

REQUEST FOR INFORMATION

RIDE SHARING SERVICES

RFI NO. 2017-38



Downtown  
210 NE 4th Ave  
Delray Beach, FL 33483

## **Part I - Introduction**

Downtowner has over five years of operational experience within the high-volume, point A to point B, transportation industry. Providing on-demand rides has been our company's focus since our company was founded in early 2012. After dispatching tens of thousands of incoming ride requests by phone, we were able put that knowledge into our mobile application and backend system designs. The result was a platform built to specialize in high volume, close quarters transportation.

Downtowner is interested in providing our high quality ride experience, convenient mobile app and transportation experience to the residents, guests and commuters in the Town of Miami Lakes.

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Co-Founder and Chief Executive Officer  
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Co-Founder and Chief Operations Officer  
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## **Part II - Capabilities and Experience**

We have successfully launched a total of six locations, three being within the past year (Tampa, FL, Aspen, CO and Manhattan Beach, CA). Our ridership across all locations is on track to be over 500,000 passengers annually. All of our locations utilize 100% electric vehicles. Our executive team is comprised of company owners with a passion for environmentally friendly, forward thinking mobility. The expertise we have gained over the past five years in operations, community relations, customer service, and logistics technology is unrivaled within our industry. Simply, no one else does it like us.

We partner with the following public entities to provide this service fare-free:

Tampa, FL

7 vehicles, Mon - Fri 6am - 11pm, Sat - Sun 11am - 11pm

Oct 2016 - Present

15,000 Monthly riders

Aspen, CO

3 vehicles, Everyday 11am - 11pm

June 2016 - present

6,200 Monthly Riders (during high season)

## **References**

Mitch Osur,

Parking Director, City of Aspen

mitch.osur@cityofaspen.com

970-429-1766

Karen Kress,

Director of Transportation and Planning, Tampa Downtown Partnership

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Cary Glickstein,

Mayor, Delray Beach

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## Approach

Downtowner will provide on-demand, point A to point B rides utilizing 100% electric vehicles and proprietary mobile app technology to the Town of Miami Lakes. Service users requesting rides via our mobile app will immediately be given an estimated wait time. Minutes later, a friendly Downtowner driver will arrive and whisk them away to their destination.

The Downtowner app is currently available for download on Google Play and Apple App Store. After downloading the app on an Apple or Android device, the user may login if they have an existing account or create a new account. After logging on, users may begin requesting a ride, browse local places of interests in our Explore Directory or view each service area maps.

To request a ride, the rider selects: pickup & drop-off locations, number of passengers and optionally any additional notes. After choosing a pickup location, an estimated wait time instantly appears on screen. If the wait time is to the rider's liking, they simply tap the "Request Ride" button. After requesting a ride, a map will appear with their ETA and pickup location. When a driver is en route to their location, an icon with the driver's image and their location will display. Riders can view their driver's progress on a map as they make progress towards the pickup location. The rider will receive a push notification when the driver is near the pickup location, prepping them for a smooth pickup process. After the ride is complete, riders have the option to rate and tip (if option is allowed) the driver.

To cover the entire service area of the Town of Miami Lakes, Downtowner suggests 2 high-range, electric cars such as the Chevrolet Bolt or Tesla Model X (if more seating is preferred). All of our drivers in our current locations are local to the area, friendly and have passed background checks. This is our standard procedure and will be applied to the Town. To ensure the highest ridership, improved mobility within the Town and a broader range of service to students and lower income families, we recommend not charging a fare to ride. Costs can be shared with private sponsorships and/or supplemented with state grants or local partnerships.

We are a very data driven company. Our system logs every ride requested and its corresponding information in our database. Managers are provided access to daily ridership reports to help orchestrate driver schedules, logistics and top areas of service use. Our goal is always to use our resources in the most efficient and effective manner to move as many people in a safe and fun fashion. Monthly reports will be generated to analyze daily and hourly ridership figures, top pickup and drop-off addresses used, as well as average wait times throughout each day. We will provide a report of any downtime experienced by a vehicle and any accident information. Surveys to collect information on the nature of passengers' trips and satisfaction will be done intermittently.