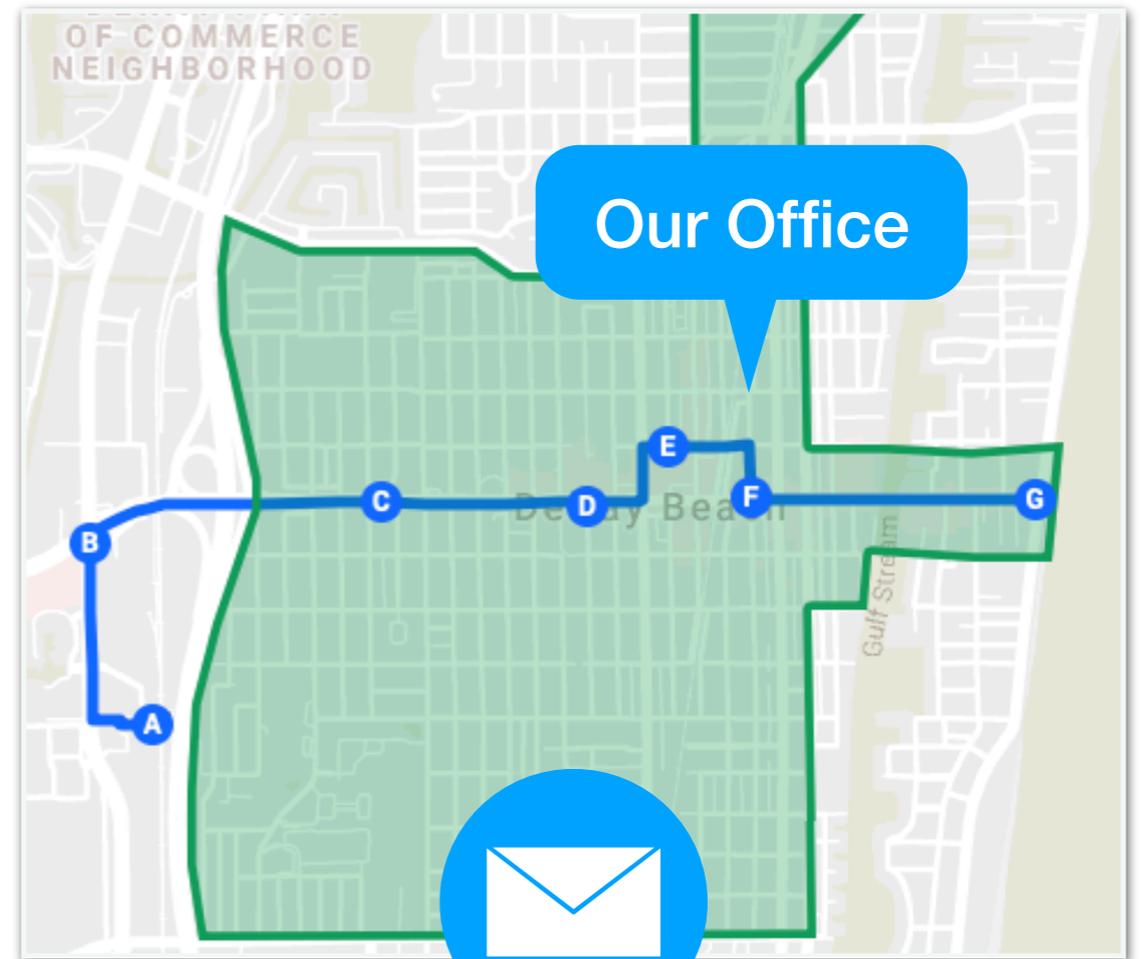
# Downtown Delray Headquarters & Vehicle Charging Lot



# Homegrown Experience



**Loved & Trusted**  
4.9 out of 5 Rating



**Direct Outreach**  
30,000 Delray Riders

## The Downtowner Difference

	 <b>Downtowner</b>	Other Firm
Advertising Experience		
Focused Solely on Transit		
 Delray Experience		
Fixed Route Tech		
Always get a wait time		
Smart Queue		
Shared Rides & Dead Legs		

# Point to Point and Fixed Route Integration

