

**Agenda Item:** 2.d

**Meeting Date:** September 19, 2024

## **MEMORANDUM**

**To:** City Commission

**Date:** 2024-09-03

**From:** Kathy Gademer

**Subject:** Review of request to modify and extend the Freebee pilot program by an additional 90-Days. The purpose of the extension is to test a flex program and examine the results to assure the most optimal program mix going forward. The 3-month extension cost is \$48,387.00.

**Presenter(s):** George Kinney, Community Development Dept., Director; Kathy Gademer, Community Development Dept., Project Manager; Jason Spiegel, Freebee, Managing Partner

**Recommend:** Approval of a 90-Day Freebee Flex Pilot Program.

**Epic Goal(s):** Epic!Goal #1. Create a vibrant, cultural experience that touches the lives of our community and visitors.  
Epic!Goal #3. Promote Dunedin as The Premier Coastal Community, protecting and improving our natural resources for the enjoyment of all.  
Epic!Goal #4. Be the statewide model for environmental sustainability stewardship.

**Boards & Committees:** NA

**Budget Impact:** Cost of 90 days Flex Pilot Program: \$48,387.00. The cost of this program is funded by the General Fund.

**Past Action:** See Exhibit H. Freebee Loop Previous Budget Impact  
See Exhibit I. Freebee Loop Past Action  
See Exhibit J. Freebee Loop Background

**Next Action:** NA

**Attachments:** [A. 2024 0917 Freebee Flex Pilot Program Presentation.pdf](#)  
[B. Geofenced Area and Route Service Area Map.pdf](#)  
[C. BeeFree Looper Contract 3.23.23.pdf](#)  
[D. 1st contract amendment - executed.pdf](#)  
[E. 2nd contract amendment - executed.pdf](#)  
[F. 3rd contract amendment - executed.pdf](#)

[H. Loop Previous Budget Impact.pdf](#)  
[I. Freebee Loop Past Action.pdf](#)  
[J. Freebee Loop Background.pdf](#)  
[K. 2024 0725 Freebee - Local Tiki Ride Business Comparisons Memo to CM.pdf](#)  
[SUPPLEMENT: L. Fifth Contract Amendment to the Downtown Looper Freebee.pdf](#)

**Background:**

This proposed off-peak flex pilot program is designed to be partially fixed and partially on-demand. The difference between this service and the fixed service (past pilot program) would be to allow one of the looper vehicles to deviate from the fixed route to pick up a citizen anywhere inside the prescribed geofenced area. This service would be app customized to assure that any trip begins or ends in the downtown and thereby assuring personal vehicle(s) will not be utilized. The proposed geofenced area (Exhibit B) is proposed to be enclosed by San Christopher to the north, Keene Road to the east, Union Street to the south and Edgewater Drive/Alt 19 to the west.

The 90-day Flex Pilot Program will allow staff and Freebee to compare past and current ridership to better assess vehicle usage.

The defined service area of Downtown Dunedin and surrounding neighborhoods will be geofenced within the "Ride Freebee" mobile app so that consumers are only able to request transportation to/from and around Downtown Dunedin. With the on-demand feature, riders can travel to or from the geofenced area, shown in the red color, however, they need to either start and/or end their trip within the Downtown Freebee route Service Area, as shown in blue color. (Exhibit B).

Riders are still able to request a ride by waving a vehicle down anywhere along the route, through the Ride Freebee mobile app or by calling Freebee's dispatch center for on-demand service.

The hours of operation are the same as the previous period's off-peak hours until the end of the 90-day Flex Pilot Program.

- Thurs 3pm - 10pm
- Fri 3pm - 12am
- Sat 11am - 12am
- Sun 11am - 7pm

The Flex Pilot Program will start September 23, 2024 and conclude on December 22, 2024 at a cost not to exceed \$48,387. This is a 90-day (3 month) off-peak season pilot program.

The 5th Contract Amendment is consistent with the City of Dunedin Comprehensive Plan:

- Policy 1.2.13.: The City will examine the benefits and potential impacts of ride service vendors, including micro-mobility devices, ride share services, and bike share services, to ensure that the anticipated impacts are properly addressed and mitigated as well as providing appropriate infrastructure /facilities for such services.

The 5th Contract Amendment is consistent with the City of Dunedin Multimodal Transportation Plan:

- Action 1.02: Promote First Mile / Last Mile strategies to fill gaps to transit stops, schools, parks, and connect to off-site parking locations.
- Action 1.09: Implement a downtown curb lane management plan (include loading / unloading, ride share pickup / drop-off, dining, potential micromobility locations).
- Action 4.09: Explore additional micromobility options such as a loop, downtown, etc to connect to downtown, Mease Dunedin Hospital and TD Ballpark.

On July 7, 2024, Jennifer Bramley, City Manager; George Kinney, Community Development Director and Kathy Gademer, Project Manager met with Bob and Tiffany Potter, owners of Local Tiki Rides. It was determined that the data brought forth by the Local Tiki Rides does not compete with the Freebee Loop, but complements its service. (Exhibits K. and L.).

- Overall, Local Tiki Rides has been in business for five (5) years and is a tip-based business with three (3) sets of drivers. They operate Friday evenings and Saturdays. Reservations by phone call are required. Trips can be anywhere in the County seven (7) days a week, although the weekends are reserved mainly for Dunedin riders. Their ridership is mostly tourists and regulars.
- Overall, Freebee has been in business since 2012 and is government and/or grant funded. Trips are free. They operate Thursdays through Sundays. Riders can wave down, use the app or call to request service. Peak season rides are located on the predetermined route within the downtown core.