

Seminole County Micro-Transit – Freebee Overview & Customer Experience

August 12, 2025

Agenda

- Purpose
- Freebee Service Presentation
- Next Steps

Purpose

- To update the Board on the SCOUT micro-transit service and introduce Freebee as the service provider.

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scout

POWERED BY *freebee*



AUGUST 2025



COMPANY OVERVIEW



Established in 2012 - Headquartered in South Florida:

- Freebee operates a fleet of over **200 vehicles**, serving more than **50 communities** throughout Florida.
- Operating in a wide range of communities, including:
 - Urban centers
 - Suburban areas
 - University campuses
 - Corporate parks
 - Resort destinations
 - Mixed-use developments
- Freebee provides **flexible** and **scalable transportation solutions** tailored to each unique environment.
- Recognized as a **pioneer** and **leader** in the field, Freebee is known for delivering the most **innovative public transit solutions**.



FREEBEE LAUNCH TIMELINE

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SCOUT: HOW THE SERVICE WORKS



Initial Fleet Size: 35 Vehicles

Service Area Overview

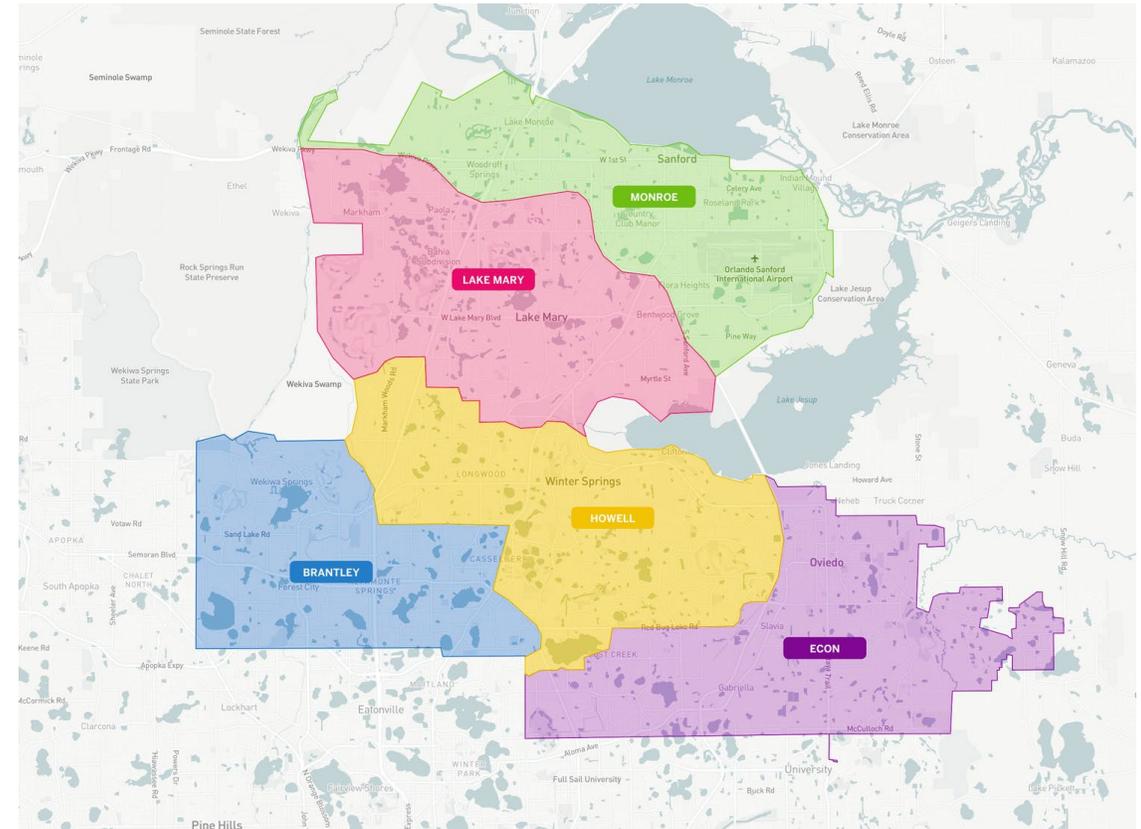
- 5 Primary Zones, with 4 directly connected to SunRail stations
- 1 Countywide Flex Zone (excluding rural boundary) for cross-zone coverage

Service Hours

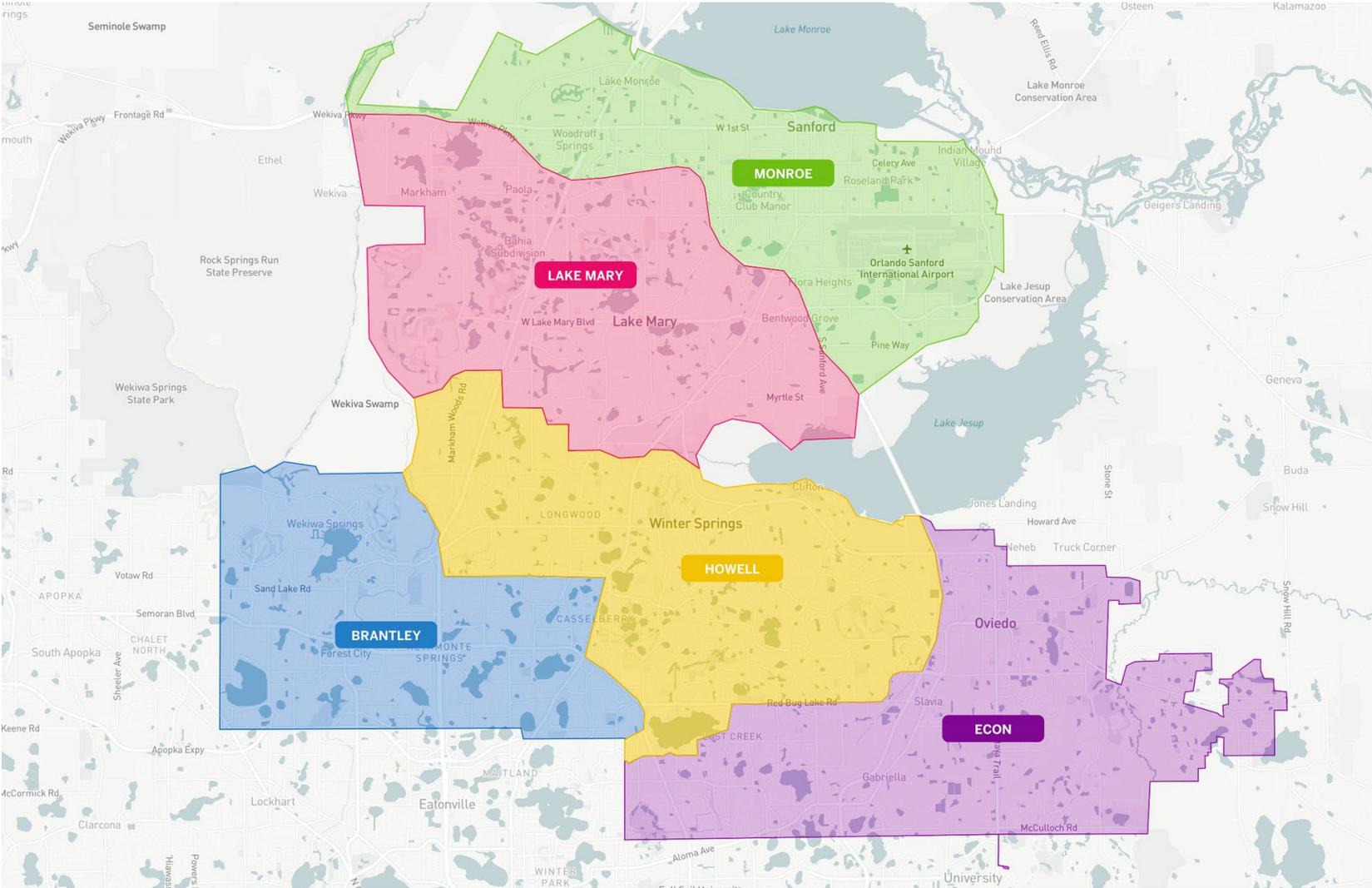
- **Mon–Fri:** 5:00 AM – 9:00 PM
- **Saturday:** 6:00 AM – 10:00 PM
- **Sunday:** 6:00 AM – 8:00 PM

Service Model

- **Primary Zone:** On-demand, door-to-door rides within each zone via the Freebee app
- **Flex Zone:** Roaming vehicles provide cross-zone connectivity throughout Seminole County



SERVICE ZONES



PROPOSED FARE STRUCTURE

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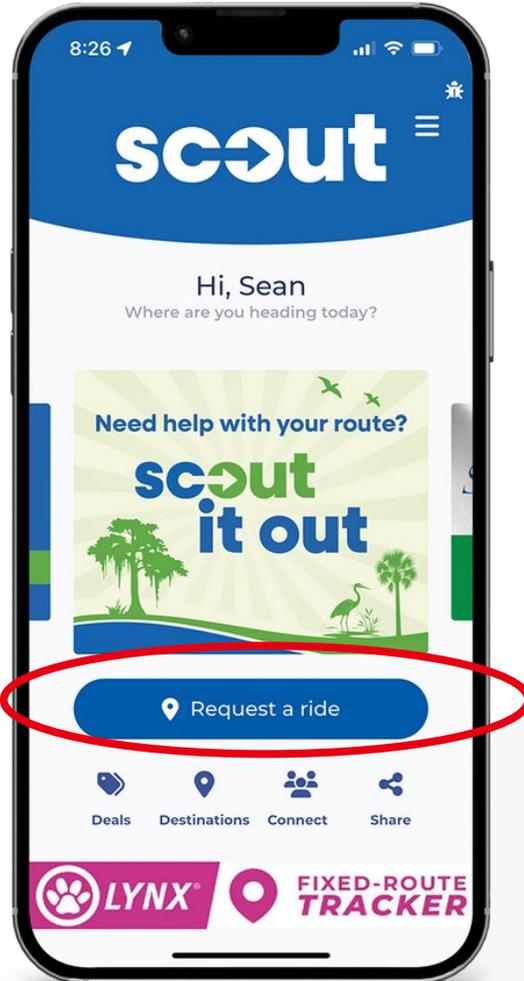
Proposed Fare Structure:

- **Base Fare:** Applies when both the origin and destination are within the same zone.
- **Zone-Based Pricing:** Fares increase based on the number of zones crossed during the trip.
- **Discounted Fares:** Available for seniors, students, and low-income riders.

		FARE TICKET STRUCTURE				
		TO				
F R O M		MONROE ZONE	LAKE MARY ZONE	HOWELL ZONE	BRANTLEY ZONE	ECON ZONE
			MONROE ZONE (Sanford Area)	Pink	Green	Blue
	LAKE MARY ZONE (Lake Mary Area)	Green	Pink	Green	Blue	Blue
	HOWELL ZONE (Longwood Area)	Blue	Green	Pink	Green	Green
	BRANTLEY ZONE (Altamonte Springs Area)	Yellow	Blue	Green	Pink	Blue
	ECON ZONE (Oviedo Area)	Yellow	Blue	Green	Blue	Pink
PINK TICKET SAME ZONE		Pink				
GREEN TICKET 1 ZONE TRANSFER		Green				
BLUE TICKET 2 ZONE TRANSFER		Blue				
YELLOW TICKET 3 ZONE TRANSFER		Yellow				

HOW TO REQUEST A RIDE

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TWO WAYS TO REQUEST A RIDE:

01



On-Demand with the Ride
Freebee mobile app

02



On-Demand through Freebee's
dispatch center

FREEBEE MOBILE APP HOMESCREEN

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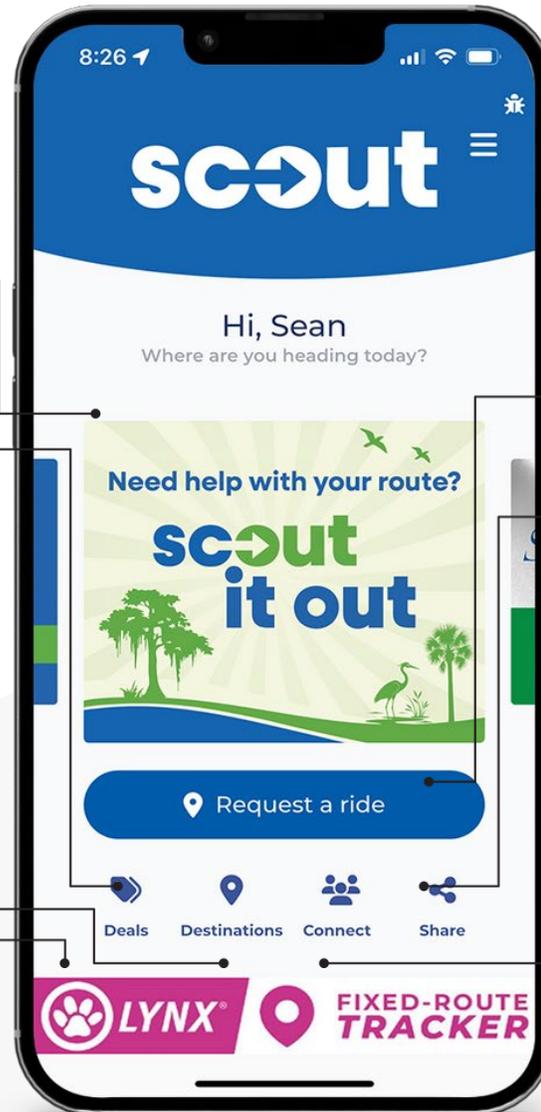


TAKE ME TO
Freebee's featured destination on the mobile app home screen

DEALS
Find exclusive deals and discounts at all of your favorite local hotspots!

DESTINATIONS
Search your destination by category and find the perfect spot with an awesome deal!

BANNER
Advertisement or live tracker with the ability to link out to a third party website



REQUEST A RIDE
Select this button when requesting a ride!

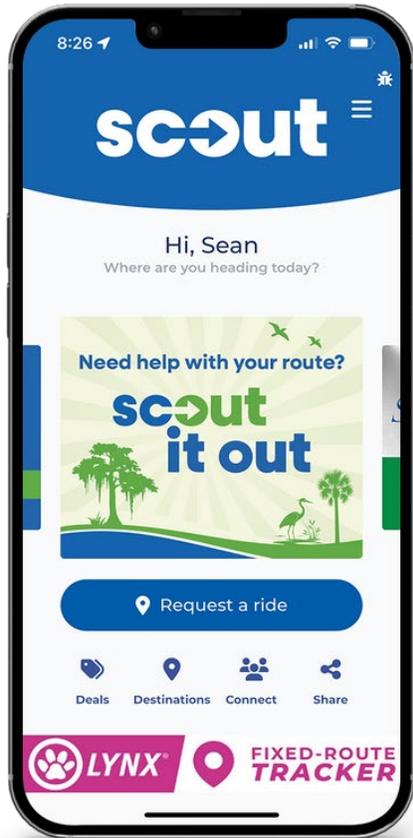
SHARE FREEBEE
Love riding Freebee? Make sure to share with all of your friends!

CONNECT
Take some photos of your experience and share them on the app

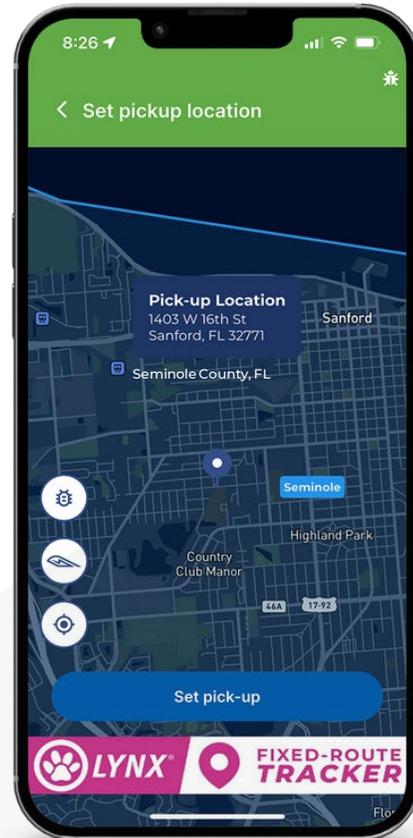
FREEBEE MOBILE APP DEMO



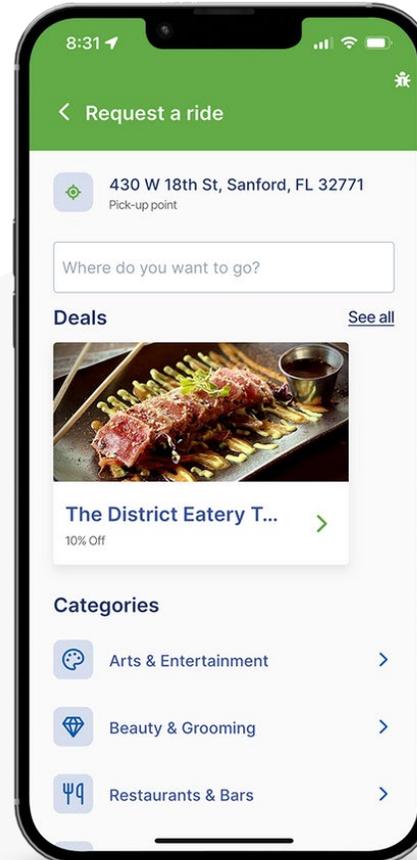
01



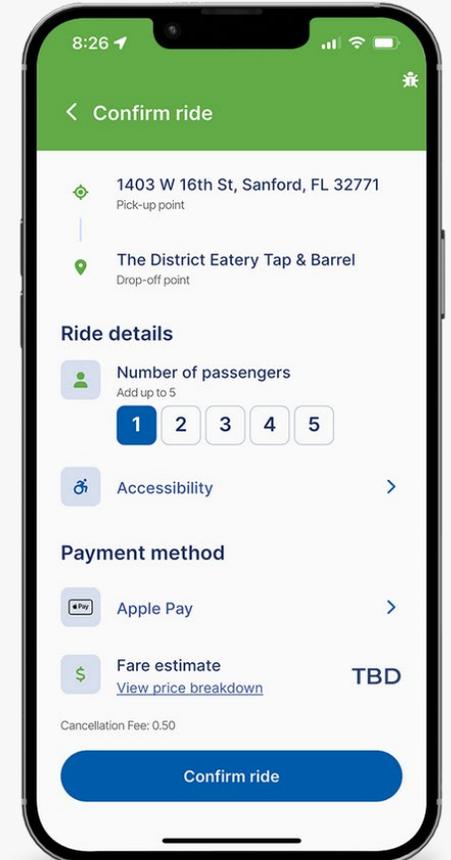
02



03



04



Positive Economic Impact

- Freebee will boost Seminole County's local economy through proprietary **economic development outreach strategies**.

Comprehensive Neighborhood Directory

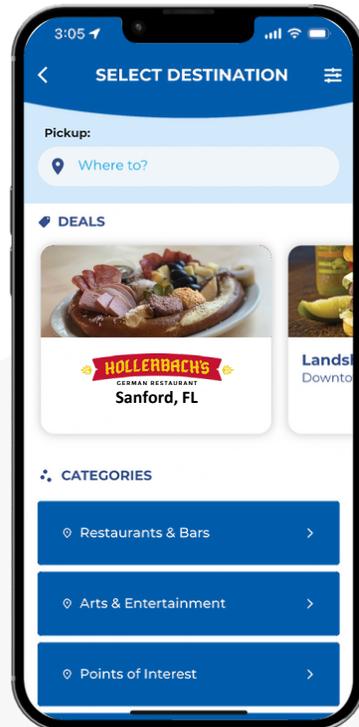
- The **'Ride Freebee' app** acts as a complete **neighborhood directory**, offering **free profiles** for all local business partners, connecting passengers with their community.

Exclusive "Freebee Deals"

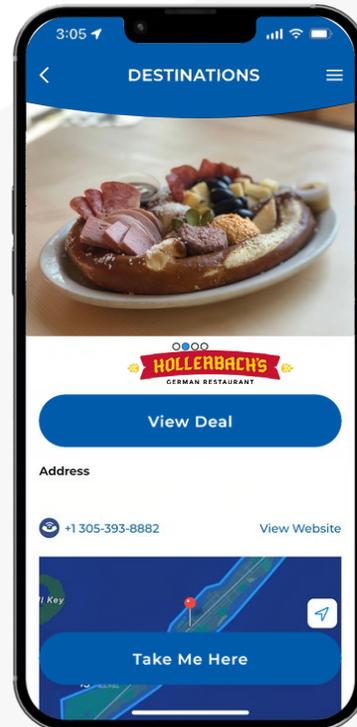
- Local businesses can leverage **exclusive Freebee Deals** within the app, helping drive traffic to their locations and encouraging users to explore their services.

Local Business Example + Deal

01



02



03



COMMUNITY AMBASSADOR DRIVERS



The Face of the Community

- Our drivers are the face of the community, providing friendly, professional service while building trust and connection with every rider.

Mobile Concierges

- Acting as rolling concierges, Freebee drivers provide local insights, recommendations, and assist with a wide range of community needs, ensuring every rider feels welcomed and informed.

Neighborhood Watch

- Freebee drivers play a key role in enhancing community safety, offering a visible presence that contributes to a sense of security for residents and visitors alike.

W2 Employees

- Our drivers are W2 employees, ensuring they receive the support, benefits, and stability needed to deliver consistent, high-quality service. This model fosters long-term relationships with our drivers, allowing for a more dedicated and reliable team.

Our drivers are held to the highest standards of service, professionalism, and integrity. They help reinforce the connection between the City and its community.



VEHICLE FLEET



ID Buzz



Toyota Sienna

DATA REPORTING



The Freebee platform features a comprehensive data collection system to track vital information for county stakeholders. Real-time metrics on community ridership and transportation patterns are available to inform decision-making for the city, county, and regional stakeholders. This live-data dashboard, accessible to the County, enables tracking of essential metrics and KPIs in real-time, including:

- Ridership
- Trip Origin & Destination
- Trip Duration
- Ride Request Method
- Vehicle Occupancy
- Local Users
- Fleet Performance
- Vehicle Miles Traveled
- GreenHouse Gas Prevention Estimates
- Accommodation Requests

Freebee will provide the County with a live data dashboard that will track all the relevant metrics and KPI's in real-time.



MARKETING PLAN: SEMINOLE COUNTY SERVICE LAUNCH

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A Joint Effort Between Seminole County & Freebee

Pre-Launch Phase

- Establish strategic partnerships with local stakeholders and businesses, transit agencies, and community organizations
- Issue joint press releases through County and Freebee channels
- Create a dedicated service landing page on the Seminole County website
- Launch coordinated social media and digital advertising campaigns

Launch Phase

- Execute a joint multi-channel marketing campaign
- Host a high-impact launch event
- Provide local media coverage and community engagement opportunities
- Create and post signage at all of the current LYNX transit stops
- Develop and distribute localized marketing materials
- Actively participate in community events and business gatherings
- Secure ongoing endorsements and partnerships with local stakeholders



LAUNCH TIMELINE

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- **Soft Launch**
- Product Testers, App Testing - Late August
- Product Testers, Field Testing - Early September
- Zone 1 Launch 9/10
- Zone 2 Launch 9/17
- Zone 3 Launch 9/24
- Zone 4 Launch 10/1
- Zone 5 Launch 10/8
- **Full Launch 10/15**





THANK YOU

Freebee



*JASON SPIEGEL
MANAGING PARTNER*

www.RideFreebee.com



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- 8/26/2025 - BCC work session on fares
- 10/15/2025 – SCOUT service full launch

END PRESENTATION