



CIRCUIT

Operator of the successful Chula Vista Community Shuttle from round 1 of the Clean Mobility Options Voucher Program, Circuit Transit is an all-electric mobility operator offering on-demand microtransit services. Founded in 2011, Circuit has offices in Los Angeles, New York and South Florida. Circuit operates 200+ all-electric cars with over 300 employee drivers, nationally.

Mobility Services

- On-demand microtransit
- Turn-key solution
- All-electric vehicles

Website

- <https://www.ridecircuit.com/>

Contacts

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References

- City of Chula Vista
- Los Angeles Cleantech Incubator, CA
- City of San Diego, CA

Experience



Circuit is an established mobility operator, with over 10 years of operating experience, and the infrastructure and team to launch and manage projects in California, including the Chula Vista Community Shuttle program with CMO in 2022. Circuit has over 10 programs currently operating in California including San Diego, Santa Monica, Huntington Beach, and Long Beach among others. Circuit partners with communities, cities, transit agencies, developers, and brands to provide fare-free or low cost

first/last mile connections in 0 to 5 square mile zones.



Circuit has partnered with communities across the country to create programs that fit their unique needs. Circuit has experience providing all-electric community shuttle services in a disadvantaged and low-income community in Leimert Park, CA; in a Spanish-speaking community in West Dallas, TX; and in New Rochelle, NY connecting the main transit hub and the downtown core. In New York, Circuit was selected as a Grand Prize winner of [NYSERDA's Electric Mobility Challenge](#); Circuit will implement low-cost, electric shuttles services in the Rockaways and Brentwood starting Spring 2023. In DC, Circuit was selected as the microtransit partner for DC's [Mobility Innovation District](#), a multi-year equitable mobility project.

Services



Circuit offers turn-key all-electric microtransit services focused on first-last mile trips. Circuit leases/owns, insures, operates, and maintains 100% electric vehicles, with various electric vehicle options available. Circuit establishes a local operating base with vehicle storage and charging infrastructure, and hires and trains a local team of W2 driver ambassadors.

Circuit services come with proprietary on-demand technology, including a ride request mobile application available on iOS and Android in English and Spanish. Riders can also request a ride by waving down a car. Circuit offers fare-free, fare-based, third party advertising, and branded service options. Circuit has an in-house marketing team to coordinate marketing efforts and messaging with partner organizations.

Equity



Engagement

Circuit has experience with community participation in decision-making and program design and has participated in local community outreach and engagement.

Language

Circuit's mobile application Ride Circuit and its marketing materials are available in English and Spanish. Circuit can add preferences for additional language capabilities, if desired.

Unbanked

Circuit can offer a fare-free model that does not require inputting a payment method. Circuit can handle discount and promotional fares and explore integration to allow for payment by a transit card.

Access without Smartphone

Ride requests may be made through a smart kiosk, phone-in, or text-ahead request for real-time reservations. Customers can also wave down a vehicle to request a ride.

Accessibility

Circuit provides ADA accessible services, including wheelchair accessible vehicles and a driver training program. Riders are able to request ADA assistance through the mobile app or when placing a request by phone. Circuit's website is also ADA accessible.

Financial



Cost

Circuit has a low gross per vehicle hour operating cost relative to industry standard. Circuit is open to many different cost-sharing scenarios and is able to price services based on a flat rate per vehicle hour as well as a flat rate per ride. Circuit offers discounted pricing while relying on CMO

funding to cover baseline service, launch and implementation.

Pricing

Fare Revenue Model: Circuit can collect a fare on rides completed as a part of its microtransit service. Circuit can also operate the service as a fare-free service.

Advertising Revenue Model: Circuit can operate a third party advertising option, offering a revenue share of advertising sold and executed on the service. This revenue model helps to lessen the costs to cities and ensures that the service can continue to grow after the initial investment. This advertising program can also help to promote local businesses.

Revenue

Circuit offers a revenue share of fare and third party advertising revenue. Circuit allows the partner organization to determine the appropriate arrangements for the distribution of its share of revenue and if any other

entities should receive revenue from its share of revenue. Circuit does not have a requirement for revenue guarantee depending on the CMO voucher funding amount. If additional revenue generation is desired, Circuit will discuss with partner organizations a revenue share to be associated with each particular revenue stream.

Financial Sustainability

Circuit is committed to long-term sustainability and has experience scaling up pilots to long-term programs. Circuit can commit to providing its services for the minimum 4 years of operations and ensuring vehicles in service are maintained in good, clean, and safe operating conditions.

Circuit offers four key strategies to support the financial sustainability of services: selling and executing third party advertising; securing key sponsorships; supporting grant writing; and establishing fare-based models. Circuit does not have a differentiated benefit model.

Data



Circuit's proprietary app is designed specifically to operate microtransit operations, including with electric vehicles. Circuit can work with partners to follow any guidelines and processes for sharing meaningful analytics and data while also ensuring the storage and transmission of this data is best protected. Circuit is willing to grant access to share anonymized data associated with the

service through reports, dashboard, and/or API in a manner consistent with maintaining both user data privacy and security. Circuit collects anonymized trip data and rider surveys while ensuring the privacy and security of any personally identifiable information of its riders. Circuit never sells data to third parties.