



The  
FREE RIDE™

LONG  
BEACH

# The Free Ride + Long Beach Last Mile Mobility Solution



[www.thefreeride.com](http://www.thefreeride.com)

# OUR SOLUTION

## THE FREE RIDE COMBINES THE LATEST INNOVATIONS...

## ...TO HELP CITIES SOLVE TODAY'S CHALLENGES

### ON DEMAND

Tailored routes connect your city

### SHARING ECONOMY

Increased sharing maximizes efficiency, and GHG emissions

### GREEN ENERGY

Go Green: Reduce Greenhouse gas emissions with smaller, 100% electric cars.

### DATA

The Free Ride app generates data and builds smarter systems.

### FUTURE PLANNING

Increased sharing maximizes efficiency, and GHG emissions

### FIRST/LAST MILE

Connecting riders with parking lots and transit hubs

### REDUCE CONGESTION

On Demand fleets create flexibility and efficiency.

### CREATE FULL-TIME JOBS

Employ local, professional drivers.

### EMISSIONS REDUCTION

Vehicles yield 98.84% reduction of CO2 emissions.

### MORE EFFICIENT TRANSIT

Fleet Scale on demand, no more empty bus seats

### PROVEN & SAFE

Street legal. Permitted A+ insurance rated.

### ALTERNATIVE REVENUE STREAM

Ad partners can help reduce net cost to a city



# TFR SYSTEM

## WHAT WE OFFER

### **Flexibility**

- Adjust Level of Service (LOS) incrementally to meet needs and fit budget

### **Complement**

- Work with existing public transit to increase utilization, fill last mile gap

### **Reduction**

- Reduce emissions, congestion, Single Occupancy Vehicles (SOVs) and Vehicle Miles Traveled (VMTs)

### **Data**

- How and when people move, real-time and historic

### **Real-Time Solution**

- Pilot program was a success, feedback from residents, workers and visitors heard



# PILOT RESULTS STATS (8 weeks)

**16,742**

Riders  
(11,577 in May)

**5:14 min**

Wait Time

**17 jobs**

Created

**7.5 tons**

CO2 Emissions  
Reduced

**95%**

Increase in ridership  
from first to second  
month

**98%**

5-star ratings  
(4.95 average)

# PILOT RESULTS

## WHAT WE LEARNED

1. Possible to expand coverage area with same assets
2. Trends show it can only grow and become more efficient
3. Residents, businesses and hotels all utilized service and express a desire to keep the service running

# PILOT RESULTS

## RIDER APP FEEDBACK

“Great service. Looking forward to service expansion.”

“Free ride is wonderful. As downtown residents we use it a lot to go to places that are normally too far out of walking distance & we hate to drive & park. Please keep it going!”

“We love this option out in Long Beach. Makes us want to live out here forever!!”

“Love the concept and very convenient.”

“Great driver, awesome people skills & an even better personality! Free Ride service altogether is a great all around public transportation method for quick & easy commute! I do hope this service is in line for expansion. Thanks you greatly!”

“The ride was great! Hope the boundary would expand 2 blocks”

# PILOT RESULTS

## RIDER APP FEEDBACK

“Wonderful service, she was very nice and helpful.”

“I love that this service is in Long Beach! Navigating downtown is difficult sometimes with my disability but this makes it easy! It’s straightforward, green and best of all free! I hope the city keeps this service around!”

“Awesome. Easy to use. Showed up quickly and was very nice to use.”

“Love this service will be using during lunch time”

“Love this new service! Extend the rides to 4<sup>th</sup> retro row, Cambodia town and Belmont shore. Thank you for bringing this to our neighborhood”

“So happy this exists! It made my trip to and from downtown pleasant and I didn’t have to worry about parking!”

# PILOT RESULTS

## EMAIL FEEDBACK

On Mon, Oct 1, 2018 at 2:37 PM Jessie Reeves <[jessiereeves@gmail.com](mailto:jessiereeves@gmail.com)> wrote:

To Whom it May Concern:

My name is Jessie Reeves, and I am a resident of Long Beach, CA. I am writing in praise of the Free Ride initiative that took place in downtown Long Beach this past summer, and to express my support and desire for this program to be re-implemented. I think this program is an excellent way to promote and support local businesses and encourages patronage by minimizing issues related to parking, driving, and traffic congestion. Myself and many of my friends utilized this service, and we all shared positive experiences.

I have already reached out to my local government officials regarding my support of this program, but also wanted to share my experience directly with Free Ride. I would be happy to continue my support of this program and hope Long Beach can bring the Free Ride back to the downtown area, hopefully with expansion into Retro Row. I know I would be a frequent user of this service, and would appreciate having the Free Ride return.

-----Original Message-----

From: Keil Elkins [<mailto:weaveslikeaweb@gmail.com>]

Sent: Sunday, August 12, 2018 2:32 PM

To: Contact LBPW <[ContactLBPW@longbeach.gov](mailto:ContactLBPW@longbeach.gov)>

Subject: free ride dtlb

we absolutely love the program, and made use of it as much as possible, we live on Pine Avenue and it is such a useful resource. PLEASE bring it back, it's such a necessary part of life for the downtown residents!

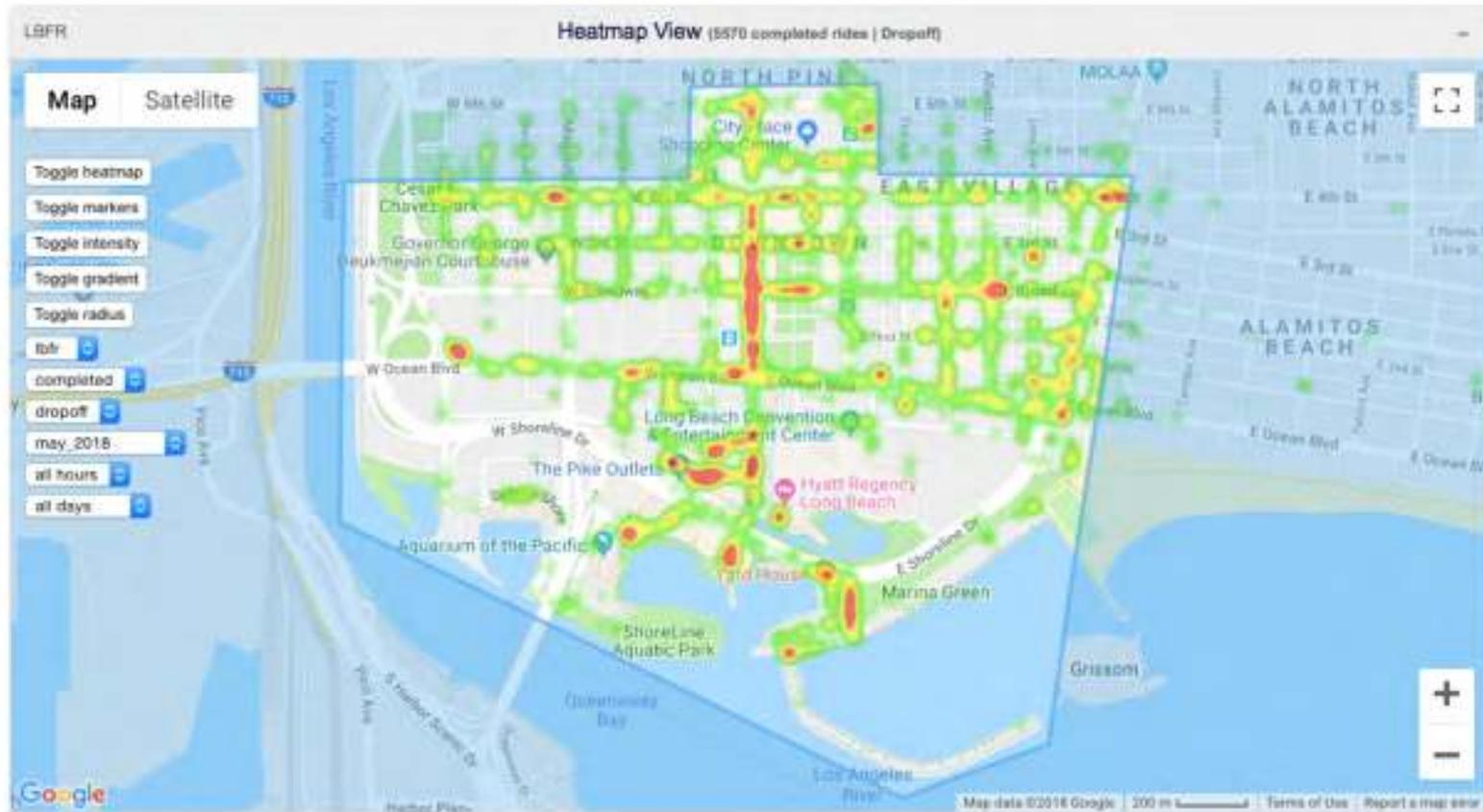
# HEAT MAP PICKUP DATA

- Global Settings
- Request Monitoring
- Drivers
- Riders
- Analytics & Data



# HEAT MAP DROPOFF DATA

- Global Settings
- Request Monitoring
- Drivers
- Riders
- Analytics & Data



# Press



HOME NEWS SECTIONS LIFESTYLE WEATHER IN THE STUDIO ON THE SCENE COMMERCIALS

Latest: Main Beach Police Car Crushed In Downtown Long Beach

Community Transportation

## Long Beach Launches New Downtown Shuttle Service in Partnership with The Free Ride

By April 9, 2019 @ 10:51

### PRESS-TELEGRAM

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2 EDITION  
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News Local News Sports Opinions Things to do Obituaries Classifieds

TRENDING: 2019 NFL Draft Super Bowl 2018 Justice for George Floyd Spring of Tradition 2019 California Grand Canyon

#### LOCAL NEWS

New Downtown Long Beach shuttle is free of emissions, free for riders



## LONG BEACH POST



TRANSPORTATION April 9, 2019

## Long Beach Launches Free Shuttle Service That Uses Gas-Free Electric Vehicles

By Heather Kault Photo: Daniel



## GRUNION

Business April 9, 2019

## New Downtown Shuttle Free Of Emissions, Free For Riders

By Holly Sotgiu Photo: Daniel April 11, 2019



#### Submit Your News

We're always interested in hearing about news in our community. Let us know what's going on!

Submit

#### Most Popular

- High Level Park Hike To Take On Long Beach's Hidden Pleasure Coast (with Bonus Photos) - Sign up for Long Beach Alerts!
- South St. Homeless Make Waypoints
- New Downtown Shuttle Free Of Emissions, Free For Riders

Today's Top Stories Search

## EYEWITNESS NEWS

63° Los Angeles, CA

SEARCH NEWS LIVE STREAMS WEATHER LOS ANGELES BEVERLY HILLS LONG BEACH

BREAKING NEWS: Explosion rocks Wisconsin refinery, at least 6 hurt



## Long Beach creates app offering free shuttle rides to downtown area

Reporting: April 11, 2019 10:49 AM  
LONG BEACH, Calif. (KABC) — Getting a ride in Long Beach just got a lot less expensive.



## FutureStructure

#### TRANSPORTATION

## Free Shuttle Programs Have Found Their Place in Busy Cities

What started as a whimsical, almost gimmicky idea has become an integral part of answering travelers in other modes of transportation

By SVP Research July 23, 2018



# CASE STUDY LONG BEACH

**Client:** Public Works - \$100,000 for 8 car, 2 month pilot

**Goal:** Provide on demand, eco-friendly mobility solution for the downtown residents and workers to help with parking challenges

**Results:** 16,000+ rides in two months, launched within 1 week of signed PO, \$21k in advertising revenue sold



# CASE STUDY

## SAN DIEGO

**Client:** Public-Private-Partnership with Civic San Diego

**Goal:** Provide eco-friendly, mobility solution for the downtown that is more efficient than a traditional bus service using Downtown parking meter revenue funds

**Results:** Over 30k users, 5k+ riders per week, \$5.7 million commitment from Civic San Diego, Recipient of Alonzo Award for Mobility and Gas Lamp's Best New feature award.



# CASE STUDY SANTA MONICA

**Client:** SMTT

**Goal:** Create hotel shuttle amenity & increase guest circulation using TMD assessment funding

**Results:** SMTT wins award for “Best New Idea”. Increased investment in TFR service by 100% over first two years. Co-branded with Del Frisco’s Grille to drive restaurant traffic.



# CASE STUDY

## WEST PALM BEACH

**Client:** Hilton West Palm Beach co-sponsored by WPB Downtown Development Authority

**Goal:** Create new hotel awareness & shuttle amenity for guests' about-town mobility ease

**Results:** #1 choice for hotel guests to move within Downtown WPB and Palm Beach Island





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FREE RIDE™

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YOU!**

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