



Plantation
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City of Plantation
City Council Chambers

Subject:

Approval of the First Amendment to the Agreement with BEEFREE, LLC., D/B/A FREEBEE

Summary:

Requesting authorization and approval of the following:

Execution of the First Amendment between the City of Plantation and Beefree, LLC dba Freebee for Agreement No. 102-24; Micro Transit Program-Term Contract.

Procurement:

On April 23, 2025, consent agenda item No. 5, City Council authorized and approved the following:

- To negotiate, draft and execute an Agreement with the highest scoring Firm (BeeFree, LLC d/b/a FreeBee) in accordance with RFSP No. 102- 24; Micro Transit Program- Term Contract Whereas, the initial agreement period shall be for five (5) years. In addition, the City reserves the right to extend this Agreement for two (2) additional (3) year periods, provided the Contractor also agrees in writing to extension upon such terms (to include prices/rates and fees) as the City and Contractor agree. Prices shall remain firm and fixed for the initial term of the Agreement. Lastly, if the City is satisfied with services provided by Contractor, this Agreement may be extended for additional one (1) year periods following the final three (3) extension, provided the Contractor also agrees in writing to extension upon such terms (to include prices/rates and fees) as the City and Contractor agree.

The proposed First Amendment, will amend Exhibit "A", Scope of Services/Technical Specifications, Section IX. Advertising. The proposed First Amendment is attached for your review and consideration.

Based on the forgoing, Administration and Procurement Departments requests authorization and approval of the following:

- Execution of the First Amendment between the City of Plantation and Beefree, LLC dba Freebee for Agreement No. 102-24; Micro Transit Program-Term Contract.

Background:

In 2025, the City of Plantation ("City") executed an agreement with Beefree, LLC., d/b/a Freebee ("Freebee") to provide micro transit services in the Midtown District. The agreement provided for expansion opportunities to other areas of the city as well as an opportunity for advertising sales with the city sharing in the revenues.

Recently Freebee, with authorization from the city began the sale of advertising on the vehicles. As this process unfolded, it was determined that additional processes should be put in place. Accordingly, staff worked with the City Attorney's Office to draft the attached amendment. The amendment provides additional guidance on the types of advertising that would be permitted along with process for review of advertising.

This item is now ready for City Council consideration.

Funding:

N/A

Amount:

N/A

Finance Director/Budget Manager Recommendation:

There is no financial impact for this item at this time.

Prepared By:

Carole Morris

ATTACHMENTS:

[Executed Agreement.pdf](#)
[Freebee_-_First_Amendment_to_Agreement.pdf](#)