



 **CIRCUIT**

Presentation For

**ftibeach**

Discover. Stay. Dine. Play.

Shuttle Service Update  
December 2022

## About Circuit

### Take Cars Off The Road

Reduce congestion, use of SOVs & emissions

### Connect Communities

Increase Mobility & Accessibility

### Jobs & Economic Development

Create Jobs & Drive Traffic to Businesses

### Increase Shared Rides

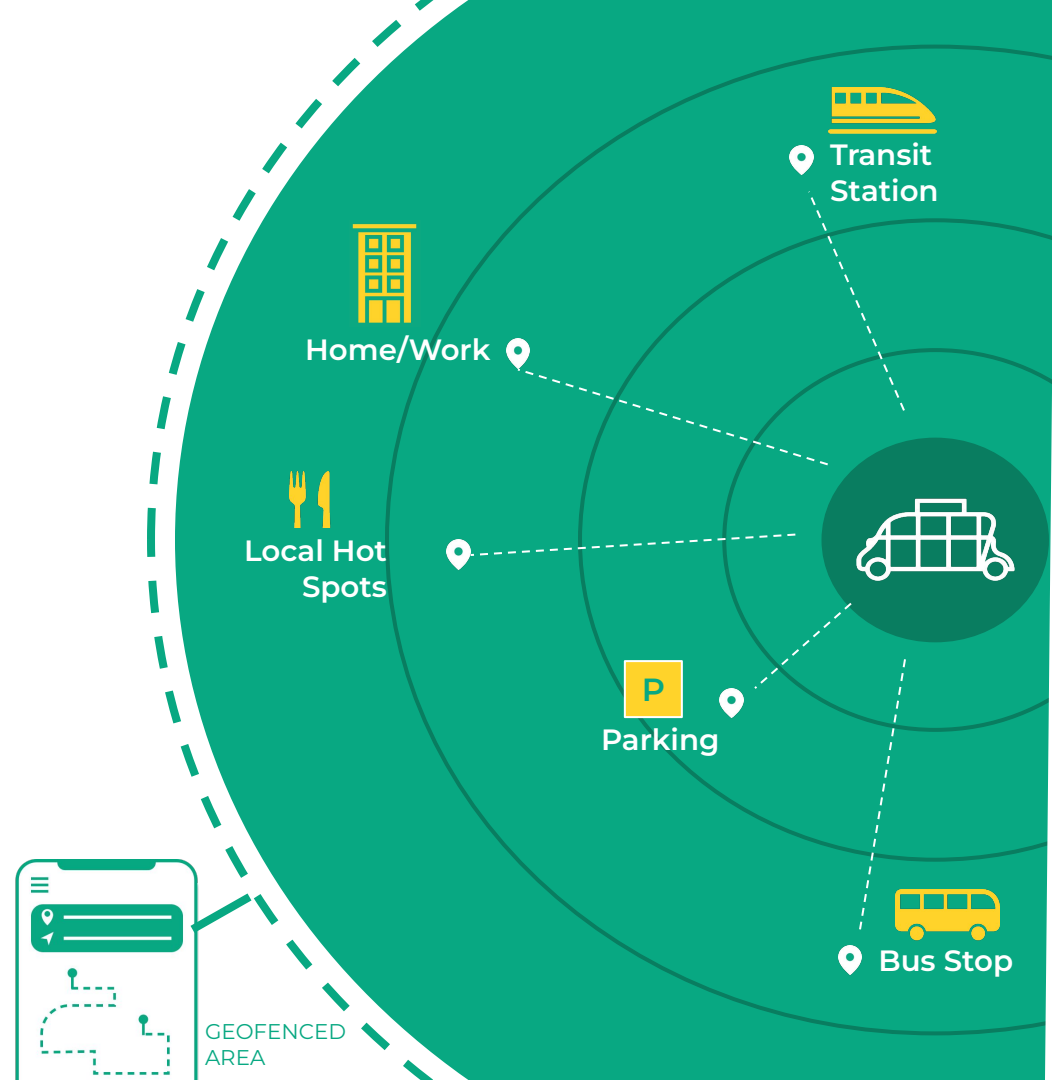
“Ride Sharing” not just “Ride Hailing”

### Innovation & Impact

Contribute to the Future of the City

### Efficiency

Circuit Moves More People For Less \$



# Circuit Partnership Programs in Broward County



## CITY OF HOLLYWOOD

- 15k riders/month
- Replaced underutilized Trolley
- Started as Free, now \$2 Fare
- Over 1500 Grocery Boxes delivered during Covid



## CITY OF POMPANO BEACH

- >9,000 Riders/Month
- Lowest CPR of any known on-demand system in US



## CITY OF WILTON MANORS

- Launched September 2022
- City-wide service promoting a car free lifestyle and connections to Wilton Drive
- \$2 Fare per rider





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

## WEST PALM BEACH DDA

- WPB DDA + City + Brightline + Local Advertisers
- Ridership growing over 15%/month in 2022
- >10k riders/ Month Since May

## BRIGHTLINE+ MIAMI, FTL, WPB

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

## CALIFORNIA, NEW YORK, MASSACHUSETTS & TEXAS

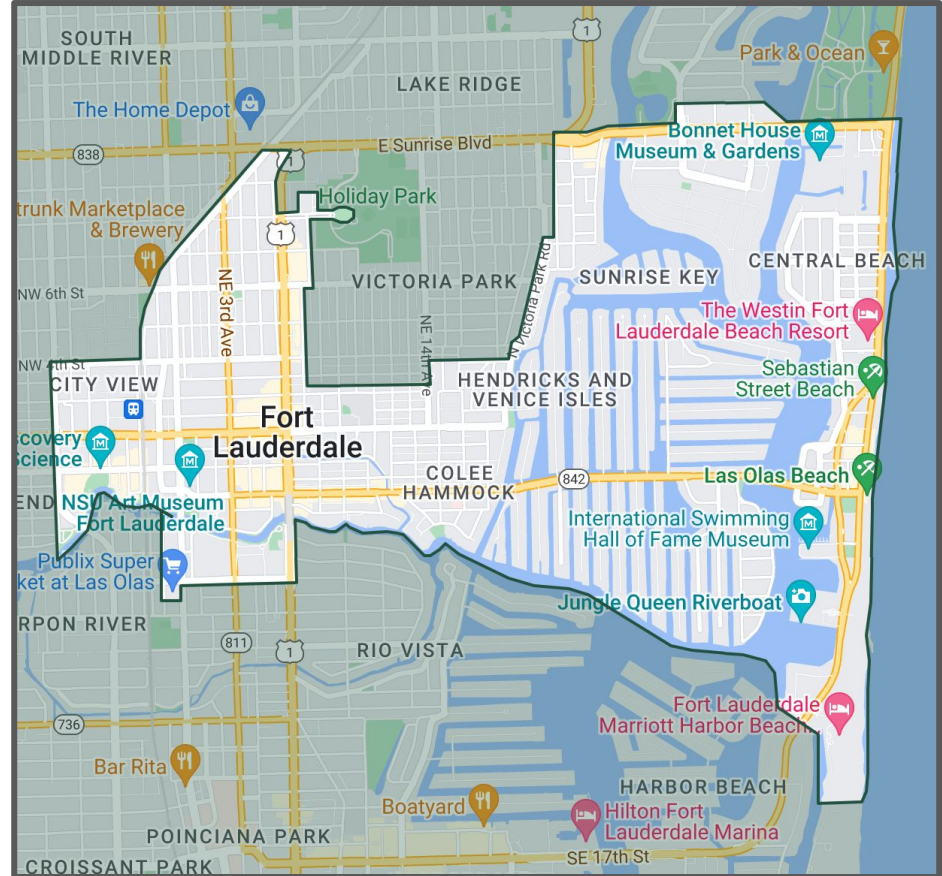
- 10 California Markets
- NY Metro (New Rochelle) City Partnership, Brooklyn, Hamptons
- Boston Seaport - Ad Sponsored, Plymouth, Ma.
- West Dallas - Toyota Mobility Foundation Partnership





## CITY OF FORT LAUDERDALE

- City of Fort Lauderdale Pilot + Brightline + National & Local Advertisers
- Connections to Las Olas, Ft Lauderdale Beach, Flagler Village, Downtown & MASS District, Galleria Mall, Holiday Park
- Ridership has grown 4x since City contract started August 2022

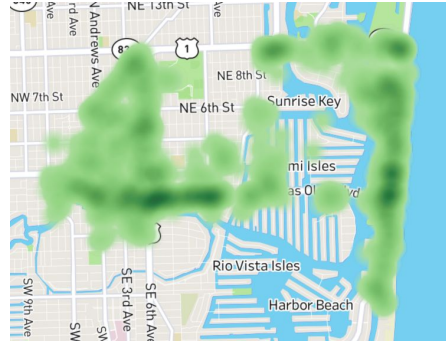
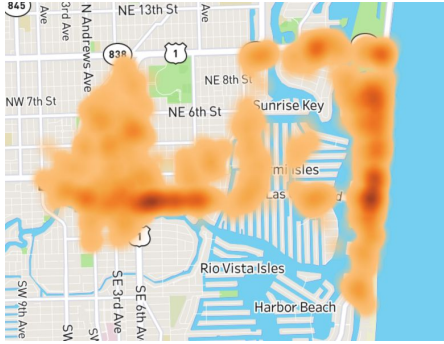


# Fort Lauderdale Ridership

Passenger Counts October- December 2022 vs. 2021

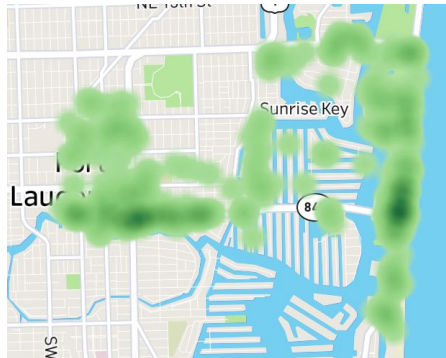
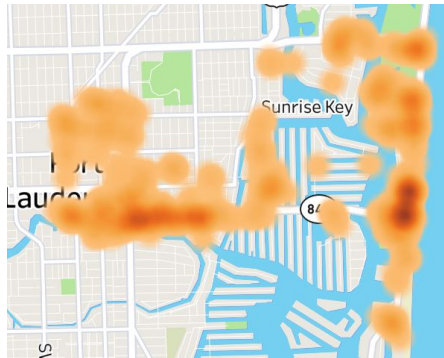


2022



September - December 2022  
Ridership  
**42,618**

2021



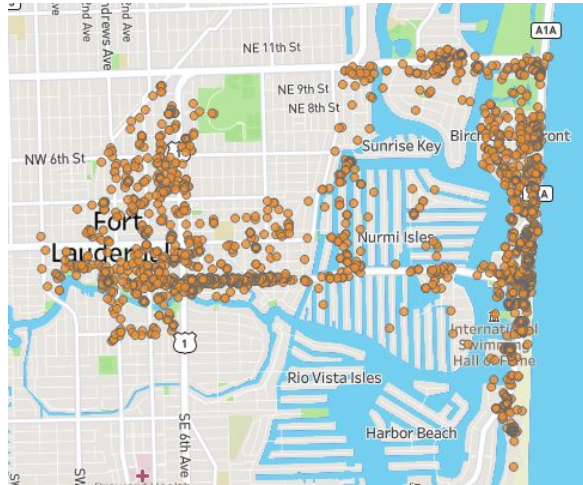
Vs.

September - December 2021  
Ridership  
**8,274**

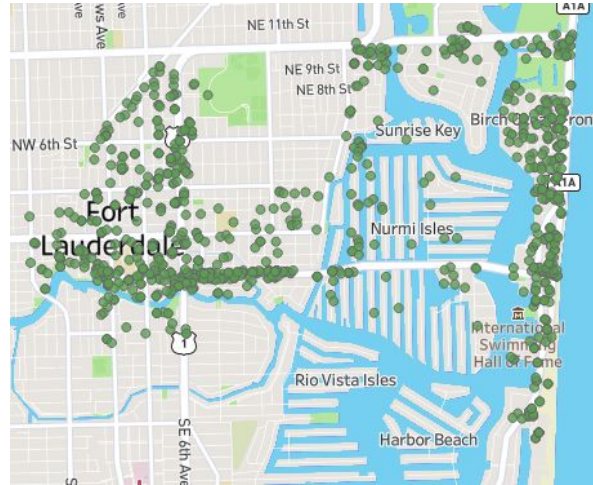
# Fort Lauderdale Ridership

Pickups/Drop-Offs 12/01-12/31

## Pickups



## Drop-Offs



## Top Pickup Locations (Barrier Island only) 12/01 to 12/31

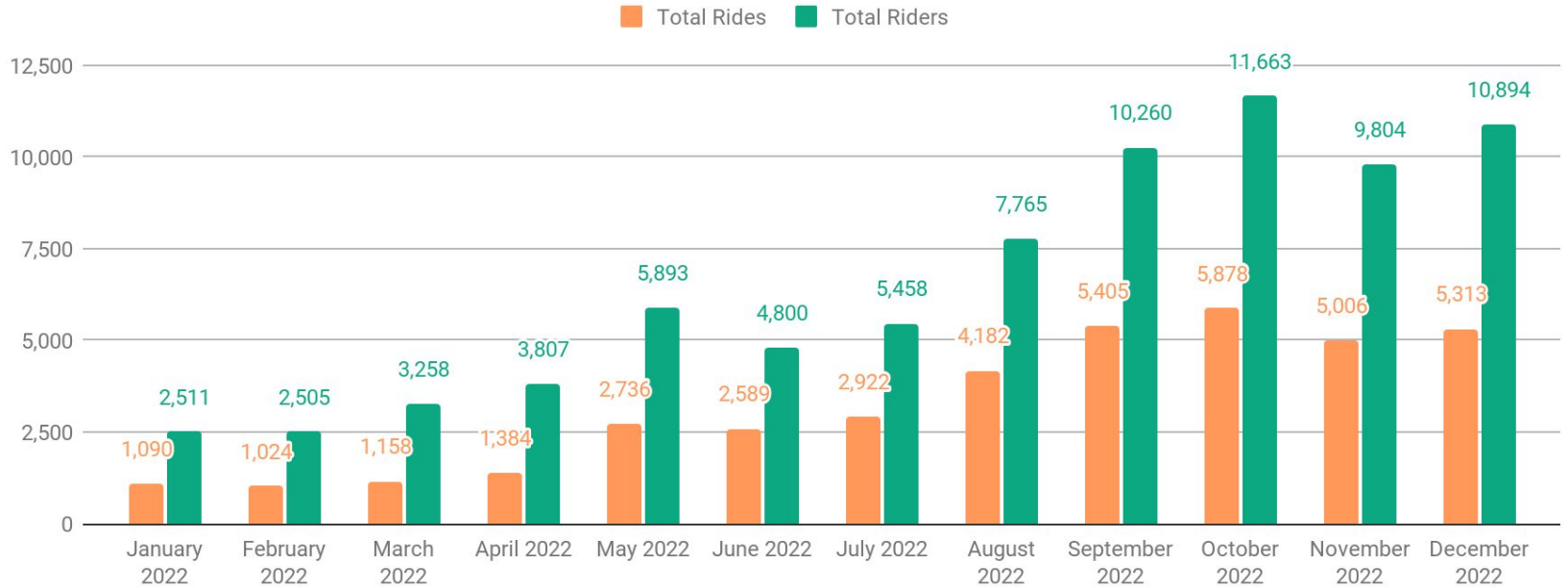
1. DoubleTree Fort Lauderdale Beach, Bahia Mar
2. W Fort Lauderdale
3. Fort Lauderdale Marriott Harbor Beach Resort & Spa
4. Las Olas Beach
5. The Atlantic Hotel & Spa
6. The Gallery at Beach Place
7. 1 N Fort Lauderdale Beach Blvd, The Ritz- Carlton
8. Elbo Room (Beach Landmark)
9. Marriott Beach Place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

## Top Drop Off Locations (Barrier Island only) 12/01 to 12/31

1. Elbo Room (Beach landmark)
2. Coconuts
3. Fort Lauderdale Marriott Harbor Beach Resort & Spa
4. Fort Lauderdale Beach A1A
5. The Ritz-Carlton
6. The Westin Fort-Lauderdale Beach Resort
7. W Fort Lauderdale
8. Hilton Fort Lauderdale Beach Resort
9. Fort Lauderdale Beach Resort
10. Sonesta Fort Lauderdale Beach

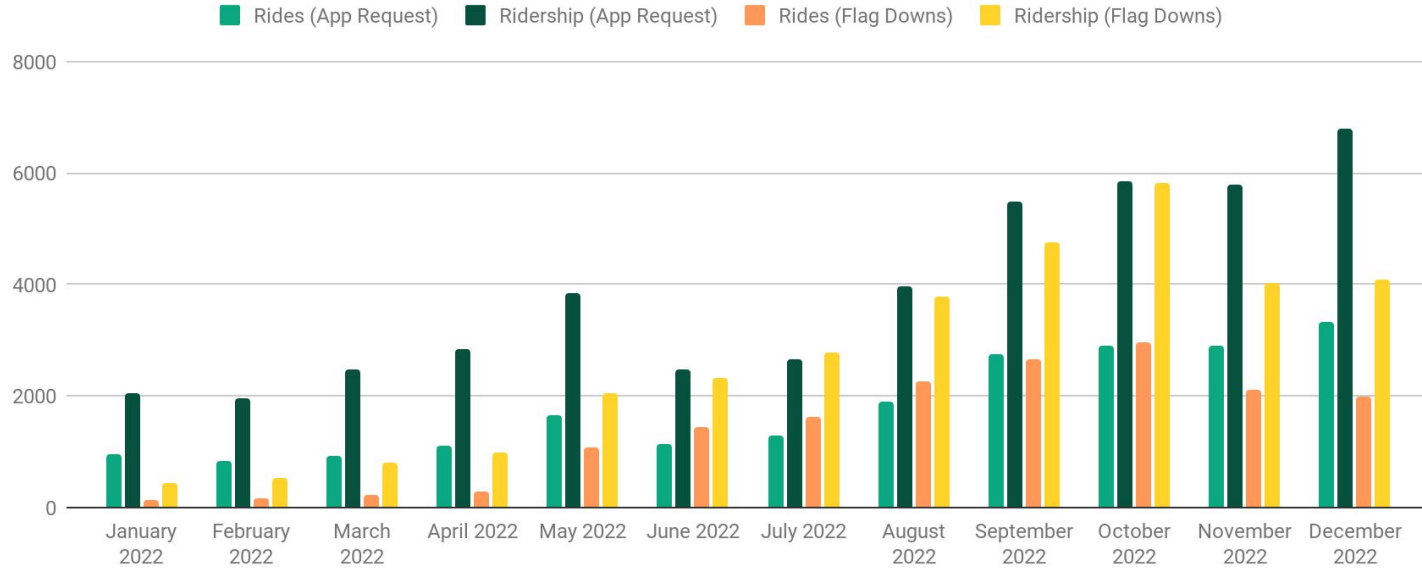
# Fort Lauderdale Ridership

YTD 2022



# Fort Lauderdale Ridership Type

YTD 2022



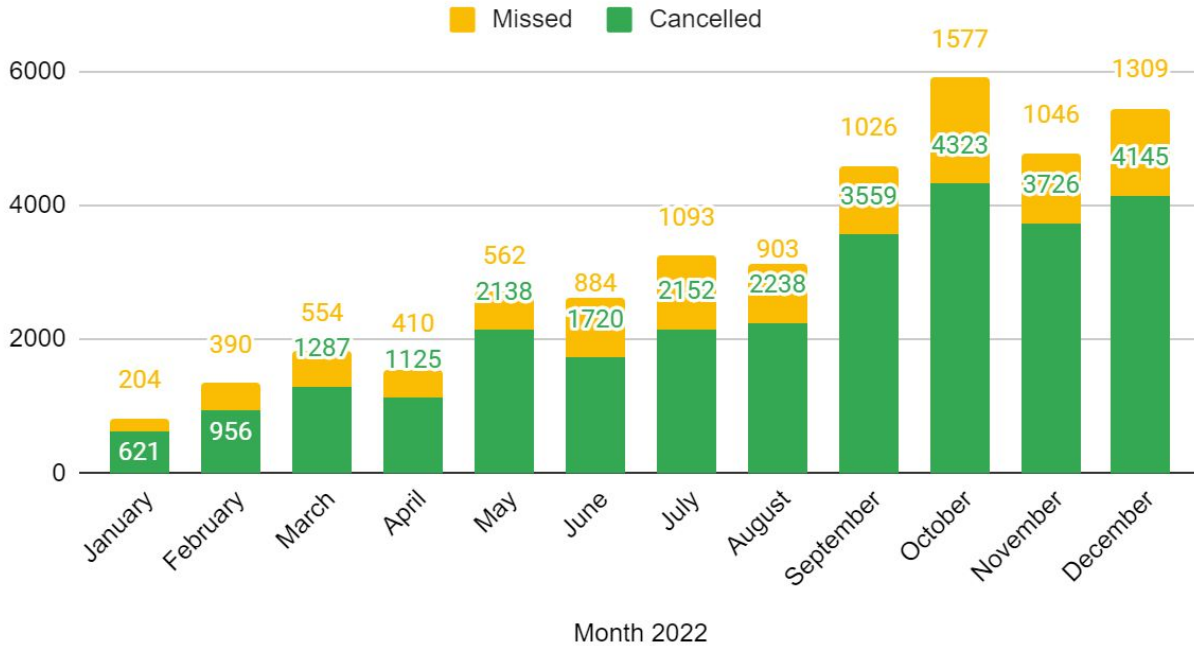
### Weekday Hourly Ridership



### Weekend Hourly Ridership



## Cancelled and Missed



# South Florida November 2022 Survey

4.9 Passenger Rating



(Data 11/17-12/14)

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

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

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

- Circuit Rider

## Where are riders taking Circuit?

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

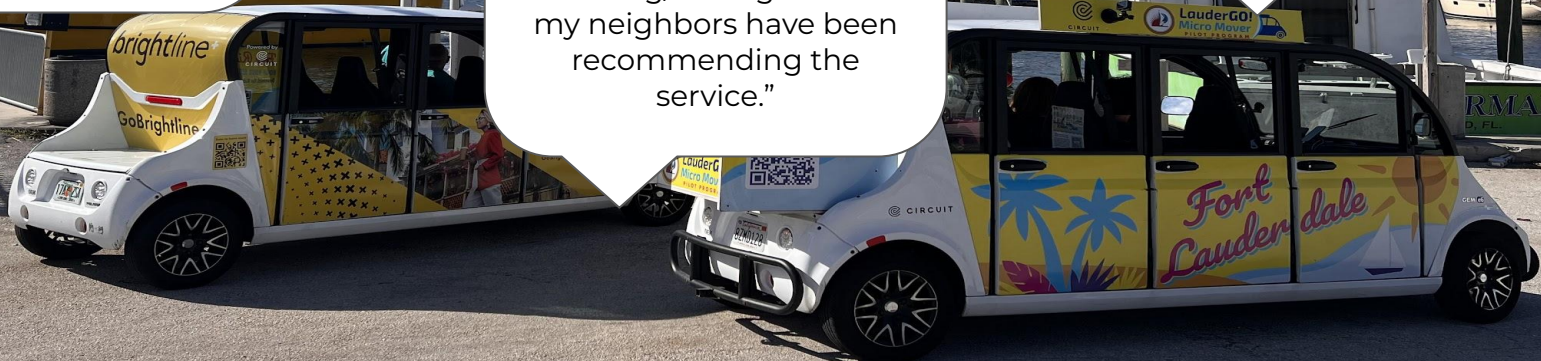
# South Florida November 2022 Survey

## Rider Testimonials

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

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

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



## December 2022 Costs

- Cost per Hour of Service: \$21.50
- Cost per Car Monthly: \$6,675
- Cost per Rider: \$4.90



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

- Flexible fleet based on demand: 10-15 Cars May - Oct, 20-25 cars Nov - Apr
- Nominal Fares (\$1-\$2) to control demand and help fund the service. Option for Residents to always ride free.
- Extended hours - (demand in am during Brightline only hours & heavy demand after 8PM)
- Target Wait times ~10 minutes
- More vehicles based downtown with more charging capacity now at Brightline
- Larger sponsorships - Targeting Takeover & Title Sponsors
- More collaborations with area stakeholders and events
- Greater economic development opportunities
- Mixed Fleet GEMs, Teslas, E Transit Vans

Thank You!

