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freebee

FREE. ON-DEMAND. 100% ELECTRIC TRANSPORTATION

2024

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CLAUDIA MIRO

Claudia Miro has over 25 years of public sector experience, serving in state, county, and municipal government roles. She has been a spokesperson for four governmental entities and led as chief of staff to a former City of Miami Commissioner and a former Florida Attorney General.

As the Director of Business Development & Government Affairs at Freebee, a micro transportation enterprise, Ms. Miro expands its market presence in Florida and beyond. She is involved in community initiatives, serving on various boards and speaking for United Way Miami.

Recognized for her contributions to transportation, Ms. Miro was honored by the National Conference of Minority Transportation Officials (COMPTO) and was a finalist for the Miami Beach Chamber of Commerce 2023 BWOTY Award. She is listed among the Top 50 Women Leaders of Miami for 2023.

Ms. Miro holds master's and bachelor's degrees in public administration from Barry University. She lives in Coral Gables with her son Lucas and their four rescue pets.

freebee



JOHN JANUSZ

John serves as the VP of Economic Development and the Freebee Experience, leveraging his expertise to build valuable relationships with local businesses, networking groups, and other community stakeholders. With a keen focus on learning about the local community and educating others on the benefits of Freebee, John's connectivity initiatives amplify the positive impact of Freebee's services. Passionate about hospitality, he directs his attention to enhancing the passenger experience, aiming to make riding Freebee a highlight of every individual's day. Prior to his role at Freebee, John excelled as the Chief Concierge for the iconic Waldorf Astoria New York, where he curated customized experiences for a diverse range of hotel guests. His extensive experience and skill set contribute to Freebee's continuous efforts to elevate the experiences of passengers, drivers, local businesses, and the entire community.

freebee



A yellow car is shown driving on a smartphone screen, which is placed on a cobblestone surface. The screen displays a map with a highlighted route. The car is positioned in the center of the screen, moving towards the viewer.

WHAT IS MICRO-TRANSIT?

Micro-transit

Micro-transit is a form of on-demand transportation that blends aspects of traditional public transit with the flexibility of ride-sharing services like Uber or Lyft.

Micro-transit typically involves small vehicles that users can request through an app or a website, similar to ride-hailing services. Unlike fixed-route bus services, micro-transit routes and schedules can be dynamically adjusted based on user demand and traffic conditions.

Smart Micro-transit

Distinct from traditional micro-transit in a few aspects. The most clear distinction is the use of electric (EV) vehicles instead of gas-powered vehicles. Additionally, Smart Micro-transit adds emphasis towards utilizing the service to

4 focus on economic development and community engagement.

COMPANY OVERVIEW

Established in 2012

Freebee currently operates a fleet of over 150 vehicles, serving over 40 communities throughout South Florida and Virginia!

Communities:

- Coastal, Suburban, Downtowns, Metropolitan Cities & Islands

Awards & Recognition:

- Key to the City of Miami, Miami-Dade County
- Complete Street Champion Nominee
- Official Clean Energy Transportation Partner of Super Bowl 2020



HOW DOES IT WORK?



WHY ARE CITIES TURNING TO MICRO-TRANSIT?



LACK OF PUBLIC
TRANSIT



UNDERSERVED
POCKETS WITHIN A
COMMUNITY



FIXED ROUTE
RIDERSHIP ON A
DECLINE



BOOST TO
ECONOMIC
DEVELOPMENT



SPECIALIZED
SERVICES ALL-IN-
ONE

NO INITIAL CAPITAL INVESTMENT NEEDED!

DATA-DRIVEN APPROACH

Micro-transit is revolutionizing urban transport by leveraging a data-driven approach to enhance efficiency and responsiveness.

- **Data Utilization:** Micro-transit harnesses extensive data from user inputs, vehicle tracking, and traffic trends to optimize routing and efficiency.
- **Adaptive Routes:** Real-time analytics allow for on-the-fly adjustments to routes and schedules, responding dynamically to passenger demand.
- **Predictive Planning:** Advanced data analysis helps predict future transportation needs, facilitating continual improvements in service delivery.
- **Enhanced Efficiency:** By making data-driven decisions, micro-transit systems maximize operational efficiency, ensuring timely and reliable service.
- **Improved User Experience:** A focus on analytics contributes to higher satisfaction by providing more convenient and dependable transit options.



PROGRAM BENEFITS

- Transforms communities into a place where you can live work and play without the need of a personal vehicle.
- Greater frequency and better reliability
- Minimize single-occupancy vehicles within communities
- Takes cars off the road.
- Reduces traffic congestion and helps free up limited parking availability.

Community Ambassadors:

- Freebee drivers serve as ambassadors and mobile concierges.

Economic Development:

- Freebee's door-to-door service physically 'drives' customers to the front steps of the City.

Sustainability:

- 100% battery-powered vehicles promoting clean energy and reducing carbon emissions.



WHO RIDES FREEBEE?



EVERYONE rides Freebee

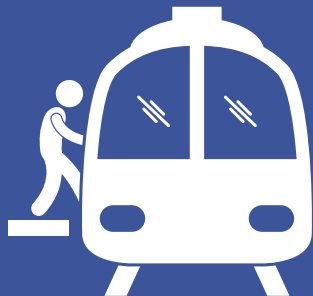
Freebee is the most equitable transportation platform available. Our solution has proven to benefit communities of all socio-economic statuses and we are committed to promoting unity and integrity amongst all community members, through equitable transportation and consistent quality of service.



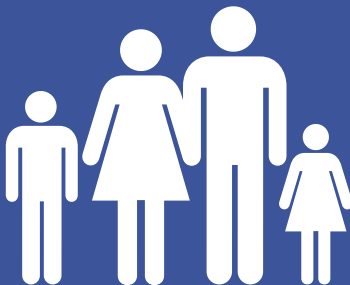
Students



Kids



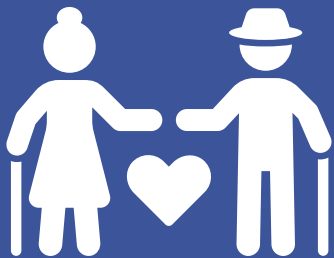
Commuters



Families



Tourists



Elderly



Locals



Pets



People with Disabilities



FREEBEE DRIVERS/ COMMUNITY AMBASSADORS

- The Face of the Community
- Mobile Concierge
 - Rolling information desk on wheels
- Neighborhood Watch
- Freebee brand ambassadors are held to the highest standard and help strengthen the bond between the City and it's community.



The background of the slide features a photograph of an orange bus, likely a micro-transit vehicle, parked on a city street. The bus has a white roof and a logo on its side that reads "CTT COMPAGNIA TOSCANA TRASPORTI". The bus is partially obscured by a large, semi-transparent white box that contains the text.

LACK OF PUBLIC TRANSIT

Looking for a Flexible and Convenient Solution:

Micro-transit services are typically more flexible than traditional public transit, often offering on-demand services that can adapt to the specific needs of riders. This can include door-to-door service or dynamically routed vehicles that adjust their routes based on real-time demand, making transportation more convenient and accessible, especially in less densely populated areas.

Additionally, micro-transit services can help in regions experiencing rapid growth. In states like **Florida**, **Texas** and **Arizona** the flexibility a transit system that can adjust and grow as needed has proven to be beneficial.

FIRST / LAST MILE

When considering efficient first and last-mile solutions, Micro-transit connects commuters to their final destinations from major transportation hubs such as train stations, bus stops, and parking lots. Micro-transit acts as a vital link in the transportation ecosystem providing accessibility, flexibility, customization, efficiency, and integration.



Accessibility

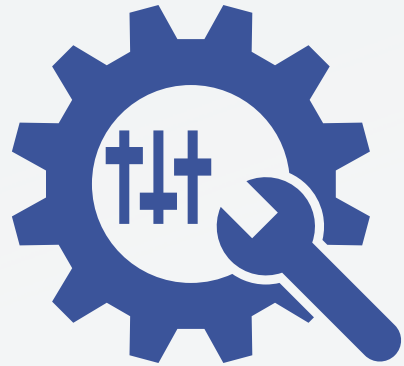
Micro-transit fills the gap between fixed-route public transit and final destinations, providing convenient access to areas that may not be easily reachable by traditional modes of transportation.



Flexibility

Unlike fixed-route services, micro-transit offers flexible routing and scheduling, adapting to the dynamic needs of passengers. This flexibility ensures that commuters can reach their destinations efficiently, even during off-peak hours or in underserved areas.

FIRST / LAST MILE



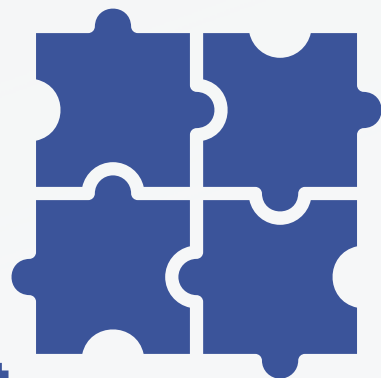
Customization

Micro-transit services can be tailored to meet the specific needs of different communities, allowing for personalized routes, on-demand scheduling, and specialized vehicles to accommodate passengers with varying mobility requirements.



Efficiency

By optimizing routes and dynamically adjusting service levels based on demand, micro-transit reduces travel times and minimizes congestion, enhancing overall transportation efficiency.



Integration

Micro-transit integrates seamlessly with existing public transit networks, providing a seamless and interconnected transportation experience. This integration encourages multimodal commuting and reduces reliance on private vehicles, thereby contributing to a more sustainable urban transportation ecosystem.

UNDERSERVED AREAS

Create Enhanced Accessibility:

Micro-transit can help fill transportation gaps for underserved populations, including seniors, people with disabilities, and those living in transit deserts—areas poorly served by traditional public transit. By providing more direct and tailored transportation options, micro-transit can greatly enhance mobility for these groups, helping them access essential services and participate more fully in community life.

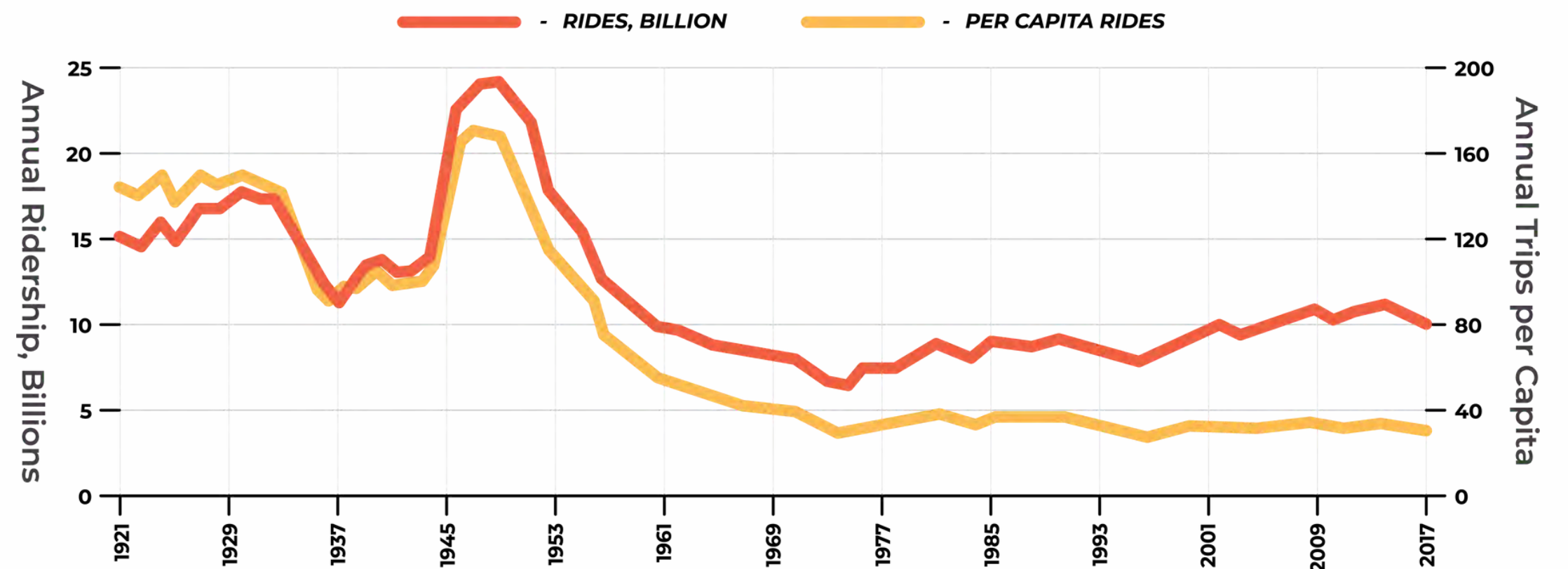
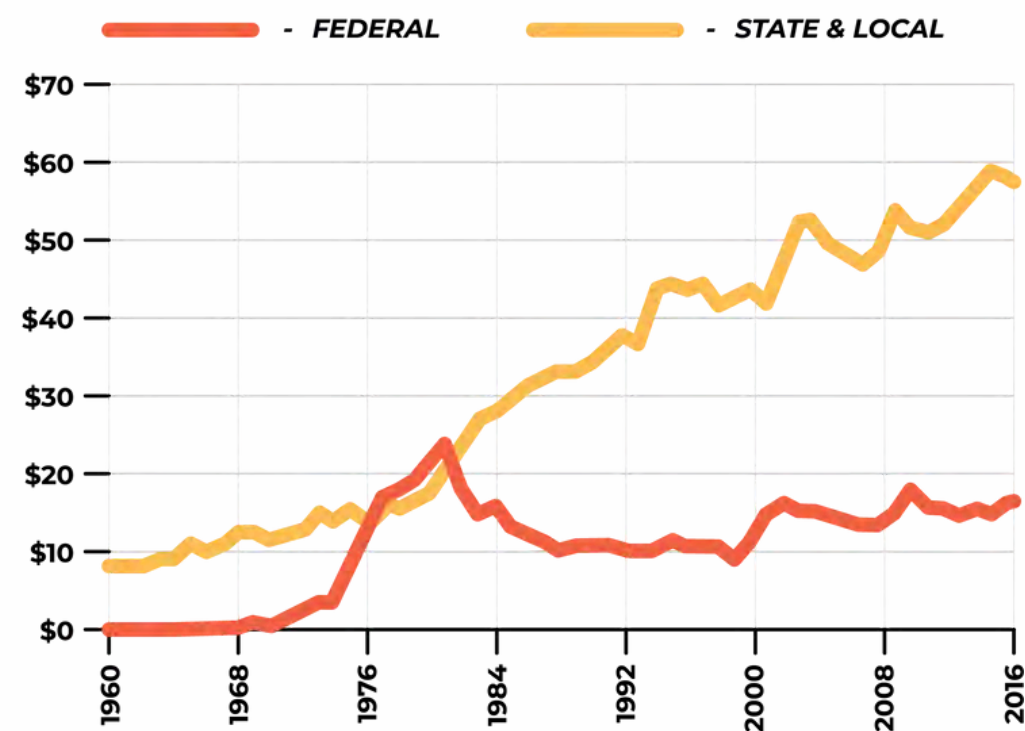


FIXED ROUTE RIDERSHIP ON A DECLINE

Across the United States, fixed route transit systems are experiencing a significant decline in ridership, with some major cities reporting drops of over 30% compared to pre-pandemic levels. The decrease in ridership not only highlights the need for traditional transit services to adapt but also presents an opportunity for innovation. There is a growing need for transit authorities to consider integrating more dynamic, user-centric approaches like microtransit to better meet the evolving needs of today's commuters.

Government Spending on Public Transit

Inflation-Adjusted Billions of Dollars, 1960-2017



SENIOR SERVICES

Micro-transit is revolutionizing transportation for the senior community, providing an invaluable service that combines the flexibility of ride-hailing apps with the reliability of public transit. By offering on-demand, door-to-door transportation, microtransit addresses the unique mobility needs of seniors, ensuring they can access healthcare, social activities, and essential services with ease.



SPECIALIZED SERVICES ALL-IN-ONE

Micro-transit is transforming transportation by offering all-in-one services that cater to diverse needs, including specialized paratransit. This integration provides accessible, reliable transportation for all community members, including those with disabilities. By merging on-demand flexibility with features like accessible vehicles, micro-transit enhances inclusivity and quality of life. This unified approach allows cities to offer a more cohesive and efficient transit system, meeting diverse needs effectively.



HOW TO BRING THIS TO YOUR COMMUNITY?

Contact your city or county elected official, or transportation director or administrator and ask them to consider piloting a program to test the feasibility and viability of micro-transit service in a limited area or timeframe. Meet with various providers to decide which best suits your community's needs.

Funding Options

A combination of state, federal, and public-private funding options can provide the necessary financial support to implement and sustain micro-transit initiatives in Florida, ensuring enhanced mobility, accessibility, and connectivity for residents and visitors alike.

- FDOT Grant
- Dept of Energy Grant
- Green Grants
- Public Private Partnerships
- Advertising





THANK YOU



CLAUDIA MIRO

*DIRECTOR OF BUSINESS DEVELOPMENT
& GOVERNMENT AFFAIRS*



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www.RideFreebee.com

