

# Citywide Micro-Transit Service

June 4, 2025



Item No TMP 2025-206 (CRA)

Item No TMP 2025-224 (City)

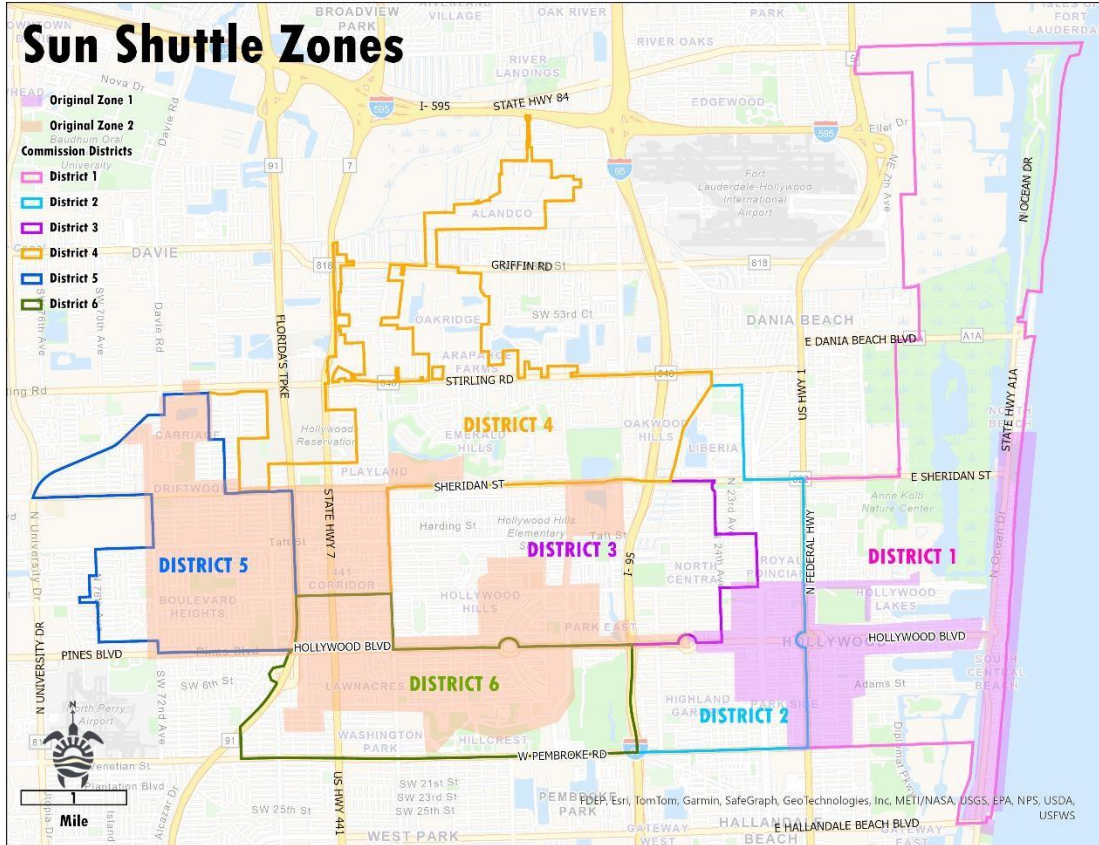
Renewal of the Blanket Purchase Agreement with Circuit Transit, Inc.  
for Micro-Transit Services

Strategic Plan Focus: Quality of Life & Strong Neighborhoods



# Program Summary

July 1, 2024 - April 30, 2025



43.91 Tons of CO2 Prevented (07/2024 - 04/2025)

## Zone 1 – Hollywood East

- Services operated 8 -10 vehicles to accommodate for peak and off-peak seasons.
- Net Costs: \$ 759,312.39 \*
- 81,022 Riders, (07/2024 - 04/2025)
- \$116,482 in net fare revenue
- \$99,900 in guaranteed advertising revenue

## Zone 2 – Hollywood West

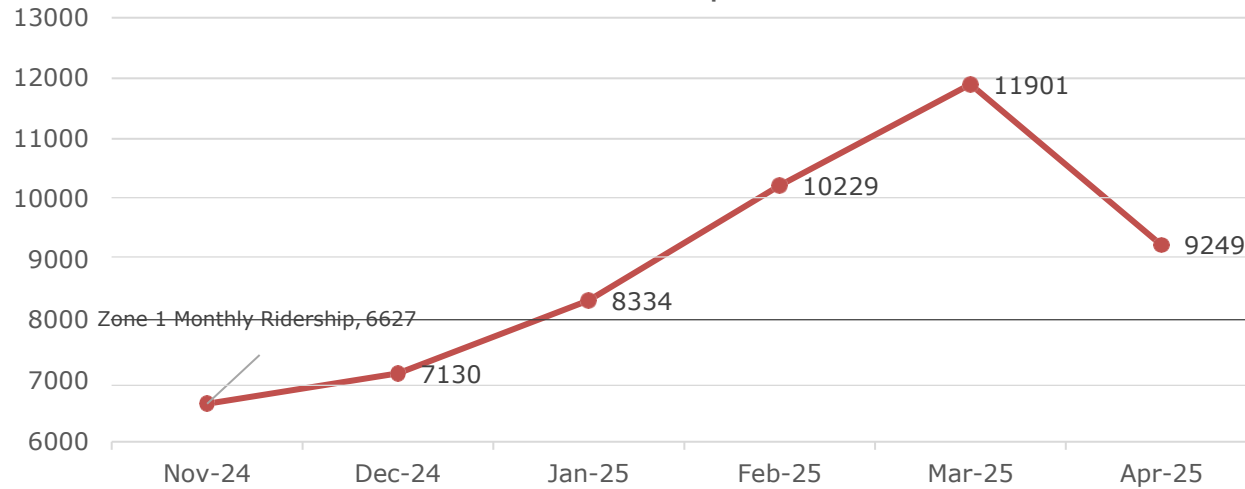
- Services operated 2 vehicles
- Pilot weekend express services.
- Net Costs: \$184,959.77 \*
- 6,865 Riders, (07/2024 - 04/2025)
- \$11,600 in net fare revenue
- \$18,240 in guaranteed advertising revenue

\* Costs through April 2025

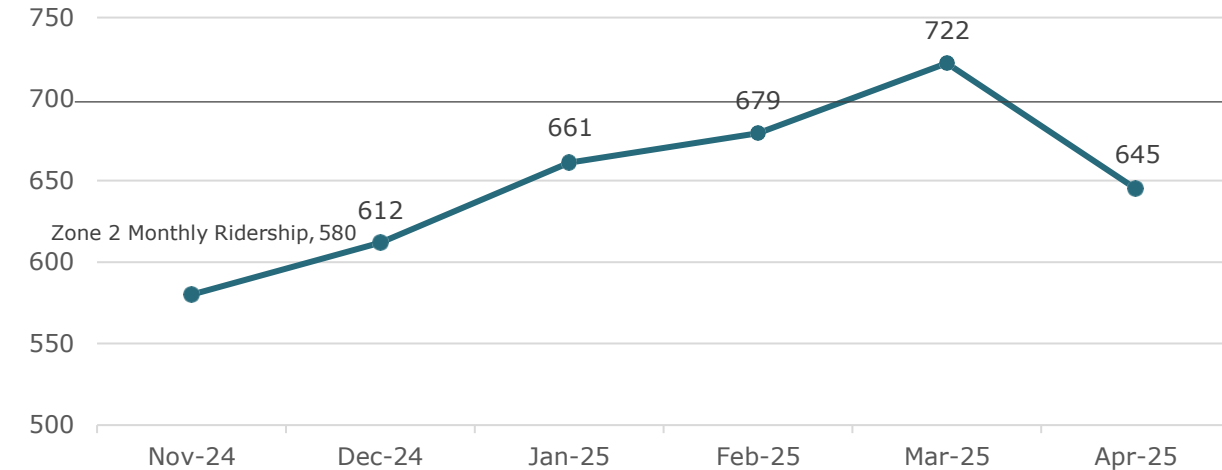
# Highlights & Service Benefits

Oct-24 - Mar-25

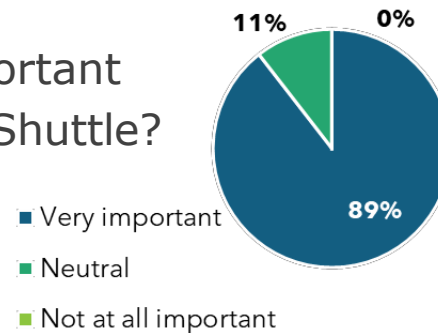
### Zone 1 Ridership Trend



### Zone 2 Ridership Trend



How Important  
Is the Sun Shuttle?



# Summary Major Renewal Components

- Circuit App Improvements
- Operational Changes
- Modification of Zones based on Transit Study recommendations and customer demand
- Ability to add/remove vehicles and within service zones.
- Established KPIs for improving efficiency
- City cost share increase in Zone 1 starting in in FY26 due to downtown CRA sunset.
- No change in unit pricing

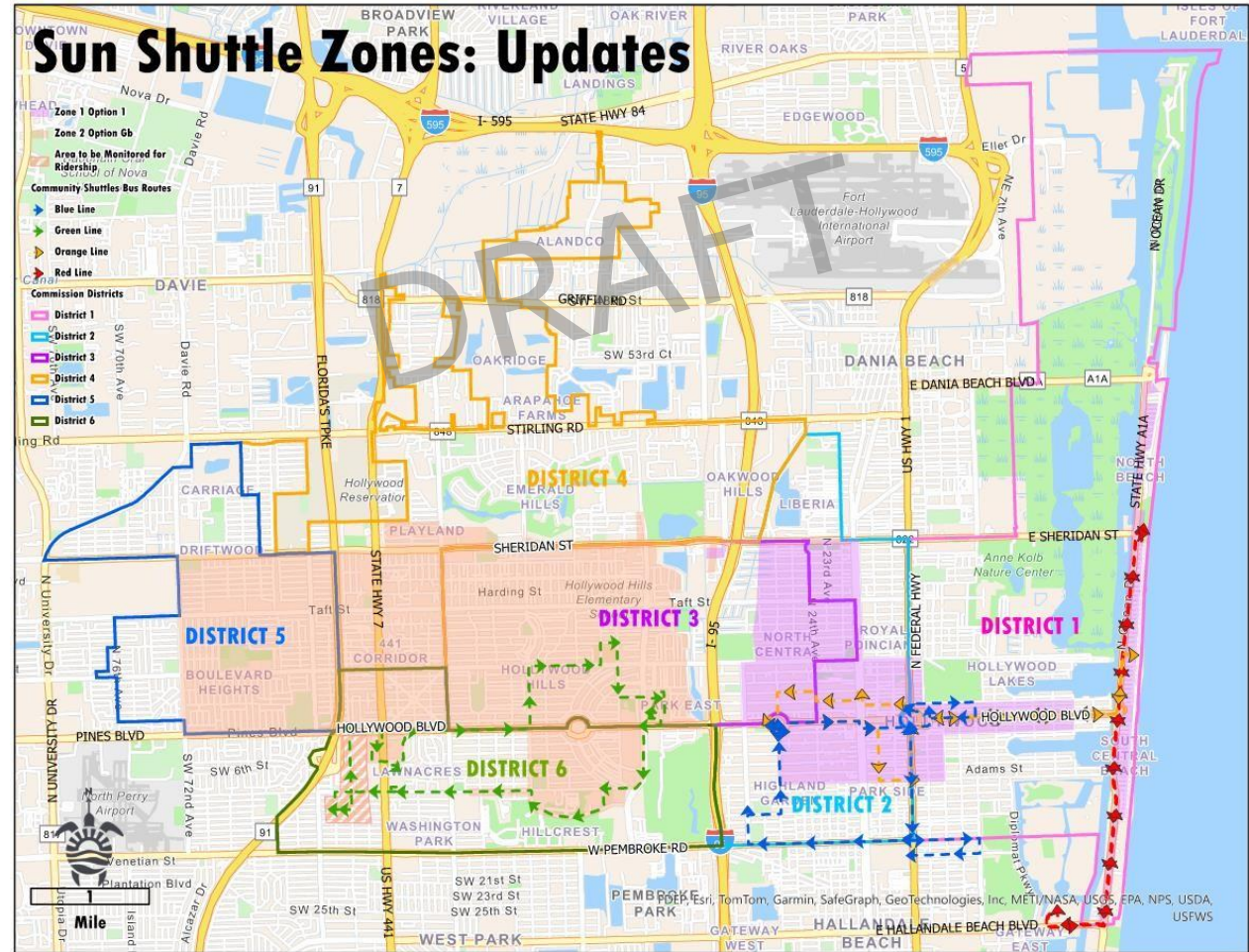




# Next Steps:

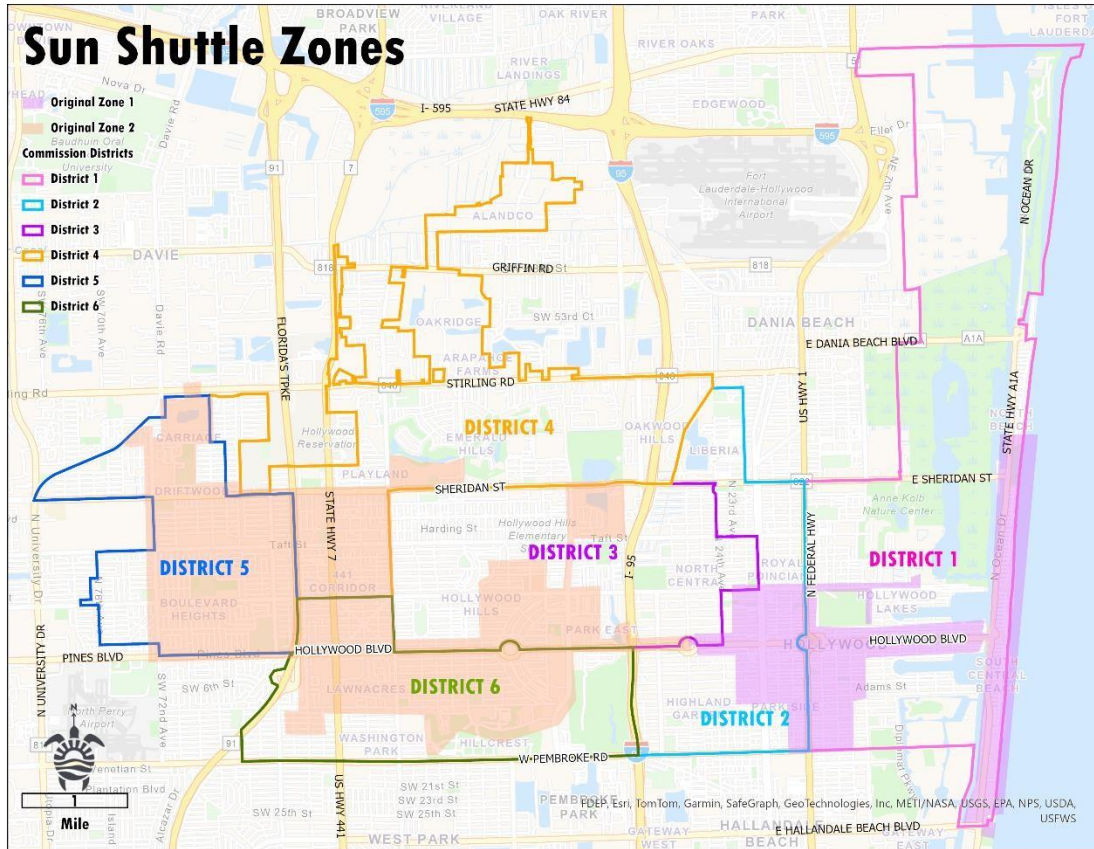
## Implementation of Transit Study Recommendations

- Modify microtransit service times,
  - **synergy with Holly-Go**
- Allocation of micro-transit resources based on demand:
  - **Seasonal**
  - **Day of week**
  - **Time of Day**
- Tailored microtransit zone boundary adjustments:
  - Reduce duplication of West Zone south of Hollywood Blvd; served by Holly-Go
  - Eliminate low ridership/private access communities
- Reevaluate vehicle type and size
- Potential Grant Opportunities
  - Surtax – Third Amendment
  - FDOT District 4 Service Grant

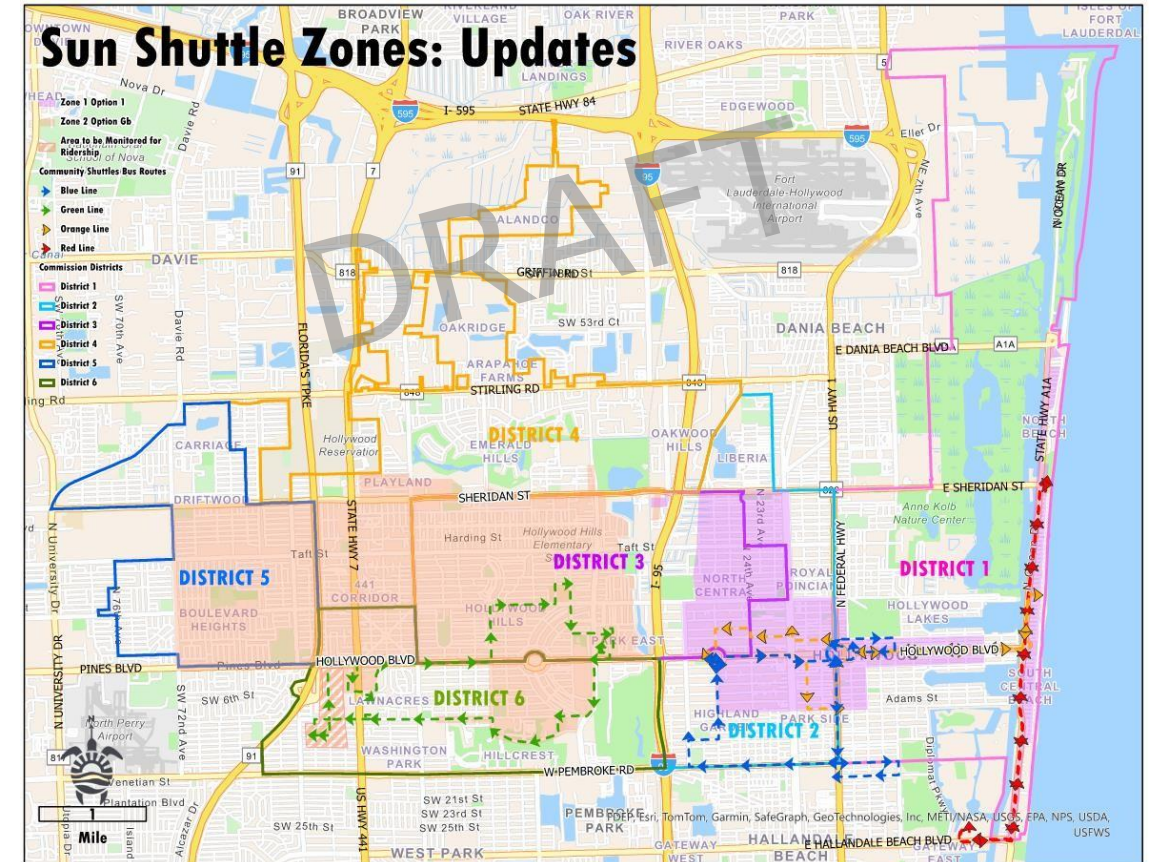




# DRAFT of Proposed Zone Changes



Current Zones



Proposed Zones - Draft

# Cost/Benefits

EAST ZONE	47%	CRA	\$ 470,684.21
	53%	City	\$ 530,521.54
WEST ZONE	100%	CITY	\$ 244,793.52
Total			\$1,245,999.27

**Alignment with City’s Mission Statement and Core Values**

Significantly contributes to a resiliency, sustainability, quality living, a healthy environment, innovation, and accessibility

**Importance of Service:**

92% of all respondents are satisfied with service

**Environmental Benefits:**

43.91 Tons of CO2 Prevented (07/2024 - 03/2025)

**Quality of Life:**

Reduce Vehicle Miles Traveled (VMT) by 144,000 miles/year

**Customer Experience**

Rider satisfaction at 4.9 out of 5.0

Over 500,000 rides since 2020!

# City Commission Meeting

June 4, 2025

Renewal of the Blanket Purchase Agreement with Circuit Transit, Inc.  
for Micro-Transit Services

Staff Recommendation: Approve Renewal

Strategic Plan Focus: Quality of Life & Strong Neighborhoods

