



Joint Workshop City of Delray Beach City Commission & Delray Beach CRA Board

**Tuesday, January 25, 2022, at 2:00 PM
Arts Warehouse**



Item 4B. Point-to-Point Transportation Service



Point-to-Point Transportation Service Timeline

Date	Action
January 2019	CRA issued RFP for Point-to-Point Transportation Service Program
September 2019	Agreement executed, and Freebee Pilot Program commenced
March & April 2020	First and Second Amendments to Agreement executed due to COVID-19
June 2020	Third Amendment to Agreement executed extending term one year to August 30, 2021
July 2021	CRA Board directed staff to draft a month-to-month amendment instead of extending the Agreement for a one-year term to allow the CRA and the City an opportunity to discuss the future of the Program, and such discussion would include the management and funding of the Program by the City, expanding the boundaries of the Program beyond the CRA District, and allowing the City time and adequate notice to account for the Program in the City's upcoming fiscal years.
August 2021	Fourth Amendment to Agreement extending term on a month-to-month basis executed
August & November 2021	CRA staff met with City Manager and City staff to discuss the Point-to-Point Transportation Service and scheduled the Joint Workshop
January 25, 2022	Joint City Commission/CRA Board Workshop

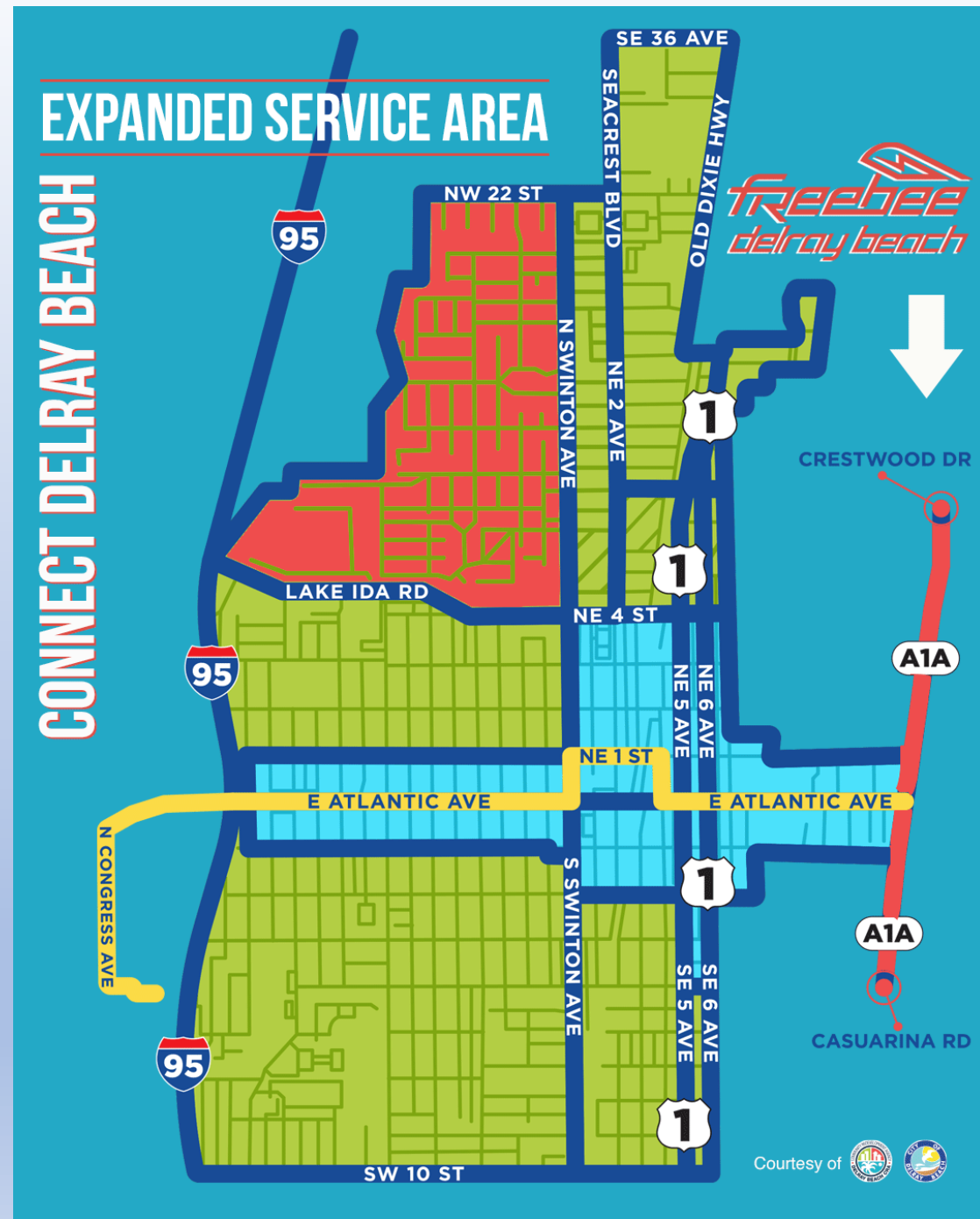
freebee

DELRAY BEACH

**Innovative & Proven, First & Last Mile
Transportation Solution**



Service Area



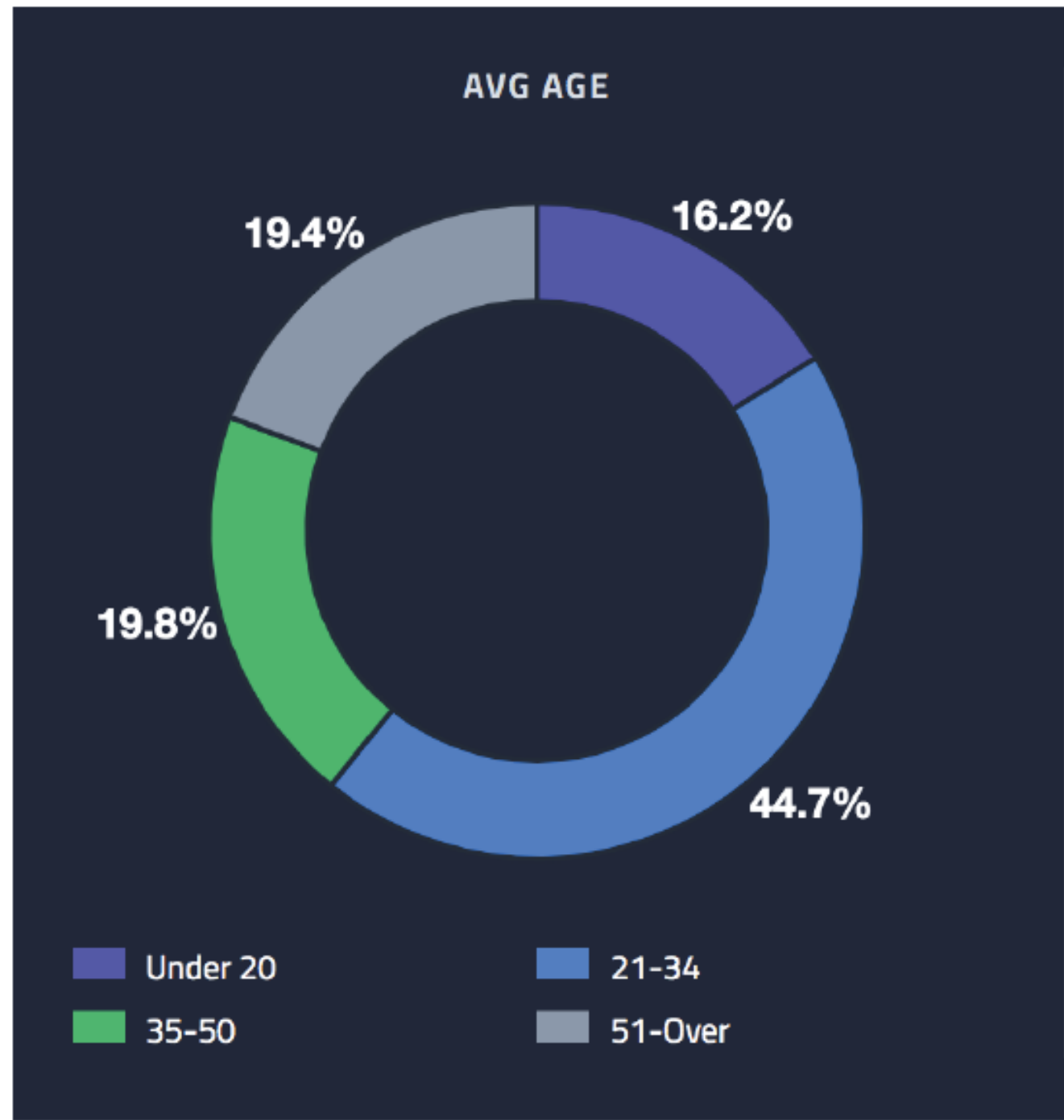
Ridership & Demand

- Ridership and demand continue to hold steady month after month
- Even with COVID-19 protocols in place preventing pooling of rides, Freebee transported over 15,000 passengers in March and April 2021, which is higher than pre-pandemic numbers
- **RIDERSHIP SEASONALITY:**
 - **Peak Months:** December - July (December 2021 was slightly lower than avg due to wave of Omnicron)
 - **Off Peak Months:** August - November
- January 2022 Ridership on track to move over 6,500 passengers

Month	Total Passengers	Completed Rides	Total Requests	% Completed Requests	Average Waiting Time
9/1/19	3,500	1,961	2,751	71%	8.73
10/1/19	6,185	3,562	5,424	66%	11.90
11/1/19	6,338	3,277	6,873	48%	14.17
12/1/19	6,834	2,992	5,775	52%	14.83
1/1/20	6,915	3,150	6,271	50%	15.72
2/1/20	8,298	3,657	7,073	52%	15.60
3/1/20	5,696	2,727	5,453	50%	15.79
4/1/20	129	100	158	63%	9.83
6/1/20	3,523	2,026	3,494	58%	11.81
7/1/20	4,489	2,649	3,963	67%	10.59
8/1/20	5,793	3,368	5,362	63%	10.80
9/1/20	5,965	3,604	5,498	66%	11.13
10/1/20	6,248	3,589	5,818	62%	11.50
11/1/20	5,314	2,989	4,604	65%	11.57
12/1/20	5,478	3,014	4,753	63%	11.67
1/1/21	5,705	3,116	5,002	62%	12.01
2/1/21	5,646	3,148	5,722	55%	14.57
3/1/21	7,322	3,656	7,319	50%	16.35
4/1/21	8,065	3,632	6,944	52%	16.18
5/1/21	7648	3651	6590	55%	14.89
6/1/21	6663	3135	5746	55%	12.94
7/1/21	6525	3006	5859	52%	14.94
8/1/21	5790	2784	4995	56%	13.46
9/1/21	5194	2648	4389	60%	12.95
10/1/21	6039	3142	4900	64%	12.05
11/1/21	5831	3117	4941	63%	12.24
12/1/21	5860	3006	5442	55%	14.81
Total	156,993	80,706	141,119	57%	13.58

Demographics

- **Equity:**
 - Freebee's service is the most equitable form of transportation within Delray Beach.
- The largest age group to use the service is 20-35 (45%), with all other age demographics split almost evenly.
- Senior demographic is the fastest growing age demographic.
- Senior passengers account for almost 19.5% of all ridership, and have seen that number continue to grow in each of the the last five months.
(16% in Dec2020 vs 24% in Dec2021)
(26% in Jan2022)



Analysis of Extended Service Area

- Demand from the expanded area has grown by 4x from date of expansion
- Lake IDA has grown 10x (*More locals*)
- AIA has grown 3x (*More tourists*)
- Expanded area accounts for 6.5% of overall ridership (*April 2021*)
- Freebee projects the continuation of growth in these two areas as the pandemic subsides, and more locals discover the service

Combined Expanded Area

Month	Passengers	Completed Rides	Avg. Wait times
2/1/20	122	43	15.602
3/1/20	127	56	15.788
4/1/20	3	3	9.83
6/1/20	276	115	11.805
7/1/20	179	84	10.588
8/1/20	251	135	10.804
9/1/20	252	131	11.131
10/1/20	306	144	11.502
11/1/20	221	118	11.567
12/1/20	396	173	11.671
1/1/21	466	203	12.014
2/1/21	477	233	14.568
3/1/21	563	267	16.348
4/1/21	526	250	16.184

Lake Ida Expansion

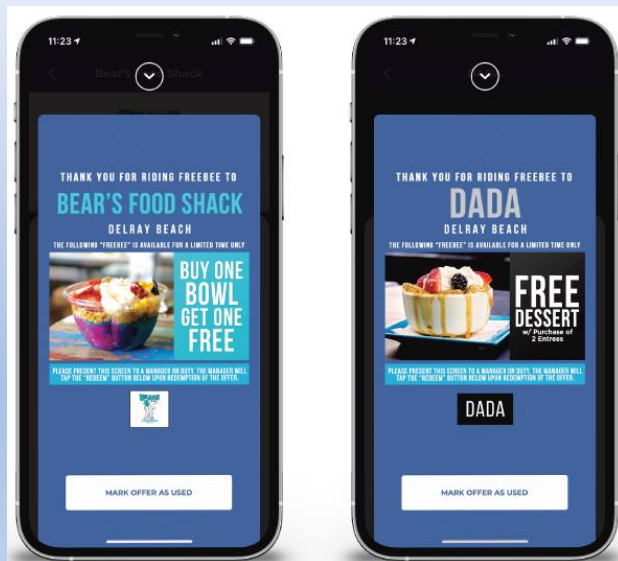
Month	Passengers	Completed Rides	Avg. Wait times
2/1/20	19	7	15.602
3/1/20	46	27	15.788
4/1/20	3	3	9.83
6/1/20	49	21	11.805
7/1/20	21	13	10.588
8/1/20	111	66	10.804
9/1/20	114	62	11.131
10/1/20	140	73	11.502
11/1/20	120	68	11.567
12/1/20	199	86	11.671
1/1/21	277	128	12.014
2/1/21	204	112	14.568
3/1/21	244	108	16.348
4/1/21	201	105	16.184

AIA Expansion

Month	Passengers	Completed Rides	Avg. Wait times
2/1/20	103	36	15.602
3/1/20	81	29	15.788
4/1/20	0	0	9.83
6/1/20	227	94	11.805
7/1/20	158	71	10.588
8/1/20	140	69	10.804
9/1/20	138	69	11.131
10/1/20	166	71	11.502
11/1/20	101	50	11.567
12/1/20	197	87	11.671
1/1/21	189	75	12.014
2/1/21	273	121	14.568
3/1/21	319	159	16.348
4/1/21	325	145	16.184

Freebee's Economic Impact

- People ride Freebee to get to their jobs, their place of employment.
 - Equitable access to Freebee provides working people an expanded field of job opportunity.
 - Local businesses have access to a larger pool of candidates from which to choose their team.
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- Providing an enjoyable ride service encourages people to get out of their homes and into the local community.
 - Saving people \$30 on every round-trip rideshare often results in that money being spent locally. Multiply that by a couple hundred people per day.
 - Decreasing the number of cars on the road also decreases traffic and decreases the amount of time that people spend in their cars - Increasing the amount of time they can enjoy all that Downtown Delray Beach has to offer.
 - When locals ride Freebee, parking spaces are freed up for those visiting Delray Beach from neighboring cities.



- Dozens of Freebee Deals are available in Delray Beach to help encourage people to shop local.
- Over 130 local businesses have a profile on the Freebee app.
- As an alternative to drinking + driving, Freebee contributes to a safer Downtown Delray Beach atmosphere.

Current Freebee Advertisers



Champion Porsche



Delivery Dudes



Compass



McLaughlin Morris P.A.



The Home Team



Delray Full Service
Adult Education Center

Item 4C. Delray Full-Service Center



LOCATION: 301 SW 14th Street



Delray Full Service
Adult Education Center





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Thank you!

www.delraycra.org

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