



Plantation
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PRESS RELEASE

City of Plantation and Freebee Celebrate Launch of Free, On-Demand Electric Transportation in Midtown District

The City of Plantation, in partnership with Freebee, proudly announces the official launch of a new, free, on-demand public transportation service within the Midtown Development District, powered entirely by a fleet of 100% electric vehicles. The service will go live on Tuesday, July 1, 2025, representing a major milestone in the City's commitment to sustainable, accessible, and community-centered mobility solutions.

The service, available through the "Ride Freebee" mobile app, offers residents, employees, and visitors a fun, eco-friendly, and completely free way to move throughout the Midtown area. This initiative is designed to reduce traffic congestion, increase access to local business, and drive economic development—all while helping the City meet its environmental sustainability goals.

"This is an exciting moment for Plantation," said Mayor Nick Sortal. "Providing free, clean, and convenient transportation not only improves quality of life for our residents but also brings more customers to our neighborhood businesses. It's a win for the environment, a win for the economy, and a win for our community."

The launch of Freebee in Plantation builds on the company's proven success in other Broward cities, including Sunrise and Deerfield Beach, where similar programs have increased mobility, enhanced local commerce, and reduced vehicle emissions. Freebee's data-driven platform also supports municipalities in making smarter transportation planning decisions through real-time analytics.

"We're thrilled to bring Freebee to the City of Plantation," said Jason Spiegel, CEO of Freebee. "This partnership is a testament to the City's forward-thinking leadership and shared vision for connected, sustainable communities. Our goal is simple: move people efficiently, reduce emissions, and generate meaningful economic impact—starting day one."



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The service will operate seven days a week during the following times:

- Monday – Thursday: 10:00 a.m. – 8:00 p.m.
- Friday: 10:00 a.m. – 10:00 p.m.
- Saturday: 11:00 a.m. – 10:00 p.m.
- Sunday: 11:00 a.m. – 7:00 p.m.

Riders can access the service by downloading the “Ride Freebee” app on their smartphone and requesting a ride anywhere within the designated Midtown service zone.

MEDIA EVENT DETAILS

To celebrate the official launch, a ribbon-cutting ceremony and media event will take place.


When: Tuesday, July 1 at 9:30 a.m.

Where: Pine Island Park, 320 S. Pine Island Road, Plantation

Attendees will include City officials, Freebee leadership, and community stakeholders. Freebee vehicles will be on-site for media to tour and test. Members of the press are encouraged to attend, shoot video, and take a ride to experience the service firsthand.

B-roll footage of Freebee vehicles in action is also available upon request.

Contact Us

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