



Pre-Presentation Question Responses

Request for Proposals - P-29-20
Micro-Transit Transportation Services

Prepared for:

City of Pompano Beach
1190 NE 3rd Avenue
Building C
Pompano Beach, FL 33060

Date: October 30, 2020



Circuit Transit Inc
777 S Flagler Dr
Suite 800 W
West Palm Beach, FL 33401

Question 1 - Please advise if the costs in your proposal were for just 1 year or for all 3 years as requested in the RFP. Please provide or restate your schedule of all-inclusive costs for Year 1, 2 and 3. Ensure line items are detailed. Indicate how many types of vehicles are included in the amounts stated (include per hour cost with driver). Also ensure breakout for marketing/outreach is shown

Circuit's costs are all-inclusive and are built for scale and flexibility. Below, please find a more detailed breakdown of Circuit Proposed Services (3 Cars Total: 2 GEM E6 + 1 ADA Vehicle). Circuit has also offered a guaranteed ad-revenue to discount these programs.

- **Table 1** - Circuit's detailed breakdown of costs for proposed 3 car plan for years 1-3. This includes guaranteed revenues, as well as additional projected ad revenues.
- **Table 2** - Circuit's detailed breakdown of costs considering "Growth", adding 2 cars in year 2 and a 6th car in year 3.
- **Table 3**- Additional marketing, outreach and PR services included with all options.

Table 1

Cost Breakdown - Proposed Option 1 (2 GEM E6, 1 GEM ADA)				
	Year 1 3 Cars Total	Year 2 3 Cars Total	Year 3 3 Cars Total	Description
<i>Gross Cost:</i> All-Inclusive Vehicle Operating Costs 2 GEM E6 Vehicles + 1 ADA Vehicle	\$210,257	\$214,257	\$218,465	Cost Includes 2 GEM E6 Vehicles, 1 GEM ADA Accessible Vehicle, Insurance, Maintenance, Drivers, Shift Managers, Circuit App, Regular Data Reports, Customer Service, Interior iPads. Based on 76 Hrs/Week
Guaranteed Advertising Revenues	-\$20,000	-\$20,000	-\$20,000	Circuit will guarantee first \$20,000/year in City Share of Ad Revenue
Proposed Cost	\$190,257	\$194,361	\$198,465	Gross Cost - Guaranteed Ad Revenue
Proposed Cost (Per Vehicle Hour)	\$22.17	\$22.65	\$23.12	Proposed Cost/Car/Service Hour. ADA car running part-time.
<i>Projected Total Ad Revenue to City</i>	<i>\$35,350</i>	<i>\$48,025</i>	<i>\$73,375</i>	The advertising rev-share is flexible and can be negotiated with the city.
Note: "Maximum Cost" means the total cost of the program, minus the Guaranteed Ad Revenue, not including additional forecasted Ad Revenue Share Projected Total Ad Revenue to City - Calculated as guaranteed ad revenue PLUS 50% of additional projected ad revenues. This breakdown is negotiable and will be discussed with City of Pompano Circuit is able to add additional vehicles, from other South Florida Markets within 48 hrs. Additional Car Costs for events = \$25/car/service hour + shipping.				

Table 2

Cost Breakdown - Proposed Option + Growth (2 GEM E6, 1 GEM ADA, adding cars every year)				
	Year 1 3 Cars Total	Year 2 5 Cars Total	Year 3 6 Cars Total	Description
<i>Gross Cost:</i> All-Inclusive Vehicle Operating Costs Year 1 - 2 GEM E6 Vehicles + 1 ADA Vehicle Year 2 - 4 GEM E6 Vehicles + 1 ADA Vehicle Year 3 - 5 GEM E6 Vehicles + 1 ADA Vehicle	\$210,257	\$438,721	\$548,402	Cost Includes Vehicles, Insurance, Maintenance, Drivers, Shift Managers, Circuit App, Custom Pompano Location, Regular Data Reports, Customer Service, Driver Phones, Driver Uniforms, Interior iPads. Based on 76 Hrs/Week
Guaranteed Advertising Revenues	-\$20,000	-\$40,000	-\$70,000	Circuit will guarantee in City Share of Ad Revenue
Proposed Cost	\$190,257	\$398,721	\$478,402	Gross Cost - Guaranteed Ad Revenue
Proposed Cost (Per Vehicle Hour)	\$22.17	\$22.65	\$23.12	Net Cost/Car/Service Hour including discount from guaranteed ad revenue
<i>Projected Total Ad Revenue to City</i>	<i>\$48,025</i>	<i>\$88,250</i>	<i>\$181,250</i>	<i>The advertising rev-share is flexible and can be negotiated with the city.</i>

Table 3

Marketing, PR and Outreach Services - Included with All Options				
	Year 1	Year 2	Year 3	
Digital Flyers, Pompano Page on Circuit Website	Included	Included	Included	Creation of Pompano digital assets, website landing page, flyers, cards
Printed Info-Cards, Flyers at Local Businesses	Included	Included	Included	Printed info cards for drivers to hand out, Flyers to be distributed to local businesses, banners for local events
Coordinated Ribbon Cutting, Press Release and PR Outreach	Included	Included	Included	Circuit will coordinate a ribbon cutting, setup cars, invite press, and formulate press release with the City's team
Event Marketing Services	Included	Included	Included	Regular help and exposure at local events including Green Market, Feeding South Florida, Pompano Chamber Events, Pompano Arts, Beach Cleanups, Community Meetings, etc.
National Customer Service Team	Included	Included	Included	Daily monitoring and responses to User comments, App reviews, email messages, phone calls, etc.
Weekly Social Media Posts	Included	Included	Included	Circuit handles content creation and posting, able to share Pompano specific events, initiatives
Monthly Email Blast Newsletters	Included	Included	Included	Newsletters to lists of Pompano Riders, Fort Lauderdale, Hollywood Riders, South Florida Business Contacts

2 Vehicle Wraps with Pompano/Circuit Branding	Included	Included	Included	Full Wraps, starting with Co-Branding to explain the service
Video Ads in Cars in Ft Lauderdale, Hollywood	Included	Included	Included	Video ads in all cars running in Fort Lauderdale and on app in Hollywood, announcing the new service.
Initial Wrapping of Vehicles	Included	Included	Included	Circuit/Pompano Co-Branded Vehicle Wraps

Example of Potential Pompano Beach Vehicle



Examples of Past Marketing Efforts and Outreach

Wrapped San Diego Vehicle



Service Info Sheets



Hollywood Commissioners Sun Shuttle Intro Video & Sun Shuttle Page on the Circuit Website



Ribbon Cutting, Local Press and Involvement with 511NYRideshare



Local Beach Clean Up Events



Feeding South Florida Delivery Partnership



Question 2 - *For vehicle purchases, will the cost be charged to the City in year 1 or amortized over the term of the contract (i.e. 3 years)?*

Circuit will amortize the cost of vehicles over 5 years, no matter the length of the contract. With our footprint in South Florida and elsewhere, we're able to use cars in other markets, so we don't charge the city for the cost of the vehicles if they're not in operation. All of our costs include the cost of the vehicles.

Additionally, and as we have done in Hollywood, FL, we will be willing to add more vehicles during busy months and reduce vehicles during off-season months without charging additional carrying costs for the extra vehicles not being used depending on the season.

Question 3 - *For any estimated annual advertising revenue, please restate your estimates and indicate if any amount is guaranteed by your firm annually. Do you expect to wrap "Every" vehicle with advertising?*

Circuit's team hopes to work with the city to negotiate and create an advertising revenue plan that best suits the needs of the project. Below, please find a breakdown of the advertising estimates proposed in Circuit's response. Please note, that all of this is negotiable. **We will guarantee \$20,000 in ad revenue, before a revenue split, but can be flexible with this amount.**

We will wrap the number of vehicles that the City would like to have wrapped. Included in the breakdown below is a 35% vacancy rate for when vehicles are not wrapped with ads. As we did in Hollywood, FL, we will propose branding the vehicles with Pompano Beach-specific branding as part of the launch of the program, during the first few weeks, and in between advertising commitments.

We can also rotate back-panel branding with local events and causes and we are willing to offer the City and local businesses listings on the iPad displays and in our monthly newsletters at no additional costs. In addition to exterior wraps, Circuit also works to promote local businesses wherever possible.

In the past 6 weeks, Circuit introduced Circuit Connect, an on-demand smart-spot approach. This approach can be used with the City and local businesses for planned pickup/drop-off spots and can also be used as a sponsorship tool for local businesses.

When advertising is sold, Circuit will always maintain some Pompano-specific branding on the cars.

Advertising Estimates (for proposed 3 car service)			
	Conservative Case Estimates	Conservative Case Estimates (Proposed)	Example Case Estimates
Total Cars	2	3	3
(E) Rates Per Car Per 4-Weeks *	\$3,000	\$3,000	\$5,000
Total 4-week Flights Per Year	13	13	13
Vacancy Rate (ads not sold)	35%	35%	35%
Expected Revenue	\$50,700	\$76,050	\$126,750
Guaranteed Revenues	\$20,000	\$20,000	\$20,000
Proposed Revenue Share (Negotiable)	50%	50%	50%
(E) City Portion of Ad Revenues	\$35,350	\$48,025	\$73,375
* Circuit has seen rates in Hollywood and Ft Lauderdale vary from \$2000/car/4-weeks to \$9000/car/4-weeks. The quote represents a conservative estimate. This accounts for the ADA vehicle with less branding. ** All of the above is negotiable, including guaranteed revenues, and Circuit hopes to work with the City to create a mutually beneficial plan. *** 3 car options includes 2 GEM E6s and 1 GEM E6 that's ADA accessible **** Estimates do not include rider fare revenues (optional), paid/sponsored "Smart Spots", Digital Revenues via app and video ads.			

Question 4 - *Is there anything the City can do to further reduce your proposed cost to operate?*

Circuit can reduce costs and also find ways to increase revenues as a way to reduce net costs.

Cost Savings Opportunities:

- Parking/Charging - If the City is able to offer parking and charging spaces for the vehicles, Circuit can reduce costs by approx \$2,400/car/year
- Service Hour Adjustments - Circuit can start the service with fewer days, hours and expand as a way to reduce overall costs for the years. Similarly, Circuit can modify hours, for i.e., to run Thursday-Sunday only during the summer. This is all adjustable and can be negotiated with the city.
- PPE - If the City is able to provide PPE, cleaning supplies and equipment via potential Cares funding, Circuit can reduce costs by approximately \$150/month.

Revenue Generation Opportunities (to reduce Net Costs):

- Advertising Revenue on the exterior of the vehicles, procured from local and national partners (as more fully detailed above).
- Advertising Revenue Before, During and After the Ride - These services can be offered for free

or sold to local businesses. Examples include social media posts, interior video ads, directory listings, email newsletters, or (optional) sponsored pickup/drop-off spots.

- Fare Based or Pay What You Want (this feature is confidential) - Circuit has the ability to turn on a fare-based version of the app at any fare at any time to generate revenues from riders and reduce net Costs
- Grant Writing - Circuit's dedicated transit development team has experience measuring impact, building case studies and can assist in writing grants at local, state and federal levels.

Question 5 - *What kind of marketing materials will you produce as part of your service on an ongoing basis and how might you convince businesses to help market the service?*

Circuit will utilize its national marketing team, local user base and network of PR contacts to ensure the service is heavily marketed. Generating ridership has never been a problem for its services and Circuit will market to riders on an ongoing basis. Additionally, Circuit's team will manage rider feedback, driver ratings, survey customers and measure the impact of the service; delivering comprehensive case studies focused on the impact of the program. These metrics will include Job Creation, Local Business & Economic development and GHG Emissions saved. These tools will be used to not only market to riders, but market the impact of the services to the region and nationally. ***Additional marketing services are outlined in response to Question 1 Above.***

As it has done in other areas, Circuit will be closely involved with the local business community and encourage local economic development. Businesses want traffic, and we want riders, so there is a natural synergy that takes place. Circuit will promote local businesses in exchange for promotion. Cross-promotion activities have included driver dinners, in exchange for word of mouth, promotion on social media accounts, offering video ads in the cars in exchange for posted flyers, and many other methods to encourage the mobility and activity of commerce around the community.

Ribbon Cutting and PR event at Launch - Circuit has seen great success with ribbon cuttings and announcements. A strategic opening, soft launch, announcement and roll out allows the team to generate excitement, attention, press, and most importantly ridership. Ridership then leads to word of mouth and a growing user base.

Local Events & Organizations - As it has done in other areas, Circuit will be involved with local organizations and events such as Green Market, Feeding South Florida, The Pompano Chamber, Pompano Beach Arts, Beach Cleanups, Pompano Community Meeting, etc.

Boots on the Ground - The service and local teams are the best way to market the service. By self-branding the cars and putting the vehicles in highly trafficked locations, Circuit's Driver/ Ambassadors can educate users about the service and show residents and visitors how to use the app.

Getting Businesses to Market the Service - Businesses like letting their customers know they do not need to drive to get there. We have been successful in getting businesses to post flyers, handout info cards, cross-promote over social media, directory listings and email, and spread the word. We also have an option to have businesses sponsor “Smart Spots” if that approach is taken by the City, and will plan to join the Pompano Beach Chamber of Commerce and participate at local events.

Social Media - Circuit will regularly post, boost and advertising on Facebook, Instagram, LinkedIn and Youtube. In addition to its followers, Circuit also has a network of 60K+ past riders in South Florida, allowing it to build targeted look-alike audiences for Social Media Campaigns. This can be aided by geo-targeting the region.

Email marketing - Leveraging its database of over 15,000 email addresses in South Florida, Circuit will send an announcement to nearby customers.

Case Studies & PR Outreach - Impact and reach

- Example Case Study for Hollywood Florida available [here](#).
- Example - San Diego Case Studies lead to earned media, press & awards
 - Fast Company - [“How this electric vehicle ride-share company won the trust of cities without ‘disrupting’ them.”](#)
 - San Diego - Smart City on National CBS Morning News available [here](#).

Additional Examples of Ongoing Marketing Efforts



Cross-Promotion



billysstonecrabhollywood Who is ready for a ride !! #RideCircuit ready for a ride? #RideCircuit #AtBillys #daily with @mrs_billysstonecrab #HollywoodFL #waterfront #dining #seafood #fresh #stonecrabs



Interior Video Ads with Photo Booths to Encourage Sharing



Official Sponsor 2020 Mobility Week



Discover the Palm Beaches



Deliveries



Email Newsletter and Updates



Question 6 - How will you promote the service to residents? What outreach means will you utilize?

Circuit will use all of the marketing and outreach methods outlined in response to Questions 1 and 5. This will include all of the following, but not limited to:

- Branding on vehicles
- Design Services
- Production and distribution of marketing materials
- Ribbon Cutting Event
- Press Release
- PR Outreach
- Appearances and involvement in local events
- Boots-on-the ground marketing
- Flyers to local businesses
- Email marketing
- Social media
- Paid online advertising
- Homeowner and Condo Associations
- Local Developers

We would look to join, partner and provide marketing assets to the following local organizations: the Greater Pompano Beach Chamber of Commerce, Pompano Beach Cultural Affairs Department, Pompano Beach Historical Society, Pompano Beach CRA.

Question 7 - How do you anticipate managing flag downs to ensure abrupt stops are not made in traffic to ensure the safety and welfare of the public?

Circuit has over 10 years of experience managing flag down rides and the success of this is heavily impacted by driver training and ongoing management. The drivers control the experience as a whole

but also the vehicle in traffic. By hiring locally, unlike TNCs, our drivers are familiar with our coverage areas and understand the safest and best ways to pull over. We have in depth management systems and training processes that hold our staff accountable for these situations. We can also provide guidance to the public in our marketing mentioned above about the best way to flag down a vehicle so both sides are working to ensure the safety of all.

Flag downs have been a great way to market the service, but over time most users prefer using the app. Our drivers educate flag-down riders on how to use the on-demand features. Also, Circuit has built in a feature in its driver app to track flag downs. This allows us to capture the details of these rides even if someone accesses the service via a flag down. Circuit can also integrate Circuit Connect's "Smart Spot" approach, requiring users to only get picked up or dropped off at predetermined stops.

Question 8 - *A handful of residents have inferred that the electric golf carts are nuisances on the road for traffic (as well as having the potential to cause accidents), especially at a speed of 25 mph when the speed on Atlantic and A1A is 35 mph. How do you respond to such criticism? Feel free to discuss your experience in other municipalities to date.*

Throughout the years, we have heard this periodically but generally we encounter far more support than negative feedback. The vehicles themselves are a slim design that creates more room on the roadways. Plus the system is designed to reduce congestion and therefore create a better experience on the roadways, especially for residents who need to use the roadways most often. For those drivers travelling above the posted speed limit, they may find it frustrating driving behind an electric vehicle driving at 25mph, but the ultimate impact of an electric vehicle is for the greater good of the community. We also train our drivers to never impede traffic and if they notice someone who is agitated or tailgating behind them, the driver will pull over. This way we relieve any frustration but also mitigate safety concerns as most are directly related to speed and/or tailgating.

<https://visionzeronetwork.org/pioneering-study-affirms-vision-zero-focus-on-speed-management/>

Example of tailgate with City of Hollywood Beach Police Department messaging



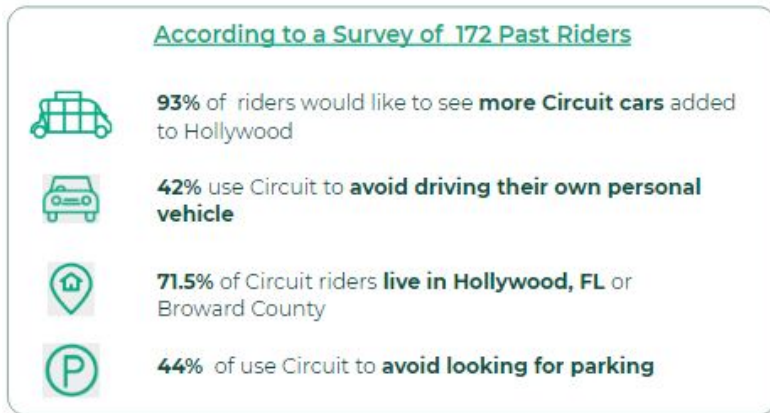
Question 9 - *What reports are you capable of providing to the City monthly or quarterly as to ridership and other relevant useful analysis information?*

We capture a ton of data and utilize both internal and external systems and analytics tools to make sure the information generated can be most effectively utilized. We will provide complete ridership data reports in multiple formats. This will include a breakdown of ridership by method, person, time of day, where, including any possible data point on breaking that down. Then we can also provide answers to the question of WHY they are using, WHAT they like or do not like and much more through in-ride, in-person management conversations as well as rider surveys as appropriate. Having both the hard numbers and the anecdotal story is necessary to truly analyze and understand how the system is working. From there we have additional data on rider demographics, retention rates, insight into app behavior and data on how each user interacted with the app and what buttons they pressed every time they use the app. This is generally anonymous when aggregated, so the purpose is to find gaps, understand how people are using the service and make sure we are making both technology and operational decisions based on this. We also have advanced mapping technology where we can provide spatial mapping, filtered mapping movement by month, day, time, etc. Here we are also able to provide the City with an interactive dashboard with all of this information. Then you are able to open the data, filter parameters and also circle one area on the map, for example The Pier, and see exactly how many rides went to or from that circled area and where each of those rides went to or from.

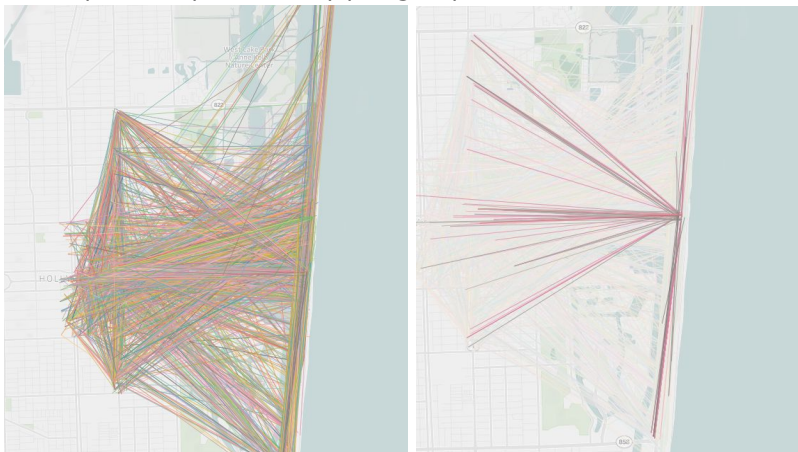
Examples of Charts from past Data Reports



Example of Survey Responses



Example of Spatial Mapping reports shown with actual Hollywood, FL data.



Question 10 - *If you are proposing running 2 GEM vehicles, do you anticipate these being enough so that they can retain their charges during the entire proposed daily scheduled hours and the vehicles would simply be charged overnight? Or do you need to stop and charge during the day?*

Our proposal includes running 2 GEM vehicles but we are adding a 3rd GEM vehicle at a minimal cost to the City for ADA use and to utilize if and when needed throughout the day. We do not anticipate needing to use it as a supplement to the 2 vehicles daily but there could be times when it is needed. This way we are able to ensure service as well as address ADA service while not having the City pay more for it. We are also able to offer Level 2 charging services so if a driver is taking a State required break, they are able to charge the vehicle and have a substantial impact on the battery levels.

Question 11 - *How many GEMs and passenger vans do you have within a reasonable distance to Pompano Beach in case the demand increases?*

We have 30 vehicles in Broward and Palm Beach counties that can be available the day-of and many more vehicles that are 1 - 5 days shipping away. This is the same with approved and trained drivers local to Broward County. Circuit also has immediate access to vans in the area, and has been in close contact with OEMs about new EV platforms and technologies that are becoming more readily available.

Question 12 - *Have you factored in the City providing charging stations in your proposal or will you be providing your own EV charging stations?*

Our proposal includes sourcing our own parking and charging locations within the service area. As mentioned above, any space or charging provided by the City would help to reduce the total cost.

Question 13 - *Do you anticipate having an office in Pompano Beach or do you not think it necessary?*

Since we have a manager and all driver ambassadors dedicated specifically to the Pompano Beach operation, an office would be ideal. We did not factor in the cost of a full office space in Pompano Beach but do account for a space for vehicles and driver checkin / checkout, etc. Considering the location of our existing operations, although it is not absolutely necessary for the Phase 1, 3 car operation to be successful, we would love to consider Pompano Beach as an opportunity to move out of our existing offices in Palm Beach and Broward counties and centralize the team in Pompano Beach. A specific Circuit operation in Pompano Beach would definitely help justify that move.

Question 14 - *The City would like to provide an “experience” for its residents by providing this service which makes it that much more important that you recruit drivers who are lively and entertaining in a professional way. Describe some of the qualities you look for in your drivers. Also, will the drivers be schooled in the history of Pompano Beach to be able to give a guided tour along the trip drive?*

Circuit Driver Ambassadors are just that, ambassadors to the City. The reason we have that name is truly because that is a cornerstone of our service. Through all of our training there are directly two themes that encompass all of our training, continued training and retention mechanisms, Safety and Customer Experience. We will look for only local Pompano Beach individuals who have a background in customer service. This comes in many forms but also specifically we focus part of our search on those with not only local knowledge of the area but with backgrounds in the hospitality or food and beverage industry. Driver Ambassadors need to be able to bring a positive attitude every day but also take the position of creating an experience for each rider that is specific to that rider. This not only includes creating a positive experience but diffusing situations instead of escalating.

Our local teams always look to engage with the communities we serve. We work directly with municipalities and various applicable departments such as cultural, neighborhood and business organizations, and stakeholders to get involved and craft a valuable program. In Santa Monica our team of Driver Ambassadors complete a program provided by Santa Monica Travel and Tourism called “I am Santa Monica”. A free 3-hour interactive learning workshop and tour of Santa Monica has been designed specifically to inform and educate local employees about Santa Monica, with a focus on customer service and hospitality training. Trained individuals become “Official information Ambassadors” and are armed with a database of facts, figures, and “Did You Know” anecdotes about Santa Monica for use in customer interaction. In addition to building Driver Ambassadors, Circuit understands that communication with our riders is very important. We have effective communication methods including

our driver rating system and rider surveys.

Question 15 - *What do you think sets you apart from your competitors?*

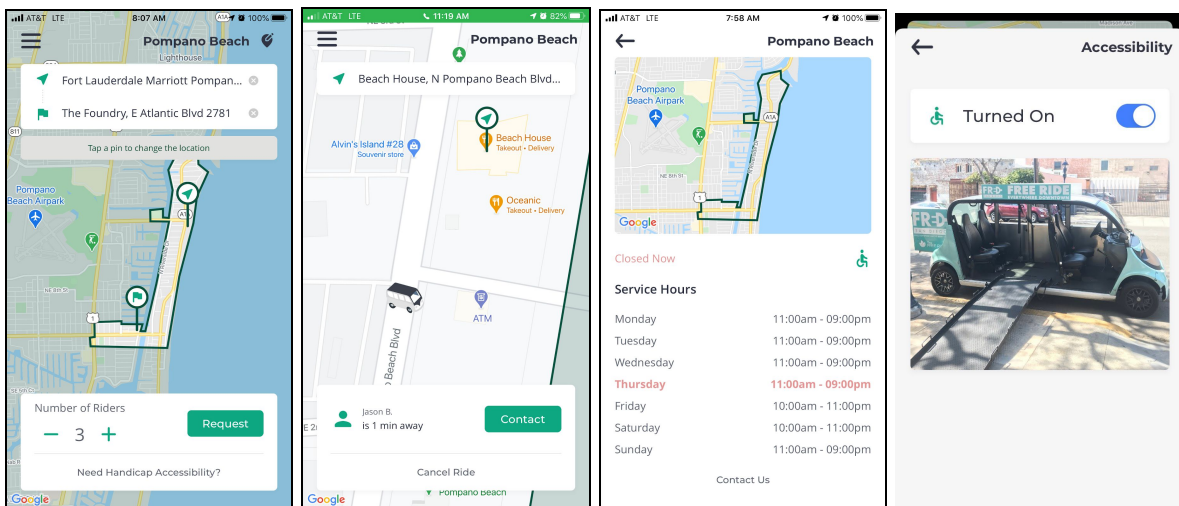
Circuit (formerly The Free Ride) was the first national business of this kind. Over the years, we have seen other competitors come and go, but we have maintained a strong first-mover advantage and have learned, improved and developed a number of new features over the years. Some key differentiating factors include:

Unique Broward Experience - Circuit is the first all-electric, last-mile shuttle service of its kind. In Broward county, Circuit has successfully run the Sun Shuttle in Hollywood, FL as well as an ad-supported operation in Fort Lauderdale. One of our Co-founders, Jason Bagley, is local to Fort Lauderdale and we have built a strong team in the area. The success in Hollywood is an example of how Circuit has been able to successfully run and operate this exact type of electric, micro-transit services. Our services started as a Beach Parking shuttle, and has expanded to a robust downtown transportation offering while aligning with the key goals of the RFP.

Pompano Discovery - In preparing our response to the RFP, Circuit was on the ground in Pompano Beach speaking with Businesses and Residents to get insights into real and perceived traffic, circulation and parking challenges.

Circuit also took things a step further, and ahead of this RFP setup and tested a new Pompano Beach Location on its app. The test location is adjustable, but has been prepared and discussed with local businesses and residents.

Actual screenshots of Pompano Beach location in the Circuit mobile app for testing



Professionalism and Customization - Circuit mitigates risks for clients and sets up programs for long-term success. This is because we do things right. We work closely with local stakeholders, focus heavily on training, executions and details. Our internal processes are robust and based on 10 years of experience running fleets of electric cars and teams of W2 Drivers. We are hands on with every location we are in and also, bring the internal process infrastructure of some of the largest transit providers

around. We believe that is the recipe for long term success complemented with consistent and extraordinary customer experience

National & Industry Experience - Along with local experience, Circuit has run similar services in NY, CA and Texas. The team is an Urban-X portfolio company, receiving an investment from BMW, was an AcceliCITY 2020 Finalist, a CivStart accelerator company and works with industry experts at groups such as CoMotion, Smart Cities NY, 20-20 Cities, etc. Circuit was also nominated as vendor of the year for its work with the Palm Beach County Convention Center, Gator Top 100 (as The Free Ride), Alonzo Award for Mobility and won a Clean Air NY award in October 2020.

Customer Service - Circuit's app ratings are greater than those of all major ride-share companies. This is due to constant improvements and customer service.

Technology

- Ride Hailing vs Ride Sharing - Circuit's proprietary app offers features such as pooled rides. This complex algorithm helps with efficiencies but also significantly reduces traffic on the road. Compared to competitors in the area, Circuit has seen its pooling algorithm lead to 30% higher ridership as a result of pooling trips. This is an essential feature for efficiencies and can be turned on and off as needed. This was initially turned off due to Covid, then Circuit added the feature back, so long as each group gets its own individually separated row.
- Circuit also has the ability to implement a Smart-Spot, on demand approach, as well as a fare-based model, if needed, to reduce costs .
- If needed, Circuit can also implement a fare-based model with a discount program. This can be done full time, during certain times, or can be optional - "Pay What You Want" (this feature is confidential).
- Circuit also has a proprietary in-ride media app that includes local video ads, information listings and "Car Cam" photo booths that allow users to take selfies and provide their email addresses.

Stability, Risk Mitigation and Dedication - Circuit has seen several of its competitors over-promise to partners. This has been the case where pilots are offered and then halted, costs are understated and then re-assessed, or the advertising demand in the market softens and the operations stop. Circuit prices and plans all of its operations for long-term success and has never been forced to renegotiate its costs with its City Partners.

Grant Writing - Circuit has a dedicated, experienced grant writer on its team. Circuit is constantly monitoring Grant opportunities and will ensure that the program in Pompano is tracking the appropriate, measurable impact so that it is best suited for potential grants. Circuit will aid the city in finding, preparing and applying for grants as it relates to this program. In August 2020, Circuit won a grant to run a pilot via the Los Angeles Cleantech Incubator

Covid Safety - Circuit has been running throughout the pandemic and has enacted numerous safety procedures. At the beginning of the pandemic, Circuit turned off pooled rides, required PPE for the drivers and riders, established a cleaning process that sanitizes the vehicles 3X/day, began COVID testing drivers regularly, and added partitions between the rows of the vehicles in Hollywood FL. More recently, Circuit was able to upgrade its pooling feature to ensure that pooled rides are only for groups of 2 or less and that everyone gets their own, partitioned rows.

Affiliations & Guidance - Circuit is affiliated with, in close contact with and/or has received an

investment from industry leading organizations such as: [Urban-X Accelerator](#) Program (BMW/MINi & Urban-Us), [CivStart Accelerator](#), [Leading Cities Foundation](#) (2020 Accelicity Finalist), [LACI](#).

Marketing/Press/PR - As noted above, Circuit has an expertise in marketing our service to riders as well as marketing the impact of our service press publications.

Local Support



Representative Chip LaMarca

Florida House of Representatives - District 93

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Lighthouse Point, FL 33064
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Chip.LaMarca@myfloridahouse.gov

September 18th, 2020

City of Pompano Beach
Attn: Jeff English
1190 NE 3rd Avenue, Bldg C
Pompano Beach, FL 33060

Dear Mr. English and Members of the Pompano Beach City Commission,

I understand that Circuit Transit Inc. is applying for the City of Pompano Beach Request for Proposals P-29-20 for Micro-Transit Transportation Services.

Through my work representing our community I have met with Circuit's principals and am familiar with Circuit's operations in South Florida - West Palm Beach, Fort Lauderdale and Hollywood. Based on my understanding of the team and their services, I believe they are well positioned to deliver a successful program for the City of Pompano. Circuit's team has focused on jobs, safety and the communities it operates in. The electric cars are cost-effective, equitable and help to combat the congestion and emissions problems that many cities struggle with. I see great potential for their services to grow further in the South Florida region.

Thank you for your attention this matter and please feel free to contact me should you have any questions regarding my letter of support.

Sincerely,



Chip LaMarca
Florida State Representative - District 93

cc: Pompano Beach Mayor and City Commissioners



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Prepared for:

City of Pompano Beach
Attn: Jeff English
1190 NE 3rd Avenue
Building C
Pompano Beach, FL 33060

Date: September 17, 2020



Prepared by: Circuit Transit Inc

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Suite 800 W
West Palm Beach, FL 33401

Name of Contact Person:

Alexander Esposito, CEO/Co-Founder
alex@ridecircuit.com | 516-446-8513

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Letter of Transmittal

Circuit Transit Inc

September 17, 2020

City of Pompano Beach
Attn: Jeff English
1190 NE 3rd Avenue, Building C
Pompano Beach, FL 33060

Re: Request for Proposals (RFP) P-29-20 for Micro-Transit Transportation Services

Dear Mr. English,

This submittal is for the City of Pompano Beach RFP P-29-20 for Micro-Transit Transportation Services. As a national company with a foundation in Broward County, the Circuit team is extremely excited about the opportunity to work with the City of Pompano Beach to provide an all electric microtransit service for area's workers, residents and visitors. Now in our *10th* year of operation in Broward County, we have the experience, expertise and infrastructure to collaborate with the City in providing a service designed for Pompano Beach that is effective today and prepared for the future. Building on our experience and team in the area, and recent successes with the Sun Shuttle, our City and CRA funded service in Hollywood FL, we are prepared to meet and exceed the requirements set forth in this RFP.

Circuit Transit Inc. (Circuit, formerly The Free Ride) is committed to working with the City to provide a flexible, creative, and innovative micro-transit service that will relieve congestion on the barrier island and in areas West on Atlantic Blvd. We will work closely with the City to design and run a service that provides immediate value, helps connect riders to local destinations and parking, improves access to local businesses and attractions, provides a safe and enjoyable customer experience, efficiently reduces traffic, parking demand and emissions.

Circuit is the leader in the on-demand first/last-mile transportation industry. By using fleets of all electric vehicles, leveraging data from our proprietary ride-request app (with pooling), and working with cities, advertisers and local business, Circuit is able to provide an eco-friendly, data-centric and efficient solution. Our proven model provides a fun alternative to single occupancy vehicle trips (SOVs), reduces Vehicle Miles Travelled (VMTs), creates local jobs, and covers the last mile at no cost to the rider.

We estimate that, in a good case, our services as described in our response can help the City reduce congestion by reducing Vehicle Miles Travelled by 735 miles per day. We calculated this by estimating ridership based on available capacity for this program, the efficiencies gained by our app's pooling algorithm, and our historical data in similar markets. We have provided Case Studies on historical performance in the Appendix. Based on the proposed phase 1 service, the system can handle

approximately 660 riders per day. The national average of riders per vehicle trip is 1.54 passengers¹, resulting in approximately **429 fewer vehicles on the road**. Additional vehicle miles can be saved by reducing the demand for parking. Once started, Circuit will use rider data and surveys to better understand behavior and impact calculations in preparation for grant applications. Conservatively, based on what we have seen in nearby markets, we estimate 260 riders per day (with a 2 car + 1 ADA car operation), resulting in **an initial reduction of approx 169 cars per day**.

Circuit will work with the City to apply for a Florida Department of Transportation (FDOT) Grant to offset the program costs. We have carefully reviewed the grant terms and are confident we can help the City meet the documentation and reporting requirements noted in Attachment B. Circuit has experience applying for and winning grants, and the staff in place to help with these requests. We are able to meet the FDOT standards for insurance, records, data, permitting and other items. Circuit is aware that the awarding of the Grant may be subject to State and Federal audits, which may include on-site visits, review of financial reports and the monitoring of processes/procedures. We have experience meeting Florida State, Broward County, and local requirements for operating NEV services and are confident we can meet the needs of this grant application.

Circuit's corporate headquarters are located at 777 S. Flagler Drive, Suite 800 West Tower, West Palm Beach, FL 33401. The company has a permanent local office in Broward County in Fort Lauderdale, FL at 2414 E. Sunrise Blvd #40, Fort Lauderdale, FL 33304 and also operates in Hollywood, West Palm Beach, and Miami.

The below company officers are authorized to make representations for Circuit Transit Inc. James Mirras will be the primary point of contact for this program.

Alexander Esposito
CEO / Co-Founder
27 E. 28th Street
New York, NY 10016
alex@ridecircuit.com
Tel: 516-446-8513

James Mirras
COO / Co-Founder
360 Montauk Highway
Wainscott, NY 11975
james@ridecircuit.com
Tel: 631-903-4448

Jason Bagley
Partner, National Operations
2414 E. Sunrise Blvd #40
Fort Lauderdale, FL 33304
jason@ridecircuit.com
Tel: 305-494-1612

We appreciate your thoughtful consideration of our proposal and welcome any questions you may have.

Sincerely,

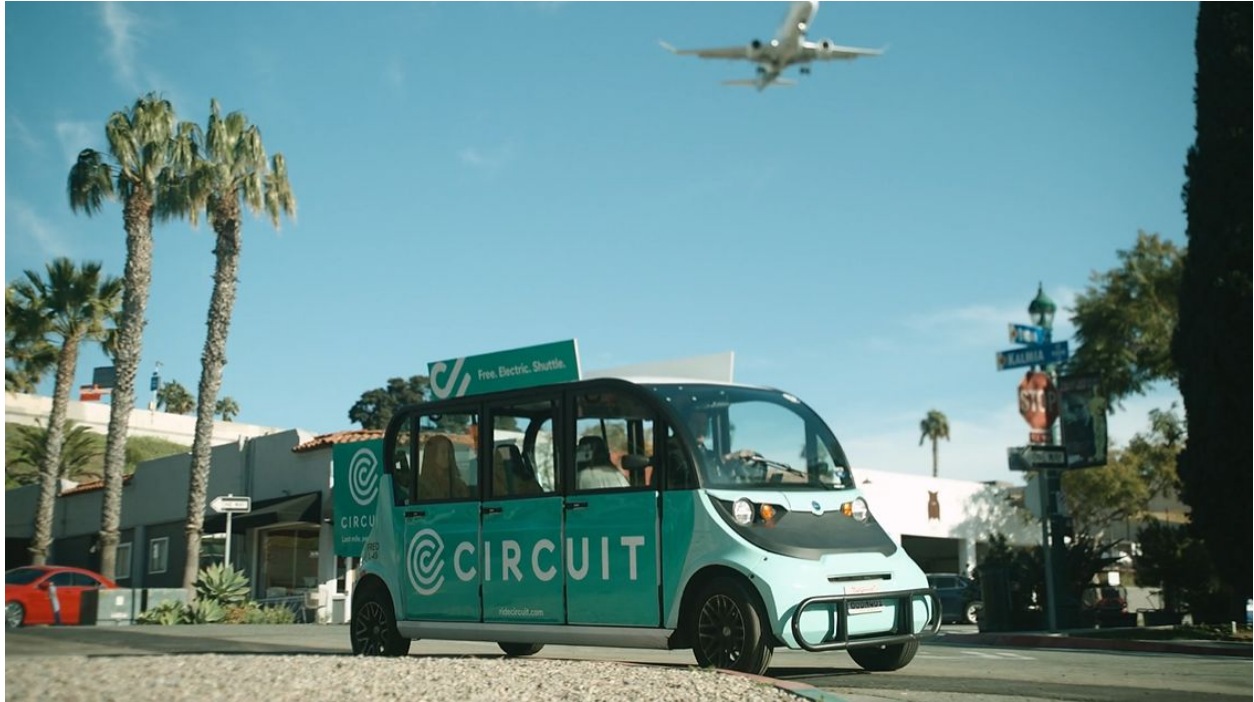


Alexander Esposito
CEO/Co-Founder, Circuit Transit Inc.

¹ <https://www.greencarcongress.com/2018/07/20180731-fotw.html>

Vehicles/Resources

Nature & Type of Vehicles



Circuit proposes to use GEM E6 all-weather, 100%-electric cars from Polaris Inc. The vehicles seat 5 passengers plus the driver (total of 6 seats) and are made in the United States. The slim and efficient design reduces interference with traffic and decreases passenger loading time. The cars are ideal vehicles for short-range, sustainable, about-town transportation.

These vehicles are low to the ground and each seat has its own door and window, making it easy to get in and out of the vehicles, reducing load and unload times, and the impact curb time has on congestion. The design also provides a more comfortable experience for passengers, especially during the COVID 19 pandemic.

Additional benefits include:

- Range - Lithium batteries for increased range and time on the road with state-of-the-art charging equipment.
- Environmental Impact – Less carbon emissions, reducing the City's carbon footprint and aligning EV grant opportunities

- Fleet Benefits - Operating numerous vehicles increases the flexibility to customize the service to best serve the needs of the public
- Ridership – The car’s design is fun and inviting, encouraging riders to hop aboard
- Interior Comfort – The cars are easily kept clean and are outfitted with comfortable seats, ample legroom, cup holders, 3-point seatbelts and a friendly, local ambassador/ driver
- Separation - Partitions added between the rows for Covid-19.
- Storage - Ample cargo space for groceries, beach chairs and coolers, etc.

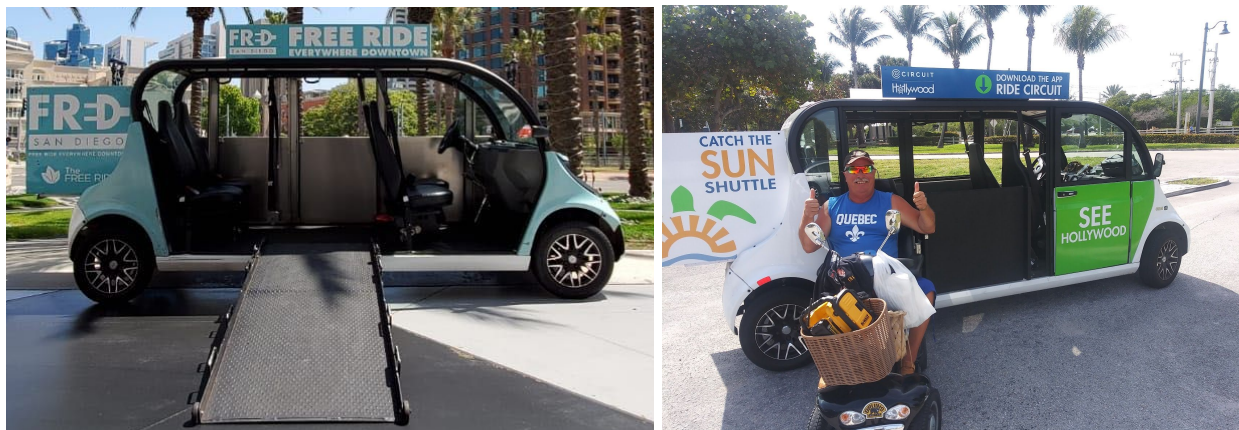
Each vehicle can include an optional iPad display that can play digital content such as City messaging and video ads. Circuit is a powerful economic development tool and the space will provide valuable exposure to local businesses. Our video app also allows riders to take selfies using our on-board photo booth!

Circuit remains committed to using only 100% battery electric vehicles, including GEMs for the past 9 years. Circuit currently owns/leases and insures a fleet of 120+ all-electric Polaris GEM e6 vehicles. The cars are ideal vehicles for short-range, sustainable, about-town transportation. As alternatives, we can offer an array of EV sedans from Toyota Prius’ to Tesla Model 3’s and Electric Vans with seating for 9-15.

Circuit will ensure vehicles meet all minimum standards required to operate services in accordance with the regulations required by local, state, and federal guidelines.

ADA Service Vehicle

We are able to offer a Polaris GEM e6 ADA vehicle (pictured below) which offers a full, fold out ramp and the ability to secure wheelchairs within the vehicle, and 4 total seats (as opposed to the usual 6).



Access to Additional Vehicles

Given our nearby operations, specifically in Fort Lauderdale and South Florida in general, we are readily able to supply additional GEM electric vehicles on short notice on an as-needed basis. In the event a vehicle needs maintenance, our on-staff, GEM-certified technicians can typically be in the market within 20 minutes. If needed, a new vehicle can be brought to the market, or for events, within 2 hours.

We have 25 vehicles within Broward County that are Circuit owned and therefore we have immediate access to this fleet, including spare vehicles in our Fort Lauderdale market.

While Circuit has found great value in using GEM (Polaris Vehicles), we have built our systems for the electric vehicle types to be interchangeable. We are able to input other vehicle options, if desired, including higher capacity vehicles and will propose to use for Phase 2 explained below.

Vehicle Branding

Vehicles can be self-branded and the program can be named by the City of Pompano Beach, including full vehicle wraps. In Hollywood, the City named the program the Sun Shuttle. In San Diego the service is named FRED (Free Rides Everywhere Downtown). In those cities, the local branding is the default wrap when there is not an active advertising campaign running on that particular vehicle. We ensure that vehicles are easily identifiable and recognizable to riders as part of the Pompano Beach service, including through window decals, top panels, and on the rear trunk. Drivers also wear uniforms and have company badges.



Circuit's team in all-weather GEM vehicles, making local deliveries for Feeding South Florida and the Cruciform Food Bank in Hollywood, FL. and shuttling visiting nurses in New Rochelle, NY.

Storage & Charging

As referenced in the questions and answers, Circuit would welcome the opportunity to utilize storage and charging in the Pier Garage. The Pier Garage location is ideal as a central point of the coverage area. Ideally the “valet only” section and south entrance of the garage to regularly secure charging spaces, separate from co-mingling with the public and to ensure quick in and out access. We can utilize tandem spaces and oftentimes unstriped, otherwise unusable spaces such as along a wall when capacity is an issue.

Our fleet includes vehicles with fast charge capabilities including Level 1 and Level 2 J1772 compatible chargers. We also have vehicles available that require only a standard 110V outlet on a dedicated 20amp breaker.

If the need for storage and charging arises, Circuit has a network of relationships with hotels, parking companies and real estate developers and could establish a local base of operations near the service area where vehicles can be stored and charged. Any additional charging infrastructure installed for our vehicles’ usage will undergo a permitting process and be installed by a certified contractor.

Process for Hiring Drivers

Each Circuit location has a dedicated team of local managers, supervisors and drivers to ensure service performance and Company operational standards. Circuit builds successful, proud teams and focuses on development and retention. Upon award of a contract, Circuit would develop and provide a location specific staffing and personnel plan tailored to the final service scope. We would be able to leverage our regional operational experience and infrastructure in Broward County to quickly and efficiently set up the new service in Pompano Beach. With a backlog of candidates interested in driving for the Sun Shuttle in Hollywood, and a number of existing driver referrals, we’re confident that we can build a local team quickly and effectively. Circuit’s drivers are more than just drivers. They act as local ambassadors; representing the city, providing local knowledge and encouraging local business.

Circuit will *a/ways* commit to a local hiring preference in all markets. One of the many benefits of hiring locals include ensuring staff are familiar with the location and can serve as a knowledgeable ambassador. Currently in our Fort Lauderdale and Hollywood locations, over 60% of our staff are residents of the respective cities that they work in and over 90% of our employees in those markets are Broward County

residents. We will be able to comply with the City's local business program as Tier 2 Vendor if selected. As we have done in other markets, along with posting job openings on popular platforms such as indeed, we can work with local workforce development and job placement centers to source qualified local candidates. With current employees who live from West Palm Beach to Miami, we have also found we already have personal connections to potential candidates in Pompano Beach.

Circuit w2 employs and trains its operational personnel, including driver ambassadors. Circuit uses its successful developed personnel policies to create a hiring and safety program specific to the unique operation. The process includes hiring, background checks, drug tests, alcohol screenings, initial training, continued training and performance evaluations. We can quickly add drivers and vehicles to our national custom auto insurance policy.

Creating quality jobs, and building a diverse team, are constant goals at Circuit. An environment that keeps employees happy and motivated is crucial to the company's long-term success. Driver retention is a factor that the company is proud of. There are happy teams in every market of service and over the past 18 months (through COVID-19) a retention rate of 80% in our Hollywood, FL operation. This is the result of the diverse work environment that Circuit creates, the camaraderie among employees, the ability to grow, and the enjoyable, safe and fair management.

We have also seen the value of a professionally trained workforce in maintaining high standards of cleanliness and health during the current pandemic. Our riders have consistently appreciated the local knowledge, professionalism, and friendliness of our staff. This has helped maintain rider confidence and trust in our services.

Additional staffing lead time is roughly 2 weeks for hiring and proper in-car and classroom training. Circuit currently has approximately 25 employees in Broward County that are available to fill in any gaps or decrease lead time while we hire local staff from the City of Pompano Beach. We have a local base of operations already in Broward County and can expand upon this presence to accommodate the scale of the new program.

Circuit seeks specific driver qualities that ensure safety, professionalism, a focus on customer service, and knowledge of the City as a visitor destination. Circuit employees are more than drivers; they are ambassadors to the local community. We look for motivated, outgoing, excited and responsible employees to represent our brand. Ongoing training is conducted on a quarterly basis to update on safety, optimal vehicle operation, customer service, assisting riders with disabilities, and operational protocol.

The management team has access to our proprietary management dashboard to view operations in real-time and regularly monitors the drivers' performance. Circuit will offer these tools and data reports to the project team at the City, to maintain quality control, transparency and monitoring for future improvements. Additionally, Circuit uses a scheduling software to keep the team connected, manage shifts, and enable local management to efficiently manage the local team.

The hiring and training systems we have in place will help the City achieve its safety and accessibility goals with regards to this project while also ensuring a high quality customer experience, which encourages further ridership and exploration of the community.

Customer Service

One of Circuit's core values is customer experience. Circuit focuses on hiring drivers and operational staff that exhibit excellent customer relations skills and value experience in customer service. Customer relations is a part of our training program, which includes updates to policy related to COVID19 and responding to rider concerns. We hire locally and prefer drivers that are familiar with the local community to act as an ambassador as well as a driver. We also make sure our teams respond to all complaints and feedback in a prompt and professional manner.

Riders have consistently rated our services very highly, both in internal and external surveys as well as the app stores. We have a 4.7 rating on the App Store and a 4.6 on Google Play (out of 5 stars), distinguishing us as the highest rated service on the Google Play Store compared to other microtransit and rideshare services (including Uber, Lyft, etc.). We are committed to excellent customer experience and long term success, and our customer service team makes a point to reply to all reviews in the app stores.



Penni Mariotti - McCord

★★★★★ August 15, 2020



The new app seems to have started working. I love Circuit (FreeRide) I have found them invaluable and essential. They're usually on point and I depend on them to get anywhere I need to go downtown! You guys Rock! Thanks for everything. Stay safe, stay well!

Circuit Team August 17, 2020

Hi Penni! Thank you so much for updating your review. We love the feedback and we're so glad that you're happy with our service. Ratings and reviews are extremely helpful and much appreciated, so please be sure to share with peers! Stay safe & healthy during this time.

Vickie Corneal

★★★★★ August 1, 2020



Very polite nice helping especially to a senior citizen 😊.

Circuit Team August 7, 2020

We are so happy to hear that Vickie! We love the feedback and we're so glad that you're happy with our service. Ratings and reviews are extremely helpful and much appreciated, so please be sure to share with peers! Stay safe & healthy during this time.

Mc Micheal

★★★★★ May 15, 2020



This app is fantastic these rides are so punctual, and the drivers are so courteous and kind. I wish I could give more than five stars

Circuit Team May 20, 2020

Thank you so much Mc Micheal! We love the feedback and we're so glad that you're happy with our service. We are always looking to improve speed & efficiency. Ratings and reviews are extremely helpful and much appreciated, so please be sure to share with peers! Stay safe & healthy during this time.

Driver Training

Circuit has developed scalable personnel policies to create a training program that is also specific to the unique operation. We believe these programs improve our service quality, help us deliver further on program goals, and provide higher levels of safety for our riders, our drivers, and other people sharing the road.

Circuit has a training program in place for new operational staff which covers safe and efficient operation of electric vehicles, cleaning and safety processes, and customer service. Circuit has a corporate operations team that develops and maintains operational policies and procedures including over 180 pages of Operations Manager and Driver Ambassador training guides and supports SOPS. They hire and train new managers and coordinate hiring and training for new drivers. Circuit has a Regional Manager in place for Florida. Drivers receive initial in-person training, are observed on ride alongs, receive ongoing on-the-job training, and are updated on any new operational policies or procedures. Training is conducted by local managers and supervisors.

When the manager is comfortable with a candidate and decides to extend a job offer, they will be introduced to our staff training/development tools & programs.

Our training program specifically covers:

- Safe operation of an electric vehicle
- Efficient operation of an electric vehicle, including to maximize battery efficiency
- Cleaning procedures using environmentally friendly processes and products
- Safety guidelines and policies
- COVID19 advanced safety and cleaning policies and procedures
- Customer service and passenger relations
- ADA regulations and operations
- Use of the Driver Mobile App
- Communications policies
- Emergency procedures and plan
- Accident reporting/procedures

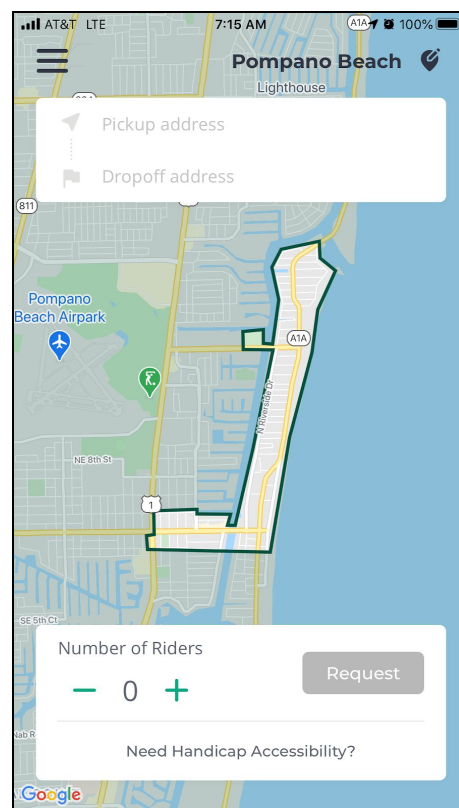
Our teams have consistently met requirements from transit authorities and police/sheriff's departments, including in Florida, New York, and California, for vehicle inspections and driver training and testing. We would institute our vehicle cleaning program to maintain the appearance and cleanliness of the vehicles along with the safety and health of the passengers and drivers.

We can additionally include other training and testing requirements as needed by the City of Pompano Beach. We will ensure that our drivers meet the specific guidelines as listed in this RFP and will include this in our Glovebox Reference Guide for service in this area.

Service Area & Proposed Servicing Schedule

Understanding of Proposed Service Area and Schedule & Local Research

Circuit's Broward County and National management teams are extremely familiar with the City of Pompano Beach and the corresponding service area. Our Southeast General Manager and local contact for this proposal has been a Broward County resident for over 17 years and has spent a great deal of time in Pompano Beach. We recognize the thought and effort that has gone into Pompano Beach reinventing itself and are excited to see all of the continuing development come to life. Prior to and since the release of the RFP we have spent several weeks throughout the area, speaking with local residents and surveying local businesses to get a true feel of the community and their wants and needs related to circulation and transit. We have used that conversational input as well as internal survey data performed during these conversations to help determine our recommendations, service plan and future opportunities or needs. Next was building out the potential Pompano Beach location on our technology platform to visualize and test on our actual management dashboard and mobile apps.



Local Establishments that our team has met or spoken with over the past few weeks include The Beach House, Oceanic, Lucky Fish, Houstons, The Foundry and Briny Irish Pub. These discussions have shown the general consensus was that most *current* operating hours are roughly 11AM - 9PM, some later (i.e. The Foundry currently opens at 4PM) and several open to 11PM on Friday and Saturday nights only. Understandably hours are still reduced due to Broward County Covid emergency orders. Further, what we heard from many employees is that parking is a regular concern on weekends, peak season and holidays. Some of the local workforce mentioned The Pier Parking Garage is accessible during the week and summer months, however on peak Holidays and weekends the congestion and time spent getting in and out of the garage can pose an issue.

Implementing Park and Ride options detailed in Attachment A would be useful during those peak times. Just as important, removing those individual car trips from driving to get to The Pier Garage and surrounding beach lots as well as occupying the space for a longer duration would alleviate congestion and open parking spots for the public.

Recommendations

Given the Scope of Service provided, focus on alleviating congestion and residents and visitors potentially being a larger part of the congestion problem, one recommendation could be service hours:

Sunday through Thursday: 11AM - 9PM
Friday and Saturday: 10AM - 11PM (as proposed)

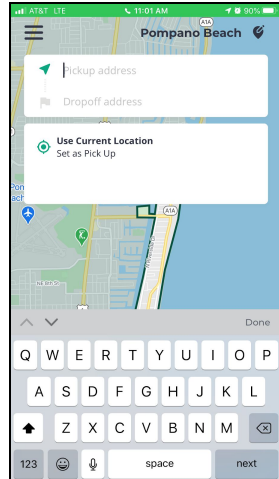
This would keep service to the total proposed hours of service per week but allow for the potential to provide service during higher demand hours.

In the future, we'd recommend expanding the hours. Our local research has indicated that the ideal hours would be opening at 10AM, 7 days per week for consistency and the service is able to accommodate all restaurant employees who work the first shift during the week with additional parking options. We also believe this will be more of a need once Covid restrictions are lifted and current developments underway are complete and open for business. However, in Phase 1 we believe the weekday need for additional employee parking options is not as great as the potential demand from residents, visitors and employees during the 8PM hour Sunday through Thursday.

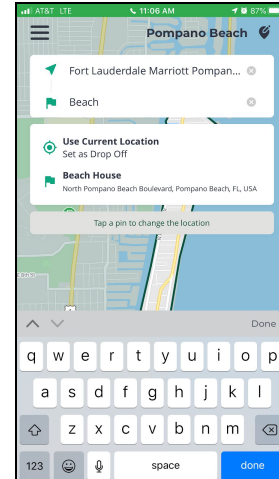
To recap, in talking with local businesses, the storyline we heard was that the congestion related issues that are dictating the process of moving about or parking in the area was the main problem. The concern seems to lie in creating a solution for the congestion, and we believe that is primarily driven by residents and then visitors and tailoring service to meet their needs. In return, that is what creates a better situation for the employees in the area. So by focusing service hours and other details on the residents and visitors first, we accomplish improving the City for all three groups, Residents, Workers and Visitors.

Technology Testing

As mentioned above, in preparation for our response we built out a complete Pompano Beach location on our web-based internal management dashboard and had our team simulate service on both the rider and driver mobile apps. Circuit's internal and proprietary technology features 12 dynamic variables that determine service details as well as what we consider levers to customize the user experience. This includes the ability to enable or disable or proprietary ride pooling algorithm and customize from there. For one dynamic feature example, when new requests come into the system for pooled rides, we are able to set the maximum allowed deviation in wait time for existing riders matching in the system which directly impacts the user's experience.



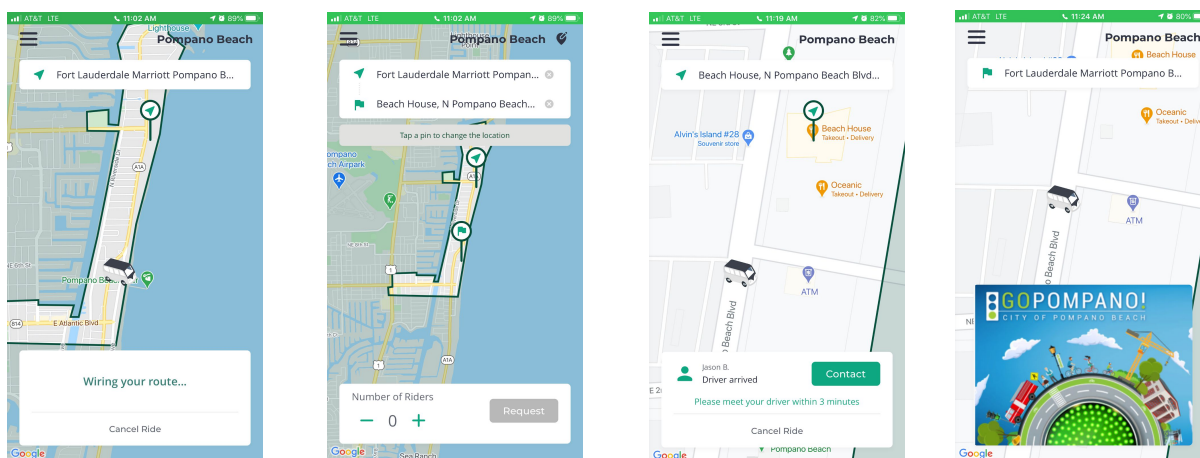
Use your current location at any time, type in search fields or simply move the pin to set your desired pickup and drop off locations.



Optimized Google Maps API searches within the specific, local service area to find desired locations with as little as a few letters

During testing we learned, **specific to Pompano Beach**, how some dynamic features need to be set based on the layout and specifics of the area. Although the testing was to include visualization of the user experience you will see below, this testing will be extremely valuable to determine service features going forward.

Two options: on-demand and fixed stop, create Pompano Beach location and use for screenshots, etc. Propose on-demand but discuss opportunities for fixed stop and its benefits, we'll work with stakeholders of the area to determine what is best for the Community.



(Screenshots from the app that Circuit used to test in-market, in Pompano Beach, including example coverage area, vehicle tracking and wait times, and local messaging example)

Operational Approach

Circuit is proposing an app-based request system, including geo-fenced service area with door to door on-demand service, plus the option for street hail ride pickups. This is the most user-friendly option, providing 100% convenience, while maintaining our commitment to the best solution for the entire City, not just the individual user. The service area, preliminary shown in screenshots above, will be tailored during conversations with local stakeholders to create the best possible solution and least possible inefficiencies.

When the user opens the app, they will be automatically placed in the Pompano Beach location based on their current location. From there, the user will be able to set current location as pickup point, type in a location or address or simply place a pin where they want to be picked up, then repeat for drop off which all go through Google Maps API to ensure the best possible mapping and routing. After pickup and drop off fields are input, the user selects # of riders, if they need an ADA vehicle or not (which can be set as a preference) and hit request. The request goes through the

system and routes to the most efficient driver based on all other current requests and rides, and provides the user with an ETA once matched, the driver's name and the driver's real-time location on their app where they can follow along as the vehicle moves towards their pickup location.

As mentioned above we also recommend the below hours of service based on the suggested total weekly hours but redistributed very slightly.

Sunday - Thursday: 11AM - 9PM

Friday - Saturday: 10AM - 11PM

This is completely adjustable and Circuit will work with local stakeholders to understand all needs and determine service hours based on that feedback. In the conversations we've been having with local businesses and restaurants the above hours we believe will provide the solution needed on each specific day.

Fees and Costs

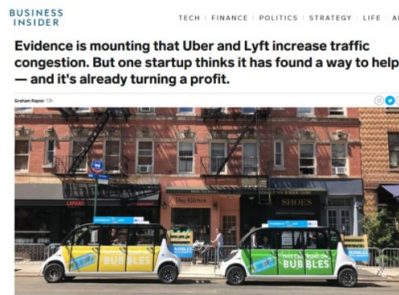
Narrative of Proposed Approach

Circuit's growth is largely due to its successful operations and satisfied customers. From technology, management, training and operations, Circuit's full suite of services are best in class and offer the highest levels of quality for this type of service. Circuit maintains rigorous quality controls across all of its operations. Along with a dedicated, responsive and local staff, Circuit's national team is readily available to handle technology improvements, vehicle enhancements, customer service, impact measurement and grant writing. The dedicated team and quality of service is what sets Circuit apart from other operators and will offer the highest level of service for the City of Pompano Beach.

Circuit quality of service has led to recognition, awards and affiliations that benefit all of the company's affiliated partners. In December 2019, Fast Company highlighted Circuit as the **"Electric vehicle ride-share company that won the trust of cities without 'disrupting' them"**.² The team has also been featured in The NY Times, Business Insider, Forbes, Fox News, ABC and a number of other publications. In 2017 the City of San Diego referenced FRED as part of its successful Bloomberg award application, and the service was featured in a national CBS Smart Cities report.

²

<https://www.fastcompany.com/90444895/how-this-electric-vehicle-ride-share-company-won-the-trust-of-cities-without-disrupting-them>



Circuit has been the recipient of numerous awards like: Alonzo Award for Mobility in San Diego, Vendor of the Year Nominee - Palm Beach Convention Center, Lamplighter Award for Best New Service in San Diego, Rulebreaker Award for Startups Changing their Industries, 2018 Gold Medal - Ad Club of New York, Outdoor Media Plan of the Year, Gator 100 Award (#20)..

Circuit is currently a Finalist for the Accelicty Competition and has taken part in several industry-specific accelerator programs. In 2019, Circuit was accepted to the URBAN-X Accelerator³ program where it received an investment from BMW/Mini and access to international mobility experts. Circuit has also completed the Civstart⁴ and Joules⁵ Accelerator programs and has been asked to speak/participate at events like LACoMotion, SmartCities NY, 20-20 Cities, and Civic Lab. I.



Costs & Pricing -CONFIDENTIAL

Circuit is prepared to deliver a service with the number of vehicles and the number of operating hours determined by the City. Circuit can deliver a **two car option for a total of \$178,392 (not including revenues generated)**, however we do not advise starting with two cars.

A two car service, with ADA access, will not be able to fulfill the expected demand front the program and may jeopardize the perception of the service's effectiveness.

Based on our experience operating NEV services with this vehicle type for over 9 years, including the demand we see in Hollywood, FL, as well as the territory size

³ <https://www.urban-x.com/>

⁴ <https://www.civstart.org/>

⁵ <https://www.joulesaccelerator.com/cohort-5>

and service requirements set forth in this RFP, we propose the following number of vehicles:

- Two (2) Polaris GEM e6 vehicles, or similar vehicle
 - Model year 2019 or newer, all weather
 - 5 passenger seats + driver, 0 ADA positions
 - Electric Vehicle
- One (1) Polaris GEM e6 ADA vehicle
 - 3 passenger seats + driver, 1 ADA position

Circuit has decided to price the operation in total to include 2 cars for the specified weekly hours, including all marketing, technology and the services described above but also offer an ADA accessible vehicle to be used at 40% capacity at no charge to the City. We are also willing to launch the service as early as January 15, 2021 depending on timing with the selection process and contracting, at no additional cost as a way to “soft launch” and market the service which has been extremely successful in the past. This also allows us to learn why, when and how the Community is using the service and make adjustments to meet those needs, again which is extremely valuable to the service and its long term success.

OPTION 1: 3 Total Cars - Two (2) 6 Seat GEM vehicles + One (1) ADA GEM Vehicle

Cost Per Vehicle Hour: \$22.17

Total Annual Gross Cost: \$210,257 (does not include any potential advertising or fare revenues)

Guaranteed Advertising Share: \$20,000

Total Proposed Annual Cost: \$190,257

City of Pompano Beach: Two (2) NEV + One (1) ADA NEV		
Item	Description	Total (USD)
Staff - Drivers, Supervisors	- 8,008 Vehicle Hours - 2,000 Supervisor Hours	\$131,057
Management & Admin	- Operations Manager: 2,080 Annual Hours (25% of hours are driving hours included in 'Vehicle Hours' above) - Administrative Duties - Customer Service - Data Reporting	\$36,000
Insurance	- All applicable insurance, up to \$5M GL	\$9,600

<i>Infrastructure</i>	- Vehicles - Technology - Hardware - Storage & Electricity	\$30,000
<i>Misc</i>	- Other	\$3,600

OPTION 2: 4 Total Cars - Three (3) 6 Seat GEM vehicles + 1 ADA GEM Vehicle

Cost Per Vehicle Hour: \$22.17

Total Annual Gross Cost: \$315,385 (does not include any potential advertising or fare revenues)

Guaranteed Advertising Share: \$30,000

Total Proposed Annual Cost: \$285,385

City of Pompano Beach: Three (3) NEV + One (1) ADA NEV		
Item	Description	Total (USD)
<i>Staff - Drivers, Supervisors</i>	- 8,008 Vehicle Hours - 2,000 Supervisor Hours	\$196,585
<i>Management & Admin</i>	- Operations Manager @ 2,080 Hours (25% of hours are driving hours included in 'Vehicle Hours' above) - Admin - Data Reporting	\$54,000
<i>Insurance</i>	- All applicable insurance, up to \$5M GL	\$14,400
<i>Infrastructure</i>	- Storage & Electricity - Vehicles - Technology - Hardware	\$45,000
<i>Misc</i>	- Other	\$5,400

Costs for a 3 year plan should be analyzed in two ways. One with no growth to see the impact time has on costs given that over time at Circuit we have seen both advertising revenue increase and given our retention rates for employees, payroll costs increase slightly with inflation.

3 Year Projected Cost (3 car service, no growth)			
Vehicle	Year 1	Year 2	Year 3
<i>3 cars, Proposed Service</i>	\$190,257	\$194,361	\$198,465.00

This includes rough projections on advertising revenue increase as well as expected inflation over time. As we have seen with all other operations, demand for rides and success has come quick and we expect the same in Pompano Beach. Projecting out for expected demand and additional service options and features, below provides an idea of expected vehicles and associated potential costs.

3 Year Projected Cost (<i>Expected Demand Growth, Budget Dependent</i>)			
Vehicle	Year 1 - 3 cars	Year 2 - 5 cars	Year 3 - 6 cars
<i>Standard, Proposed Service</i>	\$190,257	\$398,721	\$478,402.00

Team/Staff

At Circuit, our approach to service success is driven by customer experience. In order to achieve the level of customer experience we expect, operational execution starting with staffing is most important. Our focus on quality of the local team, and on-going management, is why over 75% of our total program costs are attributed to payroll and payroll related costs. Hiring and employee retention practices Circuit follows are the best way to ensure staff performance but from experience, pay rate is a huge factor in team performance and therefore customer experience. Circuit is the best in the industry with staffing and knows what is needed to get it done. The below roles will be included in the Pompano Beach service and ensure operational execution, therefore excellent customer experience and service success.

COO / Co-Founder - James Mirras: Oversees all national operations and will work closely with Jason Bagley. to plan and set up operations, hiring processes, tech improvements, reporting processes, metrics and any additional requests of the City of Pompano Beach.

General Manager - Jason Bagley: Controls all South Florida operations and comes at no cost to the City of Pompano Beach. Jason currently oversees Circuit's national fleet operations for 140+ vehicles and our 5 operations with 40 vehicles in Palm Beach and Browards counties. Jason has been operating 100% electric shuttle services in Broward County since 2011 and with his fleet expertise spends time consulting the Polaris GEM corporate technicians on vehicle diagnostics and new solutions.

Regional Manager - Camille Santiago: Manages hiring, onboarding and scheduling for all South Florida operations and comes at no cost to the City of Pompano Beach. Camille currently oversees and schedules roughly 35 managers, supervisors and

drivers in Palm Beach and Broward counties only. Her background is Community focused relations with experience in transportation related industry. Manager and shift supervisor (explained below) onboarding is crucial to service success and having a dedicated manager with experience in multiple locations but at the same time hyper-focused in one area is crucial.

Impact Measurement and Grant Support - Alyssa Haerle - Director of Transit Development, handling government relations, impact measurement and grant writing. Alyssa received her BA in Political Science from UCLA and MA from Stanford with research focused on economic development and public private partnerships. Prior to joining Circuit in 2019, Alyssa was a Research Fellow in Government Relations at the Los Angeles Cleantech Incubator evaluating local, state, and national policies and providing support for transportation, workforce development, and economic development programs.

In-House Fleet Technicians: Two existing fleet technicians based in Broward County with a combined 15 years of experience with electric vehicles come at no cost to the City of Pompano Beach. Our head technician works directly with Polaris corporate technicians, along with Jason (above,) in diagnosing new car issues for Polaris to include in their fleet maintenance recommendations to their national dealer network.

Operations Manager: Will be hired and solely dedicated to the City of Pompano Beach service. We have a candidate in mind in South Florida that has experience working with Circuit and will finalize this new role if/when Circuit is selected as the operator. They will manage day-to-day operations, staffing, driver relations, rider relations and community involvement. The operations manager will spend roughly 25% of their time driving a vehicle in Pompano Beach, 40 - 50% of their time riding with our Driver Ambassadors for formal ride-along assessments and informal rides to talk with riders and be involved in the Community on-the-ground. Having management level staff hearing directly from the riders is priceless. The rest of the manager's time is spent on staff management and Community involvement.

Shift Supervisor/s: Will be hired specifically for this project and is generally promoted in month 2 of the service from existing Driver Ambassadors or promoted from other locations if they are the best candidate. Supervisors manage intro-shift management issues, including but not limited to employee breaks, issues to escalate, etc. Supervisors also ensure there is an employee in charge with additional training at all times during service hours. This allows us to promote within, which helps with retention, we have direct experience with the candidate on the job and the candidate has on the job experience.

Driver Ambassadors: Will be hired specifically for this project with a requirement to be a resident of the City of Pompano Beach or have a deep knowledge and experience with the City. Driver Ambassadors are the key to the entire operation and are the face of the service to the residents, visitors and employees of the City.

Fleet

Beyond the team, Circuit has the most experience in the Country running fleets of electric vehicles and over the past 10 years of being in business we have therefore built out our own in-house vehicle technician and maintenance team (as mentioned above). This ensures our fleet is operating above industry standards and if issues do arise, which we know from experience will, we have the in-house team to address and solve faster than any other vendor. We also have the most vehicles in the surrounding areas so vehicle replacement ease also mitigates any potential fleet related risk.

Technology

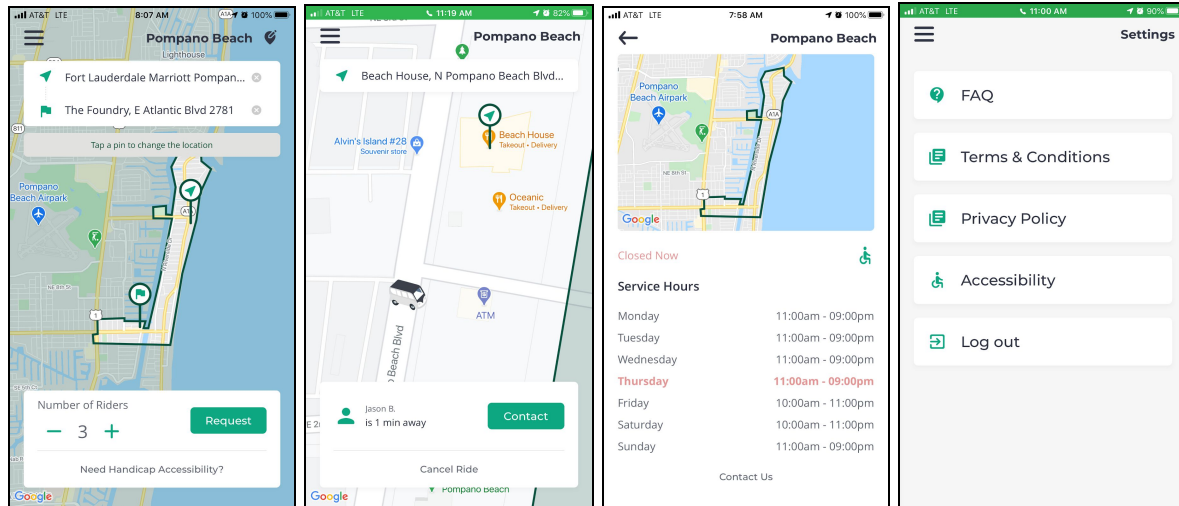
Ride Request App

Circuit has developed, owns, and maintains a proprietary, custom mobile application available for iOS and Android phones where rides can be hailed within a geofenced zone. Our user app is complemented by our driver facing app and management dashboard - a technology suite that we built specifically for our NEV shuttle operations. Circuit owns the app, all of the data, and can provide robust data reports, which is often limited by firms using white-labeled solutions. This further allows the team to make customized adjustments as needed by the City.

After downloading the app, users create their own unique account, providing name, email, age, and gender. The app will automatically select the nearest operating zone. Riders can also view and select other locations.

Within our user-friendly app, the user can see information about the service, see the coverage area map, select their desired pick up and drop off location within the geofenced coverage zone, input number of riders, and request a ride. They are then shown the estimated wait time, the location of the assigned car while on its way, and are alerted when the driver is close. After their ride, they can leave feedback and also view their Ride History.

Our operations and technology teams work closely together to test new features and updates and fix any issues that arise. Our technology team can also handle ad-hoc requests to adjust service territory and include rider messaging, during events or emergencies, for example.



Test version of Pompano Beach location built for RFP response demonstration purposes

Website: www.ridecircuit.com

Apple: <https://apps.apple.com/us/app/ride-circuit/id988052033>

Android: <https://play.google.com/store/apps/details?id=com.thefreeride.rider>

Key Advantages of the App:

- On-Demand;
- Data Tracked for Ridership, Reporting, Heat-mapping & Management purposes;
- Ability to notify riders of service disruption through multiple avenues.
- Ride pooling to reduce congestion and wait times.

Aside from the above-mentioned geofencing feature, we also have the ability to include a flexible fixed route system with virtual stops, such as designated pick up / drop off points at the park and ride lots, the beachfront, and local destinations, which aids in curbside management. Both of these have on-demand capabilities and can be adjusted and optimized based on data to maximize efficiency and the customer experience.

Our random ride feature enables drivers to track non-app based requests through the driver app, which automatically logs the ride's start and end location and timestamp. Along with wave down requests, we can also set up text-ahead and

smart kiosk options. These can make the service available to those without access to a smartphone or data plan, international visitors, and the unbanked.

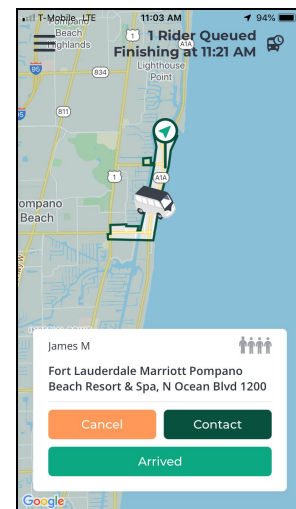
Reducing congestion is a key objective of this program, which aligns perfectly with Circuit's mission. Circuit can offer the ability to pool riders via its app's proprietary pooling algorithm. **Ride sharing and ride hailing are two very different features.** By pooling riders, Circuit actually reduces cars on the road and, therefore, congestion. Studies show that ride hailing, without pooling riders, can actually lead to more congestion, as drivers spend more time operating empty vehicles. Pooling can be turned on and off as requested by the city and as needed during the Covid-19 pandemic.⁶

We can adapt our technology to the City's needs, to meet local conditions, and as feedback and results come in. We would be happy to work with the City on any of these additional features.

Driver App

Each of our drivers is provided a company iPhone to see ride requests, safely communicate with management and riders, track route progress, and optimize routes. Circuit provides a hands-free setup within each vehicle.

Within the app, the driver sees a map with routes and stops as well as their active requests. Drivers receive notifications of the requested rides within their driver app and can see the request details. Drivers can also log rides that do not originate from the ride request app, such as riders already at the stop or phone dispatched rides.



Dashboard

Data from the ride request app and driver app feed into our management dashboard in real-time and is stored for reference and reporting. This allows our

⁶ <http://www.schallerconsult.com/rideservices/automobility.htm>

management to view real-time and past operations and monitor driver performance. Our reporting system can generate visualized and csv reports of key metrics by selected time period and real time information and performance dashboards can be made available to the project team at the City.

Local teams would have access to this system to regularly monitor operations and driver performance. Our corporate team also has access to the system to generate reports. Regular consolidated data reports will be delivered to the City as needed or according to a regular schedule.

This system allows us to continually improve and hone our operations in a data-driven way. The process saves paper and dedicated storage space for manual reporting, saves and backs up data digitally, makes the data available in a ready to use/analyze format, and enables more accurate measurement of environmental impact and congestion metrics.

Data

Circuit can work with the City for any desired technology integrations, and can provide any necessary performance and data reporting. Monthly data reports are generated and shared monthly with all municipal partners.

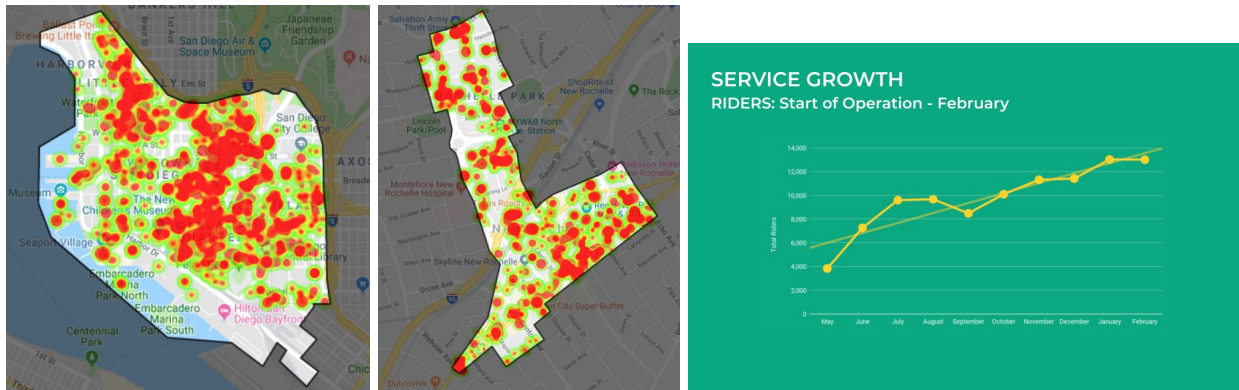
Circuit's app is proprietary, giving the team much greater access and ownership of the data than one would find using a white-labeled solution. The data that we are able to gather include, but are not limited to:

App Data

- Demographics (gender, age)
- Ridership
- Average trip length
- Average trip duration
- Average wait time
- Trip start and end hotspots
- % of trips starting and ending in close proximity to transit
- Repeat usage
- % of Pooled Rides
- % of Ride Requests Completed

Survey Data

- Trip purpose
- Mode shifts
- Resident, Guest, Commuter
- Travel Behavior
- Feedback on service and drivers
- Demographics



Heat maps for San Diego CA (left) and New Rochelle NY (right), 2019 & Monthly Data Report Sample

Circuit can work with the City for any desired technology integrations, and can provide any necessary performance and data reporting, including visualized insights.

We are also able to survey riders to collect quantitative information about intention and use cases that may not be visible within the app data. We have a standard survey questionnaire template we use throughout our markets, but we are able to adjust local surveys in partnership with the City to include any further questions.

Riders are able to rate their drivers and leave feedback after each ride. Our app team closely monitors rider and driver feedback and bug reports to continually improve our user experience. Over the past two quarters, we have received an average 4.9 of 5 star rating of our drivers. We can tailor our surveys to align with the City's needs and share anonymized reports.

We use the data we collect to continually improve our services and increase system efficiencies and quality. We analyze this data to make operational improvements - not just for reporting on performance. That ensures continued improvement through real-time changes combined with the operational management structure Circuit puts in place.

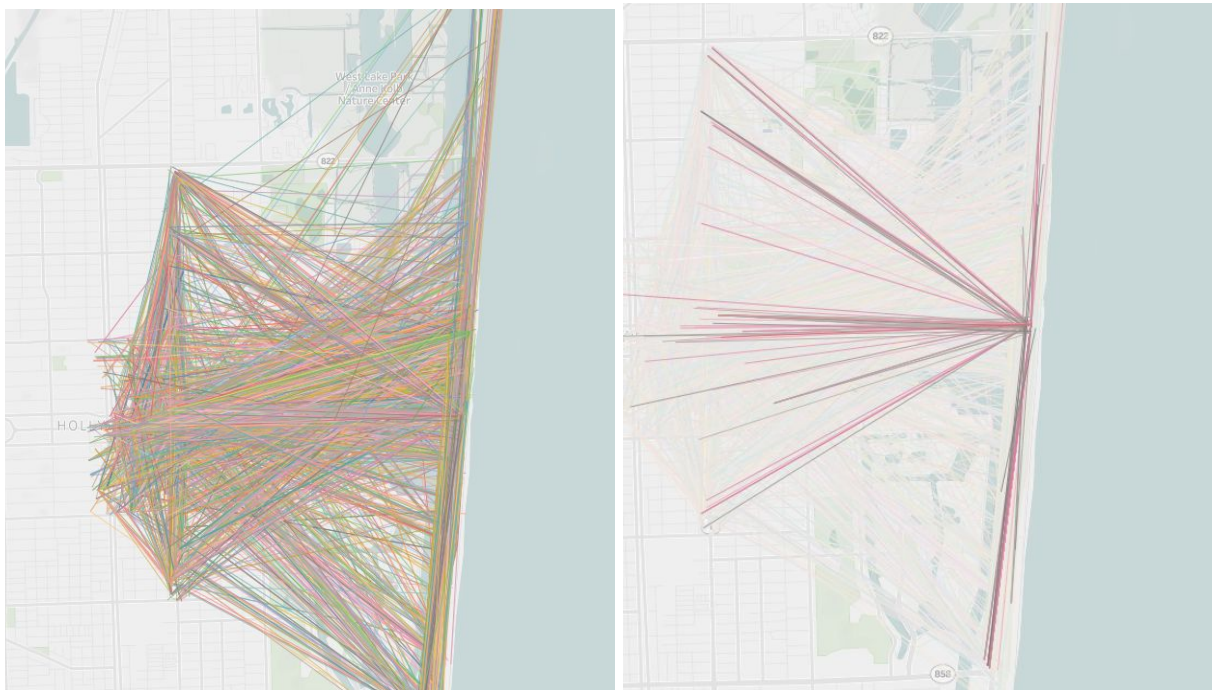
Additional Technology Features

Along with the features needed to effectively run the service requested in this RFP, Circuit's app and accompanying technologies offer a variety of additional features that the City can use (if desired):

- **Pooling Algorithm:** As noted above, pooling passengers is the best way to reduce congestion. Circuit built a complex pooling algorithm that efficiently assigns drivers multiple riders, without he/she having to call passengers or juggle multiple phones/tablets. This feature can be turned on and off and

adjusted. For example, due to Covid, we can adjust pooling to limit pooled rides to groups of 2 or less, so each group has their own partitioned rows.

- Fare Based Option - As noted in the revenue section, Circuit also has the ability to turn on fares and dynamically price the operations based on timing, group size and other discounted options.
- Local Marketing and Advertising - Circuit will offer listings for local businesses, regular email marketing communications with local happenings and targeted social campaigns.
- Surveying - Circuit's contact management allows the team to conduct rider and driver surveys to generate qualitative feedback on the service.
- Interactive Data Dashboard - fed directly from Circuit technology database, advanced mapping technology and interactive use of such mapping creates extremely accessible and advanced demand mapping and analysis.



Spatial mapping technology shown with actual Hollywood, FL data. Ability to pinpoint locations and see full trips starting or ending at a specific location or general area.

Accessibility Options

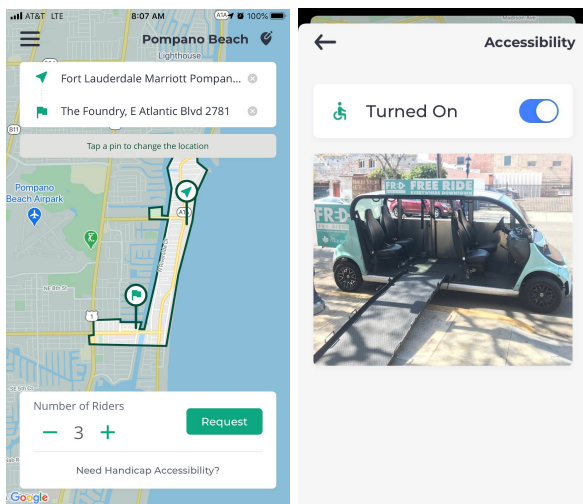
Circuit is happy to accommodate all riders and has developed accessibility features and options to meet the needs of riders with limited mobility and/or disabilities.

Circuit's drivers, as W-2 employees, are trained to accommodate and assist riders with disabilities or that need additional assistance. Our local teams have also

conducted outreach at senior living communities to educate about our service and how to request a ride.

Circuit's website is ADA accessible. The Circuit website contains a widget that enables eight different functions including: keyboard navigation, cursor size, contrast, bigger text, desaturate, highlight links, legible fonts and read page. The widget will help those with sight loss, with motor control issues, with dyslexia, and with cognitive issues or learning disabilities.

Riders are able to make ADA requests through its ride request app. Circuit will deploy a wheelchair accessible vehicle within its fleet that would be dispatched when ADA services are requested and has experience providing this as part of its service. ADA vehicles can be available on-call and can be stored locally and deployed in a timely fashion when ADA requests are made - either through the app or phone/text. Riders can make these requests in real-time and do not need to reserve in advance.



ADA Accessibility selection within the Circuit mobile application

Marketing Plan

Circuit's experienced in-house marketing team has developed numerous marketing initiatives to drive ridership, public engagement, and publicity for the service. Circuit will work with the City to coordinate a consistent message and ensure promotional materials meet City requirements and expectations. We are happy to work with the City for any unique branding for the service, including inclusion of the City's logos on promotional and marketing materials.



Sun Shuttles in Hollywood, FL with self branding and national advertiser campaign

We will develop a local marketing strategy to raise awareness of the City of Pompano Beach & Circuit partnership using local press, social media, driver/ambassador marketing, digital retargeting and printed assets. We want to intrigue the community, press/media, and potential advertisers. For our past service launches, we have organized a launch event and ribbon cutting. We are happy to do the same while keeping in mind any local requirements and precautions related to COVID 19. We also have a local mailing list in this area that exceeds 10,000 email recipients that we can use to market the service and local businesses to.

Circuit's vehicles will all have branding to make them easily identifiable, including decals on front and rear windshields as well as full vehicle wraps when a vehicle is not wrapped with a third party advertisement, as agreed upon with the City. In other markets, we have co-developed distinctive self-branded exterior wraps with our municipal partners as well as strategies for local small business engagement.

Once launched, the Circuit vehicles / experience will serve as a platform to help generate social media content and help gain recognition from local news outlets for the innovative partnership benefiting the community, and environment.

We measure our marketing success based on a number of factors including content engagement, key actions (shares, website visits, app downloads, ride requests thru app, call or kiosk), business drop-offs, ridership, repeat ridership, and geographic ridership patterns.

Circuit has experience marketing to residents as well as employees and guests in South Florida and Broward County, including nearby in Hollywood and Fort Lauderdale. We run professional campaigns that generate buzz and have found great success in these as well as local outreach efforts. Our service is fun and easy to use, and riders love it and love to share it - generating strong demand, among residents in particular. Before the launch, Circuit will pitch community-driven stories tied to first/last mile commuting, affordable public transit, and sustainable living to: employers, organizations, residents and local publications. We will geo-target

residents who live in Circuit's Pompano Beach coverage areas to get a general buzz going. We will also reach out to Circuit's existing riders. Circuit will continue media outreach and social media ads throughout the initial launch of the campaign to continue momentum and drive wide-spread awareness. Circuit will continue to post about the Pompano Beach service on social media and email. The marketing team will supply the local operating team with printed marketing materials and digital assets to conduct local outreach and educate residents about how to request a ride.

Hyper-local Approach

With 10+ years, 120+ vehicles, 8 states and 20 cities of operations, Circuit brings its national experience and network to the benefit of each City it works with. However, our roots are in South Florida and specifically Broward and Palm Beach counties. Not only our current #1 focus area but have been operating in the area for 9+ years.

What we have also learned is every location is different which has pushed our extreme focus on flexibility and hyper-local focus for service details and adjustments based on the Community feedback and layout.

Optional First/Last Mile Local Delivery Services

As our communities have adapted during the coronavirus pandemic, we have added first / last mile delivery to our possible services where we offer delivery services. For example, in Hollywood FL, we have been working with Feeding South Florida to deliver food and groceries to those in need. We have also worked with local restaurants in the area to deliver orders to area residents and visitors, such as a campaign with Billy's Stone Crab in Hollywood FL.



Recognizing that e-commerce and delivery has become a critical lifeline especially during the pandemic, we would be happy to offer this as a potential service for the same area as the point to point service. Our delivery solution would provide a zero emissions means for last mile delivery for area businesses while creating local jobs and providing a safe and trusted service.

PARK & RIDE Connector Option

We have experience providing employee park and ride solutions. In one of our California locations we have been able to transport 100 employees per day with one dedicated GEM car out of eight total cars in service, making regular loops between an off-site lot and a large mixed use development as well as a dedicated line of communication to our driver for employees of specific businesses. At any time the City determines that they would like to provide a park and ride service for local “shift employees” from the “Pure Residence” lot, the lot on Federal Highway just south of Atlantic Blvd or any other remote lots we propose initially launching with a GEM vehicle operating on a loop at designated times. First, we recommend testing the service with the existing vehicles for Phase 1 proposed above to gauge demand and we will be able to handle it without additional costs. If demand proves to be what is expected, we then also have the chance to see actual results if we need to add additional vehicle hours or not. We believe that if it is decided or proven the market needs and therefore has 4 vehicles already in service, we are confident there will not be a need for any additional vehicles. In short, we can offer an additional vehicle, supplement with existing vehicles and be prepared to offer a larger capacity vehicle as demand dictates.

Cost Description

Circuit’s team is prepared to provide an effective, measurable and scalable service for the City. In preparing this, Circuit tried to keep costs as low as possible as a way to show our commitment to the City while also delivering an effective pilot. Circuit’s costs are all-inclusive.

Circuit offers a flexible cost/pricing program. Historically, Circuit works with the local stakeholders to determine the ideal number of cars, location and operating hours needed and then charges its clients on a monthly basis. Because Circuit owns and operates its cars and pays all of its W-2 drivers on an hourly basis, the number of cars and number of hours are the biggest variable costs. Typically, more cars and more hours leads to lower costs/car/hr, so as these programs expand, the unit costs will continue to fall. Circuit prides itself on its ability to grow ridership and ability to



maintain a low Cost Per Rider, which is not calculated by how many seats a car has, but how many people actually use it.

Circuit is a proven operator of turn-key, on-demand, shuttle services. From rolling out the service, to marketing it and measuring it, we have proven that we can be effective on all aspects of the project. Circuit's existing services and local user base can significantly reduce marketing costs. The costs are all-in, including but not limited to: w2 employment of drivers, active managers available to dispatch, vehicle and operation/maintenance of all-electric vehicles, insurance, workers compensation, taxes, one wheelchair accessible vehicle, and use of our proprietary technology platform.

These costs do not include potential revenue generation through fare, advertising, or other revenue generating activities, as further detailed below.

Revenues

Circuit is happy to offer revenue generating options at a revenue share with the City as a way to offset costs. Below details our experience with these revenue options as well as estimates for this program.

Advertising - CONFIDENTIAL

Circuit has historically had great success in selling advertising on our vehicles, and we have an in-house advertising team with strong relationships with national brands. Circuit is able to offer an advertising and sponsorship model at no additional cost to the City with the potential for revenue share to help offset operational costs. We have seen advertising decrease the cost of Municipal Services by upwards of 10-25% through our revenue share model. Our team regularly receives requests for advertising campaigns in Broward County.

Based on our current pipeline of advertising customers, historical success in South Florida and accounting for potential vacancies, **Circuit estimates \$76,050 in advertising revenue for the 3 car services.** This is based on projected local rates of \$3000/car/4-weeks, with a 35% vacancy rate. Circuit has received rates over \$9000/car/4-weeks in this market from larger sponsors during peak times. Circuit will provide a revenue share based on advertising revenue received and can be offered in the form of credits to monthly invoices, cash paid back directly to the City or additional vehicle hours added to service beyond what is contracted. As mentioned above, Circuit is guaranteeing \$10,000 per vehicle in advertising revenue and has taken 100% off the proposed cost of the program in confidence of sales

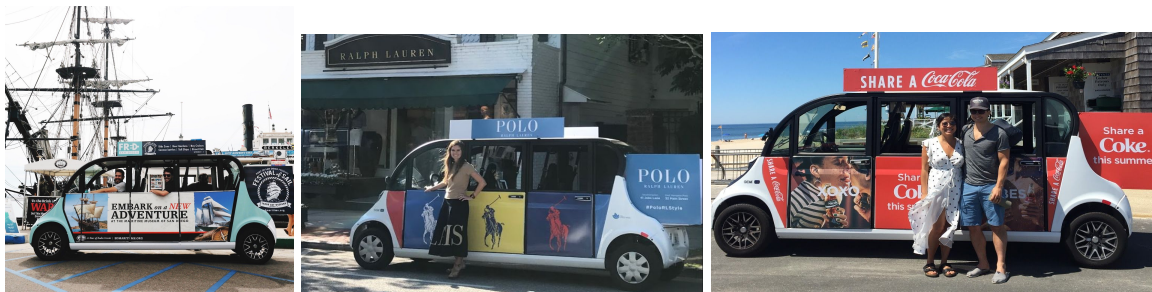
performance.

Circuit has generated significant advertising revenue from national and local brands looking for Outdoor/OOH and/or experiential, community marketing programs. These advertising revenues have helped in offsetting operational cost as well as offering an engaging and innovative platform for local businesses to promote themselves. Over the past four years, Circuit has generated over \$14 million in advertising commitments.

Advertising options include exterior vehicle wraps, interior digital displays, email and social campaigns, and product sampling. Initially built as an ad-supported service,

Circuit has executed media campaigns with some of the world's largest brands. For example, media partners have included JetBlue, Corona, Pepsi, L'oreal, Alex & Ani and Boatsetter and campaigns during major events such as the Fort Lauderdale International Boat Show, PGA tours, and the Super Bowl.

Circuit's in-house ad-sales team has 45+ years of combined experience designing, planning, selling and executing transit media campaigns. The team receives regular in-bound requests from advertisers targeting Florida downtown and coastal communities. This advertising program can also help to promote local businesses. We have seen several breweries, restaurants, rental and business services, events, and cultural institutions make use of this innovative marketing channel.



Local and national businesses advertising on Circuit Vehicles

We see this as a way to reduce costs and provide a fun and engaging experience for the riders, thus helping to encourage ridership. We have found that brand sponsors improve the rider experience, and the methods Circuit uses to advertise on behalf of its advertisers can also be used to market its services to future riders.

Circuit has found that our parameters around appropriate ads align well with those of our partners, and the City of Pompano Beach would have final say on what advertisements are allowed and what would not be permitted. Any advertiser and

specific content would be submitted for approval by the City of Pompano Beach.

Optional Low Fare Model - CONFIDENTIAL

Circuit understands the City's desire to offer a fare-free service to residents, visitors, and commuters in the area. As desired we are proposing that the service be fare-free and would ensure that drivers comply with the rules outlined in this RFP about requesting a fare. Circuit's team has historically delivered its services at \$0 cost to the rider. This has been a good way to promote utilization, maximize environmental and local economic benefits, and keep the Cost Per Rider low (Cost Per Rider = [Total Program Cost - Revenue] / Total Number of Riders).

Historically, Circuit has worked with Cities, Public and Private partners to craft transportation services at zero cost to the rider. Given the cost savings associated with the electric cars, and the high-frequency of short trips, Circuit has run subsidized services that boil down to approximately \$3-5 Cost Per Rider (on the electric shuttles with an ad model in place).

A fare-free service will be a great way to start and market the program, drive ridership and promote local connections and attractions. In past rider surveys, Circuit has found that the #1 reason that people prefer our services is because "it's free." Riders should be rewarded and encouraged to "do the right thing" by using shared, sustainable transit. Many cities have seen great success in offering free transit options⁷ and many more are exploring it.

We have provided over 3 Million free rides and firmly believe in micro-transit being free and electric. However from experience an option is there for fares, even if \$1, for two purposes: control demand so the system is providing more rides for those who realize the value and need to spend the \$ and second, to reduce the net cost of the program and/or be able to provide more service through another funding mechanism.

If the City does decide to charge a fare at some point, we do have the ability to charge a fare through our ride request app and have experience with low-fare models. Our proven and proprietary fare-based ride request system can be customized per rider and per ride. We can provide "promo codes" for free riders for any reason. For example, we can work with local businesses to provide a specific and customized promo code to their customers in return for their patronage. We can also implement a dynamic pricing model designed to promote more people riding together and including a Fare-Cap for grouped rides. This and Circuit's pooling algorithm will increase Riders/Ride and Riders/Car/Service hour in a fare-based

⁷ <https://www.fastcompany.com/40500403/should-public-transit-be-free>

system. We would work with the City to determine the appropriate fare levels and any discount fare options.

Additional Optional Costs - CONFIDENTIAL

Circuit's services are flexible, and we are happy to work with the City for any service modifications. Below we include the costs for service modifications such as additional operating hours, additional vehicles or a larger vehicle for the park and ride lots if deemed necessary, and additional ADA vehicles.

Additional Options			
Vehicle	Days	AVG Daily Hours	Cost/Hour
<i>GEM Vehicle</i>	7	12	\$21.16
	7	14	\$20.03
	5	10	\$27.39
<i>100% Electric Shuttle Van</i>	7	12	\$30.26
	7	14	\$28.26
	5	10	\$38.41

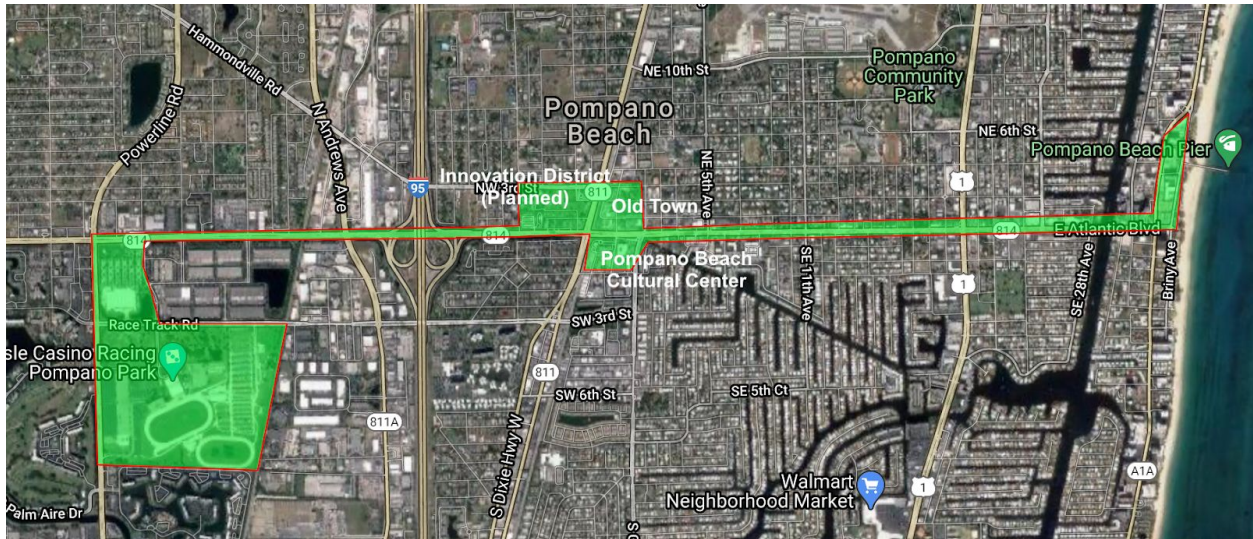
Circuit offers a turnkey service with all-in pricing, which includes vehicles, staffing, insurance, technology, management, maintenance, data reports, marketing and grant writing support..

The only additional fees or costs not included in the price template would be any special services that take place outside of the regular service hours, such as events, in which case a prorated hourly rate of \$18.50 would be charged.

Phase 2 Component

Circuit is interested and beyond capable of delivering a future Phase 2 component utilizing larger capacity, all-electric vans with an optional ADA position.

Understanding the desire to connect the following from west to east along Atlantic Boulevard: The Isle Casino - planned Innovation District - Old Town - across Atlantic Blvd to the City Cultural Center. This component could offer additional stops east of US1 and to a barrier island "mobility hub" at the Pier garage. Circuit would work with the City to identify useful locations and could integrate as fixed route or fixed stop locations via our app.



At initial launch we would recommend 2 electric vans with seating capacity ranges from 9-15 passengers. This was derived from our service modeling where the result would provide constant and consistent service with 15 - 20 minute headways. Pricing would vary based on desired seating and ADA configuration. Hours and days of service to be determined.

We would work closely with the City to incorporate the Phase 1 experience, resources, and team to successfully plan and roll out an expanded Phase 2 program.

All-Electric Vehicle - Passenger Van

Larger-capacity electric vans such as the Lightning Systems Lightning Electric Zero-Emission, Ford Transit Passenger Van with electric drivetrain⁸. These all-electric vehicles are available with warranty and ADA accessibility features.



⁸ <https://lightningsystems.com/lightningelectric-ford-transit-shuttle/>

These vans can accommodate up to 14 passengers in addition to the driver. Circuit can also implement advanced health and safety measures in line with City, County and State guidelines for post-pandemic recovery, such as limiting maximum occupancy to facilitate social distancing, installing physical barriers between rows, requiring passengers and drivers to wear masks, providing PPE such as masks to drivers as part of their uniform, and implementing an advanced cleaning routine utilizing approved cleaning products. Given new updates to battery technologies our team is confident that we can provide the service with 100% electric vans.

This all-electric option reduces maintenance and fuels costs compared to an internal combustion engine vehicle and will help reduce GHG and tailpipe emissions.

Schedule to become operational

We have a proven and agile process for planning and rolling out our programs, which helps us to be efficient, to forecast needs, to time phases and tasks, to adapt design to local conditions, and to scale smartly. This reduces time to deployment and the delays caused by missing items or mistimed tasks. Our team combines transportation, business, legal, and economic development experience with the local knowledge of our operational to plan an effective and replicable pilot.

Overview

Our typical schedule to become operational is roughly 90 - 100 days from date of contract. However, considering our longtime presence in the area and therefore infrastructure in place we are able to mitigate any timeline “risks” and speed up the process. We have been in the area for 10 years and have all insurance, vehicles, staff, permits, etc. in place. We have already spent time speaking with and surveying local businesses in the area and built out a full City of Pompano Beach location in our mobile application (as seen above), although we will still follow our proven work plan we are able to project being ready to launch by January 15, 2021. That is with making some selection and contracting assumptions as well as contingent on the decision to launch early or soft launch if the City is on board with the idea.

Selection Process Complete: **TBD**

Scope & Planning: Complete by **November 1**

- Work with City and Stakeholders to determine service details and more
- Contracting work and dedicated legal resources
- Gantt Chart created, adapted and finalized with team

- Vehicles, storage, charging and infrastructure planning
- Service branding conversations and mockups

Contracting Processing Complete: **December 1 (Assumed)**

- Circuit's in-house counsel will work to expedite the contracting process and work closely with the city for a timely execution.

Systems & Processes: Complete by **December 1**

- Staffing Plan
- App service location feedback and adjustments
- Internal systems and networks for hiring, scheduling, fleet management, payroll, personnel files, HRIT systems expanded to Pompano Beach location
- Initial Marketing Plan
- Operations Manager search

Execution: Complete by **January 1**

- Operations Manager Hiring & Onboarding
- Driver Ambassador Hiring & Training
- Customer Service Documentation & Training
- Vehicle Wrap & Customization
- Marketing Plan - details

Soft Launch to Official Launch: Complete by **January 15 - February 1** (depending on City decision for early soft launch)

- National, Regional and Local management on-site in Pompano Beach for continued training, oversight, PR events and Community outreach
- Press outreach and continuation of the marketing plan

Launch Analysis: Complete by **February 15**

- On the ground user and stakeholder feedback analysis
- Data analysis
- Operational, staff schedule and service adjustments
- Local business continued outreach and free, local marketing offerings in the car, on our in-vehicle screens and on the mobile app
- National PR outreach and advertising sales push - use existing network and National operations to bring City of Pompano Beach into the conversations

Detailed Schedule

Schedule To Become Operational
Ongoing Project Management

Process	Description	Team	Timing	Category
Regular Meetings - City	Circuit will convene regular meetings with City project staff to plan and coordinate project details	Circuit, City	Monthly and/or Quarterly	Communication
Regular Meetings - Stakeholders	Circuit will identify local stakeholders (i.e. Beachhouse, Oceanic or Lucky Fish owners & managers, residents, etc.) and convene regular meetings for planning and ongoing communication.	Circuit, Stakeholders	Monthly or Quarterly	Communication
Monthly Data Reporting	Circuit will provide detailed monthly data reports in PDF form as well as interactive data dashboard	Circuit, City	Monthly, Quarterly & Annual	Reporting

Phase 1- Scope and Planning

Process	Description	Team	Timing	Category
Plan of Action and Contract	Circuit will work with the City to finalize the scope of services and hours of service.	Procurement , Legal	Timeline begins at contract execution	Communication
Operational Game Plan	Circuit's operations team will finalize a final work plan and prepare a Gantt Chart of required actions	COO	Wk 1	Operations
Fare Structures (if applicable)	Circuit will coordinate with the City project team to determine fare structures.	Circuit, City	Wk 1 -2	Communication
Prep Vehicles	Circuit will ensure brand new vehicles are identified and prepped for us	Fleet	Wk 1	Operations
Storage & Charging Facility	Circuit will research local facilities near the service route to store and charge the vehicles and space for a local base of operations to set up the Office of the General Manager	Fleet	Wk 1 -2	Operations
Service Branding	Circuit will coordinate with the City project team to determine branding decisions about the service. City will provide to Circuit any branding collateral to be used for service.	Marketing	Wk 1 - 2	Marketing

Phase 2- System & Processes

Process	Description	Team	Timing	Category
Staffing Plan & Schedule	Circuit will prepare a finalized Staffing Plan	Operations, Personnel	Wk 2	Operations

Application	Circuit will coordinate final app build and adjustments	Technology	Wk 2	Mobile Application
Location & Personnel Files - Company Server	Circuit will set up internal files and structure to prepare for new service and personnel	Internal Development	Wk 2	Operations
Marketing Plan	Circuit will develop a marketing strategy and plan in coordination with City marketing team and efforts	Marketing	Wk 2 -3	Communication
Manager Search	Circuit will begin search for local General Manager	Operations, Personnel	Wk 3 -5	Operations
Vehicles	Circuit will track vehicle status updates and plan for vehicle delivery to market and setup	Fleet	Wk 4 - 5	Operations
Insurance	Circuit will provide the City with any and all documents needed for insurance.	COO	Wk 4	Operations, Communication
Driver Uniforms	Circuit will confirm uniforms with City and order.	Operations	Wk 4 - 5	Communication

Phase 3 - Execution

Process	Description	Team	Timing	Category
Secure Storage & Charging	Circuit will secure necessary local facilities near the service route to store and charge the vehicles	Fleet	Wk 4 - 6	Operations
Hiring General Manager	Circuit will hire and train a local General Manager to be based in Pompano Beach. Jason Bagley and Regional Manager will coordinate transition and oversee the local General Manager.	Operations, Personnel	Wk 5 - 6	Operations
Hiring Local Team	Circuit will hire a local team and conduct necessary background checks and drug & alcohol testing, including shift supervisors, maintenance manager, driver ambassadors, dispatchers, and customer service personnel.	National & Regional Operations Team, GM	Wk 6 - 7	Operations
Vehicle Setup	Circuit will prepare and setup vehicles for service, including local advertising platforms, etc.	Fleet	Wk 7	Operations
Branding Vehicles	Circuit will have vehicles wrapped with default branding for City service	Fleet	Wk 7 - 8	Operations
Office & Infrastructure	Circuit will set up office and vehicle storage/charging space, including	GM, Region	Wk 7 - 8	Operations

Setup	installing any required infrastructure.			
Device Setup	Circuit will obtain and setup sufficient mobile devices for driver communication and vehicle tracking.	GM, Region	Wk 8 - 9	Operations, Communication
Training Drivers for Launch	Circuit will work to train drivers ahead of service launch. Drivers will be provided informational training tools, classroom training, in-vehicle training as well as a Driver Manual.	GM, Region	Wk 10 - 11	Operations
Schedule Wkly Management Calls	Circuit will coordinate regular calls with the local General Manager and Circuit's regional and national operations teams	GM, Region	Wk 10	Communication, Operation
Schedule Monthly Driver Info Sessions	Circuit will coordinate monthly Driver info sessions for ongoing training purposes	COO, GM, Region	Wk 10	Communication, Operation
Customer Service Database Setup	Circuit will set up Customer Service Database for operational and technology questions, feedback, concerns	Technology Team	Wk 10 - 11	Communication, Reporting

Phase 4 - Launch

Process	Description	Team	Timing	Category
National Management On-Job Training	Circuit will conduct ride-alongs and continued training with staff to ensure effectiveness and efficiency of service	COO & Others	Wk 10 - 12	Operations
All-Hands Group Welcome & Training	Circuit National and Regional team welcomes local team and conducts group training sessions	COO & Others	Wk 10	Operations
Individual Training	Circuit conducts individual training sessions with local staff	GM, Region	Wk 10 - 12	Operations
Press Outreach & Sales (Round 1)	Circuit will work with City to announce the launch of service to the community, including potential ribbon cutting event, press releases, and promotions	Marketing	Wk 11 - 12	Communication
Opening Day	Circuit will launch program on designated launch date	Circuit, City	Wk 11 - 12, tbd	Operations

Phase 5 - Launch Monitoring

Process	Description	Team	Timing	Category
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Press Outreach (Round 2)	Circuit will continue to market the service and conduct a second round of press outreach, in coordination with City marketing team and efforts	Marketing	Wk 13 - 14	Communication
Local Business "Road Show"	Circuit will conduct outreach to local businesses along the route to advertise to their customers/employees about the service, including leave-behinds and flyers	Marketing	Wk 13 - 14	Communication
Launch Data & Analysis	Circuit will study developing ridership trends and analyze initial performance and rider and community feedback.	COO & GM, Region	Wk 14 - 16	Reporting
Data Report Setup & Updates	Circuit will set up data, maintenance, customer feedback and other required reports and begin reporting to the City at required intervals.	GM, Region	Wk 16	Reporting
Review & Adjustment Board	Circuit will coordinate with City project team to review initial program and make any necessary adjustments	Circuit, City	Wk 16	Communication, Reporting, Operations

Q1 Review

Process	Description	Team	Timing	Category
Ongoing Training - Staff & Managers	Circuit will conduct ongoing training of drivers and public facing staff	GM, Supervisors, Region	Wk 24	Operations
Staff Performance Reviews	Circuit will conduct performance reviews of all local staff.	COO, Region, GM	Wk 24	Operations
Manager & Supervisor Reviews	Circuit will conduct performance reviews of all local managers and supervisors	COO, Region, GM	Wk 24	Operations
Adjustment Report & Analysis	Circuit will provide regular reports to City and collaborate with City to adjust service based off data trends, passenger feedbacks and stakeholders requests	Circuit, City	Wk 24	Reporting, Communication

Q2 Review

Process	Description	Team	Timing	Category
Ongoing Training - Staff & Managers	Circuit will conduct ongoing training of drivers and public facing staff	GM, Supervisors, Region	Wk 36	Operations
Staff Performance	Circuit will conduct performance reviews of all local staff.	COO, Region, GM	Wk 36	Operations

Reviews				
Manager & Supervisor Reviews	Circuit will conduct performance reviews of all local managers and supervisors	COO, Region, GM	Wk 36	Operations
Adjustment Report & Analysis	Circuit will provide regular reports to City and collaborate with City to adjust service based off data trends, passenger feedbacks and stakeholders requests	Circuit, City	Wk 36	Reporting, Communication

Q3 Review

Process	Description	Team	Timing	Category
Ongoing Training - Staff & Managers	Circuit will conduct ongoing training of drivers and public facing staff	GM, Supervisors, Region	Wk 48	Operations
Staff Performance Reviews	Circuit will conduct performance reviews of all local staff.	COO, Region, GM	Wk 48	Operations
Manager & Supervisor Reviews	Circuit will conduct performance reviews of all local managers and supervisors	COO, Region, GM	Wk 48	Operations
Adjustment Report & Analysis	Circuit will provide regular reports to City and collaborate with City to adjust service based off data trends, passenger feedbacks and stakeholders requests	Circuit, City	Wk 48	Reporting, Communication

Q4 Review

Process	Description	Team	Timing	Category
Service Extension	Circuit will work with the City project team for any service extensions or expansions beyond the initial 1 year of service	Circuit, City	Wk 56 - 58	Communication
Ongoing Training - Staff & Managers	Circuit will conduct ongoing training of drivers and public facing staff	GM, Supervisors, Region	Wk 60	Operations
Staff Performance Reviews	Circuit will conduct performance reviews of all local staff.	COO, Region, GM	Wk 60	Operations
Manager & Supervisor Reviews	Circuit will conduct performance reviews of all local managers and supervisors	COO, Region, GM	Wk 60	Operations
Adjustment Report & Analysis	Circuit will provide regular reports to City and collaborate with City to adjust service based off data trends, passenger	Circuit, City	Wk 60	Reporting, Communication

	feedbacks and stakeholders requests			
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References - CONFIDENTIAL

Circuit References	
Client & Address	Description of Program
<p>Client: City of Hollywood 2600 Hollywood Blvd., Rm 303 Hollywood, FL 33020-4807</p> <p>Contact: Paul Bassar Procurement & Contract Compliance Director 954-921-3628 PBASSAR@hollywoodfl.org</p>	<p>Type of Service: on-demand microtransit services</p> <p>Contract Term: May 2019 - present</p> <p>Nature of Services: In 2018, Circuit was selected for this project through competitive RFP and began operating in May 2019. The coverage area includes Downtown Hollywood and Hollywood Beach and consistently experiences high demand. This program began as a self-branded service and has recently opened for third party advertising.</p> <p>Nature & Type of Vehicles: all-electric Polaris GEM e6</p> <p>Revenues Generated to Offset Operating Cost: \$58,398 Total Advertising Revenue in first 6 months where advertising was allowed, 50% revenue share with City = \$29,199 credit. The 1st year of contract always has lowest advertising revenue and takes time to build momentum and ongoing sales. (Self-branded service in 2019, third party advertising in 2020)</p> <p>Net Annual Payments Due by Client, 2019: \$808,045 total paid for 2019 - 2020 annual contract with Advertising Credits and discounts for reduced service during COVID \$419,075 total paid for 2019 (service started May 1, 2019)</p>
<p>Client: City of San Diego Economic Development Department 1200 Third Ave., 14th Floor San Diego, CA 92101</p> <p>Contact: Ben Verdugo Community Parking District Manager</p>	<p>Type of Service: on-demand microtransit services</p> <p>Contract Term: August 2016 - June 30, 2021 (4x 5 year renewals)</p> <p>Nature of Services: In 2016, Circuit won a contract with Civic San Diego to launch the Free Ride Everywhere Downtown (FRED) San Diego circulator program. Ridership has grown steadily, and the service remains a huge success. In 2017, Civic approved the continuation of the program for its 5 year</p>

<p>619-533-7119 BVerdugo@sandiego.gov</p>	<p>contract, which moved under the jurisdiction of the City of San Diego in 2019.</p> <p>Nature & Type of Vehicles: all-electric Polaris GEM e6</p> <p>Revenues Generated to Offset Operating Cost, 2019: \$331,803.56 in Advertising Revenue (no fares to rider)</p> <p>Net Annual Payments Due by Client, 2019: \$1,200,000 Based on extremely high demand the City wants more vehicles so advertising revenue is used to add service through additional vehicles and not revenue share with City. This effectively achieves a \$1,531,803 service where the City pays \$1,200,000 of that total service.</p>
<p>Client: City of New Rochelle 515 North Avenue New Rochelle, NY 10801</p> <p>Contact: Kevin Kain Director of Planning & Sustainability 941-654-2191 kkain@newrochelleny.com</p>	<p>Type of Service: on-demand microtransit services</p> <p>Contract Term: August 2019 - present</p> <p>Nature of Services: Circuit began a pilot program with the City of New Rochelle. Circuit recently won a competitive RFP to extend this program. The service is specifically designed to promote the downtown area, connect to local transit hubs, and align with the New Rochelle Metro North train schedule.</p> <p>Nature & Type of Vehicles: all-electric Polaris GEM e6</p> <p>Revenues Generated to Offset Operating Cost, 2019: (Self-branded service in 2019, third party advertising in 2020)</p> <p>Net Annual Payments Due by Client, 2019: \$328,298 total annual 2019 - 2020 year \$138,658 total paid for 2019</p>

Other Similar Partner Programs - CONFIDENTIAL

Client Name & Address	Contact (Name, Title, #)	Term	Description
<p>The Gardens Mall 3101 PGA Blvd Palm Beach Gardens, FL 33410</p>	<p>Whitney Pettis Director, Marketing & Merchant Relations 561-622-2215</p>	<p>2018 - Present</p>	<p>Dedicated shuttles serving patrons of The Gardens Mall to ease parking demands and bring guests to and from the center from the surrounding neighborhoods and</p>

			hotels.
City of Long Beach City Hall Office 411 West Ocean Blvd. 11th Floor Long Beach, CA 90802	Jeannine Pearce Councilmember, District 2 562-570-2222	Piloted April - June 2018	Circuit operated a pilot program for a Downtown Long Beach On-demand Microtransit Service designed to help with circulation during the busy Grand Prix and Pride Festivities.
Marina del Rey Convention and Visitors Bureau 4701 Admiralty Way Marina del Rey, CA 90292	Kat Jacobs Marketing Communications Professional 310-306-9900 x101	2016 - Present	Circuit operates a year-round shuttle service connecting the marina, nearby Venice Beach, and business district for visitors, residents, and employees, with peak service for summer.
Los Angeles County, Department of Beaches & Harbors 13837 Fiji Way Marina del Rey, CA 90292	Carol Baker Community & Marketing Services Division Chief 424-526-7871	2016 - Present	This department has supported our Marina del Rey / Venice Beach year-round on-demand shuttle service for its work in improving coastal and marina access.
Palm Beach County Convention Center 650 Okeechobee Blvd West Palm Beach, FL 33401	Ashley Medeiros Senior Manager, Destination Services at Discover The Palm Beaches 561-233-3056	2015 - Present	Circuit works with Discover the Palm Beaches on marketing and convention event services. In 2018, Circuit was nominated Vendor of the Year for its services. Ashley Medeiros of Palm Beach County Convention Center said: <i>"(Circuit) is a wonderful option for transportation and the entire team truly cares about creating unique experiences for passengers."</i>
Santa Monica Travel & Tourism 2427 Main Street Santa Monica, CA 90405	Misti Kerns CEO 310-319-6263	2014 - Present	Circuit's service here focuses on serving partner hotels to reduce the need for personal vehicles, improve circulation and cut demand for parking. This contract has been extended 3 times due to its success.

Other Programs - CONFIDENTIAL

We have operated ad-supported services in these locations in the last 3 years, for which there was not a City Partner contract for service:

Southampton, NY (Southampton Village) East Hampton, NY (East Hampton Village & Montauk) Brooklyn, NY (Williamsburg) Asbury Park, NJ Fort Lauderdale, FL Galt, FL (pilot near Fort Lauderdale) Miami, FL	Austin, TX Houston, TX Dallas, TX Boston, MA Denver, CO Chicago, IL Newport Beach, CA (Newport Center)
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Circuit has a vast network of brand sponsors and has run over 300 campaigns in the past 5 years. The team's contacts are in a variety of industries including but not limited to fashion, retail, beverages, tech, entertainment, beer, CPG products, local businesses, and large local employers. Examples include: Vita Coco, JetBlue, Corona, Vitamin Water, Kate Spade, Ralph Lauren, HBO, Coca Cola, Doritos, Runa, Honest Tea, Alex & Ani, L'Oreal, Sanuk, Burger King, T-Mobile, AT&T, and Coors.



National and local advertiser sponsored cars operating in South Florida

Local Businesses

Circuit does not intend to use Subcontractors for this program. Circuit would be willing to work with local and Minority and Women-Owned Business Enterprises (MWBE) for services such as printing, maintenance, tires and parts, and others. While our team is more than capable of handling all aspects of this RFP, we're also willing to work with others if the City determines it would like us to do so.

Litigation

Circuit has not been involved in any litigation within the past five years.

Impact of Covid-19

As with most, Covid has had a significant impact on our business. In mid- March we suspended service in 8 markets, however kept operational in all City Partnered locations as deemed necessary to connect people to essential services. We adjusted app ride requests requiring they originate or end at an “essential service” - grocery store, pharmacy, doctors office, etc. All advertising supported locations have since re-opened and ridership has been steadily climbing back to pre-pandemic levels.

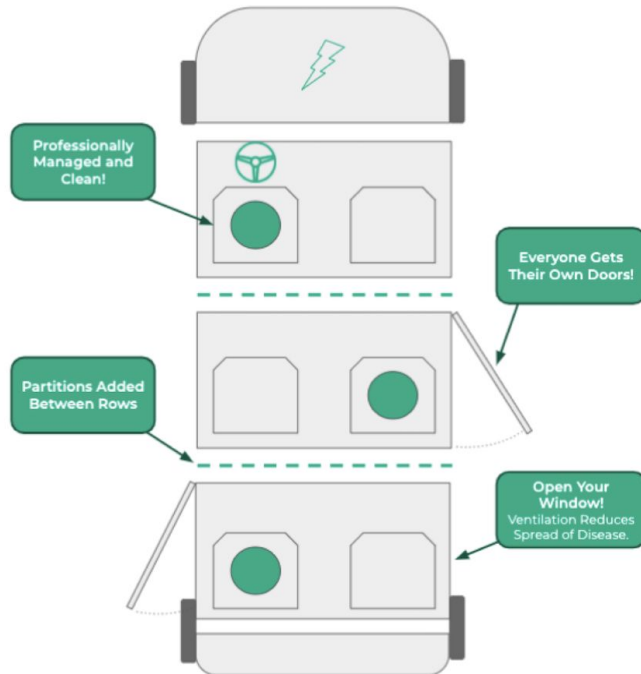
There has since been an increased attention to the service Circuit offers as ridership for mass transit and rideshare services with independent contractors has dwindled. There is increased demand for smaller, lower capacity transit services that are easier to perform regular sanitizing between riders and options to keep groups separated.

Circuit has incorporated advanced cleaning and safety measures in line with best practices under the current pandemic crisis, including additional training for drivers and operational staff. These measures have included regular cleaning of vehicles, masks required for riders and drivers, turning off the app pooling feature, reducing vehicle passenger capacity, and fitting and adding physical plastic partitions between passenger seating rows and between passengers and the driver. We have incorporated in-app and email/social media messaging to notify passengers of changes. Our operations team has begun piloting advanced cleaning through ultraviolet technology in partnership with UV technology startup Dimer⁹.

We have worked closely with our City Partners to coordinate any service changes and have implemented advanced safety measures. We added rider messaging to remind riders of requirements to use the service and note local service changes, such as reducing capacity to 2 riders per vehicle and requiring masks. We have also adjusted to help deliver food in partnership with food banks, restaurants, and grocery stores and also to transport visiting nurses between their hotel and hospital.

We have also implemented rigorous safety measures to keep our drivers and the community safe. In Hollywood we instituted mandatory COVID-19 testing for drivers as well as temperature checks with an infrared thermometer prior to each shift.

⁹ <https://www.ridecircuit.com/circuit-and-dimer>



We have closely coordinated our efforts with our City partners. Rider feedback during this time has shown that our operations continue to be a safe and trusted resource:

"Driver is very friendly and knowledgeable! Great service, glad it is here to help us health care workers right now!" -- New Rochelle NY Rider

"CLEAN, safe ride with friendly driver!" -- Hollywood FL Rider

"We appreciate your service during this time. Thank you!" -- San Diego CA Rider

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



Mutual Aid

In response to the COVID-19 outbreak, Circuit has adapted to provide mutual aid to the Hollywood community. Beginning in April 2020, Circuit partnered with Feeding South Florida, who have been supplying to local food banks. The three food banks involved are Liberia Economic and Social Development Inc., Community Enhancement Collaboration, and Cruciform Church. These organizations assemble boxes of donated food to be distributed and our drivers pick up the boxes and deliver them directly to the homes of the most vulnerable who don't have access to transportation. The Hollywood drivers have made 1,092 deliveries to those in the community who are at risk.



Additionally, Circuit has been helping to move essential workers in San Diego and has volunteered its services to help shuttle visiting healthcare workers in New Rochelle, NY, an area severely impacted by the pandemic. 511 NY Rideshare called the program "Heroes Helping Heroes".⁶

Attachments

Case Studies

Case Studies for Circuit programs continue on the following pages:

Hollywood, FL - Hollywood Sun Shuttle

Circuit Hollywood

"Sun Shuttle Exceeds Expectations"



- Hollywood Gazette 2019


HOW THE SERVICE WORKS

100% Electric, 100% Free Rides can be requested to and from anywhere within the coverage zone on-demand, or by simply waving down a driver.


HOURS OF OPERATION

Mon - Thurs	10 am - 9 pm
Friday	10 am - 10 pm
Saturday	10 am - 10 pm
Sunday	10 am - 9 pm








On-demand,
without causing
more traffic






W2 employment,
local job creation



Reliable and
adjustable
electric fleet





GEOFENCED
COVERAGE
AREA

www.ridecircuit.com
info@ridecircuit.com

Download the
Ride Circuit App

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HOW IT'S GOING

- **13000+ Riders/Month**
- **0 Gallons of Gas**
- **18+ Jobs Created**
- **100% Demand** during busy times
- Annual **Contract Renewed** June 2020



Here's what 172 of our past riders had to say:

Resolving Parking Issues

44% of respondents use Circuit to **avoid looking for parking**

Making Connections

36% of riders use Circuit to connect from the beach to downtown

Reducing Car Usage

42% of riders use Circuit to **avoid driving their personal vehicle** a short distance

Locals Ride Circuit

Over **71.5% of Circuit riders live in Hollywood** or Broward County

First Electric Ride

78% of riders had their first experience in a fully electric car with Circuit

In High Demand

93% of riders would like to see **more Circuit cars** added to Hollywood

Top 3 Things Riders Love



It's an easy way to move short distances



100% Electric and eco-friendly

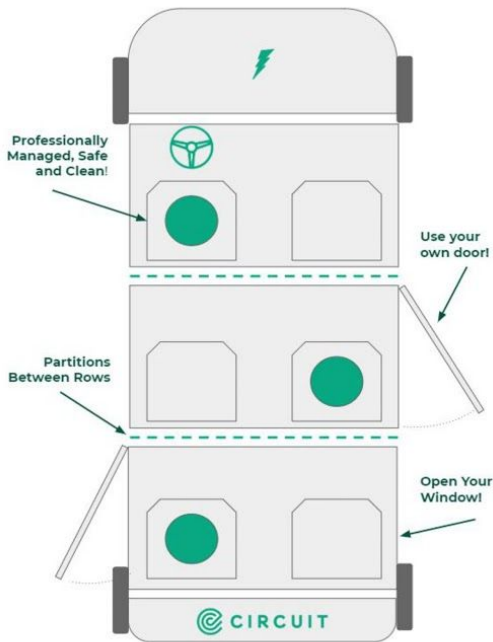


All rides are free



Adapting for Covid-19 Pandemic

Circuit's flexibility has been invaluable during the Covid-19 Pandemic. The team has worked hard to help the community and adapt to the changing items



Safety & Community First

- W2 Drivers in PPE
- Safety and cleaning procedures in place
- Reduced riders per ride and rides to social events
- Vehicle modifications to help with ventilation and encourage separation.

Circuit also helped with food deliveries and essential needs, including **at-home food deliveries for Feeding South Florida!**

ABOUT CIRCUIT

Circuit's ultimate goal is to reduce congestion and its harmful effects on the environment and our quality of life. We do this by getting people out of their cars for short trips, encouraging visitors to park once, and by making connections to existing mass transit hubs.

We work with innovative cities and forward-thinking advertising partners to provide last-mile, electric shuttle services that make mobility easier, smarter, more affordable, and fun. Since starting, we've has given over 3 million rides without burning an ounce of gas.

FAST COMPANY

12-23-19 | WORLD CHANGING IDEAS

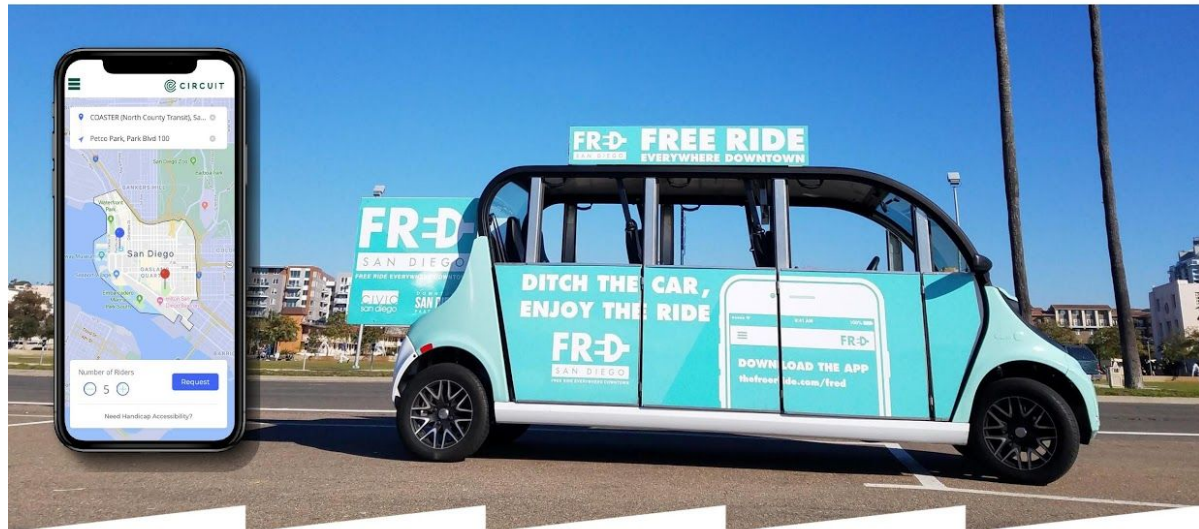
How this electric vehicle ride-share company won the trust of cities without 'disrupting' them

Circuit's fleet of 140 electric cars across the U.S. caters to commuters and mall-goers while employing 150 full-time workers—and getting paid by cities.

Sales / Advertising Inquiries: sales@ridecircuit.com
General Inquiries: info@ridecircuit.com

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ridecircuit.com



In 2016, the City of San Diego partnered with Circuit to solve a downtown mobility problem. The solution they created solves more than that.

THE CHALLENGE

- Enhance downtown mobility options
- Reduce demand for parking
- Promote Economic Development
- Reduce GHG Emissions

THE SOLUTION

- ✓ Free local shuttles
- ✓ Ride request application
- ✓ Geofenced downtown zone
- ✓ 100% Electric Fleet

THE RESULTS

93%

**"It makes
downtown
better"**



**250k+
Riders/Year**



**36+ W2
"Prevailing
Wage" Jobs**



**110.5
Metric Tons CO2
Saved per Year**



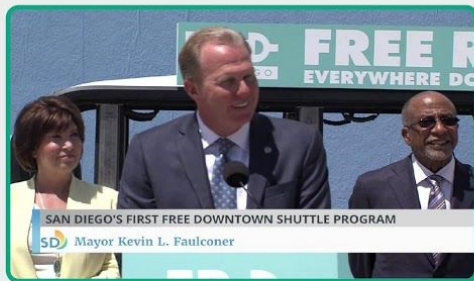
**168k+
VMTs Saved
per Year**

BACKGROUND



Getting around downtown San Diego was difficult. A few years ago the city of San Diego, the Downtown Partnership (DSDP) and Civic San Diego (Civic) commissioned the Downtown Circulator Shuttle Strategic Implementation Plan to **“enhance the growth and development of Downtown, help reduce the demand for parking, and provide more choices for travel within Downtown.”** They studied a number of options; weighing costs, potential ridership and environmental impact.

After a competitive RFP process, Civic selected Circuit to operate a downtown circulator program. What Circuit offered was different but proven, offered an all-electric fleet with an ADA accessible option, a revenue share from third party advertising, and fare-free rides. Beginning in 2016, Circuit began serving San Diego under the name FRED. Since then, the service has expanded, provided over 600k rides, created jobs, won awards, and has improved the quality of life for the residents, workers and visitors of the area.



Mayor Faulconer at the FRED Ribbon cutting



FRED San Diego on CBS Smart Cities Story

ABOUT CIRCUIT

Circuit's ultimate goal is to reduce congestion and its harmful effects on the environment and our quality of life. We do this by getting people out of their cars for short trips, encouraging visitors to park once, and by making connections to existing mass transit hubs. We work with innovative communities and forward-thinking advertising partners to provide fare-free electric shuttle services that make mobility easier, smarter, more affordable, and fun.

Circuit (formerly known as The Free Ride) offers on-demand rides around busy downtown areas across the US using a fleet of all-electric shuttles and a custom ride request app. The service aggregates riders, creates local jobs and connects brands with people in a beneficial way. Since starting, Circuit has given over 3 million rides, worked with Urban-X and CivStart accelerators, won numerous awards, and been applauded by the press.



Last Mile, People First FRED San Diego

Case Study

HOW THE SERVICE WORKS

Circuit hired local management and drivers/ambassadors. The staff is trained in operations, customer service and maintenance. Circuit currently employs 35+ local w2 employees making living wages, including veterans.

Circuit owns, insures, and operates a fleet of all-electric Polaris GEM e6 vehicles, manufactured in the US.

Rides can be requested to and from anywhere within the coverage zone by the Ride Circuit app or by simply waving down a driver.

HOURS OF OPERATION

Mon - Thurs	7 am - 9 pm
Friday	7 am - 12 am
Saturday	8 am - 12 am
Sunday	9 am - 9 pm



FEATURES

Ride Request App | Pooling Functionality | Point-to-Point Service
All-Electric Fleet | Downtown Coverage Area | ADA Request Options



HOW IT'S GOING

- **250k+** riders/year
- **0** Gallons of Gas
- **35+ Jobs** Created
- **110.5** Metric Tons CO2 Emissions
Reduced on average per year
- **100% Demand** during busy times
- City Opted to Expand Program

22% Increase in
Riders 2018-19

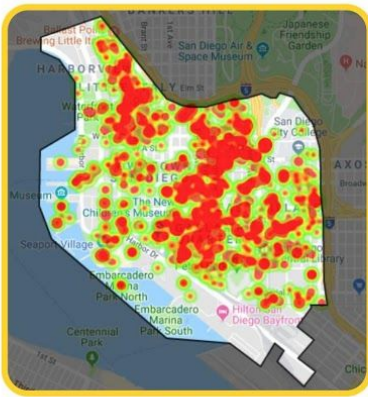
**Cost per
Rider < \$4.30**



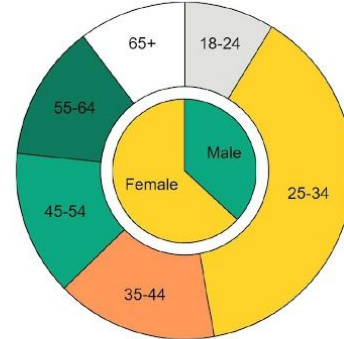
WHAT THE RIDERS ARE SAYING

SURVEY RESULTS:

- ★ Over 75% of riders live or work downtown
- ★ **93% think Downtown is better off because of FRED**
- ★ Nearly 1 in 3 report using FRED to connect to public transit
- ★ Over 75% use FRED/Circuit in lieu of their personal vehicle
- ★ 4.9 average in-app rating of their ride (scale of 1 - 5)



WHO'S RIDING?



FEEDBACK:

"It's convenient and fun to take the bus downtown and then hop on FRED to get to my final destination!"

"Not just a ride; more like having a tour guide...."

"It's wonderful, especially for seniors"

"Great driver, easy to talk to and I can see he enjoys his job!"

WHAT EVERYONE ELSE IS SAYING

PARTNERS:

"It's been a pleasure to work with the team.... Circuit has served as the integral partner of a highly utilized and sustainable transportation system in San Diego."

Ben Verdugo, Civic San Diego

Micro mobility options, like the FRED program in Downtown, provide one tool in the economic development toolkit by addressing the last mile dilemma."

Mathew Sanford, Senior Director, Economic Development, SD Economic Development Corporation

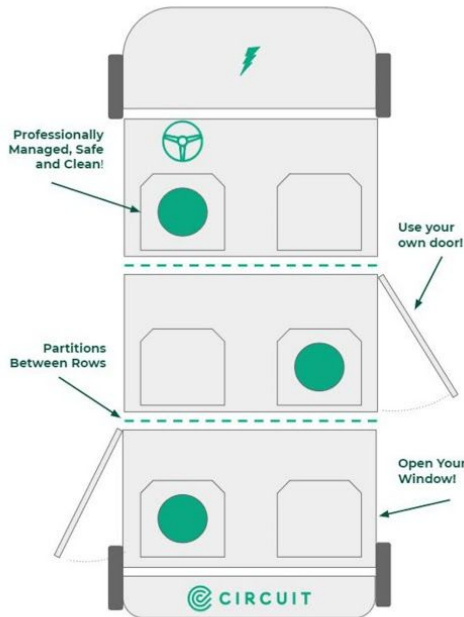


"Since FRED's introduction to San Diego in 2016, Circuit has become an integral part of Downtown's mobility structure. It provides residents, employees, and visitors a free, green, and enjoyable way to traverse Downtown's neighborhoods while also mitigating congestion and parking issues."

Betsy Brennan, President & CEO, DSDP

ADAPTING FOR COVID -19 PANDEMIC

Circuit's flexibility has been invaluable during the Covid-19 Pandemic. The team has worked hard to help the community and adapt to the changing items



Safety & Community First

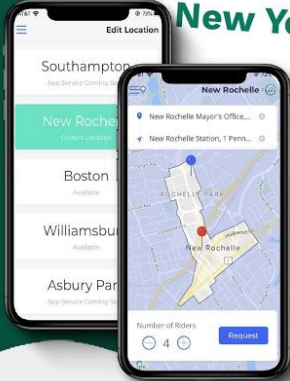
- W2 Drivers
- in PPE
- Safety and cleaning procedures in place
- Reduced riders per ride and rides to social events
- Vehicle modifications to help with ventilation and encourage separation.

In San Diego, Circuit made sure to continue helping the community by connecting residents to essential business including: pharmacies, grocery stores, banks, convenience stores and more.





New Rochelle, NY - Circuit NR



Circuit New Rochelle


Free, On-Demand, Downtown Electric Shuttle Service

HOW THE SERVICE WORKS

100% Electric, 100% Free rides can be requested to and from anywhere within the coverage zone on-demand, or by simply waving down a driver.

HOURS OF OPERATION


Mon - Thurs	7 am - 7 pm
Friday	7 am - 10 pm
Saturday	12 pm - 10 pm
Sunday	12 pm - 7 pm




CIRCUIT BENEFITS



✓ 100% electric cars






✓ Create W2 jobs



✓ Free to ride





GEOFENCED COVERAGE AREA



www.ridecircuit.com
info@ridecircuit.com

Download the Ride Circuit App



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How It's Going

- **9000+** riders in the first 3 months
- **0** Gallons of Gas
- **3 Cars, 6 Jobs** Created
- **100%** Demand during rush hours



Here's What Our Past New Rochelle Riders Had To Say

Resolving Parking Issues

24% of respondents use Circuit to avoid parking

Making Connections

33% of riders use it to **connect trains & buses**

Reducing Car Usage

22% of riders use it to avoid driving their own cars

Locals Ride Circuit

Over **90%** of Circuit riders **live in New Rochelle**

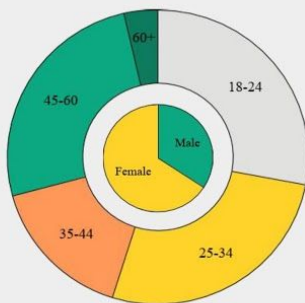
First Electric Ride

91% of riders had their first experience in a fully electric car with Circuit

In High Demand

97% of riders would like to see more Circuit cars added to New Rochelle

Who is Riding?

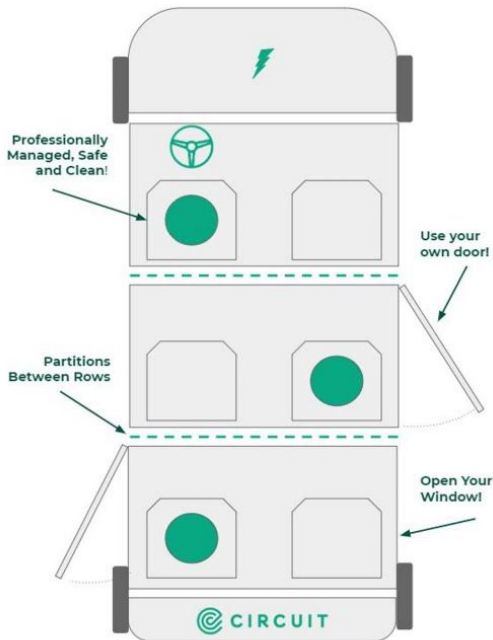


"The responses I've received have been overwhelmingly positive... Speaking for myself, I think it's an excellent program." - Mayor Bransom



Adapting for Covid-19 Pandemic

Circuit's flexibility has been invaluable during the Covid-19 Pandemic. The team has worked hard to help the community and adapt to the changing items



Safety & Community First

- W2 Drivers in PPE
- Safety and cleaning procedures in place
- Reduced riders per ride and rides to social events
- Vehicle modifications to help with ventilation and encourage separation.

Circuit also helped offer rides to testing facilities and worked with the City, Montefiore Hospital and 5TINYRideshare to offer shuttles for visiting healthcare workers.

ABOUT CIRCUIT

Circuit's ultimate goal is to reduce congestion and its harmful effects on the environment and our quality of life. We do this by getting people out of their cars for short trips, encouraging visitors to park once, and by making connections to existing mass transit hubs.

We work with innovative cities and forward-thinking advertising partners to provide last-mile, electric shuttle services that make mobility easier, smarter, more affordable, and fun. Since starting, we've given over 3 million rides without burning an ounce of gas.

FAST COMPANY

12-23-19 | WORLD CHANGING IDEAS

How this electric vehicle ride-share company won the trust of cities without 'disrupting' them

Circuit's fleet of 140 electric cars across the U.S. caters to commuters and mall-goers while employing 150 full-time workers—and getting paid by cities.

Sales / Advertising Inquiries: sales@ridecircuit.com
General Inquiries: info@ridecircuit.com

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ridecircuit.com



Letters of Support

City of Hollywood FL

Office of the City Manager
Gus Zambrano
Assistant City Manager for Sustainable Development



tel: 954.921.3201

September 15, 2020

City of Pompano Beach
Attn: Jeff English
1190 NE 3rd Avenue, Building C
Pompano Beach, FL 33060

RE: RFP P-29-20 Micro-Transit Transportation Services

Dear Mr. English:

Circuit Transit, Inc. is applying for the City of Pompano Beach Request for Proposals P-29-20 for Micro-Transit Transportation Services.

The ability of public transit provides many benefits. Taking progressive actions to enhance transportation in an on-demand and eco-friendly way offers countless benefits.

Circuit Transit has many locations in the South Florida area which include, West Palm Beach, Fort Lauderdale, Hollywood and Miami. They are experienced and their professional operators that are part of the community and provide a fun and convenient customer experience. Circuit's team has been a pleasure to know and work with and have been great at building local support. Circuit's team has focused on jobs, safety and the communities it operates in. The electric cars are cost-effective, equitable and help to combat the congestion and emissions problems that many Cities struggle with. There great potential for their services to grow further in local communities.

If you require additional information, please do not hesitate to contact me at 954.921.3201 or via email at gzambrano@hollywoodfl.org.

Thank you for your consideration and review.

Sincerely,

Gus Zambrano
Assistant City Manager, Sustainable Development

2600 Hollywood Boulevard
P.O. Box 229045
Hollywood, Florida
33022-9045
hollywoodfl.org



Urban-X Accelerator

U R B A N - X

BUILT
BY



City of Pompano Beach
Attn: Jeff English
1190 NE 3rd Avenue
Building C
Pompano Beach, FL 33060

September 17, 2020

To Whom It May Concern

I, Miriam Roure, Program Director at URBAN-X, understand that Circuit Transit Inc. is responding to the current Request for Proposal (RFP) P-29-20 for Micro-Transit Transportation Services.

I know first-hand how getting around, connecting to transit and finding parking can be a struggle. I've also spent some time studying the transportation space and believe that cities would benefit from flexible and electric transportation services. I commend the City for taking progressive actions to address the transportation and parking issues in an on-demand and eco-friendly way.

MINI as an automotive company and brand was born from the Suez Canal gasoline crisis and its impact on transportation infrastructure in the UK. Since 1959, the company has become synonymous with an urban lifestyle, evolving as cities change.

Recognizing the current challenges of climate, energy, and mobility occurring in cities, MINI (under the ownership of the BMW Group) launched the URBAN-X accelerator program in 2015 as an early-stage investment vehicle. Through this mechanism, we seek out the best startups around the world with disruptive technologies to reimagine city life. We invested in Circuit as part of URBAN-X Cohort 05 and have been supporters of their vision ever since. Their traction in over 20 US cities speaks to the value they're creating for municipalities and transit agencies across the country.

Circuit (Formerly The Free Ride) has successfully operated electric shuttle services in San Diego (FRED), Hollywood, FL (Sun Shuttle), New Rochelle, NY and other cities around the US. Additionally, I've seen the company evolve and improve tremendously over time. We need to limit the number of cars on the road and Circuit provides a valuable and eco-friendly service. The cars are all-electric, the drivers are all w2 paid, local employees and the shared rides are enjoyable.

29 Norman Avenue
Brooklyn, NY 11222

urban-x.com
hello@urban-x.com

t: @urbanxaccel
f: /urbanxaccel

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I've ridden Circuit's cars in Brooklyn and think it's a wonderful service that should be expanded. Circuit's program can help to connect visitors and residents, reduce greenhouse gas emissions and relieve parking congestion.

Please feel free to contact me if you have any questions or would like any more information that would help you evaluate their application. We look forward to Circuit's continued success.

Thank you for your consideration and review.

All the best,

A handwritten signature in black ink, appearing to read 'MR'.

Miriam Roue
Program Director, URBAN-X
29 Norman Avenue
Brooklyn, NY 10011

29 Norman Avenue
Brooklyn, NY 11222

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CivStart Accelerator

City of Pompano Beach
Attn: Jeff English
1190 NE 3rd Avenue
Building C
Pompano Beach, FL 33060

September 17, 2020

To Whom It May Concern

I, Anthony Jamison, understand that Circuit Transit Inc. is responding to the current Request for Proposal (RFP) P-29-20 for Micro-Transit Transportation Services.

Over the past few years, we've seen on-demand transportation offer a variety of benefits: reducing single-occupancy vehicles and greenhouse gas emissions, connecting to local transit, promoting circulation and mobility, and ultimately getting people out of their cars. I commend the City of Pompano Beach for taking progressive actions to address local transit needs and think Circuit would be a great fit.

Circuit's team has been a pleasure to know and work with and have been great at building local support. Circuit's team has focused on jobs, safety and the communities it operates in. The electric cars are cost-effective, equitable and help to combat the congestion and emissions problems that many cities struggle with. I see great potential for their services to grow further in South Florida and along transit routes.

I've gotten to know Circuit's leadership team over the past year during their participation as a member of Cohort 1 of the CivStart accelerator program. I think it's a wonderful service that should be expanded. Circuit's program can help to connect visitors and residents to mass transit, employment, entertainment, parking and other destinations within the City.

I support Circuit's application and hope that the program can help to expand the service to new areas.

Thank you for your time and review.

All the best,

A handwritten signature in black ink that reads 'Anthony Jamison'.

Anthony Jamison
CEO / Co-Founder
CivStart Accelerator
civstart.org





Letter of Support by Pompano Beach Resident Rose Puerto

City of Pompano Beach
Attn: Jeff English
1190 NE 3rd Avenue
Building C
Pompano Beach, FL 33060

September 15, 2020

Dear Mr. English,

I understand that Circuit Transit Inc. is applying for the City of Pompano Beach Request for Proposal P-29-20 for Micro-Transit Transportation Services.

As our city grows, it would be wonderful to address the issues of a growing population (which means additional cars and less parking availability) in an eco-friendly manner.

I am familiar with Circuit's operations in South Florida and elsewhere. Currently, they are in West Palm Beach, Fort Lauderdale and in Hollywood. I think the service ("on-demand", safe and local) will truly help us unite Pompano's West Side to the East as residents will be able to easily hop into a cute little electric vehicle and get across town for dinner or other beach activities. Likewise, as more destinations develop in areas off the beach, folks in the Eastern districts can travel to cultural activities and events out West.

Circuit's team is professional and well experienced at what they do. They have created a safe, beneficial and fun service that will help Pompano continue to develop into a diverse, united, unique beach community.

Important benefits include the creation of local jobs for our residents and the provision of an alternative way to commute (as we know, high season causes excessive traffic and congestion on our roads).

I support Circuit's application and look forward to the program coming to Pompano Beach! I was very excited about the news of their application when I learned about it.

Thank you for your consideration of my endorsement for bringing Circuit Transit to our beautiful little beach community!

Sincerely,

A handwritten signature in blue ink that reads 'Rose Puerto'.

Rose Puerto
525 North Ocean Boulevard, Apt 1722
Pompano Beach, FL 33062
(917) 686-4659