



A FIRST CLASS EXPERIENCE



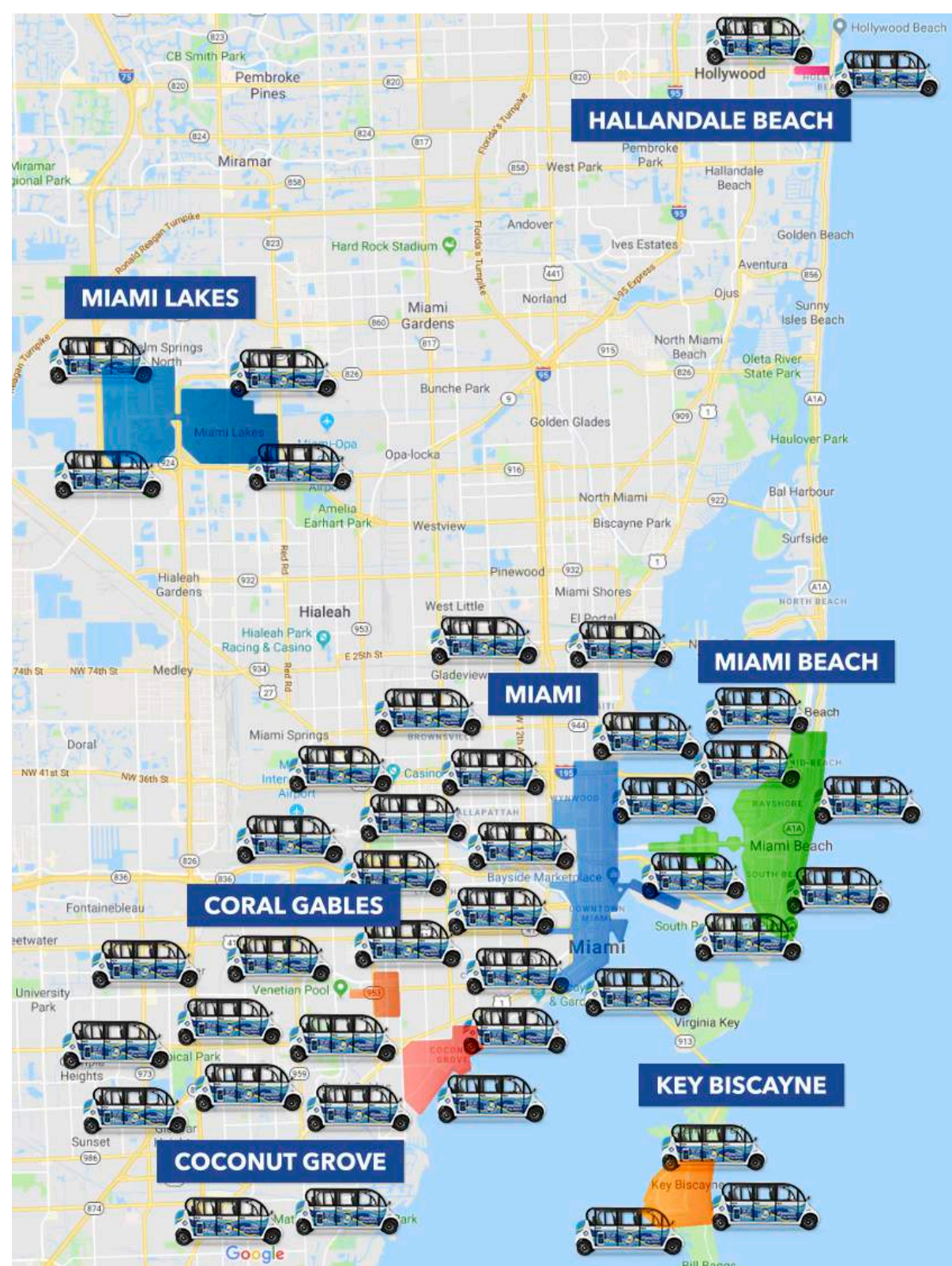
Introduction to Freebee

- Freebee is a market leader in the transportation industry, specializing in providing innovative turnkey transportation solutions.
- We provide FREE, on-demand, door-to-door electric transportation.
- Freebee provides first and last mile connectivity, helping communities get cars off the road. Our goal is to transform each community into a place where you can live, work, and play without needing to own a personal vehicle.
- Freebee is not just a transit solution, but also an economic development tool designed to physically drive traffic to local businesses and promote the community.
- Our service is fully customizable, designed to meet the goals and objectives that municipalities are looking to achieve. Every service area has a totally different look and feel, and we are able to adapt our platform in order to meet those needs.



Freebee Company Overview

- **We are LOCAL**
- Freebee currently operates a 50+ vehicle fleet within South Florida:
- **MIAMI-DADE:**
 - Coral Gables, Key Biscayne, Coconut Grove, Miami Beach, Wynwood, Downtown, Brickell, Miami Lakes, Pinecrest, Doral
- **BROWARD COUNTY:**
 - Fort Lauderdale, Hallandale Beach
- **Monroe County:**
 - Islamorada
- **AWARDS & AFFILIATIONS**
 - 2019 *Complete Streets Community Award* Nominee
 - 2017 *Key to the City* (Miami) Awardee
 - 2017 *Key to the County* (Miami-Dade) Awardee



Freebee's Competitive Advantage

- **There are 4 very important distinguishing competitive advantages that separate Freebee from any similar provider:**
 - TECHNOLOGY EFFICIENCIES**
 - OPERATING EFFICIENCIES**
 - RIDERSHIP MAXIMIZATION STRATEGIES THROUGH ECONOMIC DEVELOPMENT**
 - ABILITY TO DELIVER A FIRST CLASS EXPERIENCE**
- **Freebee is able to deliver the highest ridership numbers, the best quality of service, and added value for the entire community with our economic development component. This is all accomplished at the same cost (usually less) than other providers.**

Technology Efficiencies

- In-house Development Team
- Multi-ride Pooling Technology
- Handling fluctuating demands (Data management to understand where to station vehicles during certain periods of each day)
- Integration into community tie-ins and local transit systems
- Continuous upkeep and maintenance for optimal performance



Operating Efficiencies

- **EXECUTION**
 - Our team is built to execute. The systems and processes that we have in place allow us to always provide service at the highest level possible
- **PERFORMANCE MANAGEMENT STRUCTURE**
- **IN-HOUSE MAINTENANCE SUPPORT PLAN**



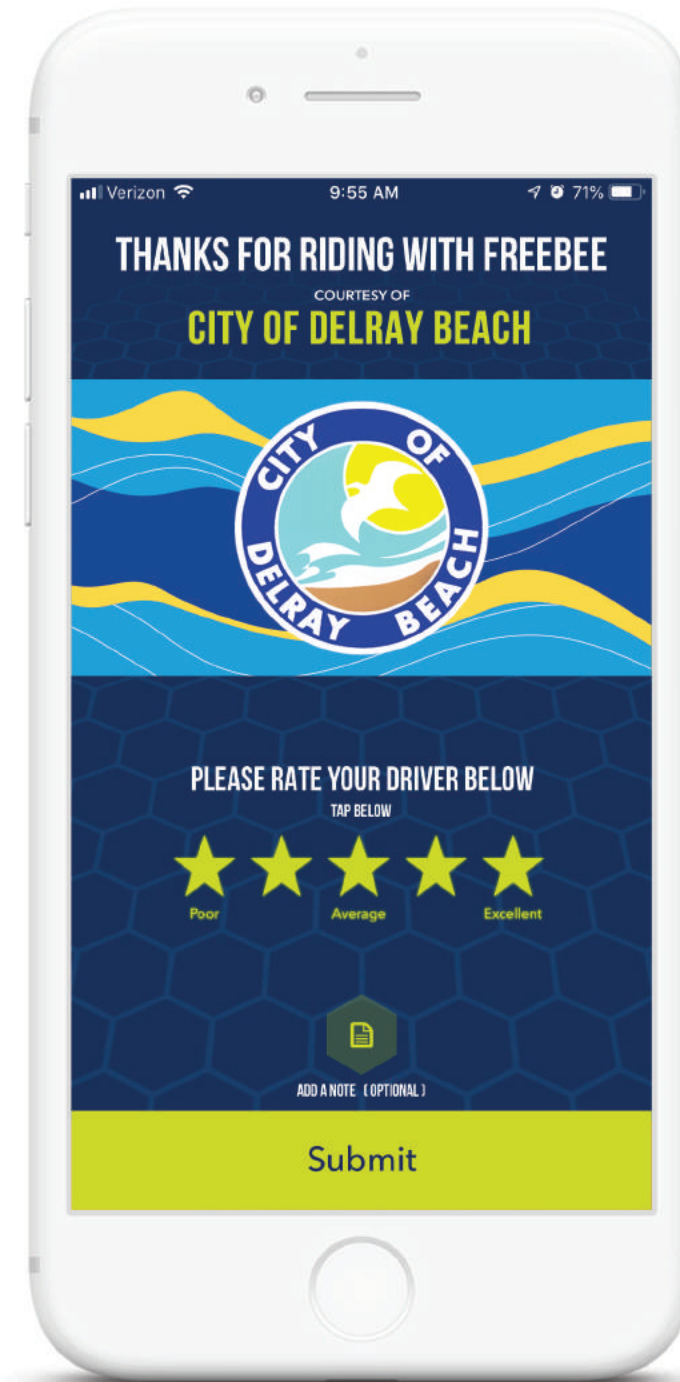
Ridership Maximization Strategies Through Economic Development

- **FREE advertising partnerships with all local businesses and local organizations**
- **IN-HOUSE DIVISIONS:**
 - Marketing
 - Economic Development
 - Video
 - Print/Production
- **Community Engagement**
- **Marketing Material/Collateral**
- **PR/Social Media Blitz**



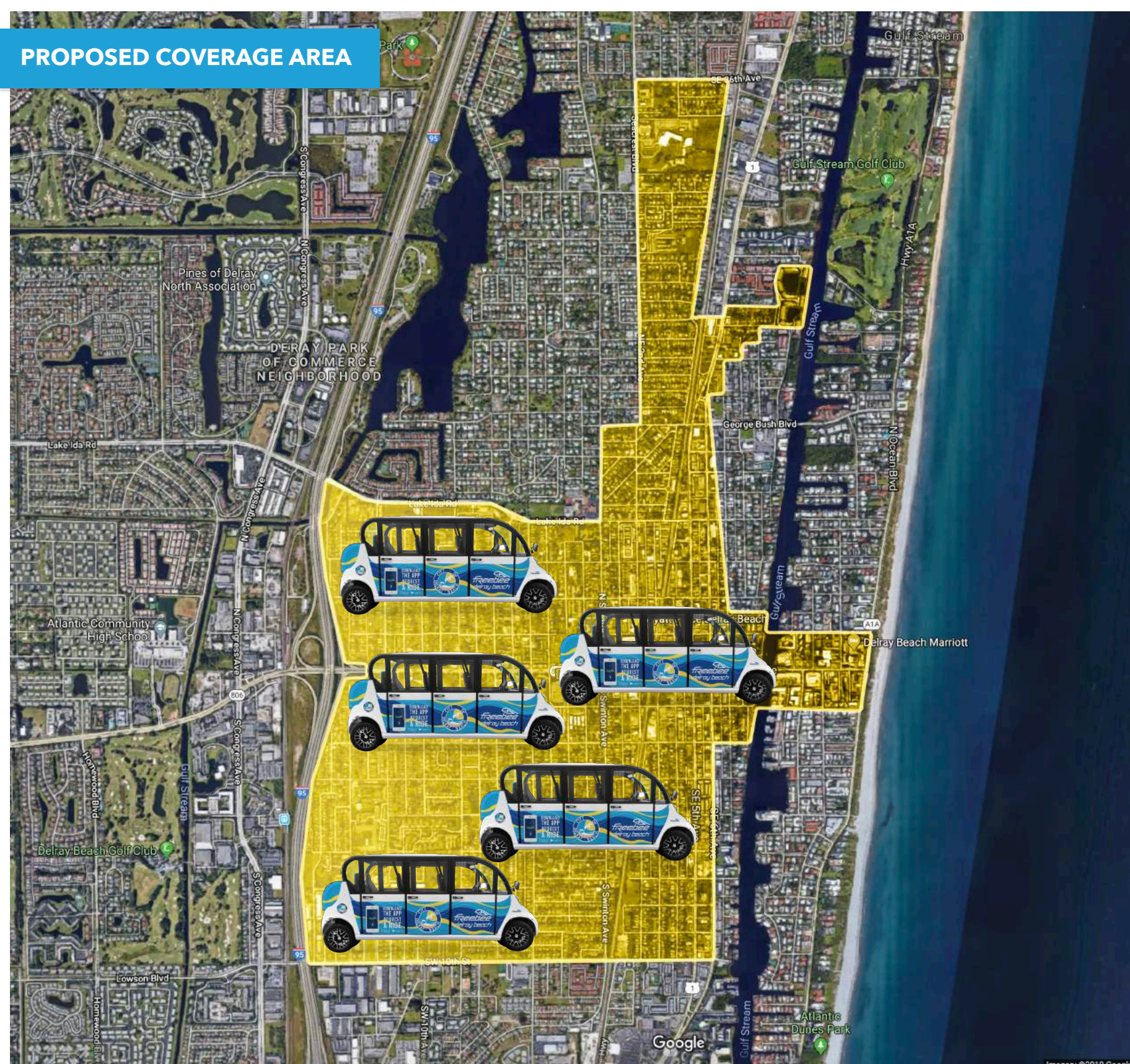
Ability to Deliver a First Class Experience

- **Drivers: Recruitment, Hiring, Training, Customer Service**
- **Rating System**
- **Customer Support**



Proposed Solution

- **On-Demand, Point-to-Point Transportation Service**
- **Geofenced Within the Defined Areas of Delray Beach**
- **5 Vehicles**
- **SERVICE TIME:**
 - 11am - 9pm Sunday - Wednesday,
 - 11am - 11pm Thursday - Saturday
- **THREE WAYS TO REQUEST A RIDE:**
 - On-Demand through the “Ride Freebee” app
 - On-demand through a toll-free phone number
 - *“Flagging down”* a passing vehicle



Proposed Fleet

- **Polaris GEM e6**
- **Level 2 Charger**
- **Lithium Ion Batteries (60-70 Mile Range)**
- **Full Hard Doors w/ Rollup Windows**
- **Interactive iPad and In-Car Video Screen**
- **ADA Wheel Chair Accessible**



ADA Accessibility



Performance Metrics

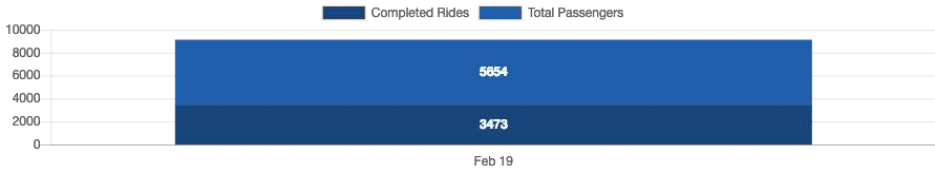


Coral Gables
02/01/2019 - 02/24/2019

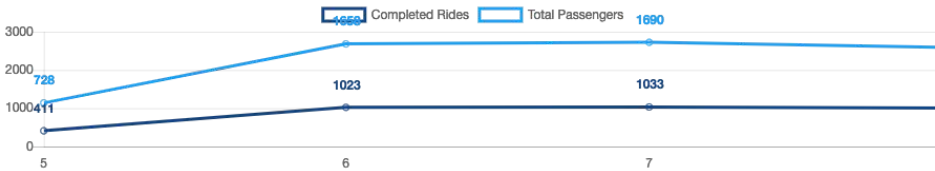
ZONE SUMMARY



PASSENGERS AND RIDES BY MONTH



PASSENGERS AND RIDES BY WEEK



Mobile App Technology Demonstration

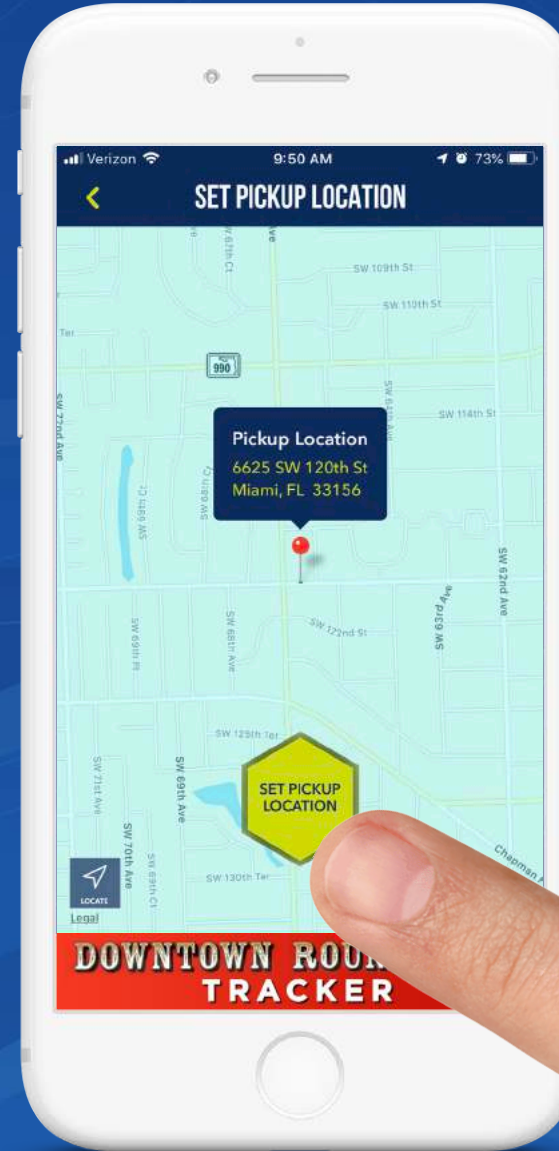
1.



REQUEST A PICKUP

Request a ride with the push of a button.

2.



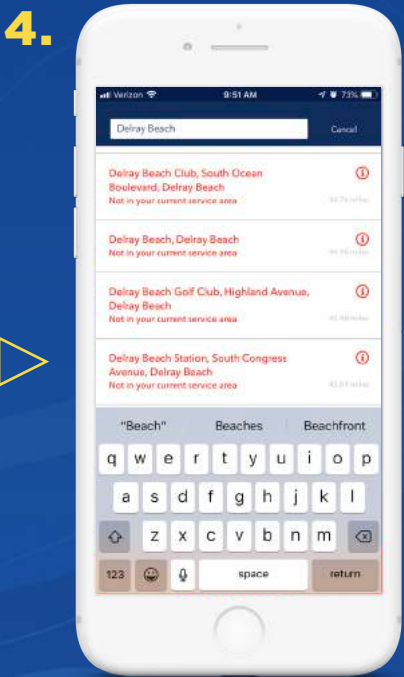
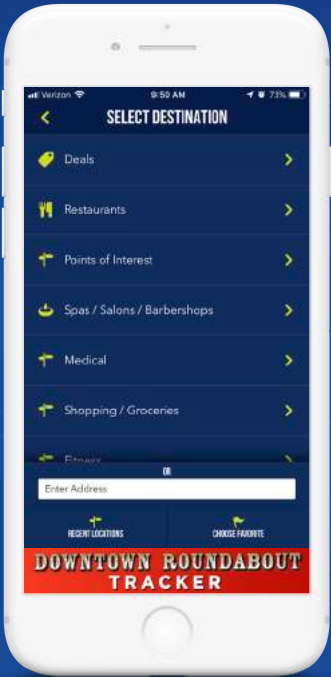
SET PICKUP LOCATION

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

Mobile App Technology Demonstration

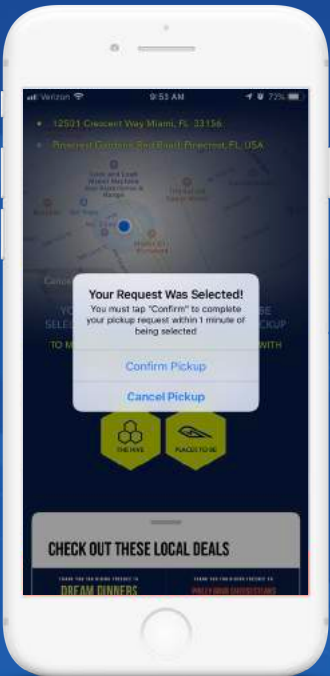
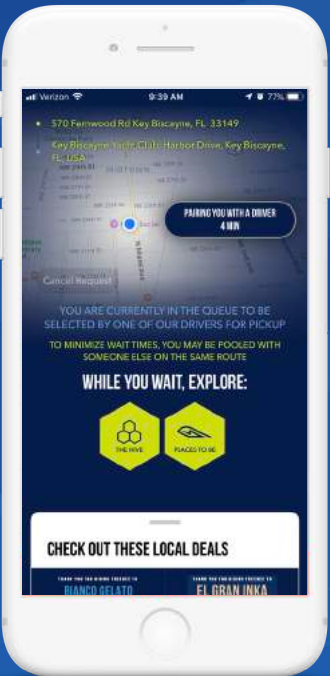
3. SELECT DESTINATION

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



6. SEND TO DRIVER

Choose the amount of passengers riding with you and click "Send to Driver." Your ride will be confirmed by a Freebee ambassador.

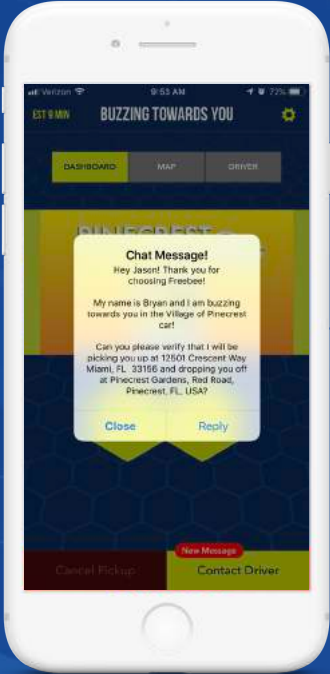


Mobile App Technology Demonstration

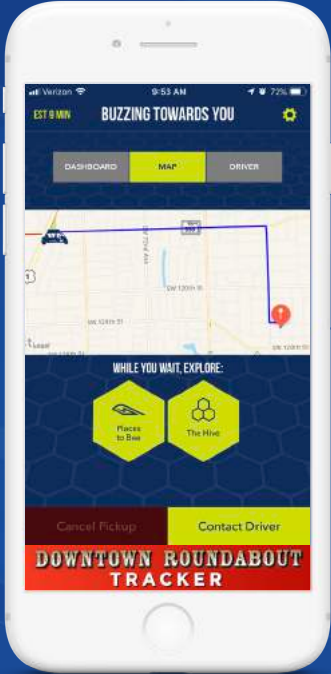
BUZZING TOWARDS YOU

While waiting for your driver to arrive, 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 via in-app chat.

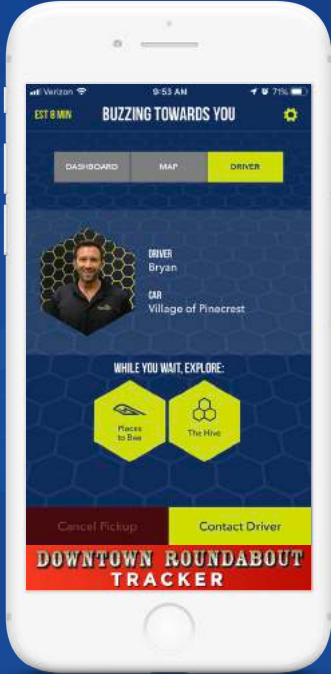
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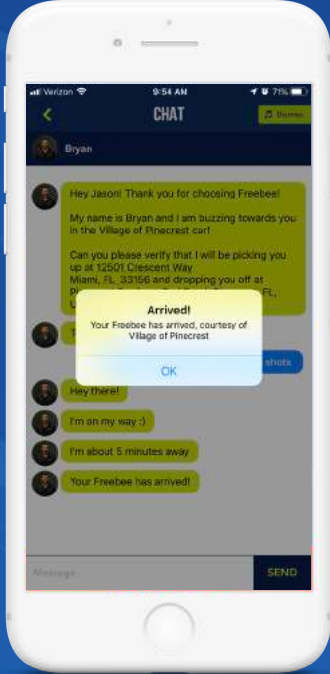
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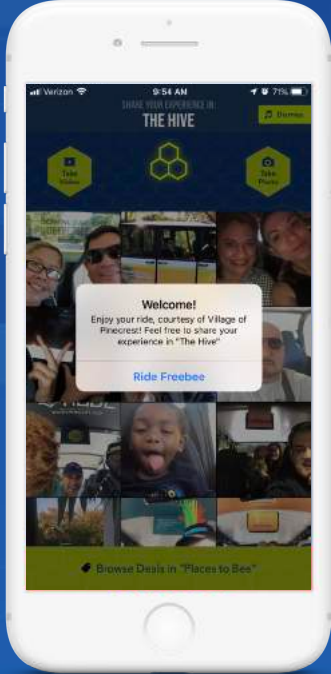
11.



12.



13.



Mobile App Technology Demonstration

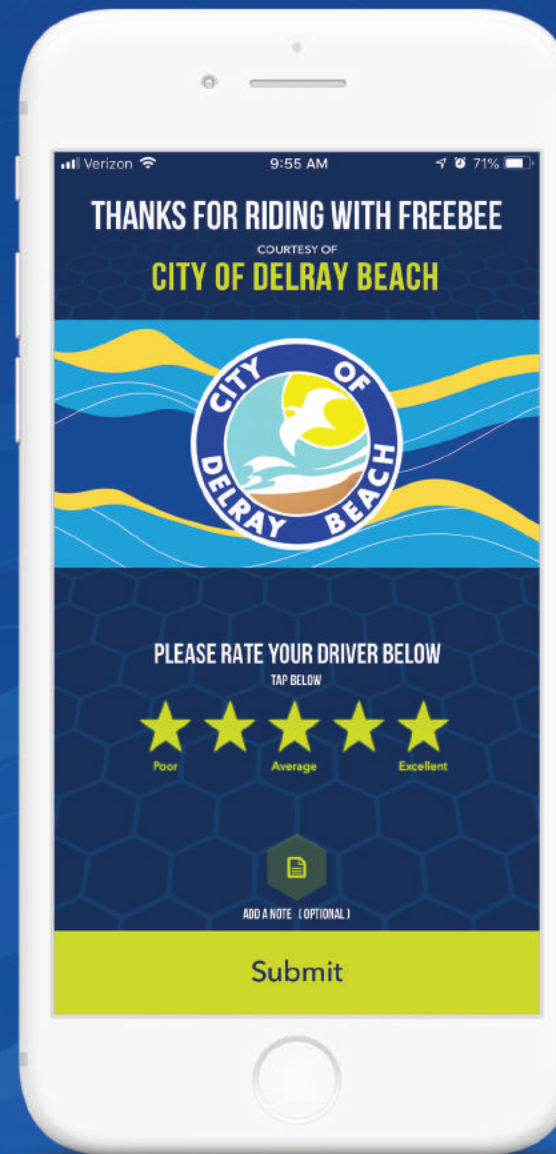
14.



THE HIVE

Take some photos of your experience and share them to "The Hive."

15.



THANK YOU W/ RATING

At the end of each ride, we always ask for passengers' feedback. Users can rate their driver as well as submit formal feedback in paragraph form, to ensure that we are always delivering a first class experience!

Fee Proposal

- Pricing includes turnkey operation; no additional costs
- \$180,000 Guaranteed Advertising Subsidy (\$36,000/vehicle)
- DRIVERS:
 - Paid \$15.00/hr and provided Health Care insurance (Show 5, 4, and 3 Car Proposal Fee Charts)

5 CAR PROPOSAL

1	Estimated Hourly Fee per vehicle, including driver	\$24.91/hr
2	Estimated Monthly Fee per vehicle, including driver	\$6,692.66/month
3	Total Estimated Fee for Year One (Program Implementation)	\$401,560

4 CAR PROPOSAL

1	Estimated Hourly Fee per vehicle, including driver	\$25.10/hr
2	Estimated Monthly Fee per vehicle, including driver	\$6,745/month
3	Total Estimated Fee for Year One (Program Implementation)	\$323,792

3 CAR PROPOSAL

1	Estimated Hourly Fee per vehicle, including driver	\$25.44/hr
2	Estimated Monthly Fee per vehicle, including driver	\$6,834/month
3	Total Estimated Fee for Year One (Program Implementation)	\$246,024

Through the use of our cutting-edge technology and by executing our operational efficiencies, we are fully confident that no other provider will be able to execute this turnkey program at a higher level than Freebee.



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