



**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**



**35 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.

**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.

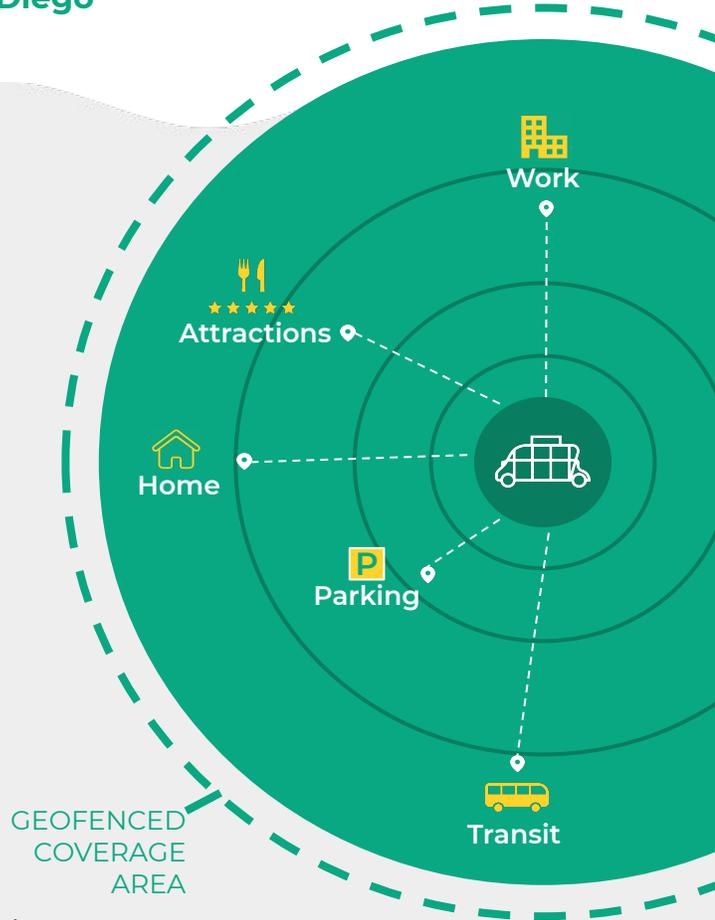
Rides can be requested to and from anywhere within the coverage zone by the Ride Circuit app or by simply waving down a driver.

**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+** annual riders
- **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 Ridership 2018-19

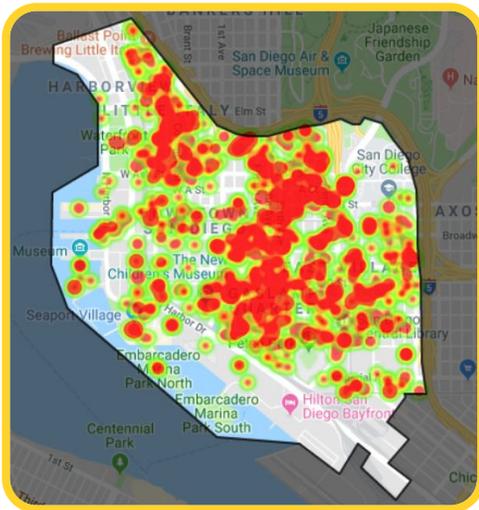
**Cost per Rider < \$4.40**



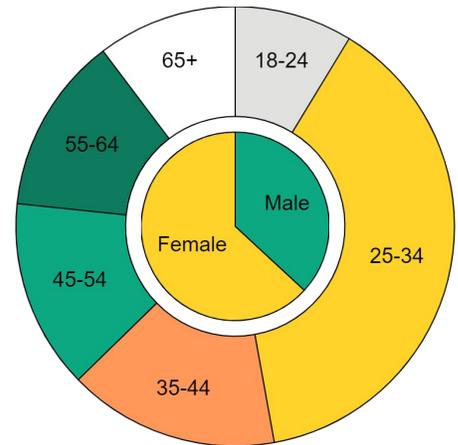
## WHAT THE RIDERS ARE SAYING

### 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

**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.**



"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

**Ask a Question**  
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