



City of Plantation
City Council Chambers

Subject:

Resolution Approving a Third Amendment to the Agreement with Beefree LLC d/b/a Freebee

Summary:

A RESOLUTION OF THE CITY OF PLANTATION, FLORIDA APPROVING A THIRD AMENDMENT TO THE AGREEMENT WITH BEEFREE, LLC D/B/A/ FREEBEE FOR ON-DEMAND TRANSPORTATION; AUTHORIZING THE MAYOR OR CHIEF ADMINISTRATIVE OFFICER TO FINALIZE THE AGREEMENT AND EXECUTE SAME; PROVIDING FINDINGS; PROVIDING A SAVINGS CLAUSE, AND PROVIDING AN EFFECTIVE DATE.

Background:

At the April 15, 2026, City Council meeting, Administration brought forward a Third Amendment to the agreement with Beefree LLC d/b/a Freebee to expand the service area. Council tabled this amendment and directed administration refocus the expansion area to the east.

The initial Freebee service area is Midtown, with all costs being borne by the Midtown Development District. All rides are required to start and end within the Midtown District boundary. The proposed expansion would make service available to the city's east, north and southern boundaries. To the west, the boundary would be Pine Island Road with the exception of a carve out between Broward and Cleary Boulevard where the boundary would be Central Park Drive. See the area in blue on the map attached. After reviewing the map with Freebee, it is projected that it would require up to three (3) additional vehicles to service the expansion zone. It is recommended that service in the expansion zone be required to "begin or end at properties that are located in the City's Commercial Business Districts, Mixed Use Districts, Office Districts, Community Facilities Districts, Utilities Districts, Parks and Open Space Districts, Planned Community Development Districts, or a transit facility." The City requested \$200,000 from the current fiscal year transportation allocation to fund the microtransit expansion. Administration has conferred with Mobility Advancement Program

staff and issues are anticipated stemming from the change in expansion zone.

Freebee launched service in the Midtown District in July of 2025. Through the end of March, some 17,348 rides for 21,721 passengers have been completed. The service has earned a service rating of 4.91 with an average wait time of 9.37 minutes. Freebee confirms that this represents approximately 1,200 unique riders which equates to an average of 12+ rides per user since the launch. Based on March numbers, that's a cost per ride of \$17.68. As a frame of reference, Broward County Transit's Community Shuttle program average cost per ride (2025) is \$7.87. It is expected that, as we expand the service area, the cost per ride will decline further.

Funding:

Amount:

Finance Director/Budget Manager Recommendation:

Prepared By:

Carole Morris

ATTACHMENTS:

[Reso - 3rd Amendment.pdf](#)

[MICRO_TRANS_PROPOSED_EXPANSION_MAP_2026.pdf](#)

[executed 3rd amend - revised.pdf](#)