

# CIRCUIT

## On-Demand, EV Mobility Solutions

That Change How Cities Move





Our Mission

**Transforming**  
short distance  
transportation with  
**tech-enabled, shared,  
EV mobility solutions.**







# Traffic is harming our communities, environment and quality of life

**62%** of GHG emissions

produced by cities, mainly due to the transportation sector (UN)

**56h** average time

US commuters spend in traffic/year (CNN)

**\$305bn**/year US

cost of congestion (INRI) as cities grow faster than their infrastructure





# Short Distance Trips are a Big Problem



## TNCs ( Uber & Lyft)

160% increase in urban traffic (Schaller)  
40% increase in costs YOY (NYTimes)



## Fixed Route Transit

Declining bus ridership since 2013 (NYTimes)  
Best at Reducing Traffic, When Utilized

**1/3** of all vehicle trips (**150bn/yr**)  
in the US are 2 miles or less (USDOT)



## Last-mile deliveries

53% of delivery cost is the last mile  
Increasing Traffic and Pollution (BI)



## Personal cars

76% of americans still drive  
themselves to work (Citylab)

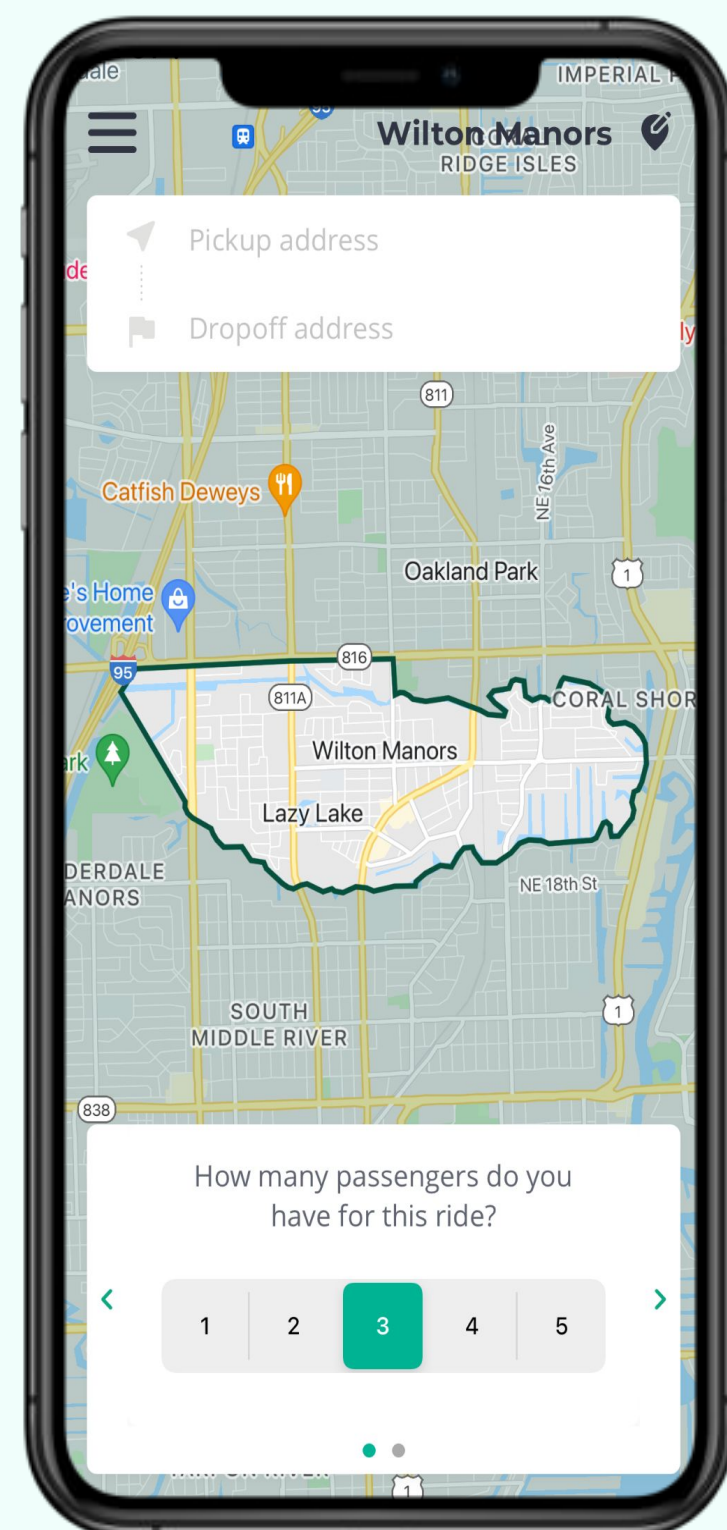




Our Solution

# Helping to solve **the last-mile problem** that's driving the urban transportation crisis

We work with cities and private companies to build and deploy on-demand, electric shuttle solutions.



## Shared, On-Demand Shuttle Services

- Shared rides in geo-fenced coverage areas
- On-demand ux with quality control, jobs, traffic reduction

## Turnkey Solutions for B2B & B2G Partners

- App, Vehicles, W2 Drivers, Insurance, Management and Data
- Solutions deployed in 60 days or less

## Greener, Cheaper, Easier

- 100% Electric
- 5X less to operate than buses or TNCs
- Accessible and Free/Low Cost for riders



# The First/Last Mile

Balancing Rider Preferences with City Needs



**CONNECT & COMPLEMENT**  
Rides to Trains and Bus Lines



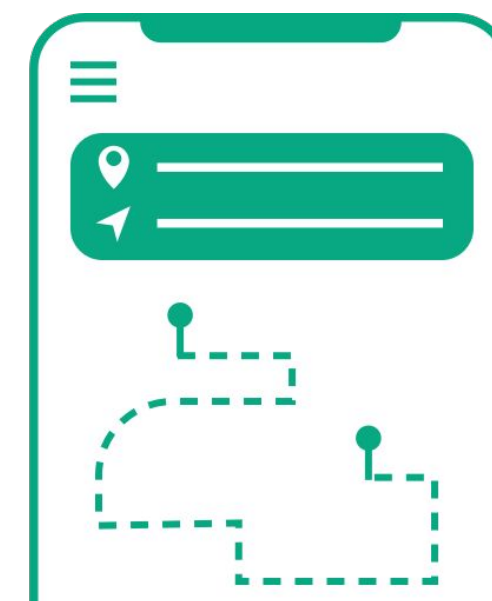
**SHARED RIDES**  
On-Demand with Less VMTs



**PARK ONCE**  
30% of Urban Traffic caused by looking for parking.



**SUSTAINABILITY**  
100% Electric



GEOFENCED  
AREA





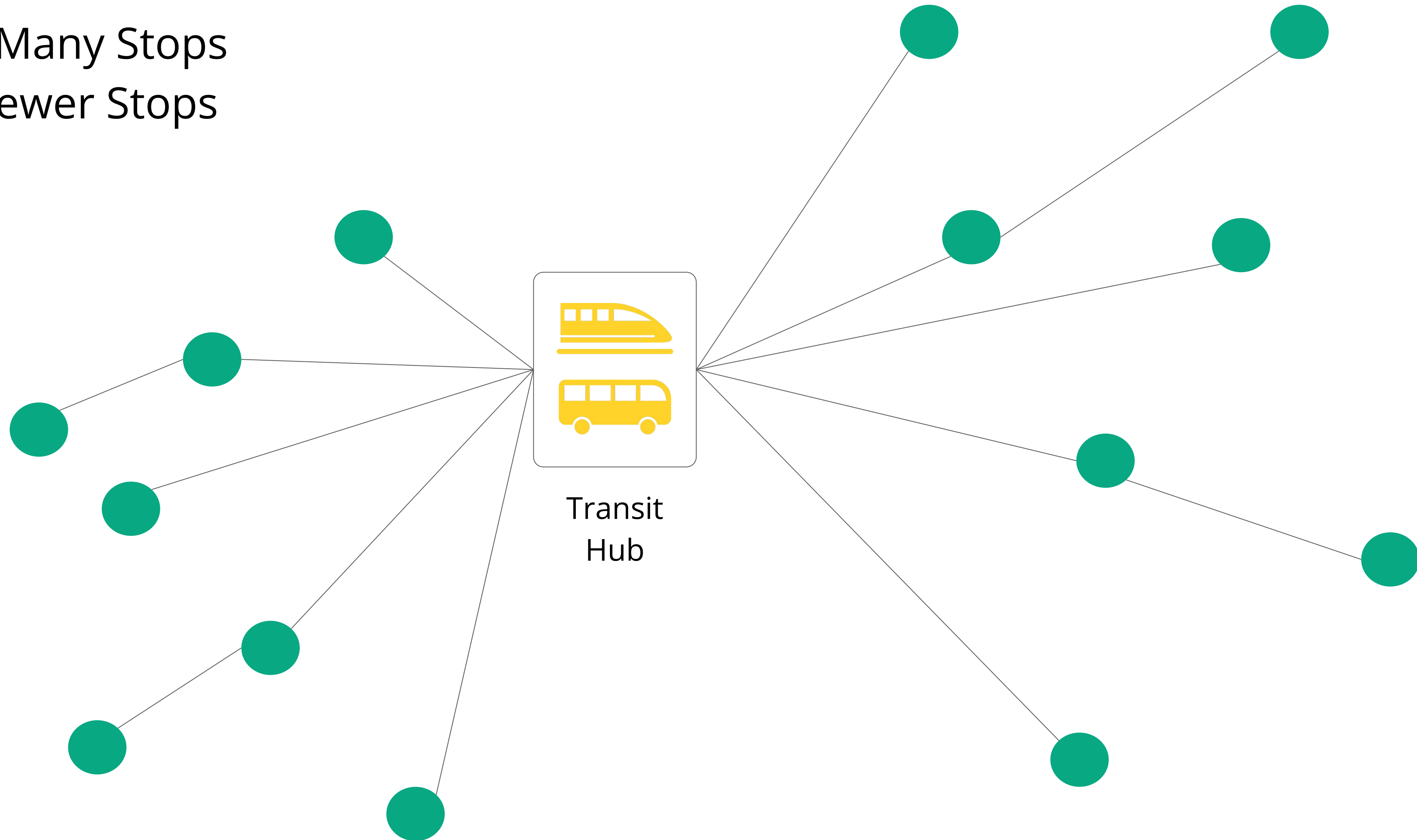
# The First/Last Mile

Why It's Different

Direct, fast and convenient

On-Demand for Short Trips, Many Stops

Fixed Route for Long Trips, Fewer Stops



When users are coming from our going to multiple nearby areas, pooled on-demand solutions reduce wait times and unnecessary stops.



About Circuit

# A Turnkey Solution





About Circuit

# A Proven & **Successful Operator**

## 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 *Gazette*

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

By David Voltz · October 18, 2019 · 623 · 2



## MASS TRANSIT

### Brightline unveils Brightline+

The new, fully integrated door-to-door booking and service and branded Mobility fleet







About Circuit

# Subsidized by **Advertising Partners**



## Award Winning Campaigns

Capturing Rider Experience



## 360 Degree Marketing

Outdoor Media, Experiential, Digital Marketing



## Local Businesses, Local Targeting

Using App Data to Drive Returns

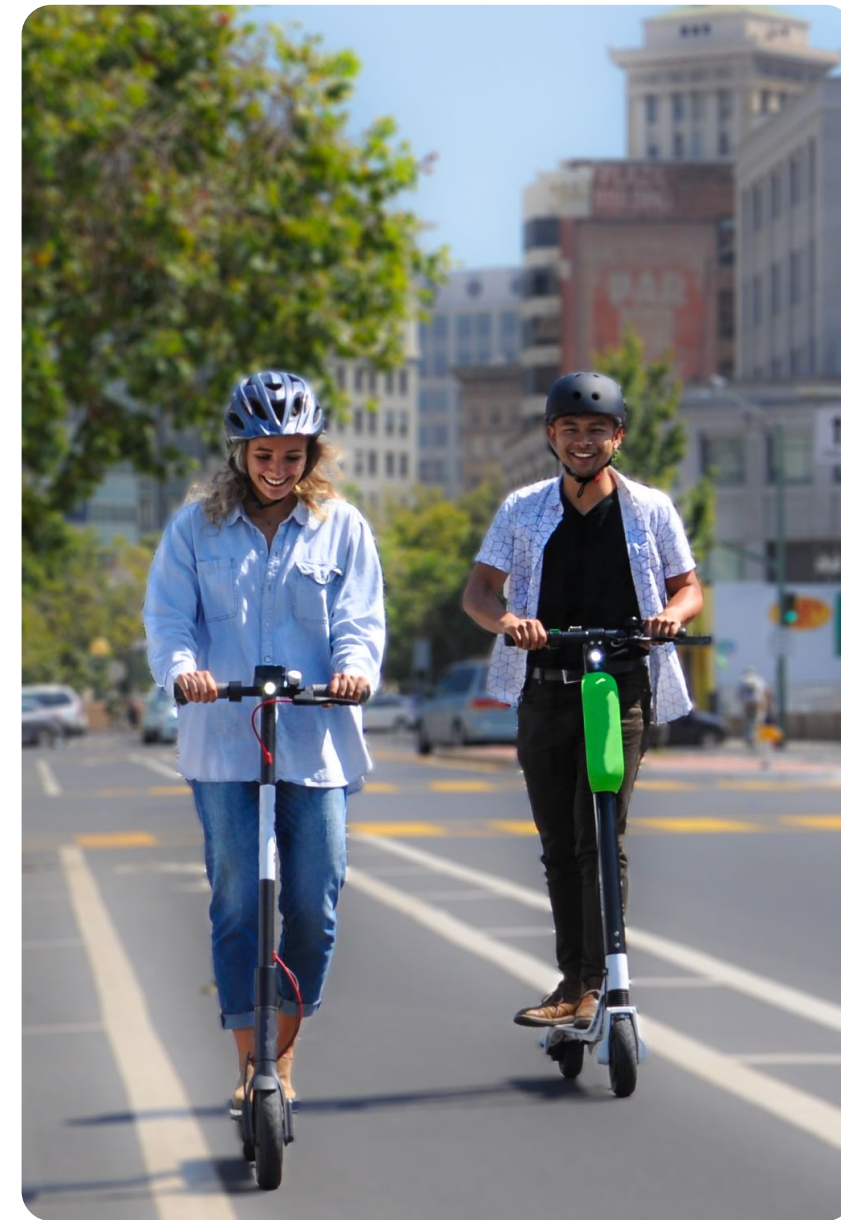






# People Like Options

Many Ways to Move 2 Miles

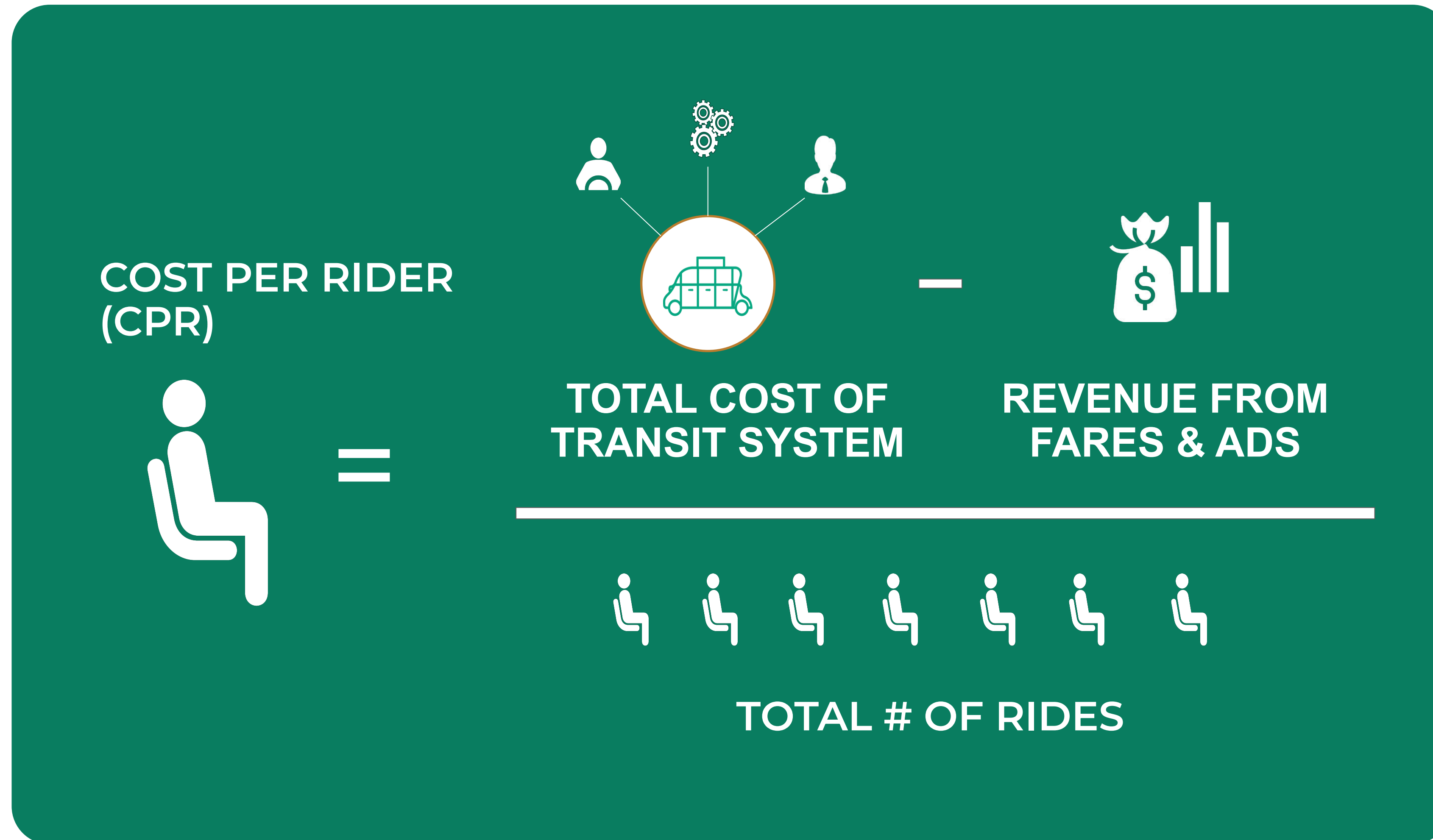






# More Riders Reduce Costs

Increase Ridership, Reduce Cost Per Rider







# Circuit City Programs in FL

## Market Highlights

### HOLLYWOOD

- 15k riders/month
- 30% Savings / 80% CPR Savings
- Over 1500 Grocery Boxes delivered during Covid



### POMPANO BEACH

- 3000+ riders/car/Month
- \$1.96 Cost Per Rider (all In)
- Lowest CPR of any known on-demand system in US



### WEST PALM BEACH

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





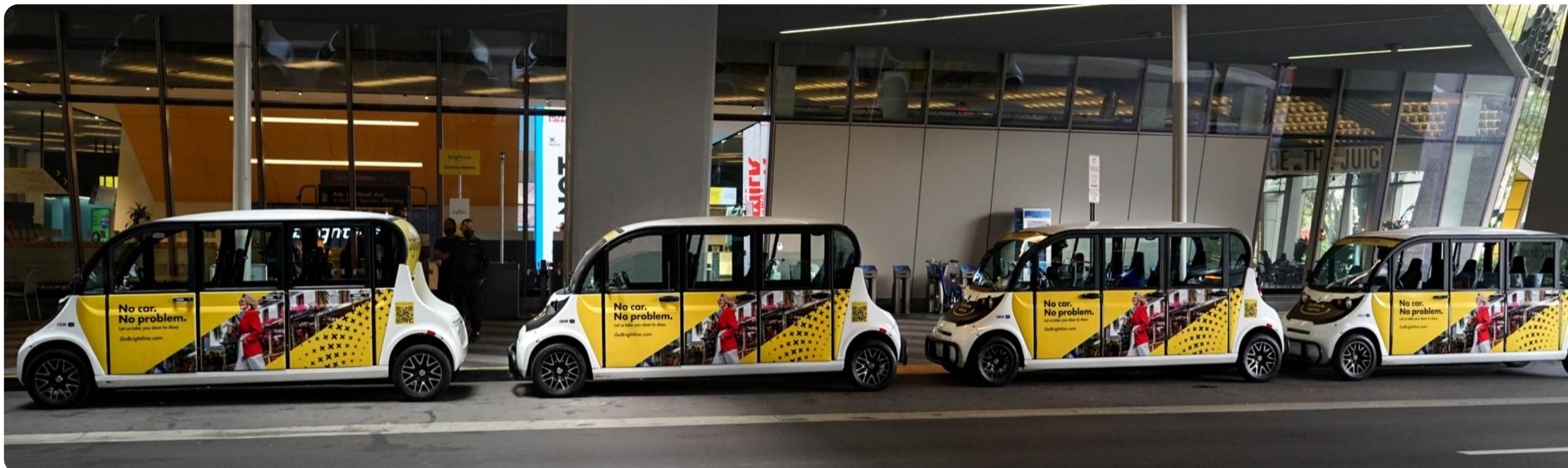
# Connecting the Region

with Brightline+



## BRIGHTLINE+

- Miami, Ft Lauderdale, West Palm Beach
- GEMs, Teslas, Vans
- End-to-End Customer Experience
- Riders / Car / Month





# NEW SERVICE ALERT

Wilton Manors, FL

## 4 Vehicles

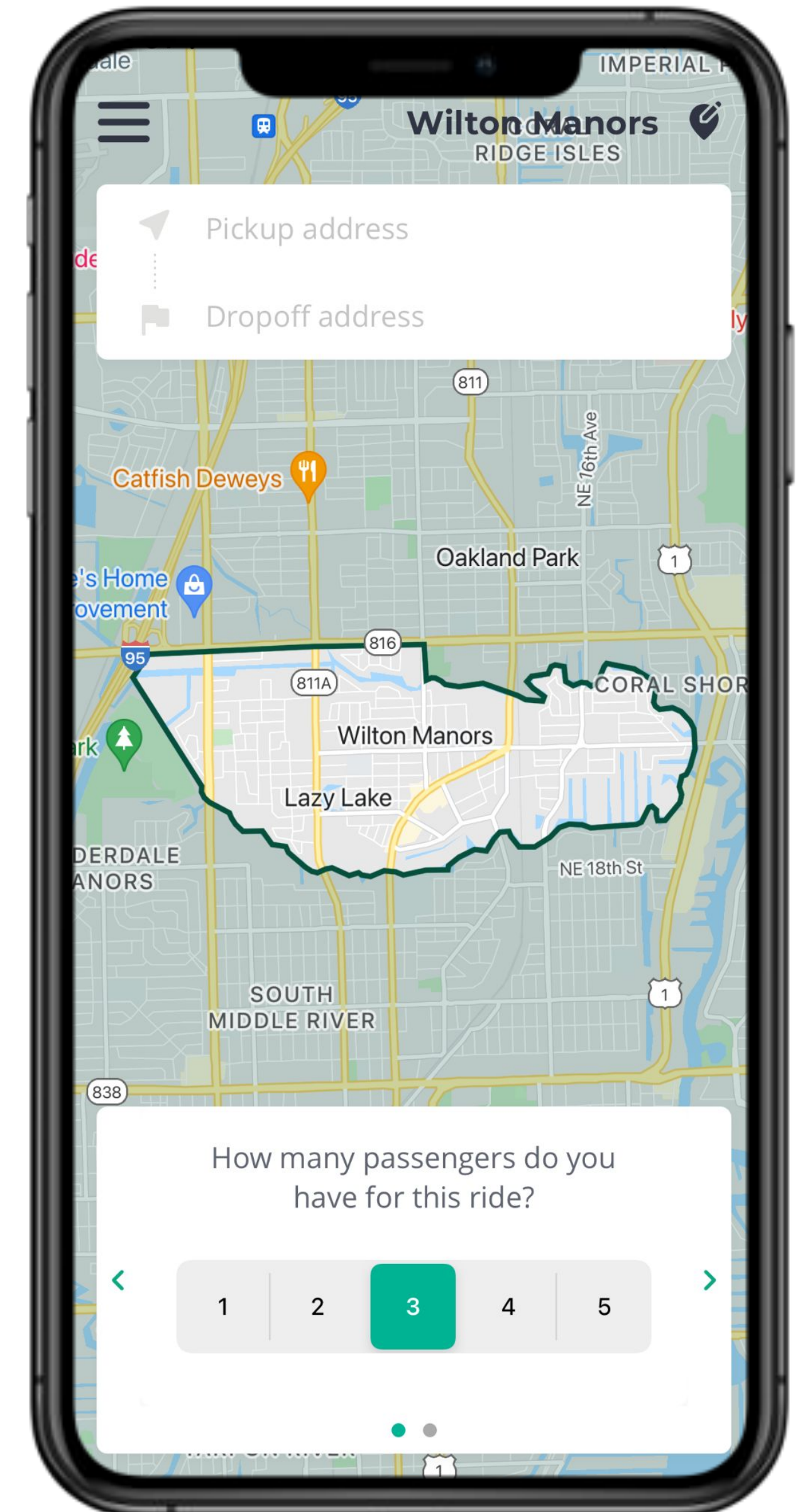
- 3 GEM E6 Vehicles
- 1 GEM ADA Shuttle

## Service Hours

- Sunday: 11am-9pm
- Mon-Thur: 11am-9pm
- Fri-Sat: 11am-11pm

## Ride Requests

- \$2 Per Ride
- App Based Service
- Wave Down A Car
- Smart Spots (optional)
- Phone Number (optional)





Circuit for Broward

# The Technology

## Customizable On-Demand

Door-to-Door or Smart Spot options

## Pooling Algorithm

Tech-driven "Ride Sharing" = **38% More Riders** than similar providers

## Additional Options

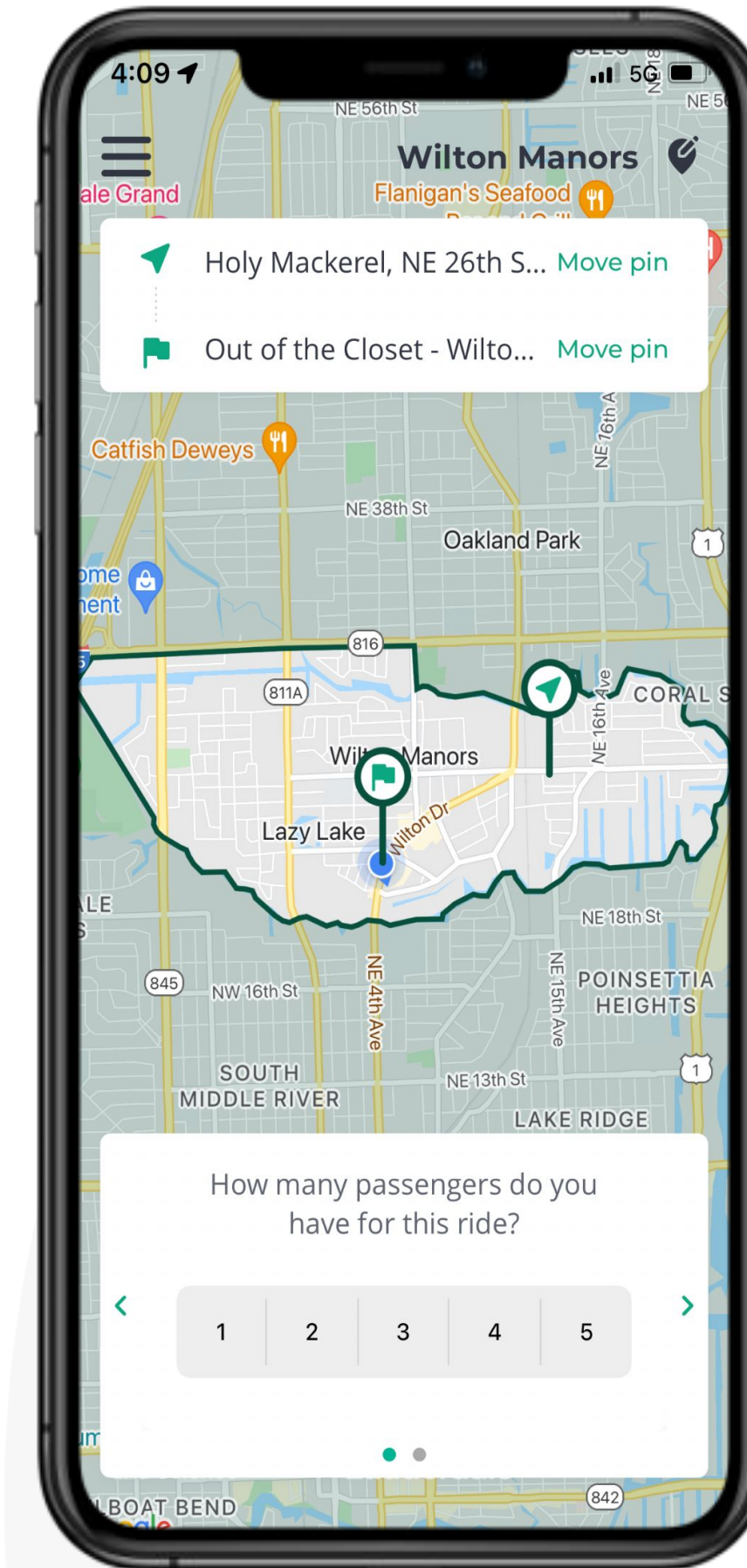
ADA, Spanish Language, Fare Collection, Discount Codes

## Easy to Use

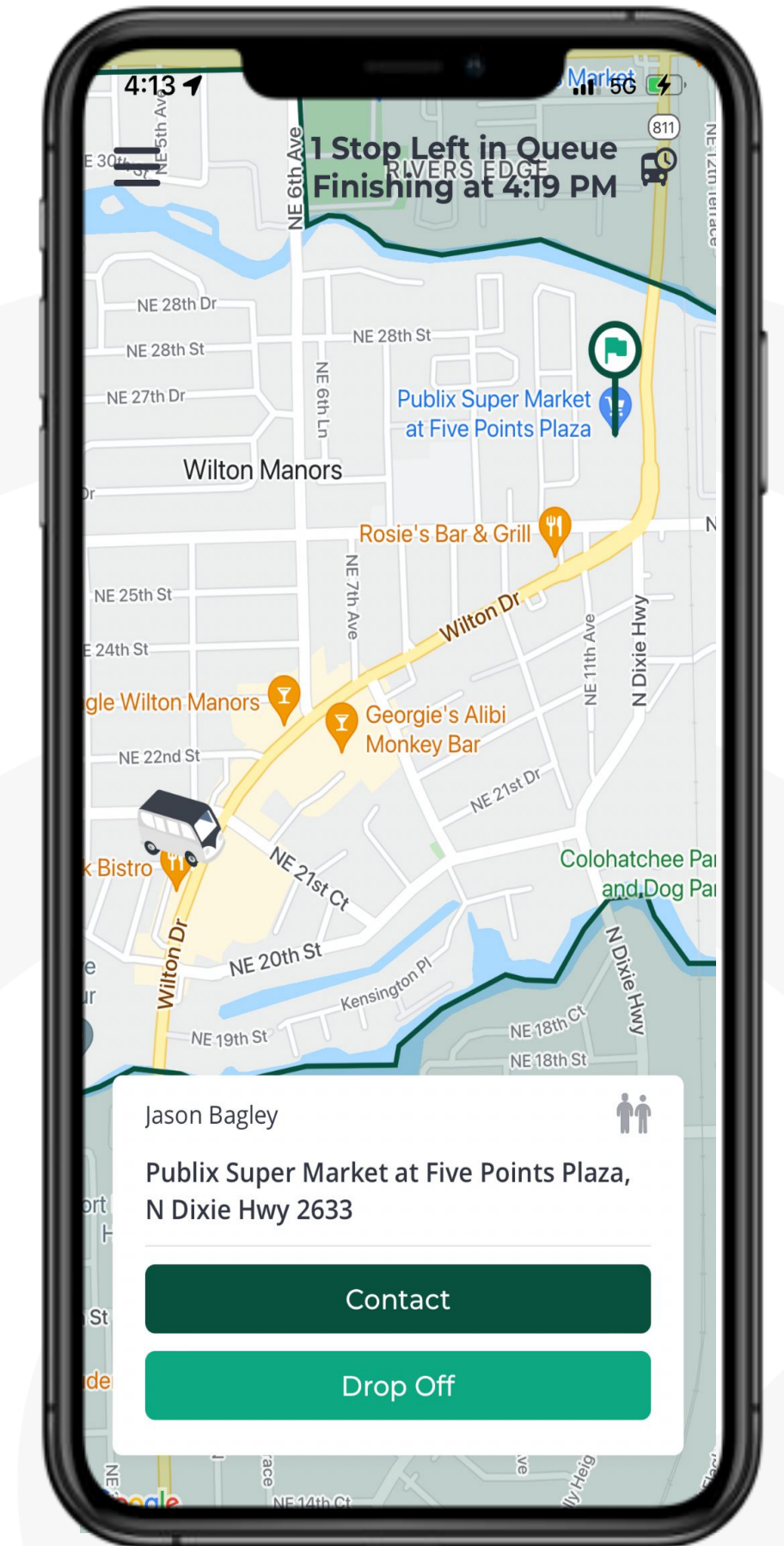
32% of WPB Riders - 60+ years old



Driver/Management Dashboard



On-Demand Rider App



Driver Application  
Location Info Available to Rider and Driver

4.2



Google Play Store

4.8



App Store- 1800 Reviews



Circuit for Broward

## Our Experience with Fares

### Fares Deployed in Multiple Markets

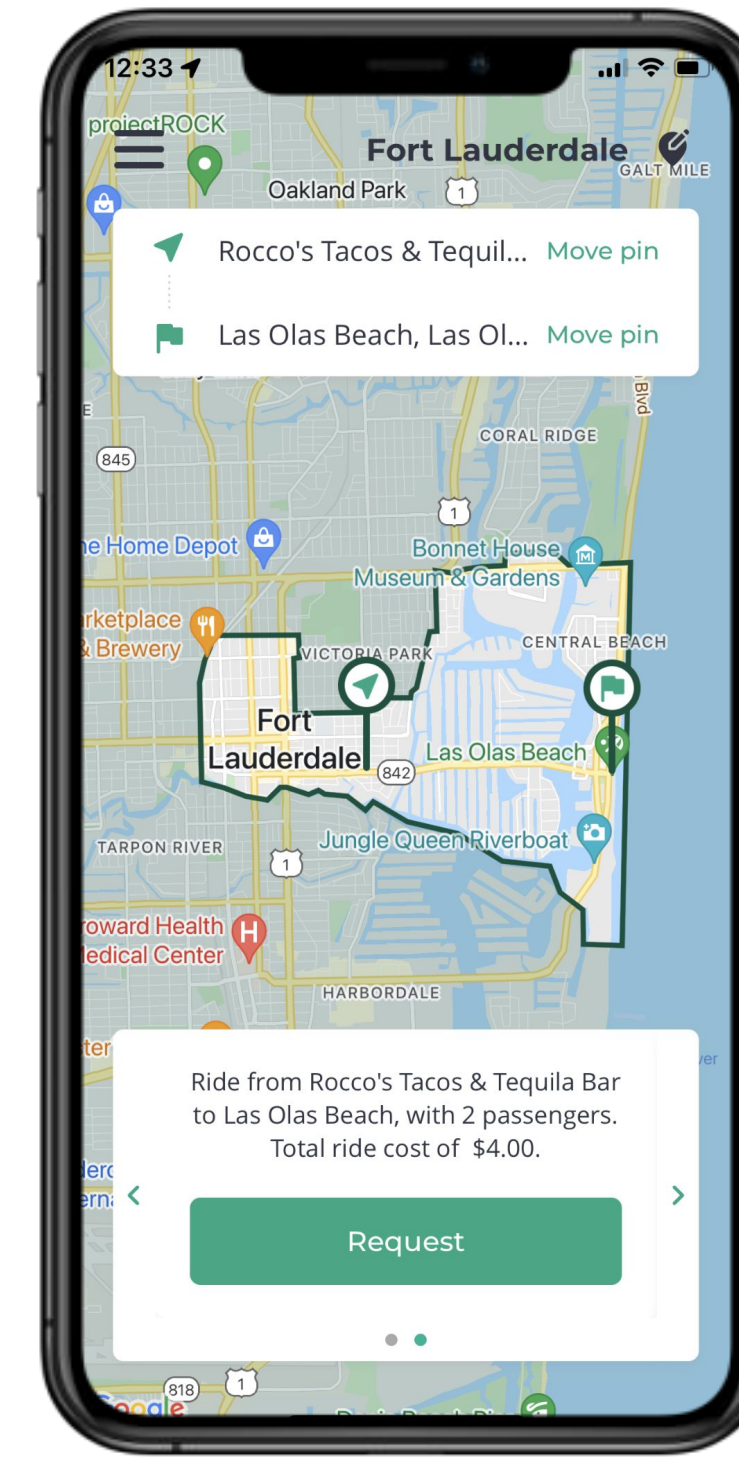
Flexible pricing to optimize operations, price elasticity of demand, optimal pricing.

### Low Rate + Discount Options

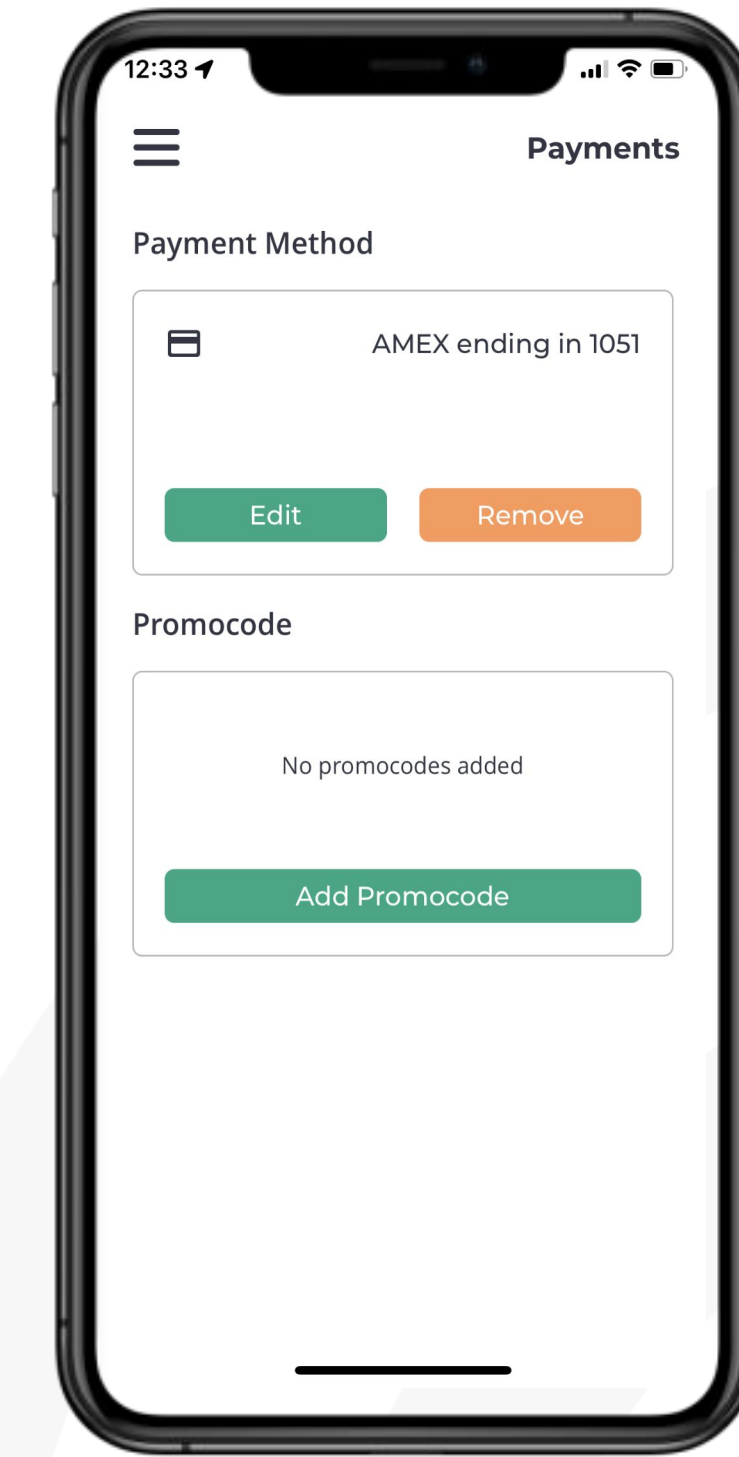
Flexible discount codes for locals, residents in need, promotions, larger groups.

### Cheaper, Faster, Better

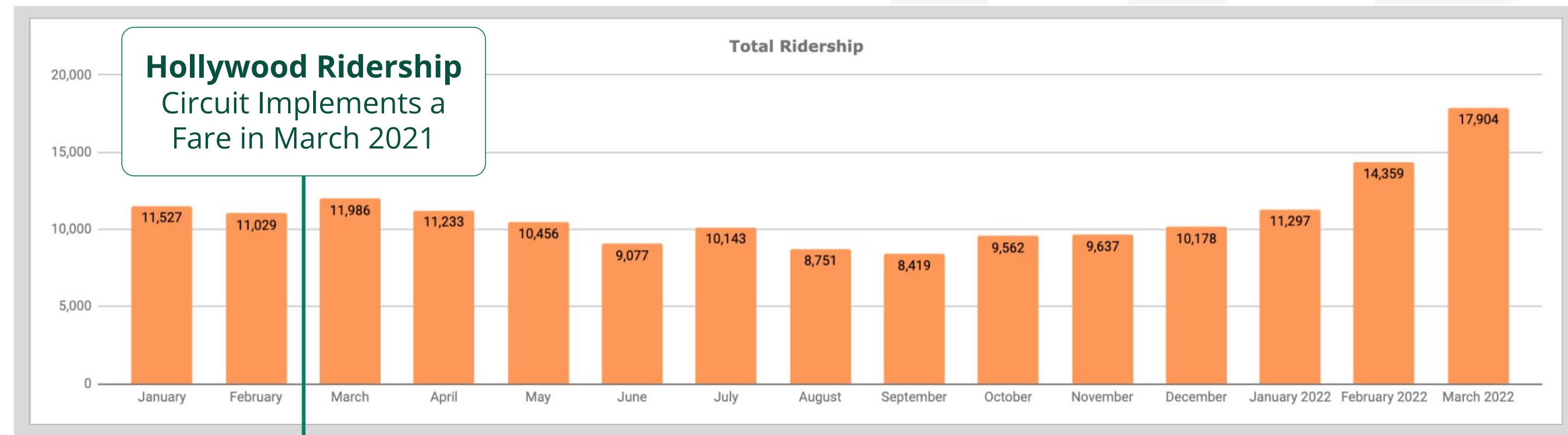
- Avg TNC Ride - \$9+
- \$2 Fare creates negligible impact on demand



Fare Based Service - \$2 Per Rider  
In Fort Lauderdale

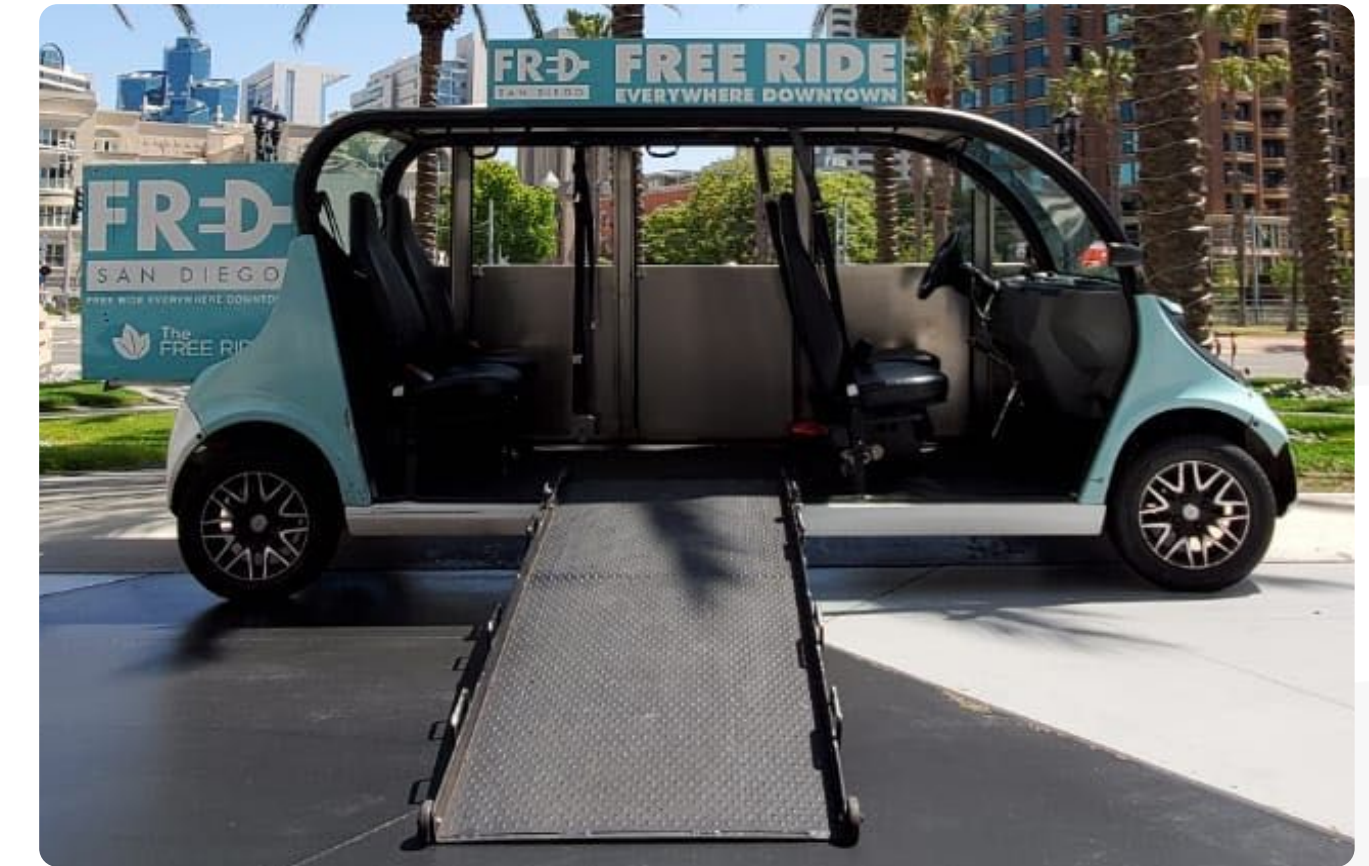


Add and Adjust Payment Methods  
Dynamic Discount and Fare Codes





Circuit for Broward  
The **Vehicles**



## **Polaris GEM Vehicles**

Street Legal on Roads 35MPH or Less  
Certified GEM Technicians on Staff  
Backup Vehicles Available Nearby  
Easily Re-Wrappable in 2 Days  
ADA Options Available



Circuit for Broward

## Alternate **Vehicle Options**



### **Tesla Model Y**

200+ Mile Range  
6 Seats + Trunk Space  
Local Fleet with Brightline+  
Similar Pricing to GEM



### **Lightning eMotors Ford EV Vans**

Larger-capacity Electric Vans  
Up to 14 Passenger or 12 + ADA  
ADA accessibility features  
Optional bike racks available



Circuit for Broward

## The Drivers

- Driver Background Checks, Screening, Training, Development
- ADA Training
- We hire W2 Local Driver Ambassadors

- Regular Check-Ins and Ride Alongs
- 33% of Drivers Speak Spanish
- Regional Manager is multilingual
- 89% Retention Rate





# Making an Impact

## For Multiple Stakeholders



### The Environment

- 5M Rides, 0 Gas
- Reducing Congestion & Emissions with shared rides
- 520 Metric Tons of CO2 Avoided in 2021



### Local Economies

- Local Jobs - W2, Paid, Trained Employees
- Promoting Local Businesses
- Data for Planning
- Low-Cost Options for Cities
- For every \$1 a City spends on transportation it can expect a \$5 return in economic activity - APTA



### Access & Mobility

- < \$5 Fare for all
- Connections for commuters, LMI neighborhoods.
- ADA options available
- Access for unbanked users
- Reducing transit deserts, commuting costs and times





Thank You!  
Let's **Connect**



[Alex@ridecircuit.com](mailto:Alex@ridecircuit.com)  
[Jason@ridecircuit.com](mailto:Jason@ridecircuit.com)



**Social Handles**

Ridecircuit      @Ride\_Circuit

