



## VILLAGE OF PALMETTO BAY

Mayor Karyn Cunningham  
Vice Mayor John DuBois  
Council Member Patrick Fiore (Seat 1)  
Council Member David Singer (Seat 2)  
Council Member Marsha Matson (Seat 3)

Interim Village Manager Gregory Truitt  
Village Attorney John C. Dellagloria  
Village Clerk Missy Arocha

In accordance with the Americans with Disabilities Act of 1990, persons needing special accommodation, a sign language interpreter, or hearing impaired to participate in this proceeding should contact the Village Clerk at (305) 259-1234 for assistance no later than four days prior to the meeting.

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### AGENDA

#### VIRTUAL COMMITTEE OF THE WHOLE WORKSHOP

#### TUESDAY, OCTOBER 20, 2020 - 7:00 PM

(305) 259-1234

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1. **CALL TO ORDER, ROLL CALL, INVOCATION, PLEDGE OF ALLEGIANCE, AND DECORUM STATEMENT, IN THAT ORDER:** Any person making impertinent or slanderous remarks, or who becomes boisterous, while addressing the Council may be barred from further appearance before the Council by the Mayor, unless permission to continue or again address the Council is granted by a majority vote of the Council. Applauding speakers shall be discouraged. Heckling or verbal outbursts in support or opposition to a speaker, or his or her remarks, shall be prohibited. No signs or placards shall be allowed in the Council meeting. Persons exiting the Council meeting shall do so quietly. All cellular telephones and beepers are to be silenced during the meeting.
  2. **PUBLIC COMMENTS SUBMITTED**
  3. **VILLAGE COUNCIL/ADMINISTRATION DISCUSSION ITEM:**
    - A. **PRESENTATION ON FREEBEE, ON-DEMAND FIRST AND LAST MILE COMMUNITY SHUTTLE**
  4. **NEXT COMMITTEE OF THE WHOLE WORKSHOP DATE AND ADJOURNMENT**
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WE, THE VILLAGE COUNCIL OF THE VILLAGE OF PALMETTO BAY, HEREBY COMMIT OURSELVES TO MAINTAINING CIVILITY IN OUR PUBLIC AND POLITICAL DISCOURSE AND PLEDGE TO THE FOLLOWING PRINCIPLES:

- We will respect the right of all citizens in our community to hold different opinions;
- We will avoid rhetoric intended to humiliate or question the wisdom of those whose opinions are different from ours;
- We will strive to understand differing perspectives;
- We will choose our words carefully;
- We will speak truthfully without accusation and we will avoid distortion; and
- We will speak out against violence, prejudice, and incivility in all of their forms, whenever and wherever they occur.

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PURSUANT TO FLORIDA STATUTES 286.0105, THE VILLAGE HEREBY ADVISES THE PUBLIC THAT IF A PERSON DECIDES TO APPEAL ANY DECISION MADE BY THIS COUNCIL WITH RESPECT TO ANY MATTER CONSIDERED AT ITS MEETING OR HEARING, HE OR SHE WILL NEED A RECORD OF THE PROCEEDINGS, AND THAT FOR SUCH PURPOSE, THE AFFECTED PERSON MAY NEED TO ENSURE THAT A VERBATIM RECORD OF THE PROCEEDING IS MADE, WHICH RECORD INCLUDES THE TESTIMONY AND EVIDENCE UPON WHICH THE APPEAL IS TO BE BASED. THIS NOTICE DOES NOT CONSTITUTE CONSENT BY THE VILLAGE FOR THE INTRODUCTION OR ADMISSION OF OTHERWISE INADMISSIBLE OR IRRELEVANT EVIDENCE, NOR DOES IT AUTHORIZE CHALLENGES OR APPEALS NOT OTHERWISE ALLOWED BY LAW.

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**PUBLIC NOTICE**  
***(INSTRUCTIONS ON HOW TO ACCESS THE***  
***MEETING AND HOW THE***  
***PUBLIC MAY PARTICIPATE)***



**VILLAGE OF PALMETTO BAY  
NOTICE OF COUNCIL WORKSHOP  
("COMMITTEE OF THE WHOLE WORKSHOP")**

**NOTICE IS HEREBY GIVEN** that on Tuesday, October 20, 2020 at 7:00 p.m. the Village of Palmetto Bay shall hold a Committee of the Whole Workshop. This Council Workshop will be conducted using a teleconferencing platform and broadcast live. Members of the public may watch the virtual meeting via the Village's official Facebook page and/or our Granicus web stream on [www.palmettobay-fl.gov](http://www.palmettobay-fl.gov). *No official action shall be taken by the Village Council during this meeting.*

**PLEASE NOTE** that pursuant to Governor DeSantis' Executive Order 20-193, in which he declared a public health emergency and a state of emergency, there is a recommendation to limit public gatherings. Any Florida Statute that requires a quorum to be present in person or requires a local government body to meet at a specific public place, is suspended, and the Village is authorized to hold public meetings through the use of communications media technology, subject to the rules pursuant to Section 120.54(5)(b)2, Florida Statutes. This notice provides instructions on how to access the meeting and how the public can participate.

**Public comments forum (Option 1):** Prior to the meeting, the public can submit a web form available at this address: <https://www.palmettobay-fl.gov/FormCenter/Public-Comments-Form-10/Public-Comments-Form-52>. Form submissions received prior to the meeting will be read before the item is heard. Form submissions received after 7:00 p.m. will be read at the end of the Village Council's Agenda.

**Public comments forum (Option 2):** Public attendees wishing to provide real-time, audible public comments during the meeting may do so using GoToWebinar's desktop, laptop, tablet, or smartphone app. Once registered, attendees will receive GTW session information and call-in telephone numbers for those wishing to use a telephone. Telephone attendees may not participate in public comment as the system has no way to mute or unmute. Attendees wishing to speak during public comment time must use the GoToWebinar application on their desktop, laptop, or smart device. Attendees may not use a webcam whatsoever. In lieu of no availability to participate through the webinar, please submit your public comment using the web form as described above.

**Please register to attend the session as follows:**

<https://attendee.gotowebinar.com/register/8673725484463612171>

**After registering, you will receive a confirmation email containing information about joining the webinar.**

All persons are invited to speak at this meeting, or to be represented by an agent, or to express their views in writing addressed to the Village Council c/o of the Village Clerk, 9705 E. Hibiscus Street, Palmetto Bay, FL 33157 and/or via email: [council@palmettobay-fl.gov](mailto:council@palmettobay-fl.gov). Inquiries may be directed to the Clerk at (305) 259-1234. The above items may be continued at this meeting and, under such circumstances, additional legal notice would not be provided. Any person may contact the Village Clerk for information as to the status of this item as a result of the meeting.

In accordance with the Americans with Disabilities Act of 1990, persons needing special accommodation (or hearing impaired) to participate in this proceeding or to review any documents relative thereto should contact the Village for assistance at (305) 259-1234 no later than four (4) days prior to the proceedings.

**Missy Arocha  
Village Clerk**

**[www.palmettobay-fl.gov](http://www.palmettobay-fl.gov)**



## **ITEM 3A**

# freebee palmetto bay 2.0

**PALMETTO BAY'S ON-DEMAND,  
FIRST & LAST MILE  
COMMUNITY SHUTTLE**

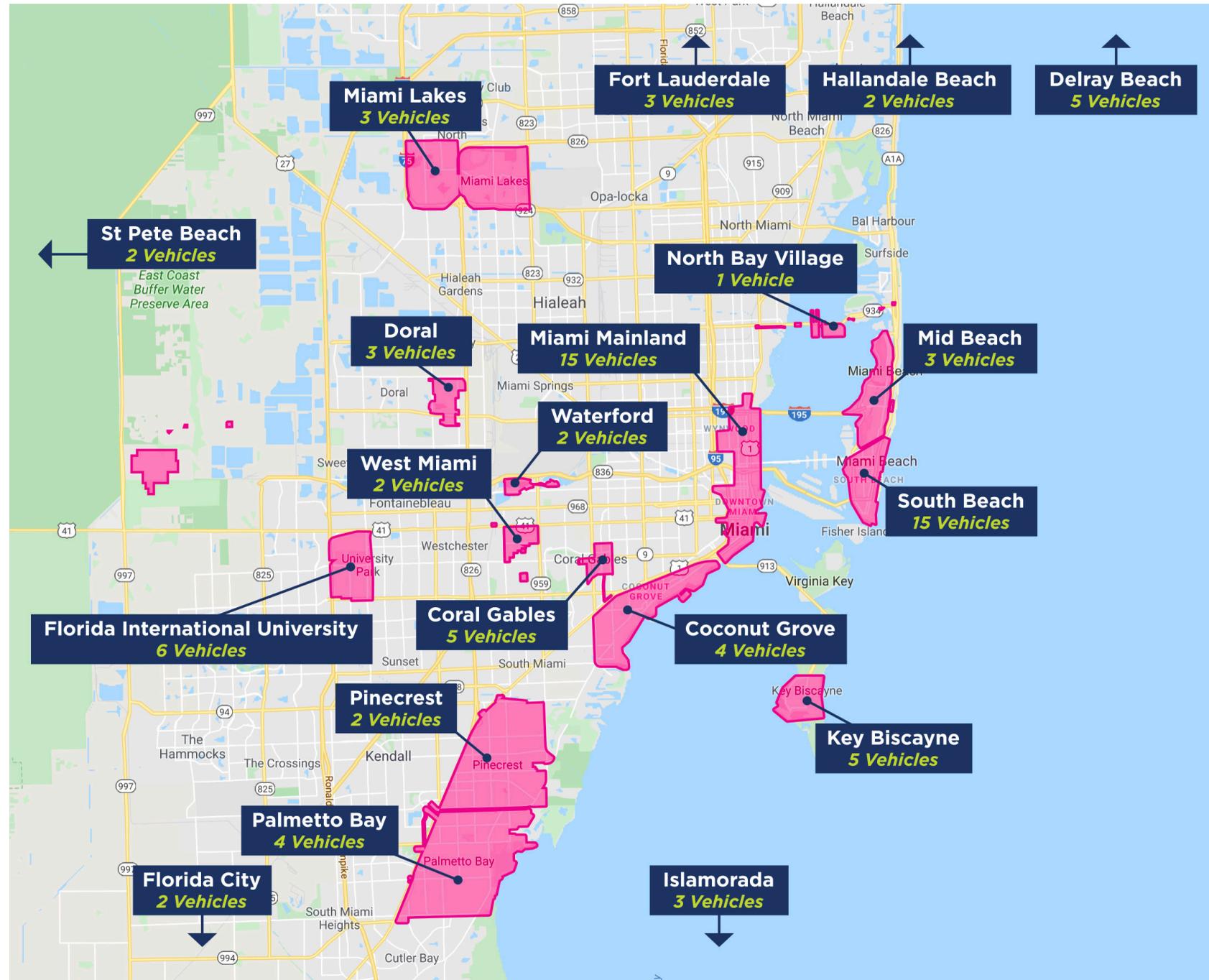


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# Freebee Company Overview

- Freebee is an innovative and proven transportation company that has been servicing South Florida municipalities since 2012. Our organization prides itself on executing turnkey solutions for local governments who are looking for ways to decrease car use, while providing transit solutions that promote connectivity and a better quality of life.
- Freebee specializes in first and last mile mobility solutions, including door-to-door transportation via 100% electric vehicles. Our expertise is in helping local partners meet and exceed their goals/objectives both from a transportation and economic development standpoint.
- Our service is fully customizable, aimed at meeting the goals and objectives that municipalities are looking to achieve
- Freebee currently operates a fleet of over 90 vehicles, serving 20 communities throughout South Florida, including:
  - MIAMI-DADE COUNTY** - Coral Gables, Coconut Grove, Doral, Florida International University, Florida City, Key Biscayne, Downtown Miami, Miami Lakes, Miami Beach, North Bay Village, Pinecrest, and West Miami
  - BROWARD COUNTY** - Fort Lauderdale
  - PALM BEACH COUNTY** - Delray Beach
  - MONROE COUNTY** - Islamorada
  - PINELLAS COUNTY** - St. Pete Beach



# Freebee Palmetto Bay History & Overview

## BACKGROUND:

- The Village received a grant from the Department of Transportation in the amount of \$225,000 (annually), to support a three (3) year on-demand service.

## PROGRAM GOALS:

- Help transform Palmetto Bay into a community where you can live, work, and play without the need of a personal vehicle
- Provide a first and last mile feeder system to the South Dade Busway and Metrorail Station
- Reduce traffic congestion
- Minimize single occupancy vehicles
- Remove cars off the road
- Reduce carbon emissions within Palmetto Bay
- Increase Economic Development by providing a door-to-door service to the front steps of local businesses
- Improve the quality of life

## SCOPE OF SERVICE:

- Freebee's solution uses multi-modes of transportation, all built into one easy to use platform, helping Palmetto Bay to become a community where you can live car-free. The 'Ride Freebee' mobile app technology has been fully customized for the Village of Palmetto Bay, servicing the community through a combination of both door-to-door transportation within the Village, and rapid transit connections to/from the Dadeland South Metrorail station. To accomplish this, Freebee will use two different vehicle types, each providing a unique service:

## • Freebee On-Demand

- Launched July 2019



## • Freebee Express

- Launched September 2019



# Current Scope of Service

## \*\*PRE COVID-19

### HOURS OF OPERATION:

- Monday - Friday: 6:30am - 10am / 3pm - 7pm
- Saturday: 1pm - 10pm
- Sunday: Closed

### FREEBEE ON-DEMAND SCOPE:

- Provide an on-demand, door-to-door solution for residents, workers, and visitors of Palmetto Bay traveling anywhere within the municipal boundaries. This on-demand system connects people to/from the 'Park and Ride', South Dade Busway, School, Work, Parks, Shopping, and more. There are three ways to catch a Freebee ride; on-demand capability with the 'Ride Freebee' mobile app giving anyone with a smartphone the ability to request a ride through the app and be picked up and dropped off within the designated Palmetto Bay perimeters, calling a toll-free number, or 'Flagging' a vehicle down if you see it passing by.

### FREEBEE EXPRESS SCOPE:

- During peak rush hours, Freebee provides a rapid transit connection to/from the Dadeland South Metrorail Station from the Villages 'Park and Ride' facility utilizing our Freebee XL vehicles. Rapid transit shuttles run on 20-30 minute headways, meaning a Freebee vehicle will leave the 'Park and Ride' every 20-30 minutes. To get to the Park and Ride facility, residents would have the ability to drive their personal vehicle OR the preferable option would be to be picked up at their home and dropped off through Freebee's on-demand system. Vice versa, when arriving back to the 'Park and Ride' facility at the end of their day, residents would be able to request door-to-door service directly back home.

- App Home Screen
- w/ Express Tracker



- Freebee Express
- Route Schedule

MORNING ROUTE		AFTERNOON ROUTE	
Leaving Palmetto Bay Park		Leaving Dadeland South	
6:30am	8:20am	3:20pm	5:40pm
6:50am	8:50am	3:40pm	6:10pm
7:20am	9:20am	4:10pm	6:40pm
7:50am	9:50am	4:40pm	7:10pm
		5:10pm	

# Ridership Data - *PRE COVID-19*

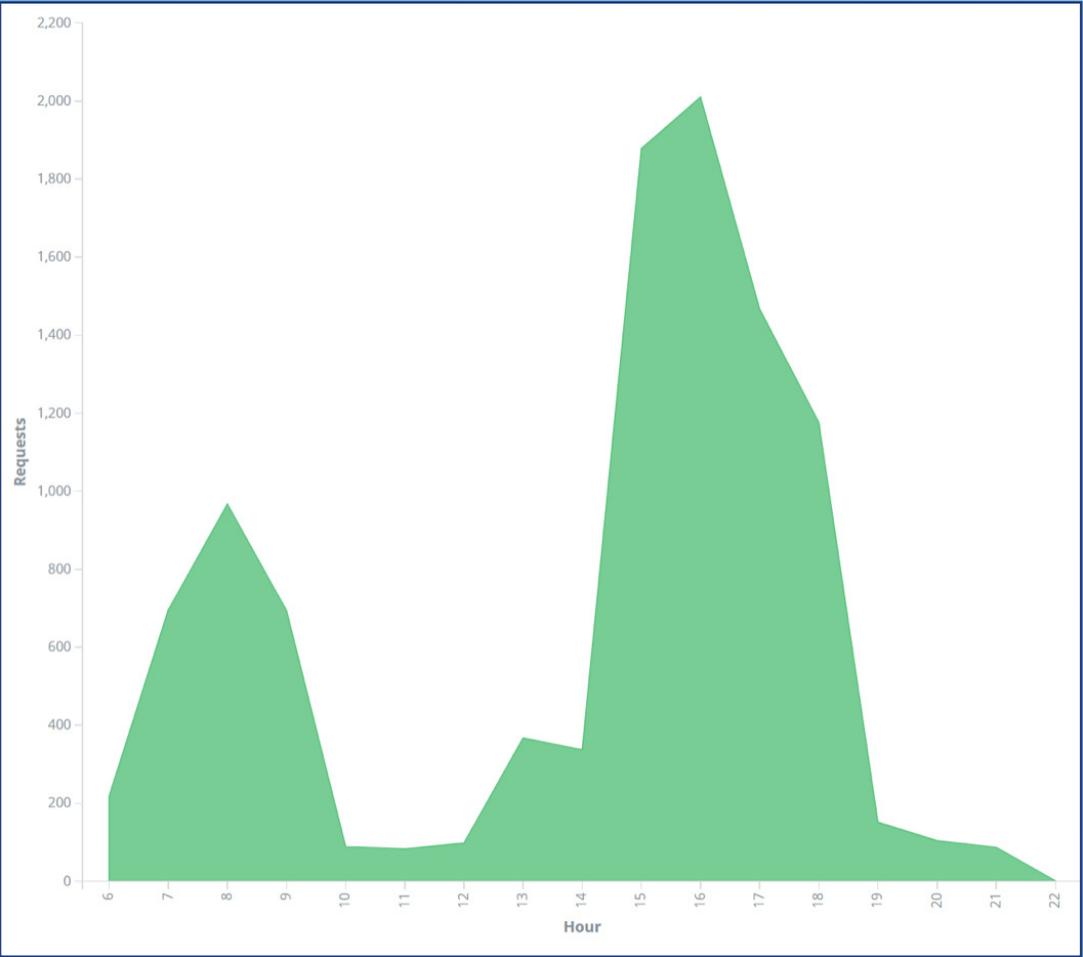
- Freebee Express Ridership By Month:



- Freebee On-Demand Ridership By Month:



- Freebee Ride Request Demand By Hour:



	Freebee On-Demand	Freebee Express
<b>Total Passengers</b>	8,520	4,811
<b>Total Cost</b>	\$109,872.84	\$99,089.94
<b>Cost/Rider Before Advertising Revenue</b>	\$12.89	\$20.59
<b>Advertising Revenue</b>	\$16,150.00	\$0.00
<b>Cost/Rider After Advertising Revenue</b>	\$11.00	\$20.59
	*Total cost includes service from July 22nd 2019 - February 29th, 2020	*Total cost includes service from September 19th, 2019 - February 29th, 2020

# Analysis & Challenges

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## **ANALYSIS:**

- Prior to the COVID-19 pandemic, the Palmetto Bay Freebee service had only been running for a full 6-months. During the first 6 months of the program, there were many great take-a-ways and the feedback from the community was nothing but positive. Just like the start of any new program, especially new mobility services, there is always a ramp up period as the community becomes educated and aware of the new service. As you saw from the ridership data (prior to covid-19 in mid February), ridership was growing for both programs, and based on experience within similar communities, ridership was on the verge of really taking off.
- During the first 6 months of the program, we were able to collect data and feedback to provide recommendations and efficiencies for the service. We also were able to identify some challenges to the program that caused a slower than anticipated build-up of ridership:

## **CHALLENGES:**

- **Hours of Operation** - The original set hours of operation requested by the Village (6:30am-10am and 3pm-7pm) was not conducive to building ridership. In order to provide reliable service that people can depend on, the service needs to be continuous throughout the entire day. With a 5-hour gap closing the service during the mid-day, it's difficult for people to try to remember when the service is open or closed. This also made it difficult for the senior demographic to use the service as mid-day is the time when they would be using it the most. By having continuous service throughout the day, residents can always rely on the service to be available for them.
- **Demand in Afternoon** - As you can see from the "demand by hour" chart on the previous page, the demand for Freebee's service is almost double during the afternoon. This is because of all the schools letting out and students requesting service, as well as residents and workers getting off work and requesting service to get back home. With only two vehicles providing on-demand service in the afternoon, we were only able to meet about 60% of the demand.
- **Vehicle Type** - Due to the large size of Palmetto Bay, the use of LSV's (Low Speed Vehicles) providing the on-demand service presented a challenge. LSV's cannot access high speed roads like US1, which made for maneuvering to certain locations very difficult, and time consuming. Additionally, the speed of these vehicles caused wait times to increase in various situations.
- **New Service Education** - As mentioned previously, with any new mobility service, the need for education is imperative. Especially with the gap in service each day, the community needed to be educated through marketing communication much more than was done during the first 6 months. There was and still are residents who don't know how the service works.

# COVID-19

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- **COVID-19:**

- The COVID-19 pandemic has had a tremendous impact on mass transportation across the world. The majority of transit systems had seen a decrease in over 90% of ridership during the peak of the pandemic, and the majority of those systems are continuing to transport only 25% capacity of normal ridership. Out of an abundance of caution for both our passengers and drivers, Freebee established the following modification of service:

- All Freebee drivers are required to wear face coverings and gloves while conducting service.
- All Freebee riders are required to wear face coverings, as per Miami Dade County Emergency Order 20 20. Riders in violation of this order will be denied boarding the Freebee vehicle.
- Freebee service will be limited to single trips and not multiple trips (No pooled rides).
- Riders will not be allowed to sit next to the driver and the number of riders will be limited to a maximum of four (4) riders per one (1) group.
- The Freebee vehicles will be wiped down with disinfectant after each rider drop off.

- **IMPACT:**

- The implementation of the COVID-19 protocols has had major impacts to ridership across the board through all of our service areas. The biggest impact comes from the inability to “pool rides”, which means that we are only able to pick one group up at a time, rather than picking up multiple people/groups who are traveling along similar routes. At peak times of the day this has caused increased wait times and lack of ability to maximize on ridership

# Recommendation To Improve Efficiency

- **FREEBEE PALMETTO BAY DURING COVID:**
  - With most places of work closed down during the pandemic, the Village made the decision to shut down the Freebee Express park and ride, and dedicate all 4 vehicle resources to providing on-demand service. Although the ridership during this time has been low, it's allowed us to look at the program as a whole and make recommendations.
- **CURRENT FINANCIAL IMPACT:** Approx. \$415,000 Annually

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- **TESLA MODEL X ADVANTAGES OVER LOW SPEED VEHICLES:**
  - Tesla Model X is not restricted to any roads and would be able to provide the most efficient route no matter where the pickup/dropoff might be within the Village
  - Tesla Model X can travel at higher speeds which would allow faster pickup and drop-off times
  - Tesla Model X provides double the battery capacity which means no downtime for vehicle charging
  - Tesla Model X can be designed to hold 6 passengers + driver, versus 5 passengers + driver in the Low Speed Vehicle



# Recommendation To Improve Efficiency

- **RECOMMENDATION OPTION 1 - Fully On-Demand Service**

- **Hours of Operation:** 7am - 7pm Monday to Friday, No Service Saturday/Sunday  
**Vehicle Fleet:** (2) Tesla Model X, (1) Freebee XL Van

- **FINANCIAL IMPACT:** Approx. \$353,000 Annually

- In this scenario, we would eliminate the Freebee Express service and provide a fully on-demand program within Palmetto Bay using 2 of our Tesla Model X vehicles and 1 of the Freebee XL vehicles. Additionally, the hours of operation would run continuous from 7am-7pm during the week, and eliminate Saturday service.



- **RECOMMENDATION OPTION 2 - Replace Low Speed Vehicle's with Tesla Model X**

- **Hours of Operation:** 6:30am -10am and 3pm - 7pm Monday to Friday, 1pm - 10pm Saturday, No Service Sunday  
**Vehicle Fleet:** (2) Tesla Model X, (2) Freebee XL Van

- **FINANCIAL IMPACT:** Approx. \$450,000 Annually

- In this scenario, the entire program would stay exactly the same as it was pre-pandemic with the only difference being that we would switch out the Low Speed Vehicle's with Tesla Model X vehicles.



# Final Recommendation

- Based on our assessment of the program, and the goals of the Village in providing **cost savings and program efficiency**, our recommendation would be to go with Option 1 - Fully On-Demand Service. Our reasoning is below:
- 1. Since the Village already operates a Park and Ride at Holy Rosary, Freebee's on-demand service will provide an excellent compliment to that service by dedicating more resources within the municipal boundaries to provide easy connectivity.
- 2. This recommendation also allows us to provide service continuously everyday from 7am-7pm which will provide the community with a more reliable solution. It also will allow the seniors within the community to use the service during the hours they move around the most.
- 3. By having three dedicated vehicle resources within the Village, peak afternoon demand will now allow us to maximize on ridership.
- 4. Freebee's Tesla Model X vehicles are not restricted to any roads and would be able to provide the most efficient route no matter where the pickup/dropoff might be within the Village
- As you see from the above, by switching to a fully on-demand program not only will save the Village on cost and efficiency, more importantly it will help overcome all of the challenges we've experienced over the last year in increasing ridership.





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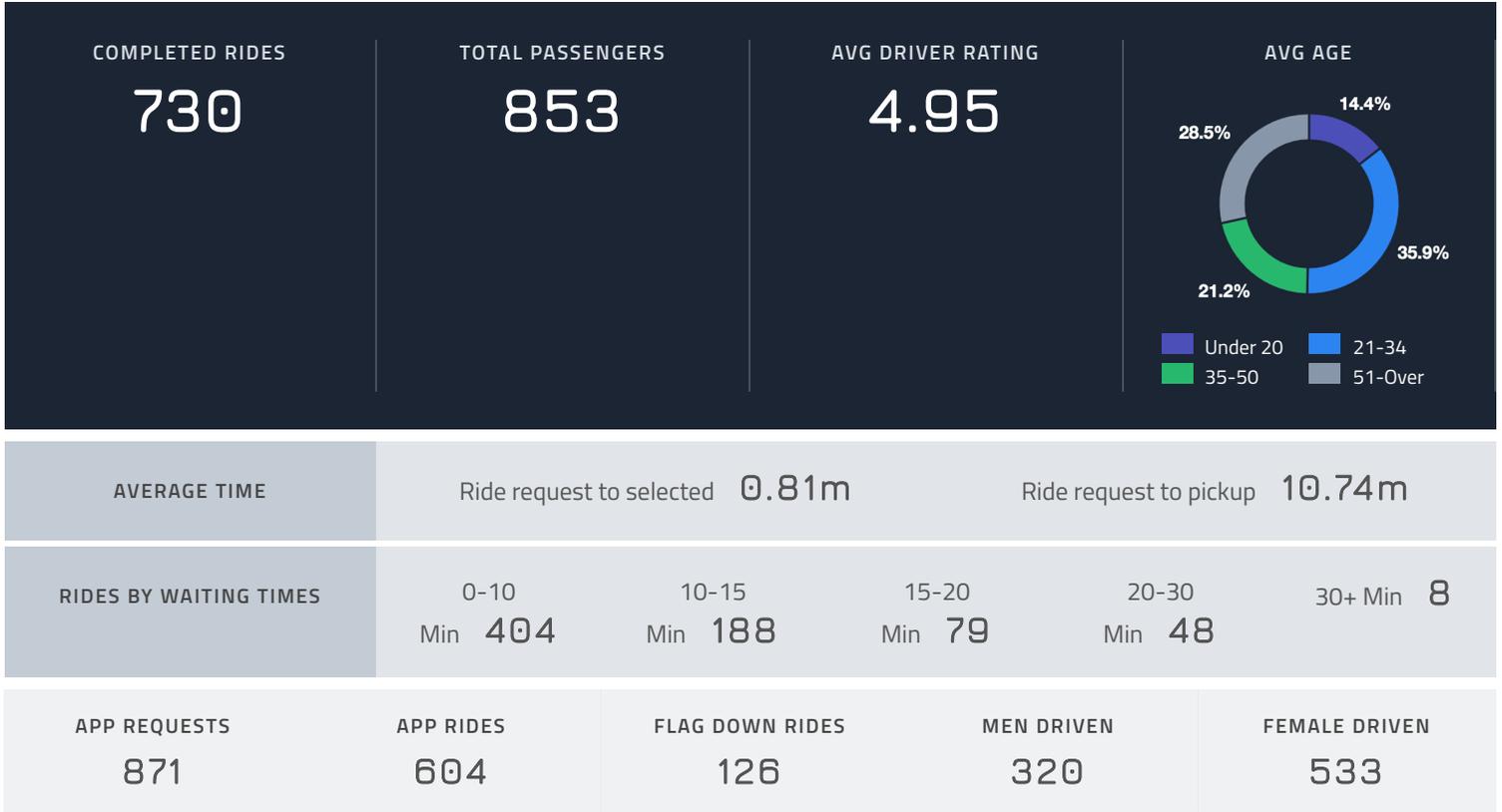
## CONTACT

For additional information, please contact:

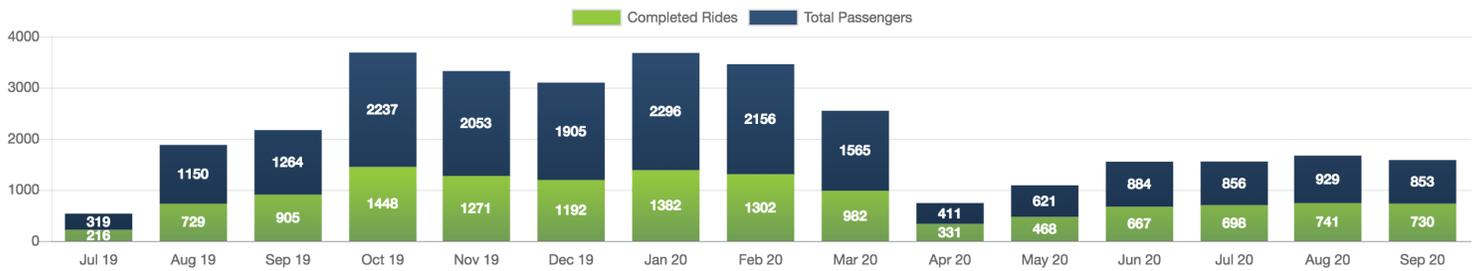
**JASON SPIEGEL**  
T 305 330 9451  
E [jason@ridefreebee.com](mailto:jason@ridefreebee.com)



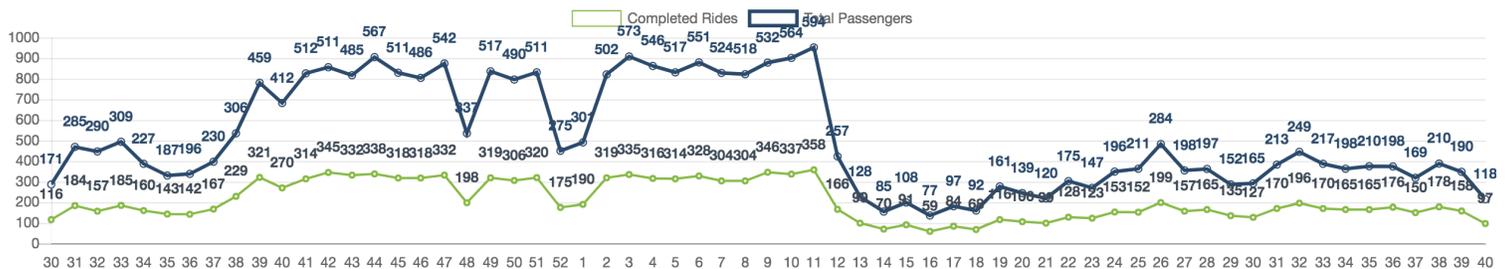
## Zone Summary



### PASSENGERS AND RIDES BY MONTH (YTD)



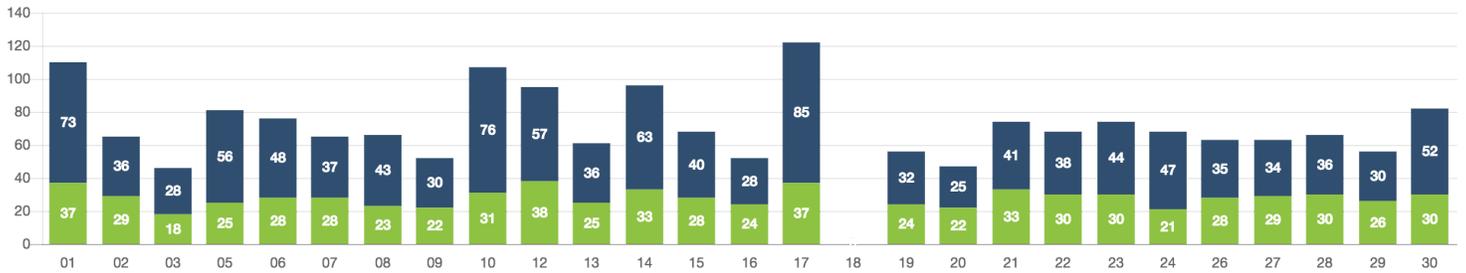
### PASSENGERS AND RIDES BY WEEK (YTD)



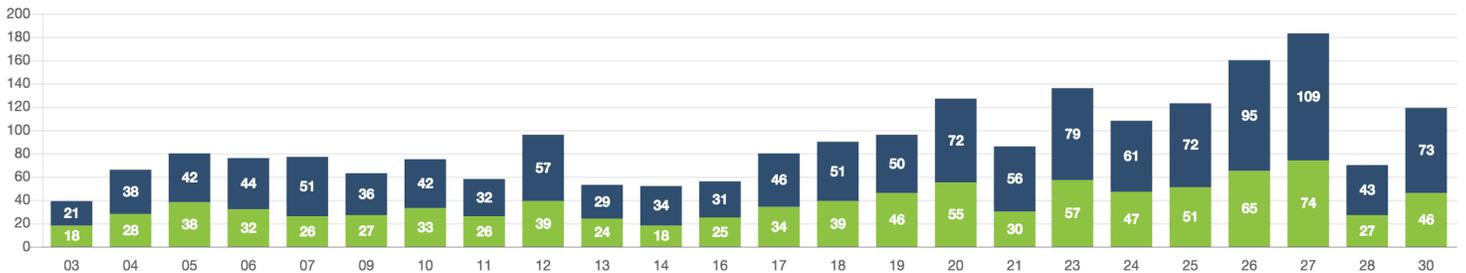
PASSENGERS AND RIDES - JULY



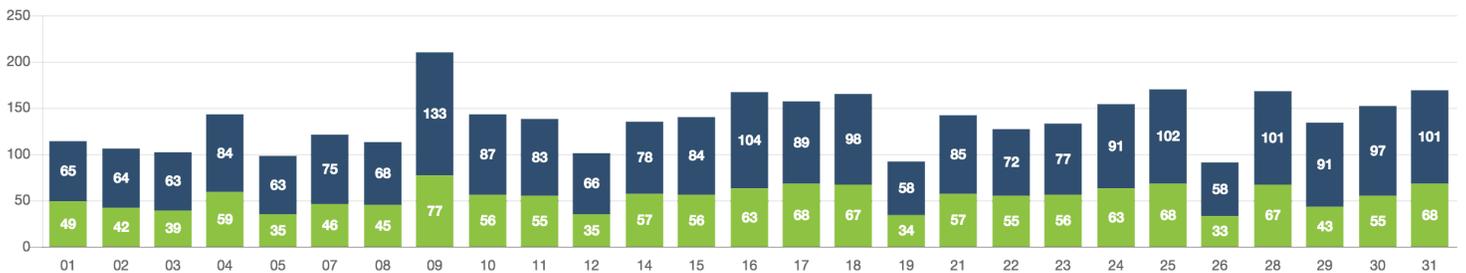
PASSENGERS AND RIDES - AUGUST



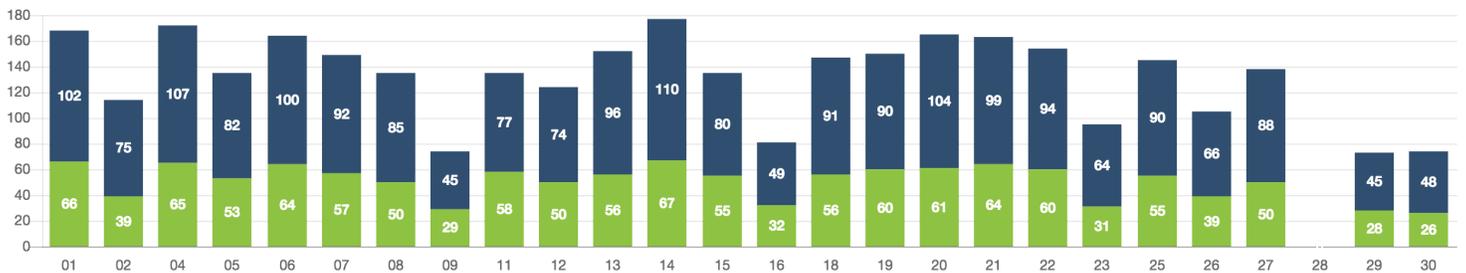
PASSENGERS AND RIDES - SEPTEMBER



PASSENGERS AND RIDES - OCTOBER



PASSENGERS AND RIDES - NOVEMBER

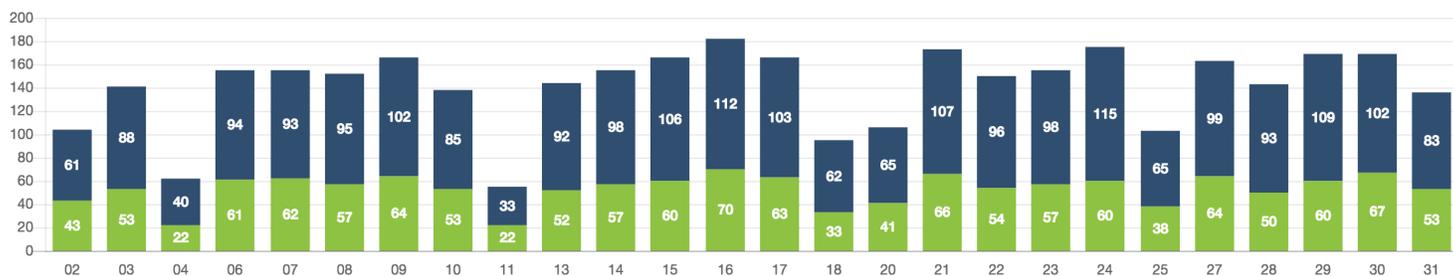


PASSENGERS AND RIDES - DECEMBER

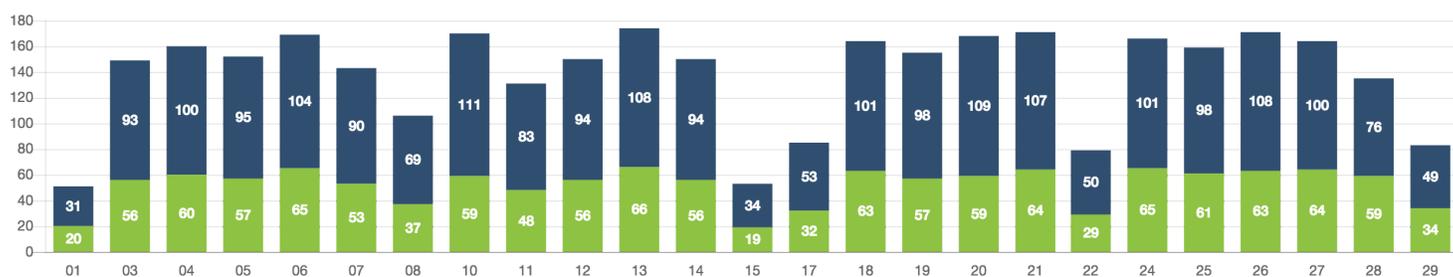
### PASSENGERS AND RIDES - DECEMBER



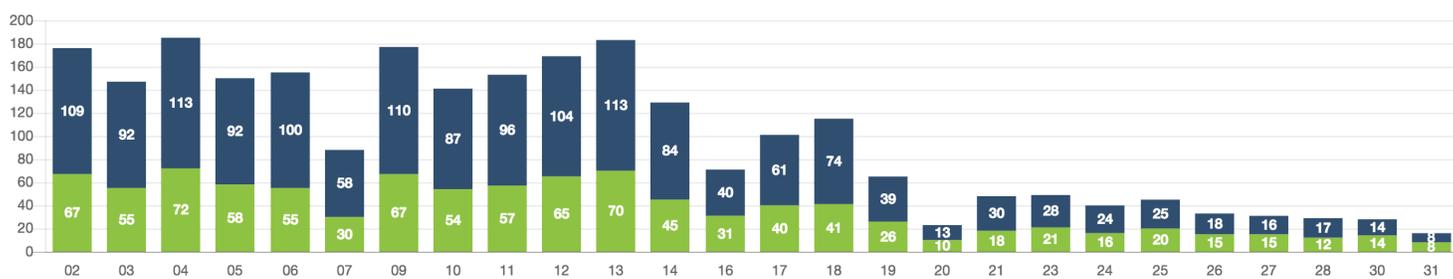
### PASSENGERS AND RIDES - JANUARY



### PASSENGERS AND RIDES - FEBRUARY



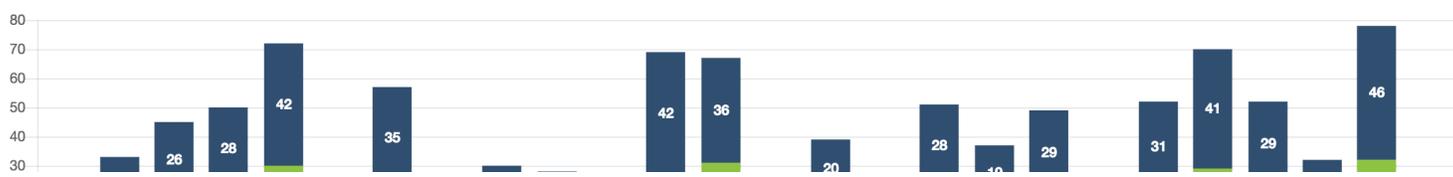
### PASSENGERS AND RIDES - MARCH



### PASSENGERS AND RIDES - APRIL

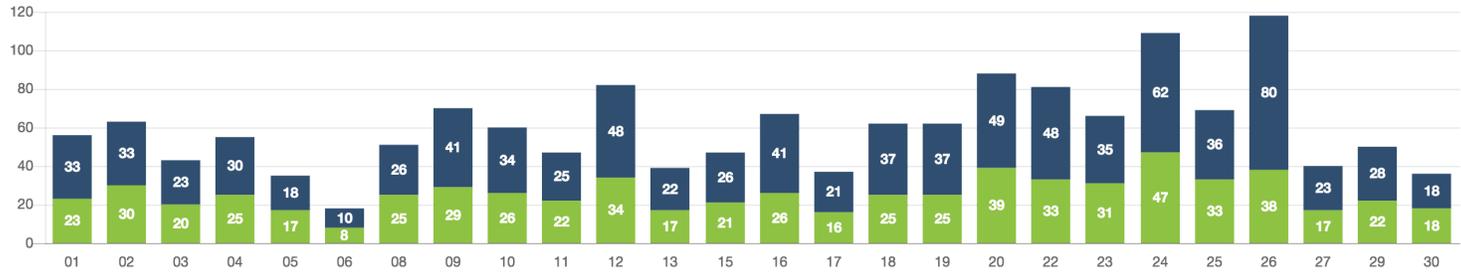


### PASSENGERS AND RIDES - MAY

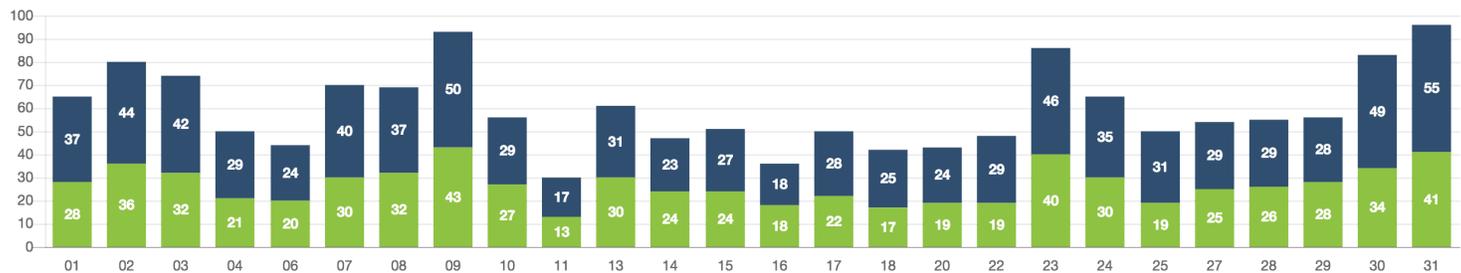




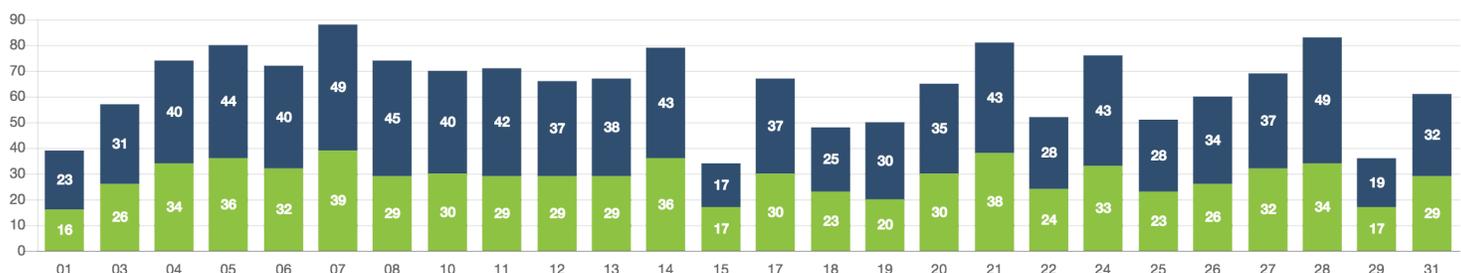
**PASSENGERS AND RIDES - JUNE**



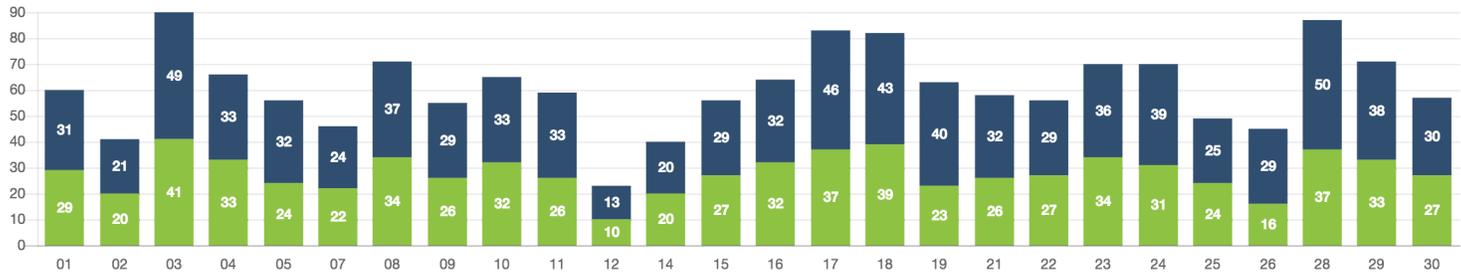
**PASSENGERS AND RIDES - JULY**



**PASSENGERS AND RIDES - AUGUST**



**PASSENGERS AND RIDES - SEPTEMBER**



RIDE REQUEST MONDAY



RIDE REQUEST TUESDAY



RIDE REQUEST WEDNESDAY



RIDE REQUEST THURSDAY



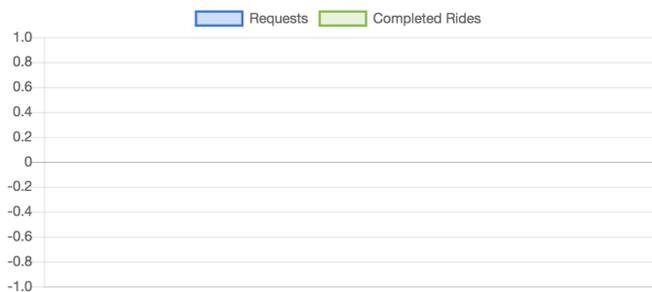
RIDE REQUEST FRIDAY



RIDE REQUEST SATURDAY



RIDE REQUEST SUNDAY



TOTAL PASSENGERS MONDAY



TOTAL PASSENGERS TUESDAY



TOTAL PASSENGERS WEDNESDAY



TOTAL PASSENGERS THURSDAY



TOTAL PASSENGERS FRIDAY



TOTAL PASSENGERS SATURDAY



TOTAL PASSENGERS SUNDAY

