



ELECTRIC MOBILITY SOLUTIONS

# Transportation Services



# Single Occupancy Vehicles (SOVs) are Bad for Cities

**76.3%**

of Americans drive alone to work (US News)

**\$305<sup>BN</sup>**

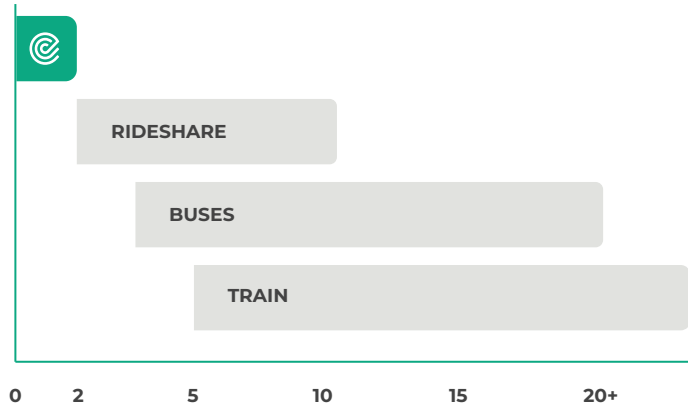
cost of congestion/year in the US (INRIX)

**35%**

of vehicle trips are UNDER 2 MILES



# The Last Mile is a Big Problem



Insufficient parking



Walking is not always an option



Paid rides are expensive



Gaps around public transportation

# Plus, Mobility Options are Limited

## AUTONOMOUS VEHICLES



**Not cost-effective** or ready for public use (but we're ready to use them)

## RIDE-HAILING COMPANIES (TNCs)



Can **increase traffic** in cities by ~160% (Schaller)

## SCOOTERS AND BIKES



Good solution but **not accessible** for everyone

## ABOUT-TOWN BUSES / TROLLEYS



Declining ridership, **high costs**

Simply put, moving people or goods short distances is expensive, problematic, and pollutive.



# CIRCUIT: A Turnkey, Electric & Shared Solution

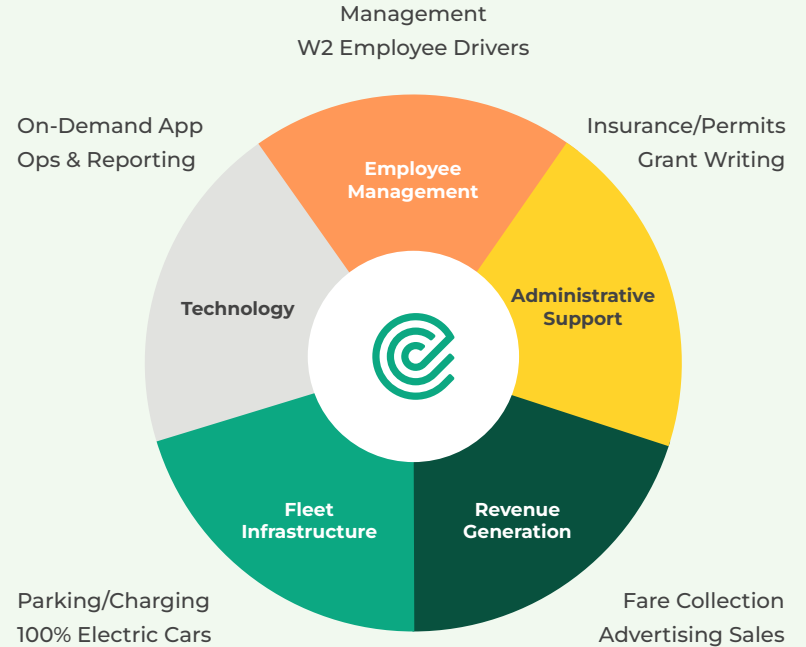
We eliminate inefficiencies, align with user-behavior, and complement existing infrastructure.

It's Plug & Pay, and Cheaper

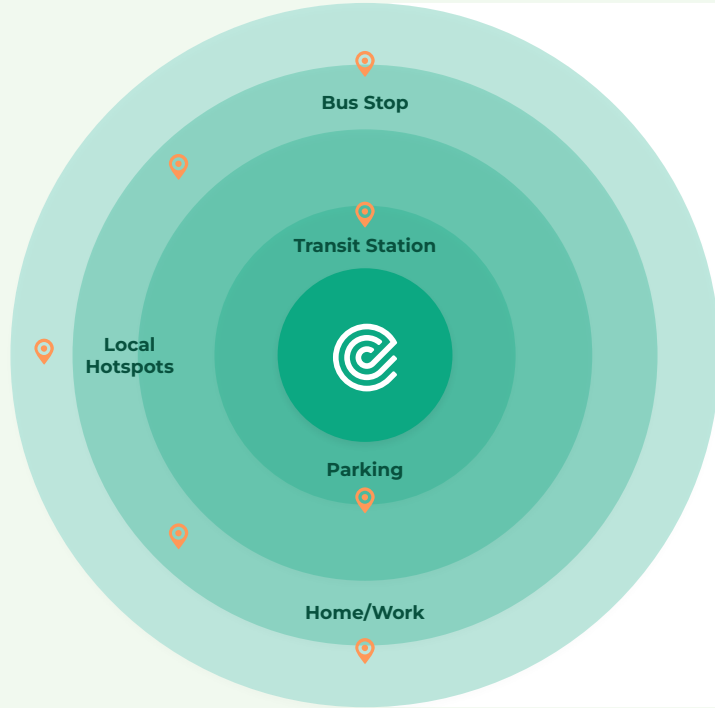
“ Over 1 million rides & may solve a problem that even Uber can't...  
- Business Insider

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

“ This is a proven solution that should immediately benefit transit-limited (city dwellers) and expand access to zero-carbon mobility.  
- Micah Kotch, BMW Mini Strategy Team



# Structural Last Mile Solution



## EFFICIENCY = COST SAVINGS

\$2 - \$8 Cost/Rider; Others = \$10 - \$40 /Rider



## SUSTAINABILITY

100% Electric Services



## JOB CREATION AND QUALITY CONTROL

W2 Local Workforce



## CONTROL AND DATA

Employee Drivers, Fleet & Rider Demand Management

# Riders Love It

- 01 Free and fun experience creates demand
- 02 73% repeat riders
- 03 Friendly, W2, local drivers
- 04 Multiple cars reduce wait times
- 05 Safe, hygienic, professionally managed

More Riders = Lower Cost Per Rider



# Partnering with Cities & Properties

## Transportation Customers — Public & Private



Smarter, greener,  
cheaper than  
traditional options.



Combating congestion,  
connecting with transit,  
reducing VMTs and GHGs.



First-mile/last-mile  
connections.



# Optional Revenue Share Programs

Reduce costs with fares and advertising



Nominal fares keep service accessible to all



Award winning OOH media campaigns



Support local businesses with local advertising

# Cost-Effective

Lower hourly and per rider costs

## HOW TO MEASURE TRANSIT COSTS

$$\text{Cost Per Rider (CPR)} = \frac{\text{Total Cost of Transit System} - \text{Revenue from Fares \& Ads}}{\text{Total Number of Riders}}$$



High demand = lower cost per rider.  
Circuit's given over **6M rides!**



Hollywood replaced 3 buses  
with 10 Circuit cars.

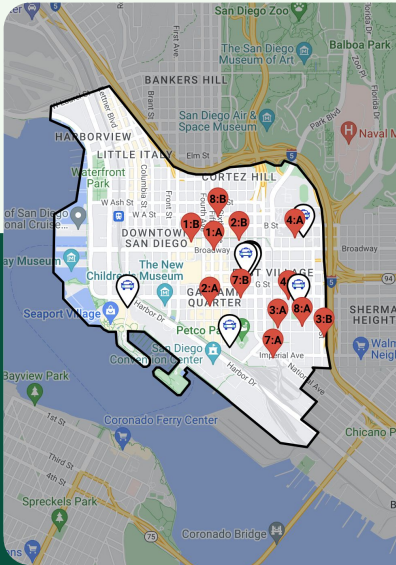
**30%** total cost reduction  
**80%+** cost per rider reduction



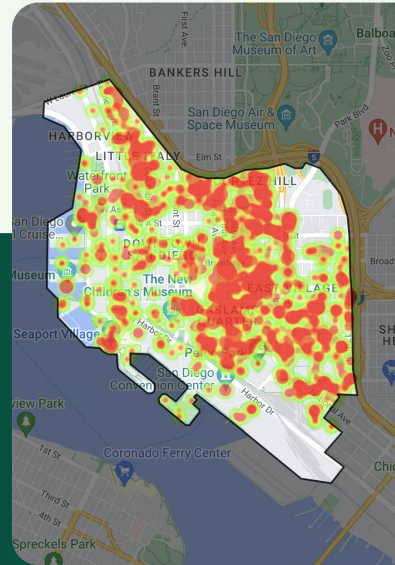
Other microtransit CPR = \$20+ (with fare)  
Circuit pompano CPR = ~\$2 (with \$0 fare)

# Real-Time Data

Adjusting fleets, drivers, and hotspots on-demand



Real-time dashboard



Heat mapping rider activity

# Flexibility is Key

## FREE vs. PAID RIDES

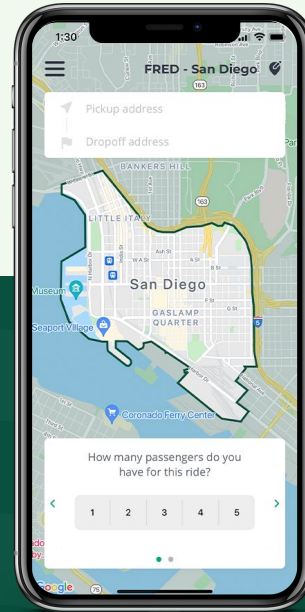
Historically, Circuit operates as a fare-free service. Fares are available, to reduce costs, there are flexible options too:

- Balancing fares based on ridership
- Dynamic pricing based on location and hours
- Discount codes for free or discounted fares

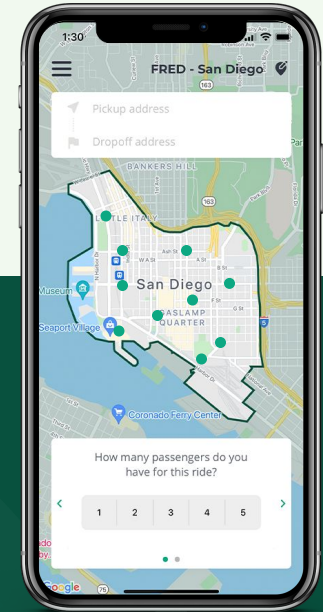
## SERVICE AREA vs. FIXED STOP

Circuit's rider app uses geofencing technology to design service areas in which riders can move within.

However, it's possible to set fixed stops throughout a service area. Riders must be at an exact location to request a ride (DRT).



Geofenced



Fixed Stop



# Flexibility is Key

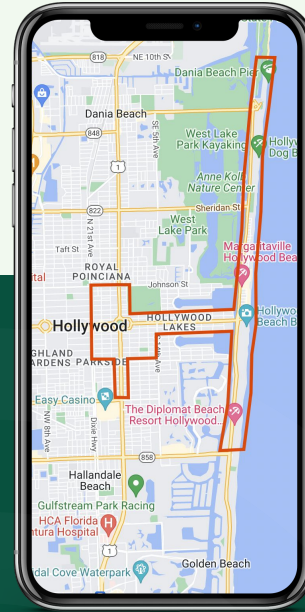
## ADJUSTABLE SERVICE AREA

Circuit's technology allows for flexible areas of service which can be designed as requested, with the ability to change on the fly.

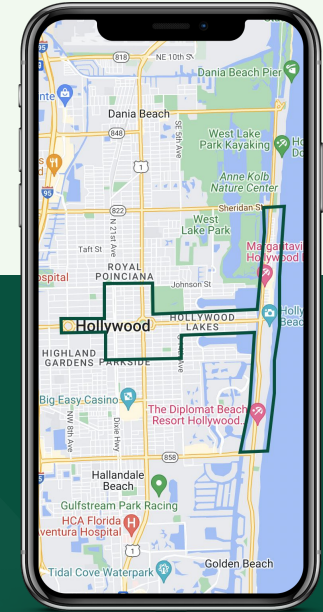
## ADJUSTABLE SERVICE HOURS

Circuit has the ability to scale service hours based on demand, and determine the optimal number of cars needed.

- More hours decrease cost/car/service hour
- Fewer hours decrease total cost
- Hours adjustable by day, week and time of year



Original



Updated

# Electric Vehicle Options

ADA Options Available

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Lithium Batteries

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All-weather options available

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Aftermarket improvements include build-outs, interior iPads, Photobooths, etc.



## **GEMs**

(GEM E6 - 2021 and Newer - Made in USA)  
5 passengers  
80+ Miles per charge  
ADA configurations  
Branding opportunities



## **Sedans**

(Tesla, Kia, Hyundai, etc.)  
4 passengers  
200+ Miles per charge  
Branding opportunities



## **Vans**

Van 8-15 passengers  
150+ Miles per charge  
ADA configurations  
Branding opportunities

# Success on the Streets

## What the press is saying about Circuit

**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.



**HOLLYWOOD**  
CONNECTING YOUR COMMUNITY SINCE 2001 *Goatlife*

### Hollywood New Sun Shuttle Exceeds City's Expectations

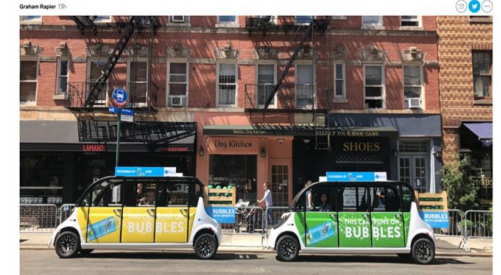
By David Vale - October 18, 2019 623 2



**BUSINESS INSIDER**

TECH | FINANCE | POLITICS | STRATEGY | LIFE | ALL

### Evidence is mounting that Uber and Lyft increase traffic congestion. But one startup thinks it has found a way to help — and it's already turning a profit.



# National Operations

## New Jersey

- Asbury Park
- Belmar Beach

## South Florida

- Ft. Lauderdale
- Hollywood
- Lauderdale-by-the-Sea
- Miami
- Palm Beach/West Palm Beach
- Pompano Beach
- West Palm Beach
- Boca Raton

## Washington, D.C.

## Massachusetts

- Boston
- Plymouth

## New York

- East Hampton
- Montauk
- New Rochelle
- Southampton
- Williamsburg

## Texas

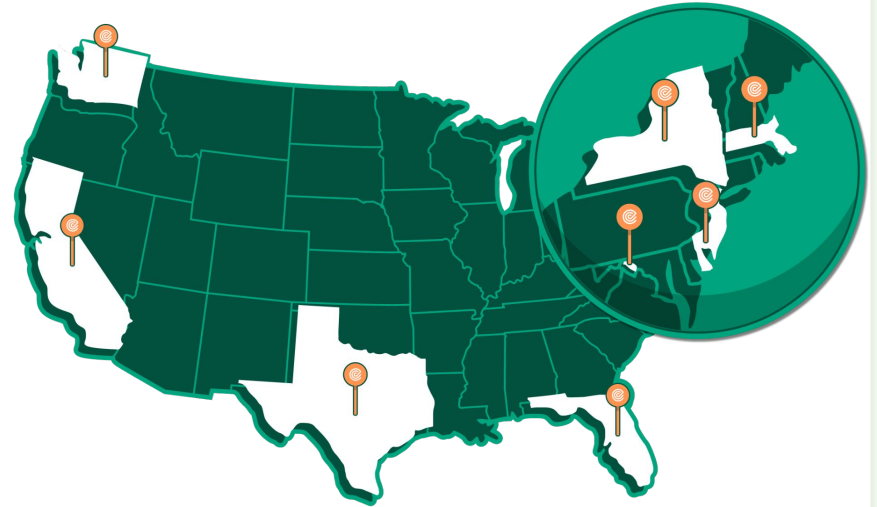
- Austin
- Dallas
- Houston
- West Dallas

## Washington

- Bellevue

## California

- Culver City
- Chula Vista
- Huntington Beach
- Inglewood
- Leimert Park
- Marina Del Rey
- Newport Beach
- Oceanside
- San Diego
- Santa Monica
- Venice



Where to next?



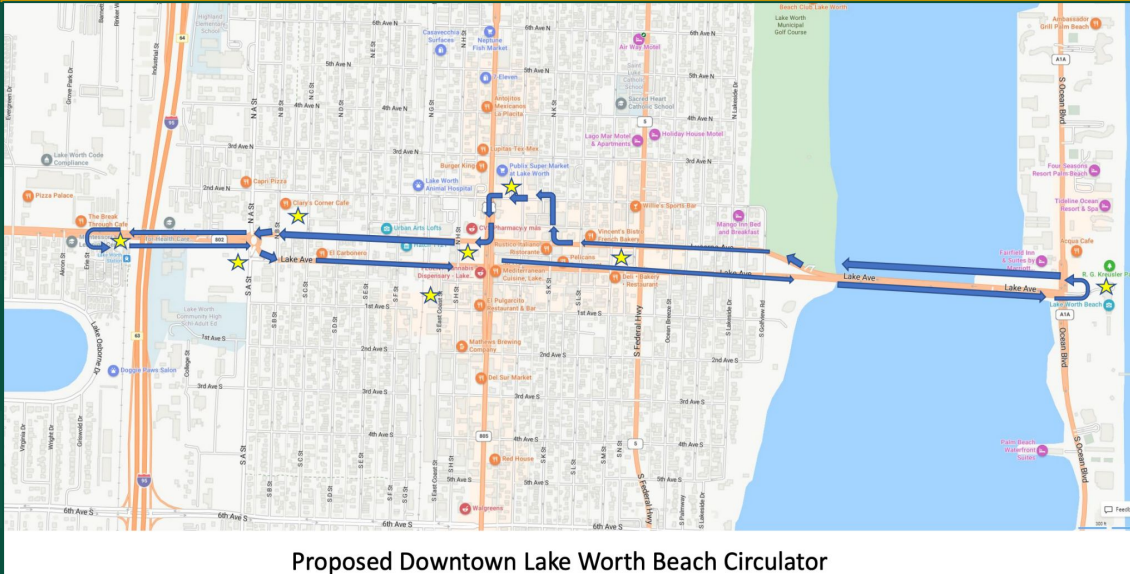
# Dedicated Electric Shuttle Service for Lake Worth Beach



# Option 1

## (2) Fixed Route, Smart Stop E-Transit Vans

### Circuit Fixed Route Coverage Area Phase 1



Proposed Downtown Lake Worth Beach Circulator

- 100% electric, **fixed route smart stop shuttle** connecting Lake Worth residents, commuters and visitors to Lake and Lucerne Aves and the beach, from the Lake Worth transit station / parking lot
- Destinations are restricted to fixed route smart stops on Lake and Lucerne Aves
- Two Ford E Transit EV Van
  - Each route is 4.22 miles equaling a 45 minute round trip including vehicle load times, resulting in 22 minute headways
- Phase 1 includes Peak and Off Peak service schedules (see next slide)
- The fixed route circulator saves 14.3 Metric Tons of GHG Emissions from entering the atmosphere annually due to 1609.2 gallons of gas not being consumed through the 19310.7 EV vehicle miles traveled by Lake Worth Circuit riders

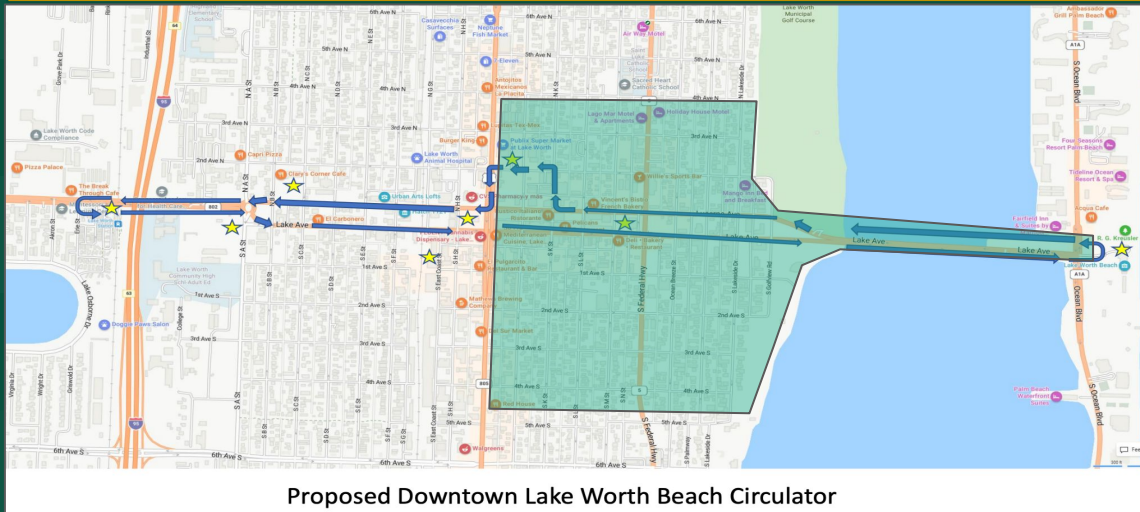
# Option 1 Fixed Route EV Turn-Key Service Costs

	Peak & Shoulder	Low Season	Notes
Vehicles	2	2	
Type of Vehicle	Ford EV Vans	Ford EV Vans	
Months	8	4	
Weekly Hours of Operation	66	43	<b>Peak &amp; Shoulder Months (8):</b> Mon-Weds 11am-7pm Thurs-Fri 11am-10pm Sat 10am-10pm Sun 11am-7pm  <b>Summer Months (4)</b> Mon-Weds Closed Thurs-Fri 11am-10pm Sat 10am-10pm Sun 1am-7pm
Cost/Car/Month	\$12,984	\$10,704	Assumes that parking/charging is covered by Lake Worth
Total Cost	\$207,748	\$85,630	
Potential Fare Revenue	\$ (0)	\$ (0)	Assumes \$0 Fare
Potential Ad Revenue	(\$14,400)	(\$6000)	Estimate discount from ad rev share, Circuit could offer a guaranteed reduction for ad sales
<b>Net Cost</b>	<b>\$ 193,348</b>	<b>\$ 79,630</b>	

# Option 2

## (2) Fixed Route, Smart Stop E-Transit Vans

### Circuit Fixed + On Demand Coverage Area Phase 1



- (1) 100% electric, **fixed route smart stop shuttle** connecting Lake Worth residents, commuters and visitors to Lake and Lucerne Aves and the beach, from the Lake Worth transit station / parking lot
- (2) 100% electric, **geofenced on-demand shuttles** connecting Lake Worth residents, commuters and visitors to the Lake Worth transit stop, the beach and between 4th Ave N and 6th Ave S
- Coverage area is expanded to compliment on-demand travel via existing transit and the beach
- A 6 month, 3 vehicle pilot designed to understand travel patterns to determine the best on-demand coverage zone
- Option to include a \$2-\$3 fare for riders



# Option 2 - 1 Fixed Route Van & 2 On-Demand NEVs

	6 Month Pilot	Notes
Vehicles	3	
Type of Vehicle	1 Ford eTransit Van & 2 GEM NEVs	
Months	6	
Weekly Hours of Operation	60 Van 70 GEMs	<b>Six (6) Month Pilot:</b> Van loop Mon-Sat 8am-6pm On Demand GEMs Sun - Thurs 10am - 8pm Fri, Sat 10am -10pm
Cost/Car/Month	\$12,355 Van \$9,891 GEMs	<b>Assumes that parking/charging is covered by Lake Worth Beach</b>
Total Cost	\$192,824	
Potential Fare Revenue	TBD	Assumes \$2-3 Fare, with a conservative 3 riders per hour estimate
Potential Ad Revenue	(\$15,300)	Estimate discount from ad rev share, Circuit could offer a guaranteed reduction for ad sales
<b>Net Cost</b>	<b>\$ 177,524</b>	

# A Big Impact for Everyone



## The Environment

- 6m rides, 0 gallons of gas used
- EV adoption
- Promoting mass transit
- Reducing congestion and GHG emissions
- Transportation is responsible for 1/3 of GHG emissions - EPA



## Communities

- Job creation - W2, paid, trained employees
- Promoting local businesses
- Data for planning
- Low-cost options for cities
- \$1 invested in Public Transportation results in a \$5 return in economic activity - APTA



## Access & Mobility

- Little or no cost to ride
- Connections for commuters in disadvantaged neighborhoods
- ADA options available
- Access for unbanked users
- Shared rides, fewer SOVs

# Case Studies

## SAN DIEGO, CA

Circuit won an RFP for a full service circulator program. [More Here](#)

### GOALS

Increase **mobility downtown**, reduce **carbon emissions**, and help **connect to local transit hubs**.

### RESULTS

- 260k+ annual riders
- 600+ daily riders
- 35+ jobs created
- 96.3 metric tons = CO2 emissions saved Yr 1
- 100% demand for rides: user adoption success

## HOLLYWOOD, FL

"Sun Shuttle Exceeds Expectations" - Hollywood Gazette. [More Here](#)

### GOALS

Exceed ridership numbers of the **Hollywood Trolley**, and provide a convenient **service for locals & visitors**.

### RESULTS

- 13,000+ riders per month
- Replaced the Trolley, saving the city money
- 22+ jobs were created
- Success of the program led to more shuttles being added to the area

## NEW ROCHELLE, NY

The success of Circuit's New Rochelle service turned the pilot into a full contract. [More Here](#)

### GOALS

Help with **parking issues** at the train station for commuters, and make **connections to mass transit**.

### RESULTS

- 9,000+ riders in the first 3 months
- 33% of riders use Circuit to connect to the train/bus\*
- 24% of riders use Circuit to avoid parking issues\*
- "One of the city's 'Smartest' investments to date..."  
- [National League of Cities](#)

# Awards and Recognition

## AFFILIATIONS



## AWARDS



## 2020 RIDE HAILING COMPANY OF THE YEAR



- Tech Breakthrough Awards



# Ready to drive your city forward?

→ See what we're  
up to on social  
[@ride\\_circuit](#)

→ Connect with our  
Sales Team & get started  
[transportation@ridecircuit.com](mailto:transportation@ridecircuit.com)

→ Visit us  
[ridecircuit.com](http://ridecircuit.com)

