

## A. Title Page



### **Request for Proposal RFP-006-23-GJ**

### **For The Community Shuttle Operations and Maintenance Services City of Hollywood, Florida**

#### **Prepared for:**

City of Hollywood  
Senior Purchasing Agent  
Attn: Ginah Joseph  
2600 Hollywood Boulevard  
Room 303  
Hollywood, FL 33020

**Date:** May 3, 2023



**Prepared by:** Circuit Transit Inc  
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## A1. Cover Letter

Circuit Transit Inc  
ridecircuit.com

May 1, 2023

City of Hollywood  
Ginah Joseph  
Sr. Purchasing Agent  
2600 Hollywood Boulevard  
Hollywood, FL 33020

Re: Request for Proposals RFP-006-23-GJ for The City of Hollywood, Florida Community Shuttle Operations and Maintenance Services.

Dear City of Hollywood,

**This submission is in response to the Request for Proposals (RFP) for City of Hollywood Community Shuttle Operations and Maintenance Services.** Thank you for the opportunity to submit our proposal to the City of Hollywood. This proposal will show that Circuit Transit Inc (operator of Hollywood Sun Shuttle and Fort Lauderdale Circuit, etc.) has the proven capabilities and background in providing a sustainable on-demand shuttle program, as well as relevant and specific experience in Broward County, local knowledge and familiarity with the City. Circuit and **FloridaTours.com LLC** are teaming up to propose a collaborative approach for these services.

Circuit is an active service provider in Hollywood, Florida, that is responsible for the successful deployment and management of the Sun Shuttle as well as similar services with Cities in South Florida, Brightline Trains and other Cities in NY, NJ, CA and TX. Circuit provides all electric, first/last mile solutions that help move people in local communities and bridge gaps between riders and existing transit. By using fleets of electric vehicles, leveraging the data from its ride-request app, and working with top advertisers, Circuit is able to provide an eco-friendly, data-centric and efficient solution that promotes circulation, reduces parking congestion, promotes local economic development, reduces vehicle miles traveled, encourages alternate options, creates local jobs, and covers the last mile conveniently and affordably to the rider.

Circuit has worked with the City of Hollywood and the Hollywood Community Redevelopment Agency since 2019 to design, build, and manage the Hollywood Sun Shuttle. The program is currently moving around 12,000 riders per month, is responsible for creating approximately 20 jobs, and has continued to improve and become a fixture of the Hollywood Community. Together, we have been able to craft a program that has gotten the attention of the press, local officials and nearby Cities; several of which have since enacted similar programs of their own. Hollywood has set an example for efficient, eco-friendly mobility that changes how communities move. The Sun Shuttle has *"Exceed(ed) Expectations"* and the overwhelming demand from riders has showcased the need for transportation services in the City. Circuit was recently awarded the Citywide Micro-Transit Services

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<sup>1</sup> <https://hollywoodgazette.com/sun-shuttle-is-very-successful/>



RFP (045-23-SK) for the City of Hollywood The team is excited about the opportunity to build upon the existing services and craft an updated approach to the community, along with FloridaTours.com.

Circuit is the largest and most experienced operator of shared, on-demand, last-mile EV shuttle services in the US. With successful operations in 40+ markets across South Florida, California, Texas, New York, New Jersey, and California, Circuit provides both national expertise and local experience. In South Florida, Circuit operates in Fort Lauderdale, Lauderdale By-The-Sea, Galt Mile, Pompano Beach, Hollywood, Wilton Manors, West Palm Beach, Palm Beach, and Miami, as well as a 40+ cars servicing Brightline Trains, across 5 stations in the area. With more than 350 employees and 190+ vehicles, Circuit has the team, resources and experience to optimize mobility for Hollywood.

Over the past five years, Circuit has engaged with stakeholders and businesses in the City of Hollywood and is very familiar with the local transportation needs and community. We have years of data that can be used to improve this program and inform the City of the movement of residents and visitors. The community support has been incredible and we're honored to be a part of Hollywood's growth.

The company's officers and project leads are as follows:

Alexander Esposito - CEO / Co-Founder  
Email: alex@ridecircuit.com  
Tel: 516-446-8513  
Address: 780 S. Sapodilla Ave  
West Palm Beach, FL 33401

Jason Bagley - Partner, National Operations  
Email: jason@ridecircuit.com  
Tel: 305-494-1612  
Address: 1305 SW 8th Ave  
Fort Lauderdale, FL 33315

Alexander and Jason have the authority to negotiate and contractually obligate the company. Jason will be the primary point of contact for this program and can be contacted for further clarification. If selected, we are committed to working with the City to provide a turn-key on-demand service designed to meet the needs outlined in this RFP.

Circuit appreciates your review of our submission and welcomes any questions that you may have.

Sincerely,

A handwritten signature in black ink, appearing to read "Jason Bagley".

Jason Bagley  
Partner, Circuit Transit Inc

Circuit's corporate headquarters are located at 501 E Las Olas Blvd Suite 300, Fort Lauderdale, FL 33301. Circuit also has local offices located at Buro, 2031 Harrison St, Hollywood, FL 33020

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## B. Executive Summary

Circuit Transit Inc. (Circuit) was pleased to see the City of Hollywood release the RFP for Community Shuttle Operations and Maintenance Services and can meet the requirements as laid out in the RFP. Circuit has been operating the on-demand EV service in Hollywood since April 2019 and we are excited to submit this proposal to also operate the fixed route Community Shuttle service. We can offer a program that can work in lockstep with the on-demand component to offer a single point of contact, full, turn key transportation plan for the City of Hollywood.

With Circuits current Hollywood and Broward area based Corporate, Management, Maintenance and Driver/ Ambassador staff who have years of experience in the market, we feel that this would be a great fit to provide a seamless transportation system for the City of Hollywood.

The Circuit Team understands the Project Description and is confident in being able to deliver the level of service that the City of Hollywood expects. For an additional layer of experience with larger format vehicles operating fixed route services Circuit Transit Inc has decided to partner with FloridaTours.com LLC (FloridaTours.com) for this proposal.

FloridaTours.com is a Ft. Lauderdale based transportation provider with a full service maintenance facility and corporate offices located just off of St. Road 7 in nearby Davie.

FloridaTours.com has extensive experience with the operation of diesel, gasoline, and hybrid-electric buses. Norwegian Cruise Line, Amazon, Miami-Dade County Airport - MIA, MSC Cruise Lines, University of Miami, Nova Southeastern University, Florida Atlantic University, and many other high-profile clients choose to travel with FloridaTours.com.

Both firms have agreed to this best of both worlds structure where Circuit would be the single point of contact for the City of Hollywood and would oversee the program, integration with the MicroTransit service, enhanced technology and data collection features. FloridaTours.com can leverage their experience with fixed route and larger format vehicles that complement the existing Microtransit service offered by Circuit.

Circuit Transit Inc (Prime), and subcontractor FloridaTours.com agree to and understands the requirements of the RFP

A. Circuit and FloridaTours.com will provide management, operations, and maintenance to a four (4) Broward County Transit (BCT) leased gasoline, propane, or diesel fueled, ADA compliant, vehicle fleet.

B. Circuit and FloridaTours.com agree to and can comply with the requirement to provide trained vehicle and operations support. For more detailed information, *please refer to section C5 Vehicle Operations Capabilities and Maintenance Personnel.*

C. Circuit will develop and maintain management and administrative procedures,

performance reports as required by Broward County Interlocal Agreement Circuit can comply with this requirement. For more detailed information, please refer to section, *C.4.3 Using data to steer service operations.*

D. Circuit and/or FloridaTours.com can provide ancillary equipment for gasoline/propane fueled vehicle fleet maintenance, management would provide spare vehicles to support the leased vehicles from the city. These vehicles would meet the county/city guidelines and would be used as backup. The costs of these vehicle(s) is included in the proposed price. In addition to in-house maintenance services, FloridaTours.com utilizes the services of third-party dealerships such as Plantation Ford and Atlantic Bus Sales to support cut-away warranty and third-party repair needs.

E. Circuit will ensure that riders have an excellent experience. Riders have consistently rated our services very highly, both in internal and external surveys as well as the app stores. We have a 4.8 rating on the App Store and a 4.5 on Google Play (out of 5 stars), distinguishing us as the highest rated service on the Google Play Store compared to other micro-transit and rideshare services. We are committed to excellent customer experience and long term success, and our customer service team replies to all reviews in the app stores. *For more detailed information, please reference section C.7.*

F. Circuit will support Community Shuttle planning and has a large set of data from its Sun Shuttle On-demand services that it would be happy to provide the City to assist in the planning process. Our local and corporate team has extensive experience in planning, designing, implementing, reporting, and maintaining transit programs, including free and fare-based systems. Our high customer satisfaction ratings and high demand are a testament to the superb customer service provided by our driver ambassadors and management.

As with other local operations, Circuit can collect data and provide feedback to consider adjustments to the service territory, hours of operation, and other factors in a timely manner during the planning or implementation stages as needed - such as adding new service territories, adjusting temporarily for road closures or special events, adjusting seasonally, adjusting fare, piloting new zones etc. We also have a system in place for notifying riders of any changes to service, including in-app messaging such as updates to safety protocols and emergency conditions (hurricanes, flooding, etc).

Circuit prides itself in providing efficient, reliable, sustainable transportation, as well as a safe rider experience. This encourages riders to avoid using single occupancy vehicles or private rideshare services that add congestion and pollution, as we have seen in Hollywood since the launch of Sun Shuttle.

G. Circuit can and will work with the City to organize, develop, and carry out methods to boost ridership and program services. Example for implementing program changes to maximize efficiency can be seen in the example of the Hollywood Sun Shuttle fare

addition/adjustments. *Please refer to section C9.2 Past Project Experience- Locally, for more details.*

H. Circuit can provide high-quality transit operations and customer service for the City of Hollywood and recommended routes. *Please refer to section C, Qualifications and Experience for more details.*

I. Circuit and/or FloridaTours.com can provide emergency vehicle services and alternative transportation options. *Please refer to sections, D.2.3.1 Commitment to Avoid Service and Operations Disruptions, D.2.3.2 Scenario Response, and D.2.4 Proposed Safety Plan.*

J. As noted in Section B.1.D FloridaTours will provide spare vehicles from their current fleet to act as additional vehicles. Should prolonged spare vehicles be needed, FloridaTours.com would consult with Broward County about the possibility of short-term leasing in addition to the spare fleet FloridaTours.com has already allocated.

## C. Qualifications and Experience

### C.1 Firm's Qualifications and Experience

#### **C.1.1 Circuit Transit Inc Corporate Information and Background (Confidential)**

Circuit has operated similar on-demand, fixed route and "Smart Stop" shuttle services using all-electric vehicles in Florida under contract with government entities, including City of Hollywood, City of Fort Lauderdale, City of Pompano Beach, City of Wilton Manors, West Palm Beach Downtown Development Authority, and Palm Beach County Convention Center. We have a current service contract with Brightline Trains. We have also privately funded services in Miami, Pompano Beach, and Palm Beach Gardens. Circuit also has experience with FDOT funding requirements.

- Business Name: Circuit Transit Inc. (wholly owned Subsidiary of TFR Holdings Corp)
- Corporate Headquarters: 501 E. Las Olas Blvd, Suite 300, Fort Lauderdale, FL 33301
- Phone Number: 646-504-3733
- Website: [www.ridecircuit.com](http://www.ridecircuit.com)
- Corporate Employees: ~32 Full Time
- Driver Ambassadors: ~360+
  - Full Time: 159
  - Part Time: 154
- Professional Staff: Circuit has 92+ employees working in Broward County, with 19 in Hollywood. Circuit has a total 164 South Florida employees.
- Employee Retention: (Quarterly Avg): ~94%+



- **Local Hollywood Address:** 2031 Harrison St, Hollywood, FL 33020 Circuit has a current office in Hollywood Florida. If selected for the next iteration of the Hollywood Sun Shuttle service, Circuit will use the local office at Buro at 2031 Harrison St, existing vehicle charging and parking at Circ Residences/ Publix garage at 1780 Polk St and at Costa Hollywood Beach Hotel at 777 N. Ocean Dr. Additionally, Circuit has a nearby regional office at 501 E. Las Olas Blvd, Suite 200, Fort Lauderdale, FL 33301. Circuit has a Corporate office at 501 E. Las Olas Blvd, Suite 300, Fort Lauderdale, FL 33301
- **Business Incorporation Date & Location** Circuit has been operating in Florida since 2011 through its wholly owned subsidiaries Eco Cab LLC and South Florida Free Ride LLC. Eco Cab LLC and South Florida Free Ride LLC were organized and formed in the State of Florida in 2008 and 2012 respectively. As a part of the restructuring of the companies, Circuit Transit Inc was incorporated in 2018 in the State of Florida acquiring Eco Cab LLC and South Florida Free Ride LLC. Circuit Transit Inc, previously TFR Transit Inc, is a wholly owned subsidiary of TFR Holdings Corp, which is incorporated in the State of Delaware.
- **Local Business and Legal Status** - Circuit Transit Inc is a C Corporation incorporated in Florida. Circuit Transit, with its affiliated operating companies, has been operating in Florida since 2011. Circuit is a local business with current operations in Broward County in nearby communities including Pompano Beach, Fort Lauderdale, and Hollywood as well as a partnership with Brightline. Circuit operates over 40 on-demand micro-transit services across the US. Circuit is the operator of the Hollywood Sun Shuttle, Pompano Beach Circuit, West Palm Beach Circuit, and Brightline+ shuttle services.
- **Business Licenses, Permits & Certifications** Circuit has all required documentation in place to operate the services described in this RFP in the State of Florida and has operated similar services in Broward County.
  - EIN: 82-4586300
  - DUNS: 117547537
  - US DOT: 3562459
- **State of Florida, Applicable Code & Regulations:** Circuit is fully licensed and certified in the State of Florida at the time of submittal for the type of goods/services to be provided. Circuit understands the regulatory requirements for the services to be provided and has met them for other city contracts. Circuit can meet these requirements and will adhere to all applicable code regulations at the Federal, State, and City levels.

**Primary Contact Person:** Jason Bagley, Partner, National Operations - jason@ridecircuit.com - 305-494-1612

#### **Additional Points of Contact :**

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- Alexander Esposito - CEO & Co-Founder - alex@ridecircuit.com
- James Mirras - COO & Co-Founder - james@ridecircuit.com
- Isabella Downes - Transit Development Coordinator- isabella.downes@ridecircuit.com  
734-478-4732

### **Business Structure, Parent Company and Subsidiaries**

Circuit Transit Inc. is a wholly owned subsidiary of TFR Holdings Corp.

Eco Cab LLC and South Florida Free Ride LLC are wholly owned subsidiaries of Circuit Transit Inc.

### **Evaluations and Reporting**

#### **Staff Evaluations**

Circuit conducts regular management and staff performance reviews on a quarterly basis. During these sessions, we encourage the staff to also share their evaluation of the program and ways to improve service. We hire locally - our staff are part of the community they are serving. Their input and expertise is valuable, and we encourage this feedback loop. Managers also conduct monthly ride-alongs with drivers, providing an additional touchpoint for evaluation, feedback, and training.

#### **Leveraging Data to Improve Performance**

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. For more information on how we use data to improve our services and our technological data capabilities, please see Section B3.5 Technological Capabilities.

#### **Other Reports - Maintenance, Customer Service**

Circuit can provide other reports and updates as needed by the City and can include these in regular monthly reports as well. Circuit uses fleet management software to maintain logs and important information about its fleet status and maintenance. Our internal team manages and logs customer service and feedback. We also can include spatial mapping, such as the report below.

#### **Current Projects:**

Circuit has experience operating electric micro-shuttle operations in 40+ locations across 9 states, including:

##### **Florida Services**

Hollywood

##### **New York Services**

New Rochelle



Pompano Beach  
Fort Lauderdale  
Wilton Manors  
West Palm Beach  
Palm Beach  
Miami

Brightline+ (Fort Lauderdale, West Palm Beach, Miami stations)  
Gardens Mall (Palm Beach Gardens)  
The Ben Hotel

#### **California Services**

San Diego  
Santa Monica  
Marina del Rey  
Venice  
Culver City  
Huntington Beach  
Inglewood  
SoFi Stadium (NFL games, Super Bowl)  
Chula VistaLong Beach

Williamsburg (Brooklyn)  
East Hampton  
Southampton  
Montauk  
Amagansett  
Hauppauge Industrial Park (Clean Air NY Pilot)

#### **New Jersey Services**

Asbury Park  
Belmar Shore

#### **Texas Services**

Dallas  
West Dallas  
Austin  
Houston

#### **Other State Services**

Boston, MA  
Plymouth, MA

Circuit has been fortunate to work with a number of cities and private clients on many micro transit projects that are similar to the services being described in the RFP. To learn more about our past project experience please reference *section B5.2 Past Project Experience*.

**Experience, Awards and Recognition** - Circuit has been fortunate to work with, learn from, and be recognized for various Micro-Transit Initiatives around the US. For more information on Circuit's Experience, Awards and Recognition, please see *Section B5.1.3 Micro-Transit Operations Experience*.

**Experience with Drivers, Hiring, Training, Performance** - Please see more information about Circuit's experience with a W2, employee driver workforce in *Section B3.7 Driver Capabilities*.

## **C.1.2 FloridaTours.com LLC Corporate Information and Background**

Florida Tours, FLORIDATOURS.COM LLC (Subcontractors) information is available Section F.4 Proof of State of Florida Sunbiz Registration. The EIN is 36-4811720.

## **C.2 Financial Capabilities - CONFIDENTIAL**

As shown by its experience in Hollywood, FL, Circuit has the financial capabilities to run, manage and scale this program. Circuit recently raised a Series A round of financing that was lead by



Tribeca Venture Partners with additional investments by CitiBank<sup>2</sup>Impact Engine, Los Angeles Cleantech Incubator (LACI)'s Impact Fund and has previously received investments from notable investors including Urban-X, Third Sphere and the BMW Mini Group of North America.

Circuit would be happy to provide more detailed evidence of our financial capabilities upon request. For general guidance, Circuit's 2022 Annual Revenue: ~\$15.5M USD

## C.3 Revenue and Funding Capabilities

### **C.3.1 Fare Revenue Capabilities - CONFIDENTIAL**

Circuit understands that the Community Shuttle program will be free fare, however should that change, Circuit has experience operating fare-based services in Hollywood, FL. In 2021 Circuit implemented a low-cost fare into the Hollywood Sun Shuttle program. The \$0 service moved to \$1 and Circuit saw the total ridership continue to grow, despite the increase. Upon further investigation, Circuit learned that the lack of impact on demand caused by the fare was largely due to the large increase in TNC prices in the area. In this example, the average TNC fare was over 4X higher, for rides starting and ending in the area. Furthermore, the team found that fares had an impact in reducing cancellations from riders and therefore led to a more efficient system that moved more riders. This fare model has worked well and Circuit has regularly reported on these fares and used them to reduce the cost of the service to the City of Hollywood.

### **C.3.2 Grant Sourcing Capabilities**

Circuit prides itself in our ability to help our partners source funds for initial launches, service expansions and to pilot new zones. Now, more than ever, grants are available to implement sustainable micro-transit systems that provide equitable and accessible transportation options that give way to environmentally forward thinking solutions. Our team, as we discover appropriate grant opportunities, will bring possible funding solutions to the City. Circuit has successfully secured grants and/or worked with Cities on grant programs in NY, CA, NJ and FL. Circuit has also been selected for and awarded grants from the State of California and State of New York with its municipal partners, including a recent Clean Mobility Options grant in 2021 and Clean Transportation Challenge Planning Grant for Electric Mobility in 2022.

## C.4 Technological Capabilities - CONFIDENTIAL

Circuit understands the fixed route service expected for this Community Shuttle program. However our custom proprietary mobile app for Android and iPhone and available in both English and Spanish, will offer the ability to track ridership, vehicles and collect valuable data for monthly reports.

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<sup>2</sup> <https://www.prnewswire.com/news-releases/circuit-raises-11m-series-a-to-expand-ev-shuttle-business-301619296.html>





Website: [www.ridecircuit.com](http://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>

Circuit has developed its technology over the past 11 years and has built the technology with a variety of features that can be turned on and off, depending on the coverage area. Some of these features include approaches for smart spot locations vs fully on-demand, a pooling algorithm to maximize the utilization of the vehicles, dynamic fare models with flexible pricing and discount options, ADA accessibility and request features, Spanish language options, ratings and reviews and a number of other features. As the City is aware, our features have been built using feedback from riders, drivers and customers, utilizing the data generated across millions of rides. Since launching the Sun Shuttle service, we've introduced multiple new versions of the app every year and continue to strengthen our roadmap of new features and options. This process is ongoing as we consistently strive to create the best user experience for our riders and partners.

Riders have consistently rated our services very highly, both in internal and external surveys as well as the app stores. We have a 4.8 rating on the App Store and a 4.5 on Google Play (out of 5 stars), distinguishing us as the highest rated service on the Google Play Store compared to other micro-transit and rideshare services. We are committed to excellent customer experience and long term success, and our customer service team replies to all reviews in the app stores.

Unlike many white label solutions, Circuit owns its technology and is able to quickly and flexibly make adjustments and improvements. We are constantly improving the service and adding new features, which would continue to be available to the City at no additional cost.

### **C.4.1 Ride Request App**

Circuit has a custom mobile application available for iOS and Android phones. The primary function of the App is for riders to be able to request on demand rides. However there are several features that will be helpful for the fixed route Community Shuttle service. Ridership tracking capturing time stamp, geo stamp and number of riders picked up and dropped off. This will roll into monthly ridership data reports furnished to the City of Hollywood. Vehicle tracking for riders through our Samsara AI dash cams that tracks vehicle movement and can integrate with other providers for customer facing tracking providers such as Swiftly.

#### *Key Advantages of the App*

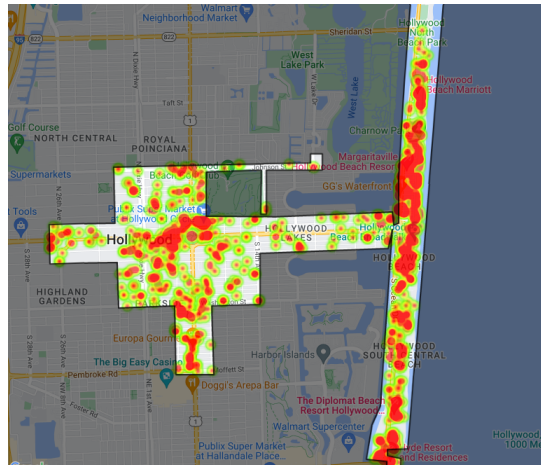
- On-Demand;
- Ability to add pre-determined Smart Stops to reduce wait times in larger zones
- Data Tracked for Ridership, Reporting, Heat-mapping & Management purposes;
- Ability to notify riders of service disruption through multiple avenues.
- Ride pooling to reduce congestion and wait times.
- Fare Collection features with Discount Code Options

- Driver facing capabilities to communicate with riders via text and call prior to boarding the vehicle

Circuit is working on several integration projects and can work with the City and County to integrate the Circuit rider app with other transportation applications, including applications that might be introduced with the upcoming fixed route community shuttles.

#### C.4.2 Driver App Capabilities

Circuit's driver app and proprietary dashboard is used to manage drivers and generate reports. Each of our drivers is provided a company phone to see ride requests, safely communicate with management and riders, and optimize routes. Our operations and technology teams work closely together to test new features and updates and fix any issues that arise. Our hailed ride feature enables drivers to track non-app-based requests through the driver app. With our pooling feature, multiple rides are able to be assigned to a driver and are viewable in a queue format to the driver. Circuit can work with the City for any desired technology integrations, and can provide any necessary performance and data reporting.



*Ride request heat map from Hollywood Sun Shuttle Program*

#### C.4.3 Using Data to Steer Service Operations

Circuit has 4+ years of information from our other shared, on-demand, electric shuttle services, allowing the team to utilize data from the Sun Shuttle, as well as other nearby Broward County operations and other comparable operations around the country. Consideration taken when forecasting ridership:

- |                               |                                      |
|-------------------------------|--------------------------------------|
| • Size of the Coverage Area   | • Input from local stakeholders      |
| • Hours of Operations         | • Performance of Comparable Programs |
| • Marketing to grow ridership | • Other transportation in the area   |

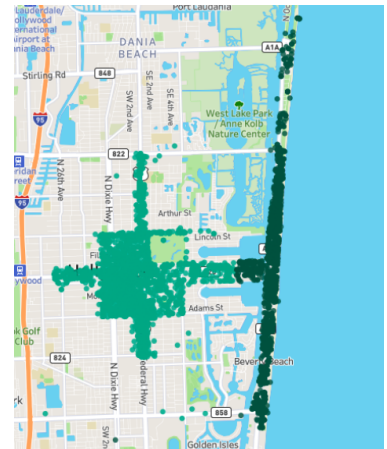
While our data, local outreach, analysis, and research provide valuable insights month over month, we understand there will be unknowns and that we must monitor data and work closely



with local stakeholders to make sure that we continuously adjust and improve the service to make sure it's set up for long-term success in the City of Hollywood, as we have done since Sun Shuttle's 2019 launch. We have refined our approach and recommendations in close coordination with City and CRA officials.

### **Circuit's Data Dashboard, Analysis and Expanded Features**

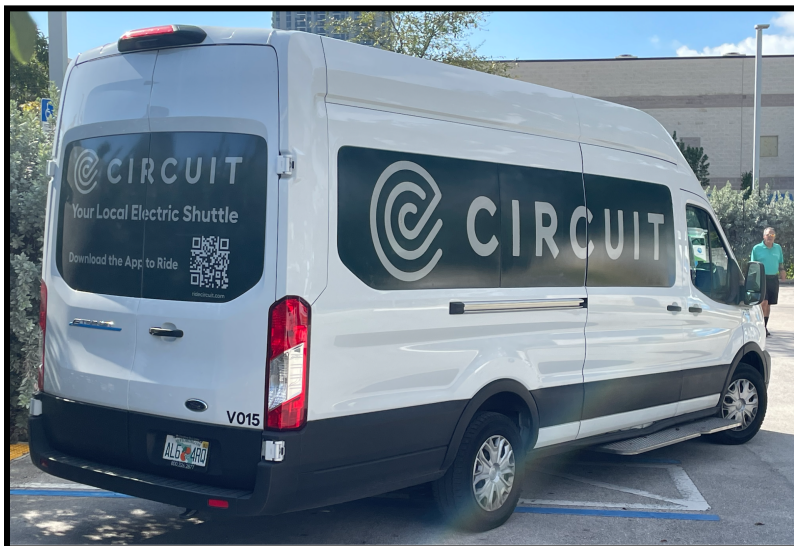
Since starting the program in 2019, Circuit has delivered monthly data reports to the City of Hollywood. By leveraging data from upwards of 17,000 transactions in a month, we've developed a healthy data set that provides information on top pick up and drop off locations, insights into ridership broken down by service hour and day, and the ability to monitor ridership growth throughout the service's lifetime. The system has also gone through numerous updates over the years and we're proud to share that in the last 3 months we've built a relational database that integrates numerous data sets to help with data visualization, analysis and reporting. If selected for the next phase of the Hollywood Sun Shuttle program, Circuit now has the ability to add additional licenses for our City partners. Our ability to collect, record, clean and present data is always improving as we believe data is a key factor in providing an excellent standard of service. Circuit has recently partnered with Snowflake to create new databases that will allow for faster reporting, more flexible data analysis, and better visualization of data. If selected, Circuit looks forward to sharing these new capabilities with the City. Our next iteration of data reporting is a great value add for operations and transportation planning, this dataset can be a particularly valuable asset for the Cities long term urban planning initiatives. Pictured above is an example of the new zone-based analysis and heatmaps that have already been built.



There are examples of updated data reports in **Appendix 2**, below.

## **C.5 Vehicle operating capabilities and maintenance personal**

More information about Circuit's Vehicle operating capabilities is provided below. This will be more relevant if the City considers a Turn-Key EV option for at least one of the Routes.



*Ford E-Transit Electric 13 Passenger Van*

**Ford Electric Passenger Van** There are a number of electric passenger van options that Circuit has used in other markets. There are OEM options as well as conversion technology options. Circuit has directly used Lightning Systems and Maxwell converted electric passenger vans. They are ideal for roads with speed limits above 35 mph, programs requiring higher capacity, suburban trips, and can be outfitted for ADA accessibility.

### **ADA Service Vehicles**

We are able to offer one (1) Ford E-Transit EV Van which offers a full automated lift and the ability to secure wheelchairs within the vehicle, and 8 total seats (as opposed to the usual 12, + driver).

Additionally, we are able to offer one (1) WAEV (Formerly Polaris) GEM e6 ADA vehicle 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 5 seats, + driver). Circuit is pleased to offer this vehicle to the City at no additional cost, as it is a part of the existing Hollywood Sun Shuttle existing fleet.

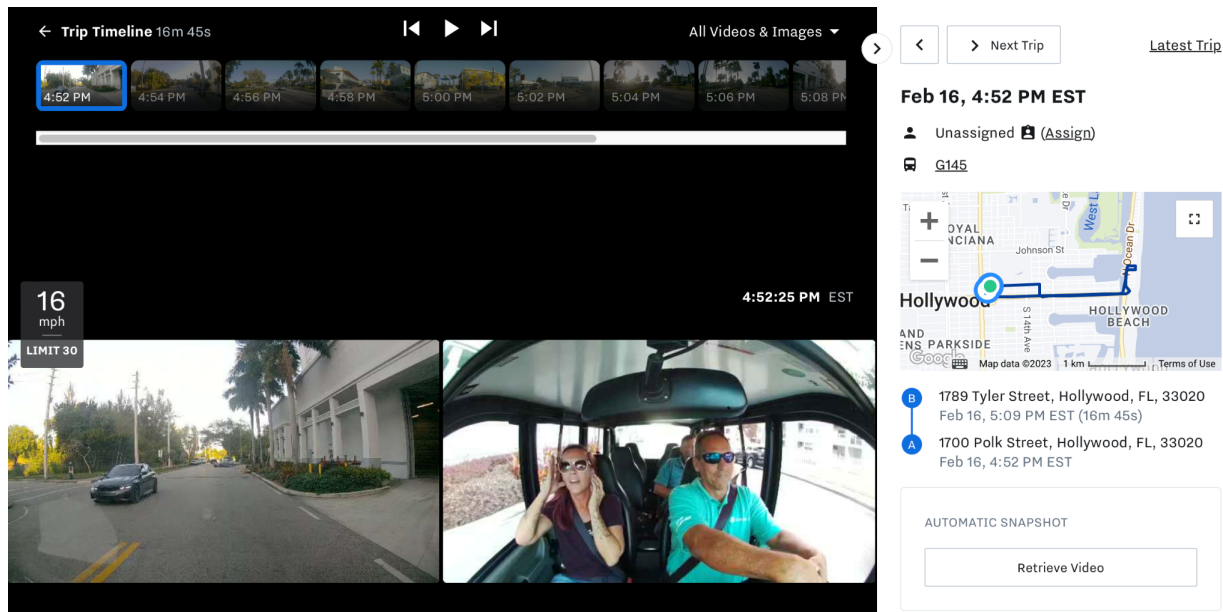
### **Samsara AI Dash Cameras**

Circuit has recently installed Samsara AI bi directional Dash Cameras in the entire fleet of shuttles in Hollywood. These cameras use computer vision to analyze the road and driver behavior in real-time—making it possible to detect distracted driving and even warn drivers of an impending collision, helping prevent accidents before they happen. Any incidents of distracted driving or harsh braking events trigger an alert to “watchers” of specific vehicles. This group includes direct local management, Regional and Corporate Management.

Circuit Management staff can view real time video and still views of the interior and forward facing exterior view of the entire fleet at any given moment. For any incidents the footage



can be viewed and saved to determine fault of any accident.



*Samsara AI Dash Cam dashboard with both views, saved footage and trip details including trip route, duration and pick-up and drop-off locations.*

### C.5.1 Vehicle Maintenance Capabilities

Circuit and Florida Tours have in-house mobile service maintenance technicians that are able to quickly respond to needs, and also adapt vehicles for the market. Vehicles are regularly maintained using rigorous checklists created in conjunction with the vehicle manufacturer. Typically, vehicles are inspected every 4,000-5,000 miles and the condition of filters, brakes, etc. are tracked and replaced accordingly. Additionally, data is shared about the cars' performance in order to forecast future maintenance needs. As it does with ridership, Circuit takes a proactive approach to planning future needs.

Each vehicle within our fleet has a unique ID. Our operations team tracks vehicle characteristics and status through fleet management software and communicates this status to Regional Management and other corporate team members through shared documents and project management software. These characteristics and status include driver vehicle check forms, current and pending advertising campaign information if any, maintenance records, assigned operating location or special event, mileage, as well as general information such as color, make, model, year, features.

Drivers check vehicles before and after each shift and fill out a vehicle check form. They perform cleaning duties before, during, and after their shift. Any issues are noted and reported to local managers, who coordinate maintenance and repairs. We have trained and certified maintenance staff in each operating region, and would train a local maintenance team to manage regular and





ongoing maintenance for local operations, with manufacturer certification for the vehicles in use.

## C.6 Driver Capabilities

Circuit has a robust hiring and training program backed by standard operating procedures, driver manuals, and emergency and health & safety plans designed to provide high quality customer service through a fun and convenient on-demand service. As now with the current Hollywood Shuttle, Circuit will continue to ensure all drivers meet and follow the required guidelines as required by the RFP.

As the City of Hollywood is aware, Circuit prefers to hire local W2 Driver Ambassadors from within our service area who have local knowledge and experience. We focus on hiring drivers with high degrees of customer service and professionalism as well as local knowledge of the community, as our drivers are ambassadors for the local community. This model reduces greenhouse gas emissions by keeping workers local and supports the local community by providing jobs. Currently, 14 of our 19 Hollywood Sun Shuttle Drivers are Hollywood residents. You can find further details in the Driver Model section below.

Quality Control is why we have successful operations throughout the country with several locations running for more than 5 years. We focus on recruiting, hiring, onboarding and training service oriented candidates with a strong driver safety record. Along with Driver Ambassadors we employ location Supervisors, Location Operations Managers, Regional Operations Managers and local corporate support. We use several training and monitoring programs including our own admin dashboard (backend of the Ride Circuit app) for a real time look at activity in the field - driver/ ambassador gps location, trip queue, availability status and rider reviews of the Driver/ Ambassador. Samsara AI Dash Cams provide a real look into the individual vehicles. Can record any video clips and alert the supervisor and management teams for any harsh events. Regular feedback and reviews by management to address any areas of concerns and give feedback.

### C.6.1 Driver Model

Each Circuit location has a dedicated team of 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 this contract, Circuit will be easily able to leverage our current driver ambassador team, and as needed, develop and provide a more specific staffing and personnel plan tailored to the final service scope. Please see below for the positions that are staffed to make up Circuit's Driver and Fleet Team:

- **General Manager / Operations Manager:** Full time hired positions (depending on scope). Responsible for day-to-day operations, vehicles and staff. Reports directly to the Region General Manager. Direct reports are Shift Supervisors and Driver Ambassadors. Perform dispatch and customer service responsibilities as needed



- **Shift Supervisor:** Full-time hired positions. On-site at all times during service hours. Perform dispatch and customer service responsibilities as needed. Additional training and responsibilities. All shifts include at least 50% of shift driving in service. Shift reporting and “hand-off” submissions
- **Vehicle & Warehouse Maintenance Manager:** Circuit regional technician licensed and certified. Weekly, monthly & quarterly vehicle maintenance schedule. Direct contact with vehicle manufacturers and systems. Additional responsibilities, response, and reporting requirements as specified in this CFP. As needed, other operational staff may be trained and certified to assist Maintenance Manager with maintenance responsibilities
- **Driver Ambassadors:** Full-time and part-time employees (Circuit hired, W2 employees). Living-wage pay and benefits. Follow Circuit operational policies and local rules for revenue service
- **Driver Staffing:** We first hire a base of full-time, set schedule drivers and then a base of part-time, set schedule drivers. We then hire a smaller group of fill-in drivers who do not have a set schedule but actively work each week to round out the schedule, either picking up any open shifts known in advance and/or fill in on call. We have a combination of longer shifts, allowing time for finishing rides, cleaning their vehicle, and checking out. We stagger and mix in shorter shifts throughout the day based on demand data learned over time to maximize efficiency. Circuit uses shift scheduling software to plan its staff schedules and make the process seamless for employees.

### What We Look For In A Driver Ambassador

- Outgoing, Inviting, Friendly
- Local Resident and/or Local Knowledge
- Safe & Responsible
- Customer Service experience
- Team oriented
- Self-Motivated with a focus on development
- Dependability

### Driver Requirements

- **Legal:** All Circuit drivers must be at least 21 years of age, have an active driver’s license for at least 3 years, and must have a clean driving record with no accidents or tickets.
- **Insurance Clearance:** Background Check: All Circuit drivers must be cleared to drive by our insurance carrier through Motor Vehicle Record and/or Background Checks.
- **Personality:** Circuit employees are more than drivers. Everyone is an ambassador to both the Circuit brand as well as sponsor brands. We look for motivated, outgoing, excited and responsible employees to represent our brand.
- **Pre-Hire Driver Exam:** Potential hires lastly go through a physical driving exam accompanied by the Operations Manager. The Circuit Pre-Hire Driving Exam is submitted to the Regional GM for final approval.



## C.7 Customer Service Capabilities

### **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. We include customer relations as a part of our training program, which includes updates to policies related to safety 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 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.

Circuit currently maintains a local Hollywood and South Florida workforce of managers, shift supervisors, and driver ambassadors in its operating locations, which are all trained in customer service. Circuit also has a regional manager in place, who manages operational functions such as permitting, maintenance, vehicle procurement, vehicle and driver insurance onboarding, hiring and training across multiple locations to maintain a consistent level of quality and operating efficiency. They are also integral to preparing for and launching new operational locations as well as coordinating new app feature launches. Our local operating and management staff are available during operating hours, which vary by location and are determined in cooperation with local partners.

Training for employees involved in customer service include on-the-job training using pre-existing SOPs and quick reference guides for template responses to a high majority of common questions. This covers training with guidance specific to phone, ride request app, and email inquiries as well as those that might take place in-person. These employees have direct supervisors to reach out to for approval on sensitive topics to ensure compliance. Training is a multistep process that begins with shadowing another employee, hands-on training with supervision, and continued ongoing training.

We have a multifaceted customer inquiry, and contact system, which our staff are trained to use and keep accurate logs. Operational staff are also involved in our local community outreach efforts, including representing the company at local community events. All staff are trained to respond to customer needs and handle any complaints in a timely and courteous manner.

Riders can submit feedback within the mobile application and through the website, email and by phone. Circuit's national corporate team monitors these as well as social media accounts and app store feedback/ratings. The national team will direct users to a local manager if and when needed. We also conduct regular rider surveys to analyze and improve our service offerings.

Our team continually works to make its technology and information about its services accessible broadly to the local communities it operates in. As mentioned in *Section B3.5 Technological Capabilities*, our mobile app is available in English and Spanish. We have bilingual drivers and can include hiring preferences for additional language capabilities. We have also created marketing





materials in both English and Spanish. Circuit's website and location pages include accessibility features, and our operations staff are trained in providing equivalent service and any additional assistance needed for riders with mobility impairments and disabilities. Our local teams can also assist riders in downloading the app, providing information about the service and the community, and responding to questions.

Historically Circuit has seen driver ratings of at least 4.8/5 stars in all of its markets, and locally has an average of 4.9 over the past two months. Many of our services have a majority senior (65+) ridership who use our services frequently for local trips and errands. Seniors have been strong advocates for our services. Our high ratings and strong local support are a direct result of the positive customer experience created by our drivers.

Circuit will continue to provide updates and reports on Customer Service to the City as needed.

## C.8 Driver's Qualifications

### Hiring Process

Each Circuit location has a dedicated team of local managers, supervisors and driver ambassadors to ensure service performance and Company operational standards. Circuit builds successful, proud teams and focuses on development and retention. We would be able to leverage our existing Hollywood and operational experience and infrastructure to quickly and efficiently continue to staff Sun Shuttle as needed. As the City of Hollywood is familiar, Circuit's drivers are more than just drivers. They act as local ambassadors; representing the city, providing local knowledge and encouraging local business. All driver ambassadors will be provided with a company uniform and name tag.

All Circuit driver ambassadors must be at least 21 years of age, have an active driver's license for at least 3 years, and must have a clean driving record with no accidents or tickets. All Circuit driver ambassadors must be cleared to drive by our insurance carrier through Motor Vehicle Record and/or Background Checks. For this program, we would implement the required background check and provide any needed documentation to the City. As required, we will implement the required FDOT Drug & Alcohol testing. We have identified a Florida based company, Accredited Drug Testing where we would establish a company account for testing. Accredited Drug Testing uses Quest and LabCorp national collection site network.

All FloridaTours.com Driver-Hosts must be at least 25 years of age, possess a Class B CDL with air-brake & passenger endorsements. We further require that all Driver-Hosts have at least three years of bus driving experience with a preference of experience in transit service.

Circuit will always 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. **74% of existing Hollywood Sun Shuttle drivers are Hollywood**



**residents.** As we have done in Hollywood and 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 as is needed by the service or to support any future expansions. Circuit currently has multilingual driver ambassadors in South Florida and is able to include bilingual/multilingual driver ambassadors as a local preference for hiring, if desired by the City.

Driver retention is a factor that the company is proud of- there are happy teams, and advancement opportunities in every market of service. Over the past 12 months we have seen a retention rate of 94% for the Hollywood Sun Shuttle 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.

*As described in Section B3.7 Driver Capabilities,* 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.

Circuit conducts regular management and staff performance reviews on a weekly, quarterly and annual basis. During these sessions, we encourage the staff to also share their evaluation of the program and ways to improve service. We hire locally - our staff are part of the community they are serving. Their input and expertise is valuable, and we encourage this feedback loop. Managers also conduct monthly ride-alongs with drivers, providing an additional touchpoint for evaluation, feedback, and training.

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 scheduling software to keep the team connected, manage shifts, and enable local management to efficiently manage the local team.

## **C.8.1 Training**

### **Driver Training Program**

As the City of Hollywood is aware, Circuit 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. 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.



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. 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.

Our teams have consistently met requirements from transit authorities and police/sheriff's departments, in all of our markets, including Florida, 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.

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

*Our training program specifically covers:*

- Safe operation of an electric vehicle
- Efficient operation of an EV, maximizing battery efficiency
- Advanced cleaning procedures
- 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

Circuit also provides ongoing training / retraining and conducts performance evaluations. Our teams have consistently met requirements from transit authorities and police/sheriff's departments, including in Florida, California and New York, for vehicle inspections and driver training and testing. Along with the initial training program, monthly and quarterly management ride-alongs specifically focus on customer experience.



Additional staffing lead time is roughly two weeks for hiring and proper in-car and classroom training. Circuit currently has 75+ 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 Hollywood.

### **C.8.2 Certifications**

In addition to our vehicle maintenance certifications, our teams also hold certifications in WAV / ADA sensitivity training, as well as the National RTAP (National Rural Transit Assistance Program) Certification, which is part of the FTA's, "2 The Point" training and certifications around ADA and Sensitivity, Defensive Driving, Distracted Driving, Drugs and Alcohol, Passenger Safety. Additionally, We have staff that have completed PASS Training - Passenger Assistance, Safety and Sensitivity. We also have our vans inspected and permitted with Broward County as Vehicles for Hire.

### **C.8.3 Drug Testing and Hiring Standard**

Circuit recognizes the requirement to enroll the company staff in an FDOT approved drug testing program and have a supplier of such services available. Currently in Circuits Hollywood Sun Shuttle operation, drivers, due to the type of vehicles, are not required to obtain a CDL or to complete FDOT certification as the vehicles are all under 16 passengers. Accredited Drug Testing works with a local LabCorp facility at 3700 Washington St. in Hollywood. Circuit has obtained pricing and details to enroll the staff into the program, and is willing and capable to complete that requirement.

## **C.9 Firm's Qualifications and Experience**

### **C.9.1 Experience Overview**

*As referenced in Section C.1, Circuit has over 12 years of experience as an established national leader in the first/last-mile transportation industry and an experienced operator of fleets of EVS and NEVs. Currently we operate 40+ services across nine states. We are experienced in operating under COVID 19 restrictions and guidelines to ensure the health and safety of our riders and staff. We have a fleet of over 190+ electric vehicles, a team of over 340 EV trained and W2 paid employees, and a local team of over 92 employees in Broward County and 164+ in South Florida. We're one of the few providers with experience operating numerous electric vehicles as part of the same fleet. For more information on our technology, operations and maintenance experience please reference section B3. Vendor / Contractor Capabilities.*

Our corporate team has extensive experience in planning, designing, implementing, reporting, and maintaining NEV micro-transit programs and has operated programs similar in size and scope to this RFP, including fare-based systems. Our high customer satisfaction ratings and high demand are a testament to the superb customer service provided by our driver ambassadors and management.



Within the last five years, we have operated similar shuttle services in Florida under contract with government entities in addition to the Hollywood Sun Shuttle, including nearby locations like Fort Lauderdale, Wilton Manors, Pompano Beach, West Palm Beach Downtown Development Authority, and Palm Beach County Convention Center. We additionally have a contract with Brightline to operate first/last mile on-demand services around stations in West Palm Beach, Boca Raton, Fort Lauderdale, Aventura and Miami. Circuit has operated services across the US, including in FL, CA, NY, TX, NJ, NC, MA, IL, and CO.

As the City of Hollywood is familiar, Circuit has been most successful in first / last mile gaps and providing an enjoyable and safe rider experience. Our service model encourages riders to avoid using single occupancy vehicles or private rideshare services that add congestion and pollution, as is aligned with the RFP's desire for a sustainable service.

## **C.9.2 Circuit Transit Inc Local Experience**

### **Sun Shuttle- Hollywood, FL**

**Type of Service:** On-Demand Micro-Transit services

**Contract Term:** April 2019 - Present

**Nature of Services:** On October 17, 2018 the Hollywood City Commission passed and adopted Resolution No. R-2018-335, authorizing the execution of an agreement with Free Ride, now known as Circuit Transit Inc. ("Circuit"), for circulator services to and from Downtown Hollywood, Hollywood Beach, and the City's parking garages for an initial one-year period with the option to renew for three additional one-year periods. The service commenced in May 2019 and has been renewed for each of the additional three one-year periods. 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. The coverage area includes Downtown Hollywood and Hollywood Beach and consistently experiences high demand. The City named the program "Sun Shuttle" which began as a self-branded service and has recently opened for third party advertising with a revenue share to the City. This program has exceeded the City's expectations, doubling ridership at an estimated 70% of the cost of the previous trolley system. This program has continued to operate during the pandemic as an essential transportation service.

Annual ridership has grown every year (including during peak Covid lockdowns in 2020). The service launched as free and at the April 2021 renewal we were asked to implement a \$1 per rider fare to control demand, and ridership held steady. At the April 2022 renewal we were asked to increase the fare to \$2 per person, ridership has remained strong.



This program started as a fare-free service and recently introduced a nominal \$1 fare and \$1 price per additional passenger. We have seen no drop in ridership as a result of fare implementation and have actually seen an increase in ridership since, with shorter wait times and an increase in operational efficiency.

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, Clean Air NY Champions Award, 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), and numerous others.



Circuit was accepted and completed the URBAN-X Accelerator<sup>3</sup> program where it received an investment from BMW/Mini and access to international mobility experts. Circuit has also completed the Los Angeles Cleantech Incubator(LACI)<sup>4</sup>, Civstart<sup>5</sup>, Leading Cities<sup>6</sup> and AWS Smart Cities Accelerators. The team recently closed a Series A capital raise, welcoming a strong group of new investors. Circuit's team has been asked to speak/participate at events like CoMotion Miami, LA CoMotion, Association for Commuter Transportation International Conference, Safe Streets Summit, Electrify Expo, LACI's Transportation Electrification Summit, SmartCities NY, 20-20 Cities, Civic Lab, and the UCLA Arrowhead Conference on Transportation.

### C.9.3 Project Team and Organizational Chart

#### Project Team Qualifications

**Partner/ Project Manager - Jason Bagley** - Jason is a National Partner at Circuit, has over 12 years of experience operating similar services in South Florida and would be the primary contact for this program. He controls all South Florida operations and comes at no cost to the City of Hollywood. Jason currently oversees Circuit's national fleet operations for 190+ vehicles and our operations with 60+ vehicles in Palm Beach, Broward, and Miami counties. Jason has been operating 100% electric shuttle services in Broward County since 2011 and with his fleet expertise spends time consulting the GEM corporate technicians on vehicle diagnostics and new solutions. He will be the lead in preparing for and launching operations and will oversee local managers during operation, oversee ongoing maintenance, and coordinate any changes to service such as service expansion. He has been an integral part in launching service in several markets, as well as assisting in managing operations across the country and focusing on national quality control. Before joining Circuit in 2012, he worked as a Regional Manager for a full service National Parking and

<sup>3</sup> <https://www.urban-x.com/>

<sup>4</sup> <https://lincubator.org/second-cohort-of-market-access-program-provides-on-the-ground-mobility-solutions-for-communities-across-los-angeles/>

<sup>5</sup> <https://www.civstart.org/>

<sup>6</sup> <https://leadingcities.org/accelcity/63dbbb3a-23ad-4572-87cf-2377dfdf766e>





Transportation Company. He received his BA in Communication from Florida Atlantic University. Jason is based in Fort Lauderdale and is active in the community.

**Public Partnership Manager - Alana Wortsman** - Alana brings 13 years of experience in the nonprofit sector, helping to create more sustainable communities. At Circuit, she now helps manage the public-private partnerships in South Florida. Alana works with current service cities on community engagement, events, public affairs, grant opportunities, and marketing materials. Alana was born and raised on Long Island, NY and has a Communications degree from SUNY Oneonta. Alana now resides in Hollywood, FL as her place to call home. For fun, you can catch her riding her bike down Hollywood Broadwalk or running with her dog along A1A.

**Regional Manager - Camille Santiago** - Manages hiring, onboarding and scheduling for all South Florida operations and comes at no cost to the City of Hollywood. 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.

**Area Manager - Bob McCure** - Bob is currently an Area Manager overseeing all day to day operations of Circuit's Broward locations. Bob has been with Circuit since 2015 where he started as a driver in Fort Lauderdale. His positive attitude, attention to detail and effective leadership has paved the way for several promotions over the years. Today, Bob manages Fort Lauderdale, Pompano Beach and Brightline Ft. Lauderdale locations and teams. Bob has used his experience in recruiting to successfully build and retain teams which has produced several supervisors and future location managers to keep up with company growth opportunities. Bob was born and raised in Plantation and now calls Fort Lauderdale home.

**Senior Manager, South Florida Regional Operations - Ignacio Ansorena** - As the Regional Operations Manager for South Florida at Circuit, Ignacio oversees the performance of the South Florida team to ensure Circuit operations meet customer goals. His experience includes technology startups within the on-demand service industry where he's led the strategic planning and implementation of operational performance improvements to scale services efficiently. His passion for solving complex, last-mile challenges has been foundational in delivering innovative solutions that streamline operations to improve profitability and the customer experience. Ignacio holds two Master's degrees in Civil Engineering and Logistics from Paris-Tech University and the University of Cantabria, respectively, and an MBA from Quantic School of Business. Ignacio is dedicated to designing the cities of the future and believes that building a network of convenient, electric, reliable on-demand transportation services will make our communities more sustainable, livable, and connected.

**CEO / Co-Founder - Alex Esposito** - Started on a hunch that shared, electric rides would help alleviate parking congestion at the beaches, Circuit (formerly The Free Ride) has evolved into a last-mile mobility solution that's embraced by cities across the US. He has 10+ years of experience in on-demand electric micro-transit services. Prior to Circuit, Alex worked as a consultant for Accenture (NYSE: ACN) and in marketing for Vistaprint (Nasdaq: CMPR). He holds a BS in Finance and MBA from Bentley University. Alex has been a featured contributor at Smart Cities NY, LA CoMotion, 20-20 Cities Boston, South Florida Safe Streets Summit, Urban-X and LACI. He's been recognized as a Forbes Next 1000 Entrepreneur and a Association for Commuter Transportation (actweb.org) 40 under 40 award recipient. Alex is based between Circuit's Fort Lauderdale Office.



**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 Hollywood. James is the head of Operations and Finance. He has a total of 10+ years of experience in transportation services similar to those requested by this RFP. Beginning in 2011, James started the Hamptons Free Ride (now Circuit) operations in East Hampton, Southampton and Montauk, NY. His attention to detail, people skills, and strong work ethic helped create a solid foundation that the company has been able to grow from. James moves between the company's locations, focusing on business development, management training, vendor relations and overall strategy. James received his BS in Finance from University of Florida. After graduating in 2009, he worked for Morgan Stanley (NYSE):

**Head of Technology - Tucker Costello** - Tucker is the Managing Director, Internal Development for Circuit. He handles internal business and technical development. He has over 5 years of experience in transportation services similar to those requested by this RFP. He handles new app deployments, including testing and ongoing support. He works closely with our operations teams to incorporate partner, driver, and rider feedback from our locations to ensure a seamless experience throughout our platform with timely and relevant updates. Tucker holds a BA from Skidmore College. Over a decade of hands-on hardware and software implementation has given him a deep understanding of how technology enhances our work. Tucker would handle the location deployment within the mobile app, testing and coordination with operations staff, handle features requests, and lead ongoing testing and technical support.

**In House Counsel - Anita Chen** - is counsel for business development. Anita received her BS in Finance and Marketing from New York University and her JD from Touro College Jacob D. Fuchsberg Law Center. Prior to law school, she worked at Bankers Trust Company in New York City as an associate in their commercial paper department. As a lawyer, she worked for LeBoeuf, Lamb, Greene & MacRae as a litigator representing clients including Lloyd's of London, Prudential Financial and Barneys New York. After several years in the private sector, Anita joined Manhattan Legal Services representing low-income residents in New York City. She now counsels for many small-businesses including taxi medallion companies, real estate holding companies, bars and restaurants. Anita has been with Circuit since 2018.

In addition to the robust management team of Circuit, our subcontractor FloridaTours.com offers the following key personnel:

**Crane Gladding; President & Company Founder** - As a travel & tourism veteran with more than twenty years of experience, Crane understands the needs of all sides; the bus company, the passengers, and the employees. His kind nature, coupled with his strong interpersonal skills and business acumen has allowed FloridaTours.com to flourish. With an undergrad from Vanderbilt University and his MBA from the University of Florida, you can rest assured that the finances and overall vision of FloridaTours.com will remain intact.

**Bret Brittenum – Chief Operating Officer** - With 25 years of transportation experience in Florida, Bret manages the day-to-day operations of FloridaTours.com. For almost his entire career after graduating with his BA from Florida Atlantic University in Business & Finance, Bret has managed large motorcoach and transit companies. His previous senior leadership positions included regional management at Academy Bus, American Coach, and Coach America. All of his large corporate experience has allowed him the unique ability to draw upon past strengths and weaknesses.



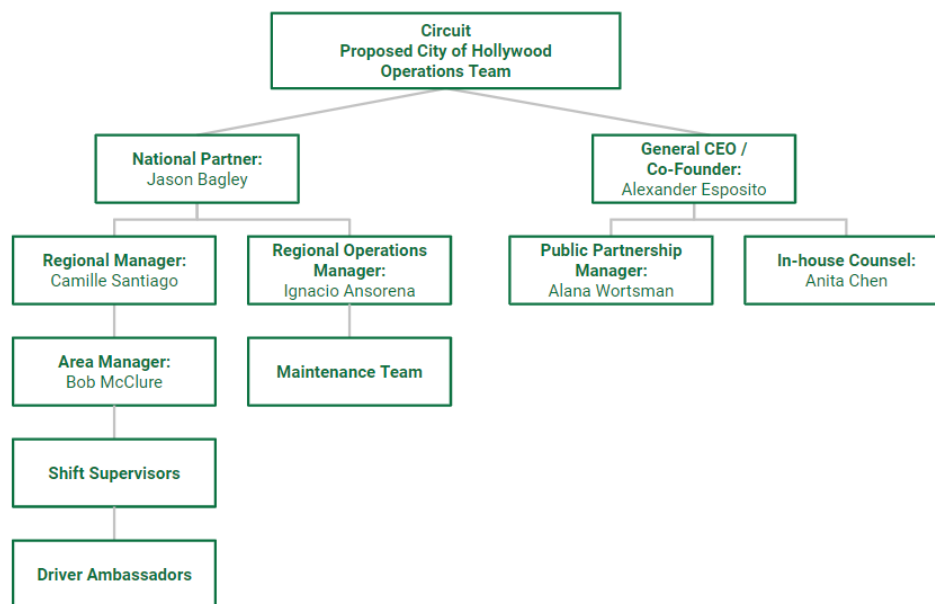


**Walter Caballero – Director, Guest Services.**- Born and raised in Hollywood, Florida Walter oversees the daily delivery of guest services for our major clients. Walter spends a considerable amount of time at our various shuttle contracts ensuring the *FloridaTours.com Experience* is delivered each & every day. His ability to understand the needs of the guest along with the bus company vision makes Walter an important part of our team.

**Steve Everson - Director, Transit** - Steve has been in the transportation industry for more than three decades. Having managed large-scale transit and school bus contracts, Steve understands the unique needs of route & transit passengers.

**Eric Usallan - Director, Bus Maintenance** - with more than twenty years of fleet management experience, Eric oversees the mechanical maintenance and cleaning of the FloridaTours.com fleet.

### Organizational Chart:



## D. Approach to Scope of Work

### D.1 Scope of Service

***Circuit Transit inc and FloridaTours.com LLC have read and understands all provisions of RFP Section 4: Scope of Service.***



If the base option is selected, Circuit agrees to work with FloridaTours.com as a subcontractor, operating partner.

Circuit and FloridaTours.com agree to operate the service subject to Broward County's Community Shuttle program and has the experience, technology and team capable of doing so.

Circuit and FloridaTours.com meet the technology, reporting and record keeping requirements as mentioned in the RFP. Please see Section D.2 below for all required plans. In addition, Circuit and FloridaTours.com own and have experience, implementing and operating ADA compliant vehicles.

Circuit meets all Minimum Qualification Requirements, as demonstrated below. We understand that if we are awarded a contract as a result of this RFP we will be required to maintain MQR #1 during the term of the contract and any contract renewals.



Circuit and/or FloridaTours.com meets the Minimum Qualification Requirement # 1: Please reference *Section F: Required Forms*

Circuit and/or FloridaTours.com meets the Minimum Qualification Requirement # 2: Previous Experience and projects Please reference *Section E: References*

## D.2 Required Plans

### D.2.1 Proposed Management Plan

Circuit and its subcontractor, FloridaTours.com are prepared to operate the community shuttles for the city. Circuit's specific city experience coupled with FloridaTours.com shuttle bus experience, will ensure an excellent riding experience for the visitors and residents of the city.

FloridaTours.com would provide the following key personnel specifically assigned to the city:

- Drivers
- The FloridaTours.com Most Important Asset: Our Driver-Hosts. The word "driver" does not fully explain what a FloridaTours.com Driver-Host truly does. Since we aim to be a different type of company with a "Florida Fun" feel, we employ individuals who most importantly must be safe drivers but must also have engaging and fun personalities. We

currently retain only about 20% of our new hires beyond a few weeks from hiring due to our stringent demands which truly results in FloridaTours.com leading the market.

- All FloridaTours.com Driver-Hosts must possess a State of Florida Commercial Driver's License Class B with airbrake and passenger endorsement. All drivers must have a clean driving background with limited tickets, no DIU convictions ever, and must have exhibited a history of safe driving. New drivers must have a clean criminal background and comply with all pre-screening of both the local school district and that of
- Port Everglades. Finally, all Driver-Hosts we hire must complete a thorough medical exam certifying they are safe for driving and successfully pass a urine drug analysis. Only when a Driver-Host candidate has completed all of these steps will they enter service on a probationary/training status.
- Once employment has commenced, new Driver-Hosts are trained on the FloridaTours.com way of conducting business and how we treat our guests. From our warm hellos, to the way in which we drive buses, to how we introduce ourselves the day prior, to the effective yet gentle way in which we load luggage, each driver is required to exhibit these traits at all times.
- Prior to each trip, the Driver-Host and a Dispatcher review the trip in detail, individually, and resolve any issues prior to departure. This one-on-one approach to dispatching is just another way that we will differentiate ourselves from our competitors.
- Once every six months, a comprehensive review of each driver is conducted. This may seem daunting as we have a fairly large Driver-Host pool; however, these individual reviews conducted between each driver and the leadership team allow the driver to be analyzed and critiqued while offering advice and assistance for improving. This review also allows the driver to air any concerns with the management and to have any possible confusion eliminated.
- Road Supervisor (TBD Individual)

The following existing team members from FloridaTours.com would support the city:

- President & Owner
- Chief Operating Officer
- Director, Guest Services
- Director, Transit Services
- Director, Bus Maintenance
- Director, Safety & Human Resources

All of the above mentioned management personnel are all based in Davie, FL.

### **D.2.2 Proposed Operation Plan**



Circuit will work with FloridaTours.com as a subcontractor if selected. Circuit, with its experience and local team in Hollywood will work with the City and Subcontract to begin a planning, roll-out and communication strategy for the new introduction of Community Shuttles.

Circuit will dedicate time from our local managers, partnerships manager and regional operations manager to assist in the roll out and operations of the service to ensure that there's seamless communication and connectivity between the MicroTransit services (Sun Shuttle) and the upcoming community shuttle services. Circuit will meet with the City, the County and review data reports from its existing operations to help with the planning process.

Circuit will also help with the marketing and communications plans, providing email newsletters to Sun Shuttle riders, messaging the local business community and providing information about the fixed route services on it's on demand app and on the Hollywood page of its regular website. Circuit's Sun Shuttle services move over 15,000 passengers per month, so there's a captive audience that we'll work to adapt the upcoming community shuttle services

Circuit will also work to provide technology for the Community Shuttle services, by adding the driver app to Community Shuttle drivers, so that we can ensure consistent data reports across both the Community Shuttle service and the Micro Transit services. This consistency will lead to more valuable data and will also prepare the City for the potential for seamless, multi-modal connections.

FloridaTours.com (if options 1 or 2 are selected) will be responsible for maintaining vehicles, staffing and scheduling drivers and will work closely with Circuit's local operations team to help with local knowledge and support.

### **D.2.3 Proposed Vehicle Maintenance Plan**

Our in-house mobile service maintenance technicians are able to quickly respond to needs, and also adapt vehicles for the market. Vehicles are regularly maintained using rigorous checklists created in conjunction with the vehicle manufacturer. Typically, vehicles are inspected every 4,000-5,000 miles and the condition of filters, brakes, etc. are tracked and replaced accordingly. Additionally, data is shared about the cars' performance in order to forecast future maintenance needs. As it does with ridership, Circuit takes a proactive approach to planning future needs.

The entire FloridaTours.com fleet is thoroughly maintained by ASE certified maintenance personnel. Whether a repair is done locally in our own repair facility, or performed at the warrantied dealership, all repairs are monitored by FloridaTours.com management. Our buses are one of the most important components of our company and the need to maintain them is of the utmost importance. With one of the lowest road failure rates in the industry, the attention to detail found within our fleet is quite evident by their performance.



Daily inspections; both pre and post trip, coupled with 5k, 10k, and 25k intensive competent replacement, servicing, and inspection are performed. This allows FloridaTours.com to not only maintain and cost-effective maintenance program, but allows the passengers to have a safe and worry-free journey knowing that they are traveling on a well maintained vehicle.

Safety is not just a catch phrase or a fledgling thought but along with customer service is a core principle found within all aspects of our company. From our approach to selective driver hiring, to our health and drug screening protocol, to our on-the-road monitoring, and finally our comprehensive driver review sessions, FloridaTours.com makes safety a priority.

We maintain an electronic logging system to monitor drivers' hours of service. This real-time data based system allows our Dispatch Center personnel to schedule legally compliant trips and driver shifts. FloridaTours.com is in the implementation stages of an onboard camera system that will be utilized to better train and observe drivers on their driving habits.

The most important part of any safety culture is that an unwavering commitment to safety exists. With the owner and senior leadership team always focused on safety, it ensures that everyone on the team understands the intense need to remain safety focused.

For more information on our vehicle maintenance processes please refer to *Section D.2.3 Vehicle Maintenance*.

#### **Access to Additional Vehicles**

Given our nearby operations, specifically in Fort Lauderdale, Pompano Beach, Wilton Manors and South Florida in general, we are readily able to supply additional electric vehicles on short notice on an as-needed basis. In the event a vehicle needs maintenance, our on-staff, 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 52 vehicles within Broward County, and 79 within South Florida 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 (WAEV Vehicles), Ford eTransit EV Vans, Tesla and similar EV Sedans, we have built our systems for the electric vehicle types to be interchangeable.

#### **D.2.3.1 Commitment to Avoid Service and Operation Disruptions**

Circuit and FloridaTours.com are committed to keeping the service operational through challenges that can occur. We have a robust preventative maintenance plan and certified maintenance technicians on staff to respond quickly (typically can be on site in under 1 hour) to diagnose and most times make any repairs or replace components on-site. In any event that a



car needs a longer repair we have a large fleet in the area to send a replacement vehicle typically within 1-2 hours.

Circuit is prepared to fulfill this requirement and is committed to avoiding service and operation disruptions. More details are provided about emergency management, risk mitigation, vehicle maintenance, customer service and operating procedures sections of this document..

#### **D.2.3.2 Scenario Response**

*"Sample Scenario: A vehicle breaks down in the middle of the afternoon (weekday) and the current outside temperature is 95 degrees Fahrenheit. The vehicle has a mixture of passengers: elderly, middle aged, children, and infants. Explain the Contractor's course of action that would be taken."*

Circuit has extensive experience operating a high volume of shuttles moving tens of thousands of people every month. We are also contracted by Brightline Trains and have a response team for any disruption to train service where we dispatch EV Vans to move train passengers between stations if the tracks are temporarily closed.

In the event of a vehicle breakdown, first and foremost we ensure that all passengers and staff are safe and clear from vehicular traffic. If an emergency response is needed we would call 911. We would direct all passengers to a safe area out of the heat, direct sun or inclement weather to wait for another vehicle to arrive. The driver of th disabled vehicle would then communicate with their supervisor to dispatch another vehicle to pick up the passengers. Direct communication via phone, text or a company slack channel ensures a quick response. For a disabled vehicle we have technicians nearby to diagnose and often repair on site, otherwise for larger repairs we have an account with both a local tow company and AAA if a vehicle needs to be transported on a flatbed trailer.

Circuit is prepared to handle service disruptions and emergencies and has detailed its emergency management, risk mitigation and operating *procedures*.

#### **D.2.3.3 Risk Mitigation Plans**

<b>Risks</b>	<b>Risk Level: H, M L</b>	<b>Offerors Mitigation Plan</b>
<b>Safety of Riders</b>	H	Rider safety is the most important thing at the Circuit. Circuit realizes that many factors go into this including drivers, cars and operations.  All of Circuit's drivers go through both criminal and driving record background checks. This is required by the company's insurance provider. Beyond the background checks, each driver is vetted by management before being hired. Upon starting, the driver fills out

		<p>and signs safety forms, goes through a training process and is further evaluated while driving and not. Additionally, management regularly monitors feedback from riders via app ratings, email feedback, etc. The drivers are also instructed on what to do and who to contact during any potential emergencies.</p> <p>Circuit also maintains the cars using the best practices established over the company's 11+ year history of clean safety. The cars are inspected daily, preventative maintenance is performed to make sure everything is up to the company's standards. Additionally, older cars are rotated out once they've reached a certain mileage or fall below the company's high standards. Additionally, the GEM cars 25 MPH maximum speed, along with calming traffic, also does a great job to reduce the risk of a serious accident.</p> <p>Operations is the foundation of safety. Starting with the training, drivers learn how to operate the cars, safely pick up passengers - or get help for unruly patrons that should not ride, make sure all passengers are using their seatbelts, and more. Also, the drivers are instructed when to halt service. In the event of bad weather or other factors that may lead to unsafe conditions, we halt the service. Management is also able to monitor driver behavior and locate driver whereabouts using Samsara bi-directional dash cameras and our proprietary backend dashboard. Additionally, each driver is equipped with a company phone, fire extinguishers, first aid kits, and other necessary equipment.</p>
<b>Safety and Security of personal belongings of riders and drivers</b>	H	<p>While the drivers do not handle the personal belongings of the passengers, every driver is encouraged to look around the car to make sure no one has left anything behind. In the event that something is left behind, the driver (if the passenger used the app) is able to call the last rider. If the rider does not respond then management is alerted via our internal messaging platform, Slack and belongings are held until someone claims them. If the app is included, passenger history is available to management to contact passengers as needed.</p> <p>Management has set up areas in all of its locations where drivers can safely store belongings, keys, phones, etc.</p>
<b>Heat, Rain, Flooding, weather challenges</b>	M	<p>Weather can be a common concern in South Florida and Circuit has extensive experience with these issues in Hollywood and across South Florida.</p>



		<p>Management and drivers are in close contact and will halt services in the event that inclement weather leads to unsafe driving conditions. Safety is always a top priority.</p> <p>In the event of severe weather, Circuit takes the cars off of the road and stores them in indoor parking garages. Should space not be available, the back panels, rooftops and any extensions are removed from the cars to secure the vehicles.</p> <p>During King tides, flooded areas are avoided. Drivers can contact riders requesting in those areas to notify them that the area is not passable. Circuit can quickly add important alerts to our app so when you open the Hollywood location a timely message pops up prior to requesting a ride.</p>
<b>Maintaining a reliable, consistent schedule of service</b>	H	<p>Circuit uses its experience, data and marketing knowledge to stay ahead of factors that might impact the schedule of service. Understanding traffic patterns, bridge and toll timing and demand levels allows the management team to deploy the appropriate number of vehicles at any time. Additionally, contingency plans are in place and replacement vehicles are available in nearby Fort Lauderdale, should one of the shuttles be inoperable. Also additional drivers are available on call and in Fort Lauderdale should one of the drivers call out sick. Circuit always keeps backup drivers and backup cars available in order to maintain a consistent schedule of service.</p>
<b>Maintaining qualified drivers</b>	H	<p>Circuit uses qualified, 21+ , W2, paid hourly employees and vets them heavily before hiring. This, and maintaining a comfortable workplace is the key to retention. Driver retention is a factor that the company is proud of. There are happy teams in every market of service and retention rates remain high in Hollywood at ~94%!. Additionally, Circuit uses Homebase - a scheduling software - to keep the team connected, manage shifts, etc. Lastly, if using the app, all of the drivers receive feedback from passengers allowing management to adjust and improve accordingly.</p>
<b>Keeping vehicles operational</b>	H	<p>The key to keeping vehicles operational is regular service, proper charging/storage conditions and staying ahead of problems. With a fleet of 100+ vehicles, Circuit has developed many systems to keep the vehicles operational. Additionally, Circuit has developed a close relationship with the vehicle manufacturer that lead to national fleet pricing, extended warranties and priority maintenance.</p>



<b>Vandalism or theft of vehicles</b>	M	Unfortunately, Circuit has dealt with vandalism in the past. Theft and vandalism are always concerns but the team does everything it can to prevent such instances - locking cars, storage facilities, cameras, routine spot-checks and more. In the event vandalism or theft takes place, Circuit will use its data and schedule to determine the exact time and place and who was working or was the last to work. From there, all incidents will be reported to local law enforcement and the company's insurance providers.
<b>Vehicular accidents with automobiles, cyclists, pedestrians while on route</b>	H	Fortunately, Circuit has a very strong safety record with few incidents to report. In the event that something happens with other automobiles, cyclists or pedestrians, the first move is always to see if anyone needs medical attention. If so, medical help will be sought immediately. The drivers are also equipped with fire extinguishers, first-aid kits, etc. From there, local law enforcement will be called to the scene. After such events, Circuit's management will contact insurance providers and all parties involved in the incident. Circuit can also use data from the app to determine when the accident took place and how to mitigate future issues.

#### **D.2.4 Proposed Safety Plan**

Awarded contractor must develop and adopt a System Safety Program Plan ("SSPP") and Security Program Plan ("SPP") that comply with the requirements set forth in Chapter 14 - 90, attached as Exhibit F. The SSPP and the SPP shall be provided to County prior to providing Community Shuttle Service.

Awarded contractor shall permit inspections, and safety and security review by BCT and the State of Florida, and comply with the adopted SSPP and SPP to ensure that safety inspections have been performed no less than biannually on all vehicles in compliance with Chapter 14-90.

Awarded contractor must report to the City all accidents or incidents, including passenger-related occurrences, and any non-routine events within twenty-four (24) hours via phone call and follow up with written notification via e-mail correspondence within seventy-two (72) hours to include a police report, if available, and/or City accident or incident report. If any accident or incident requires a passenger to be transported from the scene, immediately call the City. City will report the accidents or incidents to the County.



The Safety Plan is designed to provide Circuit with a management tool to facilitate a timely, effective, efficient, and coordinated emergency response to significant events affecting our locations and our employees.

Upon award for this contract, Circuit and FloridaTours.com would develop and adopt a full SSPP.

Emergency management consists of four continuous stages:

#### **Mitigation**

This stage includes activities designed to reduce or eliminate risks to persons or property or to lessen the actual or potential effects or consequences of an incident. Mitigation measures may be implemented prior to, during, or after an incident. Mitigation involves ongoing actions to reduce exposure to, probability of, or potential loss from hazards. Measures may include analysis of hazard related data to determine where it is safe to relocate temporary facilities.

#### **Preparedness**

Preparedness is a continuous process. Preparedness involves efforts at all levels to identify threats, determine vulnerabilities, educate and train the employees and identify required resources. Preparedness is focused on establishing guidelines, plans, procedures, protocols, and standards for planning, training and exercises, personnel qualification and certification, equipment certification, and publication management.

#### **Response**

Response includes activities that address the short-term and direct effects of an incident. It includes immediate actions to save lives, protect property and the environment, and meet basic human needs. Response also includes the execution of emergency operations plans and of mitigation activities designed to limit the loss of life, personal injury, property damage, and other unfavorable outcomes. As indicated by the situation, response activities include applying intelligence and other information to lessen the effects or consequences of an incident; increased security operations; and continuing investigations into the nature and source of the threat.

#### **Recovery**

Recovery incorporates the development, coordination, and execution of service- and site-restoration plans; the reconstitution of operations and services; treatment of affected persons; additional measures for environmental and economic restoration; evaluation of the incident to identify lessons learned; post incident reporting; and development of initiatives to mitigate the effects of future incidents.

### **D.2.5 Proposed Training Program**

If the awarded Contractor has his own Operator Training Program it must be consistent with County Training Program and has to be approved by Broward County. Contractor will be required to send the Drivers Certificates of Completion of training to the City. If the awarded contractor



does not have a training program approved by the County, vehicle operators must successfully complete the County's Operator Training program prior to operating any Vehicle(s) to provide the Community Shuttle Services. Vehicle operators shall be retrained every two (2) years during the term of the Contract Agreement, (refresher training). Additional training will be required for vehicle specific operation and maintenance at each phase and is further described in the proposed agreement below.

Each Circuit location has a dedicated team of 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 this contract, Circuit will be easily able to leverage our current driver ambassador team, and as needed, develop and provide a more specific staffing and personnel plan tailored to the final service scope. Please see below for the positions that are staffed to make up Circuit's Driver and Fleet Team:

- **General Manager / Operations Manager:** Full time hired positions (depending on scope). Responsible for day-to-day operations, vehicles and staff. Reports directly to the Region General Manager. Direct reports are Shift Supervisors and Driver Ambassadors. Perform dispatch and customer service responsibilities as needed
- **Shift Supervisor:** Full-time hired positions. On-site at all times during service hours. Perform dispatch and customer service responsibilities as needed. Additional training and responsibilities. All shifts include at least 50% of shift driving in service. Shift reporting and "hand-off" submissions
- **Vehicle & Warehouse Maintenance Manager:** Circuit regional technician licensed and certified. Weekly, monthly & quarterly vehicle maintenance schedule. Direct contact with vehicle manufacturers and systems. Additional responsibilities, response, and reporting requirements as specified in this CFP. As needed, other operational staff may be trained and certified to assist Maintenance Manager with maintenance responsibilities
- **Driver Ambassadors:** Full-time and part-time employees (Circuit hired, W2 employees). Living-wage pay and benefits. Follow Circuit operational policies and local rules for revenue service
- **Driver Staffing:** We first hire a base of full-time, set schedule drivers and then a base of part-time, set schedule drivers. We then hire a smaller group of fill-in drivers who do not have a set schedule but actively work each week to round out the schedule, either picking up any open shifts known in advance and/or fill in on call. We have a combination of longer shifts, allowing time for finishing rides, cleaning their vehicle, and checking out. We stagger and mix in shorter shifts throughout the day based on demand data learned over time to maximize efficiency. Circuit uses shift scheduling software to plan its staff schedules and make the process seamless for employees.

### **What We Look For In A Driver Ambassador**

- Outgoing, Inviting, Friendly
- Local Resident and/or Local Knowledge



- Safe & Responsible
- Customer Service experience
- Team oriented
- Self-Motivated with a focus on development
- Dependability

### Driver Requirements

- **Legal:** All Circuit drivers must be at least 21 years of age, have an active driver's license for at least 3 years, and must have a clean driving record with no accidents or tickets.
- **Insurance Clearance:** Background Check: All Circuit drivers must be cleared to drive by our insurance carrier through Motor Vehicle Record and/or Background Checks.
- **Personality:** Circuit employees are more than drivers. Everyone is an ambassador to both the Circuit brand as well as sponsor brands. We look for motivated, outgoing, excited and responsible employees to represent our brand.
- **Pre-Hire Driver Exam:** Potential hires lastly go through a physical driving exam accompanied by the Operations Manager. The Circuit Pre-Hire Driving Exam is submitted to the Regional GM for final approval.

### D.2.6 Proposed Start-Up Program

With robust infrastructure already in place such as experienced Hollywood Management, Supervisors, Driver/ Ambassadors, support from local Corporate staff, vehicles and maintenance, parking and charging, Circuit and FloridaTours.com are confident in being able to roll out this Community Shuttle program as early as Q3 2023. A garaging and maintenance location are existing and ready to scale up for the additional 4 BCT Leased units. Vehicle delivery timeline, Driver hiring, training and certification can all be successfully completed for launch.

Sample implementation Plan Appendix 2.

### D.3 Local Vendor Preference

- **Business Name:** Circuit Transit Inc. (wholly owned Subsidiary of TFR Holdings Corp)
- Phone Number: 646-504-3733
- Website: [www.ridecircuit.com](http://www.ridecircuit.com)
- Corporate Employees: ~32 Full Time
- Driver Ambassadors: ~360+
  - Full Time: 159
  - Part Time: 154
- Professional Staff: Circuit has 92+ employees working in Broward County, with 19 in Hollywood. Circuit has a total 164 South Florida employees.
- Employee Retention: (Quarterly Avg): ~94%+



- **Local Hollywood Address:** 2031 Harrison St, Hollywood, FL 33020 Circuit has a current office in Hollywood Florida. If selected for the next iteration of the Hollywood Sun Shuttle service, Circuit will use the local office at Buro at 2031 Harrison St, existing vehicle charging and parking at Circ Residences/ Publix garage at 1780 Polk St and at Costa Hollywood Beach Hotel at 777 N. Ocean Dr. Additionally, Circuit has a Corporate office at 501 E. Las Olas Blvd, Suite 300, Fort Lauderdale, FL 33301.

## D.4 Pricing

Circuit and FloridaTours.com have priced the Community Shuttle program as detailed in the RFP. offers a turnkey service with all-in pricing, which includes management, maintenance, fuel, staffing, insurance, technology, data reports and marketing.

Please note that pricing options are all flexible and Circuit hopes to work with the City to explore these options and/or a combination of these options to craft a solution that benefits the needs of the community.

### **Service Option 1A - 1F**

Pricing submitted. Circuit will work with FloridaTours.com, they're experienced operators of ICE vehicles and with this hourly price they'll provide an additional backup vehicle that we believe will be needed during times of maintenance and or any service interruptions. Circuit will allocate staff time from our local partnerships and operations managers. We'll provide a driver app to all drivers so they can log pickups and drop offs and allow the data to be consistent with the Micro Transit services and we'll deliver monthly data reports. We'll also offer marketing support - email newsletters, using our existing database of 10k+ Hollywood riders, social media, via our on demand app in in app pops ups and on our website to provide clear communications around both services and seamless messaging.



#### Service Option 1A - TOTAL SERVICE HOURS PER ROUTE PER YEAR

[Instructions](#) [Export to Excel](#) [Export to CSV](#)

Option 1A – Contractor to operate, maintain, and manage the Community Shuttle Service Program for each of the specified Routes, and the City will supply the Propane Fueled shuttle buses. Contractor to provide AVL/GPS and Smart Phone Application (Technology Package) \*Hourly rate should be inclusive of all administrative, operational and maintenance costs associated with the service routes \*\* Estimated hours are based on routes included in Exhibits A, B and C

Line Item	Description	Quantity	Unit of Measure	Unit Cost	Total
1	Route 1 (E. Central)	3267	Hour	\$72.50	\$236,857.50
2	Route 1 (E. Central)	7721.37	Hour	\$72.50	\$559,799.325
3	Route 3 (SE Loop)	3212.55	Hour	\$72.50	\$232,909.875
Total					\$1,029,566....

#### Service Option 1B - TOTAL SERVICE HOURS PER ROUTE PER YEAR

[Instructions](#) [Export to Excel](#) [Export to CSV](#)

Option 1B – Contractor to operate, maintain, and manage the Community Shuttle Service Program for each of the specified Routes, and the City will supply the Propane Fueled shuttle buses. County to provide AVL/GPS and Smart Phone Application (Technology Package) \*Hourly rate should be inclusive of all administrative, operational and maintenance costs associated with the service routes \*\* Estimated hours are based on routes included in Exhibits A, B and C

Line Item	Description	Quantity	Unit of Measure	Unit Cost	Total
1	Route 1 (E. Central)	3267	Hour	\$72.50	\$236,857.50
2	Route 1 (E. Central)	7721.37	Hour	\$72.50	\$559,799.325
3	Route 3 (SE Loop)	3212.55	Hour	\$72.50	\$232,909.875
Total					\$1,029,566....

#### Service Option 1C - TOTAL SERVICE HOURS PER ROUTE PER YEAR

[Instructions](#) [Export to Excel](#) [Export to CSV](#)

Option 1C – Contractor to operate, maintain, and manage the Community Shuttle Service Program for each of the specified Routes, and the City will supply Gasoline Fueled shuttle buses. Contractor to provide AVL/GPS and Smart Phone Application (Technology Package) \*Hourly rate should be inclusive of all administrative, operational and maintenance costs associated with the service routes \*\* Estimated hours are based on routes included in Exhibits A, B and C

Line Item	Description	Quantity	Unit of Measure	Unit Cost	Total
1	Route 1 (E. Central)	3267	Hour	\$72.50	\$236,857.50
2	Route 1 (E. Central)	7721.37	Hour	\$72.50	\$559,799.325
3	Route 3 (SE Loop)	3212.55	Hour	\$72.50	\$232,909.875
Total					\$1,029,566....

#### Service Option 1D - TOTAL SERVICE HOURS PER ROUTE PER YEAR

[Instructions](#) [Export to Excel](#) [Export to CSV](#)

Option 1D – Contractor to operate, maintain, and manage the Community Shuttle Service Program for each of the specified Routes, and the City will supply the Gasoline Fueled shuttle buses. County to provide AVL/GPS and Smart Phone Application (Technology Package) \*Hourly rate should be inclusive of all administrative, operational and maintenance costs associated with the service routes \*\* Estimated hours are based on routes included in Exhibits A, B and C

Line Item	Description	Quantity	Unit of Measure	Unit Cost	Total
1	Route 1 (E. Central)	3267	Hour	\$71.50	\$233,590.50
2	Route 1 (E. Central)	7721.37	Hour	\$71.50	\$552,077.955
3	Route 3 (SE Loop)	3212.55	Hour	\$71.50	\$229,697.325
Total					\$1,015,365.78

#### Service Option 1E - TOTAL SERVICE HOURS PER ROUTE PER YEAR

[Instructions](#) [Export to Excel](#) [Export to CSV](#)

Option 1E – Contractor to operate, maintain, and manage the Community Shuttle Service Program for each of the specified Routes, and the City will supply the Diesel Fueled shuttle buses. Contractor to provide AVL/GPS and Smart Phone Application (Technology Package) \*Hourly rate should be inclusive of all administrative, operational and maintenance costs associated with the service routes \*\* Estimated hours are based on routes included in Exhibits A, B and C

Line Item	Description	Quantity	Unit of Measure	Unit Cost	Total
1	Route 1 (E. Central)	3267	Hour	\$71.50	\$233,590.50
2	Route 1 (E. Central)	7721.37	Hour	\$71.50	\$552,077.955
3	Route 3 (SE Loop)	3212.55	Hour	\$71.50	\$229,697.325
Total					\$1,015,365.78

#### Service Option 1F - TOTAL SERVICE HOURS PER ROUTE PER YEAR

[Instructions](#) [Export to Excel](#) [Export to CSV](#)

Option 1F – Contractor to operate, maintain, and manage the Community Shuttle Service Program for each of the specified Routes, and the City will supply the Diesel Fueled shuttle buses. County to provide AVL/GPS and Smart Phone Application (Technology Package) \*Hourly rate should be inclusive of all administrative, operational and maintenance costs associated with the service routes \*\* Estimated hours are based on routes included in Exhibits A, B and C

Line Item	Description	Quantity	Unit of Measure	Unit Cost	Total
1	Route 1 (E. Central)	3267	Hour	\$71.50	\$233,590.50
2	Route 1 (E. Central)	7721.37	Hour	\$71.50	\$552,077.955
3	Route 3 (SE Loop)	3212.55	Hour	\$71.50	\$229,697.325
Total					\$1,015,365.78



#### ALTERNATE SERVICE OPTION 1- NO SPARE VEHICLE

This offers the same terms as Option 1A-1F but without the extra vehicle in the event it is not needed or could be leased on an as needed basis. With no spare vehicle, **hourly pricing can be reduced to \$66 per service hour.**

#### ALTERNATE SERVICE OPTION 2 - FULL TURN KEY OPERATION (Circuit Provided Ford E-Transit Vans)

This would offer a full turn key operation. Circuit would provide Ford e-Transit Wheelchair Accessible Electric Van. The cost of the vehicle is included in the pricing. This could be offered as pilot program for a fixed duration to determine long term feasibility and cost savings.

We'd welcome the City to choose any of these options for any of these routes and we encourage them to consider a lower cost, zero emission, turn-key electric option for at least one of the routes. In doing so, that would also require one less bus, which would allow for a replacement bus

Below, please find a breakdown of pricing if Circuit provides a full Turn-Key service using a 100% electric, 8-12 passenger Ford Transit Vans that can have available WAV options. As you'll see by the pricing indicated below, it would be significantly less expensive, easier and more consistent with other services if the City elects to take a Turn-Key EV van option for at least one of the routes. While we understand that the County has buses available for these services, because the cost of maintaining, fueling, storing and operating these vehicles is so high, it's considerably less expensive to work with Circuit who can provide the vehicles as part of this options.

Pricing is provided below, for a Turn-Key EV option, broken out by routes. We hope that the City considers this approach for one, two or even all three of the proposed routes.

Circuit - EV Van Pricing (TURN KEY)				
	Route 1	Route 2	Route 3	Annual Total
Vehicle Service Hours Per Year (per vehicle)	3267	3860.5	3212.55	10340.05
Type of vehicle	Ford EV Van	Ford EV Van	Ford EV Van	
Number of Vehicles	1	2	1	4
<b>Total Vehicle Service Hours Per Year</b>	<b>3,267.00</b>	<b>7,721.00</b>	<b>3,212.55</b>	<b>14,200.55</b>
Cost/Vehicle Service Hour	\$56.06	\$51.15	\$ 56.61	
<b>Annual Cost***</b>	<b>\$183,162</b>	<b>\$394,924</b>	<b>\$181,850</b>	<b>\$759,936</b>
Advertising Revenues (Expected)	\$0	\$0	\$0	
Fare Revenues (Expected)	\$0	\$0	\$0	
Net Costs	\$183,162.19	\$394,923.68	\$181,849.83	\$759,935.70
Expected Mileage Per Year	29336.70	74816.62	27773.03	131926.35
Gallons of Gas Saved Per Year	2445	6235	2314	10994
GHG Emissions Reduction (Metric TONS) (E)	21.73	55.43	20.58	97.74
***All-in costs. Vehicles, Drivers, Insurance, Maintenance, Data Reports, Parking, Charging, etc. Hourly costs will change with adjustments to hours				





## E. References

### E.1 Vendor Reference Forms

**VENDOR REFERENCE FORM**

City of Hollywood Solicitation #: **RFP-006-23-GJ**

Reference for: Circuit Transit, Inc.

Organization/Firm Name providing reference: City of Pompano Beach

Organization/Firm Contact Name: Jeff Lantz Title: Parking Manager

Email: Jeff.Lantz@COPBEFL.com Phone: 954-786-5580

Name of Referenced Project: RFP-006-23-GJ Contract No: 2021-44

Date Services were provided: April 2021 - Present Project Amount: \$750,688

Referenced Vendor's role in Project: ☒ Prime Vendor ☐ Subcontractor/Subconsultant

Would you use the Vendor again? ☒ Yes ☐ No. Please specify in additional comments

Description of services provided by Vendor (provide additional sheet if necessary):  
Micro Transit Service - NEV'S Service Beach Area To Address Last Mile For Guests And Residents

Please rate your experience with the Vendor	Need Improvement	Satisfactory	Excellent	Not Applicable
<b>Vendor's Quality of Service</b>				
a. Responsive	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Accuracy	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c. Deliverables	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Vendor's Organization:</b>				
a. Staff expertise	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Professionalism	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c. Staff turnover	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Timeliness/Cost Control of:</b>				
a. Project	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Deliverables	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Additional Comments (provide additional sheet if necessary):

\*\*\*\*\*THIS SECTION FOR CITY USE ONLY\*\*\*\*\*

Verified via:	Email: <input type="checkbox"/>	Verbal: <input type="checkbox"/>	Mail: <input type="checkbox"/>
Verified by:	Name:	Title:	Date:
	Department:		

### VENDOR REFERENCE FORM

City of Hollywood Solicitation #: RFP-006-23-GJ  
 Reference for: Circuit Transit, Inc.

Organization/Firm Name providing reference: West Palm Beach Downtown Development Authority  
 Organization/Firm Contact Name: Raphael Clemente Title: Executive Director  
 Email: rclemente@downtownwpb.com Phone: (561) 833-8873  
 Name of Referenced Project: Circuit Downtown Shuttle Contract No: \_\_\_\_\_  
 Date Services were provided: Ongoing Project Amount: \$27,000/month ongoing  
 Referenced Vendor's role in Project: ☒ Prime Vendor ☐ Subcontractor/  
 Subconsultant  
 Would you use the Vendor again? ☒ Yes ☐ No. Please specify in additional comments

Description of services provided by Vendor (provide additional sheet if necessary):  
Circuit provides micro mobility service in the downtown area under contract and in partnership with Brightline.

Please rate your experience with the Vendor	Need Improvement	Satisfactory	Excellent	Not Applicable
<b>Vendor's Quality of Service</b>				
a. Responsive	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Accuracy	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c. Deliverables	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Vendor's Organization:</b>				
a. Staff expertise	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Professionalism	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Staff turnover	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Timeliness/Cost Control of:</b>				
a. Project	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Deliverables	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Additional Comments (provide additional sheet if necessary):  
The team at Circuit is professional, responsive, and adaptable to changing needs and conditions. They have been an excellent partner .

<b>*****THIS SECTION FOR CITY USE ONLY*****</b>					
Verified via:	Email:	<input type="checkbox"/>	Verbal:	<input type="checkbox"/>	Mail: <input type="checkbox"/>
Verified by:	Name:				Title:
	Department:				Date:



## VENDOR REFERENCE FORM

City of Hollywood Solicitation #: RFP-006-23-GJ  
Reference for: Circuit Transit, Inc.

Organization/Firm Name providing reference: The City of Fort Lauderdale Transportation and Mobility  
Organization/Firm Contact Name: Milos Majstorovic, PE Title: Deputy Director  
Email: mmajstorovic@fortlauderdale.gov Phone: 954-828-5216  
Name of Referenced Project: ongoing from August 2022 Contract No: \_\_\_\_\_  
Date Services were provided: ongoing from August 2022 Project Amount: over \$500,000

Referenced Vendor's role in Project: ☒ Prime Vendor ☐ Subcontractor/  
Subconsultant  
Would you use the Vendor again? ☒ Yes ☐ No. Please specify in additional comments

Description of services provided by Vendor (provide additional sheet if necessary):  
On-demand and fixed route transportation service.

Please rate your experience with the Vendor	Need Improvement	Satisfactory	Excellent	Not Applicable
Vendor's Quality of Service				
a. Responsive	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Accuracy	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c. Deliverables	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Vendor's Organization:				
a. Staff expertise	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Professionalism	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c. Staff turnover	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Timeliness/Cost Control of:				
a. Project	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Deliverables	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Additional Comments (provide additional sheet if necessary):  
Circuit has been a pleasure to work with. They are very responsive, accountable and reliable.

****THIS SECTION FOR CITY USE ONLY****				
Verified via:	Email:	<input type="checkbox"/>	Verbal:	<input type="checkbox"/>
Verified by:	Name:		Title:	
	Department:		Date:	



## E.2 Additional References

### West Palm Beach, FL

**Project Manager:** Teneka James

**Phone Number:** 516-833-8873

**Email:** tjames@downtownwpb.com

### Brightline

**Project Manager:** Jean Carlos De Jesus

**Phone Number:** 786-561-1656

### Huntington Beach, CA

**Project Manager:** Sean Crumby

**Phone Number:** 714-374-5348

### Pompano Beach, FL

**Project Manager:** Jeff Lantz

**Phone Number:** 954-786-5580

### Gardens Mall - Palm Beach, FL

**Project Manager:** Whitney Pettis

**Phone Number:** 561-622-2115

## E.3 Customer Testimonials (Confidential)

Gus Zambrino, Assistant City Manager, City of Hollywood FL

*They are experienced and professional operators that are part of the community and provide a fun and convenient customer experience. Circuit's team has been a pleasure to work with and have been great at building local support.*

Andria Wingett, Assistant Director of Development Services, City of Hollywood FL

*Circuit Transit is always responsive and has adapted to Hollywood's changing needs; during the initial set-up, ongoing services and especially during the COVID pandemic.*

Carolina Galleguillos, BS, CDP, Memorial Senior and Family Services, Hollywood FL

*Thank you and Hollywood team members for making it possible for our vulnerable Seniors to remain safe and healthy in their homes. Our seniors so appreciate the fresh produce during this Pandemic.*

Sandra King, City Spokesperson, City of Pompano Beach FL

*You don't have to drive anywhere, you don't have to look for a place to park, you just jump on the circuit vehicle and go where you want to go.*

Ashley Medeiros, Destination Services, Discover the Palm Beaches

*The Circuit team is ALWAYS a great partner to work with. They are attentive, flexible, and hospitable!*

Luiz Aragon, Commission of Development for the City of New Rochelle, NY



*Circuit NR is a terrific community partner committed to providing safe, reliable and sustainable public transportation across New Rochelle's downtown corridor. As we continue to see increased real estate demand across New Rochelle and as our once-in-a-generation downtown redevelopment continues to move forward, we believe Circuit NR's electric on-demand shuttles can play a pivotal role in connecting our community to innovation, technology, arts, culture, schools, open space and our local businesses in an environmentally efficient way.*

*As we see increased real estate demand across New Rochelle, we believe Circuit NR's electric, on-demand shuttles can play a pivotal role in connecting our community to innovation... and our local businesses.*

Misti Kerns, Santa Monica Travel & Tourism

*They're electric, they're open air, and they're fun. As that started to pick up and we started to hear good comments about it, we thought it might be a good option for some of the hotels.*

*Their service has transformed our visitor and resident experience for short distance local travel. Their vehicles are always clean, new and fully stocked with our visitor guide, map and materials. Their drivers are always well informed on the destination, clean, uniformed, and friendly. I can't imagine partnering with another provider for our electric transport needs, so great for this beach environment.*

Reese Jarrett, Civic San Diego

*Civic is thrilled to have played a part over this past year, in reducing congestion and decreasing the carbon footprint within the downtown community.*

Betsy Brennan, Downtown San Diego Partnership

*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.*


Mathew Sandford, Senior Director Economic Development, San Diego EDC

*In a region as dynamic and diverse as ours, the ability to easily get around is essential to our economic health. Micro mobility options, like the FRED program in Downtown, provide one tool in the economic development toolkit by addressing the last mile dilemma. Businesses of all types and sizes benefit when workers have options for getting to work, and patrons have easy access to goods and services. In short, the FRED program makes Downtown more accessible and is a model that could also benefit other communities in the San Diego region.*

Marisa Mangan, San Diego Association of Governments (SANDAG)

*Circuit's neighborhood electric vehicle shuttles in downtown San Diego are a great example of how shared mobility services can provide efficient, convenient, and emission-free connections within a community. Services like Circuit directly support SANDAG's bold new transportation vision for the region which includes implementation of Mobility Hubs served by a wide variety of Flexible Fleets.*

#### E.4 Hollywood Office Location



**MEMBERSHIP SUMMARY**

**MEMBER NAME:** Camille Santiago **COMPANY NAME:** CIRCUIT

**TYPE OF WORKSPACE:** SEAT

**# OF SEATS:** 1

**PRIMARY LOCATION:** ☐ Midtown ☐ South Beach ☐ MiMo ☐ Coconut Grove ☒ Hollywood

**START DATE:** July 10, 2019 **INITIAL TERM:** month to month

**CONTACT DETAILS:** •Phone 561-339-6115 •Email Camille.santiago@ridecircuit.com

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**BÜRO MEMBERSHIP FEES:**

**Monthly Recurring Fees:**

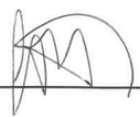
- Workspace: \$249
- Mail: \_\_\_\_\_
- Sales Tax @ 6.7% \$16.68
- **Total Monthly Fees:** \$265.68

July fees prorated to \$179.98


**Service Fees:**

- Conference Room: \$30/hr
- Included Hrs/ Month: 2
- B&W Print/ Page: \$0.10
- Color Print/ Page: \$0.40
- Scan/ Page : \$0.20

**COMPANY SIGNATURE:** \_\_\_\_\_



**MEMBER SIGNATURE:** \_\_\_\_\_



Büro MiamiMidtown - South Beach - MiMo - Coconut Grove - South Miami - Hollywoodwww.buromiami.com

***Lease for office space in Downtown Hollywood since July 2019***



**CITY OF HOLLYWOOD  
TREASURY SERVICES DIVISION  
LOCAL BUSINESS TAX**

**CIRCUIT TRANSIT INC.  
777 S. FLAGLER DRIVE  
SUITE 800W  
WEST PALM, FL 33401**

**Please contact us with any changes or corrections to your information.**

**CUSTOMER SERVICE:** Should you have any questions regarding Local Business Tax or need to update / correct any information related to your Business Tax Account, please contact us by phone at 954-921-3225, by email at [businesstax@hollywoodfl.org](mailto:businesstax@hollywoodfl.org) or in person at City Hall, Room 103, 2600 Hollywood Blvd. Please send all written correspondence to: City of Hollywood, Treasury Services Division, Attn: Business Tax, Room 103, PO Box 229045, Hollywood, FL 33022-9045.

PURSUANT TO STATE LAW, LOCAL BUSINESS TAX IS LEVIED FOR THE PRIVILEGE OF DOING BUSINESS WITHIN A CITY'S LIMITS, AND IS NON-REGULATORY IN NATURE. ISSUANCE OF A LOCAL BUSINESS TAX RECEIPT BY THE CITY OF HOLLYWOOD DOES NOT MEAN THAT THE CITY HAS DETERMINED THAT THE EXISTING OR PROPOSED USE OF A LOCATION IS LAWFUL. ISSUANCE OF A LOCAL BUSINESS TAX RECEIPT DOES NOT LEGALIZE OR CONDONE THE NATURE OF THE BUSINESS BEING CONDUCTED IF CONTRARY TO ANY LOCAL, STATE OR FEDERAL LAW OR REGULATION.

**THIS IS NOT A BILL. DO NOT PAY.**

BELOW IS YOUR LOCAL BUSINESS TAX RECEIPT. PLEASE DETACH AND POST THIS LOCAL BUSINESS TAX RECEIPT IN A CONSPICUOUS PLACE AT YOUR PLACE OF BUSINESS.



**2022/2023 LOCAL BUSINESS TAX RECEIPT**

Business Name: **CIRCUIT TRANSIT INC.**  
DBA:  
Business Location: **1740 POLK ST**  
Business Category: **TRANSPORTATION**  
Classification: **Courtesy Auto/Limo/Taxi**  
Tax Basis: **11 - 40 VEHICLES/VESSELS**

Account Registration #: **B9075385-2023**  
Expiration Date: **9/30/2023**  
Tax Rate: **\$510.00**

***Current City of Hollywood Business Tax Receipt***






Circuit has for years and continues to work with multiple local Hollywood vendors including:

- Circ Residences - 1776 Polk Street
- Costa Hollywood Beach Resort - 777 N. Ocean Dr.
- Golden Touch Auto Spa – 1625 S Federal Hwy
- RAV Communications – 1518 Garfield Street
- World Tire Inc. - 1215 N Federal Hwy



## F. Completed Forms and Certifications

### F.1. W-9 (Request for Taxpayer Identification)

Form <b>W-9</b> (Rev. October 2018) Department of the Treasury Internal Revenue Service		<b>Request for Taxpayer Identification Number and Certification</b> ► Go to <a href="http://www.irs.gov/FormW9">www.irs.gov/FormW9</a> for instructions and the latest information.		Give Form to the requester. Do not send to the IRS.																																				
Print or type. See Specific Instructions on page 3.	1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank. <b>TFR Transit Inc</b>																																							
	2 Business name/disregarded entity name, if different from above <b>Circuit Transit Inc</b>																																							
	3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only <b>one</b> of the following seven boxes. <input type="checkbox"/> Individual/sole proprietor or single-member LLC <input checked="" type="checkbox"/> C Corporation <input type="checkbox"/> S Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ► <b>Note:</b> Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is <b>not</b> disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner. <input type="checkbox"/> Other (see instructions) ►			4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3): Exempt payee code (if any) _____ Exemption from FATCA reporting code (if any) _____ <small>(Applies to accounts maintained outside the U.S.)</small>																																				
	5 Address (number, street, and apt. or suite no.) See instructions. <b>777 S Flagler Dr, Suite 800w</b>		Requester's name and address (optional)																																					
	6 City, state, and ZIP code <b>West Palm Beach, FL 33401</b>																																							
7 List account number(s) here (optional)																																								
<b>Part I Taxpayer Identification Number (TIN)</b>																																								
Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see <i>How to get a TIN</i> , later. <b>Note:</b> If the account is in more than one name, see the instructions for line 1. Also see <i>What Name and Number To Give the Requester</i> for guidelines on whose number to enter.																																								
<table border="1"><thead><tr><th colspan="9">Social security number</th></tr></thead><tbody><tr><td></td><td></td><td></td><td></td><td>-</td><td></td><td></td><td></td><td></td></tr></tbody></table> <b>or</b> <table border="1"><thead><tr><th colspan="9">Employer identification number</th></tr></thead><tbody><tr><td>8</td><td>2</td><td>-</td><td>4</td><td>5</td><td>8</td><td>6</td><td>3</td><td>0</td></tr></tbody></table>					Social security number													-					Employer identification number									8	2	-	4	5	8	6	3	0
Social security number																																								
				-																																				
Employer identification number																																								
8	2	-	4	5	8	6	3	0																																
<b>Part II Certification</b>																																								
Under penalties of perjury, I certify that:																																								
1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and																																								
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and																																								
3. I am a U.S. citizen or other U.S. person (defined below); and																																								
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.																																								
<b>Certification instructions.</b> You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.																																								
<b>Sign Here</b>	Signature of U.S. person ► 		Date ► 02/02/2021																																					
<b>General Instructions</b>																																								
Section references are to the Internal Revenue Code unless otherwise noted.																																								
<b>Future developments.</b> For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to <a href="http://www.irs.gov/FormW9">www.irs.gov/FormW9</a> .																																								
<b>Purpose of Form</b>																																								
An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.																																								
<ul style="list-style-type: none"><li>Form 1099-INT (interest earned or paid)</li><li>Form 1099-DIV (dividends, including those from stocks or mutual funds)</li><li>Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)</li><li>Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)</li><li>Form 1099-S (proceeds from real estate transactions)</li><li>Form 1099-K (merchant card and third party network transactions)</li><li>Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)</li><li>Form 1099-C (canceled debt)</li><li>Form 1099-A (acquisition or abandonment of secured property)</li></ul>																																								
Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN. <i>If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.</i>																																								

Cat. No. 10231X

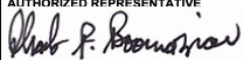
Form **W-9** (Rev. 10-2018)

## F.2. List of subcontractors

FloridaTours.com LLC



## F.3 Certificate(s) of insurance

ACORD®		CERTIFICATE OF LIABILITY INSURANCE		DATE (MM/DD/YYYY) 2/1/2023			
<b>THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.</b>							
<b>IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).</b>							
<b>PRODUCER</b> Insurance Office of America, Inc. 1855 West State Road 434 Longwood FL 32750			<b>CONTACT NAME:</b> Beverly Weed <b>PHONE (A/C, No, Ext):</b> 407-788-3000 <b>FAX (A/C, No):</b> 407-788-7933 <b>E-MAIL ADDRESS:</b> Beverly.Weed@loausa.com				
<b>INSURED</b> Circuit Transit, Inc. 777 S Flagler Drive, Suite 800 W. West Palm Beach FL 33401			<b>INSURER(S) AFFORDING COVERAGE</b>		<b>NAIC #</b>		
			INSURER A : American Automobile Insurance Company		21849		
			INSURER B : Fireman's Fund Insurance Company		21873		
			INSURER C : Insurance Company of the West		27847		
			INSURER D : Fireman's Fund Insurance Company of Ohio		39640		
			INSURER E :				
			INSURER F :				
<b>COVERAGES</b> <b>CERTIFICATE NUMBER:</b> 2063473106 <b>REVISION NUMBER:</b>							
THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.							
<b>INSR LTR</b>	<b>TYPE OF INSURANCE</b>	<b>ADDL INSD</b>	<b>SUBR WVD</b>	<b>POLICY NUMBER</b>	<b>POLICY EFF (MM/DD/YYYY)</b>	<b>POLICY EXP (MM/DD/YYYY)</b>	<b>LIMITS</b>
B	<input checked="" type="checkbox"/> <b>COMMERCIAL GENERAL LIABILITY</b> <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR  GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PROJECT <input checked="" type="checkbox"/> LOC OTHER:	Y	Y	USC016194220	5/13/2022	5/13/2023	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 100,000 MED EXP (Any one person) \$ PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMP/OP AGG \$ 2,000,000 \$
A	<input checked="" type="checkbox"/> <b>AUTOMOBILE LIABILITY</b> <input checked="" type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input checked="" type="checkbox"/> HIRED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> NON-OWNED AUTOS	Y	Y	SCV009957-22-01	5/13/2022	5/13/2023	COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$
B	<input checked="" type="checkbox"/> <b>UMBRELLA LIAB</b> <input type="checkbox"/> EXCESS LIAB DED RETENTION \$			USC01271722U	5/13/2022	5/13/2023	EACH OCCURRENCE \$ 5,000,000 AGGREGATE \$ 5,000,000 \$
C	<input checked="" type="checkbox"/> <b>WORKERS COMPENSATION AND EMPLOYERS' LIABILITY</b> ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N	N/A	WFL5046725 03 WFL5046725 04	3/1/2022 3/1/2023	3/1/2023 3/1/2024	<input checked="" type="checkbox"/> PER STATUTE <input type="checkbox"/> OTH-ER E.L. EACH ACCIDENT \$ 1,000,000 E.L. DISEASE - EA EMPLOYEE \$ 1,000,000 E.L. DISEASE - POLICY LIMIT \$ 1,000,000
D	Umbrella over Auto			USC02209822U	5/13/2022	5/13/2023	Each Occurrence 1,000,000 Aggregate 1,000,000
<b>DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)</b> Cargo Liability - Fireman's Fund Insurance Company Policy Number: USC016194220 - Effective 5/13/22 - 5/13/23 Limit: \$100,000 - Deductible \$1,000  Sexual Abuse & Misconduct Liability - Underwriters at Lloyd's, London Policy Number: MEO5144318.22 - Effective 05/05/22 - 5/13/23 Limit: \$1,000,000 - Aggregate - \$2,000,000 Retention: \$10,000 See Attached...							
<b>CERTIFICATE HOLDER</b>				<b>CANCELLATION</b>			
City of Hollywood Procurement Services, Room #303 2600 Hollywood Blvd PO Box 229045 Hollywood FL 330229045 USA				SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.  AUTHORIZED REPRESENTATIVE 			

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ACORD 25 (2014/01)

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AGENCY CUSTOMER ID: JAMJINC-01

LOC #: \_\_\_\_\_

**ADDITIONAL REMARKS SCHEDULE**Page 1 of 1


AGENCY Insurance Office of America, Inc.		NAMED INSURED Circuit Transit, Inc. 777 S Flagler Drive, Suite 800 W. West Palm Beach FL 33401
POLICY NUMBER		
CARRIER	NAIC CODE	
EFFECTIVE DATE:		

**ADDITIONAL REMARKS****THIS ADDITIONAL REMARKS FORM IS A SCHEDULE TO ACORD FORM,****FORM NUMBER:** 25 **FORM TITLE:** CERTIFICATE OF LIABILITY INSURANCE

Certificate holder is additional insured with regard to general liability on a primary and non-contributory basis as required by written contract or agreement. A waiver of subrogation in favor of the certificate holder applies with regard to general liability and workers compensation as required by written contract or agreement.

City of Hollywood is named Additional Insured with respects to the general liability and auto liability as required by written contract or agreement.

## F.4 Proof of State of Florida Sunbiz Registration



DIVISION of  
**Sunbiz.org CORPORATIONS**  
*an official State of Florida website*

[Department of State](#) / [Division of Corporations](#) / [Search Records](#) / [Search by Entity Name](#) /

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[Events](#)   [Name History](#)

### Detail by Entity Name

Florida Profit Corporation  
CIRCUIT TRANSIT INC.

**Filing Information**

<b>Document Number</b>	P18000018752
<b>FEI/EIN Number</b>	82-4586300
<b>Date Filed</b>	02/27/2018
<b>State</b>	FL
<b>Status</b>	ACTIVE
<b>Last Event</b>	NAME CHANGE AMENDMENT
<b>Event Date Filed</b>	05/17/2019
<b>Event Effective Date</b>	NONE

**Principal Address**

777 S FLAGLER DR STE 800 WEST TOWER  
WEST PALM BEACH, FL 33401

**Mailing Address**

777 S FLAGLER DR STE 800 WEST TOWER  
WEST PALM BEACH, FL 33401

**Registered Agent Name & Address**

MIRRAS, MICHAEL  
5318 SW 22ND PLACE  
CAPE CORAL, FL 33914

**Officer/Director Detail**

**Name & Address**

Title DPST

ESPOSITO, ALEXANDER  
32 TIMBER TRAIL  
AMAGANSETT, NY 11930

Title DPTS

MIRRAS, JAMES  
35 GLADE RD  
E HAMPTON, NY 11937

Title Executive Secretary

Bagley, Jason  
4005 GLENDALE AVE

E HAMPTON, NY 11937

Title Executive Secretary

Bagley, Jason  
1305 SW 8 Ave  
Fort Lauderdale, FL 33315

Title Executive Secretary

Powell, Brian  
777 S FLAGLER DR STE 800 WEST TOWER  
WEST PALM BEACH, FL 33401

### **Annual Reports**

<b>Report Year</b>	<b>Filed Date</b>
2020	07/20/2020
2021	03/07/2021
2022	03/26/2022

### **Document Images**

<a href="#">03/26/2022 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">03/07/2021 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">07/20/2020 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">05/17/2019 -- Name Change</a>	<a href="#">View image in PDF format</a>
<a href="#">04/30/2019 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">02/27/2018 -- Domestic Profit</a>	<a href="#">View image in PDF format</a>





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floridatours.com LLC

Search

**No Events**   **No Name History**

### Detail by Entity Name

Florida Limited Liability Company  
FLORIDATOURS.COM LLC

#### Filing Information

<b>Document Number</b>	L15000098570
<b>FEI/EIN Number</b>	36-4811720
<b>Date Filed</b>	06/04/2015
<b>State</b>	FL
<b>Status</b>	ACTIVE

#### Principal Address

2705 BURRIS ROAD,  
SUITE 7  
DAVIE, FL 33314

Changed: 08/31/2018

#### Mailing Address

6278 N FEDERAL HWY #287  
FT LAUDERDALE, FL 33308

#### Registered Agent Name & Address

Gladding, Stephen Crane, II  
6278 N Federal Highway  
#287  
FT LAUDERDALE, FL 33308

Name Changed: 03/07/2018

Address Changed: 03/07/2018

#### Authorized Person(s) Detail

**Name & Address**

### Authorized Person(s) Detail

#### **Name & Address**

Title Authorized Member

GLADDING, STEPHEN C, II  
6278 N FEDERAL HWY #287  
FT LAUDERDALE, FL 33308

### Annual Reports

Report Year	Filed Date
2021	02/02/2021
2022	03/14/2022
2023	03/05/2023

### Document Images

<a href="#">03/05/2023 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">03/14/2022 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">02/02/2021 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">01/24/2020 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">03/22/2019 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">03/07/2018 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">01/24/2017 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">02/09/2016 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">06/04/2015 -- Florida Limited Liability</a>	<a href="#">View image in PDF format</a>

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floridatours.com LLC

**No Events**   **No Name History**

## Appendix

### Appendix 1 - Rider feedback

#### Feedback from riders

- "Keep Circuit going. Your drivers are very nice. Circuit is much needed and much appreciated."
- "Circuit prevents a lot of DUIs, accidents, and potential loss of life."
- "Circuit is one of the things that makes Hollywood great 👍"
- "I enjoy Circuit. I love it when it's a nice day to just sit and relax while someone else drives."
- "Circuit is great, I love having the windows-down, casual transportation option."
- "With Circuit, I never have to worry about sitting in traffic with my car. I take it to/from my home to downtown and the restaurants at the Boardwalk, all while helping the environment- no gas! I love it!"
- "Circuit is a blessing for me. I don't have a car and I'm handicapped, so I'm limited in my ability to walk distances. Circuit allows me to go grocery shopping, run errands, and even go to the beach. Im super grateful- we need more Circuit everywhere- protect our earth from car pollution and continue to offer low cost rides. Thank you."

#### Feedback from local business community

- *"Circuit is a great addition to the community helping locals and tourists safely move around the city in an eco friendly manner. During the COVID-19 Pandemic, Billy's stone crab and Circuit teamed up for deliveries to help people during quarantine. Thank you for your amazing services and helping our community!" - Billy's Stone Crab*
- *"We are very pleased with the results of our marketing efforts with Circuit. The combination of a wrapped vehicle along with conscientious coupon distribution by the drivers has been very effective for Rita's of Hollywood."- Jody Ralfkind, Rita's, Marketing & Community Outreach Director*

### Appendix 2 - Sample Implementation Plan

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. During this phase, our regional team along with our executive team will be involved.

A typical timeline is available below:

#### Phase 1- Planning and Preparing



During this phase, Circuit will work with the City on a plan of action and contract, defining the scope of services and determining key metrics. Circuit will hire and train a local team, acquire and set up vehicles, secure a base of operations, establish a local business entity, create and test new app locations, and prepare marketing plans as part of its key activities. Circuit will work with the City to determine an appropriate kickoff date.

### Phase 2 - Project Kickoff

Circuit will kickoff the service on the designated launch date and execute its marketing plan announcing the launch of the new pilot, including communicating any changes from the previous pilot program. Circuit will conduct ride-alongs and on-job training with new staff to ensure effectiveness and efficiency of service.

### Phase 3 - Operations, Monitoring, Reporting and Adjusting

Circuit will operate the service and maintain vehicles during the pilot period of 6 months. During this time, Circuit will monitor key metrics and feedback, conduct rider surveys, implement ongoing marketing strategy, engage in ongoing community outreach, sell and execute advertising campaigns, communicate with and submit regular reports to the City project team, and make any adjustments to the service as needed/requested. Circuit can also work with the City on any plans for service extension or expansion.

## Detailed Implementation Plan

Work Plan				
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	Ongoing	Communication
Regular Meetings - FloridaTours.com	Circuit will convene regular meetings with subcontractor FloridaTours.com to plan and coordinate operational & technology development and delivery	Circuit, FloridaTours.com	Ongoing	Communication
Phase 1- Scope and Planning				

Process	Description	Team	Timing	Category
Plan of Action and Contract	Circuit will work with City and FloridaTours.com to finalize the scope of services, route(s), number of cars, and hours of service. This will finalize the initial budget.	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
Entity Registration & Licensing	Circuit will create a local business entity and obtain appropriate licensing. If applicable, securing any local approvals or permits for operation.	COO, Legal	Wk 1 -2	Operations
Receive Vehicles	Circuit will obtain appropriate vehicles for routes	BCT	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 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
<b>Phase 2- System &amp; Processes</b>				
Process	Description	Team	Timing	Category
Staffing Plan & Schedule	Circuit will prepare a finalized Staffing Plan	Operations, Personnel	Wk 2	Operations
Application	Circuit will coordinate technology integration with FloridaTours.com	Technology	Wk 2 - 8	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 add location to national insurance policy to include minimum levels and requirements of this RFP.	COO	Wk 4	Operations, Communication
<b>Phase 3 - Execution</b>				
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.	Operations, Personnel	Wk 5 - 6	Operations
Hiring Local Team	Circuit will hire 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 - 8	Operations
Register Vehicles	Circuit will register vehicles with the State of Florida.	Fleet	Wk 5 - 6	Operations
Vehicle Setup	Circuit will prepare and setup vehicles for service, including farebox.	Fleet	Wk 7 - 9	Operations
Branding Vehicles	Circuit will have vehicles wrapped with default branding for City service	Fleet	Wk 9 - 10	Operations
Office & Infrastructure Setup	Circuit will set up office and vehicle storage/charging space, including installing any required infrastructure for level 1 charging and securing the necessary permits.	GM, Region	Wk 8 - 9	Operations

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 as well as a Driver Manual.	GM, Region	Wk 10 - 12	Operations
Driver Uniforms	Circuit will order and prepare appropriate uniforms for drivers and local staff.	GM, Region	Wk 11 - 12	Operations
Application Testing	Circuit will coordinate application testing with FloridaTours.com	Technology Team, FloridaTours.com	Wk 8 - 10	Mobile Application
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	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, FloridaTours.com	Wk 10 - 11	Communication, Reporting
<b>Phase 4 - Launch</b>				
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
Technology Finalization & Delivery	Circuit will work with FloridaTours.com to finalize technology and publish app to Apple App Store and Google Play Store.	Technology, FloridaTours.com	Wk 10 - 11	Mobile Application



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, FloridaTours.com	Wk 11 - 12, tbd	Operations
<b>Phase 5 - Launch Monitoring</b>				
Process	Description	Team	Timing	Category
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 City at required intervals.	GM, Region	Wk 16	Reporting
Review & Adjustment Board	Circuit will coordinate with City project team and FloridaTours.com to review initial program and make any necessary adjustments	Circuit, City, FloridaTours.com	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 Reviews	Circuit will conduct performance reviews of all local staff.	COO, Region, GM	Wk 36	Operations
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 feedbacks and stakeholders requests	Circuit, City	Wk 60	Reporting, Communication

## Appendix 3 - Case Studies

### Appendix 3.1 - Hollywood Case Study

#### *Hollywood Sun Shuttle 2023 Case Study- Page 1*



**Case Study 2023**  
**Circuit Hollywood “Sun Shuttle”**

**HOW THE SERVICE WORKS**

Since 2019, the City of Hollywood has partnered up with Circuit to provide a 100% electric micro-transit solution for residents and visitors. For just \$2 per rider, Circuit takes riders anywhere within the coverage area zone through our on-demand app or by waving down a driver.

*Hollywood, FL has been a “model city”, inspiring neighbors to also build out similar city mobility programs to better serve their community.*

**HOURS OF OPERATION**

Sun - Thurs	10 am - 9 pm
Fri - Sat	10 am - 10 pm




**On- demand**

Door to door convenience, pooled rides take cars off the road.



**Job creation**

Hiring W2 local employees.



**On the move.**

Reliable and adjustable all electric fleet.



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[www.ridecircuit.com](http://www.ridecircuit.com)

Download the Ride Circuit App

## Hollywood Sun Shuttle 2023 Case Study -Page 2



Last Mile, People First  
Hollywood, Florida

### How is it going?

- 13000+ Riders/Month
- ZERO GHG emissions
- 4.9 passenger rating
- 22 local W2 employees, who live and work in Hollywood
- Contract extended 2022-2023, saving the city at least 42% on costs (compared to fixed route trolley)

**\$1 invested in Public Transportation = \$5 in economic return."**

-APTA

### The results are in!

*In November 2022 we surveyed our riders, and these are some of the key takeaways:*

Saving money	94% of riders	Living local
80% of riders use Circuit to save money on transportation.	Say that Circuit is a great addition to the community and 88% would like more cars.	Over 71.1% of Circuit riders live in Hollywood or in Broward County.

### Top 3 Things Riders Love



It's an easy way to move short distances.



It makes Hollywood better!



100% Electric and eco-friendly.



Sun Shuttle Exceeds City's Expectations

**HOLLYWOOD**  
FLORIDA

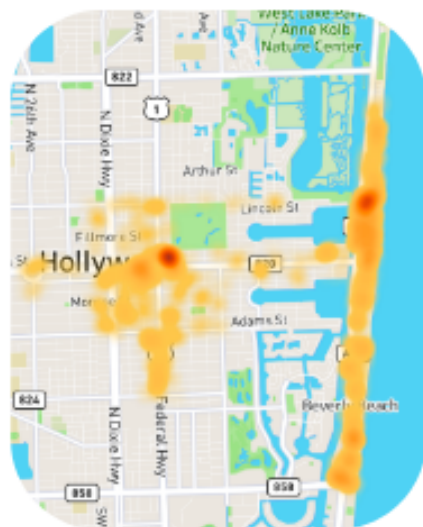
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ridecircuit.com

## Hollywood Sun Shuttle 2023 Case Study- Page 3 (last page)



### Hollywood Heat Map

Our Hollywood, FL area includes Downtown, Hollywood Beach, and US-1 Federal Highway. Through Circuit's app our team has been able to track requests and view the most popular stops & pick-ups.



### 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 offer electric shuttles that make mobility easier, smarter, more affordable, and fun.

### Last Mile, People First Hollywood, FL



*Circuit @ the Hollywood Candy Cane Parade 2022*

### Hollywood, FL Hotspots


- ArtsPark at Young Circle
- City Hall
- Hollywood Beach  
Broadwalk
- Hollywood Blvd.
- Margaritaville
- Publix






## Appendix 3.2 - Brightline Case Study

Brightline Case Study- Page 1






### Last Mile, People First Brightline+


Case Study 2022



**In 2021, Brightline partnered with Circuit to provide a new mobility service - Brightline+ that gets you from point A to point B seamlessly.**

<u>THE CHALLENGE</u>	<u>THE SOLUTION</u>
➤ Get people out of their personal vehicles	➤ Brightline, connecting West Palm Beach, Fort Lauderdale and Miami
➤ Connectivity to/ from Brightline Stations	➤ Free or low cost first and last mile shuttles to and from all stations
➤ Multiple apps needed for trip planning	➤ Shuttle add-on on booking platform
➤ Reduce GHG Emissions	➤ 100% Electric Fleet

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ridecircuit.com





**Last Mile, People First  
Brightline+**

**Case Study**

## BACKGROUND

Getting around congested South Florida is challenging. In 2018, Brightline launched the first and only privately owned and operated intercity passenger railroad in the United States. Commuters and leisure travellers could now easily connect between West Palm Beach, Fort Lauderdale and Miami. After an extended suspension of service due to Covid-19, Brightline revamped and relaunched in November 2021 with a new first and last mile shuttle service - Brightline+.

Circuit was selected to operate the service for all of the Brightline stations. Offering a mixed, all EV fleet with NEVs, Tesla Model Y's, and electric passenger vans, operated by w2 hourly employees, the service has received tremendous support. Passengers can now book private or shared rides in EV's to and from all stations during the purchase of their train tickets online or in app. The innovative door to door service has significantly increased the user experience, streamlined travel, replaced ICE trips with EV trips and created 65+ jobs.



Mayor Suarez at the Brightline+ launch event



Brightline+ on NBC 6 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 communities, companies and forward-thinking advertising partners to provide low or fare-free electric shuttle services that make mobility easier, smarter, more affordable, and fun.

Circuit offers on-demand rides around busy areas across the US using fleets of all-electric vehicles 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 5 million rides, worked with Urban-X and CivStart accelerators, won numerous awards, and been applauded by the press.



## Last Mile, People First Brightline+

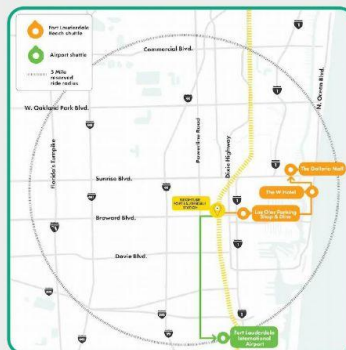
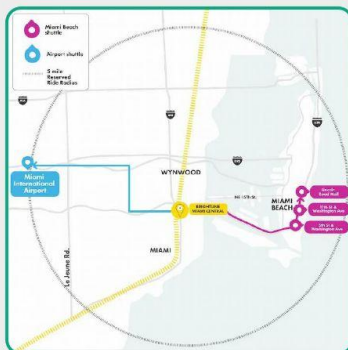
## Case Study

### HOW THE SERVICE WORKS

Circuit operates fleets of all-electric vehicles including Polaris GEM low speed vehicles (LSV), Tesla Model Y and Lightning eMotors vans in West Palm Beach, Fort Lauderdale and Miami. All Circuit drivers and managers are local w2 employees and are trained in operations, customer service and maintenance. Circuit currently employs 75+ employees making living wages, including veterans for the Brightline+ program.

Circuit owns, insures, and operates the entire fleet and all vehicles are manufactured in the US.

Riders can book an eco-friendly private ride or eShuttle along with their train ticket to get to and from stations easily and affordably.



**1**  
Brightline+ will be prompted while booking on the app or website



**2**  
We pick you up from anywhere within 5 miles of a Brightline station



**3**  
You skip all the traffic while you ride the train



**4**  
We drop you off within a 5 mile radius of the station