



PRESS RELEASE

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Free Downtown Shuttle Service Gains Steam, With Zero Emissions

Environmentally-friendly ridesharing program to receive additional funding to expand fleet

In August of 2016, Civic San Diego, the City of San Diego, and the Downtown Partnership launched Free Ride Everywhere Downtown (FRED) – the first free, on-demand shuttle system in our urban community. Since then, the fleet of 17 all-electric vehicles has given free rides to more than 140,000 Downtown residents, employees, and visitors – without using any gasoline, taking any parking spaces, or producing any carbon emissions.

Today, the Civic San Diego Board of Directors voted to allocate additional funding to continue FRED operations and increase the fleet from 17 to 30 vehicles over the next three years.

“FRED is an integral part of CivicSD’s mission to improve mobility in the Downtown area, and we are committed to provide funding to expand the fleet in order to meet the Mayor’s Climate Action Plan goals and to provide an innovative service and alternative mode of transportation for our Downtown community,” explained Reese A. Jarrett, President of CivicSD.

Alexander Esposito and James Mirras are co-founders of FRED’s operating company, The Free Ride. The duo is excited to expand their efforts in Downtown San Diego.

“James and I are thrilled with the way FRED has taken off in San Diego. It's exciting to see the happy riders, the environmental benefits, and the City being applauded for its innovative and eco-friendly approach to solving Downtown's first-mile/last-mile mobility issues,” Esposito said. “We're thankful for support from Civic and the Partnership, as well as from our great local sponsors like Qualcomm, Batta Fulkerson, the East Village Association, and EMMES, who help make the whole thing possible.”

To catch a Free Ride Everywhere Downtown, download the app at <http://thefreeride.com/fred/>.

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The Downtown San Diego Partnership is a member-based, nonprofit organization representing more than 11,000 property owners and 400 businesses. For more information, visit: www.downtownsandiego.org.