



Electric, Last-Mile Shuttle Solutions

# Introductions



**Alex Esposito**  
Co-Founder/CEO  
Circuit

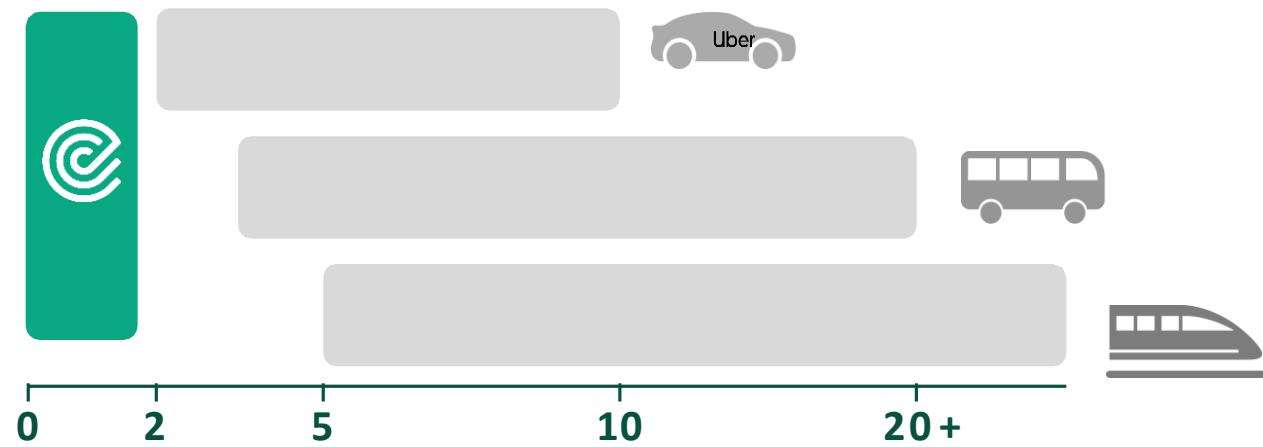


**Jason Bagley**  
Founding Partner, FL Ops  
Circuit



**Andria Wingett**  
Assistant Director  
Development Services  
City of Hollywood, FL

# THE LAST MILE PROBLEM



- Public transportation can be hard to access
- Insufficient parking
- Walking not always an option
- Paid rides are expensive

**91%** of American commuters drive themselves to work.

# SINGLE OCCUPANCY VEHICLES ARE BAD FOR CITIES

CIRCUIT



**35%**

OF VEHICLE TRIPS  
ARE UNDER 2 MILES



**\$305bn**

Cost of congestion/year  
in the US - INRIX



**53%**

OF TOTAL SHIPPING  
COSTS FROM FROM  
LAST-MILE DELIVERY. -  
Business Insider

# Circuit: Turnkey, Electric & Shared Rides

We eliminate inefficiencies, align with user-behavior, and complement existing infrastructure.

It's plug & play - and cheaper.

Rider App

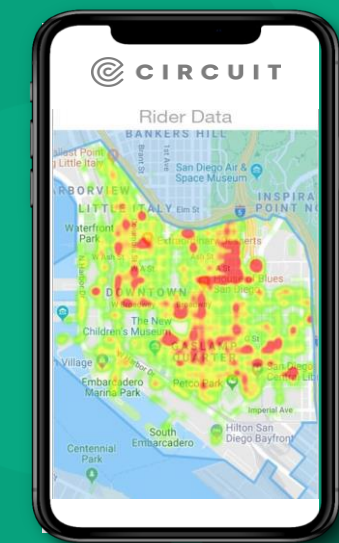
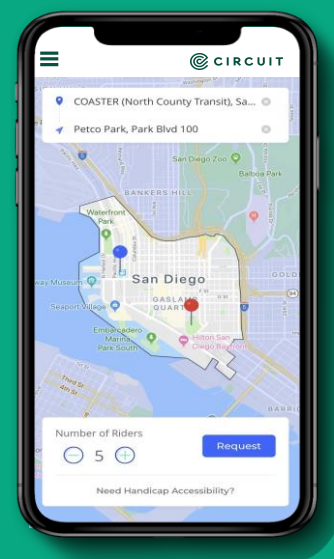
Electric Vehicles

Hiring & Mgmt

Systems & Insurance

Data Reports

Back End Mgmt Tech



# Last-Mile Connections

Where we Focus



## REDUCE COSTS

Cost Effective, Low Cost Per Rider



## INCREASE RIDERSHIP

User Friendly & On-Demand



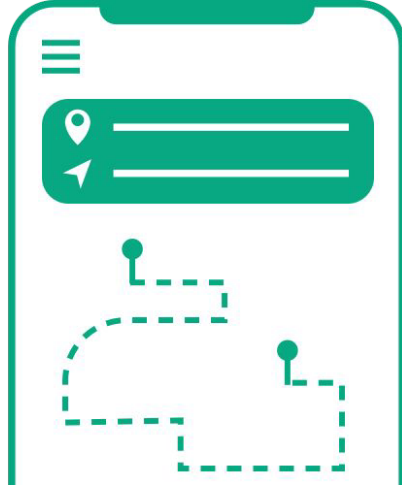
## CONTROL & DATA

W2 Drivers, Own & Operate Fleet



## SUSTAINABILITY

EVs Help Climate Goals



GEOFENCED AREA



# Public/Private Partnerships

## City/ Transit Partners



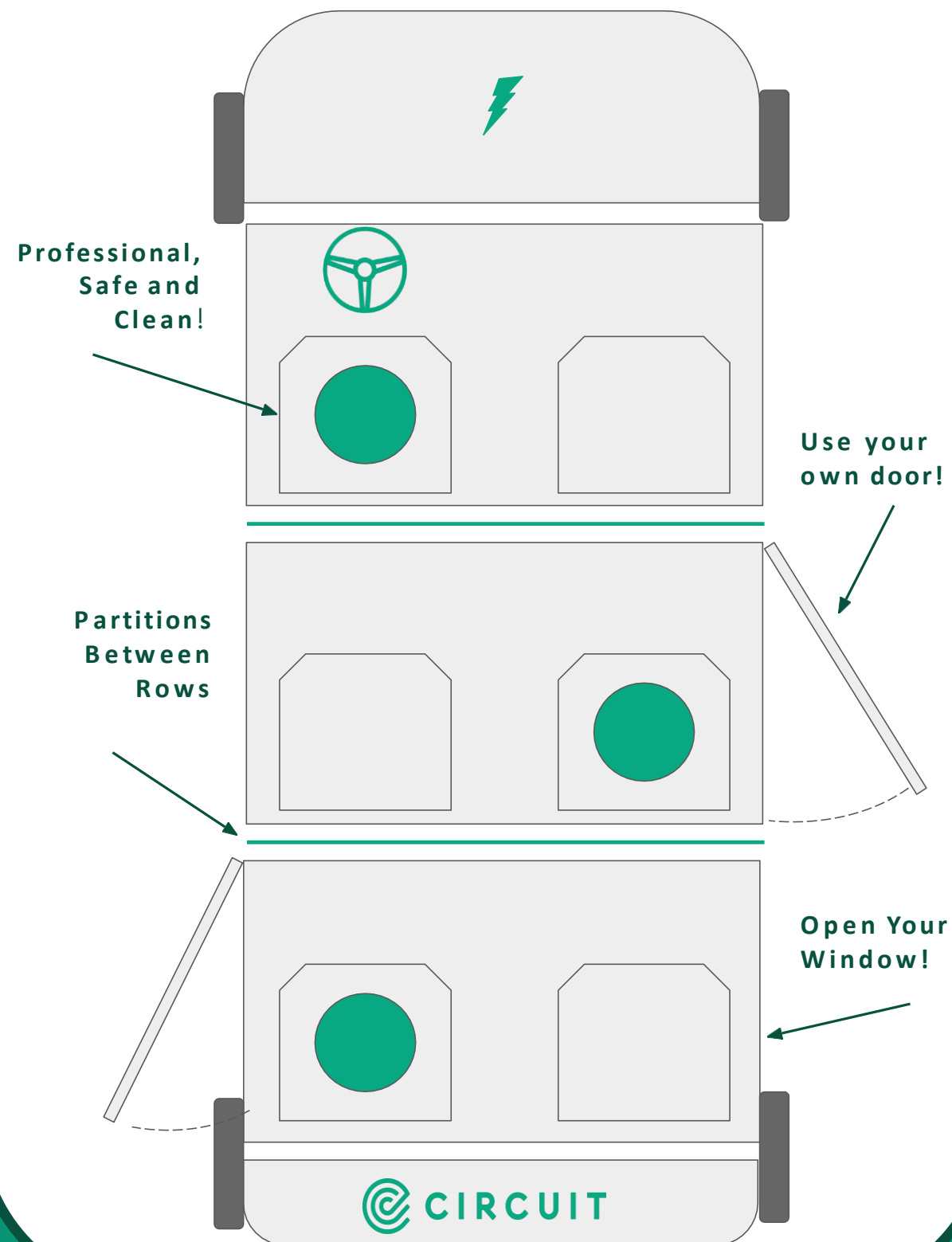
## Advertising Partners



# Covid Safety & Service Flexibility

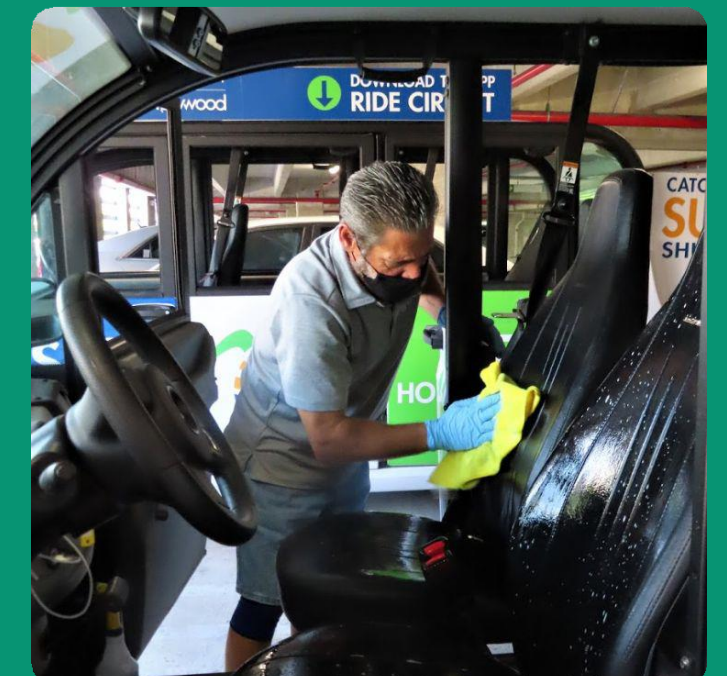


## COVID-Related Benefits



- Professionally managed vehicles with open-aired options.
- Drivers in PPE and following strict cleaning procedures.
- Cities and riders showing preference to lower-occupancy, safe vehicles, with divided rows and individual doors.
- Maintained, Insured, permitted and fully accessible - select drivers undergo ADA training.

## 511NY Rideshare



# Hollywood, FL

“Sun Shuttle Exceeds Expectations” - Hollywood Gazette

- 14k+ Riders in January
- 1000+ Boxes of Food Delivered
- 18+ Jobs Created
- Contract Renewed May 2020
- >30% Less Expensive than Legacy Trolleys
- 100% Increase in Ridership  
(Compared to prior Trolley service - Jan '19 vs Jan '20)

“Thank you and Hollywood for making it possible for our vulnerable Seniors to remain safe and healthy”  
- Memorial Senior and Family Services



On-demand,  
without causing  
more traffic



W2  
employment,  
local job

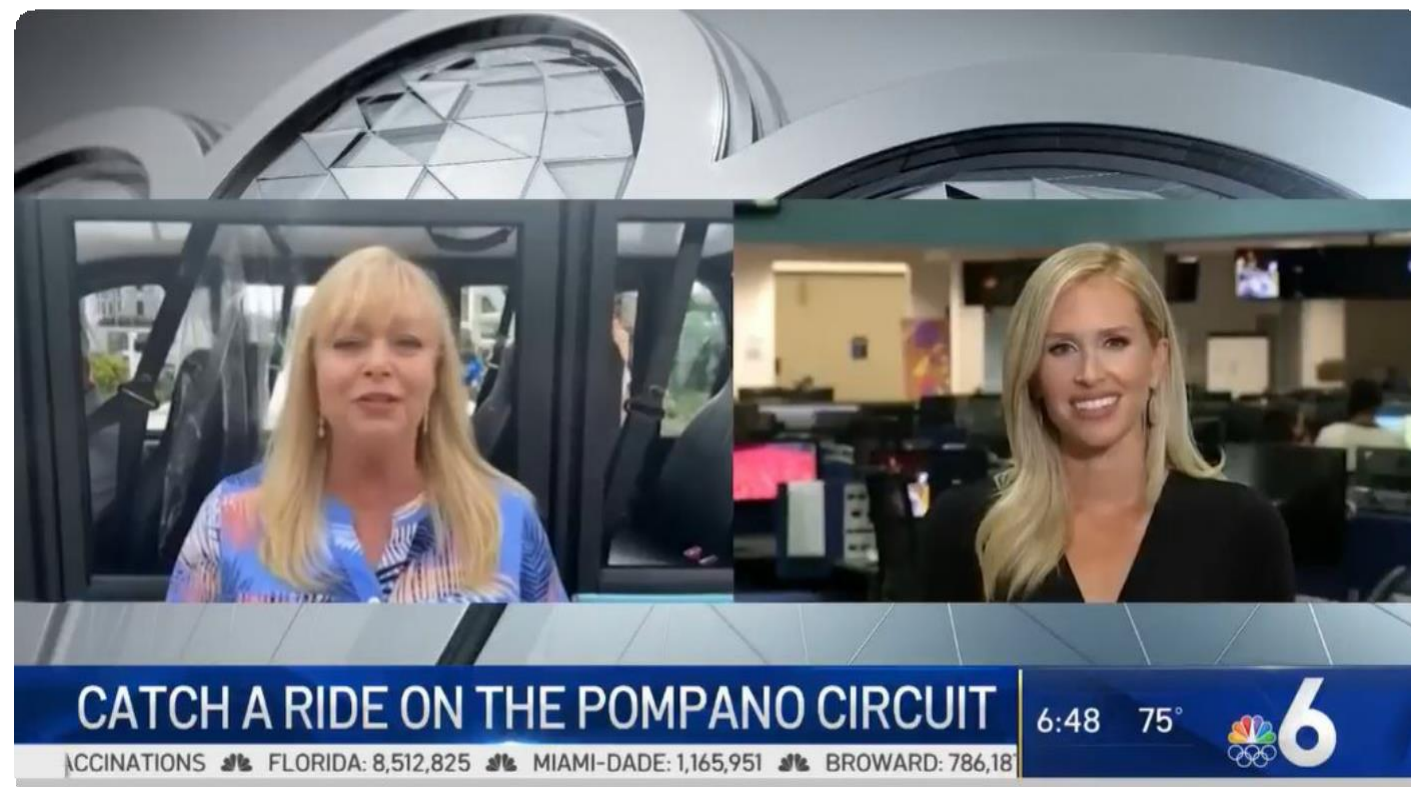


Reliable and  
adjustable  
electric fleet

# Pompano Beach, FL

## Began Service April 2021

- 4 Cars - 3 Cars + 1ADA Car
- Use App to Wave DOWn
- Contract started 2021 after competitive RFP
- GOALS: Reduce Congestion, Traffic, Emissions, Parking Demand & Encourage Economic Activity



POMPANOBEACHFL.GOV/CIRCUIT

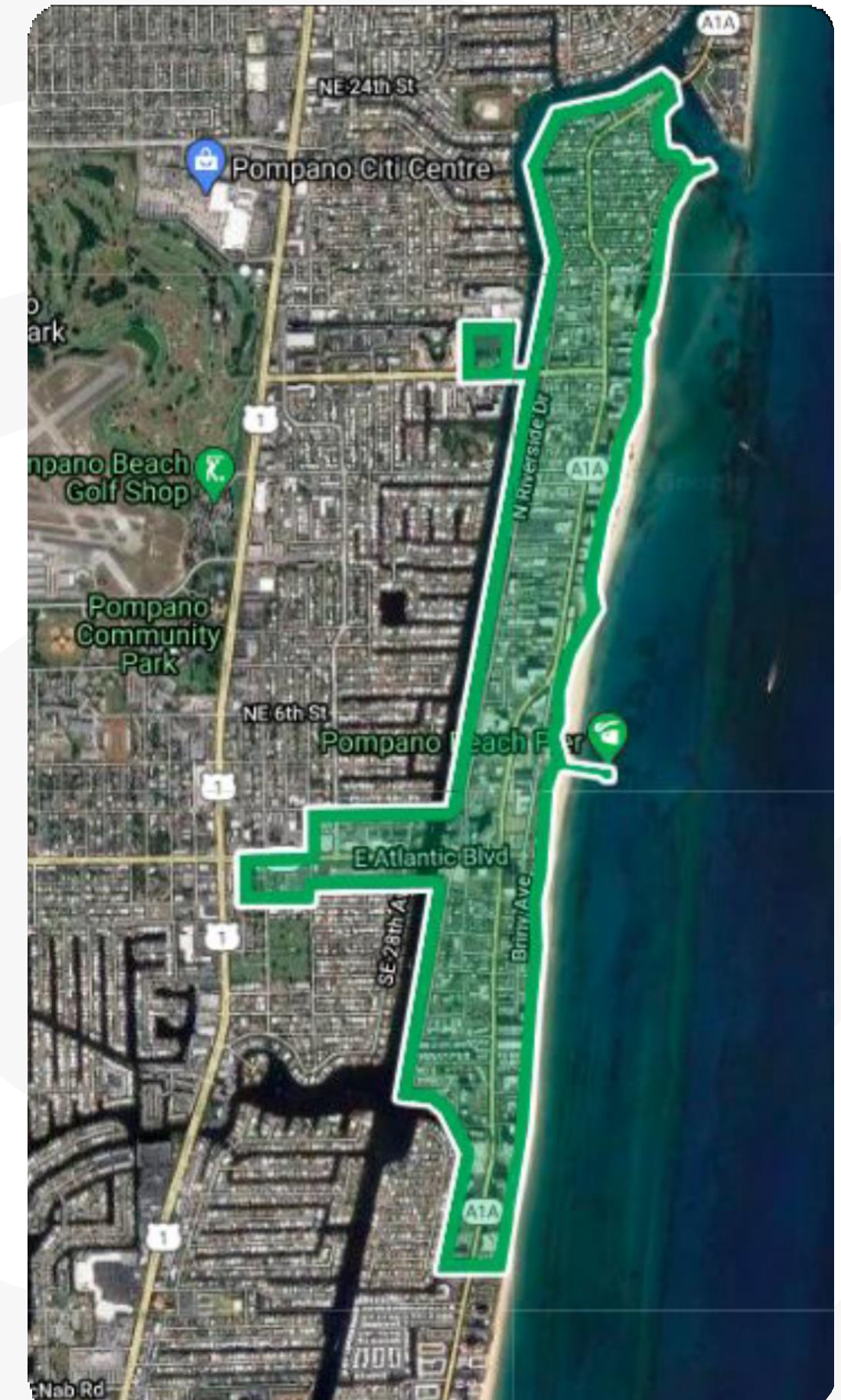
FREE RIDES

DOWNLOAD THE APP AND RIDE THE CIRCUIT TODAY!

LEARN MORE

pompano beach Florida's Warmest Welcome

CIRCUIT



# FUN WORKS

and People are talking about it.

*There are grand and complex theories of change and simple ones too. The fun theory is a simple one. Put simply it says if you want to get people to change their behaviour, make what you want them to do novel and fun. That's it. It's a very simple and useful idea...*



<https://youtu.be/GS7I4AFIplA>

## Theory of Routine Mode Choice Decisions

*By Dr. Robert J Schneider*

- Awareness
- Availability
- Safety & Security
- Convenience
- Cost
- Habit
- **Enjoyment**



# A Look at the Math



Measuring Transit Costs

$$\text{COST PER RIDER (CPR)} = \frac{\left( \text{TOTAL COST OF TRANSIT SYSTEM} - \text{REVENUE FROM FARES \& ADS} \right)}{\text{TOTAL \# OF RIDES}}$$

Increase Fare by \$.50				
Total Cost	Fares	Total Riders	Net Cost	Cost Per Rider
\$1,000,000	\$1.00	200,000	\$800,000	\$5.00
\$1,000,000	\$1.50	150,000	\$775,000	\$6.67
0.00%	50.00%	-25.00%	-3.13%	<b>33.33%</b>

Example implies -.5% demand elasticity for fare changes

Change %

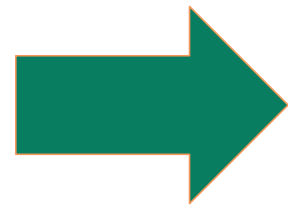
Increase Ridership by 10%				
Total Cost	Fares	Total Riders	Net Cost	Cost Per Rider
\$1,000,000	\$1.00	200,000	\$800,000	\$5.00
\$1,000,000	\$1.00	220,000	\$780,000	\$4.55
0.00%	0.00%	10.00%	-2.50%	<b>-9.09%</b>

Change %

# How We Work with Transit Customers

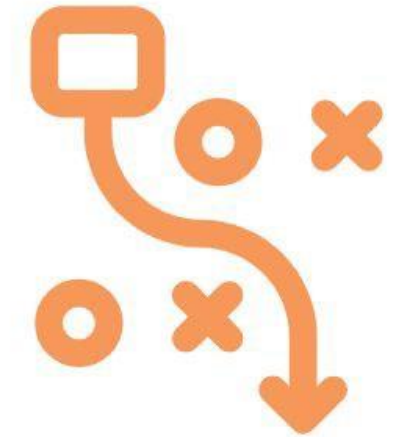
## Work with Local Stakeholders

- Coverage Area/Route
- Service Hours
- # of Cars



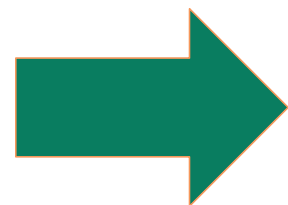
## Plan A Pilot Program

- Start Date, End Date
- Focus
- Costs



## Identify Funding Source(s)

- Public/Private?
- Parking, Transportation, City, IDA, CRA, EDC, etc.
- Advertising/Branding?



## Start, Improve, Grow

- Ribbon Cutting
- Local Hiring
- Review, Analyze, Improve
- Expand



*For every \$1 a city spends on transportation it can expect a \$5 Economic return. - APTA*

*Transportation is responsible for 1/3 of GHG Emissions - EPA*

**A Big Impact**  
For all Stakeholders



## The Environment

- 3.5M Rides, 0 Gas
- EV Adoption with less SOVs
- Promoting Mass Transit
- Reducing Congestion and GHG Emissions in the communities that need it the most



## Local Economies

- Job Creation - W2, Paid, Trained Employees
- Promoting Local Businesses
- Rides for essential needs
- Data for planning
- Low-Cost Options for Cities



## Access & Mobility

- \$0 Fare for all
- Connections for commuters, disadvantaged neighborhoods.
- ADA options available
- Access for unbanked users
- Shared Rides, Fewer SOVs

# OUR VISION

Cities with **Connected**, **Shared**, (eventually autonomous) **Electric** Vehicles

Circuit's goal is to promote mobility and reduce congestion harmful impact on the environment.

We do this by getting people out of their cars for short trips, encouraging visitors to park once, and making connections to existing mass transit hubs.

We work with innovative cities, private developers and forward-thinking advertising partners to offer electric shuttles that make mobility easier, smarter, more affordable, and fun.

**The solution works, it's always improving and built to scale.**

**We want fewer...**



Single Occupancy Vehicles (SOVs)



Traffic Jams



Greenhouse Gas Emissions (GHG)

**and more ...**



Shared Rides, Mass Transit



Accessible Options



Efficient and Productive Cities

THANK YOU  
LET'S CONNECT

[Alex@ridecircuit.com](mailto:Alex@ridecircuit.com)

Check out our video [here](#).

