



Transportation Circulator Services Solicitation RFP 4579 18 PB

Prepared for:

City of Hollywood
Office of the City Clerk
2600 Hollywood Blvd., Room 221
Hollywood, Florida 33020

Date: April 27, 2018



Prepared by:

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Table of Contents

Part 1: Basic Information	5
Part 2: Ability to Meet the City of Hollywood and Hollywood Community Redevelopment Agency's Needs	6
About Us	6
Objectives	6
Part 3: Evaluation Criteria	8
Vendor Relevant Work Experience	8
Timeline of Past Experience	9
Vendor Methodology	12
Project Timeline	14
TFR Organizational Chart	17
Place of Performance	17
Vendor Capabilities	18
Service Heat Maps with Zone Usage	19
Flexibility	20
Technical Support	20
Revenue Outline	21
ADA Compliance	21
Greening Initiatives	22
Drivers Qualifications	22
Maintenance/Recovery Plan	23
Risk Mitigation Plans	24
Pricing	27
Part 4: Technical Information	30
The Cars	30
The App	31
Insurance	33
Part 5: Summary	33
Part 6: Key Team Resumes	34
Part 7: Signature	35



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Transportation Circulator Services Solicitation RFP 4759 18 PB

This submittal is for Solicitation RFP 4579 18 PB for a Public-Private Partnership with the City of Hollywood, Florida and Hollywood Community Redevelopment Agency. Thank you for the opportunity to submit our proposal for a micro-transportation service in the City of Hollywood, Florida. This proposal will show that TFR Transit Inc (TFR), it's team and affiliates, has the proven capabilities and background in providing a sustainable transportation service to improve mobility, enhance the visitor and commuter experience and ease parking demands in the Downtown Hollywood area, Hollywood Beach and the U.S. 1/ Federal Highway Corridor.

The enclosed proposal has been prepared by TFR's executive team. After speaking with residents and local stakeholders in the City of Hollywood, Florida, Downtown including beach businesses and hotel/motel owners, TFR sees a need to implement a "First Mile - Last-Mile" transportation system in the City of Hollywood, FL by encouraging circulation and closing the transportation gaps in a way that reduces greenhouse gas emissions. Our team understands the City of Hollywood, FL's need for a reliable, efficient, and cost-effective service that compliments existing transportation options, eases parking issues and provides a long-term beneficial mobility option.

In reading this RFP the team could not have been more excited about how the request and needs of the City of Hollywood align with the company's past operations, and how the entire business started.

TFR is a for-profit company that works with and develops electric shuttle operations around the country. Over the past 7 years, the founding team has built and operated successful electric shuttle services in the Hamptons, San Diego, Santa Monica, Venice, Long Beach, New Jersey, Austin and South Florida. TFR offers its resources, expertise and trade secrets, as well as its technologies, and marketing platforms.

TFR's corporate headquarters are located at 777 S. Flagler Drive, Suite 800 West Tower, West Palm Beach, FL 33401. TFR and its affiliates oversees a network of regional transportation companies around the country. If awarded the contract, TFR will establish a local office and operating company. The company's officers and project leads are as follows:

Alexander Esposito - Co-Founder

Alex@thefreeride.com

516-446-8513

James Mirras - Co-Founder

James@thefreeride.com

631-903-4448

Jason Bagley - National Operations, Partner

Jason@thefreeride.com

305-494-1612

James and Jason will be the project leads on the City of Hollywood, Florida project and will hire and build a local management team as well as shift managers and drivers, when accepted. They will work closely with the managers and City project managers through the roll-out and project timeline. The office location from where the project work will be performed will be located in the City of Hollywood and determined at the time of a notice to proceed, if selected.

TFR appreciates your review of our submission and welcome any questions that might you may have.

Sincerely,

A handwritten signature in black ink, appearing to read "James Mirras". The signature is fluid and cursive, written in a professional style.

James Mirras
Co-Founder
TFR Transit Inc.

Part 1: Basic Information

Proposer Information:

Name: TFR Transit Inc. and its affiliates including The Free Ride Inc.

Address:

TFR Transit Inc.
777 S. Flagler Drive
Suite 800 West Tower
West Palm Beach, FL 33401

Type of organization: National For-Profit

Personnel names & contact information:

Alexander Esposito – Co-Founder
Alex@thefreeride.com
631-903-4448

James Mirras - Co-Founder
James@thefreeride.com
631-903-4448

Jason Bagley - National Operations, Partner
Jason@thefreeride.com
305-494-1612

These individuals will be responsible for answering City's technical or business questions concerning the proposal or any subsequent agreement concerning the proposal.

Firm Size and Range of Activities

The Free Ride Inc. and its affiliated operating companies employs 100+ people in over 11 cities.

Litigation

No litigation within the last five (5) years and no pending litigation.

Part 2: Ability to Meet the City of Hollywood and Hollywood Community Redevelopment Agency's Needs

About Us

TFR Transit Inc. and its affiliates including The Free Ride Inc. (collectively, TFR) is the largest operator of all-electric micro-transit service in the U.S. TFR has the current capabilities and a proven background of success in providing a transportation system that moves people to and from their destinations. TFR has the team, resources, insurance policies, technology, and systems in place to setup a service quickly and effectively.

TFR is a national for-profit company that began in 2011 as a way to combat parking problems in the co-founders' hometown. The business has grown organically to operate a fleet of over 100 vehicles in 10+ cities. TFR provides transportation on zero emission vehicles (EVs) on a shuttle or ride sharing basis in downtown and other high-demand areas and provides a "First Mile - Last-Mile" solution for residents, commuters, and visitors. The rides are free, and the business is funded by advertisers and/or municipal organizations.

TFR's services are safe, eco-friendly, efficient, and cost-effective. The infrastructure and energy management solutions are innovative and customer-centric. Each system aligns with the mobility needs of the community it operates in.

Objectives

TFR will provide the City of Hollywood, Florida (City) and the Hollywood Community Redevelopment Agency (CRA) its turn-key solution for transportation that aligns with the mobility and sustainability needs of the City's residents, commuters and visitors. TFR's services can be implemented quickly and are proven to be cost efficient and effective. The City's objective of identifying and implementing a sustainable hyper-local transportation system that moves people to and from motels/hotels along the US-1/Federal Highway Corridor to Hollywood Beach, Downtown and City parking garages represents a thoughtful approach to planned, deliberate growth that balances the need for mobility and services for the broader community. TFR is uniquely positioned to help the City and CRA accomplish this goal.

In accordance with this objective, TFR will work with the City and CRA to (i) augment existing transportation options in the area and (ii) increase access to easy, eco-friendly transportation within the City's designated coverage area (iii) encourage people to park their cars and use the service. TFR will facilitate the movement of residents, commuters and visitors to and from key points of interest, parking areas, and other transportation hubs within the Downtown and the Hollywood Beach including supplementary service during special events.

Based on its assessment of the market and needs in the City, TFR understands and will work to achieve the following goals:

- Supplement the proposed City circulator shuttle to make the City a demand-responsive community;
- Augment existing transportation services for the 150,000 residents of the City, the 70,000 people who commute to work in the City each day and the millions of annual visitors;
- Connect guests of the 30+ hotels/motels to Downtown Hollywood or Hollywood Beach;
- Increase usage of City parking garages;
- Reduce greenhouse gas (GHG) emissions from cars, trolleys and buses in the area;
- Reduce vehicle miles traveled; and
- Convert a transportation cost into a revenue generation opportunity.



Part 3: Evaluation Criteria

Vendor Relevant Work Experience

TFR has had successful operations throughout the U.S. since 2011. TFR is the leader in the electric, micro-transit space, with locations in NY, NJ, FL, TX and CA. Specific yearly data regarding past performance is set forth below. Focused on densely populated, urban and beach areas, TFR offers passengers free local transit in designated zones for trips of 0-3 miles. Riders can hail a car with the TFR app, at fixed stops, or both depending on location.

TFR has a strong, clear record of being able to grow sustainably. Over the last 5 years, TFR has scaled and replicated throughout South Florida, The Hamptons, New Jersey, Texas and Southern California. TFR has reduced emissions, and congestion in every city, and the service has expanded at low or no cost to public agencies in every case.

In San Diego, TFR served over 140,000 riders in the first year, maintain wait times below 6.5 minutes, created over 30 new jobs, and saved 96.3 metric tons of CO₂ emissions - all within the first year of operations. In describing the success of TFR's operations, Civic San Diego President, Reese A. Jarrett said:

"Civic San Diego is thrilled to have played a part over this past year, in reducing congestion and decreasing the carbon footprint within the downtown community. This public-private partnership has allowed residents, workers and visitors to experience a new way of getting around downtown by taking FRED to restaurants, events, and downtown neighborhoods in a fun, free, and convenient way."

Ben Verdugo of Civic San Diego spoke about TFR,

"It's been a pleasure to work with The Free Ride team on our FRED San Diego program. The Free Ride has served as the integral partner of a highly utilized and sustainable transportation system in San Diego, working closely with Civic San Diego to develop an innovative program that has offered 150k rides without burning an ounce of fuel. We look forward to a long partnership which will continue to produce increased mobility options in San Diego while reducing our overall carbon footprint."

Timeline of Past Experience

TFR has been able to expand and grow across the United States as shown below:

Year	Location	Vehicles	Employees	History
2010	East Hampton, NY	0	0	Hamptons Free Ride (S-Corp) was founded. Operating model researched, developed, and tested.
2011	East Hampton, NY	3	4	The first route in East Hampton was approved and started. The season began successfully with 3 EVs. A 4th vehicle was added mid-summer to meet demand. Vehicles were sponsored by national brands including ABC and Sears.
2012	East Hampton, NY Montauk, NY	12	15	TFR expanded and added new routes in Montauk.
2013	West Palm Beach, FL East Hampton, NY Montauk, NY Southampton, NY Santa Monica, CA	24	30	<p>South Florida Free Ride DBA Palm Beach Free Ride (S-Corp) was approved and started as a soft-launch in West Palm Beach and Palm Beach, FL.</p> <p>Hamptons Free Ride expanded its operations to the town of Southampton, NY. Southampton Free Ride Co. was formed.</p> <p>Santa Monica Free Ride began in June of 2013. Alex and James partnered with Jason Bagley, formerly of the Way-To-Go shuttle in Fort Lauderdale. Jason remains the principal and managing partner in Santa Monica.</p>

2014	West Palm Beach, FL East Hampton, NY Montauk, NY Southampton, NY Santa Monica, CA San Diego, CA Asbury Park, NJ	42	52	<p>West Palm beach operations expanded. Hamptons routes expanded to a total of 19 vehicles.</p> <p>The Santa Monica Convention and Visitors Bureau won an award for “Best New Idea” after sponsoring 3 vehicles.</p> <p>Jersey Shore Free Ride was formed, approved and started in Asbury Park, NJ.</p> <p>San Diego Free Ride (SDFR) was formed in July 2014 and had a successful launch.</p>
2015	West Palm Beach, FL Ft Lauderdale, FL East Hampton, NY Montauk, NY Southampton, NY Santa Monica, CA Venice, CA San Diego, CA Asbury Park, NJ	50	62	<p>Eco Cab LLC was renamed Fort Lauderdale Free Ride and was launched with 6 vehicles. Hamptons routes expanded to a total of 20.</p> <p>Santa Monica Convention and Visitors Bureau increased its commitment to the shuttle program, sponsoring 2 additional vehicles.</p> <p>Venice Free Ride was started with 6 vehicles. The service was approved by the Los Angeles Department of Transportation.</p> <p>Civic San Diego awarded SDFR the bid to expand its operations and build a fully functioning downtown circulator shuttle. The team will add 15 vehicles in 2016.</p> <p>Asbury Park, NJ expanded to 4 vehicles.</p>

2016	West Palm Beach, FL Ft Lauderdale, FL East Hampton, NY Montauk, NY Southampton, NY Santa Monica, CA Venice, CA San Diego, CA Asbury Park, NJ	80	88	<p>In August TFR used a subsidy from the Civic San Diego to deploy and operate 18 EVs (including an ADA vehicle) as part of the FRED San Diego mobility program. The service was a huge hit and remains a success.</p> <p>Florida locations continued to add vehicles.</p> <p>Marina Del Rey was added as a 4-vehicle operation to move residents to nearby parking spots.</p> <p>Hamptons and NJ operations had their best seasons to date.</p>
2017	West Palm Beach, FL Ft Lauderdale, FL East Hampton, NY Montauk, NY Southampton, NY Santa Monica, CA Venice, CA San Diego, CA Asbury Park, NJ Austin, TX	90+	88	<p>FRED San Diego is a success, over 160k rides are given in electric vehicles. The app generates over 20k new users and is updated 3 times.</p> <p>Each Florida location runs 9 vehicles and provides 2,000 rides per week.</p> <p>A partnership was formed with Ryde in Austin, Texas, running 8 vehicles in the market.</p> <p>TFR works with local stakeholders to obtain necessary permits and infrastructure needed for a new route in Houston, TX.</p>
2018	West Palm Beach, FL Ft Lauderdale, FL East Hampton, NY Montauk, NY Southampton, NY Santa Monica, CA Venice, CA San Diego, CA	100+	100+	<p>TFR gets San Diego Civic Board approval for another \$3.5mm in funding over the next 3 years to continue the FRED Program</p> <p>TFR is selected to run pilot circulator program with the City of Long Beach, CA. Completes successful launch during Toyota Grand Prix.</p>

	Long Beach, CA Asbury Park, NJ, Austin, TX Houston, TX			
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TFR’s key performance metrics are rides given, wait times, driver ratings, greenhouse gas emissions and metric tons of CO₂ reduced, gallons of gas saved, vehicle miles traveled reduced (VMT), and jobs created.

Key contact information for existing experience and similar projects:

1. San Diego: Ben Verdugo: Civic San Diego - Project Manager of San Diego downtown Circulator project (FRED)
 - a. 619-533-7119
 - b. verdugo@civicsd.com
2. East Hampton: Larry Cantwell: East Hampton Town – Supervisor (East Hampton, Amagansett, Montauk)
 - a. 631-324-4140
 - b. LCantwell@ehamptonny.gov
3. Santa Monica: Misti Kerns: CEO - Santa Monica Travel & Tourism
 - a. mkerns@santamonica.com
4. West Palm Beach:

The project value, value of the work performed and the work duration and dates are listed more in detail in the Reference Questionnaires.

Vendor Methodology

TFR has a proven approach to micro-transportation that is smart and efficient. TFR will bring an innovative, inexpensive, and environmentally-sound transportation service to the City. Using GEM E6 electric cars¹, the system will be sustainable and adaptive to the demands and progression of the area. TFR’s EVs are the optimal transportation supplement to the City’s existing train, bus and trolley services to make the City a demand-responsive community and increase access to the parks, Downtown and beach businesses and hotels/motels. TFR will efficiently move residents, commuters and visitors within the City’s proposed Place of

¹GEM E6 electric cars cannot travel on roads with posted speeds greater than 35 MPH. The speed limit on Hollywood Blvd. between 13th Avenue and the Hollywood Bridge is currently set to 40 MPH, which prohibits the use of GEM E6 electric cars. We understand that the City/CRA will assist in working with the Florida Department of Transportation to reduce speeds to desired level. If necessary, TFR is prepared to have Ford Transit Connect Hybrid passenger vans available in addition to the GEM E6 electric cars.

Performance. Moreover, EVs will provide a convenient and efficient mobility option that will continue to grow with demand, all while reducing GHG emissions.

Understanding the public transit and parking options offered to the area and the number of residents, commuters and visitors who drive to and around the City, TFR will close the transportation gap experienced by residents, commuters and visitors to “Park Once” and still be able to explore and enjoy all that the City/CRA has to offer. TFR has the necessary experience and resources available to implement the program in a timely, professional, and cost-effective manner, including no additional construction costs. Additionally, the team is prepared to scale the number of vehicles based on the seasonality of the area without the carrying costs of the extra vehicles during the offseason.

TFR plans to work with the City/CRA schedule to begin serving the community in the fourth quarter of 2018. While this number is subject to the input from the City/CRA TFR proposes that it release a fleet of 13 EVs consisting of 7 EVs in Downtown and 6 EVs in Hollywood Beach during the in season of October through April and 8 EVs consisting of 4 EVs in Downtown and 4 EVs in Hollywood Beach during the off season of May through September.² The EVs will run 10-12 hours per day with between 1300-2000 daily rides depending on the season. The EVs will operate within the defined coverage area, with the option to offer on-demand, point A to B rides within the area, and by flag-down. By using numerous EVs and robust technologies, the system will be highly scalable and adaptive, including a modified, hybrid solution that can incorporate specific “hot-stops” designated by the City in the coverage. The service areas can operate independently or together, providing a seamless experience for the user. Additionally, the service is free!

If desired by The City/CRA TFR is able to offer a free service to riders by subsidizing its operations by working with local and national advertisers and municipal organizations. This revenue model helps to lessen the costs to cities and ensures that the service can continue to grow after the initial investment.

With national and local clients, TFR has been able to sell over \$6 million in advertisements in the past three (3) years and grow revenues 63.8% from 2016-2017. TFR’s advertising model helps municipalities offset costs and grow the service.

TFR is a national brand that operates in 12 cities across 5 states. The brand has a clean track record and is recognized as a reputable transportation company as well as a dependable media vendor. TFR has been recognized by national media outlets including the New York Times, Fox News, Vanity Fair, The Huffington Post, NY Post, and NY Magazine. TFR has working relationships with national brands including Vita Coco, JetBlue, Corona, Vitamin Water, and Kate Spade.

² TFR will also propose 2 Ford Transit Connect Hybrid passenger vans for in and off season for Hollywood Blvd. between 13th Avenue and the Hollywood Bridge if the speed limit is not decreased to 35 MPH.

Additionally, TFR increases traffic to local businesses through its “park once model” and is confident similar outcomes will be seen in this market. According to Civic San Diego,

*“The Free Ride allows the central business district to be more competitive in **attracting and retaining businesses** by alleviating the need to supply employees with costly parking passes, and at the same time increase access to retail and restaurant establishments throughout downtown. Finally, a demand-response system helps San Diego attract the talent in order to remain globally competitive, by creating a hyper-connected community with convenient access to all of the amenities that San Diego’s urban center offers.”*

Studies have shown that many rideshares, like Uber and Lyft, can decrease the use of public transit and increase traffic. TFR has had the opposite effect on public transportation. In San Diego, TFR has seen increased ridership from the Coaster commuter train. Commuters know they can use TFR to complete their trips, allowing them to use public transit and leave their cars at home. Moreover, TFR pays its drivers as W-2 employees which creates jobs and incentivizes management to keep only the necessary number of cars on the road that is needed to meet rider demand.

Overall, TFR can implement a highly effective service in the City in 120 days from signed contract with the City and CRA. TFR is a flexible service. It works with local managers to adjust the service area, hours, and number of cars on the road. This can be done at a City or CRA’s request or in response to the voluminous amount of anonymized ridership data collected by TFR.

Project Timeline

The City anticipates project kick-off in June 2018.

Date	Task/Event
6/01/2018	City and CRA Award of Contract
6/04/2018	TFR forms local LLC Operating Company and sets up bank accounts
6/06/2018	TFR receives Notice to Proceed
6/08/2018	TFR holds working sessions with City Project Manager to review open items on draft of work plan.

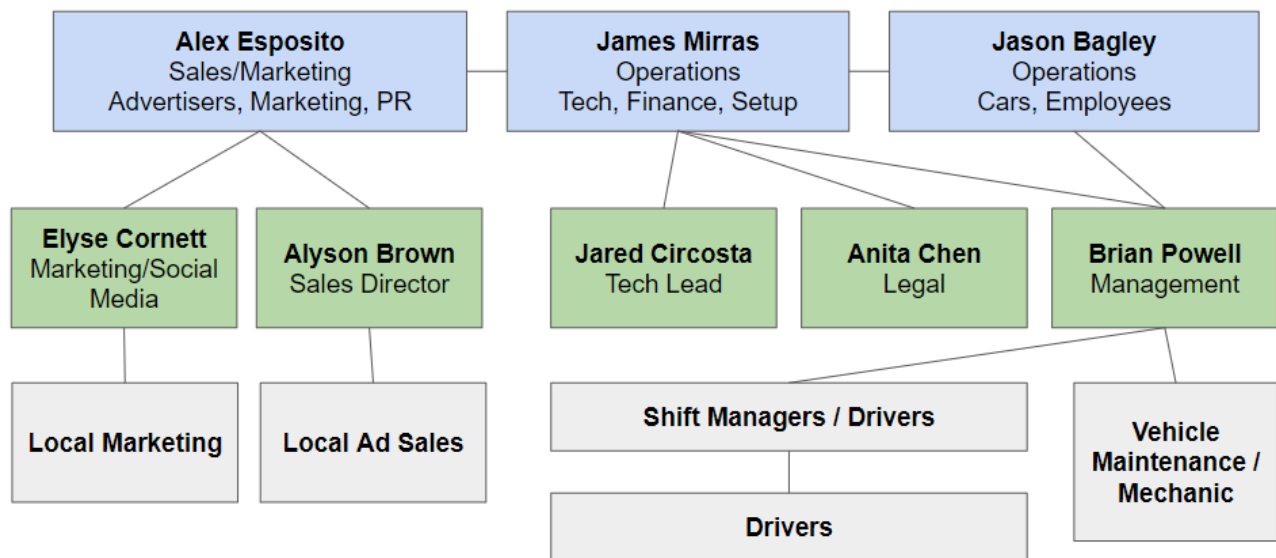
06/15/2018	TFR submits detailed work plan to the City Project Manager
06/18/2018	TFR conducts interviews with short-listed manager candidates and schedules Project Development Team Meetings
06/25/2018	TFR updates project schedule based on requirements determined by work plan reviews and sessions with City Project Manager
07/03/2018	TFR confirms initial operating area, hours of service, fare structure and number of cars needed at launch
07/09/2018	TFR finalizes invoicing process and schedule
07/18/2018	TFR identifies and locks in parking/charging location
07/30/2018	TFR finalizes software, hardware & equipment planning and design plan
08/01/2018	TFR orders EVs, equipment, doors, phones, tablets, etc.
08/06/2018	TFR finalizes Pilot Flexible Transportation Service Model
08/09/2018	TFR begins development of updated ride-request app that includes US-1 Corridor, Downtown Hollywood and Hollywood Beach and necessary fare collection technologies
08/13/2018	TFR finalizes beta version of the City ride-request app ready to test.
08/15/2018	TFR begins training core team on app in order to run testing. TFR conducts preliminary testing in-market with phones
08/20/2018	TFR makes necessary adjustments based on functional testing plan
08/22/2018	TFR releases updated testing app
08/27/2017	TFR receives EVs, registers, insures and begins installing aftermarket components.

08/31/2018	EVs are setup and ready to go.
08/31/2018	TFR begins hiring drivers and shift managers while conducting training and evaluating the drivers on the road.
09/05/2018	TFR trains drivers and stakeholders on hardware and software.
09/10/2018	TFR runs live mock launch with drivers including full end-to-end testing of the app, cars, software and hardware.
09/17/2018	TFR implements any necessary changes based on testing/feedback.
09/24/2018	TFR finalizes go-live plan and begins marketing materials, event planning, ribbon cutting arrangements, contingency planning, etc.
09/27/2018	Cars are wrapped with participating sponsors
10/01/2018	City of Hollywood, Florida goes live.
10/15/2018	TFR holds first status meeting and addresses any immediate concerns, technical support issues, etc.
10/16/2018	TFR begins regular tracking of data for improvements and reporting purposes.

TFR will work with the City/CRA project manager as a resource for information and feedback during the Project Timeline. The team will provide bi-weekly briefings on completed tasks, updates, issues, forecasts, etc. The bi-weekly briefing will contain:

- Summary of Work Completed To-Date
- Updates to Project Schedule
- Status of Pilot and Deliverables
- Activities and expected deliverables for the upcoming month
- Red-flag issues
- Updates on new sponsors (if applicable)
- Notice of possible potential improvements suggested by riders or drivers

TFR Organizational Chart



Place of Performance

The Place of Performance consists of the following areas:

1. The Downtown CRA District is approximately 580 acres and extends from 22nd Avenue on the west to generally 17th Avenue on the east, Johnson Street on the north and Washington Street on the south.
2. US1 Federal Highway Corridor: to the North Sheridan Street and to the South Washington Street.
3. The Hollywood Beach is located on the barrier island and is bounded by Hallandale Beach Boulevard on the South, Dania Beach Boulevard on the North, from the Intracoastal Waterway to the Atlantic Ocean (view map).

The Downtown CRA District and Hollywood Beach can easily be connected to work together. Furthermore, TFR can take a hybrid approach (if needed) that blends both specific pick-up spots and an app-based on-demand model within the coverage area. TFR is also prepared to roll-out hybrid vehicles for the US1 Federal Highway Corridor that will allow riders to get from the hotels to the downtown and beach areas. Once in the coverage area the EV service will be available to move people around. EVs will be dedicated to the Place of Performance with additional vehicles in deployment to service on-demand requests without affecting wait times at common pickup areas. All cars in service will be able to handle common pickup areas and on-demand requests within the coverage area. Using this blended model allows residents to

use pickup spots (for those who might not be comfortable with an app) while also allowing the on-demand portion of the service to flow seamlessly without interruption in service levels or wait times.

TFR understands that it will work with The City/CRA to adapt this model as needed to best fit the needs of the residents and visitors in the area.

TFR can install designated stops and/or operate in an on-demand fashion. Additional benefits of having designated stops on the Base Route include:

- Battery conservation
- Accessibility for people who are not able to use the on-demand option
- Public exposure of the service and the EVs and additional exposure for the advertisers
- Dependability for hotel stakeholders for the US1 Corridor portion of the service (Due to current speed-limits this portion will initially be handled using Hybrid vans).

Vendor Capabilities

TFR runs on-demand, fixed-route and street-hail services. The micro-transit systems are designed for rides of 0-3 miles and are tailored to the needs of the communities. TFR uses a flexible fleet of EVs and captures ridership data through its proprietary app; allowing it to provide a highly scalable and adaptive service.

TFR looks at downtown transit with a simple question, “Why have 3 caterpillars when you can have 20 ants?” About-town transit is more efficient and available when the streets are not congested by big buses. Large capacity vehicles work great for long distances, but ridership is falling because people have trouble bridging the “First Mile - Last-Mile” gap. TFR provides a solution that encourages the usage of EVs and public transit.

As it does in its other locations, TFR will have bi-weekly status calls with the City and City project personnel. On such calls, the team will discuss ridership, wait times, vehicle status, potential sponsors, and areas of improvement. Additionally, TFR will review and share the data provided by the app to better understand ridership and demand.

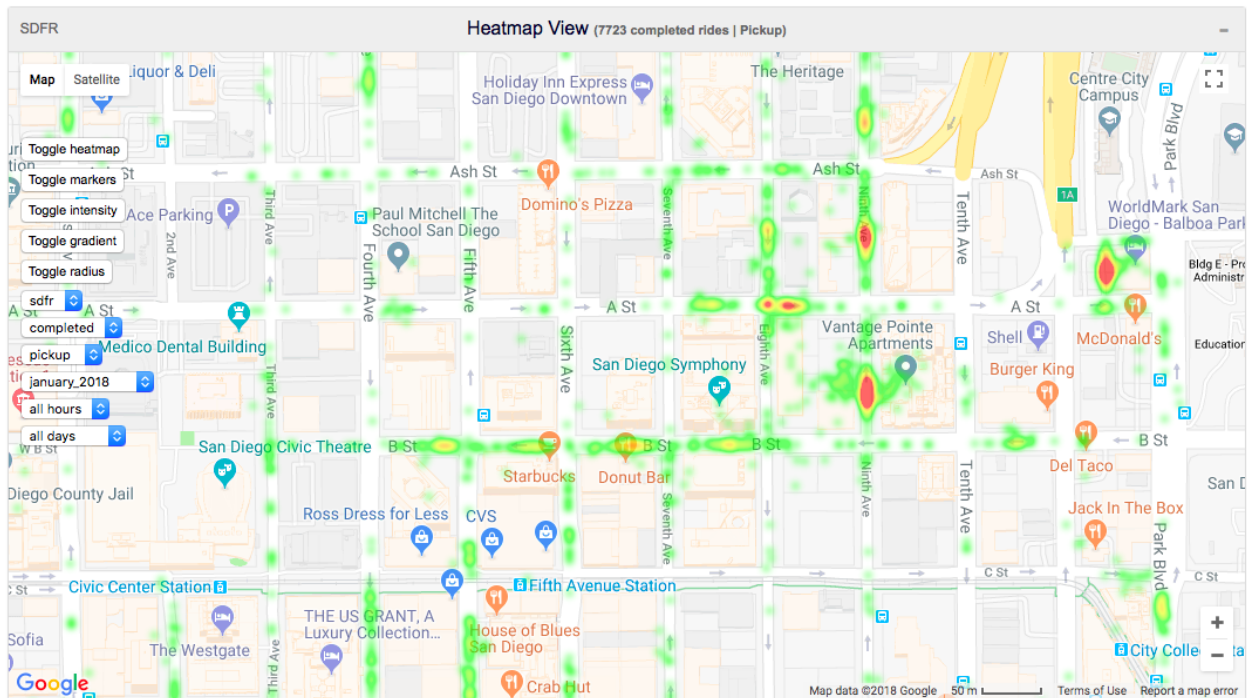
In addition to the status calls and post-project result analysis, TFR will send quarterly (or more frequently) data reports to the City. Using feedback from drivers, riders and City officials, as well as the data generated from TFR app, TFR will be able to offer the following reports:

- Data about (but not limited to) number of rides, number of riders, wait times, travel times, rides missed, rides cancelled, rides per hour, driver response time, miles driven, peak hours, popular locations, revenue generated, etc.
- Estimated VMT and GHG emission reductions
- Estimated increase in Linked Multimodal Trips
- A measure of increases or decreases in ridership and revenues

- A breakdown of current hardware and software performance and liability
- If necessary, an accompanying performance report for any problems or issues that need to be addressed along with proposed solutions

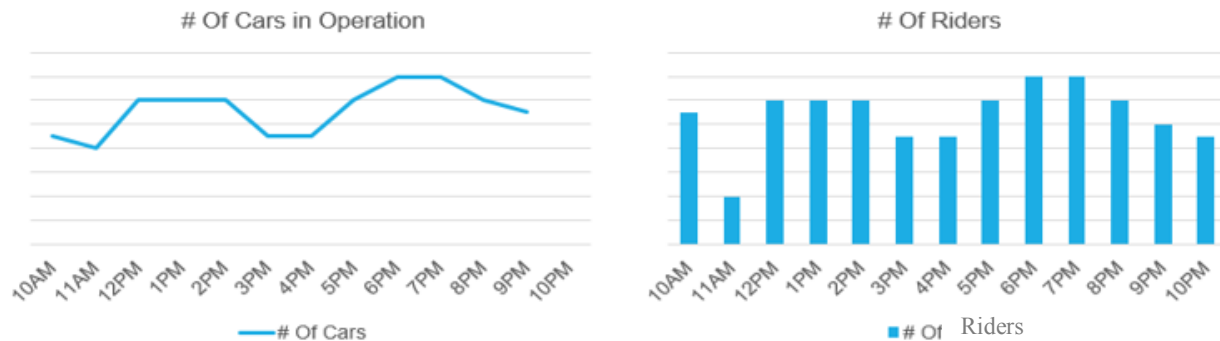
Service Heat Maps with Zone Usage

Here is an example of a service heatmap for the San Diego area for all January 2018 pickups. Heat maps will provide real time analytics to help TFR and the City understand the areas, time and day of the week that have the most pickup and dropoff requests. TFR will share these heat maps with the City to optimize the transportation service.



Flexibility

One of the strongest features of TFR's service is the flexibility. As the team begins to understand days and times of increased demand, it can scale the fleet accordingly.



Unlike more traditional transportation options, TFR can adjust its systems quickly and in a much more granular fashion. Adjustments can be made to the service area, hours, and number of cars.

TFR's service is built on ensuring flexibility.

- Vehicle Costs - The relatively low price of each vehicle makes scaling up to meet increased demand easy and effective. Additionally, it is easy to scale down the number of cars operating when demand is low.
- Number of Vehicles - Operating an adjustable number of cars instead of a standard bus not only reduces wait times, but also increases flexibility. No more large buses driving around empty seats.
- Demand Analysis - TFR will collect daily, weekly, and monthly rider information that can be utilized to deploy additional vehicles in specific areas or during specific times.
- Pickup Spots - Although flexibility is a focus of the TFR model, it's also important to the rider.

Technical Support

TFR understands the importance of technical support and has experience working with users and staff to make sure that all of the necessary support is provided. TFR will provide constant technical support including:

- User FAQs
- Phone and email response to requests within 24 hours
- Assistance with questions on software and additional training
- Digital instruction and troubleshooting manuals
- Bug fixes and software updates
- Hardware support for hardware associated with the program

- Access to hardware experts and engineers
- Assistance with the development of the program including technical recommendations that will improve service levels and user experience.

Revenue Outline

TFR offers a low-cost transportation solution. Fuel costs are eliminated by the use of EVs, while the unique, brand-able nature of the vehicles allows advertisement revenues to supplement many of the operational costs. TFR works with municipalities to create a mutually beneficial public-private partnership that reduces costs and liabilities while strengthening revenues and efficiencies. This partnership can be structured as needed for the project.

TFR procures and operates the vehicles, manages staff, insurance and technologies, and sells advertising to sponsors; converting a transportation cost into a revenue generation opportunity. The City may receive 50% of the total advertising revenue if this approach is agreed upon.

TFR has a successful history of planning, selling, and executing campaigns for a variety of local and national advertisers. TFR sold over \$10 Million in advertising campaigns nationally from 2015 to 2018.

The costs and revenues for implementing the service are based on a variety of factors. Costs can be adjusted based on number of cars, service hours, driver wages, etc. Revenues can be impacted by advertisement rates, sales, and/or the potential for a fare-based system. TFR seeks to find a balance that is affordable to the stakeholders, reduces net-costs to the City, and provides a sustainable service that is built to expand.

As of March 15th, 2017, TFR has paid down all existing lines of credit, a zero (or negative per balance sheet) debt to equity ratio due to net zero or negative liabilities from loans due to TFR and therefore considered assets greater than loans owed, and interest coverage of \$1,500.

ADA Compliance

TFR will craft a service that is available for all users. Having done so already in other markets, TFR will be able to provide a trusted option for passengers with disabilities. The drivers are trained to be accommodating to anyone that needs a ride. TFR offers ADA accessible vehicles in its fleet. The number of these vehicles can be negotiated on with the City depending on need. Individuals with disabilities will have the option to request an ADA compliant vehicle with a loading ramp. This request can be made through the app or online.

ADA Accessible Vehicle



Greening Initiatives

TFR has the proven capabilities and background in handling 100% EV fleet services necessary to reduce GHG emissions caused by other forms of transportation. If TFR's services are adopted for the coverage areas, the 13-vehicle system service would eliminate approximately 100.10 tons of CO₂ tailpipe emissions per 12-hour service day. 100% of the estimated 125,000 vehicle miles traveled per year will be converted to zero-emission. TFR estimates that almost 10,000 gallons of gas will be saved per year by implementing its service. For the estimated number of miles traveled during the first year, TFR's electricity cost per vehicle will be around only \$500.

According to the Department of Transportation (DOT) .96 pounds of CO₂ is emitted per mile driven. Based on the DOT assessment (.96 pounds or 435.45 grams) and the projected VMT for the pilot (125,000 miles) the team sees a reduction in CO₂ emissions from gas of 54,431,250 grams.

Drivers Qualifications

TFR will look for specific driver qualities that ensure safety, professionalism, a focus on customer service and knowledge of the City as a visitor destination. TFR will require that all drivers speak English, have a valid Florida state driver license, pass a drug screening test and have a criminal-free and clean driver background investigation. The drivers must be at least 21 years of age. All drivers will wear standardized uniforms that are clean and pressed.

TFR uses its past programs to create a hiring and safety program specific to the unique operation. The process includes hiring, background checks, drug test, training, continued training and performance evaluations. The current training program provides the employee with the information needed to do the job and puts them on track for future growth within the company. Management regularly monitors the drivers' performance from riders via app ratings, email feedback, etc. Additionally, TFR uses Homebase - a scheduling software - to keep

the team connected, manage shifts, etc. The drivers are also instructed on what to do and who to contact during any potential emergencies. All drivers will be paid as hourly W-2 employees with benefit options. TFR estimates the service will bring at least 20 new jobs to the area.

All drivers will be required to act and look like professionals. Driver uniforms will be required and input from The City/CRA will be taken while designing the driver uniforms for the new service.

Creating quality jobs is a constant goal and focus of TFR. An environment that keeps employees happy and motivated is crucial to the company's long-term success. Driver retention is a factor that the company is proud of. There are happy teams in every market of service and retention rates remain high. The foundation for this environment is quality of life in regard to total compensation.

Maintenance/Recovery Plan

What makes TFR unique is that the EVs can be charged on commonly used 110V outlets. It does not require a DC Fast Charge infrastructure to be implemented. The fleet plugs directly into 110V outlets and has the capability to use Level 1 and 2 EV chargers as well

The fleet will be charged during "off hours" when the vehicles are not in service or rotated out during non-peak hours for a quick 2-hour charge. The vehicles take 6-8 hours to fully charge. This quick charge allows the vehicles to run for 12 hours during the day.

TFR would need access to a charging and storage facility for our fleet when it is not in use. If granted funds, TFR will reach out to stakeholders including local parking facilities about possibly using their existing infrastructure to store and charge the fleet. The slim and efficient design (the wheelbase is half that of a typical car) allows them to be stored more easily than larger buses.

For the US1 Corridor Service TFR will work with the local dealers and the vehicle manufacturer to make sure that all vehicles are regularly maintained and that loaner vehicles are available in the event that one of the vehicle is inoperable.

The presented scenario: A vehicle breaks down in the middle of the afternoon (weekday), temperature is 95 degrees and the vehicle has a mixture of passengers; elderly, middle aged, children, and infants.

The response: TFR driver will first pull the EV over to the curb in a shaded area if possible and ascertain whether any of the passengers are hurt or need attention. The driver will then contact TFR dispatch to have another EV deployed immediately to its location and communicate the estimated time of arrival to the passengers. As they are waiting for the relief EV, the driver will further inquire whether the passengers need water or anything that would make the wait more pleasant. To be noted, the EVs have a roof that will provide shade from

the 95 degree weekday sun and the door panels are open so there will be air circulation at all times.

Risk Mitigation Plans

Risks	Risk Level: H, M L	Offerors Mitigation Plan
Safety of Riders.	H	<p>Rider safety is the most important thing at the TFR. TFR realizes that many factors go into this including drivers, cars and operations.</p> <p>All of TFR's drivers go through both criminal and driving record background checks. This is required by the company's insurance provider. Beyond the background checks, each driver is vetted by management before being hired. Upon starting, the driver fills out and signs safety forms, goes through a training process and is further evaluated while driving and not. Additionally, management regularly monitors feedback from riders via app ratings, email feedback, etc. The drivers are also instructed on what to do and who to contact during any potential emergencies.</p> <p>TFR also maintains the cars using the best practices established over the company's 7 year history of clean safety. The cars are regularly inspected, batteries tested and routine maintenance is performed to make sure everything is up to the company's standards. Additionally, older cars are rotated out once they've reached a certain mileage or fall below the company's high standards. Additionally, the cars 25 MPH maximum speed does a great job to reduce the risk of a serious accident.</p> <p>Operations is the foundation of safety. Starting with the training, drivers learn how to operate the cars, safely pick up passengers - or get help for unruly patrons that should not ride, make sure all passengers are using their</p>

		<p>seatbelts, and more. Also, the drivers are instructed when to halt service. In the event of bad weather or other factors that may lead to unsafe conditions, we halt the service.</p> <p>Management is also able to track driver behavior and locate driver whereabouts using a backend dashboard. Additionally, each driver is equipped with phones, fire extinguishers, first aid kits, and other necessary equipment.</p>
<p>Safety and Security of personal belongings of riders and driver.</p>	H	<p>While the drivers do not handle the personal belongings of the passengers, every driver is encouraged to look around the car to make sure no one has left anything behind. In the event that something is left behind, the driver (if the passenger used the app) is able to call the last rider. If the rider does not respond then management is alerted and belongings are held until someone claims them. If the app is included, passenger history is available to management to contact passengers as needed.</p> <p>The newer version of the GEM cars are all built with doors and glove boxes that lock. Additionally, management has set up areas in all of its locations where drivers can safely store belongings, keys, phones, etc.</p>
<p>Heat, Rain, weather challenges.</p>	M	<p>Weather can be a concern in South Florida and TFR has had to deal with these issues in both Fort Lauderdale and West Palm Beach. Fortunately, GEM recently came out with an all-weather model in 2016 that TFR would propose for this project.</p> <p>Management and drivers are in close contact and will halt services in the event that inclement weather leads to unsafe driving conditions. Safety is always a top priority. Additionally TFR's staff is kept hydrated throughout the summer with complimentary water for staff.</p>

		In the event of a storm, TFR takes the cars off of the road and stores them in indoor parking garages. Should space not be available, the back panels, rooftops and any extensions are removed from the cars to secure the vehicles.
Maintaining a reliable, consistent schedule of service.	H	TFR uses its experience, data and marketing knowledge to stay ahead of factors that might impact the schedule of service. Understanding traffic patterns, bridget and toll timing and demand levels allows the management team to deploy the appropriate number of vehicles at any time. Additionally, contingency plans are in place and replacement vehicles are available in nearby Fort Lauderdale, should one of the shuttles be inoperable. Also additional drivers are available on call and in Fort Lauderdale should one of the drivers call out sick. TFR always keeps backup drivers and backup cars available in order to maintain a consistent schedule of service.
Maintaining qualified drivers.	H	TFR uses qualified, 21+ , w2, paid hourly employees and vets them heavily before hiring. This, and maintaining a comfortable workplace is the key to retention. Driver retention is a factor that the company is proud of. There are happy teams in every market of service and retention rates remain high. Additionally, TFR uses Homebase - a scheduling software - to keep the team connected, manage shifts, etc. Lastly, if using the app, all of the driver receive feedback from passengers allowing management to adjust and improve accordingly.
Keeping vehicles operational.	H	The key to keeping vehicles operational is regular service, proper charging/storage conditions and staying ahead of problems. With a fleet of 100+ vehicles, TFR has developed many systems to keep the vehicles operational. Additionally, TFR has developed a close relationship with the vehicle

		manufacturer that lead to national fleet pricing, extended warranties and priority maintenance.
Vandalism or theft of vehicles	M	Unfortunately, TFR has dealt with vandalism in the past. Theft and vandalism are always concerns but the team does everything it can to prevent such instances - locking cars, storage facilities, cameras, routine spot-checks and more. In the event vandalism or theft takes place, TFR will use its data and schedule to determine the exact time and place and who was working or was the last to work. From there, all incidents will be reported to local law enforcement and the company's insurance providers.
Vehicular accidents with automobiles, cyclists, pedestrians while on route.	H	Fortunately, TFR has a very strong safety record with few incidents to report. In the event that something happens with other automobiles, cyclists or pedestrians, the first move is always to see if anyone needs medical attention. If so, medical help will be sought immediately. The drivers are also equipped with fire extinguishers, first-aid kits, etc. From there, local law enforcement will be called to the scene. After such events, TFR's management will contact insurance providers and all parties involved in incident. TFR can also use data from the app to determine when the accident took place and how to mitigate future issues.

Pricing

By using nimble fleets of electric shuttles, TFR is able to adjust service levels in a very granular fashion. This allows the team to maximize the cost effectiveness of the service. When determining costs, the hours of operation and number of cars are the biggest factors. TFR plans to work with local stakeholders to determine the best hours of operation and number of cars needed to run an effective service.

TFR understands the seasonality of Hollywood and the obvious need for more cars during the high season and less during the off season. Because TFR is able to move cars to other locations,

it can offer the unique ability to absorb all of the carrying costs for the unused cars during the off season.

It is important to look at the pricing structure and different options as a guide. A firm operating plan will be established if and when TFR is selected as the operator. TFR prices its services in a way that creates valuable jobs, guarantees professionalism, and sets the program up for long-term success. TFR does not seek to be the “cheapest” option, but rates are competitively priced while also ensuring longevity and environmental sustainability. In the company’s history, TFR has never “pulled out of” or halted service in any area it operates in. Other cities have experienced problems running similar programs when providers have underestimated costs. This has, in some cases, resulted in service interruptions, requests for additional funding, abandonment or loss of community goodwill.³

In addition to costs, TFR has a track-record of working with local and national advertisers to generate revenue. If desired by the local stakeholders, TFR will craft an advertising plan revenue share that aligns with the City’s requirements and reduces the net cost of the program.

While TFR sees the Downtown and Beach circulator services working as one fluid system, for the purposes of this proposal, pricing has been broken out as two items. The US-1 service will have the option of either feeding riders into the Downtown/Beach service or dropping that a destination within that area. It is TFR will use larger capacity hybrid vans to service this area with the hope that EVs will be available to service this area in the near future.

All pricing is adjustable based on service hours, number of cars needed and input from local stakeholders. It is important to night that the US Corridor plan and adjustments to this plan as well as the other plan can affect costs significantly and there are many cost saving mechanisms that TFR can discuss with The City / CRA if it is chosen as the operator. The flexibility achieved by operating a granular transportation multimodal model allows the system to be adjusted to meet budgets.

	Monthly Fixed Rate In Season	Monthly Fixed Rate Offseason	Annual Rate	Details
<u>Circulator Service</u> Downtown Hollywood	\$49,235	\$28,134	\$485,315	In Season (Oct-Apr): 7 Cars Running 12 Hours Per Day Available for 1200+ daily riders Offseason (May-Sept): 4 Cars Running 12 Hours Per Day

³ “Financial Questions around i-Ride’s Future” <https://www.youobserver.com/article/i-ride-sarasota-subsidy-city-commission-downtown-transit>

				Available for 700+ daily riders Cost Per Car Per Hour: \$18.91 Approx 38+ Metric Tons of GHG saved
Potential Advertising Revenues (Conservative)	\$18,000	\$6800	\$160,000	TFR will share revenues with the City. TFR team will handle sales materials, contracts, invoices, etc. Based on past rates from nationals advertising clients that TFR works with these rates can/may more than double.
<u>Circulator Service</u> Hollywood Beach	\$38,539	\$25,693	\$398,238	In Season (Oct-Apr): 6 Cars Running 10 Hours Per Day Available for 800+ daily riders Offseason (May-Sept): 4 Cars Running 10 Hours Per Day Available for 600+ daily riders Cost Per Car Per Hour: \$20.72 Approx 38+Metric Tons of GHG saved
Potential Advertising Revenues (Conservative)	\$18,000	\$6800	\$160,000	TFR will share revenues with the City. TFR team will handle sales materials, contracts, invoices, etc. Based on past rates from nationals advertising clients that TFR works with these rates can/may more than double.
<u>Circulator Service</u>	\$44,317	\$29,545	\$457,950	In Season (Oct-Apr): 3 Vans Running 12 Hours Per Day

US1 Corridor				Offseason (May-Sept): 2 Vans Running 12 Hours Per Day
Potential Revenues	TBD	TBD	TBD	Revenues may be achieved by co-branding the service with participating hotels.
<u>Circulator Service Events</u>	\$25/car/hour + shipping and potential branding (for EVs)			

All costs include cars, insurance, paid drivers, management, maintenance, storage, custom app, data tracking, phone systems, etc. Cost savings can be found by reducing hours, cars, and finding available storage and/or charging areas. Costs are subject to change based on negotiations and service adjustments.

ADA Vehicles - TFR can also add an ADA compliant GEM vehicle to both the Beach and Downtown Service areas at a cost of \$3200/car/month. An ADA request option is available on the app and the team will work with the City to determine the number of ADA vehicles needed.

Part 4: Technical Information

The Cars

TFR uses GEM E6 100%-electric cars from Polaris Industries. The vehicles seat 6 passengers (including the driver) and are made in the United States. The slim and efficient design (the wheelbase is half that of a typical car) reduces interference with traffic, and decreases passenger loading time.

Additional benefits include:

- Lithium batteries for increased range;
- Environmental Impact – Less carbon emissions, reducing the City’s carbon footprint;
- Numerous Vehicles - Operating numerous vehicles increases the flexibility to customize the service to best serve the needs of the public;
- Ridership – The car’s design is fun and inviting in nature, encouraging riders to hop aboard; and
- Interior Comfort – The cars are easily kept clean and are outfitted with comfortable seats, ample legroom, cup holders, fans, 3-point seatbelts, cargo space, and a friendly, local driver.

TFR will use Ford Hybrid passenger vans on Hollywood Blvd. between 13th Avenue and the Hollywood Bridge where the speed limit is currently set to 40 MPH, where GEM E6 EVs cannot operate. Ford Connect Hybrid passenger vans will seat up to 7 passengers including the driver. The passenger van is versatile and flexible with adaptability to support passengers with disabilities using ramps and lifts. The hybrid component delivers 25% increase in miles driver per gallon and reduces CO2 emissions. We understand that the City/CRA will assist in working with the Florida Department of Transportation to reduce speeds to desired level, which may make the passenger vans not necessary.

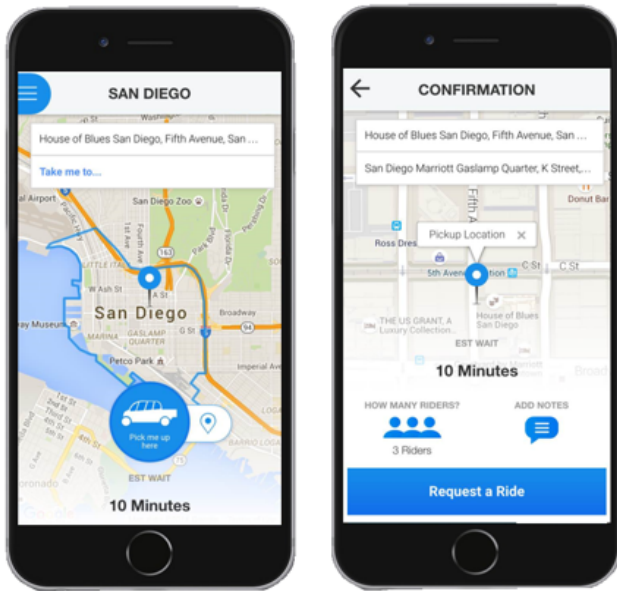
TFR will leverage its proprietary trade secrets and aftermarket components consistent with other markets. TFR will install aftermarket doors, brochure racks, iPads, speed chargers, and signage. These modifications allow the rider to interact with the sponsor during and after their ride. The cars are modified for convenience, and advertising purposes, while maintaining a clean and respectful appearance.

- The door design allows the company to install new advertisements in a matter of minutes. The rotatable door panels give municipal organizations the ability to brand the cars during vacancies – such as local events;
- The iPad in the cars use a proprietary app that allows the user to view video commercials and also “take a selfie.” This photo booth feature collects email addresses and sends the photos to the user;
- TFR uses social following, email lists, and riders to engage with consumers beyond the car experience; and
- Cars generate organic social posts, press, and brand affinity.

The App

As part of this project, TFR will release the City of Hollywood’s version of its ride request application to handle requests. TFR’s web-based and native mobile application allows passengers to request rides anywhere within the coverage area. Drivers will use the mobile application to handle requests and also have the discretion to pick up flag-down passengers at key locations within the coverage area.

The app is very user-friendly. It allows the user to pull up the coverage area map using any type of smartphone or computer. Upon opening the app, the user sees information about the service, the current average wait times, and instructions on how to drop a pin, search for an address, or find their current location and request a ride. The map is geo-fenced, restricting the user to the coverage area. Drivers receive notifications of the requested rides and send one of the pre-populated responses back to the user with his/her status and ETA. The user is able to view the location of the assigned car while on its way.



The app tracks ridership data, specifically around ridership peak times and locations. Using TFR’s app, management will be able to pull real-time, daily, weekly, and monthly data logs. As the app learns, the efficiency of the operation improves. The following data fields are currently being captured with the rider app.

<u>Ride Data</u>	<u>Driver Data</u>
Time of Request	Hours on Duty
Name and Phone Number of Requestor	Number of Rides Given
Number of Passengers	Number of Passengers Driven
Name of Driver	Average Response Time
Time of Response	Trips Taken
Pickup Longitude, Latitude and Address	Current Location
Time of Pickup	
Length of Ride	
Time of Drop Off	
Drop Off Longitude, Latitude and Address	

This data can be made accessible to the City. TFR can customize the data collected and reported if required by the City. The team has experience designing, implementing, and tracking the performance of ride-request software.

If desired by the City, TFR’s app can be modified to a hybrid solution that incorporates specific stops in the route, as well as a tipping and/or fare collection functionality. The app can also be integrated with third-party fare collection services.

Insurance

TFR understands that it must protect the public, City, passengers and staff members. TFR understands the need for comprehensive policies including, Workers Compensation Insurance, Commercial General Liability (CGL) Insurance, Commercial Automobile Liability and Professional Liability insurance. TFR’s policies in the past have contained policy limits upwards of \$10 million. Nationally, TFR has multiple insurance policies and safety procedures implemented to be as pro-active as possible. By providing a safe workplace, safety training to employees, and safe conditions for our passengers, TFR is confident that it exceeds the safety and insurance provisions required by the City.

Part 5: Summary

TFR is a perfect fit for the City and CRA. TFR’s transportation solution is innovative, safe, eco-friendly, efficient, and cost-effective that aligns with the mobility needs of the City and community’s residents, commuters, and visitors. The service augments existing transportation services becoming the “First Mile - Last-Mile” solution for commuters, the EVs cut out the cost of fuel, and the flexible fleet creates operational efficiencies.

Innovation	Workforce Development	Sustainability	Fiscal Responsibility	Service Excellence
100% electric cars	All W-2 employees	Increased utilization of public transit	No additional construction costs	Friendly, local drivers and operators
On-Demand fleet	Hourly wage ranges from \$11-25	Low or no cost to the rider	Advertisements help reduce net costs	Work directly with City
Reduce Vehicle Miles Traveled	Up to 2600 rides per week	Reduction in GHG and CO2 emissions	Cheaper and more effective than a circulator bus	Corner to corner coverage

With the City and CRA’s support, TFR will grow its service into a reliable, cost-effective, continuous and eco-friendly transit system that aligns with the City and CRA’s goals.

Part 6: Key Team Resumes

The Free Ride has years of experience and operations currently running in from New York to California. TFR is confident that the team can create a fiscally responsible, innovative, and sustainable service for the City and CRA.

Alexander Esposito (co-founder) will be a primary contact for this project. Alex is the head of Sales and Marketing for TFR. Alex went to Bentley University, where he later received his MBA in Financial Markets. In college and during his MBA studies Alex worked for NUA Advisors and Vistaprint (NASDAQ: VPRT). After graduation he began working for Accenture (NYSE: ACN) as a business analyst. He worked on various finance, technology and strategy projects for a number of Fortune 500 companies. These consulting projects offered exposure to tight deadlines, software development, and management strategies. In 2011, Alex began handling TFR's sales. He has worked hand in hand in developing and selling the product, while also building new partnerships. Since TFR started, Alex has created valuable relationships with a number of national brands and led the company's impressive sales growth.

James Mirras (co-founder) will be a primary contact for this project. James is the head of Operations and Finance for TFR. James received his BS in Finance from the University of Florida, where he graduated with honors. After graduating in 2009, James began working for Morgan Stanley (NYSE: MS) in New York City as an associate on the repurchase agreement (REPO) trading desk. After nearly 3 years at Morgan, James set off to run the Hamptons Free Ride operations in East Hampton, Southampton, and Montauk, NY. James managed a staff of 18 employees, while also handling payroll and finance. His attention to detail, people skills and strong work ethic helped create a solid foundation that the company has been able to grow from. Today, James moves between the company's locations, focusing primarily on business development, management training, vendor relations, and overall strategy.

Jason Bagley is the managing partner for the Ft. Lauderdale Free Ride, Santa Monica Free Ride, Venice Free Ride. Jason graduated from Florida Atlantic University with a bachelor's degree in Communications. Shortly after graduating Jason launched a valet parking service in Miami Beach and Fort Lauderdale. In 2002 the company was acquired by AmeriPark, LLC., a national full-service parking and transportation provider, where Jason served as the Region Vice President. Under his tenure the South Florida region grew from 3 high volume locations to over 20 with 300+ employees. With a personal interest in sustainability and a strong background in management and transportation Jason spun off from AmeriPark to start Eco Cab, LLC. This includes Santa Monica Free Ride, Venice Free Ride, and the Fort Lauderdale division of South Florida Free ride.

Anita Chen is counsel for business development. Anita received her BS in Finance and Marketing from New York University and her JD from Touro College Jacob D. Fuchsberg Law Center. Prior to law school, she worked at Bankers Trust Company in New York City as an associate in their commercial paper department. As a lawyer, she worked for LeBoeuf, Lamb, Greene & MacRae as a litigator representing clients including Lloyd's of London, Prudential

Financial and Barneys New York. After several years in the private sector, Anita joined Manhattan Legal Services representing low-income residents in New York City. She now counsels for many small-businesses including taxi medallion companies, real estate holding companies, bars and restaurants. Anita joined TFR in February 2018.

Alyson Brown manages sales and client relationships. She is a Loyola Maryland alum with a BA in Communications. With over 10 years of experience in Outdoor Media, in buying, planning, and sales, she has a seasoned understanding of the OOH industry. Her experience in media and passion for people ensures our partners receive the best possible service when working with TFR.

Jared Circosta is a full stack developer. Prior to joining the TFR team, he was the technology lead on the FedEx account at Tank Design, where he worked for 5 years. Jared has led responsive and HTML migration strategies and created digital strategy guidelines for some of the largest companies in the world.

Brian Powell has worked with The Free Ride Inc since 2013 and is the managing partner of South Florida. Brian is the point person of operations in Palm Beach and West Palm Beach and works directly with Jason Bagley in Ft. Lauderdale. Brian has also managed operations in the Hamptons and is knowledgeable of all aspects of the business. Between the FL and NY Brian has managed over 30+ cars and 40+ employees. Brian's close attention to detail of vehicles in each market has shown great success when working with national brands.

Part 7: Signature



Name: James Mirra
Title: Co-Founder
Date: 4/27/2018

The individual who signs this form must be authorized to represent and contractually obligate the Proposer