



# Community Redevelopment Agency

City of Tarpon Springs  
324 East Pine Street  
Tarpon Spring, Florida 34689  
(727) 938-3711

<http://www.ctsfl.us/agenda.htm>

**COMMUNITY REDEVELOPMENT AGENCY  
MEETING AGENDA  
FOR THE DOWNTOWN TARPON SPRINGS REDEVELOPMENT AREA  
TUESDAY, JANUARY 21, 2025  
Immediately Following the Board of Commissioners Regular Session**

**CALL TO ORDER**

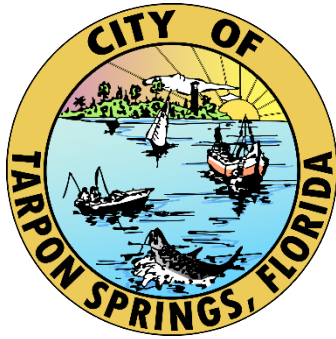
**ROLL CALL**

**AGENDA ITEMS**

1. Approve Scope of Services for Shuttle Service **(Charles Rudd City Manager)**

**BOARD AND STAFF COMMENTS**

**ADJOURNMENT**



# CITY OF TARPON SPRINGS, FL

## Procurement Services

324 East Pine Street  
P.O. Box 5004  
Tarpon Springs, Florida 34688-5004  
(727) 942-5615

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### MEMORANDUM

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**TO:** Chair and Board Members of the Community Redevelopment Agency  
**FROM:** Janina Lewis, CPPO, NIGP-CPP, Procurement Services Director  
**DATE:** 01/21/2025  
**SUBJECT:** Update Information on Potential Limited Shuttle Services Around The City of Tarpon Springs

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### BACKGROUND:

This document provides an update regarding limited shuttle services in the City of Tarpon Springs, specifically concerning the vendor Freebee.

### Limited Shuttle Services Overview:

1. **Service Scope:**
  - A maximum of **22 hours per week**.
  - Two (2) electric vehicles will be provided, one of which will be ADA-compliant.
  - Vehicles will feature a wrap displaying the City of Tarpon Springs' agreed-upon logo.
  - Users will request services via a mobile app.
2. **Annual Cost Estimate:**
  - The cost for the limited service is approximately **\$176,982** per year.
    - Pricing includes the use of two vehicles, assuming charging stations and parking are already in place.
    - **Negotiable Pricing:** Potential cost reduction if the City opts to purchase the vehicles at the contract's end.
    - **Seasonal Service:** Not available due to cost inefficiency.

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### Implementation Requirements:

1. **Timeline:**
  - Implementation begins **30 to 60 days** after contract signing.
2. **Key Steps:**
  - Freebee will order vehicles and recruit drivers.
  - Finalize vehicle wrap designs.
  - Freebee's marketing team will collaborate with businesses (likely along main routes such as Tarpon Ave. and Dodecanese) to develop the app.

- Determine acceptable **wait times** (from service request to pickup).
  - **Note:** Stricter wait times may increase costs due to the need for additional vehicles or drivers.
- 3. **Operations:**
  - Freebee will provide:
    - Monthly usage reports.
    - A live dashboard for daily monitoring.

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**Additional Considerations:**

- The City is exploring the use of Freebee under a **Piggyback contract** with Dunedin, which has successfully implemented this service.
- Alternatively, the City could conduct its own competitive process; however, market research indicates a limited pool of qualified vendors (approximately three bids in prior efforts).

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**In-House Operations Feasibility:**

Should the City consider operating the service in-house, the following would be required:

1. **Vehicles:** Purchase or lease electric vehicles, including wraps and ADA compliance (estimated cost: **\$60,000–\$70,000** per vehicle).
2. **Staffing:** A minimum of two part-time employees.
3. **Technology:** App development and setup.
4. **Business Integration:** Determine how to incorporate business locations into the app.
5. **Implementation Timeline:** Assess the time and resources needed.
6. **Manpower:** Account for additional staff hours required.

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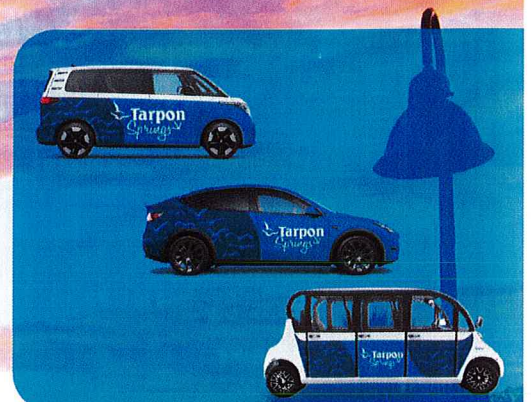
*freebee* +



**FREE. ON-DEMAND. 100% ELECTRIC TRANSPORTATION**

January 2025

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## EXECUTIVE SUMMARY



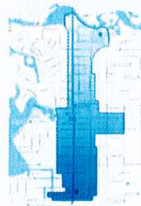
Tarpon Springs is a dynamic destination where history, culture, and recreation come together in a unique and vibrant community. Renowned for its Greek heritage, world-famous Sponge Docks, and historic Greektown district, the city is equally celebrated for its eclectic dining, shopping, and diverse cultural offerings. As a coastal city situated between the Gulf of Mexico and Lake Tarpon, Tarpon Springs boasts stunning waterfront parks, pristine beaches, and abundant opportunities for outdoor activities like boating, fishing, and kayaking.

Freebee's innovative microtransit platform is the ideal solution to enhance connectivity between the Sponge Docks and Downtown while supporting the city's economic and cultural vitality. Designed to meet the needs of both residents and visitors, Freebee offers convenient and eco-friendly transportation that aligns with the Downtown Community Redevelopment Area (CRA) Master Plan, which emphasizes alternative transit solutions. By seamlessly connecting Tarpon Avenue, the Pinellas Trail, and other key areas, Freebee enriches the experience of exploring Tarpon Springs' unique attractions, including its dining, shopping, and vibrant pedestrian-friendly environments.

By embracing Freebee, Tarpon Springs demonstrates its commitment to sustainable mobility and economic growth. This partnership enhances access to its vibrant activity centers while providing a convenient and enjoyable transit option for all. Together, Freebee and Tarpon Springs create an immersive and seamless experience that highlights the city's historic charm and modern vibrancy.



**2-3** GEM or  
Tesla  
Vehicles



On-Demand, door-to-door transportation in partnership with the Tarpon Springs CRA

## QUALIFICATIONS AND EXPERIENCE | COMPANY BACKGROUND



Freebee is an innovative and proven transportation company that has been servicing communities since 2012. With over a decade of experience, we excel in providing turnkey transit solutions that help reduce car use while enhancing connectivity and quality of life. Our focus on performance, innovation, and cutting-edge technology differentiates our company from similar operators.

Freebee's expertise providing similar services in 50+ communities within Florida makes us uniquely qualified to understand the needs of Tarpon Springs and how to best deliver an impactful solution.

### Unique Features of Freebee

- **Custom-Branded Mobile App:** Our white-labeled app not only provides seamless on-demand transportation and tracking features but also acts as a local guide, pushing out community events, public information, and exclusive deals from local businesses.
- **Advanced Technology Integration:** Freebee's state-of-the-art platform supports dynamic routing, real-time ride matching, and comprehensive data collection, ensuring efficient and effective service delivery.
- **Optimized Fleet Deployment:** A fleet of 100% electric and ADA-compliant vehicles ensures accessibility, sustainability, and reliability.
- **Economic Development Focus:** Freebee's service is designed to drive traffic to key commercial areas, supporting local businesses and fostering economic growth. Our partnership with local businesses through the mobile app allows them to offer exclusive promotions, driving customer engagement and supporting the local economy.
- **Community Engagement and Inclusivity:** Our proactive community engagement strategy includes direct outreach, strategic partnerships, and targeted marketing campaigns to maximize awareness and ridership.
- **Sustainable and Reliable Service:** Freebee's electric vehicle fleet supports Tarpon Springs' sustainability goals by reducing greenhouse gas emissions and promoting cleaner air.

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## SCOPE OF SERVICE

### Program Goals

- Introduce an innovative, turnkey transportation solution that serves residents, visitors, and business employees by providing easy connectivity to everything Tarpon Springs has to offer.
- Reduce and minimize vehicle emissions, promoting a cleaner and greener environment.
- Transform Tarpon Springs into a place where you can live, work, and play without the need for a personal vehicle.

### Service Type

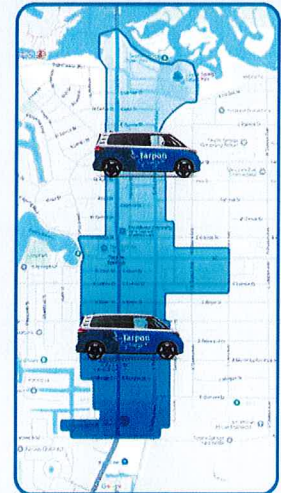
- Turnkey On-Demand, Door-to-Door Microtransit

### Vehicle Type + Quantity

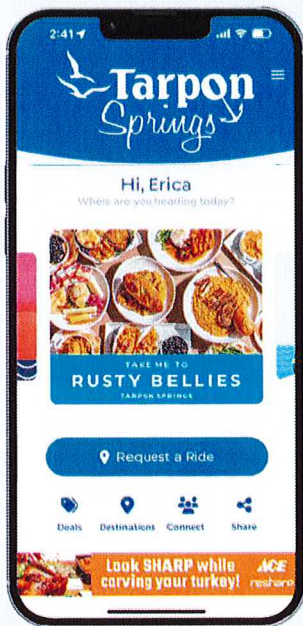
- (2-3) 100% Electric Vehicles
- GEM, ID Buzz, or Tesla

### Hours of Operation

- Operating days and times TBD



# HOW TO REQUEST A RIDE



## THREE WAYS TO REQUEST A RIDE:

01



On-Demand with the  
Ride Freebee mobile app

02



On-Demand through  
Freebee's dispatch center

03



Waving a Vehicle  
Down

## CUSTOM BRANDED MOBILE APP

Freebee is excited to introduce a custom-branded, white-labeled mobile application specifically designed to serve the residents, visitors, and workers of Tarpon Springs. This dedicated app will embody the local spirit and unique needs of the community, offering a seamless and user-friendly interface that simplifies the public transit experience. The mobile app will be searchable in both the Google Play and Apple Store under "Ride Freebee", ensuring easy discoverability for potential users.



**TAKE ME TO**  
Freebee's featured destination on the mobile app home screen

**DEALS**  
Find exclusive deals and discounts at all of your favorite local hotspots!

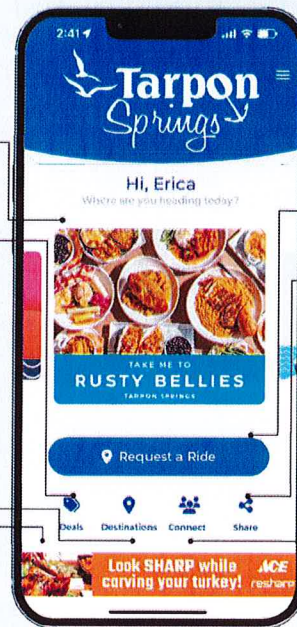
**DESTINATIONS**  
Search your destination by category and find the perfect spot with an awesome deal!

**BANNER**  
Advertisement or live tracker with the ability to link out to a third party website

**REQUEST A RIDE**  
Select this button when requesting a ride!

**SHARE FREEBEE**  
Love riding Freebee? Make sure to share with all of your friends!

**CONNECT**  
Take some photos of your experience and share them on the app



# ECONOMIC DEVELOPMENT



Freebee will positively impact Tarpon Springs' local economy through our proprietary economic development outreach strategies. The 'Ride Freebee' app is designed as a comprehensive neighborhood directory for the City of Tarpon Springs, offering free profiles for all local business partners to connect passengers with their community via our mobile platform. Through exclusive "Freebee Deals" available in the app, businesses can drive more traffic to their locations and encourage users to explore their services.

## Local Business Example + Deal

01



02



03



# COMMUNITY AMBASSADOR DRIVERS



## The Face of the Community

### Mobile Concierge:

- Rolling information desk on wheels
- Promote local events, dining, shopping, and things to do in Tarpon Springs
- Neighborhood Watch
- Freebee ambassadors are held to the highest standard

### All Ambassadors who join the Freebee Team:

- Are hired locally as a W2 employee
- Paid a living wage + Healthcare benefits
- Never hired independently or as a contractor
- Undergo an intensive background and drug screening process
- Receive comprehensive training on safety and performance, including distracted driving prevention and ADA accessibility.
- Participate in "Freebee Training" to understand what it means to be a community ambassador.



# DATA REPORTING

- The Freebee platform includes a robust data collection system designed to capture critical insights for Tarpon Springs stakeholders. Real-time metrics on community ridership and transportation patterns are available to support informed decision-making for Tarpon Springs' management and partners. Through a live-data dashboard accessible to Tarpon Springs, stakeholders can monitor key metrics and KPIs in real-time, including:
- Ridership
- Trip Origin & Destination
- Trip Duration
- Ride Request Method
- Vehicle Occupancy
- Local Users
- Fleet Performance
- Vehicle Miles Traveled
- GreenHouse Gas Prevention Estimates
- Accommodation Requests

Freebee will provide Tarpon Springs with a live data dashboard that will track all the relevant metrics and KPI's in real-time.



# SAFETY



At Freebee, safety is the cornerstone of our culture and our number one priority. This commitment is reflected in every aspect of our operations, from our recruitment process to our ongoing training programs and advanced safety technologies.

## Rigorous Recruitment Process:

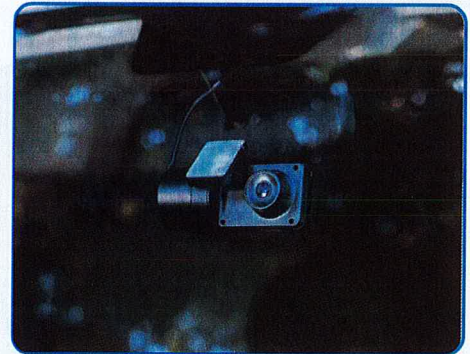
- Comprehensive background checks
- Drug testing
- DOT medical exams
- Randomized drug testing

## Extensive Training Programs:

- Classroom instruction
- On-the-road training
- Focus on distracted driving prevention and ADA accessibility
- "Freebee Training" on community ambassador responsibilities

## Advanced Safety Monitoring:

- AI dash cams
- Real-time alerts



Through these stringent protocols, continuous training initiatives, and cutting-edge safety technologies, we uphold the highest standards of safety for our passengers and our community.

## PRICING - GEM OR TESLA Y

freebee + Tarpon Springs



22 Hours  
Weekly

### 2 Vehicles

- \$88,491 Annually Per Vehicle
- \$176,982 Annually



40 Hours  
Weekly

### 2 Vehicles

- \$102,204 Annually Per Vehicle
- \$204,408 Annually



GEM e6



TESLA Y VEHICLE

\*Pricing assumes parking/electricity provided

\*\*Assumes charging stations provided

\*\*\*Includes a third vehicle that serves as a spare backup and offers ADA accessibility

## PRICING - ID BUZZ



**22 Hours  
Weekly**

**2 Vehicles**

- \$96,915 Annually Per Vehicle
- \$193,830 Annually



**40 Hours  
Weekly**

**2 Vehicles**

- \$113,331 Annually Per Vehicle
- \$226,662 Annually



ID Buzz

12

\*Pricing assumes parking/electricity provided

\*\*Assumes charging stations provided

\*\*\*Includes a third vehicle that serves as a spare backup and offers ADA accessibility

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# THANK YOU



**JASON SPIEGEL**  
MANAGING PARTNER

☎ (215) 370-5699

🌐 [www.RideFreebee.com](http://www.RideFreebee.com)



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