



CITY OF FORT LAUDERDALE

Shuttle Service Update  
August 2022 - May 2023

## About Circuit

### Take Cars Off The Road

Reduce congestion, use of SOVs & emissions

### Connect Communities

Increase Mobility & Accessibility

### Jobs & Economic Development

Create Jobs & Drive Traffic to Businesses

### Increase Shared Rides

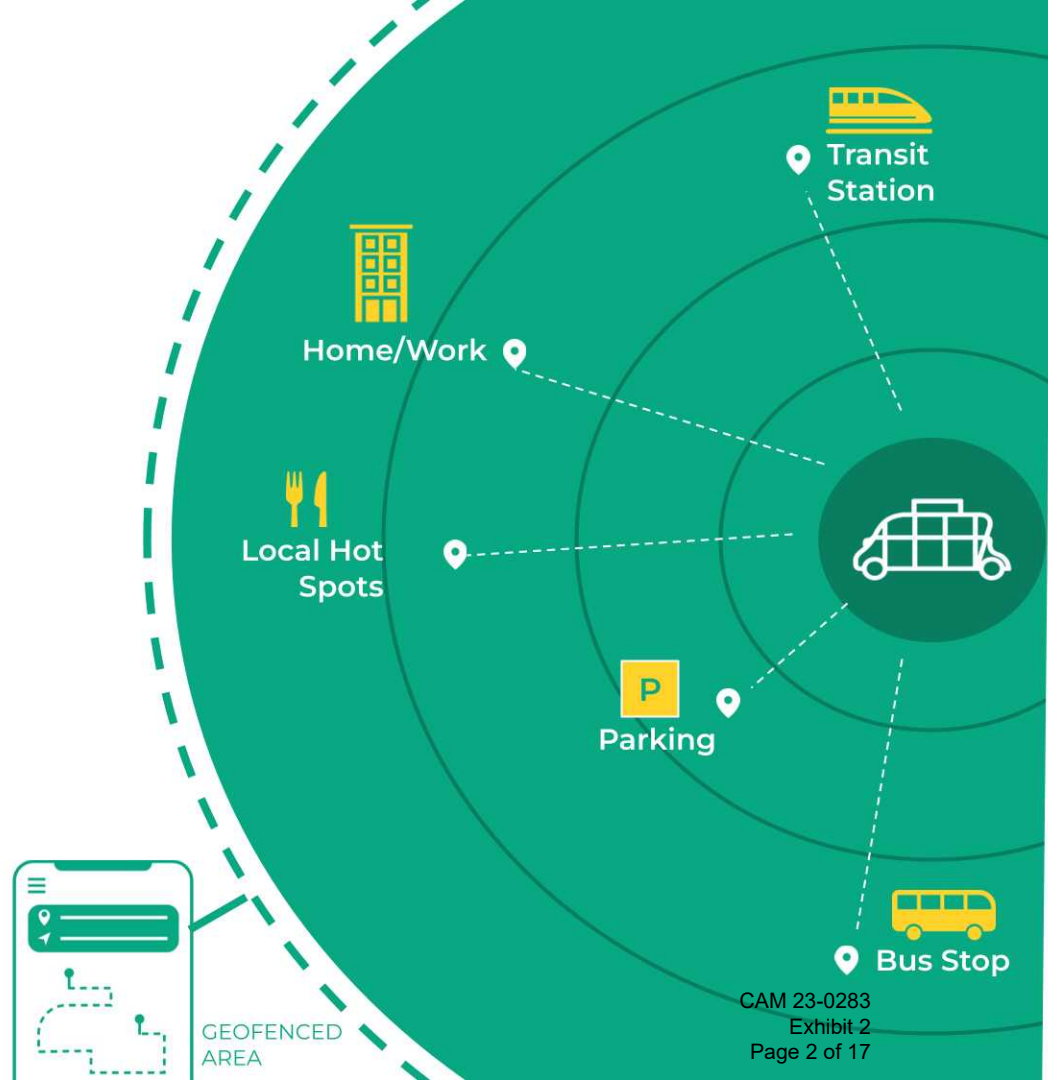
“Ride Sharing” not just “Ride Hailing”

### Innovation & Impact

Contribute to the Future of the City

### Efficiency

Circuit Moves More People For Less \$



# Circuit Partnership Programs in Broward County



Serving multiple locations in Broward County, moving more than 57.000 pax. per month!

## CITY OF FORT LAUDERDALE

- 22.500+ riders/month
- Free
- City of Fort Lauderdale Pilot + Brightline + National & Local Advertisers

## CITY OF HOLLYWOOD

- 15.000+ riders/month
- Started as Free, now \$2 Fare
- Over 1500 Grocery Boxes delivered during Covid
- Replaced underutilized Trolley

## CITY OF POMPANO BEACH

- 11,000+ Riders/Month
- Free
- Lowest CPR of any known on-demand system in US

## WILTON MANORS

- 3.700 riders/month
- \$2 Fare per rider
- City-wide service promoting a car free lifestyle and connections to Wilton Drive

## HOLLYWOOD WEST PILOT

- Launched March 2023
- \$2 Fare per rider

## GALT MILE/LAUDERDALE BY THE SEA

- Launched May 2023
- Free
- 4,000+ Riders/Month (est.)





# Circuit Partnership Programs in South Florida and beyond...

## WEST PALM BEACH DDA

- WPB DDA + City + Brightline + Local Advertisers
- Ridership growing over 15%/month in 2022
- 12.000+ riders/Month

## BRIGHTLINE+ MIAMI, FTL, WPB

- 6,000+ Riders/Month per Station!
- Mixed Fleet of On Demand GEMs, Pre Arranged Tesla Model Y's and Fixed Route EV Ford Transit Vans

## CA, NY, MA & TX

- 10 California Markets
- NY Metro (New Rochelle) City Partnership, Brooklyn, Hamptons
- Boston Seaport - Ad Sponsored, Plymouth, MA
- West Dallas - Toyota Mobility Foundation Partnership





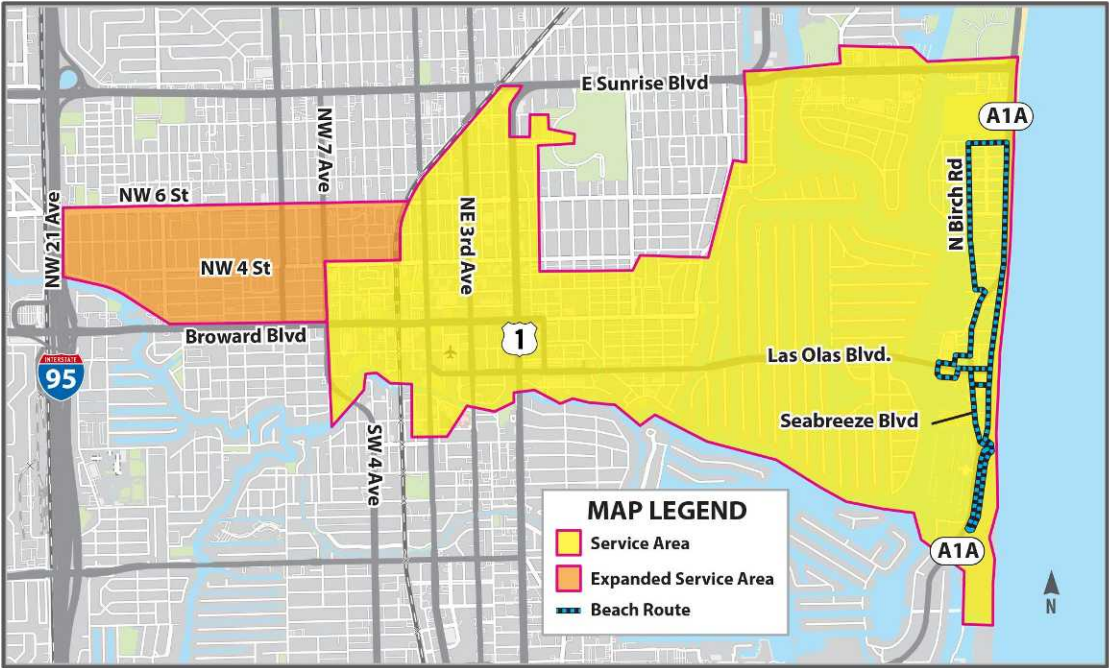
- In the **City of Fort Lauderdale**, ridership has experienced significant **growth** since the City contract started in August 2022, with an exponential increase of over **400%**. In the months of March and April, we exceeded **22,500 riders**. Furthermore, we anticipate setting a new record for ridership in May 2023
- Completing more than 35.000 miles per month
- Avg. rating: 4.86 stars

Number of Rides and Riders (Fort Lauderdale) - July 2021 to April 2023





- Expanded service area March 2023 to include West Fort Lauderdale, District 3

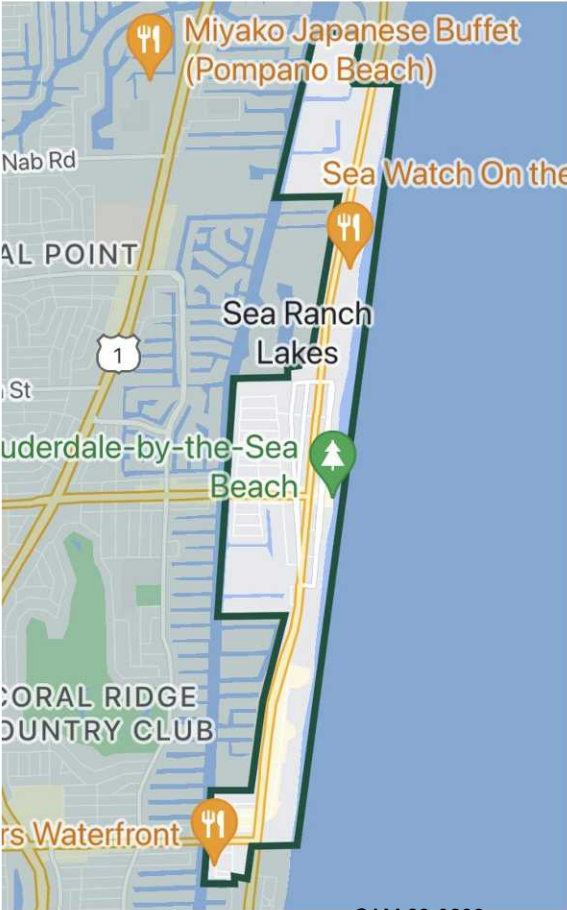
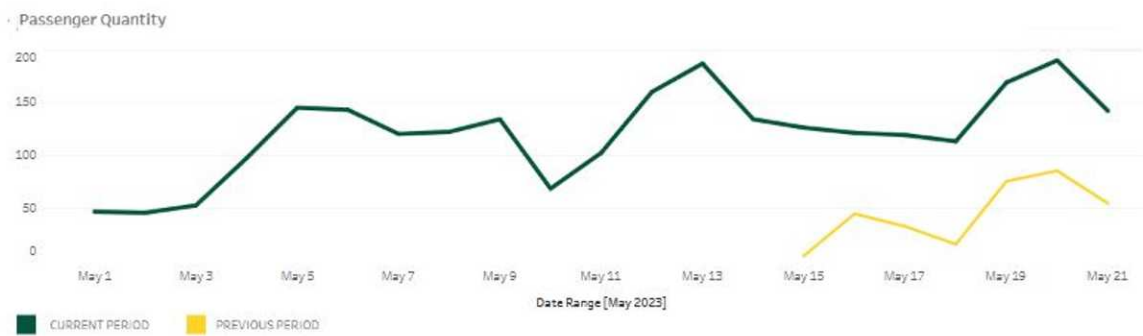




# CITY OF FORT LAUDERDALE



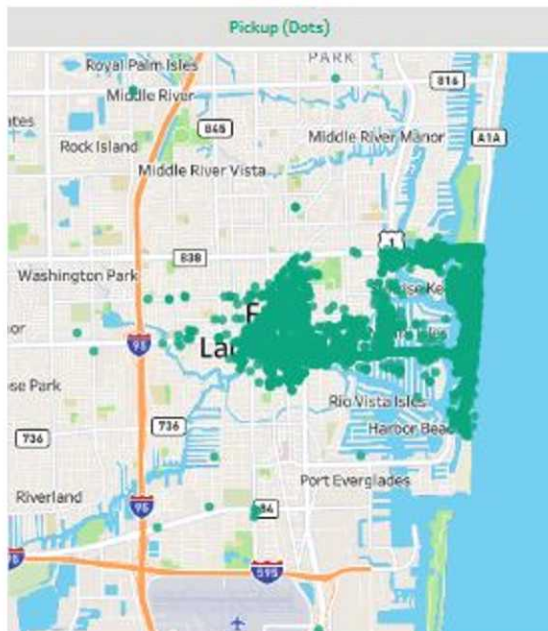
- Opened new location May 2023: Galt Mile + Lauderdale By The Sea achieving more than **1,000 riders per week** (in the first month)
- Ridership increasing 40% WoW



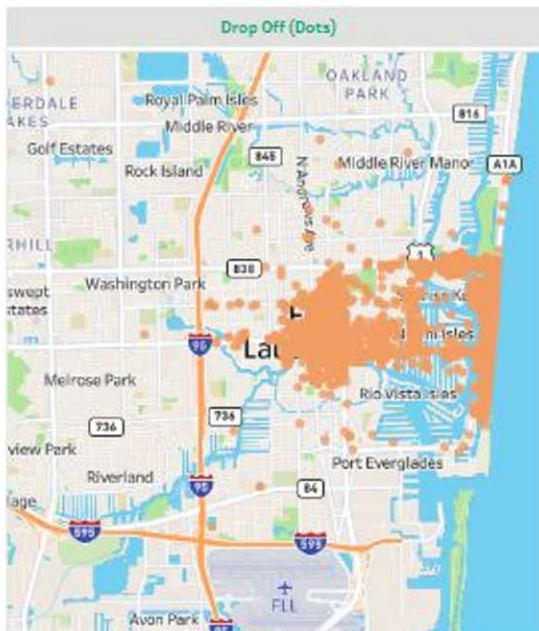
# Fort Lauderdale Ridership

Pickups/Drop-Offs April 2023

## Pickups



## Drop-Offs



## Top Pickup Locations (Barrier Island only)

1. DoubleTree Fort Lauderdale Beach, Bahia Mar
2. W Fort Lauderdale
3. Fort Lauderdale Marriott Harbor Beach Resort & Spa
4. Las Olas Beach
5. The Atlantic Hotel & Spa
6. The Gallery at Beach Place
7. 1 N Fort Lauderdale Beach Blvd, The Ritz- Carlton
8. Las Olas Oceanside Park
9. Marriott Beach Place Towers
10. B Ocean Resort

## Top Drop Off Locations (Barrier Island only)

1. Las Olas Oceanside Park
2. Coconuts
3. Fort Lauderdale Marriott Harbor Beach Resort & Spa
4. Fort Lauderdale Beach A1A
5. The Ritz-Carlton
6. The Westin Fort-Lauderdale Beach Resort
7. W Fort Lauderdale
8. Hilton Fort Lauderdale Beach Resort
9. Fort Lauderdale Marriott Harbor Beach Resort
10. Sonesta Fort Lauderdale Beach

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Exhibit 2

Page 8 of 17



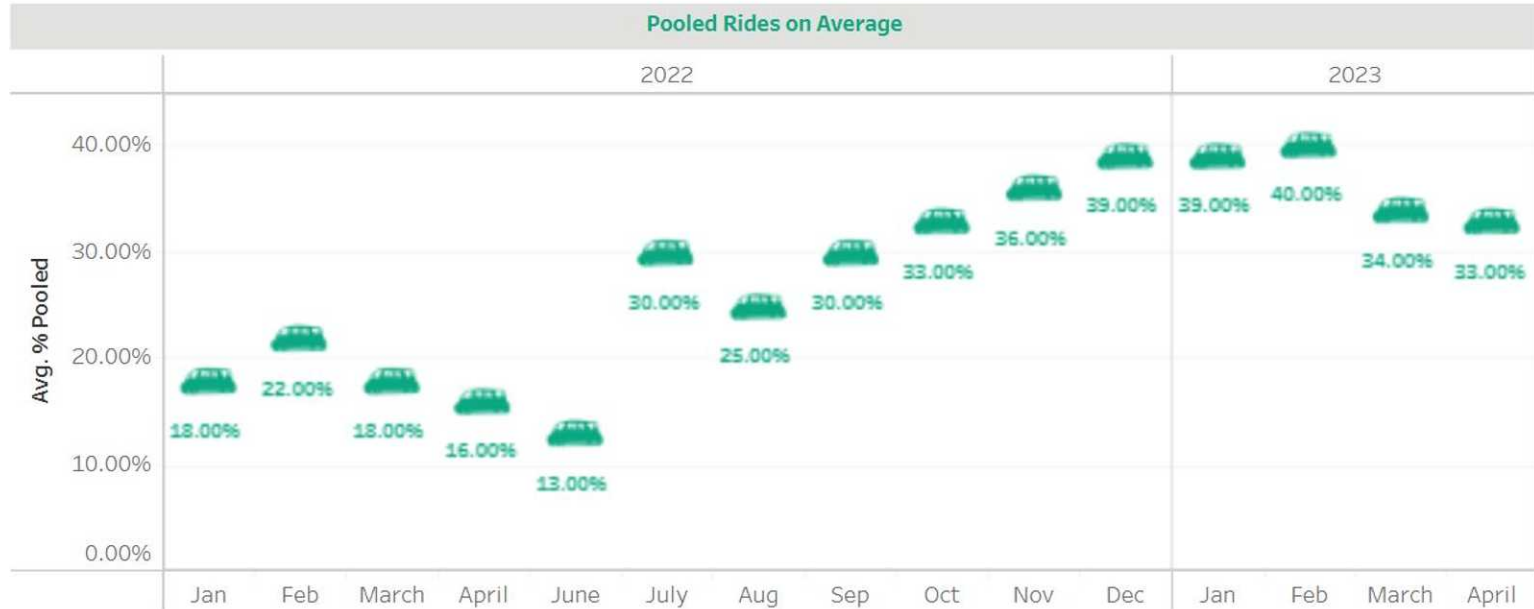
# Fort Lauderdale Ridership

YTD 2023



# Fort Lauderdale Ridership

YTD 2023



# Fort Lauderdale Hourly Ridership

YTD 2023



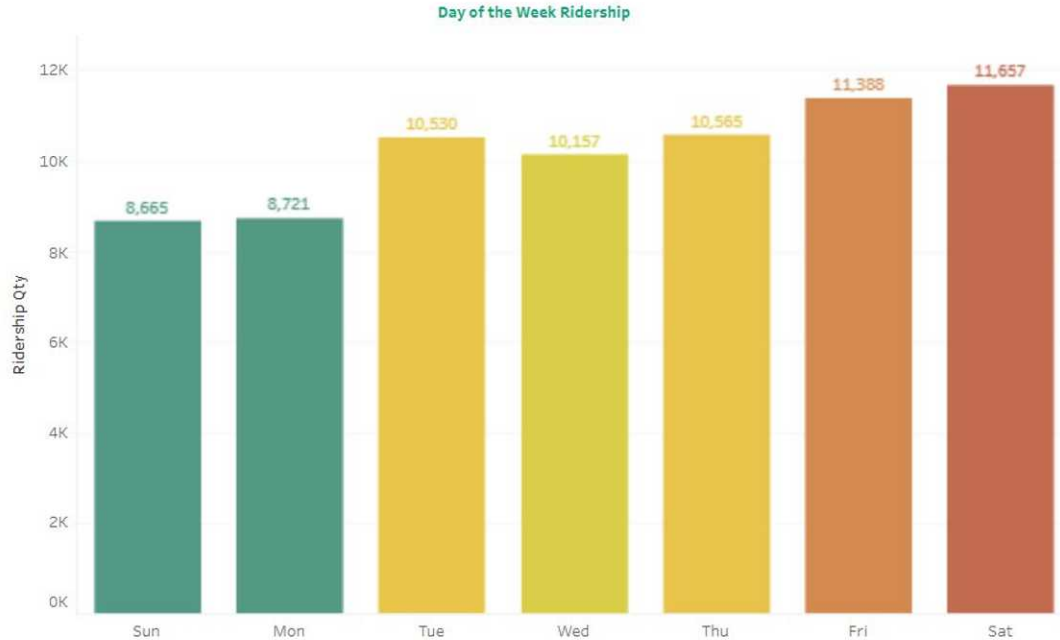
Hourly distribution of Rides and Riders (Fort Lauderdale) - Jan 2023 to May 2023





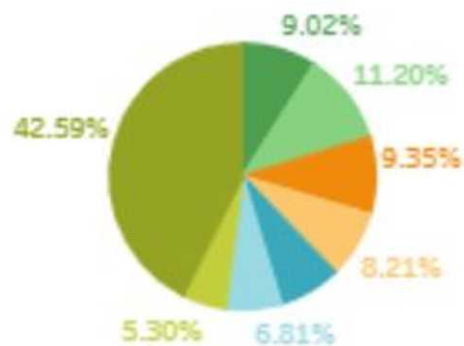
# Fort Lauderdale Weekly Ridership

YTD 2023

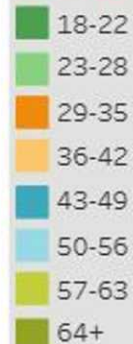


# Age Demographics

YTD 2023



Rider Age Gr...



# South Florida November 2022 Survey

4.9 Passenger Rating



(Data 11/17-12/14)

- **98%** of Fort Lauderdale riders think Circuit is a **great addition to their Community**.
- **89%** of riders use Circuit to help them **save money** on transportation.
- **89%** of riders drive less because of Circuit which means **more cars off the road** = less traffic and reducing emissions.
- **95%** of riders would like to see **more Circuit cars** added in Fort Lauderdale.

**(103 Riders Live/Work, and 81 Visitors)**

**"It is really nice to rely on Circuit when I visit Fort Lauderdale, and it means that I do not have to rent a car to get around."**

- Circuit Rider

## Where are riders taking Circuit?

Restaurants, Local stores/attractions, Beach Parks, and other activity areas.



# South Florida November 2022 Survey

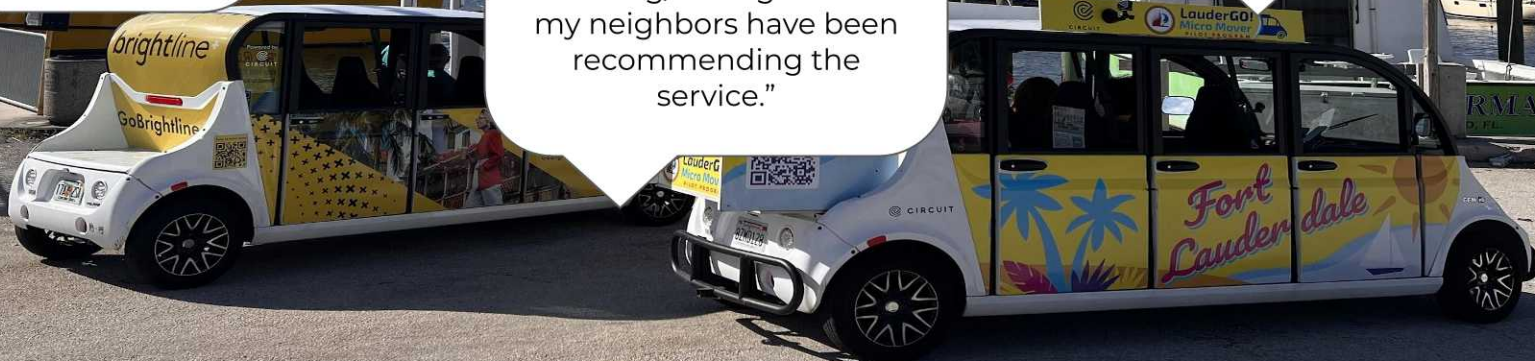


## Rider Testimonials

"I really like this service and think it's a wonderful addition to the City. The drivers and staff are so friendly and helpful. They go above and beyond to help passengers get to their destination. I'm very please we can access this for free."

"I think Circuit is an excellent addition to our community. It's good for the environment, traffic, and safety against drinking/driving. A lot of my neighbors have been recommending the service."

"It is really nice to rely on Circuit when I visit Fort Lauderdale, and it means that I do not have to rent a car to get around."



## What the future could look like.....

- **Ridership in Fort Lauderdale has experienced significant growth since the City contract started in August 2022, with an exponential increase of over 400% - Reaching over 22.500 passengers per month**
- **During the last few months, we have successfully launched more new locations in Broward county, serving more that 56.000 passengers per month (more new locations in the pipeline)**
- **To ensure sustainable and cost efficient growth, we would suggest:**
  - **Adding nominal fares (\$1-\$2) to control demand and help fund the service. Option for Residents to always ride free.**
  - **Explore transportation surtax funding to fund all or part of the service**
  - **Create a Mobility Coalition with Public, Private and User Fares as Funding**
  - **Extended hours - (demand in am during Brightline only hours & heavy demand after 8PM)**
  - **More vehicles based downtown with more charging capacity**
  - **Larger sponsorships - Targeting Takeover & Title Sponsors**
  - **More collaborations with area stakeholders and events**
  - **Mixed Fleet GEMs, sedanes, E Transit Vans**



# Thank You!

