

Freebee

POWERING THE FUTURE, ONE RIDE AT A TIME!



RFP Title:

ON-DEMAND MOBILITY SERVICE
(MICRO-TRANSIT)

RFP Number:

RFP 25-26-07

Name of Firm: Beefree LLC d/b/a Freebee

Mailing Address: 371 NE 61st St Miami FL,
33137

Primary Contact Person: Jason Spiegel

Email: Jason@ridefreebee.com

Telephone Number: 305.330.9450

Date: Feb 26, 2026

Feb 2026





Table of Contents

3. Letter of Transmittal – p.3

4. Executive Summary – p.5

5. Minimum Qualification Requirements (MQRS) – p.6

6. Required Forms – p.8

7. Firm's Qualifications and Experience – p.25

8. Personnel – p.37

9. Approach to the Project – p.47

10. Cost Proposal – p.72

11. Previous Experience and References – p.74

3. Letter of Transmittal

RE: Proposal for RFP 25-26-07 On-Demand Mobility Service (Micro-Transit)

Dear Selection Committee,

Beefree LLC (d/b/a Freebee) is pleased to submit the enclosed proposal in response to RFP 25-26-07 to provide a premier, turnkey On-Demand Mobility Service for the City of Hallandale Beach.

Freebee fully understands the scope and objectives outlined by the City of Hallandale Beach and the Hallandale Beach Community Redevelopment Agency (HBCRA) and formally commits to delivering and implementing this service within the timeline established by the City. Our team will furnish, maintain, and operate a fully integrated microtransit program consisting of City-branded, zero-emission, ADA-compliant vehicles equipped with advanced safety systems, GPS tracking, and real-time communications technology. Operations will be supported by Freebee's proprietary technology platform featuring AI-driven routing optimization, a multilingual rider app, and a comprehensive performance dashboard providing real-time analytics and reporting. In addition, Freebee will deploy a highly trained, bilingual workforce and execute targeted marketing and community outreach initiatives designed to exceed all required performance metrics, including maintaining a 15-minute average wait time and achieving customer satisfaction ratings well above 90 percent.

Freebee brings extensive experience operating municipal microtransit programs across South Florida and beyond. Of particular importance, our team has previously partnered directly with the City of Hallandale Beach and the Hallandale Beach CRA to deliver mobility services through a pilot program. This prior collaboration provided our team with firsthand operational experience within the City's unique service environment and established strong working relationships with local stakeholders.

Through this previous deployment, Freebee gained valuable insights into local travel patterns, peak demand periods, key commercial corridors, and the mobility needs of residents and visitors. We also developed a clear understanding of how microtransit can best support the City's economic development initiatives and CRA priorities. These insights, combined with the ridership and operational data collected during our prior service, position Freebee to deliver a highly refined and optimized program from day one. Rather than starting from scratch, we are able to build upon real-world experience in Hallandale Beach to ensure a seamless launch, efficient operations, and immediate positive impact for residents, businesses, and visitors.



Our familiarity with the community enables us to proactively design service that enhances connectivity to key destinations, supports local businesses, and aligns with initiatives such as the HBCRA's "Be Local" campaign. This continuity of knowledge and experience allows Freebee to provide the City with the highest level of service, operational readiness, and performance reliability from the outset.

This proposal constitutes a firm and irrevocable offer until such time as the City Commission awards a contract as a result of this RFP.

For the duration of the Agreement, the direct point of contact and designated Project Manager will be the undersigned, who is duly authorized to make representations on behalf of Beefree LLC (d/b/a Freebee) and bind the firm to the commitments outlined in this proposal:

Jason Spiegel, CEO
373 NE 61st Street
Miami, FL 33137
305-330-9450
jason@ridefreebee.com

Thank you for the opportunity to partner once again with the City of Hallandale Beach. We value the relationships previously established with the City and the HBCRA and look forward to the opportunity to deliver a best-in-class microtransit program that enhances mobility, supports local economic vitality, and improves quality of life for the Hallandale Beach community.

Sincerely,



Jason Spiegel
CEO, Beefree LLC (d/b/a Freebee)

4. Executive Summary

Freebee proposes a fully turnkey, on-demand microtransit solution engineered specifically for the City of Hallandale Beach, delivering far more than a traditional transit vendor. Our service is designed to operate entirely within the City's full incorporated boundaries, ensuring seamless mobility throughout Hallandale Beach while strategically integrating with the City's Cloud Community Shuttle fixed-route system and providing first/last-mile connectivity to Broward County Transit and regional transportation networks.

By merging operational expertise with an advanced, sustainable mobility ecosystem, Freebee delivers a premium, highly convenient rider experience while strengthening the City's overall mobility framework. Our customized approach transcends traditional public transportation by functioning as the connective fabric of the community – linking neighborhoods to commercial corridors, parks, civic facilities, healthcare providers, regional bus routes, and major destinations – all while aligning with Hallandale Beach's evolving infrastructure and municipal goals.

Importantly, Freebee is not entering Hallandale Beach as a new operator. Through our prior collaborative pilot program with the Hallandale Beach Community Redevelopment Agency (HBCRA), we have already delivered mobility services within this community. That experience provided us with valuable operational insights into local travel patterns, peak demand periods, seasonal fluctuations, traffic dynamics, and the economic priorities of the CRA district. The ridership data and field experience gathered during that partnership allow us to deploy an optimized system from day one – minimizing ramp-up time, reducing operational risk, and ensuring immediate performance alignment with City expectations.

As a powerful local economic catalyst, our service directly supports the HBCRA's mission and its "Be Local" campaign. Leveraging our prior work within the district, Freebee possesses actionable insights into Hallandale Beach's key economic drivers and commercial corridors. Our platform stimulates local commerce by functioning as both a mobility solution and a digital community guide – promoting city events, integrating local businesses into the rider experience, and driving measurable foot traffic to neighborhood storefronts. Through free local business listings, geo-targeted sponsorship opportunities, and dynamic in-app promotions, Freebee creates an ecosystem that enhances economic vitality while helping offset program costs and maximizing return on municipal investment.



5. Minimum Qualification Requirements (MQRs)

#1: Sunbiz



The screenshot shows the Sunbiz.org website interface. At the top, there is a logo for Sunbiz.org and the text "DIVISION of CORPORATIONS an official State of Florida website". Below the logo, there are navigation links: "Department of State / Division of Corporations / Search Records / Search by Entity Name /". A search bar contains the text "Beefree LLC" and a "Search" button. Below the search bar, there are links for "Previous On List", "Next On List", and "Return to List". The main content area is titled "Detail by Entity Name" and lists the following information:

Detail by Entity Name
Florida Limited Liability Company
BEEFREE, LLC

Filing Information

Document Number	L12000028728
FEI/EIN Number	45-4659887
Date Filed	02/28/2012
State	FL
Status	ACTIVE
Last Event	LC AMENDMENT
Event Date Filed	09/04/2018
Event Effective Date	NONE

Principal Address

371 NE 61st St
MIAMI, FL 33137

#2: Firm's Previous Experience

Proposer fully affirms that firm possesses the requisite experience, qualifications, and technical expertise necessary to fully perform the services outlined in this formal solicitation.

Company: _____ Beefree, LLC. (DBA) Freebee _____

Name of Authorized Signer: _____ Jason Spiegel - CEO _____

Signature: _____

Date: _____ 02.24.2026 _____

At its core, the proposed service is engineered for performance, safety, and accountability. Freebee will deploy a fleet of City-branded, zero-emission, ADA-compliant vehicles equipped with advanced safety systems, GPS tracking, and securement equipment. Operations are powered by our proprietary, AI-driven optimization engine, which enables real-time route replanning, intelligent passenger pooling, and efficient vehicle utilization while maintaining strict adherence to ADA service standards. Our unified rider application supports multilingual access, real-time vehicle tracking, and seamless transfers between the on-demand microtransit service and the City's Cloud Shuttle network. Additionally, the platform supports first/last-mile connectivity to Broward County Transit stops and regional transportation links, strengthening Hallandale Beach's integration into the broader mobility ecosystem.

Freebee's real-time City dashboard provides complete transparency and performance monitoring, including ridership trends, wait times, vehicle utilization, heat maps, ADA accommodation tracking, sustainability metrics, and economic activity reporting. This data-driven framework ensures that the City maintains full visibility into system performance and can make informed decisions regarding service refinements and future expansion.

Proposed Team & Responsibilities

Freebee will provide a dedicated leadership team with over 50 years of combined experience operating microtransit for the Hallandale Beach program:

Executive Oversight & Contract Management: Jason Spiegel, CEO - Overall executive oversight, municipal coordination, and strategic alignment.

Project Manager & Primary City Liaison: Freddy Frique - Responsible for day-to-day contract management, City coordination, reporting, and performance compliance.

Chief of Operations: Kris Kimball - Oversees fleet management, driver supervision, scheduling, safety compliance, and service performance metrics.


Technology & Data Lead: Sam Calderon - Responsible for platform integration, Cloud Shuttle coordination, reporting dashboard management, and system optimization.

Community & Marketing Lead: Scott Crawshaw - Manages outreach, rider education, local business integration, CRA coordination, and launch activation.

Together, this team ensures seamless implementation, continuous operational oversight, and full compliance with all service-level requirements.



FORM A: PROPOSAL SUBMITTED BY

COMPANY: Beefree, LLC. (DBA) Freebee
ADDRESS: 371 NE 61st St.
CITY, STATE, ZIP: Miami, FL, 33137
TELEPHONE: 305-330-9450
E-MAIL ADDRESS: Jason@ridefreebee.com
FEDERAL ID NUMBER: 45-4659887
NAME & TITLE PRINTED: Jason Spiegel - CEO
SIGNED BY: 

We/I, the above signed hereby agree to furnish the item(s), service(s) and have read all attachments including specifications, terms and conditions and fully understand what is required.

The Solicitation, Specifications, Proposal Forms, and/or any other pertinent document form a part of this proposal and by reference made a part hereof. Signature indicates acceptance of all terms and conditions of the solicitation.

FORM B: VARIANCE FORM

The Proposer must provide and state all variances to this solicitation, specifications, the Terms and Conditions on this variance form (provide additional pages if necessary).

If variances are provided on the Variance Form, they will be reviewed by appropriate City Staff, the City Attorney, and the Risk Manager. If the Variances presented by the Firm are acceptable to the City, a City Agreement will be routed to the awarded Firm for execution by the authorized officer per Sunbiz. The Project Manager will manage the execution of the agreement process.

Variances requested to either the Bid/RFP, Terms and Conditions and Agreement may result in the City rescinding award of Contract.

If Firm has no Variances, Firm must state "None" below. This form must be provided back in the Firm's response.

None

FORM C: LEGAL PROCEEDINGS FORM

Proposing Firm **must** provide Items a - e with response. Provide all applicable documents per category checked as an attachment. Firm must ensure response is addressing by title for each item a-e below. If an item(s) is not applicable, Firm must check off "N/A" and authorized officer per Sunbiz to provide signature.

a. **Arbitrations:** List all arbitration demands filed by or against your Firm in the last five (5) years, and identify the nature of the claim, the amount in dispute, the parties, and the ultimate resolution of the proceeding. Must include the disclosure of the court and case number.

Check here and provide documentation Check here if Not Applicable (N/A)

b. **Lawsuits:** List all lawsuits filed by or against, your Firm in the last five (5) years, and identify the nature of the claim, the amount in dispute, the parties, and the ultimate resolution of the lawsuit. Must include the disclosure of the court and case number.

Check here and provide documentation Check here if Not Applicable (N/A)

c. **Other Proceedings:** Identify any lawsuits, administrative proceedings, or hearings initiated by the National Labor Relations Board, Occupational Safety and Health or similar state agencies in the past five (5) years concerning any labor practices or project safety practices by your Firm. Identify the nature of any proceeding and its ultimate resolution. Must include the disclosure of the court and case number.

Check here and provide documentation Check here if Not Applicable (N/A)

d. **Bankruptcies:** Has your Firm or its parents or any subsidiaries ever had a Bankruptcy Petition filed in its name, voluntarily or involuntarily? (If yes, specify date, circumstances, and resolution).

Check here and provide documentation Check here if Not Applicable (N/A)

e. **Settlements:** Identify all settlements for your Firm in detail in the last five (5) years.

Check here and provide documentation Check here if Not Applicable (N/A)

The undersigned is authorized to execute this on behalf of the Firm and certify that the above referenced information is true, complete and correct.

Date: 02.24, 2026

Signed: [Signature]

Entity: Beefree, LLC. (DBA) Freebee

Name: Jason Spiegel

Title: CEO

STATE OF FL

COUNTY OF MIAMI-DADE

The foregoing instrument was acknowledged before me, by means of physical presence or online notarization, this 26 day of February, 2026, by Jason Spiegel, as Managing Partner for BEEFREE LLC, who is personally known to me or who has produced FL Drivers License as identification.

Notary Public Signature: [Signature]

State of Florida at Large (Seal)

Print Name: KATHERINA ALI

My commission expires: 7/19/26



KATHERINA ALI
Notary Public
State of Florida

FORM D: PUBLIC ENTITY CRIME FORM

**SWORN STATEMENT PURSUANT TO SECTION 287.133(2) (a),
FLORIDA STATUTES,
PUBLIC ENTITY CRIME INFORMATION**

“A person or affiliate who has been placed on the convicted vendor list following a conviction for a public entity crime may not submit a bid, proposal, or reply on a contract to provide any goods or services to a public entity; may not submit a bid, proposal, or reply on a contract with a public entity for the construction or repair of a public building or public work; may not submit bids, proposals, or replies on leases of real property to a public entity; may not be awarded or perform work as a Contractor, supplier, subcontractor, or consultant under a contract with any public entity; and may not transact business with any public entity in excess of the threshold amount provided in Section 287.017, for CATEGORY TWO for a period of 36 months following the date of being placed on the convicted vendor list.”

By: _____

Title: C_E_O_____

Signed and Sealed 2_6 day of F_e_b_r_u_a_r_y, 202_6



FORM E: DOMESTIC PARTNERSHIP CERTIFICATION FORM

Equal Benefits Requirements As part of the competitive solicitation and procurement process a Contractor seeking a Contract shall certify that upon award of a Contract it will provide benefits to Domestic Partners of its employees on the same basis as it provides benefits to employees' spouses. Failure to provide such certification shall result in a Contractor being deemed non-responsive.

Domestic Partner Benefits Requirement means a requirement for City Contractors to provide equal benefits for domestic partners. Contractors with five (5) or more employees contracting with City, in an amount valued over \$75,000, provide benefits to employees' spouses and the children of spouses.

The Firm providing a response, by virtue of the signature below, certifies that it is aware of the requirements of City of Hallandale Beach Procurement Code Section 23-14 (b) *Domestic Partnership Benefits.*, and certifies the following:

Check only one box below:

- 1. The Contractor certifies and represents that it will comply during the entire term of the Contract with the conditions of Procurement Code Section 23-14 (b) *Domestic Partnership Benefits.*, Domestic Partner Benefits Requirement of the City of Hallandale Beach, or
- 2. The Firm does not need to comply with the conditions of Procurement Code Section 23-14 (b) *Domestic Partnership Benefits.* of the City of Hallandale Beach, because of allowable exemption: **(Check only one box below):**
 - The Firm's price for the contract term awarded is \$75,000 or less.
 - The Firm employs less than five (5) employees.
 - The Firm does not provide benefits to employees' spouses nor spouse's dependents.
 - The Firm is a religious organization, association, society, or non-profit charitable or educational institution or organization operated, supervised, or controlled by or in conjunction with a religious organization, association or society.
 - The Firm is a government entity.
 - The contract is for the sale or lease of property.
 - The covered contract is necessary to respond to an emergency.
 - The provision of Procurement Code Section 23-14 (b), would violate grant requirements, the laws, rules or regulations of federal or state law.

The undersigned is authorized to execute this on behalf of the Firm and certify that the above referenced information is true, complete and correct.

Date: February 24 2026

Signed: [Signature]

Entity: Beefree LLC

Name: Jason Spiegel

Title: Managing Partner

STATE OF Florida

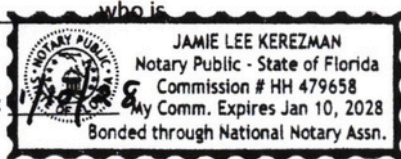
COUNTY OF Miami Dade

The foregoing instrument was acknowledged before me, by means of physical presence or online notarization, this 24 day of February 2026 by Jason Spiegel as Managing Partner for Beefree LLC

personally known to me or who has produced Florida Drivers as identification.
Notary Public Signature: [Signature] State of Florida at Large (Seal)

Print Name: Jamie Kerezman

My commission expires:



FORM F: CONFLICT OF INTEREST NOTIFICATION REQUIREMENT QUESTIONNAIRE

If you are an employee, board member, elected official(s) or an immediate family member of any such person, please indicate the relationship below. Pursuant to the City of Hallandale Beach Standards of ethics any potential conflict of interest must be disclosed and if requested, obtain a conflict-of-interest opinion or waiver from the Board of Directors prior to entering a contract with the City.

1.Name of Firm submitting a response to this Solicitation.

Beefree, LLC. (DBA) Freebee

2.Describe each affiliation or business relationship with an employee, board member, elected official(s) or an immediate family member of any such person of the City of Hallandale Beach or Hallandale Beach Community Redevelopment Agency; if none so state.

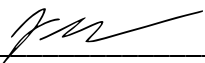
N/A

3.Name of City of Hallandale Beach or Hallandale Beach Community Redevelopment Agency employee, board member, elected official(s) or immediate family member with whom filer/respondent/Firm has affiliation or business relationship; if none so state.

N/A

4.Describe any other affiliation or business relationship that might cause a conflict of interest; if none so state.

N/A



Signature of person/Firm

Date



FORM H: ANTI-KICKBACK AFFIDAVIT

STATE OF Florida)

) SS:

COUNTY OF Miami Dade)

I, the undersigned hereby duly sworn, depose and say that no portion of the sum herein Bid/RFP will be paid to any employees of the City of Hallandale Beach and its elected officials, as a commission, kickback, reward, or gift, directly or indirectly by me or any member of my Firm or by an officer of the corporation.

The undersigned is authorized to execute this on behalf of the Firm and certify that the above referenced information is true, complete and correct.

Date: February 24, 2026

Signed: _____

Entity: Beefree LLC

Name: Jason Spiegel

Title: Managing Partner

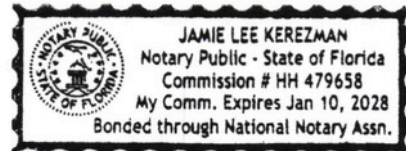
STATE OF Florida
COUNTY OF Miami Dade

The foregoing instrument was acknowledged before me, by means of physical presence or online notarization, this 24 day of February, 2026 by Jason Spiegel, as Managing Partner for Beefree LLC, who is personally known to me or who has produced Florida Drivers as identification.

Notary Public Signature: _____ State of Florida at Large (Seal)

Print Name: Jamie Kerezman

My commission expires: 1/10/28



FORM I: CONFIDENTIALITY FORM

The Proposer must include any materials it asserts to be exempted from public disclosure under Chapter 119, Florida Statutes, in a **separate document labeled "Attachment to Request for Proposals, BID Number and Name - Confidential Material"**. The Proposer must identify the specific Statute that authorizes exemption from the Public Records Law.

Any claim of confidentiality on materials the Proposer asserts to be exempt from public disclosure and placed elsewhere in the proposal will be considered waived by the Proposer upon submission, effective after opening.

The Proposer should take special note of this as it relates to proprietary information that might be included in this solicitation.

Firm must check one of the following:

- This proposal does not include ANY confidential material.
- This proposal includes a separate document containing confidential material.


If neither of the above is selected, then any claim of confidentiality is waived.

I, J_a_s_o_n_S_p_i_e_g_e_l, C_E_O

Name of authorized Officer and/or legal documentation, Title

of B_e_e_f_r_e_e, L_L_C . (D_B_A) F_r_e_e_b_e_e

Name of Firm as it appears on Sunbiz and/or legal documentation hereby, attest that I have the authority to sign this form and certify that the Firm complies with the above requirements.



Signature

C_E_O

Title

FORM J: SCRUTINIZED COMPANIES OR ENTITIES

B e e f r e e , L L C . (D B A) F r e e b e e (Name of Vendor) hereby certifies that it has not been placed on the discriminatory vendor list as provided in Section 287.134, Florida Statutes, and that it is not a “scrutinized company” pursuant to Sections 215.473 or 215.4725, Florida Statutes. Contractor further represents that it is not, and for the duration of the Contract will not be, ineligible to contract with the City on any of the grounds stated in Section 287.135, Florida Statutes. Contractor represents that it is, and for the duration of this Contract will remain, in compliance with Section 286.101, Florida Statutes

Affirm

FORM K: COMPLIANCE WITH FOREIGN ENTITY LAWS


The undersigned, on behalf of the Firm listed below (“Firm”), hereby attests under penalty of perjury as follows:

1. Firm is not owned by the government of a foreign country of concern as defined in Section 287.138, Florida Statutes. (Source: § 287.138(2)(a), Florida Statutes)
2. The government of a foreign country of concern does not have a controlling interest in Firm. (Source: § 287.138(2)(b), Florida Statutes)
3. Firm is not organized under the laws of and does not have a principal place of business in, a foreign country of concern. (Source: § 287.138(2)(c), Florida Statutes)
4. Firm is not owned or controlled by the government of a foreign country of concern, as defined in Section 692.201, Florida Statutes. (Source: § 288.007(2), Florida Statutes)

Firm is not a partnership, association, corporation, organization, or other combination of persons organized under the laws of or having its principal place of business in a foreign country of concern, as defined in Section 692.201, Florida Statutes, or a subsidiary of such Firm. (Source: § 288.007(2), Florida Statutes)

6. Firm is not a foreign principle, as defined in Section 692.201, Florida Statutes. (Source: § 692.202(5)(a)(1), Florida Statutes)
7. Firm is in compliance with all applicable requirements of Sections 692.202, 692.203, and 692.204, Florida Statutes.

~~Only applicable if purchasing real property~~ Firm is not a foreign principal prohibited from purchasing the subject real property. Firm is either (a) not a person or Firm described in Section 692.204(1)(a), Florida Statutes, or (b) authorized under Section 692.204(2), Florida Statutes, to purchase the subject property. Firm is in compliance with the requirements of Section 692.204, Florida Statutes. (Source: §§ 692.203(6)(a), 692.204(6)(a), Florida Statutes)

Date: 0_2_2_4, 202_6 Signed: 

Entity: Beefree,LLC.(DBA) Freebee Name: JasonSpiegel

Title: CEO



FORM I: BYRD ANTI-LOBBYING AMENDMENT CERTIFICATION

The undersigned [CONTRACTOR] certifies, to the best of his or her knowledge and belief, that:

~~No~~ Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of an agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.

any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the CONTRACTOR shall complete and submit Standard Form- LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.

The undersigned shall require that the language of this certification be included in the award documents for all subawards at all tiers (including subcontracts, subgrants, and contracts under grants, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by 31, U.S.C. § 1352 (as amended by the Lobbying Disclosure Act of 1995). Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

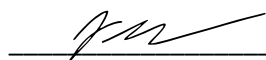
The CONTRACTOR certifies or affirms the truthfulness and accuracy of each statement of its certification and disclosure, if any. In addition, the Contractor understands and agrees that the provisions of 31 U.S.C. §38, Administrative Remedies for False Claims and Statements, apply to this certification and disclosure, if any.

Beefree, LLC. (DBA) Freebee

COMPANY NAME:

Jason Spiegel
NAME OF AUTHORIZED OFFICIAL

CEO
TITLE


SIGNATURE OF AUTHORIZED OFFICIAL

02.24.2026
DATE

FORM M: NON-COLLUSION AFFIDAVIT

STATE OF Florida)
COUNTY OF Miami Dade) SS:

I, the undersigned hereby duly sworn, depose and say that:

1. He/she is the Bidder that has submitted the attached bid proposal.
2. He/she is fully informed respecting the preparation and contents of the attached bid proposal and of all pertinent circumstances respecting such bid proposal.
3. Such bid proposal is genuine and is not a collusive or sham bid proposal.
4. Neither the said Bidder nor any of its officers, partners, owners, agent representatives, employees or parties in interest including this affiant, has in any way, colluded, conspired, or agreed, directly or indirectly, with any other bidder, firm or person, to submit a collusive or sham proposal in connection with the Agreement for which the attached bid proposal has been submitted or to refrain from proposing in connection with such Agreement, or has in any manner, directly or indirectly, sought by Agreement or collusion or communication or conference with any other bidder, firm or person to fix the price or prices in the attached bid proposal or of any other bidder, or to fix any overhead, profit or cost element of the bid proposal price or the bid proposal price of any other bidder, or to secure through any collusion, conspiracy, connivance or unlawful Agreement any advantage against the City of Hallandale Beach, Florida, or any person interested in the proposed Agreement.
5. The price or prices quoted in the attached bid proposal are fair and proper and are not tainted by any collusion, conspiracy, or unlawful Agreement on the part of the Bidder or any of its agents, representatives, owners, employees, or parties of interest, including affiant.

The undersigned is authorized to execute this on behalf of the Firm and certify that the above referenced information is true, complete and correct.

Date: February 24, 20 26

Signed: Jason Spiegel
Name: Jason Spiegel

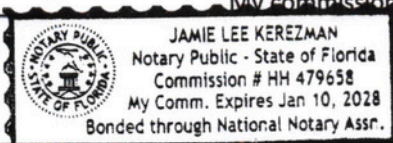
Entity: Beefree LLC

Title: Managing Partner

STATE OF Florida
COUNTY OF Miami Dade

The foregoing instrument was acknowledged before me, by means of physical presence or online notarization, this 24 day of February 20 26 by Jason Spiegel, as Managing Partner for Beefree LLC, who is personally known to me or who has produced Florida Drivers as identification.

Notary Public Signature: Jamie Lee Kerezman State of Florida at Large (Seal)
Print Name: Jamie Kerezman My commission expires: 1/10/28




FORM N: AMERICANS WITH DISABILITIES ACT AFFIDAVIT

The undersigned swears that the information herein contained is true and correct and that none of the information supplied was for the purpose of defrauding the City of Hallandale Beach, Florida.

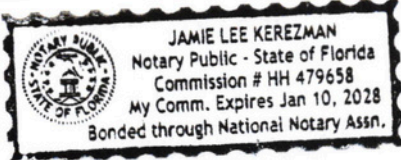
The Contractor shall not discriminate against any employee or applicant for employment because of physical or mental handicap in regard to any position for which the employee or applicant for employment is qualified. The Contractor agrees to comply with the rules, regulations and relevant orders issued pursuant to the Americans with Disabilities Act (ADA), 42 USC s. 12101 et seq. It is understood that in no event shall the City of Hallandale Beach be held liable for the actions or omissions of the Contractor or any other party or parties to the Agreement for failure to comply with the ADA. The Contractor agrees to hold harmless and indemnify the City of Hallandale Beach, its agents, officers or employees from any and all claims, demands, debts, liabilities or causes of action of every kind or character, whether in law or equity, resulting from the Contractor's acts or omissions in connection with the ADA.

The undersigned is authorized to execute this on behalf of the Firm and certify that the above referenced information is true, complete and correct.

Date: February 24, 2026 Signed: 
Entity: Beefree LLC Name: Jason Spiegel
Title: Managing Partner
STATE OF Florida
COUNTY OF Miami Dade

The foregoing instrument was acknowledged before me, by means of physical presence or online notarization, this 24 day of February, 2026, by Jason Spiegel, as Managing Partner for Beefree LLC who is personally known to me or who has produced Florida Drivers as identification.

Notary Public Signature:  State of Florida at Large (Seal)
Print Name: Jamie Kerezman My commission expires: 1/10/28



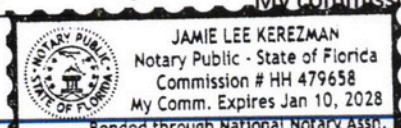
FORM O: CERTIFICATION REGARDING DEBARMENT, SUSPENSION, INELIGIBILITY AND VOLUNTARY EXCLUSION

1. Contractor Covered Transactions
 - a. The prospective contractor certifies, by submission of this document, that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any State or Federal department or agency.
 - b. Has not within a three (3) year period preceding this proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (federal, state or local) transaction or contract under a public transaction; violation of federal or state antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property;
 - c. Is not presently indicted for or otherwise criminally or civilly charged by a government entity (federal, state, or local) with commission of any of the offenses enumerated in paragraph 1(b) of this certification; and
 - d. Has not within a three (3) year period preceding this application/proposal had one or more public transactions (federal, state, or local) terminated for cause or default.
2. Where the prospective contractor is unable to certify the above statement, the prospective contractor shall attach an explanation to this form.

The undersigned is authorized to execute this on behalf of the Firm and certify that the above referenced information is true, complete and correct.

Date: February 24, 20 26 Signed: [Signature]
 Entity: Beefree LLC Name: Jason Spiegel
 Title: Managing Partner
 STATE OF Florida
 COUNTY OF Miami Dade

The foregoing instrument was acknowledged before me, by means of physical presence or online notarization, this 24 day of February 20 26 by Jason Spiegel as Managing Partner for Beefree LLC who is personally known to me or who has produced Florida Drivers as identification.
 Notary Public Signature: [Signature] State of Florida at Large (Seal)
 Print Name: Jamie Kerezman My commission expires: 1/10/28

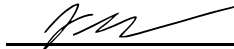


FORM P: AFFIDAVIT OF COMPLIANCE WITH ANTI-HUMAN TRAFFICKING LAWS

The undersigned, on behalf of the entity listed below (“Entity”), hereby attests under penalty of perjury as follows:

1. Entity does not use coercion for laborerservices as defined in Section 787.06, Florida Statutes. (Source: § 787.06 (13), Florida Statutes–Human Trafficking).

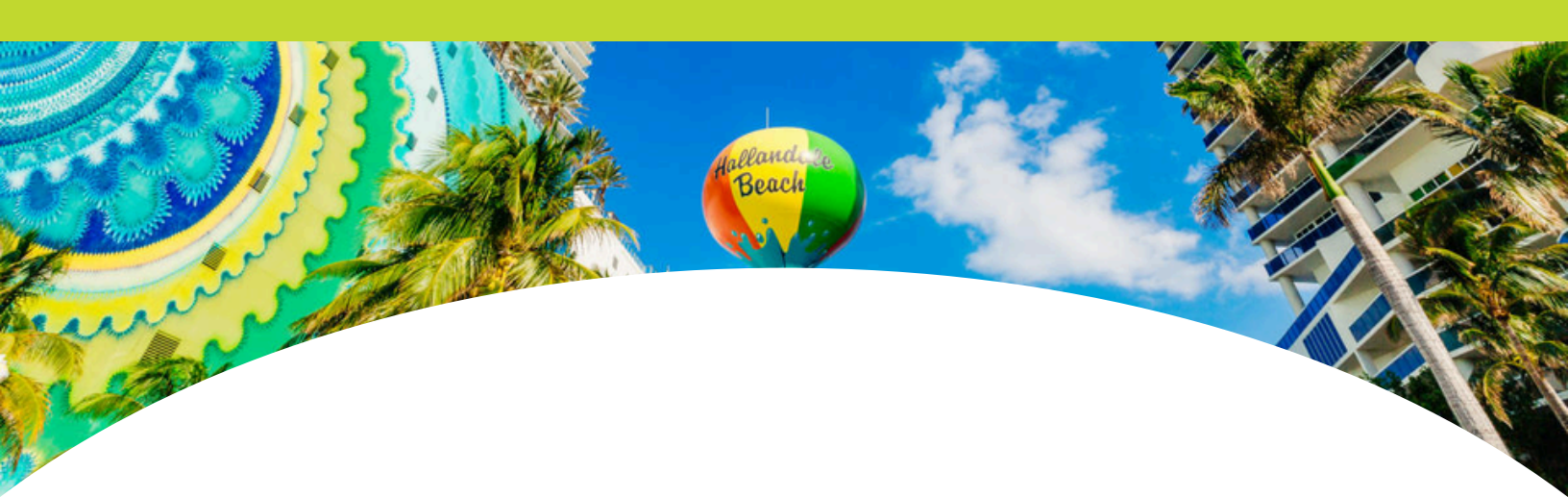
Date: 02.24, 20 26

Signed: 

Entity: Beefree, LLC. (DBA) Freebee

Name: Jason Spiegel

Title: CEO



7. Firm's Qualifications and Experience

Company Overview - Organization, Size, and Expertise

Founded in 2012 and headquartered in Miami, Florida, Freebee is a leading provider of turnkey, on-demand microtransit and multimodal mobility solutions purpose-built for municipalities, community redevelopment agencies, and transportation partners. With more than a decade of operational experience, Freebee has grown into one of the largest dedicated municipal microtransit operators in the United States.

Today, Freebee operates a fleet of more than 300 electric and low-emission vehicles, delivers over 2 million passenger trips annually, and supports more than 50 municipal, university, and community partners across Florida and North Carolina. Our organization employs more than 500 team members, the majority of whom are based in Florida, allowing us to maintain strong regional expertise and rapid-response operational support throughout South Florida.

Freebee specializes exclusively in the design, deployment, and operation of fully turnkey microtransit systems that integrate seamlessly with existing public transportation networks. We partner directly with cities, transit agencies, and community organizations to provide customized mobility programs that improve connectivity, reduce congestion, expand equitable access to transportation, and support local economic development. All operations are managed in-house, including fleet procurement and maintenance, technology development and administration, driver recruitment and training, dispatch, customer service, marketing, and performance reporting. This fully integrated structure ensures consistent service quality, accountability, and operational control across all markets.

Freebee's experience operating throughout South Florida provides a particularly strong foundation for service delivery in Hallandale Beach. Our team has successfully launched and managed services in dense urban environments, coastal communities, tourism-driven markets, and cities with significant first- and last-mile connectivity needs. Of particular importance, Freebee has previously partnered directly with the City of Hallandale Beach and the Hallandale Beach Community Redevelopment Agency to deliver mobility services within the community. Through this prior deployment, we developed a detailed understanding of local travel patterns, peak demand periods, commercial corridors, and community priorities. These insights allow Freebee to deploy an optimized service model from day one, reducing implementation risk and ensuring immediate alignment with City performance expectations.



Company Overview - Organization, Size, and Expertise, *Continued*

Freebee's organizational structure and scale enable us to provide the City of Hallandale Beach with the reliability of an established transportation operator while maintaining the flexibility and responsiveness of a local partner. Our centralized dispatch and technology operations are headquartered locally in South Florida, allowing for real-time service monitoring and rapid response to operational needs, while dedicated local management ensures strong on-the-ground oversight and community engagement.

With a proven track record of delivering high-performance microtransit services, deep regional experience, and prior operational history within Hallandale Beach, Freebee offers the City a uniquely qualified and low-risk partner capable of delivering a seamless, data-driven, and community-focused mobility program.

Major Clients

Freebee currently partners with more than 50 municipalities, counties, universities, community redevelopment agencies, and business districts across Florida and North Carolina. Our portfolio spans a diverse range of community types – from dense urban cores and coastal tourism markets to suburban counties, mixed-use redevelopment districts, university campuses, and regional employment hubs. This breadth of experience demonstrates Freebee’s ability to successfully tailor microtransit programs to the unique operational, demographic, and economic characteristics of each community we serve.

Our recent launch of one of the largest municipally sponsored microtransit systems in the country further illustrates our ability to execute at scale. In Seminole County, Florida, Freebee currently operates a fleet of more than 40 vehicles serving a 190-square-mile service area – a complex, multi-zone deployment designed to address significant first- and last-mile gaps, peak commuter demand, and suburban connectivity challenges. This large-scale implementation showcases our operational maturity, fleet management capabilities, workforce oversight, and advanced routing optimization under high-demand conditions.

In addition to large countywide systems, Freebee has extensive experience delivering high-performance service in coastal cities, tourism-driven markets, and community redevelopment districts – environments that share many characteristics with Hallandale Beach. We understand how to manage seasonal population surges, special events, waterfront congestion, commercial corridor activation, and the need for seamless integration with existing fixed-route transit networks.

Freebee maintains a strong operational presence throughout South Florida, including in neighboring communities surrounding Hallandale Beach. Operating within this regional ecosystem provides significant advantages: familiarity with local traffic patterns, climate-related operating considerations, seasonal tourism cycles, and multimodal connectivity needs across Broward and Miami-Dade counties. Our regional footprint ensures that Hallandale Beach benefits from a deeply experienced local operator rather than an out-of-state or newly entering vendor.

What distinguishes Freebee’s client portfolio is not only its size, but its consistency of performance across vastly different environments. Whether serving a compact redevelopment district, a high-density downtown corridor, a university campus, or a multi-zone suburban county system, Freebee has repeatedly demonstrated the ability to customize service design, fleet allocation, operating hours, marketing strategy, and technology configuration to achieve high rider adoption, strong community integration, and measurable mobility outcomes.

This proven adaptability – combined with our experience operating both at neighborhood scale and at countywide scale – uniquely positions Freebee to design and execute a Hallandale Beach program that reflects the City’s specific geographic footprint, economic priorities, and mobility objectives while maintaining the performance standards expected of a mature, large-scale transit operator.

The following graphic showcase’s Freebee’s unmatched expertise in launching and managing high-performing microtransit systems across a wide range of communities:

PROUDLY SERVING

- KEY BISCAYNE**^{FDOT} December 2016
- CORAL GABLES**^{FDOT} June 2017
- MIAMI LAKES**^{FDOT} January 2018
- COCONUT GROVE** February 2018
- ISLAMORADA**^{FDOT} November 2018
- PINECREST**^{FDOT} January 2019
- MIAMI BEACH**^{FDOT} June 2019
- PALMETTO BAY**^{FDOT} July 2019
- DELRAY BEACH** September 2019
- DORAL** November 2019
- NORTH BAY VILLAGE** December 2019
- ST. PETE BEACH** December 2019
- WEST MIAMI**^{FDOT} August 2020
- FIU** September 2020
- DOWNTOWN MIAMI** October 2020
- AVENTURA** May 2021
- FLORIDA CITY** July 2021
- HIALEAH**^{FDOT} August 2021
- BISCAYNE PARK**^{FDOT} April 2022
- TRI-RAIL (CCS)**^{FDOT} June 2022
- NORTH MIAMI BEACH** August 2022
- SUNRISE**^{FDOT} August 2022
- BAY HARBOR ISLANDS**^{FDOT} November 2022
- BAL HARBOUR** December 2022
- FORT PIERCE**^{FDOT} February 2023
- KISSIMMEE** March 2024
- GC4K BROWARD COUNTY** May 2023
- NORTH MIAMI** October 2023
- DUNEDIN** November 2023
- MIAMI DDA** November 2024
- HOMESTEAD** December 2023
- BRADENTON** January 2024
- AVENTURA FIXED-ROUTE** February 2024
- DEERFIELD BEACH** March 2024
- SURFSIDE** April 2024
- DORAL SENIOR SERVICE** April 2024
- WELLINGTON** May 2024
- GC4K MIAMI-DADE COUNTY** May 2024
- CONCH CONNECT MONROE COUNTY - KEY WEST** July 2024
- UNIVERSITY OF MIAMI** August 2024
- MIAMI SPICE MONTHS** August 2024
- MEDLEY** September 2024
- MOUNT DORA** October 2024
- SOUTHPARK, NC** November 2024
- OPA LOCKA** March 2025
- BRADENTON - PALMETTO** March 2025
- BALLANTYNE, NC** April 2025
- CITY OF MIAMI DISTRICT 1 ALLAPATTAH** April 2025
- PLANTATION** July 2025
- WYNWOOD** August 2025
- MIAMI GARDENS** Q4 2025
- SEMINOLE COUNTY SCOUT** Q4 2025
- HOLLY SPRINGS, NC** January 2025

Previous Experience & Event Support

Freebee has extensive experience supporting municipalities with high-demand special events by scaling operations, tightening on-street coordination, and delivering a rider experience that feels seamless even when volumes spike. Freebee's model is built around Community Ambassadors who are more than drivers: they serve as in-community concierges and trained frontline representatives, helping riders navigate destinations and ensuring a safe, welcoming experience.

For event deployments, Freebee can rapidly adjust service delivery using platform controls that are configurable at the city level, including service hours (including holiday overrides), temporary closures, and operational rules to match event schedules and traffic conditions. This flexibility allows Hallandale Beach to run event-specific operations without disrupting day-to-day mobility service.

Freebee also supports event-specific dispatch workflows, including the ability for operations staff to create rides on behalf of riders via phone-in requests – an important tool for large events, visitors, and riders who may not use the mobile app. In parallel, Freebee's real-time operations tools provide live visibility into vehicle locations, pending rides, and driver status, enabling quick intervention and rapid response when event conditions change.

Freebee's rider experience and driver communications tools such as live ride tracking and in-ride chat with automatic translation help reduce confusion and improve throughput during peak event periods.

Freebee has already demonstrated this level of commitment right here in Hallandale Beach, going above and beyond to maintain exceptional service levels during the highly anticipated South Beach Wine and Food Festival (SOBEWFF) events. Recognizing the unique logistical challenges of a high-profile, high-traffic weekend, Freebee's operations team acted accordingly to stage a smooth transit experience. Our Community Ambassadors played a vital role, acting as premium concierges to safely guide visitors, manage crowd flow at pick-up points, and ensure that festival-goers enjoyed a stress-free, VIP-level transit experience from start to finish.

In Hallandale Beach, this translates to an events-ready mobility program that can flex around festivals, concerts, sporting events, holiday weekends, and city activations for residents and visitors.

“Having the Freebees at our Hallandale Beach event was one of the best decisions we made. Your staff performed extremely well.”

- City Manager and Director of the HBCRA



Area of Expertise

Freebee brings comprehensive, in-house expertise across every dimension of municipal microtransit design, deployment, and long-term operations. Our experience extends far beyond basic transportation service delivery; we provide a fully integrated mobility platform engineered to advance community connectivity, economic vitality, sustainability, and measurable municipal outcomes.

Turnkey Microtransit Operations

Freebee specializes exclusively in the development and operation of turnkey, municipally sponsored microtransit systems. All functions – including fleet procurement and maintenance, driver recruitment and training, dispatch, safety oversight, compliance, marketing, and reporting – are managed entirely in-house without reliance on gig-economy subcontractors. Our W-2 Community Ambassadors receive extensive training in safety protocols, ADA compliance, customer service, and community engagement, ensuring consistent quality and accountability.

This fully integrated structure enables direct oversight, rapid response to operational challenges, and performance reliability that exceeds industry standards.

Best-in-Class Proprietary Technology Platform

At the core of Freebee's expertise is our proprietary, end-to-end microtransit technology stack – purpose-built for municipal environments. Unlike vendors that rely on off-the-shelf white-labeled platforms, Freebee owns and continuously develops its technology in-house, allowing us to innovate rapidly and adapt to evolving City needs.

Our AI-driven real-time ride-pairing and routing optimization engine dynamically matches riders to vehicles, replans routes instantly based on demand conditions, and intelligently pools passengers to maximize efficiency while minimizing wait times. The platform enforces ADA prioritization, equipment matching, and rider safety controls at the algorithmic level.

Complementing the optimization engine is a fully integrated operations ecosystem including:

- Live mission control dashboards
- Dispatch and workforce management tools
- Fleet and asset tracking
- Rider account and credit administration
- Real-time performance analytics
- A City-facing administrative portal



This comprehensive infrastructure provides Hallandale Beach with full transparency, audit-ready reporting, and measurable performance tracking.

Custom Technology Development at No Additional Cost

What truly differentiates Freebee is our collaborative development model. We do not deploy static software; we actively partner with each municipality to design and refine features that align with specific community goals – at no additional cost to the City.

Whether integrating with fixed-route systems such as the Cloud Community Shuttle, enhancing first- and last-mile connectivity workflows, incorporating local business promotion modules, adjusting eligibility structures, or implementing specialized reporting requirements, Freebee’s in-house development team works directly with City staff to customize functionality. This ensures that each deployment reflects local policy priorities, branding standards, economic development initiatives, and operational objectives.

This level of flexibility and responsiveness is not common in the microtransit industry and reflects our commitment to long-term municipal partnership rather than short-term vendor relationships.

Multimodal Integration & Regional Connectivity

Freebee has extensive experience integrating on-demand service with fixed-route transit and regional transportation systems. Our deployments have successfully increased first- and last-mile connectivity to rail and bus networks while improving overall ridership across partner agencies. Community Ambassadors are trained to support transfer literacy and actively assist riders in completing full multimodal journeys.

In Hallandale Beach, this expertise will support seamless coordination with the City’s Cloud Community Shuttle system as well as Broward County Transit connections, ensuring that the on-demand program strengthens, rather than competes with, the existing transportation ecosystem.

Economic Development & Community Integration

Freebee’s platform extends beyond mobility. Our app functions as a localized community guide that integrates municipal messaging, local business listings, sponsorship opportunities, community events, and resident engagement tools directly into the rider experience.

This integration transforms the microtransit system into a dynamic economic development platform that drives foot traffic to commercial corridors, supports initiatives such as the HBCRA’s “Be Local” campaign, and creates measurable connections between transportation access and local commerce.



Few providers operate at this intersection of transportation, technology, and economic activation.

Regulatory & Funding Expertise

Freebee's leadership team brings demonstrated expertise in FTA compliance, federal reporting, ADA and Title VI requirements, safety management systems, Buy America provisions, and grant administration. We support municipal partners in identifying and managing state and federal funding opportunities, including programs capable of offsetting up to 50% of eligible operating expenses.

Unmatched Partnership & Customer Service Model

Perhaps most importantly, Freebee's expertise lies in how we partner. We view ourselves as an extension of each City's transportation team. Our municipal clients receive direct access to executive leadership, proactive service monitoring, responsive customer service, and collaborative performance review processes.

Freebee consistently goes beyond contractual requirements to support special events, marketing activations, policy adjustments, and service refinements. Our commitment to collaboration, transparency, and responsiveness ensures that Hallandale Beach will not simply receive a vendor – it will gain a deeply engaged mobility partner dedicated to continuous improvement and community success.

Approximate Staffing & Operational Support Structure

Freebee will deploy a fully integrated and professionally managed operations team dedicated to the City of Hallandale Beach. The program will be staffed by a core local team of approximately 15 dedicated personnel, supported by Freebee's broader organizational infrastructure to ensure consistent service quality, performance oversight, and rapid responsiveness.

Dedicated Local Operations Team

The Hallandale Beach service will be anchored by a team of 12 highly trained Community Ambassador drivers, supported by on-the-ground leadership and performance oversight. Freebee Community Ambassadors are W-2 employees who receive comprehensive training in safety protocols, ADA accessibility and sensitivity, customer service, and community engagement. This ensures a consistent, professional rider experience and strong accountability across all service hours.



Supporting the driver team will be:

- **Dedicated Team Leaders** responsible for day-to-day field supervision, driver support, safety oversight, and service reliability
- **Dedicated Performance Manager** responsible for monitoring system performance, reviewing key metrics, coordinating with City staff, and ensuring that all service-level expectations are consistently achieved

Together, this local structure ensures that Hallandale Beach benefits from direct operational oversight, proactive performance management, and a continuous improvement approach focused on maintaining the highest level of service quality.

Centralized Operational & Organizational Support

In addition to the dedicated local team, the Hallandale Beach program will be fully supported by Freebee's centralized operational infrastructure and executive leadership. This integrated support model allows the City to benefit from the depth and expertise of a large, established mobility organization while maintaining the responsiveness of a local operator.

Centralized support functions include:

- **Dispatch & Workforce Management** ("eye-in-the-sky" monitoring) providing real-time service oversight, ride monitoring, and operational adjustments
- **Fleet Maintenance & Asset Management** ensuring vehicle readiness, preventative maintenance, and rapid response to any service interruptions
- **Customer Service & Rider Support** including multilingual rider assistance and issue resolution
- **Marketing & Community Engagement** supporting rider education, outreach, and local business integration
- **Economic Development Integration** coordinating local promotions, partnerships, and community activation
- **Human Resources & Training** ensuring continuous workforce development and compliance
- **Technology & Data Analytics** maintaining platform performance, reporting dashboards, and service optimization

This layered staffing model, combining a dedicated local operations team with the full support of Freebee's broader organization, ensures that the Hallandale Beach program operates at the highest level from day one and continues to evolve through proactive management, real-time monitoring, and continuous collaboration with City staff.

Unique Qualifications & What Sets Freebee Apart

Freebee's qualifications extend well beyond the delivery of traditional transportation service. What distinctly sets Freebee apart is our ability to provide a fully integrated mobility, technology, and economic development platform that is purpose-built to generate measurable community impact while delivering an exceptional rider experience.

Mobility Platform Designed to Drive Economic Impact

Unlike conventional microtransit providers that focus solely on moving passengers, Freebee's model is intentionally structured to drive positive economic activity within the communities we serve. Our proprietary platform functions not only as a transportation solution, but also as a localized digital community hub that promotes local businesses, events, and initiatives directly within the rider experience.

Through integrated business listings, geo-targeted sponsorship opportunities, promotional partnerships, and in-app engagement tools, Freebee actively connects riders to commercial corridors and neighborhood destinations. This approach transforms the microtransit system into a measurable economic engine that supports local businesses, strengthens redevelopment initiatives, and maximizes return on public investment.

For Hallandale Beach and the HBCRA, this means a mobility program that does more than provide rides – it directly supports initiatives such as "Be Local," enhances visibility for local businesses, and helps attract residents and visitors to key destinations throughout the City.

Proprietary, Best-in-Class Technology Stack

Freebee's fully proprietary technology platform represents one of the most advanced municipal microtransit systems operating today. Because our technology is developed and managed entirely in-house, we are able to continuously innovate, adapt, and enhance functionality in direct collaboration with our municipal partners.

Our AI-driven optimization engine dynamically matches riders to vehicles, continuously replans routes in real time, and intelligently pools passengers to maximize efficiency while maintaining exceptional service quality and ADA accessibility. The platform is supported by a robust operations ecosystem including live dispatch tools, performance dashboards, workforce management systems, and a comprehensive City-facing administrative portal.

This end-to-end ownership of our technology stack allows Freebee to deliver capabilities and responsiveness that cannot be achieved through off-the-shelf or third-party platforms.



Customized Technology & Program Design at No Additional Cost

Freebee views each municipal deployment as a true partnership. As part of this commitment, our in-house development team works directly with City stakeholders to design and implement custom technology features tailored to local goals – at no additional cost. Whether integrating with fixed-route services such as the Cloud Community Shuttle, enhancing first- and last-mile connectivity, supporting economic development initiatives, or refining reporting and analytics, Freebee ensures that each program is uniquely aligned with the community it serves.

This collaborative approach enables Hallandale Beach to benefit from a continuously evolving mobility platform that adapts to City priorities rather than requiring the City to conform to a fixed software product.

First-Class Rider Experience & Community-Focused Service Model

Freebee is committed to delivering a first-class experience before, during, and after every ride. From intuitive booking and real-time vehicle tracking to professional Community Ambassador interactions and responsive customer support, every element of the service is designed to be safe, convenient, and welcoming for riders of all ages and abilities.

Our W-2 Community Ambassadors serve as trained mobility concierges and community representatives, ensuring that riders receive assistance, information, and a consistently high level of service. This human-centered approach, combined with advanced technology and real-time monitoring, results in industry-leading customer satisfaction and strong community adoption.

A True Municipal Partner

Perhaps most importantly, Freebee approaches each deployment as a long-term partnership rather than a vendor relationship. We work hand-in-hand with municipal staff to continuously refine service delivery, respond to evolving community needs, and pursue new opportunities to enhance mobility outcomes. Our team consistently goes above and beyond contractual requirements – supporting special events, adjusting service parameters, implementing new features, and collaborating on initiatives that advance City goals.

With a proven track record of delivering measurable results across diverse community types, a proprietary technology platform that extends far beyond transportation, and an unwavering commitment to collaboration and service excellence, Freebee is uniquely positioned to deliver a microtransit program for Hallandale Beach that sets a new standard for performance, innovation, and community impact.



8. Personnel

Freebee will deploy a dedicated, fully integrated operations and management team to support the City of Hallandale Beach, consisting of approximately 15 personnel including Community Ambassador drivers, field leadership, and performance management staff. This local team is backed by Freebee's broader organizational infrastructure across maintenance, dispatch, technology, customer service, marketing, and workforce management to ensure seamless execution and continuous service optimization.

Understanding the unique mobility dynamics of Hallandale Beach, Freebee has designed a management structure centered on strong oversight, real-time performance monitoring, and proactive service refinement. Dedicated team leaders and a performance manager will oversee daily operations, conduct regular performance evaluations, and coordinate closely with City staff to ensure all service standards and key performance indicators are consistently achieved and exceeded.

All personnel assigned to the Hallandale Beach program undergo comprehensive training in safety protocols, ADA compliance, technology systems, customer service excellence, and community engagement. Freebee maintains a culture of accountability and transparency, supported by structured reporting, open communication channels, and rapid escalation procedures to ensure any operational issues are addressed immediately and effectively.

Through this layered staffing model – combining a dedicated local team with the full support of Freebee's centralized organization – the City of Hallandale Beach will benefit from a mobility program that operates with the highest standards of reliability, professionalism, and continuous improvement.

The principal authorized point of contact for the City of Hallandale Beach will be:

Jason Spiegel, Chief Executive Officer

Beefree LLC d/b/a Freebee
371 NE 61st Street
Miami, FL 33137
305-330-9450
jason@ridefreebee.com

Mr. Spiegel is fully authorized to make representations and binding commitments on behalf of Beefree LLC and will remain actively engaged throughout the duration of the Agreement to ensure successful program delivery and alignment with City objectives.



Organization Structure & Roles

Freebee has established a clear and accountable organizational framework to ensure strong oversight, efficient communication, and consistent service performance for the City of Hallandale Beach. This structure provides defined leadership responsibilities while maintaining direct alignment with City priorities and performance expectations.

Executive Oversight

Executive leadership will maintain overall contractual accountability and strategic alignment with City goals, ensuring the program continues to evolve in response to operational data, community needs, and City feedback.

Project Management & City Coordination

A dedicated Project Manager will serve as the City's primary day-to-day point of contact, responsible for contract administration, performance reporting, service monitoring, and coordination of any service adjustments. This role ensures consistent communication and responsiveness to City staff.

Local Operations

Daily field operations will be led by a Local Operations Manager supported by team leaders who oversee driver performance, shift execution, safety compliance, and real-time service coordination. This structure provides strong on-the-ground supervision and immediate operational response capability.

Performance & Technology Oversight

Performance and technology leadership will monitor key service metrics, manage reporting and analytics, and oversee system configuration and integration with the City's Cloud Community Shuttle and regional transit connections. Data-driven oversight ensures continuous optimization and accountability.

Community Engagement & Economic Integration

Community engagement leadership will coordinate rider outreach, local partnerships, and alignment with City and CRA initiatives to ensure the service remains visible, accessible, and supportive of local economic development priorities.

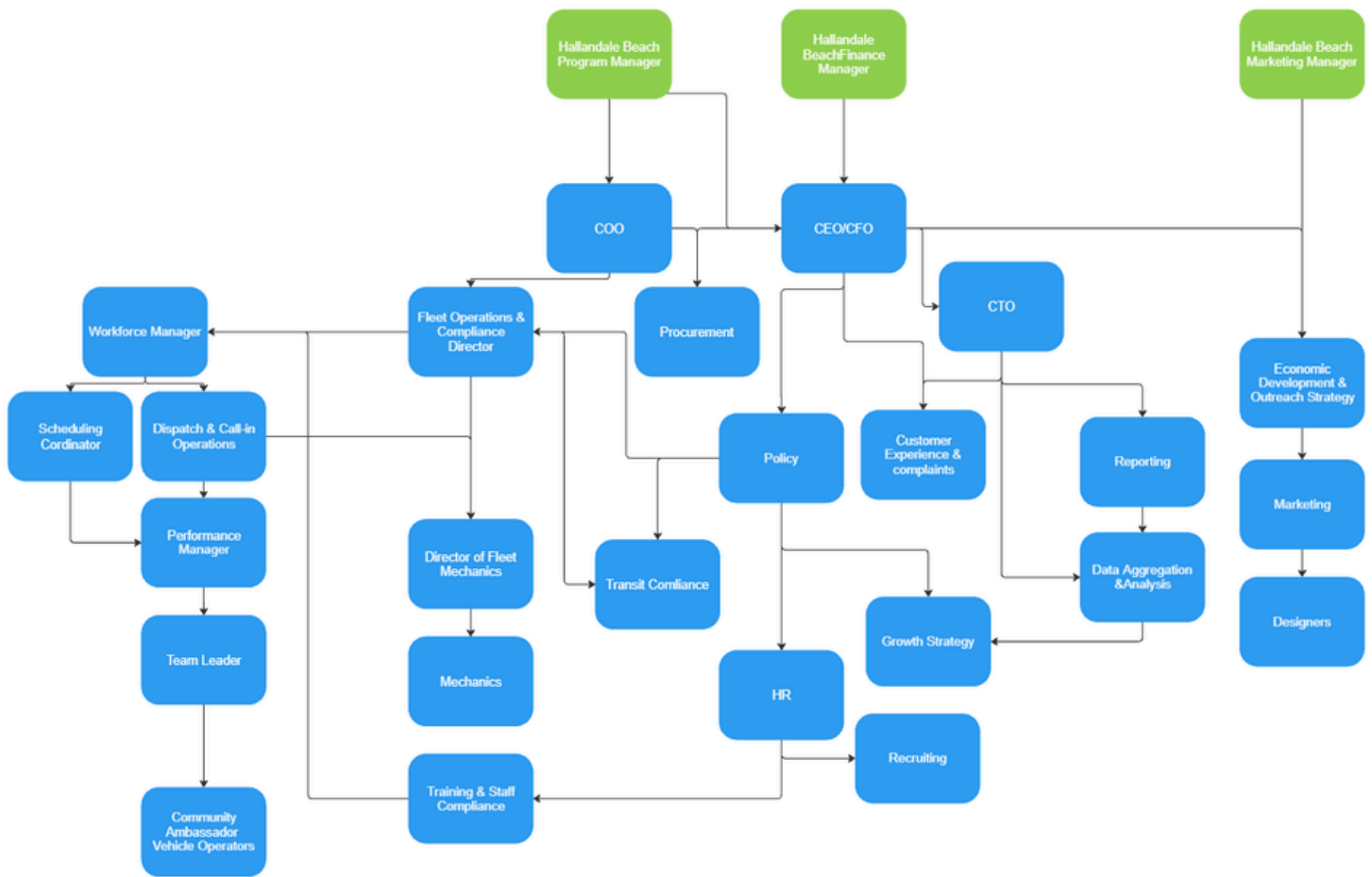
Centralized Organizational Support

The Hallandale Beach team will be supported by Freebee's centralized dispatch and workforce management center, maintenance and fleet services team, customer support operations, marketing and economic development staff, technology development group, and executive leadership. This integrated structure provides continuous system visibility, rapid escalation capability, and access to the full resources of an established municipal mobility provider.

Organization Structure & Roles

This organizational framework ensures clear accountability, streamlined communication, and a high level of operational coordination throughout the duration of the program.

Hallandale Beach Organizational Chart



The resume's of key personnel is listed on the following pages:



Jason Spiegel

Jason Spiegel is Co-Founder and Chief Executive Officer of Freebee and brings more than 14 years of executive leadership and operational experience in the microtransit and municipal mobility sector. As the company's visionary leader, Jason is responsible for setting strategic direction, guiding transportation innovation, and overseeing the successful deployment and expansion of Freebee's services across multiple markets.

Jason plays a central role in developing and executing Freebee's business and transportation strategies, with direct oversight of municipal partnerships, financial planning, and long-term growth initiatives. His leadership has positioned Freebee as one of the nation's leading providers of turnkey, electric microtransit solutions for municipalities, community redevelopment agencies, and transportation partners.

A graduate of the University of Miami with a degree in Business Management, Jason brings a strong foundation in organizational development, financial management, and strategic planning. He has earned recognition as an emerging leader in the transportation industry, including a nomination for the prestigious Complete Streets Champion Award for his commitment to safer, more accessible communities, and recognition in Miami Today's "Best Of" for Transportation Leadership.

Jason remains actively engaged with municipal partners and stakeholders to ensure Freebee consistently delivers innovative, data-driven mobility solutions that enhance connectivity, support economic development, and improve quality of life within the communities it serves.

Role: Program Lead



freebee 40



Freddy Frique

Freddy exemplifies operational excellence and brings extensive, hands-on experience leading Freebee's long-standing partnership with the City of Hallandale Beach. As a senior operations leader previously supporting the Hallandale Beach program, he has played a key role in overseeing day-to-day service delivery, optimizing fleet performance, and ensuring the program consistently meets the City's mobility, accessibility, and economic development objectives.

Freddy's structured and disciplined management approach has helped clients maintain high service reliability, strong community engagement, and seamless coordination between Freebee's operations team and Community Ambassadors. He works closely with City leadership and stakeholders, proactively addressing service needs, analyzing performance data, and refining operations to align with evolving municipal priorities. His direct involvement in the Hallandale Beach market has given him a deep understanding of the community's transportation patterns, seasonal demand shifts, and local business ecosystem.

Freddy's ability to combine operational precision with responsive, relationship-driven service makes him an integral leader in delivering successful, community-centered microtransit solutions.

Role: PERFORMANCE TERRITORY OPERATIONS MANAGER



Jamie Kerezman

A Customer Experience Expert, Jamie serves as the primary point of contact for municipal partners, ensuring Freebee consistently delivers exceptional service and drives continuous growth. She wears many hats within the organization, spanning customer feedback, fleet management, and operational support. With over 25 years of experience in customer service, banking, and finance – including with some of the world’s leading brands – Jamie brings a deep understanding of high-level service standards. Her background in retail banking and compliance has translated into a strong foundation for delivering precision, professionalism, and accountability at Freebee.

Her role encompasses customer service and quality assurance, aligned with city reporting requirements, insurance claims, and accident repair coordination. Jamie also sits on the accident review committee, ensuring cross-departmental communication and proper resolution of all actionable items. In addition, she supports vehicle procurement and monitors driver behavior to maintain operational standards. She has played a pivotal role in streamlining and future-proofing many of Freebee’s daily operations, creating a more efficient and accountable system that empowers the entire team.

Role: QUALITY ASSURANCE MANAGER



Sam Calderon

Samuel serves as Vice President of Development at Freebee and is widely recognized for his more than 10 years of technology development in the public mobility and transportation sector, where he has built and deployed advanced platforms that power modern, data-driven transit systems. He is regarded as one of the leading developers in the microtransit and municipal mobility space, known for designing highly scalable, user-focused technology solutions that enhance both operational performance and rider experience.

At Freebee, Samuel leads the architecture, development, and continuous evolution of the company's proprietary technology ecosystem, including its AI-driven dispatch and routing platform, municipal client dashboards, rider-facing applications, and onboard vehicle technology systems. His work has been instrumental in creating one of the most advanced, fully integrated microtransit technology stacks in the industry today. Samuel oversees all custom technology development for Freebee's municipal partners, ensuring that each deployment is tailored to meet the unique operational, economic, and policy objectives of the communities served.

Samuel plays a critical role in complex deployments that require hands-on innovation, real-time system optimization, and close collaboration with municipal clients. His ability to translate operational challenges into technology-driven solutions allows Freebee to deliver customized functionality and continuous platform enhancements at no additional cost to partner cities.

Role: TECHNOLOGY DEVELOPMENT



freebee 43



Kat Ali

Kat serves as Director of Human Resources at Freebee, leading the company's people strategy, workforce development, risk mitigation, and safety training initiatives across a growing, multi-market organization of more than 500 employees. With extensive experience managing large-scale people operations – including leadership roles at Amazon – Kat brings a disciplined, data-driven approach to workforce management, performance accountability, and operational safety.

At Freebee, she oversees recruitment, compliance, training, and employee engagement, implementing structured performance management systems, standardized onboarding protocols, and comprehensive safety training programs that support consistent service delivery across all markets. Her expertise in people management and risk mitigation ensures alignment with federal and state labor standards, ADA requirements, and municipal contract obligations.

Kathrine has played a key role in developing Freebee's Community Ambassador workforce model, establishing training programs focused on safety protocols, customer service excellence, ADA sensitivity, and incident response. As a CERT-certified professional, she brings specialized knowledge in emergency preparedness and workplace safety, strengthening Freebee's safety culture across all deployments.

Role: HUMAN RESOURCES



John Janusz

John serves as Freebee’s Director of Economic Development and Freebee Experience, leading strategic partnerships, community integration, and rider experience initiatives across the markets we serve. He specializes in building strong relationships with local businesses, chambers of commerce, tourism organizations, and community stakeholders to ensure Freebee’s service is fully embedded within the economic and social fabric of each community.

In this role, John develops and manages programs that connect riders directly to local businesses, events, and destinations, helping municipalities maximize the economic impact of their mobility investment. By aligning Freebee’s service with local economic development strategies, he ensures that the platform drives increased foot traffic, supports commercial corridors, and enhances overall community engagement.

Prior to joining Freebee, John served as Chief Concierge of the Waldorf Astoria New York, where he delivered world-class hospitality and managed high-level guest experiences in one of the most recognized luxury hotels in the world. He brings this same hospitality-driven mindset to Freebee, ensuring that the rider journey – before, during, and after each trip – reflects a first-class experience.

At Freebee, John works closely with municipal partners to enhance community activation, local business participation, and rider satisfaction, ensuring that Freebee consistently elevates the experience for passengers, drivers, businesses, and the broader community.

Role: ECONOMIC DEVELOPMENT 100%



freebee 45



Claudia Miro

Claudia serves as Director of Business Development and Government Affairs for Freebee, where she leads market expansion, municipal partnerships, and strategic government relations across the company's growing national footprint. She is responsible for identifying new community partnerships, advancing public-private collaboration, and ensuring Freebee's services align with local economic development and transportation priorities.

With a strong background in public policy and mobility, Claudia has built a respected reputation for navigating complex governmental environments and fostering productive relationships with elected officials, municipal leaders, and transportation agencies. Her work has helped Freebee successfully launch and expand services in numerous communities, strengthening connectivity while supporting local economic growth.

Claudia's deep understanding of public-sector decision-making, procurement processes, and stakeholder engagement enables Freebee to work effectively alongside municipalities and community leaders. She continues to play a critical role in expanding Freebee's presence across the United States while maintaining strong partnerships and positive relationships with policymakers and public-sector stakeholders.

Role: COMMUNITY ENGAGEMENT 100%

9. Approach to the Project

The proposed service model is a turnkey, on-demand microtransit system operating within a single, clearly defined geofenced zone encompassing the full municipal boundaries of the City of Hallandale Beach. This unified zone structure ensures seamless citywide mobility, simplifies the rider experience, and maximizes operational efficiency through centralized dispatch, dynamic routing, and coordinated fleet management.

To further strengthen alignment with the City's existing transportation network, Freebee proposes introducing the service under the working name "Cloud Connect powered by Freebee," serving as a natural extension of the City's current Cloud Community Shuttle program. This concept is intended to create a cohesive and recognizable mobility ecosystem that clearly connects fixed-route and on-demand services under a unified brand. The proposed naming convention and branding strategy are presented as an initial concept and will be fully refined and developed in close collaboration with the City of Hallandale Beach to ensure alignment with the City's vision, identity, and long-term mobility goals.

We view microtransit not as a standalone service, but as a critical piece of the city's broader transit network. To achieve this, we will deploy a unified rider app that integrates seamlessly with Hallandale Beach's Cloud Community Shuttle fixed-route system. Within a single interface, users requesting an on-demand ride will also be able to see and track the fixed-route Cloud shuttles. This eliminates the need for multiple apps, creating a seamless, multimodal transit hub that empowers riders to choose the most efficient travel option.

Phase 1: Service Simulations

To ensure a high-performing and reliable launch, Freebee has already completed comprehensive system simulations using historical data from our previous Hallandale Beach pilot program, combined with demand patterns from similar neighboring communities and real-time traffic analytics. By geofencing the City and modeling trip demand, travel patterns, and peak periods, our team designed and validated a fleet and service structure specifically calibrated for Hallandale Beach.

These simulations shaped our recommended deployment strategy and confirm the proposed model is engineered to achieve an average wait time of approximately 15 minutes while maintaining strong vehicle utilization and reliability. This proactive, data-driven approach ensures the program launches fully optimized, not in a testing phase, delivering a performance-ready microtransit system from day one.

Fleet Strategy & The "Right-Sizing" Advantage

Based on our completed operational simulations and historical performance modeling, Freebee recommends deploying a **four-vehicle** fleet comprised of a modern mix of the 100% electric Volkswagen ID. Buzz and fully ADA-accessible Toyota Sienna Hybrid vehicles. This fleet composition has been intentionally calibrated to meet projected demand while maintaining an average wait time of approximately 15 minutes. To ensure equitable and inclusive mobility for all riders, a portion of the fleet will be fully ADA-accessible and equipped to accommodate a wide range of accessibility needs.

While four vehicles represent the optimal deployment to achieve targeted performance standards, Freebee understands that final fleet configuration must align with the City's approved budget. Should budget considerations require adjustment, the City may consider two alternative approaches: reducing daily service hours while maintaining a four-vehicle fleet to preserve the 15-minute performance target, or deploying a three-vehicle fleet to support extended operating hours. Under a three-vehicle model, average wait times are projected to increase closer to approximately 20 minutes during peak demand periods. Freebee will work collaboratively with the City to determine the most appropriate balance between service hours, fleet size, and wait time performance to best meet Hallandale Beach's mobility and commercial activity goals.

As experienced microtransit operators, Freebee intentionally avoids the traditional industry approach of relying on oversized 14-15 passenger cutaway vans. In real-world on-demand environments, rides are dynamically pooled and vehicles rarely carry more than four to five passengers at a time. By right-sizing the fleet with smaller, highly efficient vehicles, we deliver meaningful operational and community benefits:

- **Cost Efficiency:** Optimized vehicle sizing allows the City to achieve maximum service coverage and performance at the lowest sustainable operating cost.
- **Reduced Congestion & Environmental Impact:** Smaller, electric and hybrid vehicles navigate neighborhood streets and commercial corridors more efficiently, minimizing congestion, noise, and emissions.

Freebee's fleet strategy prioritizes reliability and consistency through preventative maintenance programs, daily vehicle inspections, and contingency planning designed to maintain a minimum 98% fleet availability rate. Supported by our real-time optimization technology, vehicles are dynamically positioned and dispatched to maintain target wait times, maximize productivity, and ensure a seamless, high-quality rider experience within the City's approved budget.

Proposed Hours of Operation

Service hours will be strategically aligned with peak commercial activity throughout Hallandale Beach to maximize access to retail, dining, entertainment, and neighborhood business districts. Operating schedules are intentionally designed to support midday shopping and dining traffic, afternoon service demand, and evening visitation to restaurants and commercial corridors. By synchronizing service availability with the natural rhythm of local commerce, the program will actively drive customer traffic to storefronts, support employee access to workplaces, and strengthen economic activity across the City's key business and redevelopment areas.

- **4 Vehicle Fleet**

- Sunday through Thursday, 12:00 PM - 7:00 PM
- Friday through Saturday, 11am - 11pm

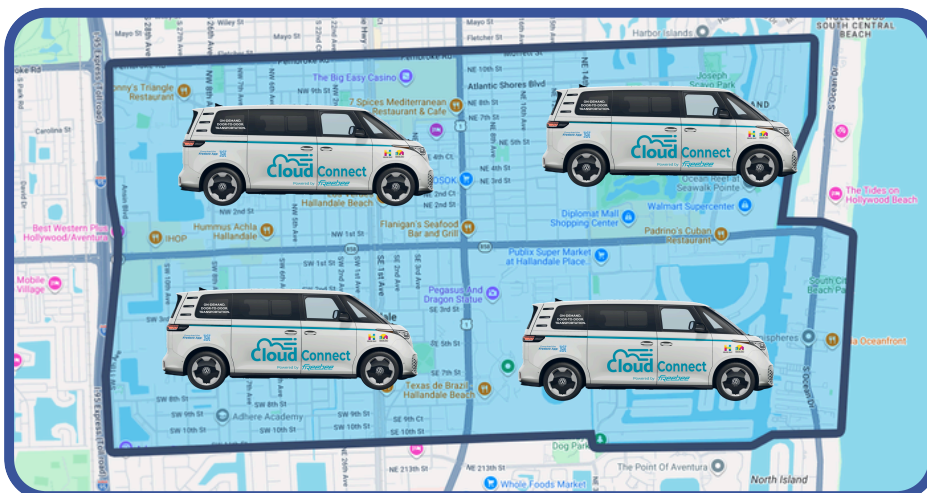
- **3 Vehicle Fleet**

- Sunday through Thursday, 11:00 AM - 8:00 PM
- Friday through Saturday, 11am - 11pm

Proposed Hallandale Beach Zone

Hallandale Beach has already done the most important work: clearly defining the service area, the rider access requirements, and the performance expectations for a free, ADA-compliant, turnkey micro-transit program. Our approach is intentionally aligned with the City's stated vision.

To execute that vision, we apply a zone-based, on-demand operating model that is purpose-built for municipal service areas. The service is configured and managed as a single zone so the City can fine-tune boundaries, hours, fleet allocation, accessibility settings, and operating rules as needs evolve. This zone approach supports multiple rider entry points, and enables dispatch, reporting, and performance management to remain tightly aligned to the City's service objectives over time.



Ride Request Methods & Accessibility

Freebee's service model is designed to provide simple, convenient, and inclusive access for all riders through two easy methods of requesting a trip. Riders may request a vehicle on-demand through the Ride Freebee mobile app or on-demand by calling Freebee's live dispatch center, ensuring accessibility for both tech-enabled users and those who prefer a more traditional booking option.

The Ride Freebee app, available on iOS and Android devices, allows users to request rides in real time, track vehicle arrival, view driver and vehicle details, and receive trip updates from pickup through drop-off. The app also integrates service information, community updates, and local destination highlights, creating a seamless and user-friendly mobility experience.

For riders who may not utilize smartphone technology – including seniors, visitors, or those who prefer personal assistance – Freebee's live dispatch center provides a fully supported call-in option. Dispatch representatives can schedule and dispatch rides in real time, answer service questions, and assist with trip planning to ensure equitable access for all members of the community.

Together, these dual request channels ensure that Hallandale Beach residents, employees, and visitors can easily access the service in the way that is most convenient and comfortable for them, supporting broad adoption and a consistently high level of customer service.

Accessibility and Special Needs

Accessibility is fully integrated into Freebee's service design. The Ride Freebee app allows riders to indicate mobility devices, service animals, or accessibility requirements at the time of booking, ensuring vehicles are properly matched and drivers are prepared with the appropriate equipment prior to arrival. Riders may request wheelchair-accessible vehicles and other accommodations, enabling a safe and seamless experience for all users.

The Ride Freebee app is designed to meet and continually advance toward WCAG Level AA accessibility standards. Our in-house technology team actively follows Apple and Google accessibility development guidelines to ensure compatibility with screen readers and other assistive technologies. This ongoing commitment ensures that the platform remains accessible, inclusive, and easy to use for all riders, regardless of ability.

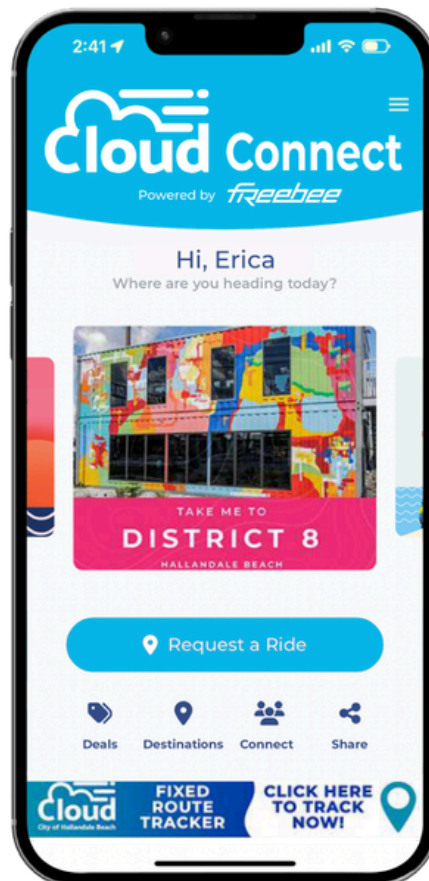


The Ride Freebee App

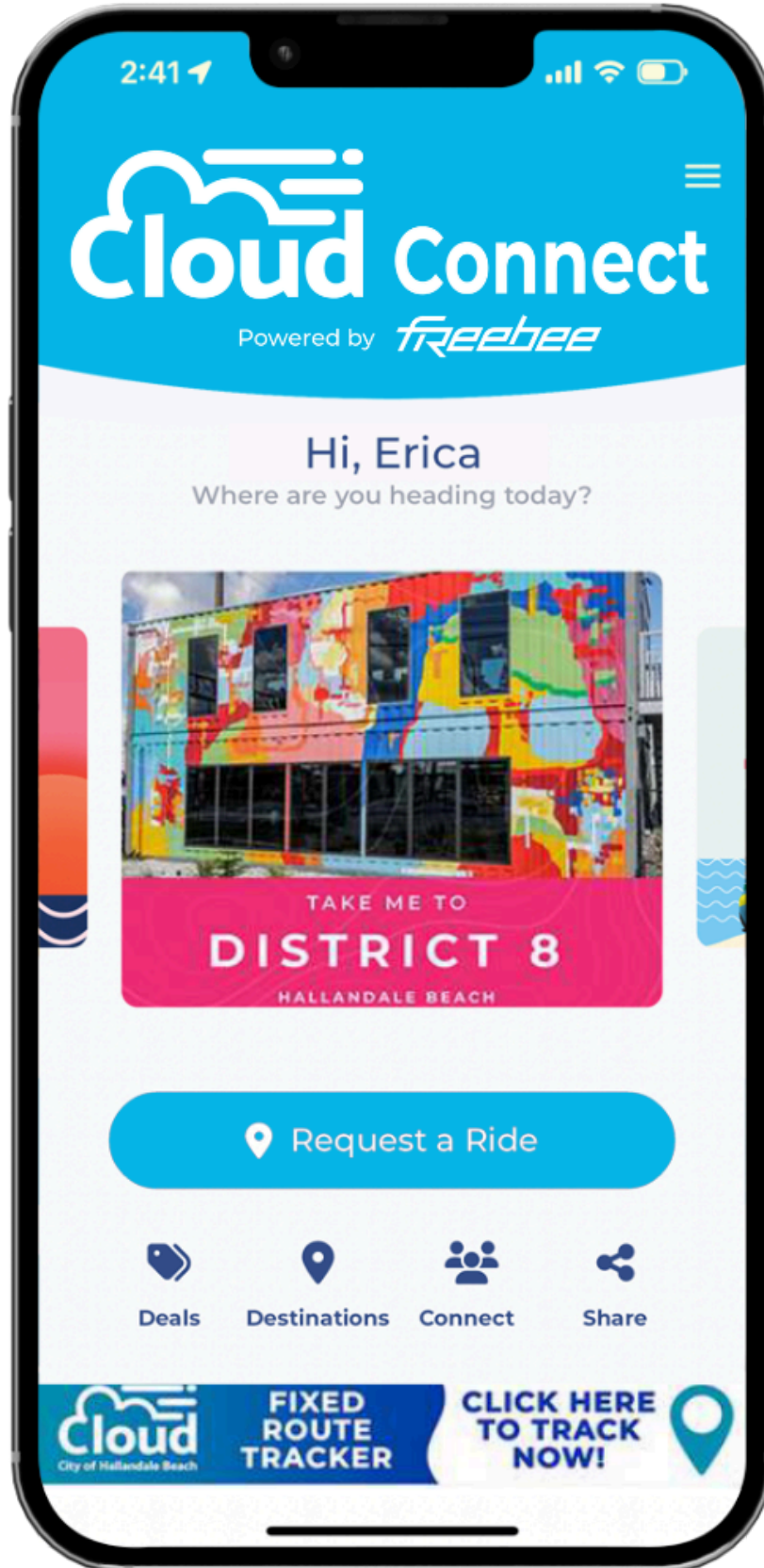
The Ride Freebee app is a central component of Freebee's customer experience. It allows users to book rides, view estimated wait times, track vehicle locations in real time, and provide direct feedback on their experience. The app also offers customer support features such as service notifications, lost-and-found reporting, and in-app communication with drivers or support staff.

Beyond trip booking, the Ride Freebee mobile application serves as a digital gateway to everything Hallandale Beach has to offer. Designed to connect residents, employees, and visitors to local businesses, dining destinations, events, parks, and key community assets, the platform functions as an integrated mobility and local engagement tool that supports both transportation and economic activity.

Freebee will work hand-in-hand with the City to design a fully customized, City-branded mobile interface that reflects Hallandale Beach's identity, priorities, and messaging. This includes custom branding, color schemes, service naming (such as Cloud Connect powered by Freebee), integrated municipal announcements, local business highlights, and alignment with CRA initiatives. Because Freebee owns and develops its technology in-house, these customizations can be implemented collaboratively at no additional cost to the City, ensuring the platform feels like a seamless extension of Hallandale Beach's transportation ecosystem rather than a generic third-party application.



The Ride Freebee App



The Rider Experience – Mobile App

REQUESTING A RIDE

Requesting a ride is effortless.



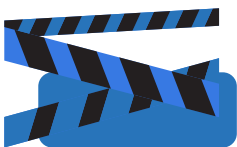
Interactive map for selecting pickup and drop-off within the zone boundary



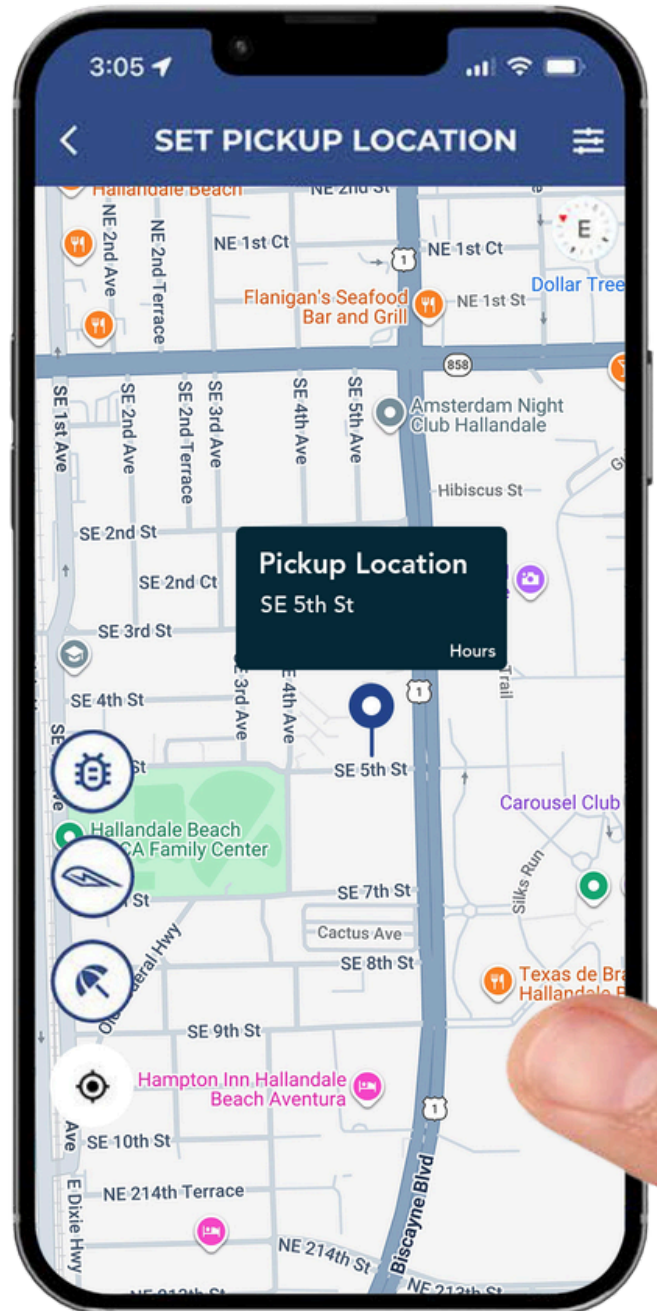
Accessibility options
Wheelchair-accessible vehicles, infant/toddler seats, hearing accommodations, and free-text special needs



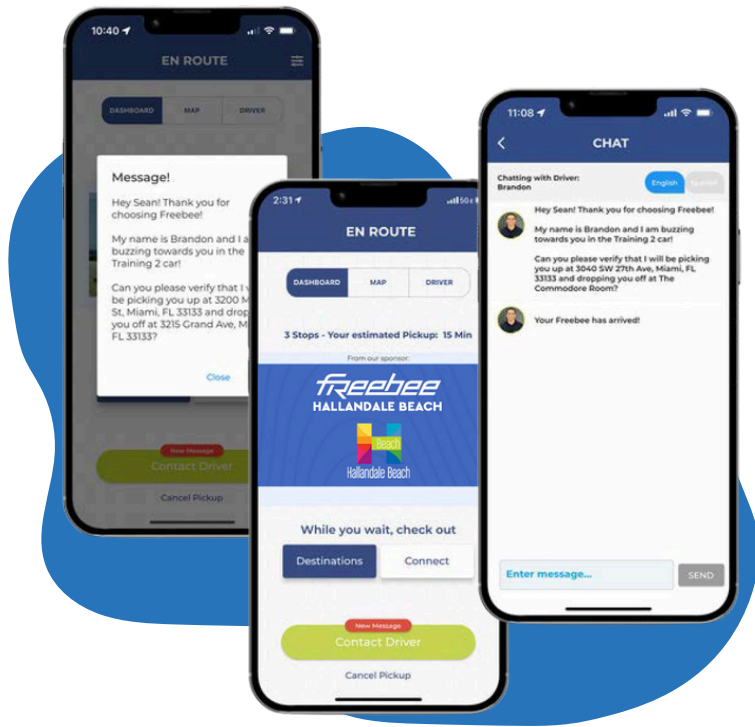
Fare transparency
Riders see any applicable fare estimate upfront; many zones are completely free



Zone access controls
Password-protected zones, membership verification, and minimum age checks – all configurable per community

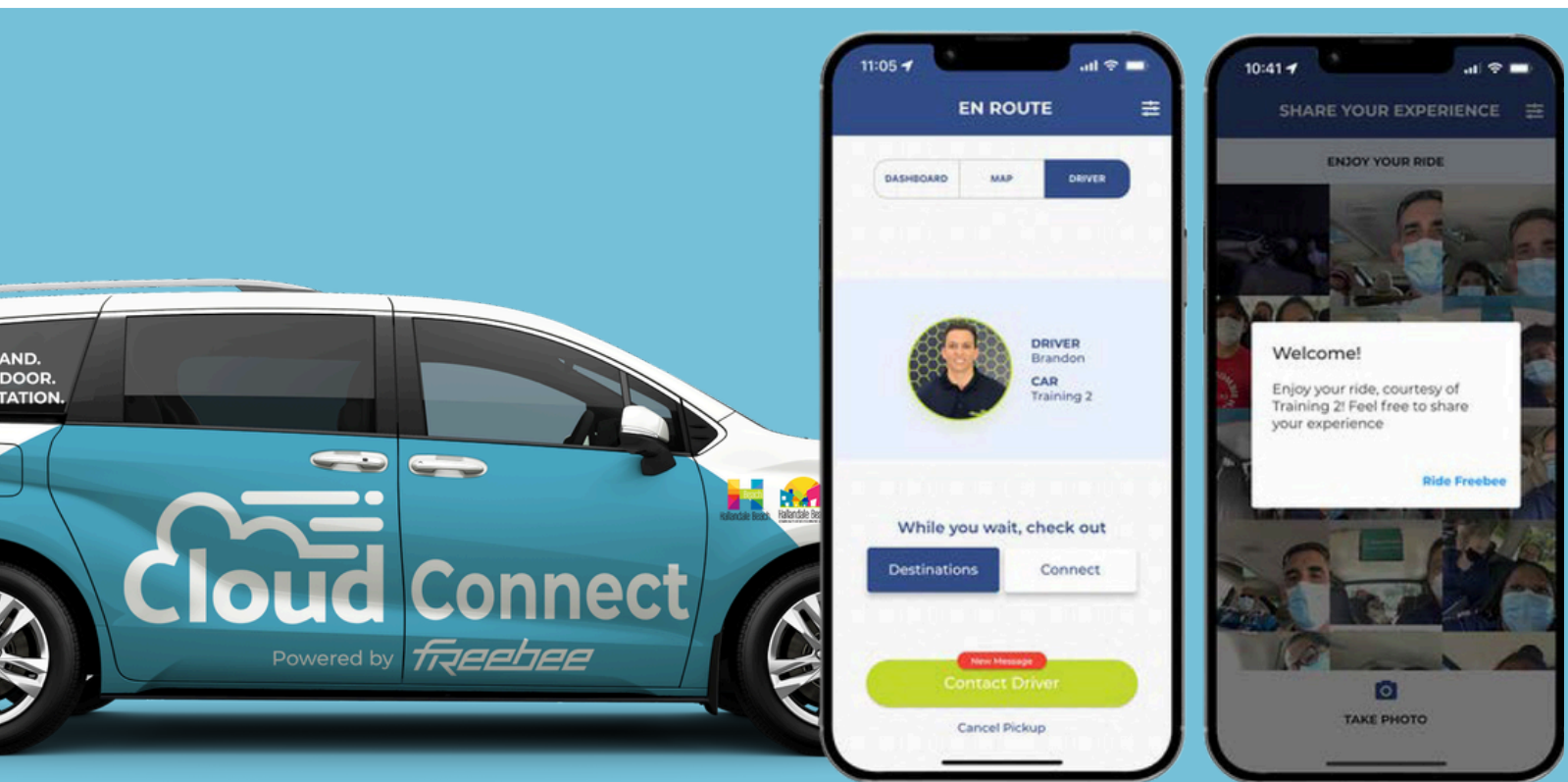


The Rider Experience – Mobile App



LIVE RIDE TRACKING

- Real-time driver location on the map
- ETA updates with driver name and vehicle details
- In-ride chat with automatic translation between languages



Freebee 54

The Rider Experience – Mobile App

AFTER THE RIDE

- Driver/service Star rating and the option to provide additional feedback
- Full ride history with route, duration, and fare breakdown accommodations, and free-text special needs



Zone-Specific Credits (for fare based service)

- Cities and organizations can issue ride credits to residents
- Credits are managed per zone with full transaction history
- Riders can apply credits at checkout – when fully covered, no payment method is needed



freebee 55

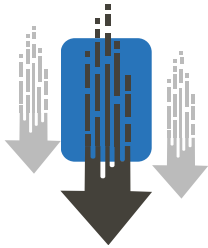
Cloud Connect Powered by Freebee

Freebee will integrate with Cloud Community Shuttle as a first-mile/last-mile connector for all fixed-route service (Routes 1-4) by providing seamless, on-demand access to every Cloud Transit stop within Hallandale Beach.

The goal is to:



INCREASE RIDERSHIP,



**REDUCE TRANSFER
FRICTION**

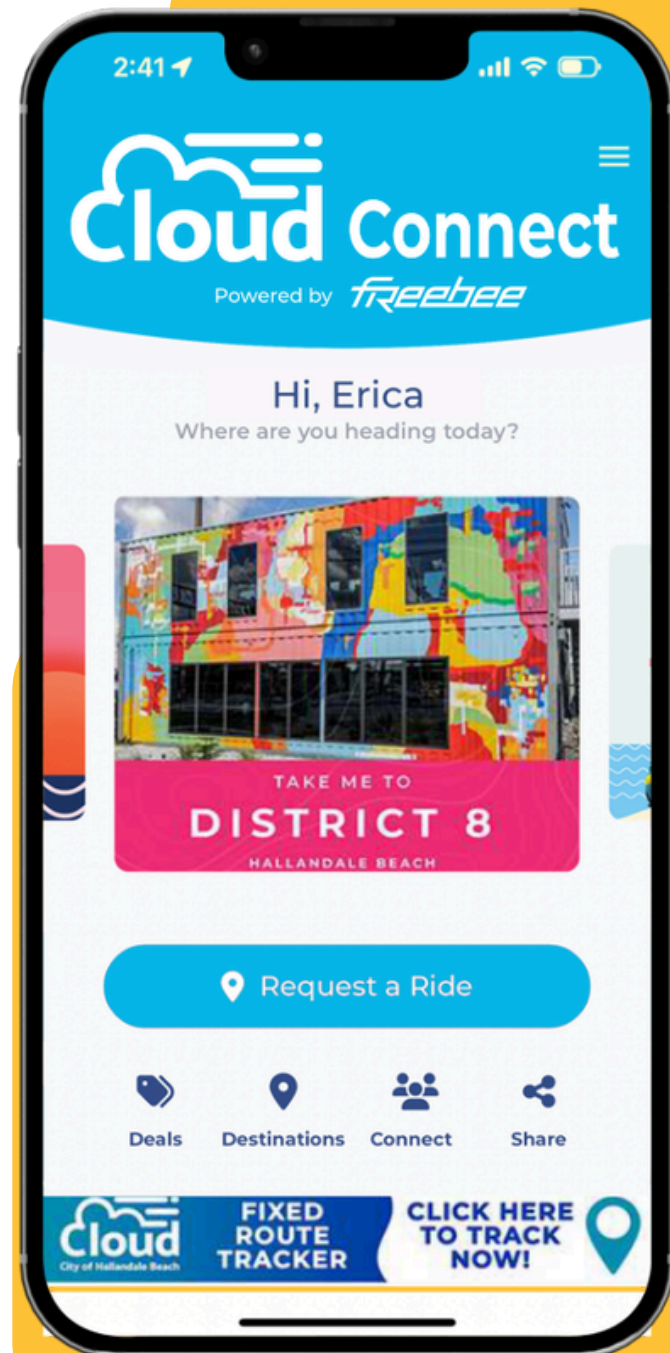


**IMPROVE
ACCESSIBILITY**

Delivering a unified mobility network that feels like one system to riders.

This integration will be powered by Freebee's core platform capabilities: rider app + phone-in booking, configurable zone management, real-time operations tools, and trained Community Ambassadors using the Freebee driver app.

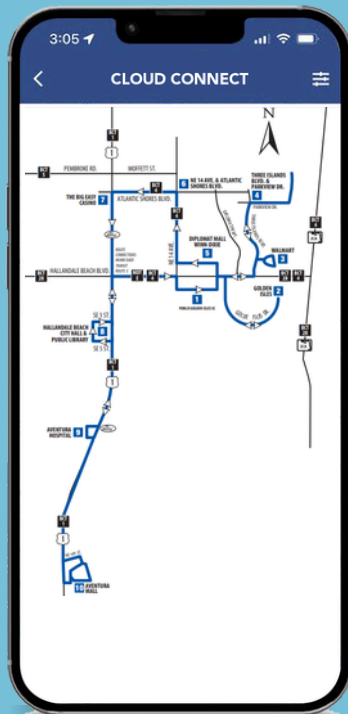
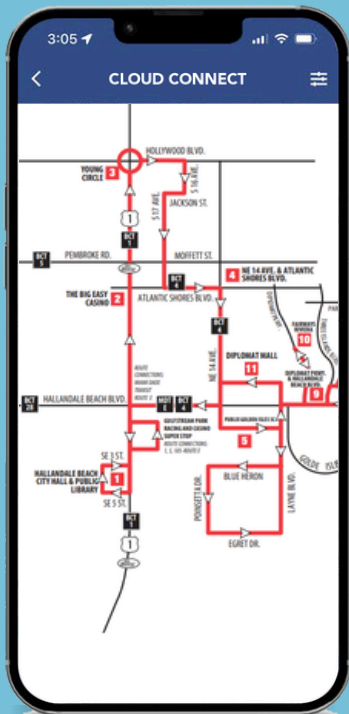
Note: The functionalities described represent a proposed conceptual framework that will be finalized and refined upon official service implementation.



"Cloud Connect" Powered by Freebee

COMPREHENSIVE ROUTE & SCHEDULE VISIBILITY:

Complete integration of all Cloud Transit routes and schedules directly within the Freebee ecosystem, empowering riders to plan their end-to-end journeys with absolute confidence.



Call Center & Customer Service

For riders who do not have access to a smartphone, prefer not to use the mobile app, or require additional assistance, Freebee provides a dedicated in-house dispatch call center as a fully supported alternative booking option. This centralized call center delivers a seamless and efficient experience without the need to transfer calls to third-party services. Live representatives are available during service hours to assist with trip requests, service questions, lost-and-found inquiries, and general customer support. Multilingual assistance is provided in English and Spanish, with text telephone (TTY) capabilities available to support riders with hearing or speech needs.

Freebee's dispatch platform is designed with accessibility as a priority. Requests for wheelchair-accessible vehicles (WAV) are automatically prioritized within the system to ensure timely accommodations for riders requiring accessible transportation. Standard ride requests are efficiently matched with the most appropriate vehicles in the fleet, allowing accessible vehicles to remain available for riders with mobility needs and higher-capacity demands.

Freebee maintains a comprehensive, multi-channel customer service program designed to resolve inquiries and concerns quickly and effectively. Feedback and service requests may be received through phone, email, in-app reviews, social media, or direct communication with staff. All customer interactions are logged into a centralized support system to ensure every inquiry is tracked, addressed, and resolved. The customer service team is trained to respond promptly and professionally, with more complex issues escalated to senior leadership for immediate attention when necessary.

Following resolution, Freebee actively seeks rider feedback to confirm satisfaction and identify opportunities for continuous improvement. This responsive and transparent approach underscores Freebee's commitment to accessibility, accountability, and delivering a consistently high level of service for all riders.

Optional: Strategic TNC Partnership for Overflow & Service Continuity

Freebee's operating model is built around reliability, responsiveness, and full-service in-house management. To further enhance service performance and protect against extended wait times, Freebee maintains an established partnership framework with Uber, and the City has the ability to tap into this resource, which can be deployed as a controlled overflow solution when necessary.

This capability allows the City to maintain a consistently high level of service even during peak demand periods, without having to add higher cost dedicated fleet. If real-time system monitoring indicates that projected wait times may exceed a predefined service threshold, overflow ride requests can be seamlessly routed through the Ride Freebee platform to a supplemental, non-dedicated TNC fleet. This ensures riders receive timely transportation without compromising service standards or customer satisfaction.

Purpose & Strategic Use

The TNC partnership model is not intended to replace or dilute the dedicated city-branded fleet. Rather, it functions as a performance protection mechanism designed to:

- Prevent extended wait times during short-term demand spikes
- Maintain service levels during special events or peak commercial periods
- Provide redundancy during temporary vehicle downtime
- Support emergency response or weather-related disruptions
- Ensure seamless mobility during phased service adjustments or expansions

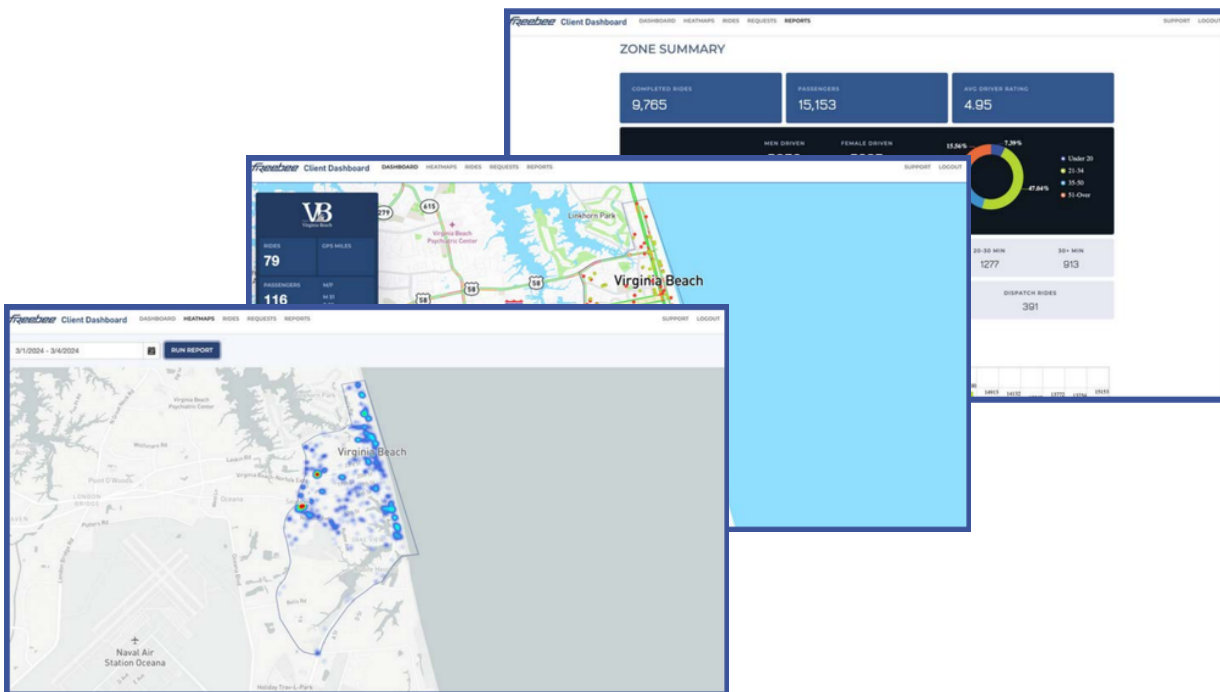
By leveraging this strategic redundancy layer, the City benefits from enhanced reliability while preserving the integrity of the core microtransit program. Any activation of TNC support would occur within a structured and City-approved framework to ensure fiscal responsibility and policy alignment

This flexible, technology-enabled partnership approach ensures that Hallandale Beach receives not only a dedicated fleet, but also a built-in performance safeguard – reinforcing Freebee's commitment to delivering the highest possible level of reliability, convenience, and rider satisfaction.

Data Dashboard for City and CRA Staff

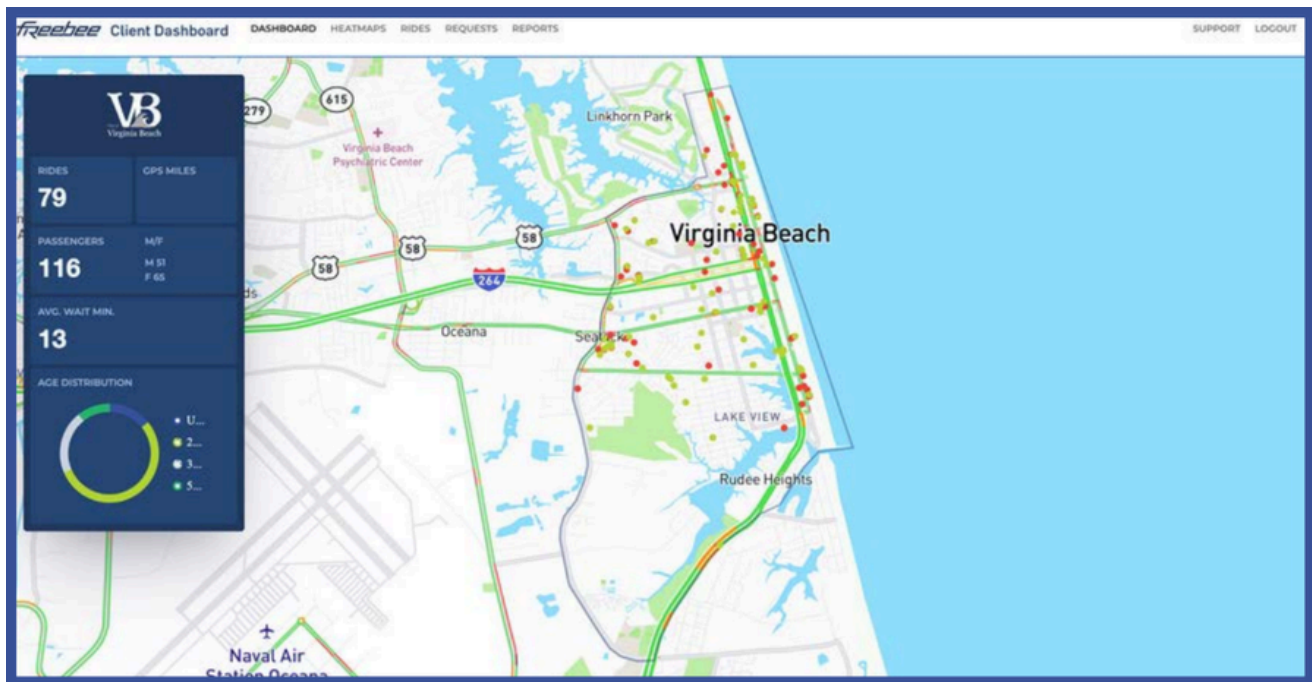
The Hallandale Beach Microtransit Dashboard is a robust, real-time performance management platform designed to provide City staff with transparent, actionable insights into every facet of the turnkey "Vehicle For Hire" service. As the central hub for data monitoring and reporting, the dashboard delivers intuitive access to operational metrics, performance trends, and real-time vehicle tracking and routing visibility, allowing City staff to monitor the fleet's status continuously and ensure corner-to-corner service delivery across the City and external connectivity nodes. Engineered to support public transportation operations, the dashboard includes comprehensive tools specifically designed to assist the City with monitoring, oversight, and National Transit Database (NTD) data collection and reporting requirements.

City staff can utilize customizable visualizations, such as graphs and heatmaps, to analyze ridership patterns, system efficiency, and service coverage at a glance, while also tracking user data to measure the effectiveness of marketing efforts and analyze how the service is driving traffic to key commercial and educational destinations. Data can be filtered, exported, and scheduled for automated delivery, ensuring stakeholders have timely information for planning, evaluation, and federal reporting. Enhanced by strict data security and privacy standards to facilitate secure collaboration, the platform is backed by a dedicated support team available to assist with technical needs and system optimization, ensuring the dashboard continuously supports Hallandale's goals for innovation, accessibility, and exceptional customer experience.



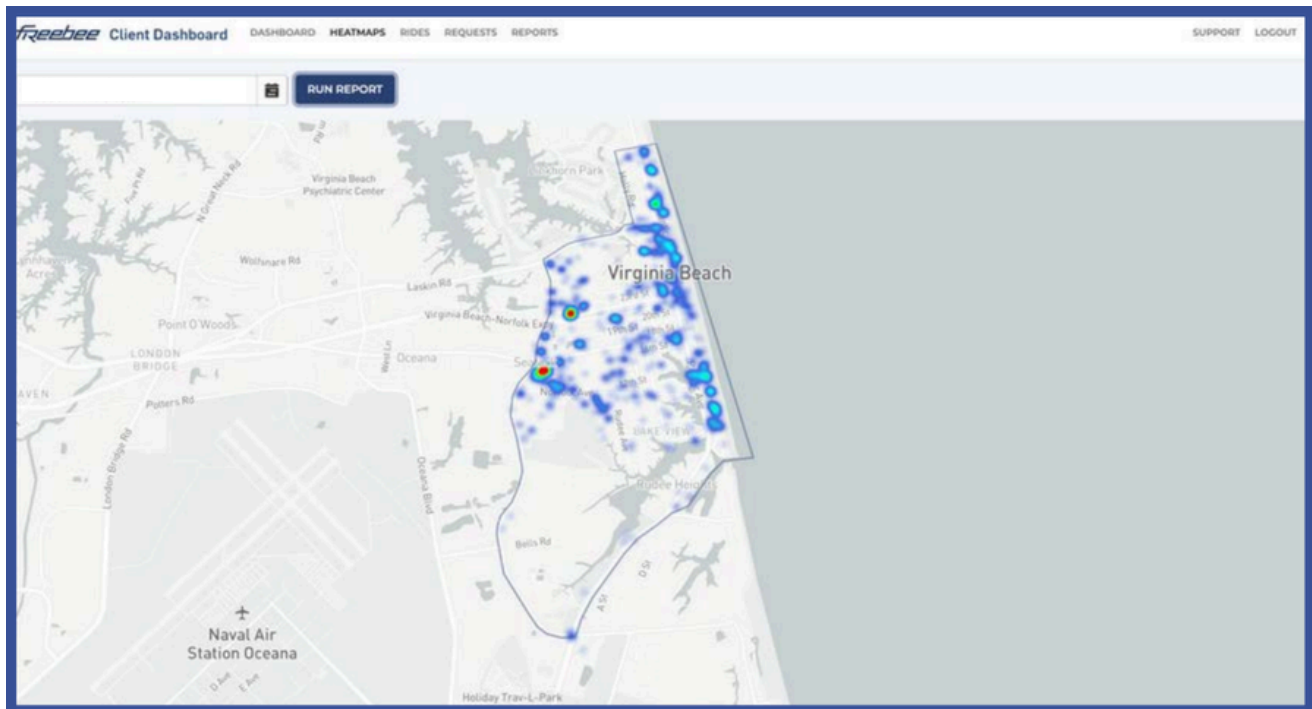
Dashboard

The central hub, serving as the homepage, provides real-time tracking of all vehicles. It offers a comprehensive overview of key daily statistics, including ridership, wait times, male/female count, and age distribution, providing a dynamic and insightful snapshot of the system's daily performance.



Heatmaps

Within this tab, an intricate display unfolds, revealing all pickup and drop-off hotspots within a customizable date range. This feature provides a visually intuitive representation, offering valuable insights into user behavior and service utilization patterns.



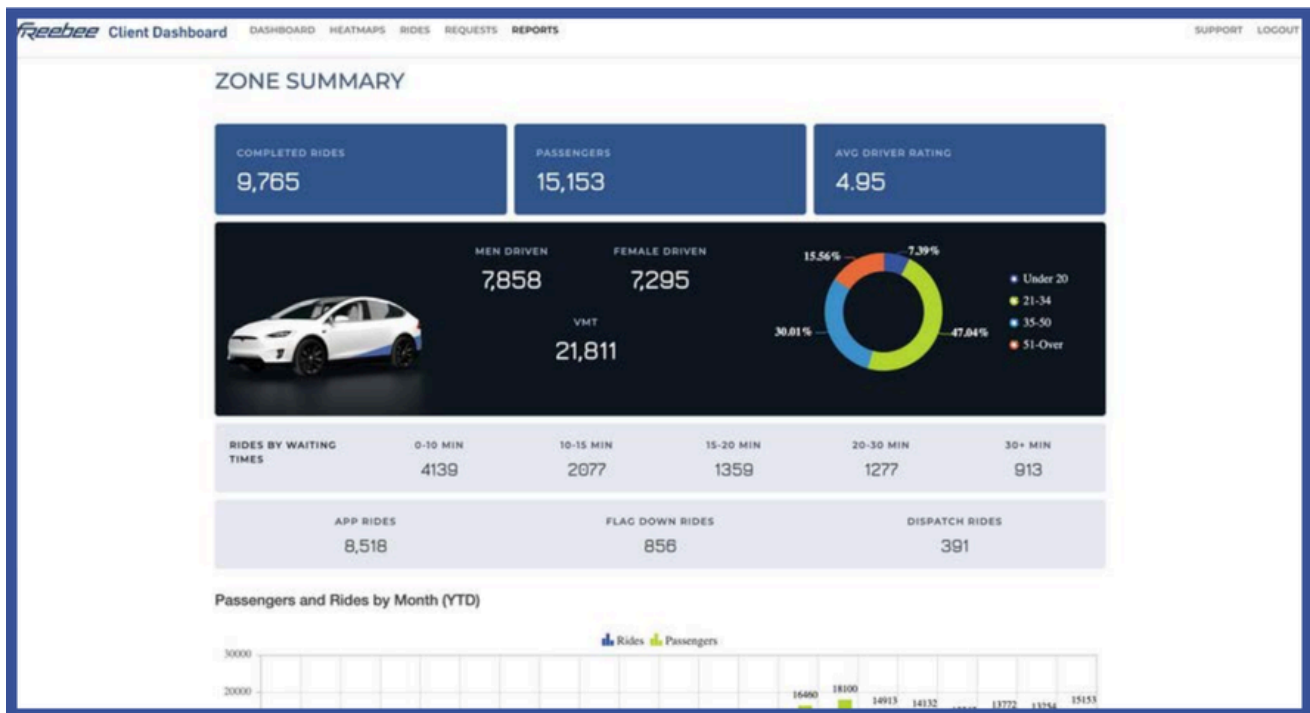
Rides

Within the rides tab, a comprehensive history of every completed ride request is meticulously detailed for any chosen date range. This granular data, rich in information for each ride, can be seamlessly exported to Excel, facilitating streamlined reporting and analysis.

Ride ID	Vehicle	Created	Pickup	Dropoff	Request to Pic...	Drop ...	Passe...	Start ...	End L...	Pickup to Drop...	A...	M...	F...	D...	Type
091069	123 - City...	03/04/20...	404 35th St	900 Maxi...	12	03/04/20...	1	-75.9830...	-75.9930...	0.0008384285	19	0	1	5	app
091111	191 - City...	03/04/20...	3401 Atla...	300 Laski...	11	03/04/20...	2	-75.9789...	-75.9795...	0.3008669	61	1	1	5	app
090749	123 - City...	03/04/20...	1001 Bar...	1077 Virg...	20	03/04/20...	1	-75.9835...	-75.9949...	0.6150611	60	0	1		app
090617	125 - City...	03/04/20...	1113 Pac...	206 23rd St	8	03/04/20...	1	-75.9739...	-75.9763...	1.2402573	38	1	0		app
090654	123 - City...	03/04/20...	900 Barb...	1077 Virg...	10	03/04/20...	1	-75.9895...	-75.9948...	0.90116495	54	1	0	5	app
091227	126 - City...	03/04/20...	443 Pine...	616 Virgi...	5	03/04/20...	1	-75.9775...	-75.9820...	0.57444435	32	0	1		app
091478	128 - City...	03/04/20...	300 28th ...	404 Nort...	0	03/04/20...	1	-75.9786...	-75.9950...	2.025877	58	0	1		flagdown
091430	126 - City...	03/04/20...	1126 Indl...	216 24th St	5	03/04/20...	1	-75.9875...	-75.9770...	1.6368985	28	0	1		app
091350	128 - City...	03/04/20...	311 22nd...	311 16th St	6	03/04/20...	1	-75.9783...	-75.9764...	0.6161444	24	0	1	5	app
089352	195 - City...	03/03/20...	2607 Atla...	428 Troo...	15	03/03/20...	1	-75.9766...	-75.9914...	2.215205	24	1	0		app
089351	144 - City...	03/03/20...	1101 Atla...	404 Laski...	18	03/03/20...	1	-75.9721...	-75.9814...	1.0392116	29	1	0		app
089350	123 - City...	03/03/20...	1503 Atla...	404 Laski...	27	03/03/20...	3	-75.9731...	-75.9814...	1.237685	34	1	2		app
089349	123 - City...	03/03/20...	1077 Virg...	428 Troo...	8	03/03/20...	1	-75.9946...	-75.9914...	0.7565857	23	1	0		app
089338	195 - City...	03/03/20...	1436 Gan...	42nd Street	0	03/03/20...	1	-75.9963...	-75.9820...	3.1122093	34	1	0		flagdown
089333	144 - City...	03/03/20...	2402 Pac...	1236 Indl...	7	03/03/20...	1	-75.9776...	-75.9875...	2.7598443	43	1	0	5	app
089328	123 - City...	03/03/20...	432 Troo...	1077 Virg...	5	03/03/20...	1	-75.9917...	-75.9948...	0.43669626	21	0	1	5	app
089327	144 - City...	03/03/20...	216 24th St	738 24th St	8	03/03/20...	1	-75.9770...	-75.9864...	0.61754537	28	0	1	5	app

Reports

Within the reports tab unfolds a visually appealing and comprehensive presentation of all high-level Key Performance Indicators (KPIs) for any designated date range. This report mirrors the detailed monthly reporting provided to the City, offering a sophisticated and user-friendly analysis of the essential metrics.



Marketing Plan

Freebee utilizes a robust, strategic, community-centered marketing approach that deeply integrates into the local character and identity of each community served:

- **Active Community Engagement:** Through proactive, in-person outreach to local businesses, residential communities, hotels, and assisted-living facilities, Freebee fosters immediate personal connections, rapidly building community trust and service awareness - these activities help in the identification of potential rider groups.
 - Freebee will coordinate with local stakeholders, providing regular updates, participating in community events, and ensuring officials are informed and involved in outreach activities as part of this service.
- **Co-Branded Informational Materials:** High-visibility, city-approved, co-branded brochures and educational materials are distributed strategically at key locations, effectively communicating service benefits and operational details to residents and visitors. Electronic copies will be available as well.
- **Press Releases and Digital Outreach:** Freebee regularly communicates with local media outlets, maintains targeted social media campaigns, and develops dedicated public-facing landing pages.
- **Economic Resilience through Local Partnerships:** Through innovative partnerships with local businesses, Freebee offers free advertising and exclusive discounts via its mobile app, directly driving local foot traffic, stimulating economic activity, and supporting community businesses. This approach also significantly improves economic mobility by providing accessible transportation to employment, education, and essential services.

Phased Community Marketing for Hallandale Beach

Freebee will implement a targeted, phased marketing strategy to ensure a strong and successful launch in Hallandale. Leveraging local engagement and in-house creative resources, Freebee's approach is designed to build awareness, drive ridership, and foster connections with residents and businesses.

Pre-Launch: Freebee will partner closely with the City to identify key rider groups, conduct outreach to local employers, HOAs, schools, and businesses, and develop tailored marketing materials. In-person visits and digital campaigns will generate anticipation and educate the community about the new service. Training for Community Ambassadors will include local knowledge to help promote the service and provide a concierge-level experience.

Launch: The launch will feature a community event, promotional ride offers, and street teams engaging directly with Hallandale residents. Freebee will support City-led marketing efforts and coordinate branding and messaging for maximum local impact.

Post-Launch: Ongoing efforts will include regular data-driven marketing adjustments, participation in local events, and distribution of updated collateral to transit hubs, neighborhoods, and businesses. Freebee will continue door-to-door outreach, encourage user feedback, and maintain an active presence on digital channels to keep the community engaged and informed. The Freebee app will also highlight local businesses and public services, supporting economic resilience in Hallandale Beach.

Freebee will work closely with the community to coordinate a large ribbon cutting event, as well as a series of smaller outreach activities such as pop-up events, to maximize awareness and engagement. Alternative marketing approaches may also be proposed in collaboration with the City to ensure the most effective local outreach.

Marketing Effectiveness Tracking

Marketing effectiveness is tracked via the Dashboard using specific KPIs: Cost Per Acquisition, Conversion Rate (app downloads vs. completed rides), and Redemption Rates of local business offers. We also conduct quarterly rider surveys to assess brand awareness and identify under-served demographics for retargeting.



Approach to Service Refinement

Our approach to service refinement is built on a philosophy of "active management," where the launch of the service is simply the starting point. We view the Hallandale Microtransit system as a living ecosystem that must evolve based on real-world data, rider behavior, and City priorities. By leveraging the real-time insights from our Dashboard and regular performance reviews, we proactively refine the service to ensure it operates at peak efficiency while maximizing the City's return on investment.

Managing Change Requests

We distinguish between Operational Optimizations (which are included in the base scope and cost-neutral) and Service Expansions (which typically require budgetary adjustments).

- Operational Optimizations (No Budgetary Impact): These are parameters we can adjust instantly within the existing resource envelope. Examples include:
 - Tweaking geofenced zone boundaries.
 - Adjusting algorithm settings (wait time windows, detour allowances).
 - Shifting marketing focus or channels.
 - Reallocating existing vehicles to different zones or nodes based on demand.
 - Changing virtual stop locations.

Explanation of Ability to Accomplish Proposed Work within Time Frame and Budget

Phase 1: Planning, Initial Mobilization & Simulation (Weeks 1-3)

Responsible Party: Operations Team, City Staff & CRA

- Service & Fleet Definition: Finalize operational parameters for the dense 4.55-square-mile city limits. Confirm the deployment of a 4-vehicle, "right-sized" fleet.
- Stakeholder Alignment: Establish communication channels with City stakeholders and finalize vehicle staging and charging/storage logistics.
- Recruitment Launch: Initiate the recruitment process for local drivers, prioritizing residents of Hallandale Beach.

Phase 2: Technology Configuration & "The Cloud" Integration (Weeks 2-7)

Responsible Party: IT & App Development Department

- App Customization: Configure the mobile app with Hallandale Beach branding and messaging.
- Multimodal App Integration: Develop and deploy custom in-app banner tracking. This allows riders to use a single platform to request an on-demand ride while simultaneously tracking The Cloud's fixed-route electric buses.
- Economic Impact Customization: Transform the app into a "Localized Community Guide." Onboard local Hallandale Beach businesses with free in-app advertising to drive commercial dwell time and transform local vendors into marketing partners.
- Dashboard & QA: Configure the live data dashboard for City and CRA staff to track KPIs (ridership, wait times, economic conversion metrics) in real-time, at no additional custom development cost.

Phase 3: Workforce Development & "Transfer Literacy" (Weeks 4-8)

Responsible Party: HR & Training Team

- Hiring & Vetting: Complete local driver recruitment, prioritizing comprehensive background checks, drug testing, and safety verifications.
- Training Academy & Transfer Literacy: Train drivers on safety, customer service, and on the integrated transit network. Drivers will be equipped to educate riders on how to seamlessly transfer between the on-demand vehicles and The Cloud buses.
- Community Ambassador Training: Because we operate as an extension of city staff, drivers will be trained to act as community ambassadors, familiarizing themselves with local events to provide a white-glove, hospitality-level experience.

Explanation of Ability to Accomplish Proposed Work within Time Frame and Budget

Phase 4: Marketing & Community Engagement (Weeks 7-11)

Responsible Party: Marketing Team & Local Business Partners

- Outreach Strategy: Launch targeted campaigns highlighting the service as an economic and lifestyle asset to maximize total community usage.
- Educational Collateral: Distribute clear, visually engaging materials explaining how the new multimodal system works, specifically how the app bridges the gap between on-demand rides and The Cloud.

Phase 5: Soft Launch & System Validation (Weeks 10-11)

Responsible Party: Operations & IT Teams

- Live Testing: Initiate a limited-capacity soft launch to test operational efficiency, geofencing accuracy, and real-world integration with The Cloud's bus schedules.
- Feedback & Calibration: Analyze data from initial rides to adjust algorithm parameters (e.g., dwell times, routing efficiency) and ensure average wait times are tracking toward the 15 minute goal.

Phase 6: Official Launch & Continuous Operational Excellence (Week 12+)

Responsible Party: Operations, Customer Support & Management

- Go-Live & Support: Implement full-scale service. Activate both in-app support and the traditional phone dispatch center to ensure the service remains 100% accessible to seniors and those without smartphones.
- Continuous Partnership: Transition from launch mode to long-term community partnership. We proactively manage daily fleet maintenance, optimize route data, and prepare to scale up operations seamlessly for major city events.
- Economic Reporting: Provide ongoing, transparent reporting to the City and CRA.

By controlling our proprietary routing technology and hiring our W-2 Community Ambassadors directly, we eliminate the financial unpredictability and scheduling delays commonly caused by third-party subcontractors. Our turnkey, fixed-cost pricing structure ensures the City of Hallandale Beach is insulated from unexpected operational overruns. Furthermore, because our dedicated Operations Manager, Freddy Frique, previously oversaw operations directly within Hallandale Beach, our team already possesses the localized institutional knowledge required to bypass the typical vendor learning curve and guarantee a seamless rollout.

Fleet

Our fleet will consist exclusively of vehicles that meet all Federal Motor Vehicle Safety Standards (FMVSS), ensuring the highest levels of safety and reliability. For this service, we recommend a deployment of **4 vehicles**, each equipped with state-of-the-art charging capabilities to support seamless operations and advance the sustainability objectives of Hallandale.

ID Buzz

The Volkswagen ID. Buzz is an all-electric vehicle that seamlessly blends sustainability with cutting-edge technology, offering a long-range battery of over 250 miles and zero local CO₂ emissions. Its flexible space concept accommodates up to seven passengers and includes features like sliding doors on both sides for easy access. With advanced amenities such as a 12.9-inch touchscreen navigation system and adaptive cruise control with stop-and-go functionality, the ID. Buzz is perfectly suited for micro-transit applications, offering efficient, comfortable, and sustainable solutions for urban and short-distance passenger transport.

- Long Range Battery: 250+ mile range.
- Charging: 11 kW AC charging power (alternating current).
- Electric Motor: Rear-mounted, zero local CO₂ emissions.
- Autonomous Emergency Braking: Front Assist with Pedestrian and Cyclist Monitoring.
- Proactive Passenger Protection System.
- Lane Assist & Park Assist Plus: With memory function and Park Distance Control.
- Swerve Support & Oncoming Vehicle Braking: When turning.
- First Aid Kit: Includes warning triangle and safety vest.
- Anti-Theft Alarm System: With interior monitoring, back-up horn, and towing protection.
- Seven-passenger seating.
- Sliding Doors: On both sides of the vehicle.
- Power Tailgate: Easy Open and Easy Close function.
- Two-Zone Climatronic: Enhanced air filter and stationary air conditioning.



Freebee 70

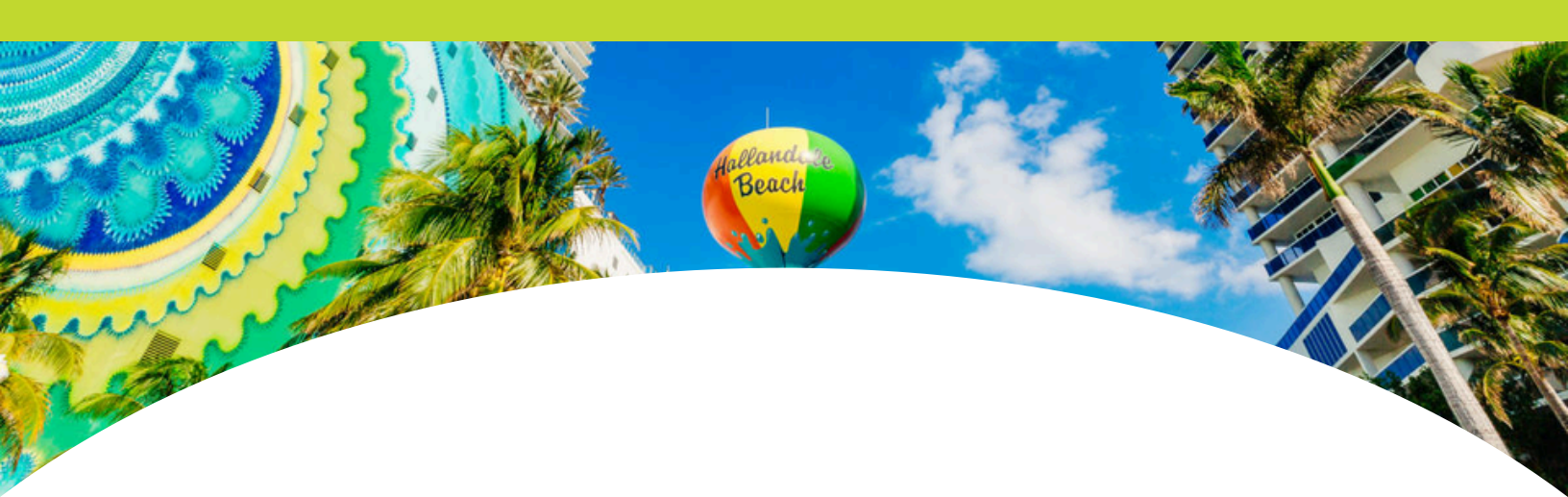
Fleet

Toyota Sienna Hybrid 2023 XSE

The bold accents and athletic stance of the 2023 XSE Toyota Sienna will show passengers that functionality and style aren't mutually exclusive. Passengers who request accommodations will receive the same level of luxury service they deserve and should expect to receive. The 2023 Toyota Sienna is currently the only AWS hybrid vehicle within the US that meets and exceeds ADA compliance with the FMTS compliance standards requirements for the National Mobility Equipment Dealers Association (NMED).

- 4 ambulatory passenger seats
- Air Conditioning
- Integrated backup camera
- Pre-collision automatic braking
- Low easy access side loading for wheelchair accommodations
- Oxygen tank holder
- WC-18 wheelchair restraints & adjustable shoulder/lap belt
- Restraints for Walkers and Canes
- Fire Extinguisher
- Spill kits
- First Aid Kit
- Safety triangles
- Black-heated power outside-mirrors with blind spot warning indicators
- Hands-free dual power-sliding side-doors with jam protection
- Retractable row for additional seating when not in use for wheelchair accommodation.





10. Cost Proposal

COST PROPOSAL:

Proposing firms must adhere to the Cost Proposal provided below, deviations from the provided cost proposal may result in the firm being determined non-responsive.

Firms must provide all costs for all services to be provided as requested and outlined in this RFP in the format below.

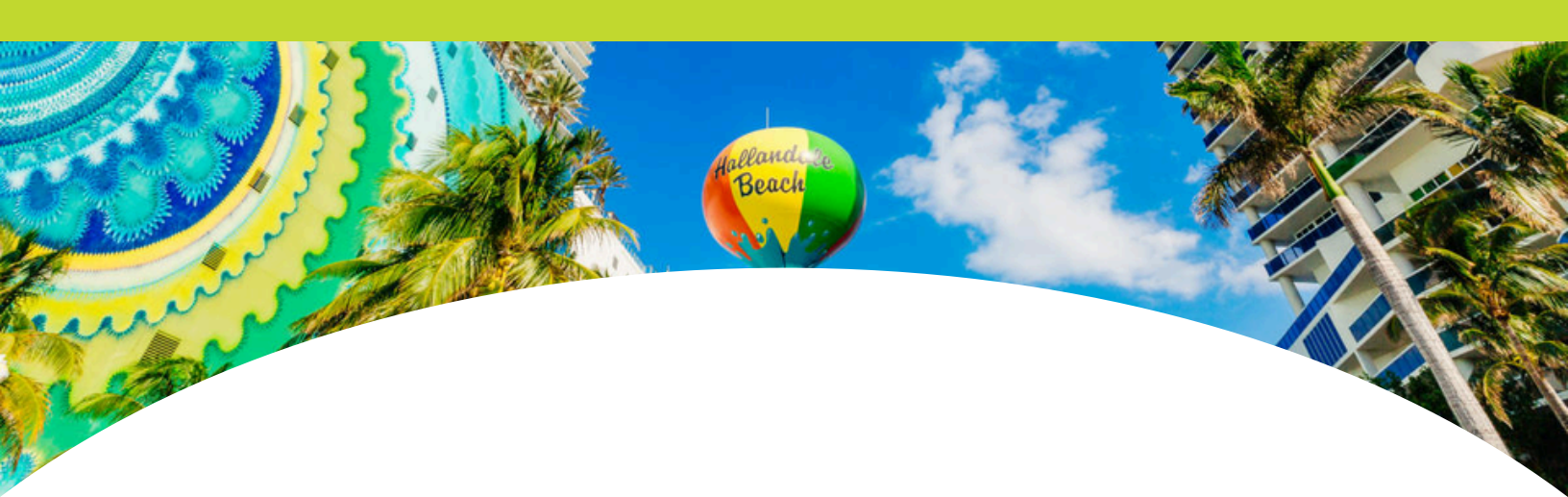
The Cost Proposal as submitted below constitutes as a formal offer from the proposing firm for the solicitation’s scope of work

The cost must be inclusive of all related expenses including contract administration, technical assistance to the City, personnel training and certification, services for security, safety, travel, and associated actions necessary for the Project by the Consultant as defined in the RFP and Contract.

Each Respondent’s Cost will be evaluated by comparing it mathematically to the other costs received. The lowest cost will receive the maximum score.

The City reserves the right to waive any minor informality or irregularity, in the best interest of the City.

	Year 1 Hourly Rate	Year 2 Hourly Rate	Year 3 Hourly Rate	Year 4 - <i>if extended</i> Hourly Rate	Year 5 - <i>if extended</i> Hourly Rate
Hourly rate per vehicle with driver – Large vehicle	\$ 41.56	\$ 42.39	\$ 43.24	\$ 44.10	\$ 44.98
Hourly rate per vehicle with driver – Small vehicle	\$ 41.56	\$ 42.39	\$ 43.24	\$ 44.10	\$ 44.98
Flexible Hourly rate (Special events, Additional Services as needed)	\$ 35.00	\$ 35.00	\$ 35.00	\$ 35.00	\$ 35.00
Annual Total	\$ 118.12	\$ 119.78	\$ 121.48		
3 Year (Year 1 – Year 3) Annual Total (for Evaluation Purposes)			\$ 359.38		



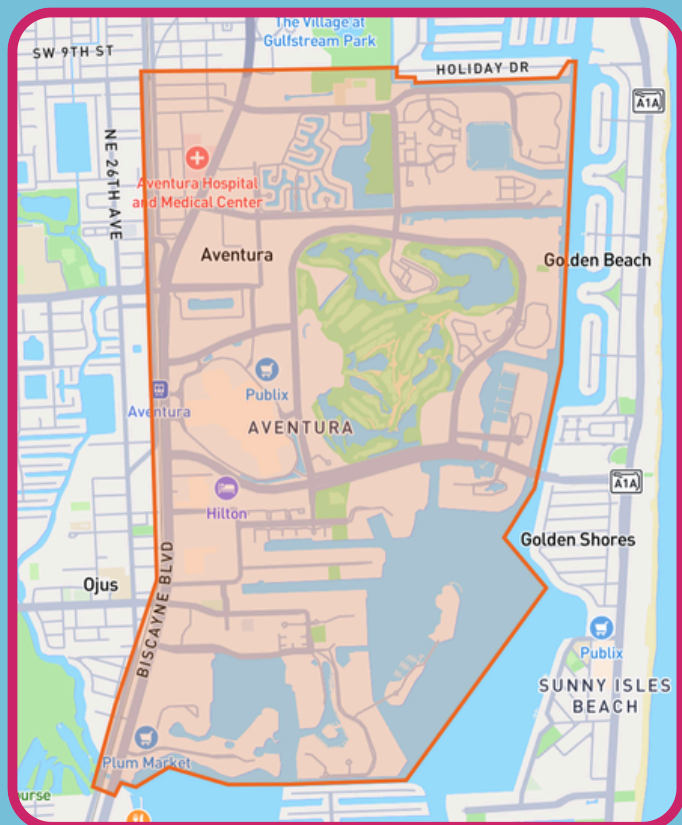
11. Previous Experience and References

City of Aventura Microtransit Service



Freebee has established a robust microtransit program in the City of Aventura, offering on-demand and fixed-route electric transportation across a dense, 2.6-square-mile urban core. By replacing an underutilized shuttle, Freebee's door-to-door model provides critical first- and last-mile connectivity, more than doubling overall transit utilization in the area.

- Service Area Size:** 2.6 square miles
- Fleet Size:** 10 vehicles
- Ridership:** 125,000+ annual passengers
- Population:** 39,237
- Contract Dates:** Jan 2020 - Dec 2027



Driven by rapid adoption, the fleet has expanded from just two to 13 electric vehicles, now transporting nearly 15,000 passengers monthly. This highly equitable service caters to a diverse demographic, serving as a vital link for seniors utilizing ADA-accessible options, choice riders navigating commercial districts, and local workers commuting through the Aventura station. Funded by a combination of City, CITT, and advertising revenues, the program effectively reduces single-occupancy vehicle use while delivering an inclusive, scalable mobility solution for the entire community.

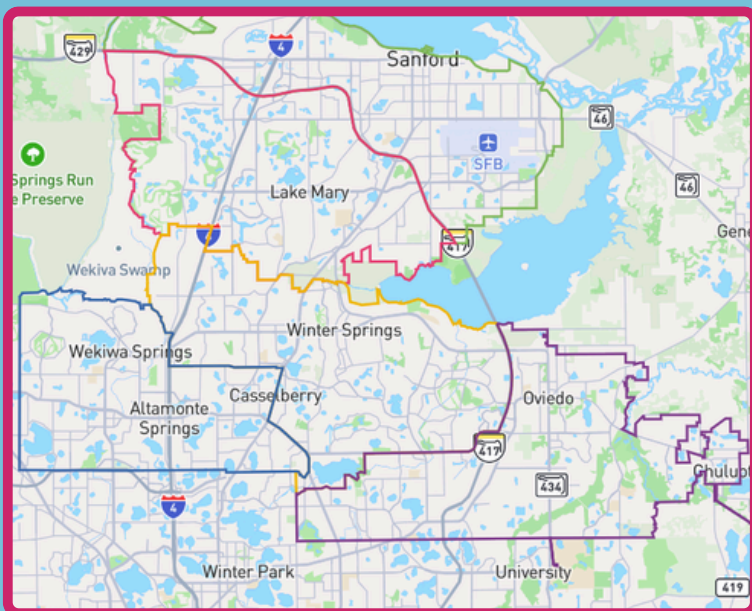


Seminole County



Freebee has completely transformed the public transportation landscape in Seminole County by replacing an underperforming fixed-route system with an expansive, on-demand microtransit solution covering over 190 square miles. This strategic transition has generated millions of dollars in cost savings for the county while significantly broadening mobility access.

- Service Area Size:** 190 square miles
- Fleet Size:** 42 Vehicles
- Ridership:** 400,000+ annual passengers
- Population:** 505,307
- Contract Dates:** 10/15/25 - 10/15/35



By expanding the service area well beyond the limitations of the historical fixed-route model, the program drove an immediate and sustained increase in overall ridership. While the service continues to provide a vital lifeline for transit-dependent populations, its enhanced coverage, convenience, and reliability have successfully attracted a broad new demographic; remarkably, 75% of the system's current users did not previously utilize public transit. Freebee's innovative approach in Seminole County demonstrates how modernizing transit networks can simultaneously reduce operational costs, expand community access, and drive mass transit adoption.



City of Plantation



Launched in July with an initial fleet of three vehicles, Freebee's microtransit program in the City of Plantation has rapidly established itself as a highly effective mobility solution.

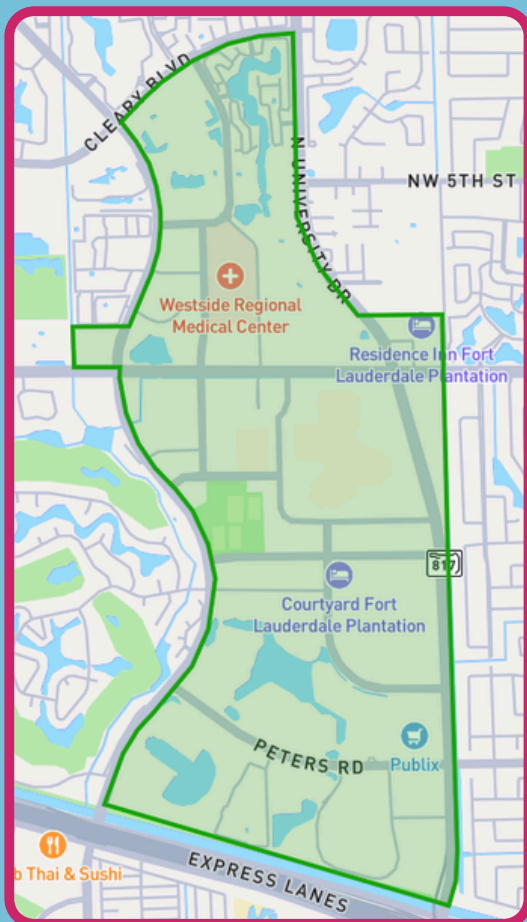
Service Area Size: 2 sq miles

Fleet Size: 3

Ridership: 30,000+ annual passengers

Population: 100,000

Contract Dates: 7/1/25 - 7/1/30



Designed primarily to stimulate local economic impact, the service currently provides seamless, on-demand connectivity within the city's Midtown district. In just its first six months, the program has garnered overwhelmingly positive community feedback and achieved consistent month-over-month ridership growth. Driven by this strong early adoption, Freebee is now collaborating closely with city leadership to expand the service area well beyond Midtown, extending equitable and accessible transportation to a much larger portion of the Plantation community.



Freebee on the Key



Freebee has provided the Village of Key Biscayne with 100% electric, on-demand microtransit since December 2016, becoming a core part of the community's mobility network. With a dedicated fleet of 8 vehicles operating seven days a week and serving all residents and visitors, Freebee's flexible, door-to-door model has dramatically reduced local car trips, alleviated congestion, and eased parking constraints across the island

Service Area Size: 1.4 square miles

Fleet Size: 9 vehicles

Ridership: 120,000+ annual passengers

Population: 14,815

Contract Dates: Dec 2016 -Aug 2028



Funded by the Village and supported through advertising revenue, Freebee leverages a user-friendly app and a full-service call center (with English, Spanish, and TTY access) to ensure accessibility for all ages and abilities. The service is recognized for its significant contribution to sustainability, eliminating emissions, and improving quality of life for Key Biscayne residents. Freebee's partnership with the Village stands out for its adaptability, community-centric approach.



Freebee 78

Delray Beach Freebee



Freebee has provided the Village of Key Biscayne with 100% electric, on-demand microtransit since December 2016, becoming a core part of the community's mobility network. With a dedicated fleet of 8 vehicles operating seven days a week and serving all residents and visitors, Freebee's flexible, door-to-door model has dramatically reduced local car trips, alleviated congestion, and eased parking constraints across the island.

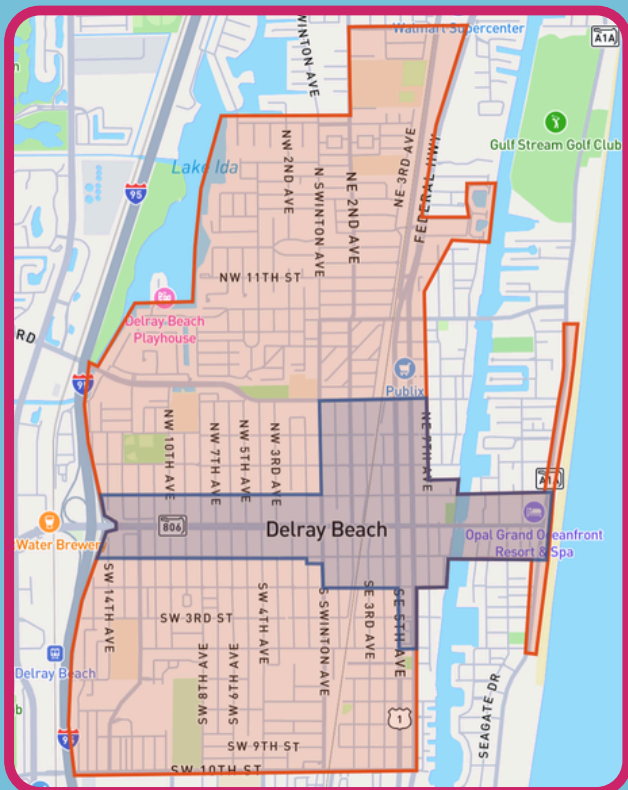
Service Area Size: 8 square miles

Fleet Size: 5 vehicles

Ridership: 80,000+ annual passengers

Population: 66,573

Contract Dates: Sept 2019 - Sept 2027



Funded by the Village and supported through advertising revenue, Freebee leverages a user-friendly app and a full-service call center (with English, Spanish, and TTY access) to ensure accessibility for all ages and abilities. The service is recognized for its significant contribution to sustainability, eliminating emissions, and improving quality of life for Key Biscayne residents. Freebee's partnership with the Village stands out for its adaptability, community-centric approach.



freebee 79

Coral Gables

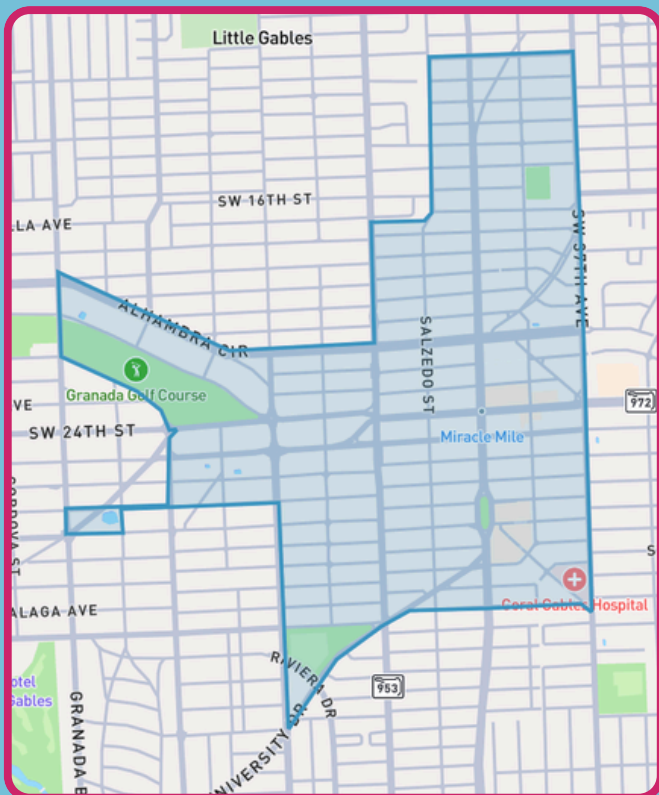


Freebee's partnership with the City of Coral Gables has been meticulously crafted to meet the unique characteristics and demands of this iconic city. Known for its Mediterranean-style architecture, bustling commercial sectors, and historic landmarks, Coral Gables has seen a significant transformation in its transportation dynamics through our collaboration.

CORAL GABLES

THE CITY BEAUTIFUL

Service Area Size: 37.31 square miles
Fleet Size: 5
Ridership: 75,000+ annual passengers
Population: 49,248
Contract Dates: June 2017 - October 2027



Freebee has adeptly addressed the mobility needs of Coral Gables' diverse population, including professionals commuting to thriving business districts, tourists exploring the city's scenic beauty and cultural attractions, and the substantial elderly demographic seeking convenient and accessible transportation options.



Freebee 80

Sunrise



In the City of Sunrise, Freebee has successfully launched a comprehensive microtransit service designed to enhance both urban mobility and stimulate economic development within the Sunrise Business and Entertainment District. This service delivers a flexible, on-demand electric transportation solution accessible through the 'Ride Freebee' mobile app, alongside dispatch calling and street-side ride-hailing capabilities.

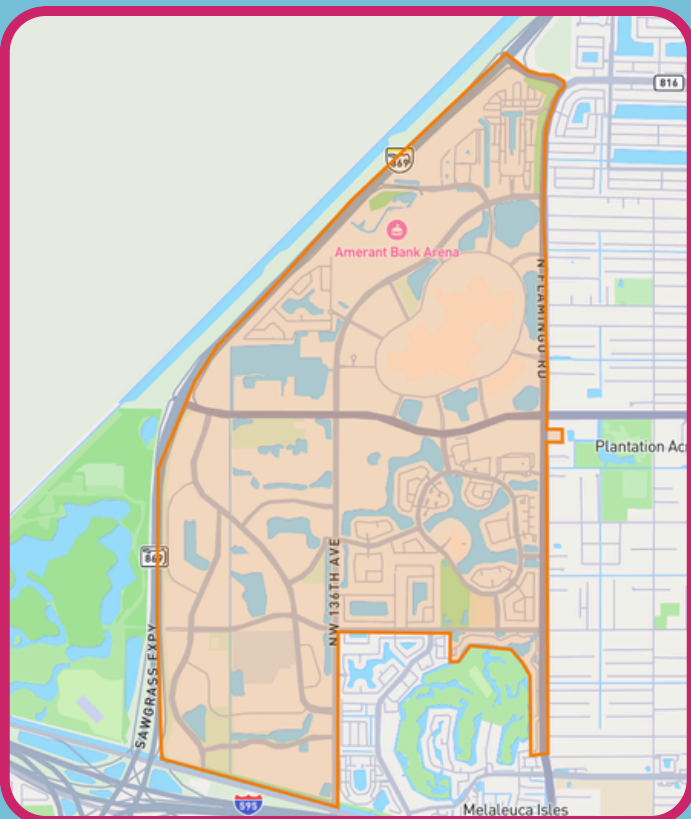
Service Area Size: 4 square miles

Fleet Size: 4

Ridership: 55,000+ annual passengers

Population: 97,335

Contract Dates: Sept 2022 - Sept 2027



By offering convenient, cost-free rides, Freebee has swiftly become a cornerstone of Sunrise's efforts to mitigate car traffic, improve parking availability and drive economic impact across the district. Freebee's geofenced service area ensures that on-demand, door-to-door transportation is available exclusively within the defined boundaries of the Sunrise Business and Entertainment District, optimizing both efficiency and accessibility for residents and visitors.



Freebee 81

ATTACHMENT A – REFERENCES:

PROPOSING FIRM’S NAME(S): BeefreeLLCd/b/aFreebee
PROJECT NAME: Freebee Aventura
NAME OF FIRM THAT AWARDED THE AGREEMENT: City of Aventura

Name of reference:	Bryan Pegues	Phone:	305-466-8995
Title of reference:	City Manager	E-mail Address:	peguesb@cityofaventura.com
Company/Employer:	City of Aventura		

PLEASE RATE BELOW FOR ITEMS 1 THROUGH 14, A SCORE FROM 1 TO 5, (1 BEING LOWEST, AND 5 BEING HIGHEST), FOR THE SERVICES RENDERED.

1. Rate the firm’s success in providing their services as it relates to the project.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
1 Lowest	2	3	4	5 Highest

2. Rate the firm’s knowledge of the services provided in # 1, above.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
1 Lowest	2	3	4	5 Highest

3. Rate the level of commitment of the firm toward your project. Did the firm devote the time and personnel necessary to successfully complete your project?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
1 Lowest	2	3	4	5 Highest

4. Rate the competence and accessibility of the personnel directing, supervising and performing the work on your project.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
1 Lowest	2	3	4	5 Highest

5. Rate the firm's success at keeping you updated and informed about the progression of the project. Particularly, when special needs or problems arose.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
1 Lowest	2	3	4	5 Highest

6. Rate the firm's success at accomplishing the tasks established as required by the Agreement.

<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
1 Lowest	2	3	4	5 Highest

7. Rate the firm's success at completing tasks within the timeline established for completion of your project.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
1 Lowest	2	3	4	5 Highest

8. Rate the firm's success at providing the services as specified in the agreement meeting reporting dates and content.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
1 Lowest	2	3	4	5 Highest

9. Rate the overall performance of the firm on your project.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
1 Lowest	2	3	4	5 Highest

10. Did your firm and the Project Manager work well together?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
1 Lowest	2	3	4	5 Highest

11. How would you rate the firm's overall based on your experience with the project?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
1 Lowest	2	3	4	5 Highest

ATTACHMENT A – REFERENCES:

PROPOSING FIRM’S NAME(S): BeefreeLLCd/b/aFreebee
PROJECT NAME: Freebee Plantation
NAME OF FIRM THAT AWARDED THE AGREEMENT: City of Plantation

Name of reference:	Carole Morris	Phone:	954-797-2210
Title of reference:	Assistant City Administrator	E-mail Address:	CMorris@plantation.org
Company/Employer:	City of Plantation		

PLEASE RATE BELOW FOR ITEMS 1 THROUGH 14, A SCORE FROM 1 TO 5, (1 BEING LOWEST, AND 5 BEING HIGHEST), FOR THE SERVICES RENDERED.

1. Rate the firm’s success in providing their services as it relates to the project.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
1 Lowest	2	3	4	5 Highest

2. Rate the firm’s knowledge of the services provided in # 1, above.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
1 Lowest	2	3	4	5 Highest

3. Rate the level of commitment of the firm toward your project. Did the firm devote the time and personnel necessary to successfully complete your project?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
1 Lowest	2	3	4	5 Highest

4. Rate the competence and accessibility of the personnel directing, supervising and performing the work on your project.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
1 Lowest	2	3	4	5 Highest

5. Rate the firm's success at keeping you updated and informed about the progression of the project. Particularly, when special needs or problems arose.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
1 Lowest	2	3	4	5 Highest

6. Rate the firm's success at accomplishing the tasks established as required by the Agreement.

	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
1 Lowest	2	3	4	5 Highest

7. Rate the firm's success at completing tasks within the timeline established for completion of your project.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
1 Lowest	2	3	4	5 Highest

8. Rate the firm's success at providing the services as specified in the agreement meeting reporting dates and content.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
1 Lowest	2	3	4	5 Highest

9. Rate the overall performance of the firm on your project.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
1 Lowest	2	3	4	5 Highest

10. Did your firm and the Project Manager work well together?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
1 Lowest	2	3	4	5 Highest

11. How would you rate the firm's overall based on your experience with the project?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
1 Lowest	2	3	4	5 Highest

12. Was the project provided on budget?

<input checked="" type="checkbox"/> YES	<input type="checkbox"/> NO
---	-----------------------------

13. Can you describe any instances in which there were errors in the project because of the firm, which resulted in delays to the schedule as outlined in the agreement? If so, what was it and how was it rectified.

Overall, it's been an easy and positive experience. The only issue we experienced dealt with installation of charging stations and the bulk of that issue was FPL not Freebee.

14. If you had a similar project to undertake in the future, would the firm be considered to perform the work?

<input checked="" type="checkbox"/> YES	<input type="checkbox"/> NO
---	-----------------------------

ADDITIONAL COMMENTS:

We are very happy and seeking to expand our service area in the coming months.

PERSON PROVIDING REFERENCE (PRINT NAME):	Carole Morris
PRINT TITLE:	Assistant City Administrator

SIGNATURE: Carole Morris Date: 0_2_/2_4/_2_0_2_6

ATTACHMENT A – REFERENCES:

PROPOSING FIRM’S NAME(S): Beefree LLC d/b/a Freebee
PROJECT NAME: Scout powered by Freebee
NAME OF FIRM THAT AWARDED THE AGREEMENT: Seminole County

Name of reference:	Kristian Swenson	Phone:	407-665-7246
Title of reference:	Assistant County Manager	E-mail Address:	kswenson@seminolecountyfl.gov
Company/Employer:	Seminole County		

PLEASE RATE BELOW FOR ITEMS 1 THROUGH 14, A SCORE FROM 1 TO 5, (1 BEING LOWEST, AND 5 BEING HIGHEST), FOR THE SERVICES RENDERED.

1. Rate the firm’s success in providing their services as it relates to the project.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
1 Lowest	2	3	4	5 Highest

2. Rate the firm’s knowledge of the services provided in # 1, above.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
1 Lowest	2	3	4	5 Highest

3. Rate the level of commitment of the firm toward your project. Did the firm devote the time and personnel necessary to successfully complete your project?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
1 Lowest	2	3	4	5 Highest

4. Rate the competence and accessibility of the personnel directing, supervising and performing the work on your project.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
1 Lowest	2	3	4	5 Highest

5. Rate the firm's success at keeping you updated and informed about the progression of the project. Particularly, when special needs or problems arose.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
1 Lowest	2	3	4	5 Highest

6. Rate the firm's success at accomplishing the tasks established as required by the Agreement.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
1 Lowest	2	3	4	5 Highest

7. Rate the firm's success at completing tasks within the timeline established for completion of your project.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
1 Lowest	2	3	4	5 Highest

8. Rate the firm's success at providing the services as specified in the agreement meeting reporting dates and content.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
1 Lowest	2	3	4	5 Highest

9. Rate the overall performance of the firm on your project.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
1 Lowest	2	3	4	5 Highest

10. Did your firm and the Project Manager work well together?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
1 Lowest	2	3	4	5 Highest

11. How would you rate the firms overall based on your experience with the project?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
1 Lowest	2	3	4	5 Highest

12. Was the project provided on budget?

<input checked="" type="checkbox"/> YES	<input type="checkbox"/> NO
---	-----------------------------

13. Can you describe any instances in which there were errors in the project because of the firm, which resulted in delays to the schedule as outlined in the agreement? If so, what was it and how was it rectified.

NO, delays or errors.

14. If you had a similar project to undertake in the future, would the firm be considered to perform the work?

<input checked="" type="checkbox"/> YES	<input type="checkbox"/> NO
---	-----------------------------

ADDITIONAL COMMENTS:

they are a great company. we have an extremely large system that was a start-up. They helped create it and it has been a fabulous partnership. You can't go wrong with them!

PERSON PROVIDING REFERENCE (PRINT NAME):	KRISTIAN L. SWENSON
PRINT TITLE:	Asst. County Manager

SIGNATURE: Date: 2/24/26