

Delray Beach Community Redevelopment Agency

Special Board Meeting

Thursday, March 28, 2019
10:00 a.m.



ITEM 1.

AWARD OF REQUEST
FOR PROPOSALS

FIXED ROUTE
TRANSPORTATION
SERVICES





KEY ELEMENTS IN THE RFP-FIXED ROUTE

- The use of environmentally friendly vehicle is **required**, more specifically a vehicle that uses alternative fuels and produces less harmful impacts to the environment than comparable conventional vehicles running on gasoline or diesel. All vehicles must meet required ADA compliance standards, be air conditioned, and be equipped with bicycle racks.
- Vehicles should be a mid-sized shuttle with seating capacity of up to 22 passengers and be aesthetically acceptable.
- Vehicles shall be equipped with equipment/hardware to collect ridership data and with GPS units for vehicle location.
- Vehicles shall be aesthetically suitable for a neighborhood shuttle.
- Advertising within and/or outside of vehicles may be permitted and is encouraged to off-set operational costs, if in accordance with all City ordinances, policies and procedures.
- Proposer shall provide weekly, monthly, quarterly and yearly reports to CRA staff. These reports may include, but not limited to, ridership, complaints, mileage, collected fees, driver's names and suspensions, and accidents.
- Service shall be provided from at least 6:00 A.M. to 11:15 P.M. Monday through Friday and 8:00 A.M. to 11:00 P.M. on Saturday and Sunday



AWARD OF RFP FIXED ROUTE TRANSPORTATION SERVICES

Proposers:

- Downtowner Holdings, LLC
- First Transit, Inc.
- Maruti Fleet & Management, LLC

ITEM 2.

AWARD OF REQUEST
FOR PROPOSALS

POINT TO POINT
TRANSPORTATION
SERVICES





KEY ELEMENTS IN THE POINT-TO-POINT

- The vehicle will be a neighborhood electric vehicle (NEV), GEM car, or similar that meets the Federal Motor Vehicle Safety Standard (FMVSS) and supply state-of-the-art charging equipment.
- The program is expected to start with three (3) to five (5) vehicles.
- When requesting a ride via the mobile app, patrons must immediately be given an estimated time of arrival based on driver availability. Vehicles shall collect ridership data via app, manual counts when phone calls or ride-hailing.
- The driver app must be able to organize ride requests in a queue format, allowing for multiple rides to be assigned to one driver.
- Proposer must include an ADA vehicle as part of the fleet.
- Subject to CRA's prior written consent, advertising within and/or outside of vehicles may be permitted and is encouraged to off-set operational costs, if in accordance with all City ordinances, policies and procedures.
- Service will be provided Monday through Wednesday from 11:00 a.m. until 9:00 p.m., Thursday through Saturday from 11:00 a.m. until 11:00 p.m. and Sunday 11:00am – 9:00 p.m.
- Vehicle maintenance and charging must be performed by the proposer



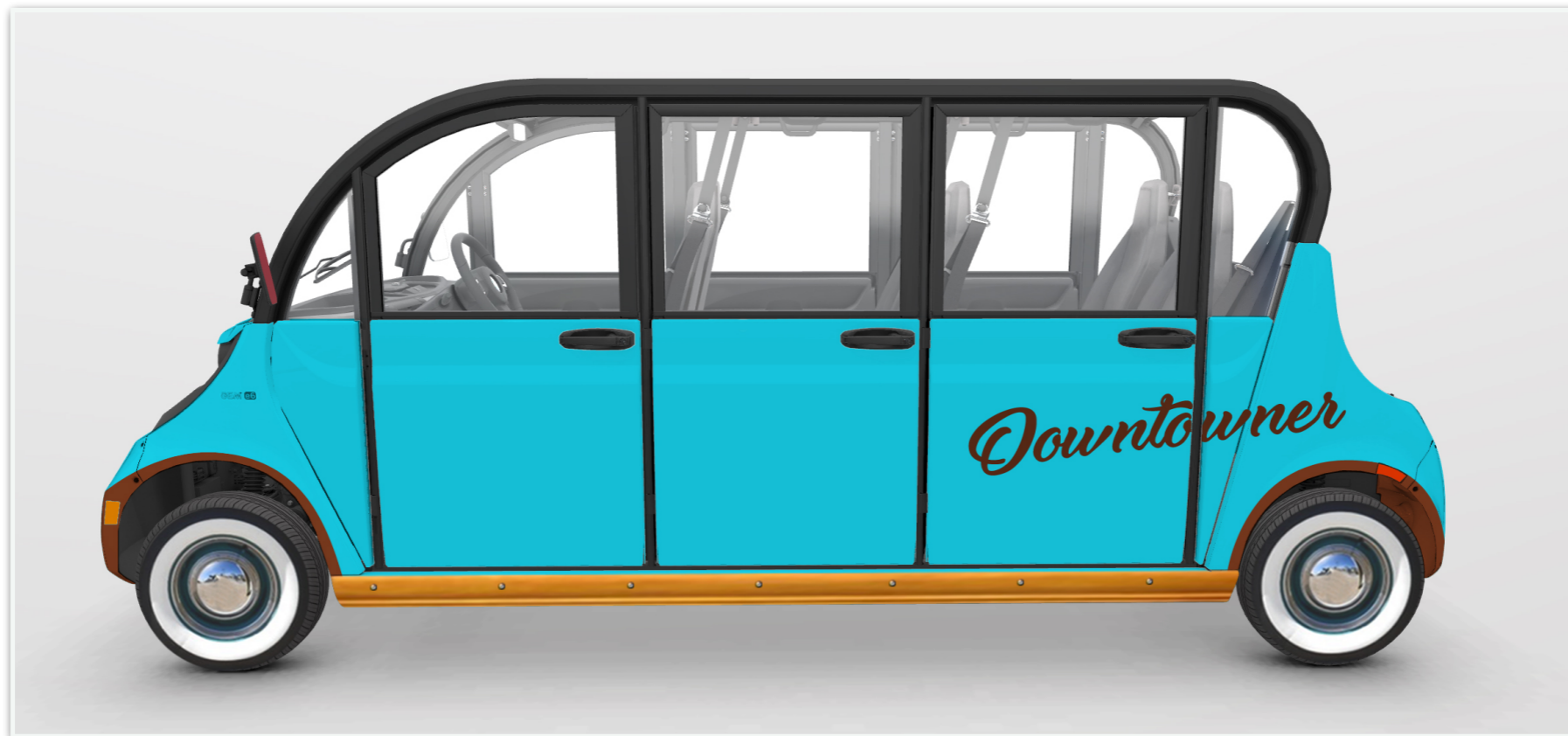
AWARD OF RFP POINT-TO-POINT TRANSPORTATION SERVICES

Proposers:

- BeeFree, LLC, d/b/a Freebee
- Delray Downtowner, Inc.
- L3 LLC, d/b/a O-Cartz
- Round the Town, LLC
- The Free Ride, Inc.
- The Nickel Ride, LLC



DELRAY BEACH CRA
COMMUNITY REDEVELOPMENT AGENCY



Point to Point Transportation Services
Delray Beach, FL

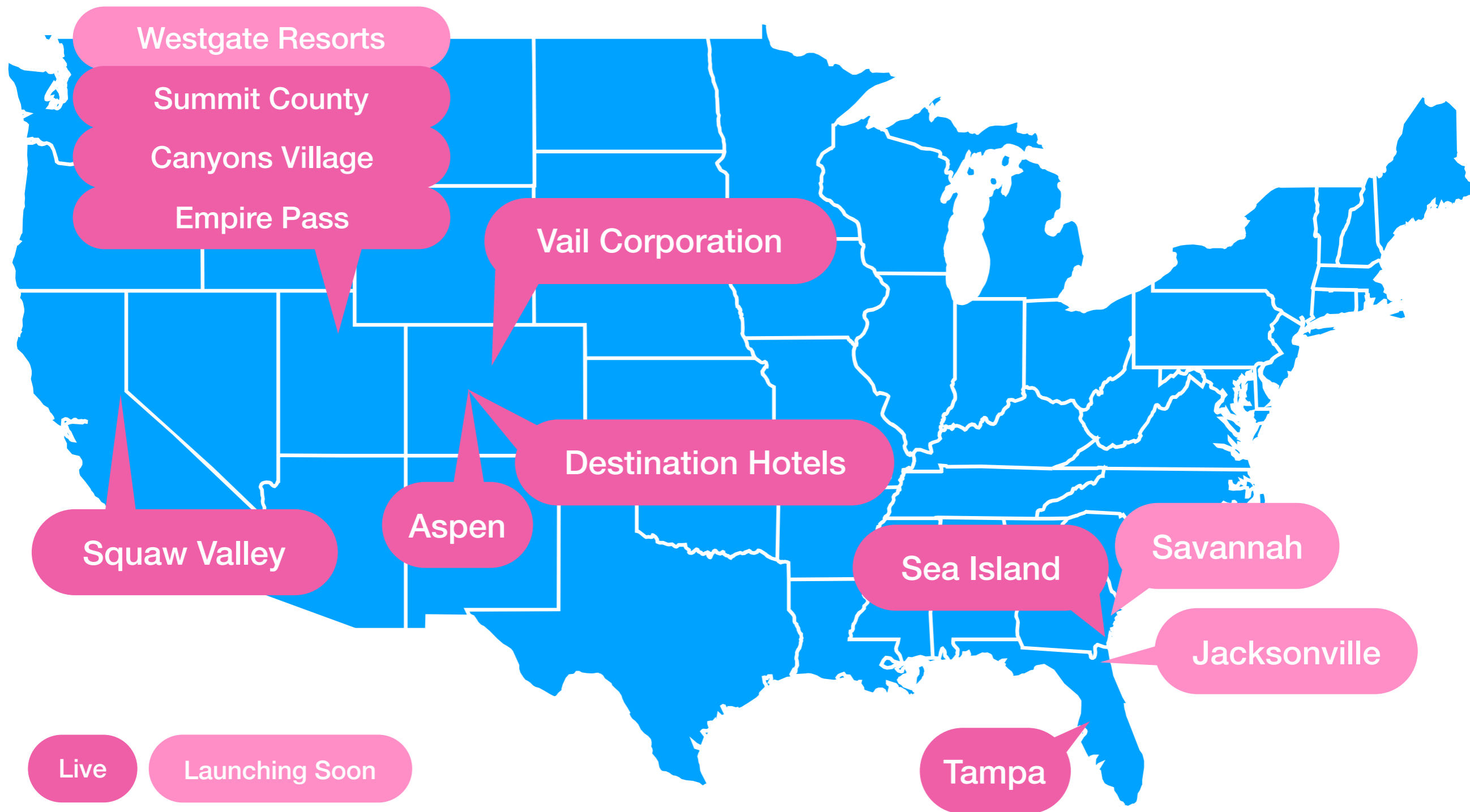
PEOPLE MOVED IN
JANUARY 2019

261,952

ROUTED

111,788

POINT TO POINT



Westgate Resorts

Summit County

Canyons Village

Empire Pass

Vail Corporation

Destination Hotels

Squaw Valley

Aspen

Sea Island

Savannah

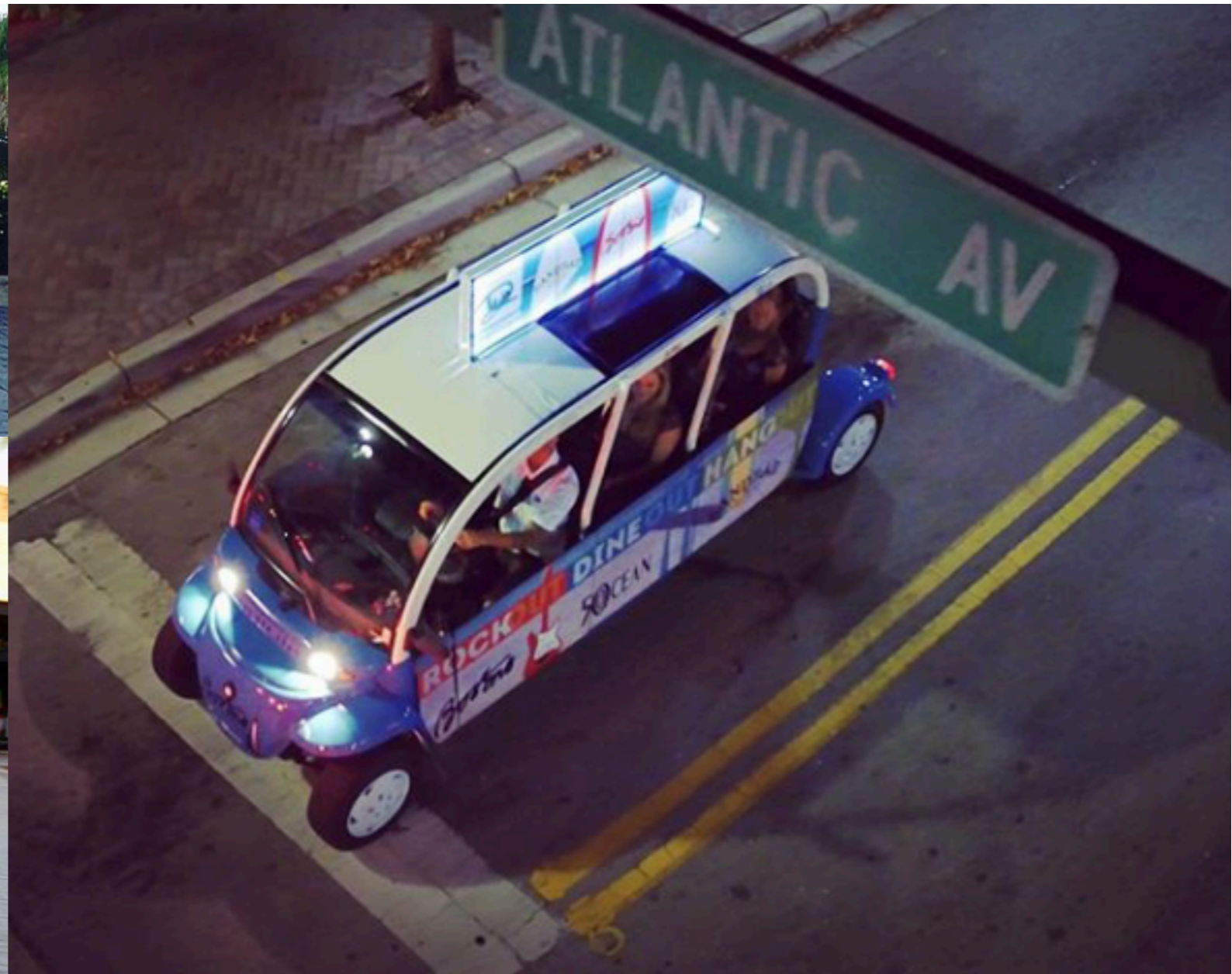
Jacksonville

Tampa

Live

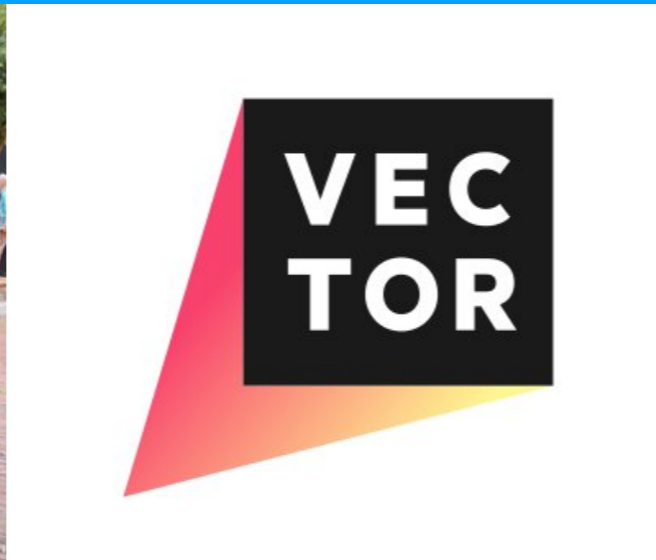
Launching Soon

6 Years of Delray Advertising Experience



Partnership with Vector Media

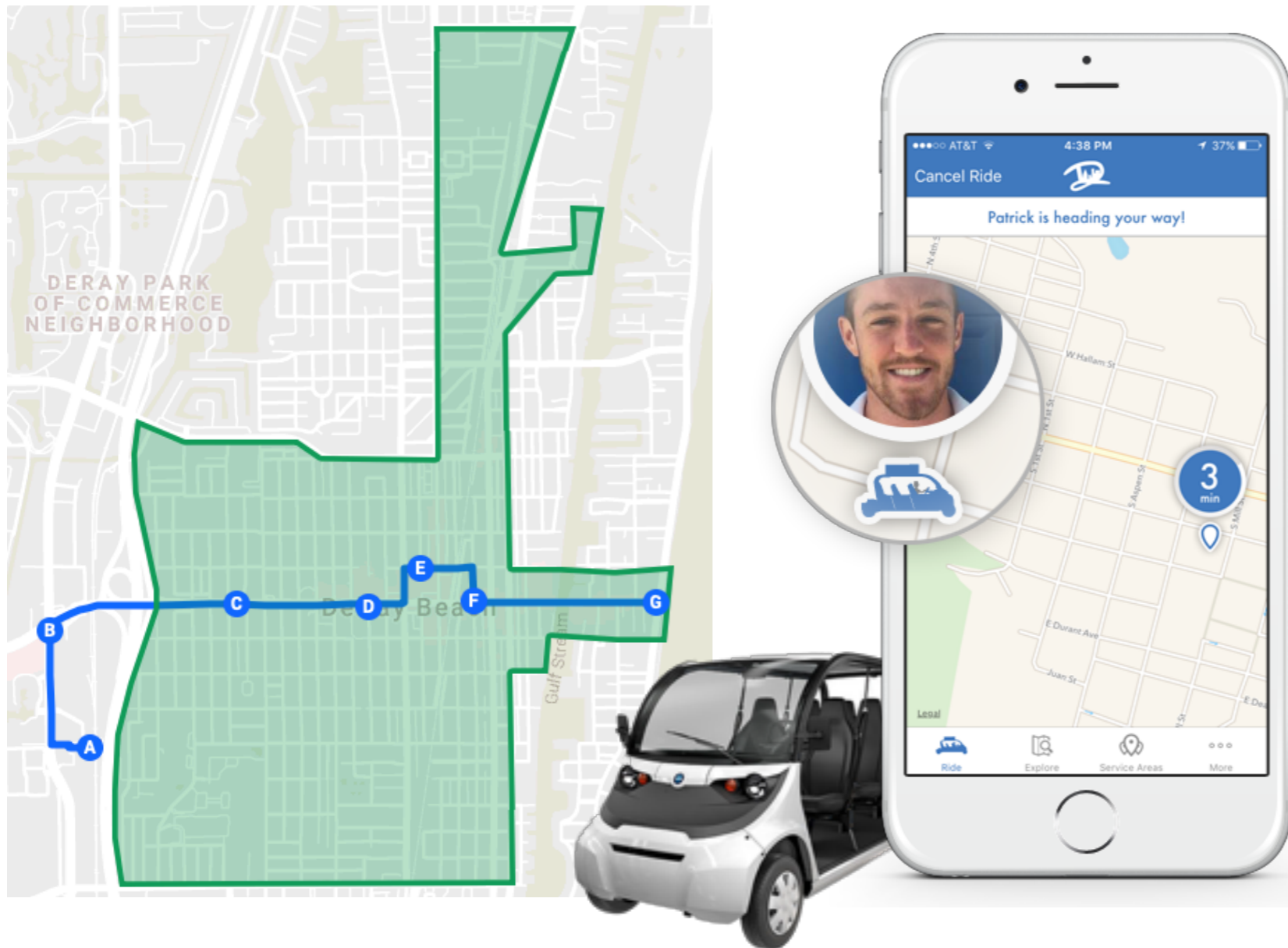
100% Advertising Occupancy in Tampa, FL



Vector Media sells transit focused advertising in 51 cities.

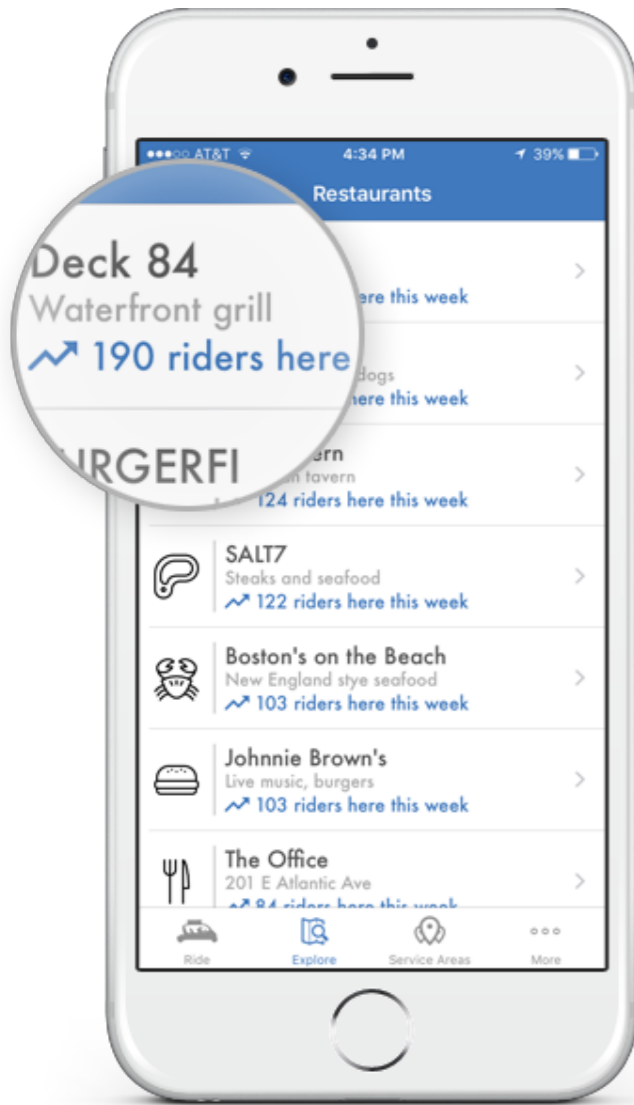


Program Overview

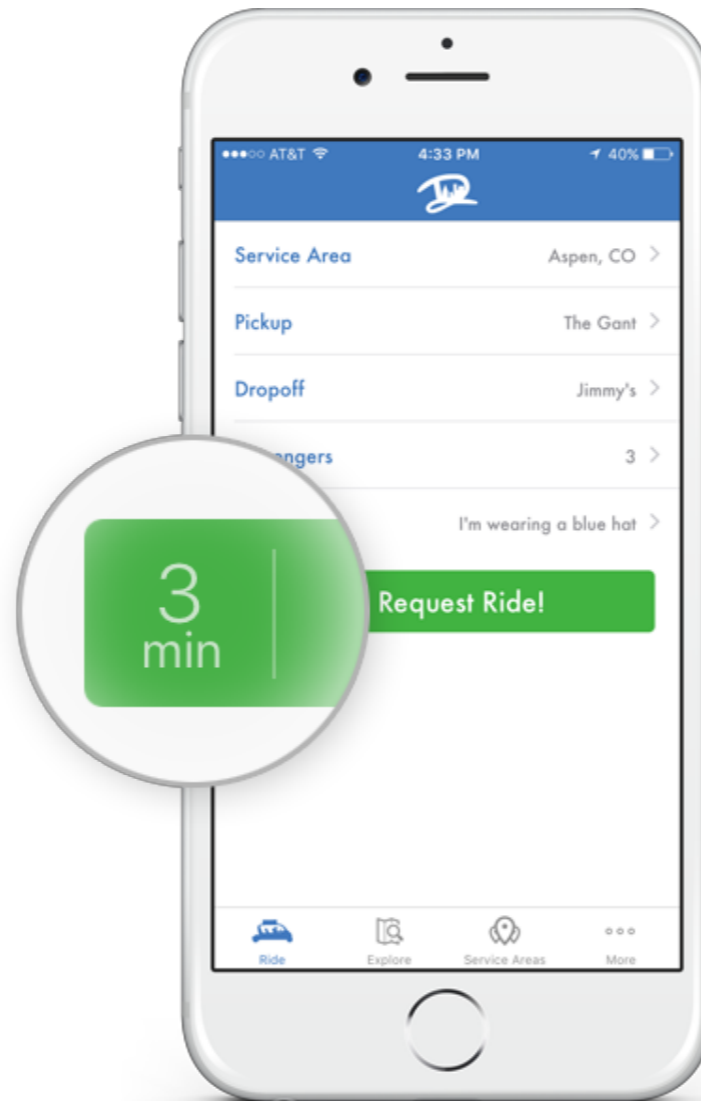


- App-based Point to Point rides within service area
- Ability to limit rides to & from specific areas
- Brand-new open air vehicles every 2 years
- Experienced & friendly local drivers
- For rides along the fixed route, the Rider App directs the rider to a nearby stop and shows the fixed route ETA

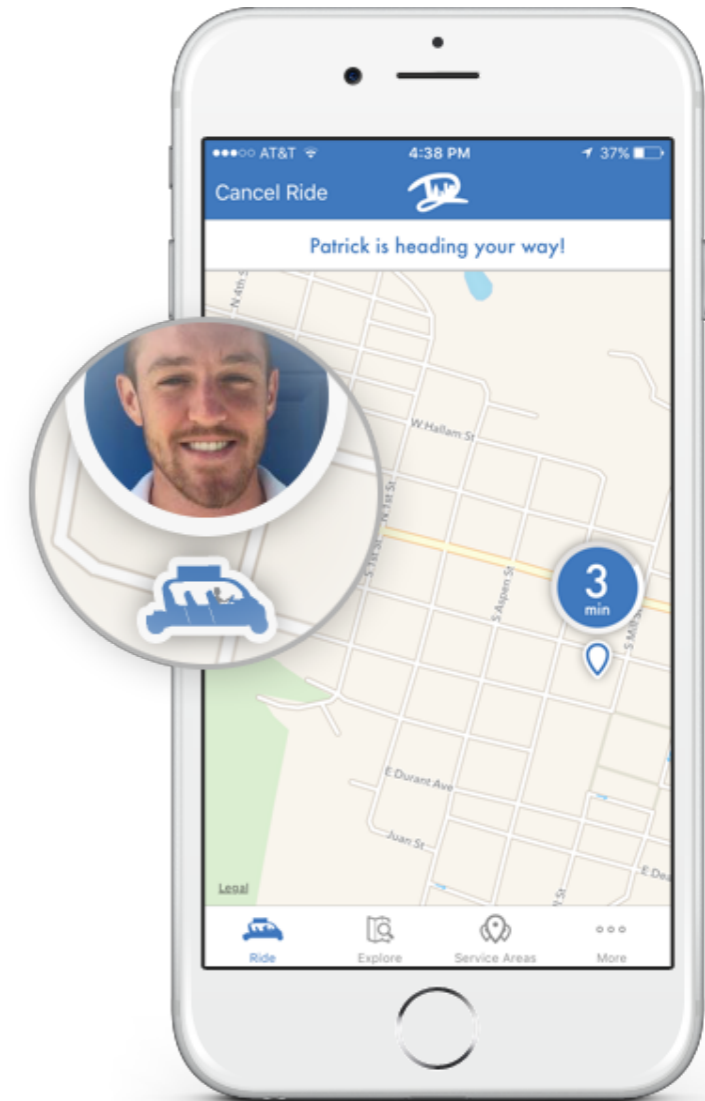
Rider App



Popular Locations



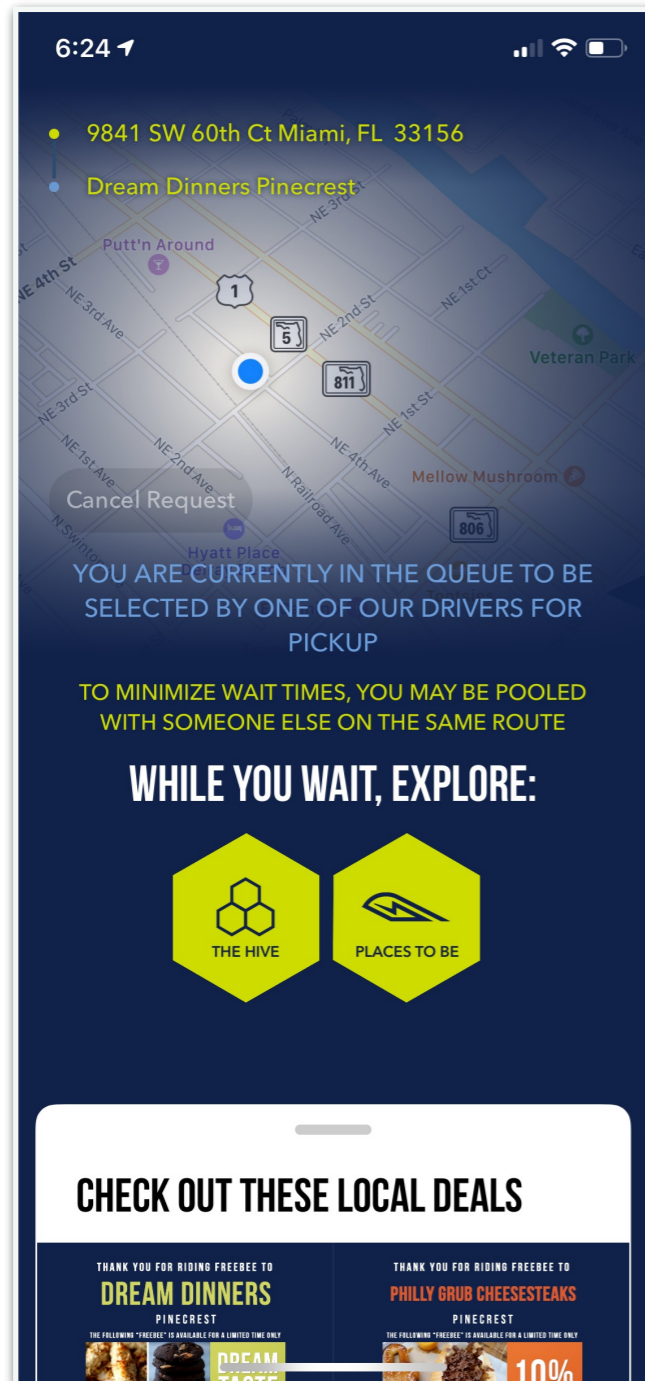
Instant Wait Time



Stay in the Loop

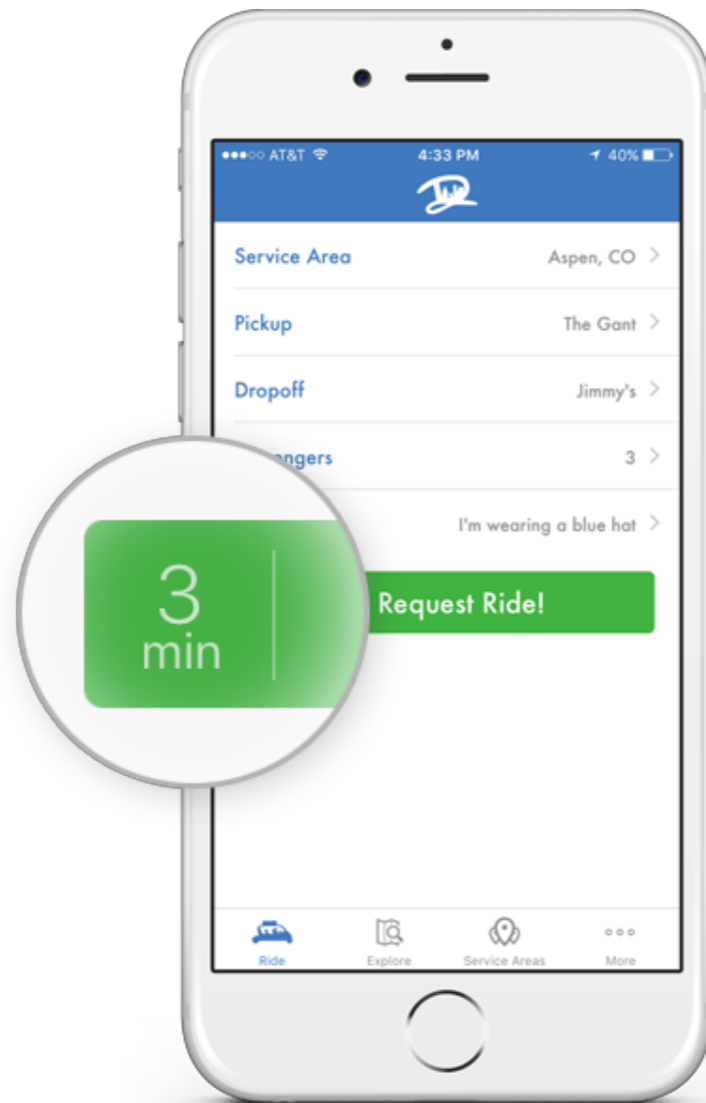
Freebee App Screenshot

No time of arrival or estimated wait time

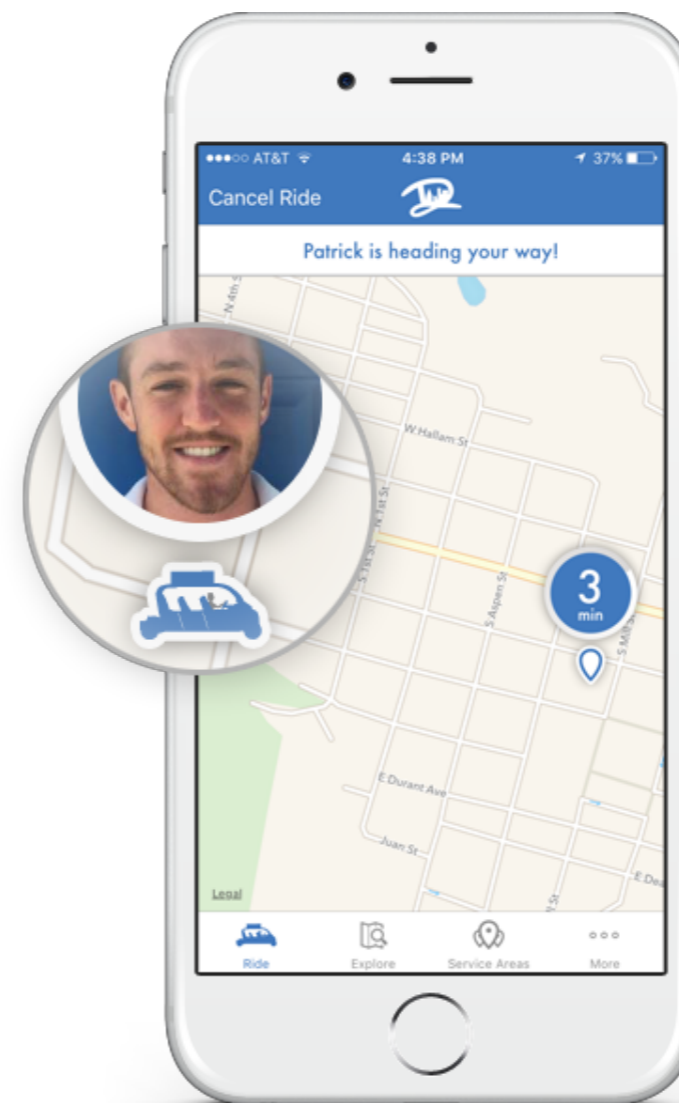


“YOU ARE CURRENTLY IN THE QUEUE TO BE SELECTED BY ONE OF OUR DRIVERS FOR PICKUP”

“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

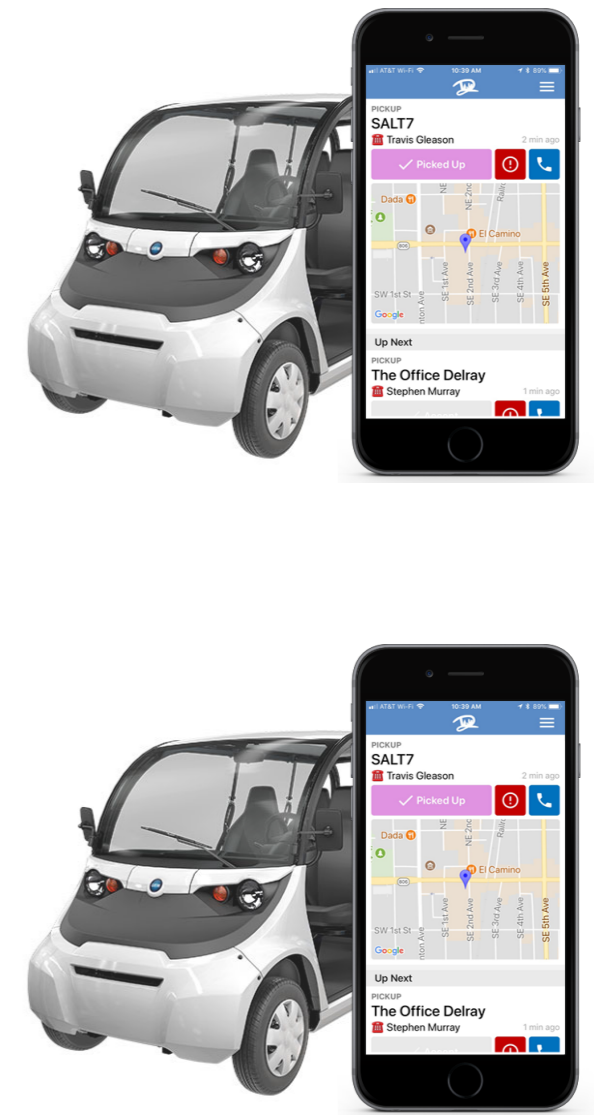
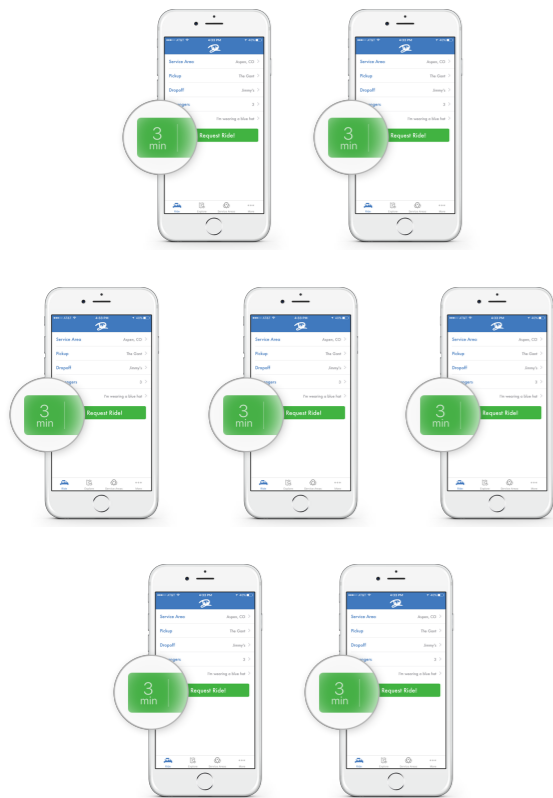


Stay in the Loop

“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

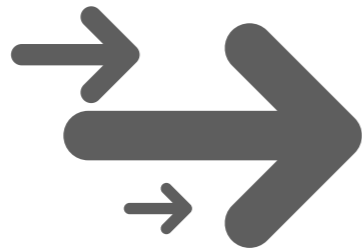
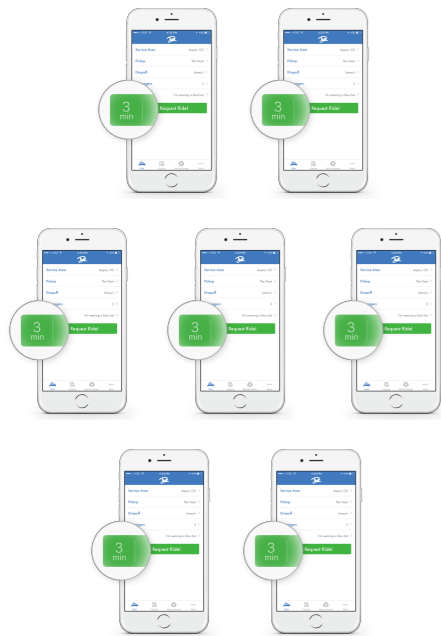
Intelligent Ordering
Automatic Ride Sharing
Less empty vehicles



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

Smart Queue

Ride Requests



Dispatch Algorithm



Driver 1

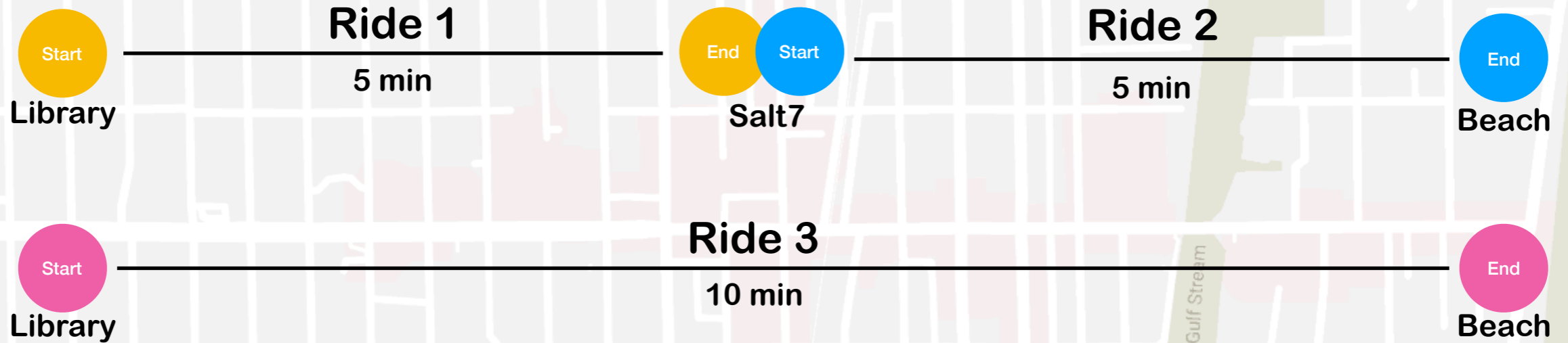


Driver 2



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

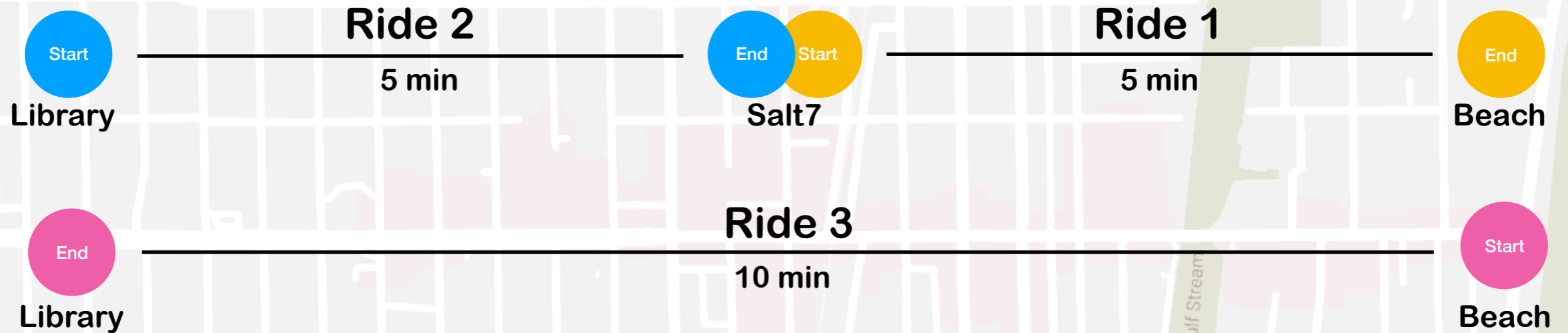
With Auto Shared

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

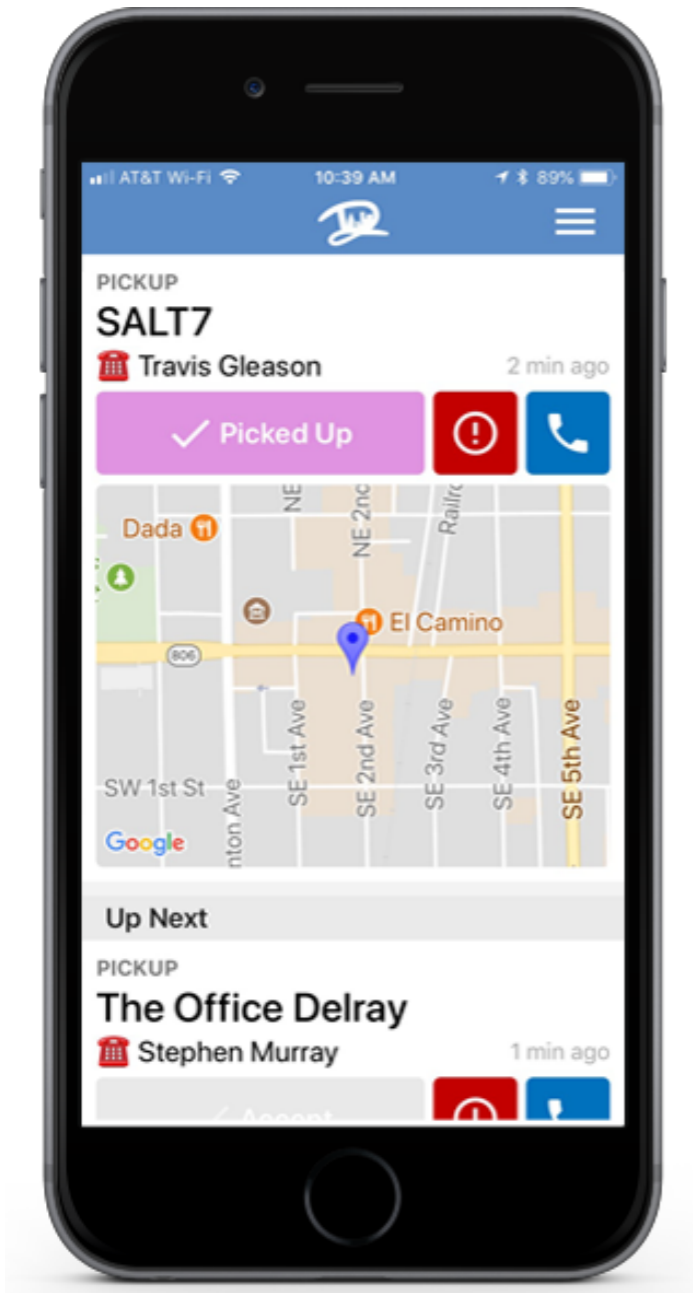


Without Filling Dead Leg
Ride 1
Ride 2
Ride 3
Time to completion: 30 min

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.

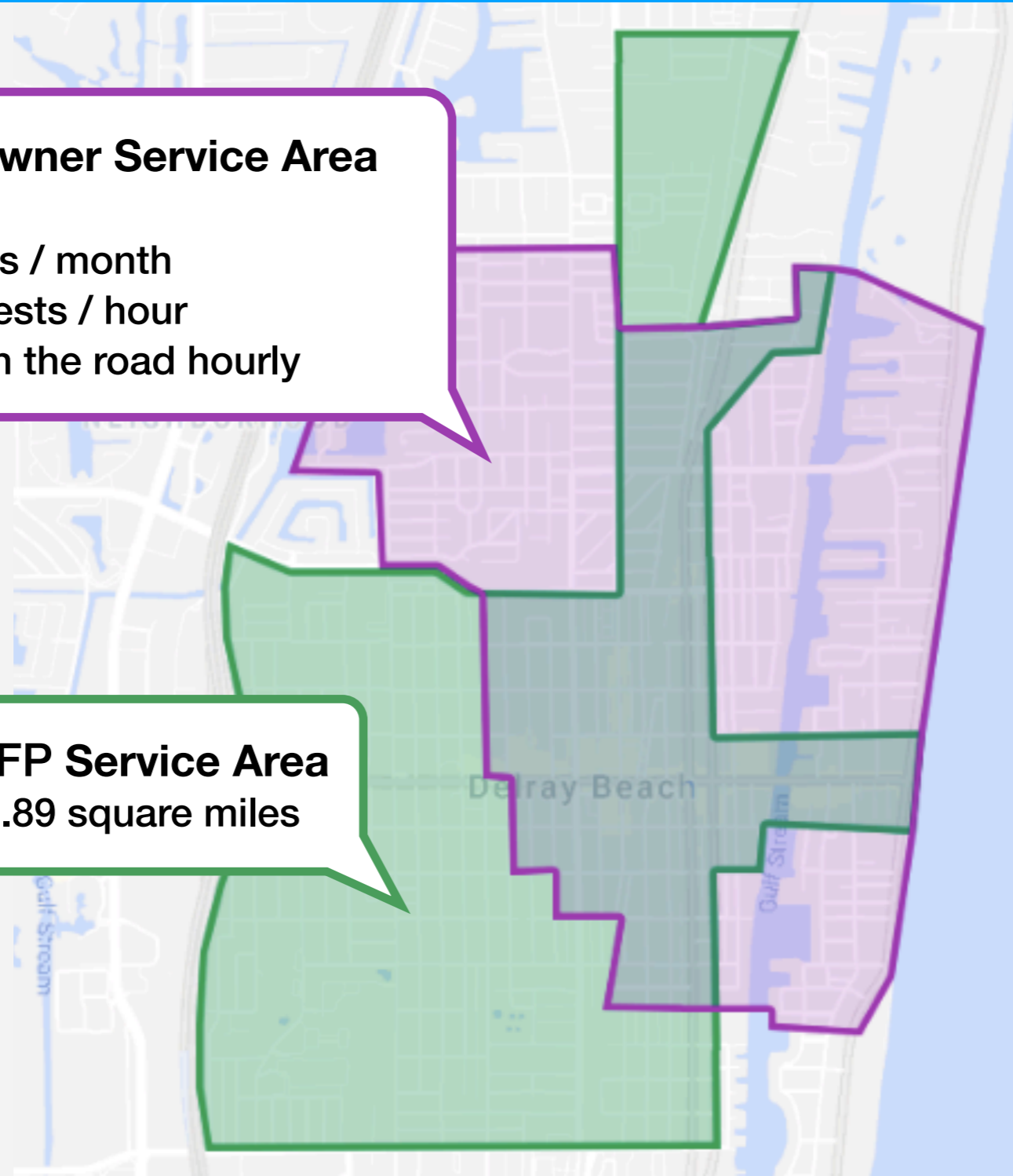
Expected Demand

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



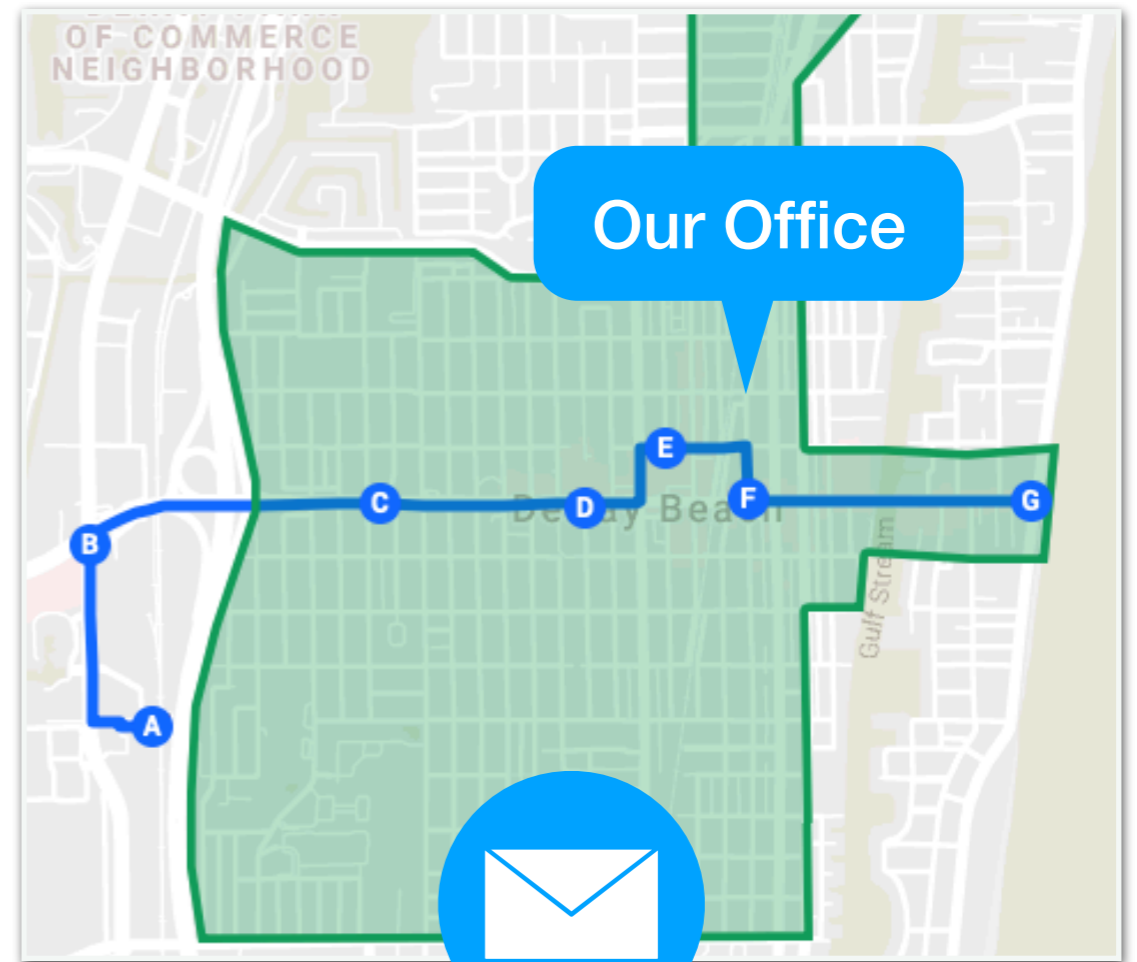
Downtown Delray Headquarters & Vehicle Charging Lot



Homegrown Experience



















Loved & Trusted
4.9 out of 5 Rating

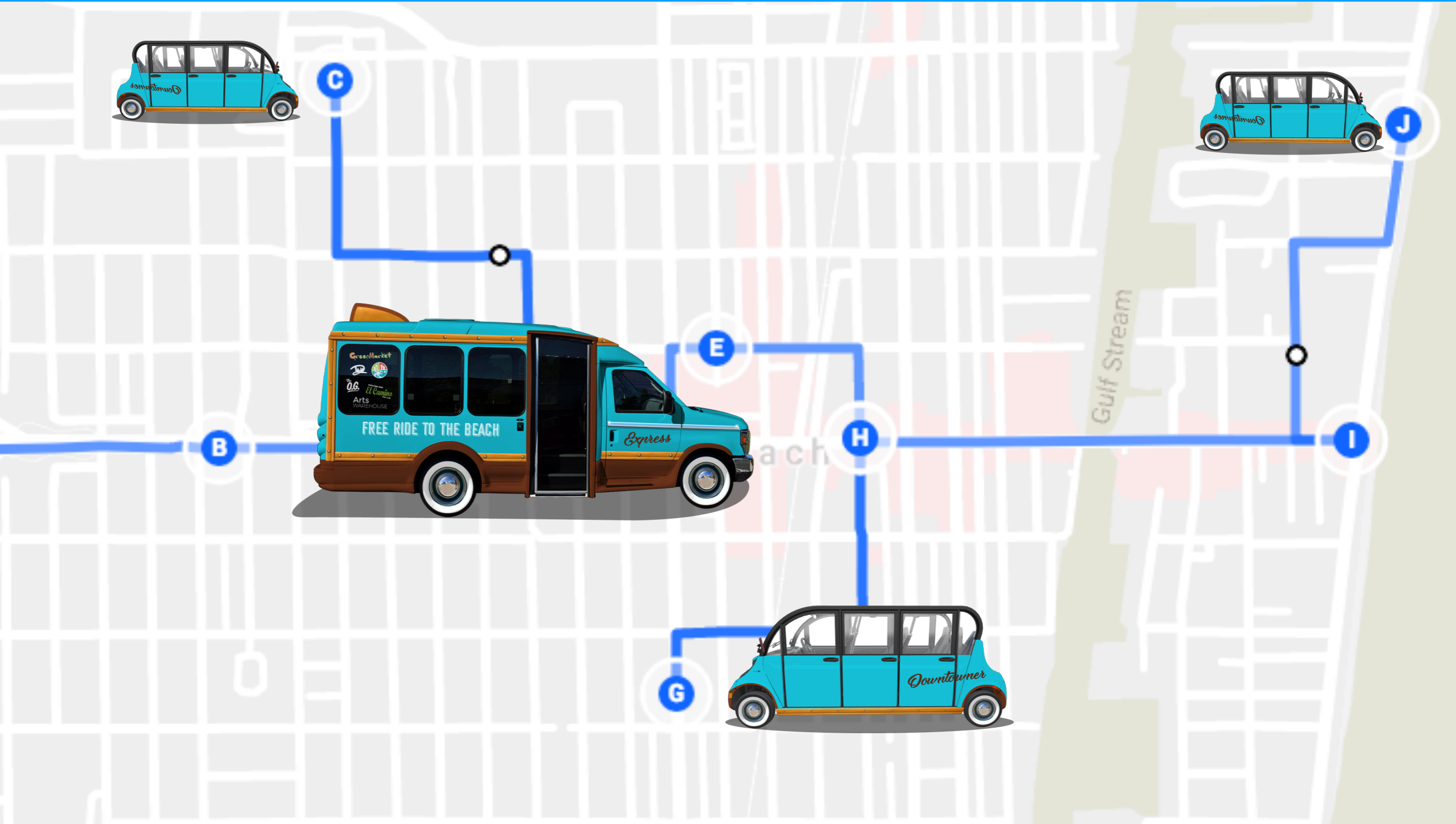


Direct Outreach
30,000 Delray Riders

The Downtowner Difference

	 Downtowner	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



freebee
delray beach

A FIRST CLASS EXPERIENCE



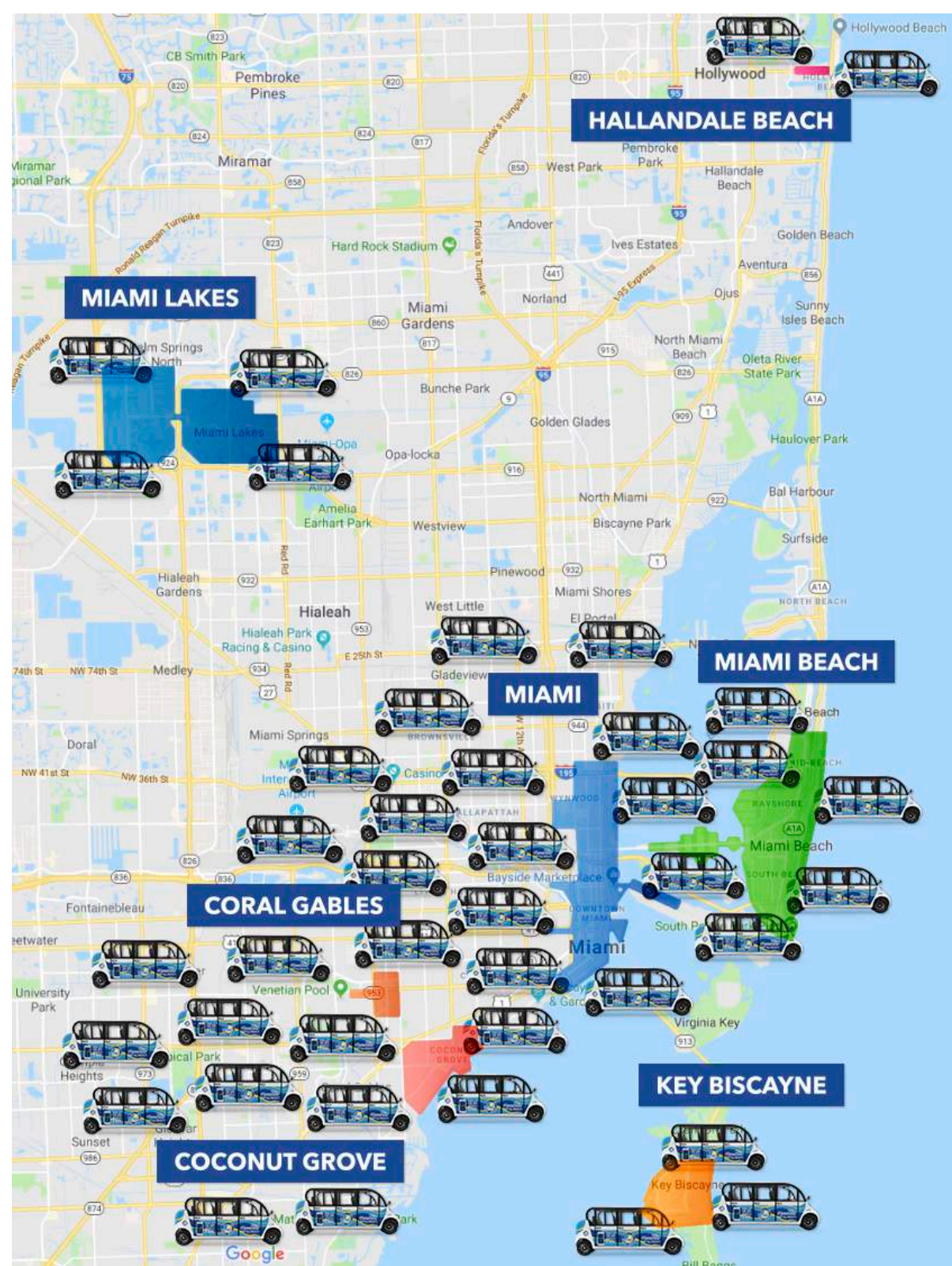
Introduction to Freebee

- 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**

KB LOOP TRACKER

CLICK
Download the Ride Freebee mobile app from the App Store or Google Play Store.
To view the KB Loop Tracker, simply open your Ride Freebee app and click the banner ad at the bottom of the Dashboard screen.
You can also log onto <http://RideFreebee.com> to view the Tracker from a web browser.

VIEW
Track the KB Loop electric vehicles as they make their way from stop to stop.
There are currently two vehicles that circulate from 11am-7pm daily, guaranteeing service at each stop every 20-30 minutes.
Please note: Each driver will take a 30-minute lunch break every day. During these times, you will see only one vehicle on your Tracker.

freebee KB LOOP
courtesy of
VILLAGE OF KEY BISCAIPE FLORIDA

freebee KB LOOP

download the **freebee** app now

HOURS OF OPERATION:
11AM - 7PM DAILY

KB LOOP ROUTE

ALL ABOARD THE FREEBEE KB LOOP!
Hop on, hop off at any of our conveniently-located stops around the Village of Key Biscayne:

STOP 1:	CRANDON BLVD / HARBOR DR
STOP 2:	CRANDON BLVD / SOMESTA DR
STOP 3:	CRANDON BLVD / HEATHER DR
STOP 4:	CRANDON BLVD / VILLAGE GREEN WAY
STOP 5:	CRANDON BLVD / E END DR
STOP 6:	WESTWOOD DR / CRANDON BLVD
STOP 7:	WESTWOOD DR / WOODCREST RD
STOP 8:	WESTWOOD DR / WARREN LN
STOP 9:	WESTWOOD DR / CURTISWOOD DR
STOP 10:	HARBOR DR / WESTWOOD DR
STOP 11:	HARBOR DR / HARBOR LN
STOP 12:	HARBOR DR / W MCINTYRE ST
STOP 13:	HARBOR DR / HARBOR CT
STOP 14:	HARBOR DR / CYPRESS DR
STOP 15:	HARBOR DR / WOODCREST RD
STOP 16:	HARBOR DR / FERNWOOD RD

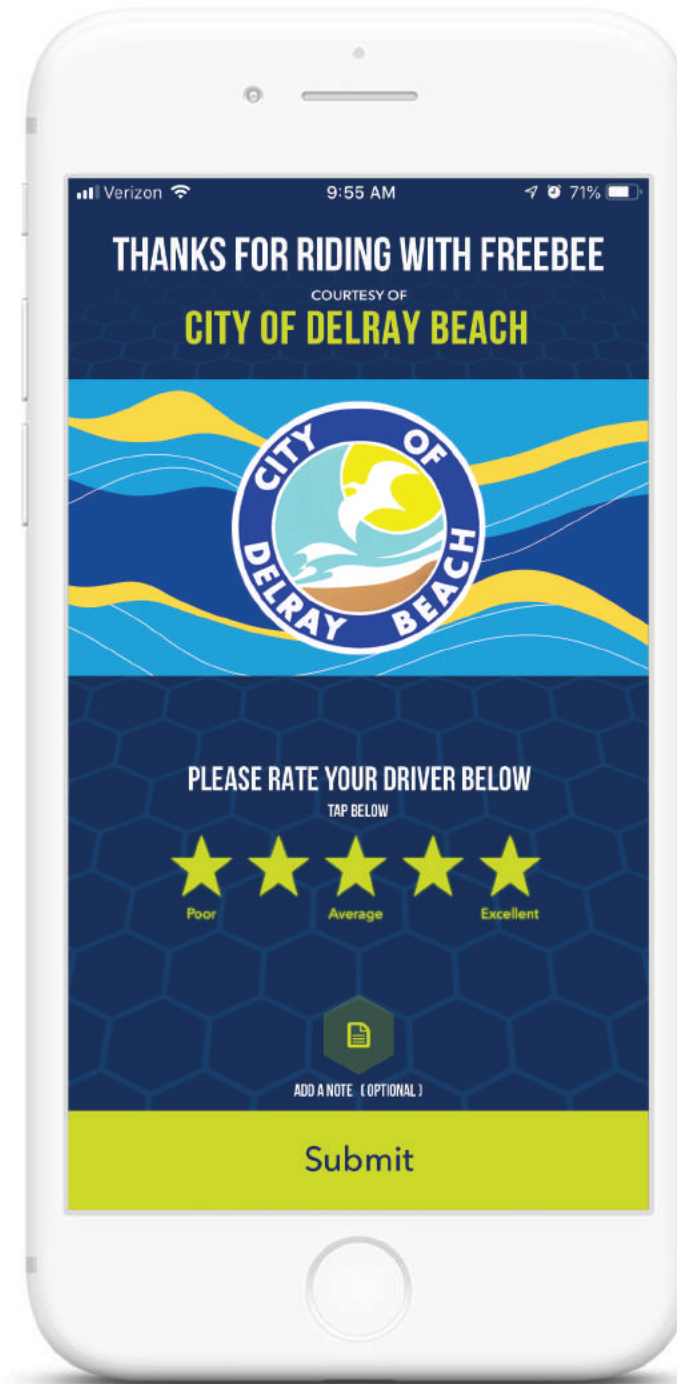
PICKUP EVERY 20-30 MIN GUARANTEED

FACEBOOK.COM/RIDEFREEBEE
@FREEBEEMIAMI
INFO@RIDEFREEBEE.COM
<http://kblloop.ridefreebee.com> for web viewing



Ability to Deliver a First Class Experience

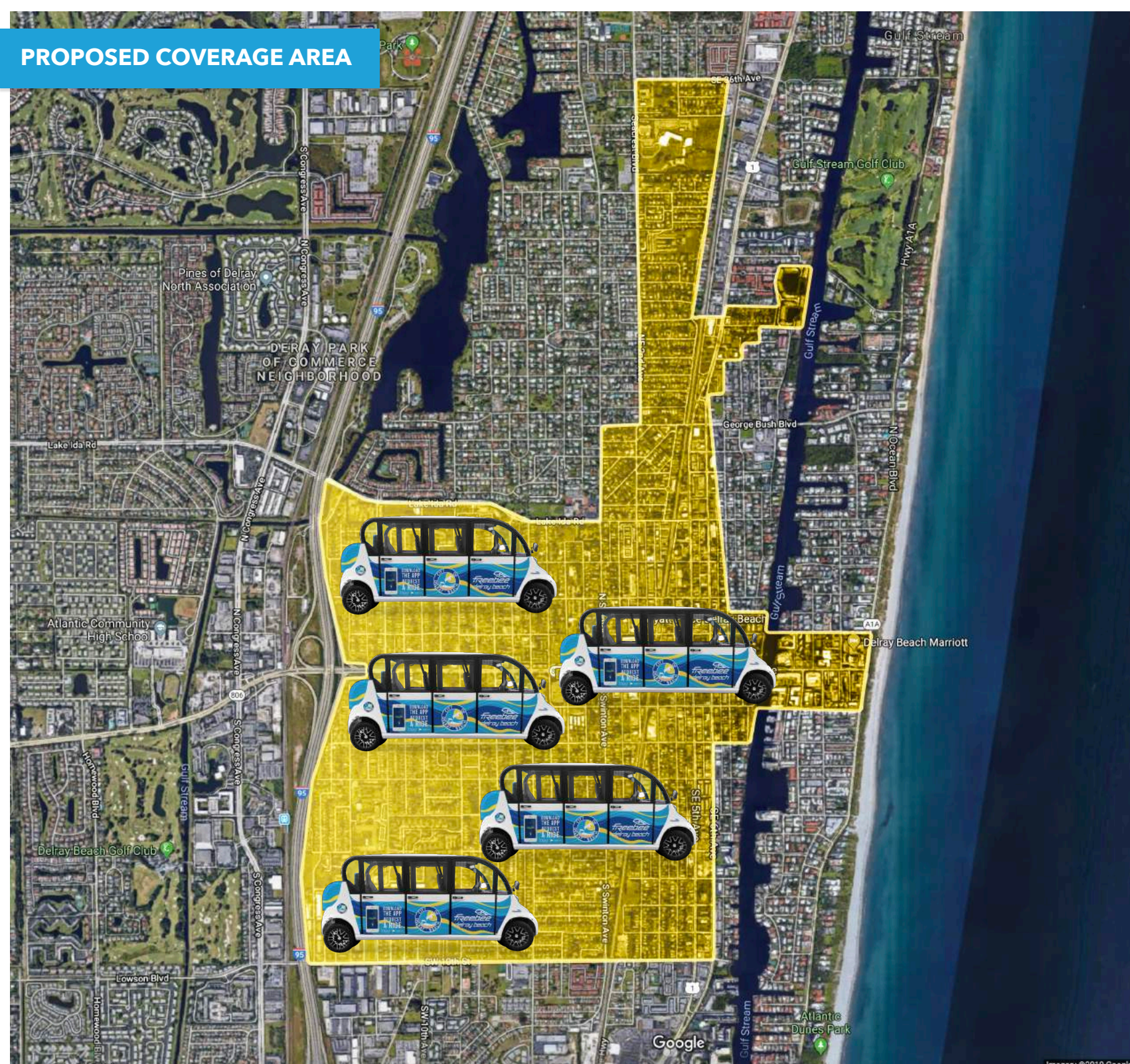
- Drivers: Recruitment, Hiring, Training, Customer Service
- Rating System
- Customer Support



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 COVERAGE AREA



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



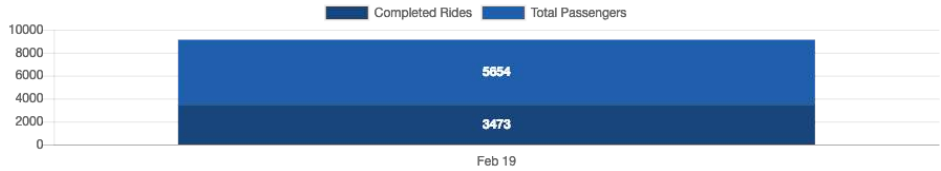
Coral Gables

02/01/2019 - 02/24/2019

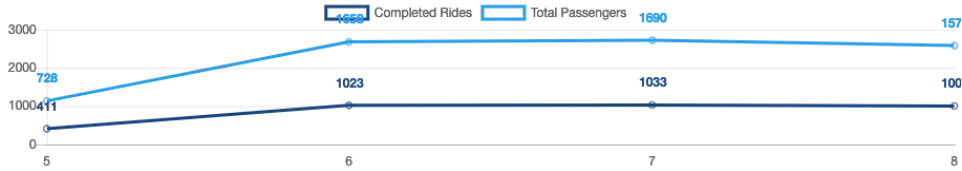
ZONE SUMMARY

COMPLETED RIDES <h1>3473</h1>		TOTAL PASSENGERS <h1>5654</h1>		AVG DRIVER RATING <h1>4.92</h1>		AVG AGE 	
ZIP CODES 33134,33146,33143		NEW APP USERS <h1>339</h1>		TOTAL APP USERS <h1>9084</h1>			
AVERAGE TIME <h2>1.23m</h2> <small>Ride request to selected <h2>8.02m</h2> <small>Ride request to pickup</small> </small>		APP REQUESTS <h1>3935</h1>	APP RIDES <h1>2957</h1>	FLAG DOWN RIDES <h1>516</h1>	#MEN DRIVEN <h1>2192</h1>	#FEMALE DRIVEN <h1>3462</h1>	

PASSENGERS AND RIDES BY MONTH



PASSENGERS AND RIDES BY WEEK



Mobile App Technology Demonstration

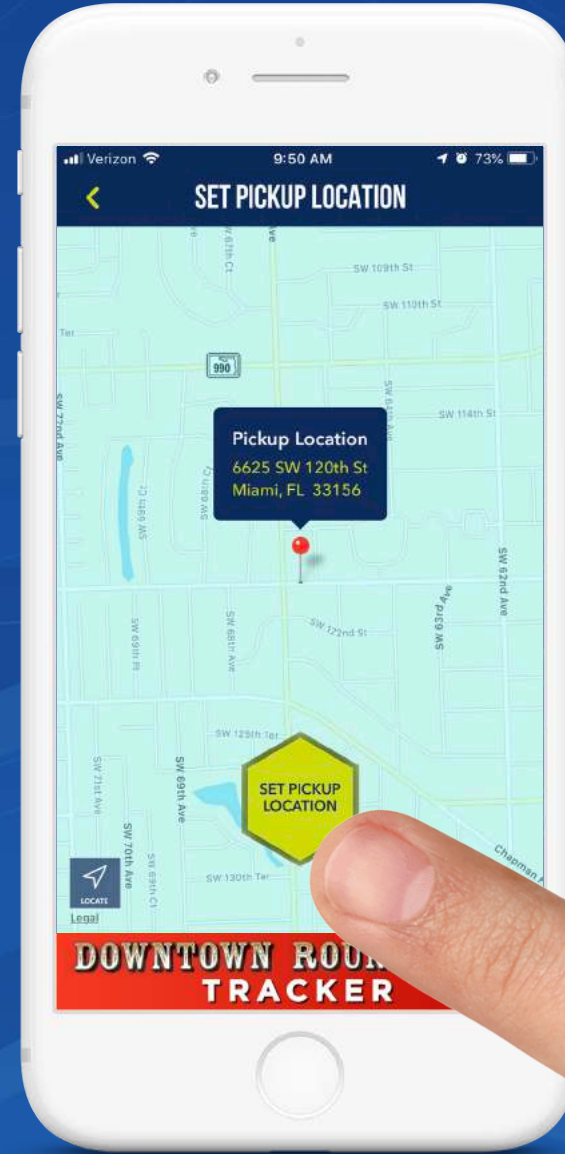
1.



REQUEST A PICKUP

Request a ride with the push of a button.

2.



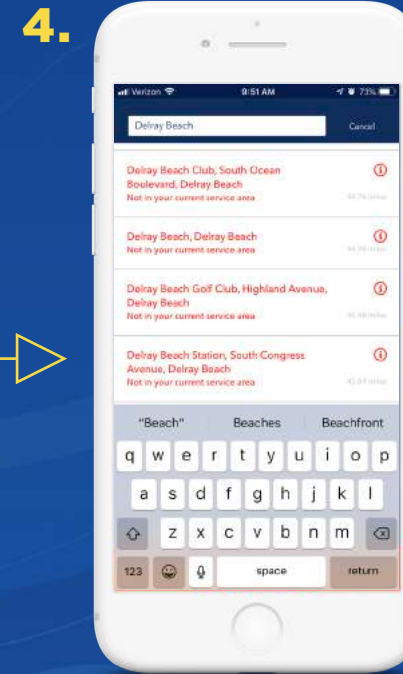
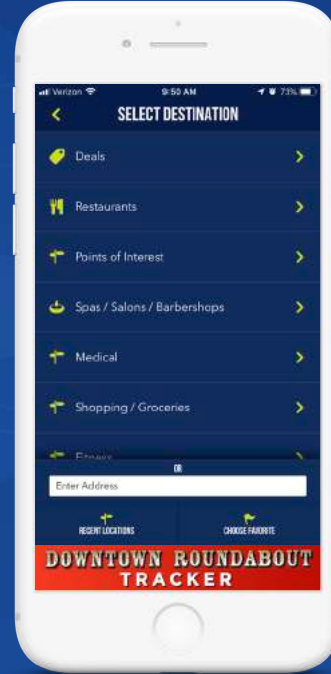
SET PICKUP LOCATION

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

Mobile App Technology Demonstration

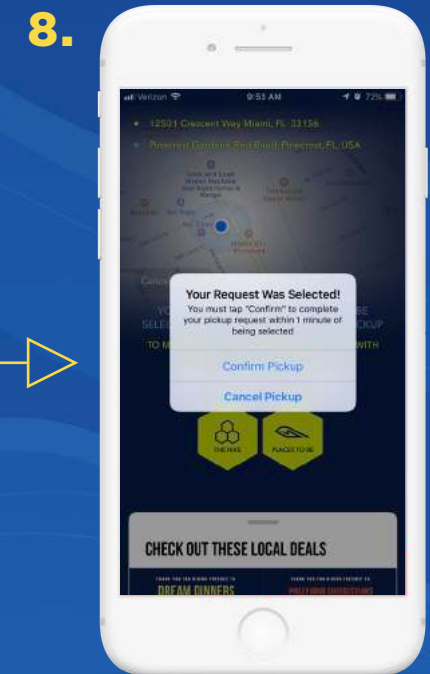
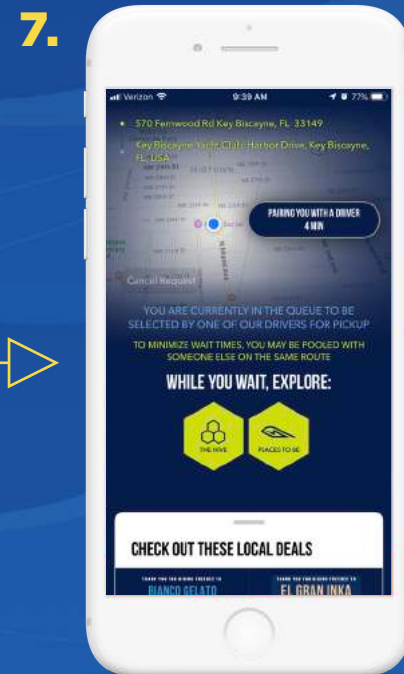
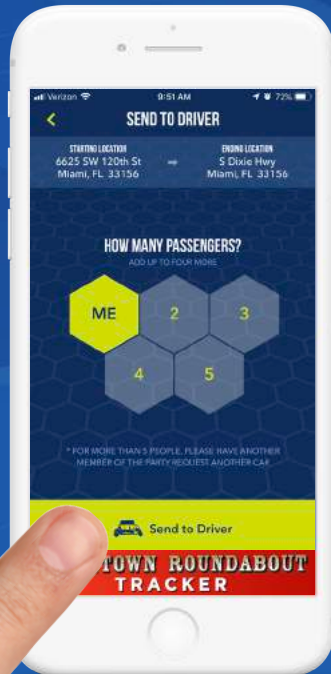
3. SELECT DESTINATION

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



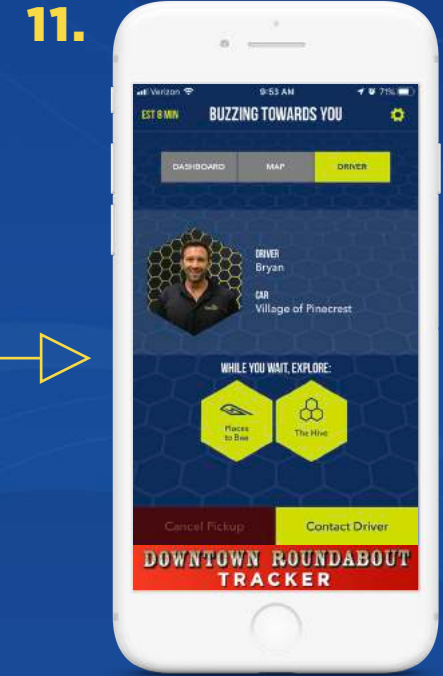
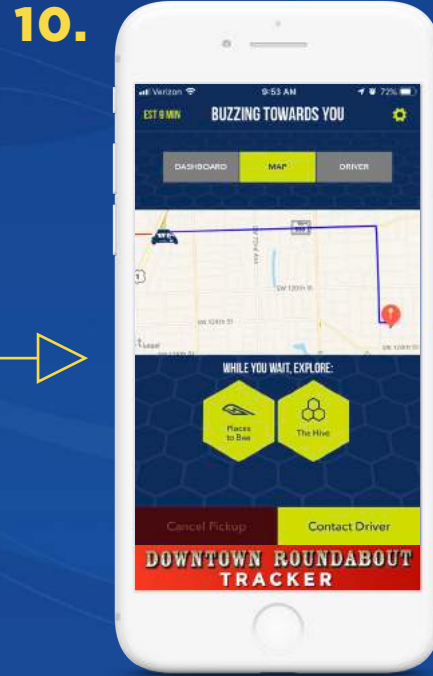
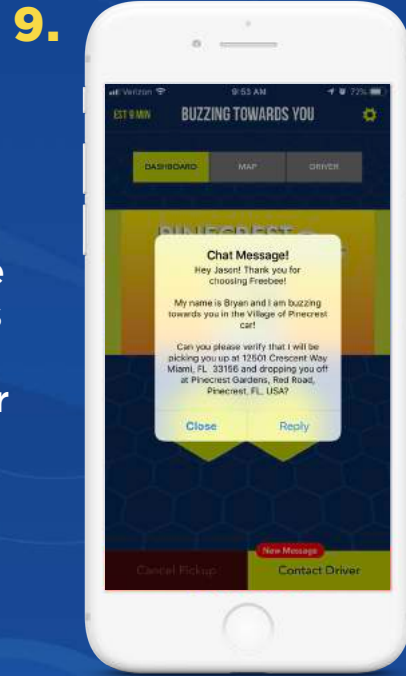
6. SEND TO DRIVER

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

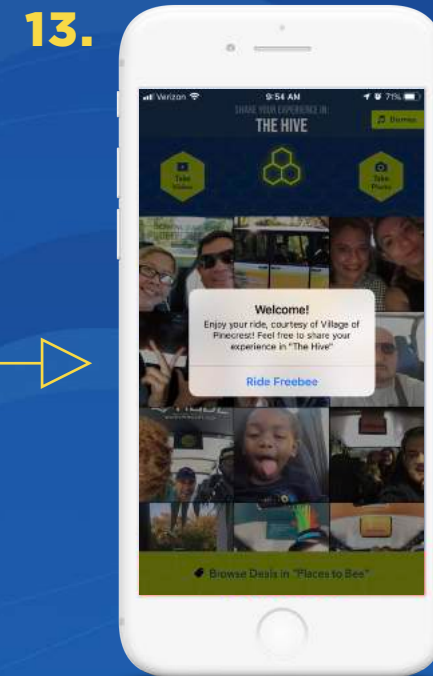
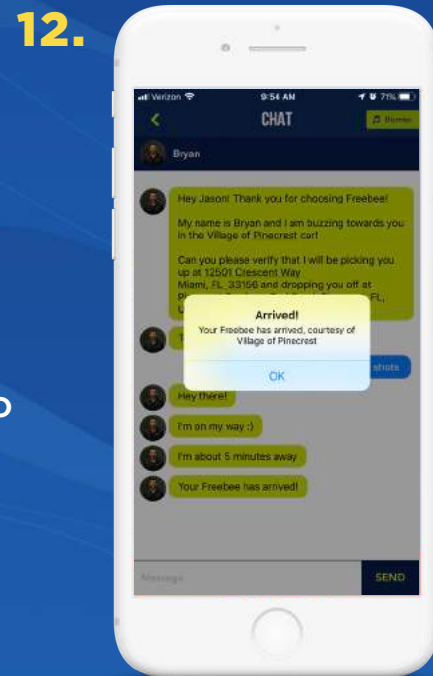


Mobile App Technology Demonstration

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.



YOUR FREEBEE HAS ARRIVED
Once your Freebee arrives, you'll receive a notification that your driver is outside. Your driver will then greet you and welcome you to Freebee!



Mobile App Technology Demonstration

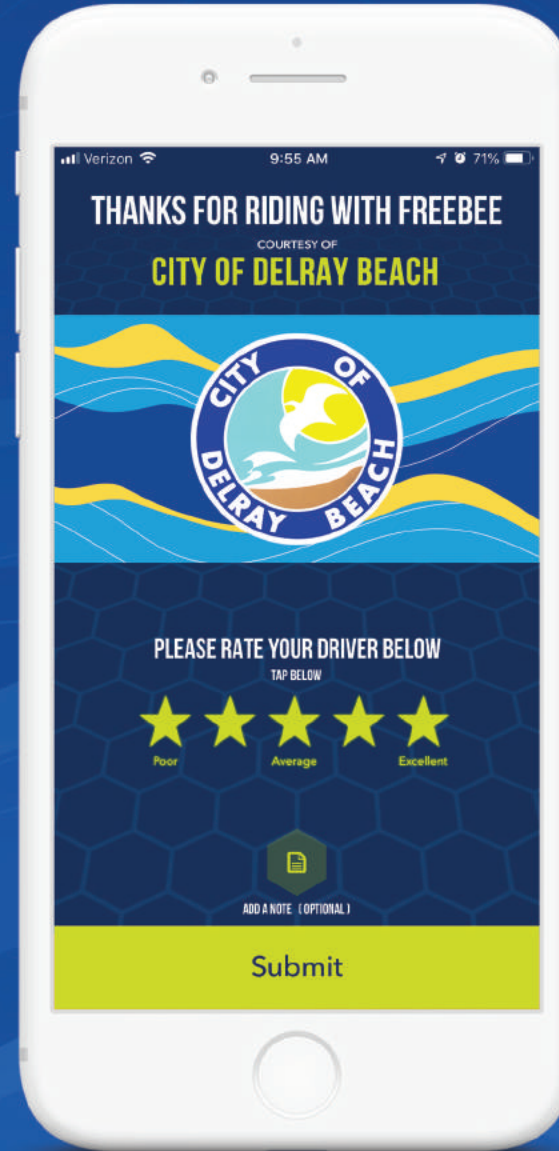
14.



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.



X



CONTACT

For additional information, please contact:

JASON SPIEGEL

T 305 330 9451

E jason@ridefreebee.com

KRIS KIMBALL

T 305 330 9451

E kris@ridefreebee.com



DELRAY BEACH COMMUNITY REDEVELOPMENT AGENCY

RFP No. 2018-18

March 28, 2019

SAFETY OF THE COMMUNITY

▶▶▶ *Think Safe, Act Safe, Be Safe*



The safety of our passengers, employees and the public is our highest priority.

- **No Cell Phone Use While Driving**
- **Safe Backing Procedures**
- **High-Visibility Vests**
- **Proper and Comprehensive Training**
- **Engaging Fellow Employees About Safety**
- **BeSafe – Positive Reinforcement**

FLORIDA PRESENCE AND REGIONAL SUPPORT



PARTNERSHIP

Communication is Key!

Working relationship with Delray Beach CRA & City staff

- Experienced local management, staff, and drivers
 - Based in Delray Beach with deep understanding of the Downtown Roundabout Trolley
- Frequent and open communication
- Complete transparency
- Development of goals, objectives and KPIs
- Strategy meetings

OUR COMMITMENT

► Keys Steps to the Long-Term Success of Services

Offering Delray Beach local and experienced:

- On-site management team
- Region management team
- Operations facility for maintenance and daily cleaning
 - Focused and fast maintenance and service

As the current provider, First Transit's transition activities focus on a review of our service with the new contract term

SAFETY AND TRAINING

First Transit Advantages

- Background and FDOT Testing
- First Transit & TSI/ New Operator Training
- Smith System/ Defensive Driving
- Monthly Safety Meetings
- BeSafe Program
- Certified Instructors
- 1-on-1 Behind-the-Wheel
- DriveCam (Driver feedback)
- First Transit University



Think **Safe**, Act **Safe**, Be **Safe**.



PROPOSED FLEET

Environmentally Friendly with Alternative Fuel

- Propane fueled - Starcraft Allstar vehicles

Bicycle Racks

- Included on both vehicles

Vehicle Wrapping

- Included – CRA to choose design

Vehicle to accommodate up to 20 passengers

- Starcraft Allstar seats 20 passengers (up to 2 wheelchairs)

First Transit proposed vehicles meet specifications of the RFP

TECHNOLOGY SERVICES

Most importantly, we use our size to YOUR advantage- leveraging our relationships with the industries best suppliers to bring new products to market.

DriveCam

- Onboard video recording system with event based triggered
- Improved driver feedback and post-driver training
- Operator directed and playback recording for on-board safety and security
- Incident documentation and training resources



OPTIONAL SERVICES

Waysine AVAS

- Industry innovator in passenger information systems
- Can be managed remotely
- Direct communication between the CRA and passengers during emergencies or special event

Hella Aglaia APC

- Highly automated and reliable object recognition
- Unhindered by extreme lighting conditions
- Infotainment for on board communications
- Suppresses false counts from non-person objects, u-turns, or undirected movements in the door area

WHY CHOOSE FIRST TRANSIT?

Focus on Customer Service

- Ensuring all employees understand how to provide customer-focused service

Focus on Safety and Security

- First Transit's unwavering commitment to safety
- Comprehensive training program includes 54 hours of initial training with one-on-one behind the wheel training
- Driver testing (Drug/Alcohol and FDOT background checks)
- Providing Innovate Technology Solutions (i.e. DriveCam)

Focus on Maintenance

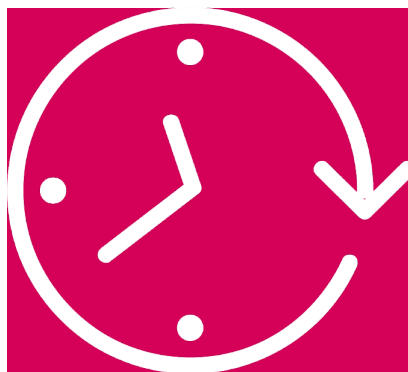
- Fleet maintenance performed in our local shop to First Transit's standards

Cost Assurance and Security

- Cost proposal with fixed price for the life of contract, as specified in the RFP

The RIGHT Partner

- Working in partnership with the CRA, as we did with the City, to ensure service is consistently operated in a safe and reliable manner to serve the passengers



Questions and Answers

