

# Chula Vista Community Shuttle Program



CIRCUIT



CITY OF  
CHULA VISTA®



COMMUNITY  
CONGREGATIONAL  
DEVELOPMENT CORPORATION

# Our Vision

Cities with **Connected**, **Shared**, (eventually autonomous) **Electric** Vehicles

Circuit's goal is to promote mobility and reduce traffic's harmful impact on the environment.

We do this by getting people out of their cars for short trips, encouraging visitors to park once, and making connections to existing mass transit hubs.

We work with innovative cities, private developers and forward-thinking advertising partners to offer electric shuttles that make mobility easier, smarter, more affordable, and fun.

**The solution works, it's always improving and built to scale.**

## We want fewer...



Single Occupancy Vehicles (SOVs)



Traffic Jams



Greenhouse Gas Emissions (GHG)

## and more ...



Shared Rides, Mass Transit



Accessible Options



Efficient and Productive Cities

# Partnering with Cities & Properties



**Smarter, greener,  
cheaper than traditional  
options**



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



**First-mile/last-mile  
connections**



# Clean Mobility Options Voucher Program (CMO)



In June of 2021 the City of Chula Vista was awarded \$997,833 to launch a Chula Vista Community Shuttle Program through the Clean Mobility Options Voucher Program.

The program aims to improve underserved communities' access to clean mobility options that are safe, reliable, convenient, and affordable, by creating a streamlined application process for communities to apply for funding.

The program also seeks to further mobility equity, improve local air quality, increase zero-emission vehicle adoption, reduce vehicle miles traveled, and advance workforce development in clean transportation.

# Why Chula Vista?



Healthy Chula Vista Action Plan adopted in 2016 to promote overall wellness and address public health issues within the community

*"Ensure residents can access community assets and support innovative programs to encourage transit use."*

*"Promote alternative Car and Bike Sharing programs."*



Climate Action Plan adopted in 2017 to accomplish the City's greenhouse gas reduction goals.

*"Transition 40% of fleet to hybrid or other alternative fuel technology"*

*"Expand bike-sharing, car-sharing and other "last mile" transportation options"*



**AGE-FRIENDLY ACTION PLAN**

Age-Friendly Action Plan adopted in 2018 to allow discussion, analysis and the platform to begin looking at the City's livability through a 'lens of age'

*"Vision: A city where everyone has access to safe, environmentally friendly and sustainable transportation services that are affordable and provide a full range of mobility options to connect residents to critical services, cultural opportunities and each other."*

# A Turnkey, Electric & Shared Solution

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

**It's plug & play - and cheaper.**

Rider  
App

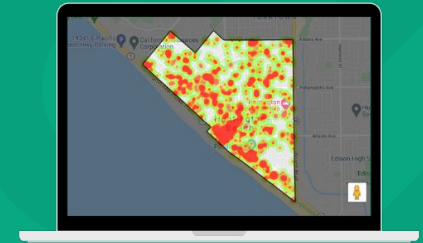
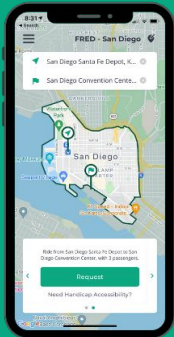
Electric  
Vehicles

Hiring &  
Management

Systems &  
Insurance

Data  
Reports

Back End  
Management Tech



# Chula Vista Service Area

(1) On the Disadvantaged Communities List for Climate Investments with a score in the top 25 percent of CalEnviroScreen 3.0 scores)

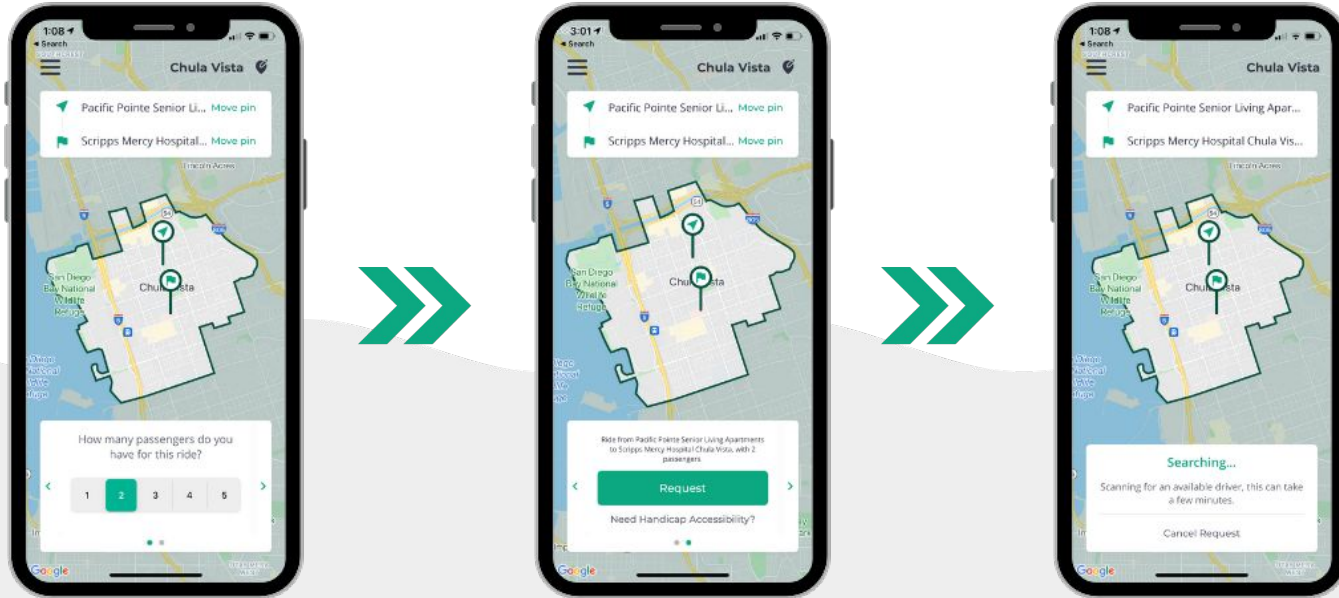
(2) Tribal land or tribal property within AB 1550 designated low-income communities, or

(3) Serves a deed-restricted affordable housing facility (at least 80 percent of property residents have incomes at or below 60 percent of the area median income) with at least five units and located within an AB 1550 designated low-income community.

(4) An AB 1550 low-income community, defined as census tracts that are either at or below 80 percent of the statewide median income



# How It Works



Plus...





# Vehicles



## 5 Hyundai IONIQ Electric

- 100% electric
- Driver + 4 passengers
- 170 mile range



## 1 Lightning Electric Transit Van

- 100% electric
- Driver + 6 passengers + wheelchair
- 140 mile range

# CCDC Involvement



**Community Congregational Development Corporation  
(CCDC) commits up to \$1 million towards program**

**CCDC grant allows:**

- One (1) additional vehicle added to fleet
- Extension of service area to provide access to additional seniors
- Fully funds Year 3 of operation upon expiration of CMO funding

# Program Timeline

<b>Phase 1</b> Planning	<b>Phase 2</b> Project Kickoff	<b>Phase 3</b> Year 2	<b>Phase 4</b> Year 3
<ul style="list-style-type: none"><li>• Finalize grant terms with CARB</li><li>• Finalize Scope of Work and contract between Circuit and the City</li><li>• Circuit begins to acquire vehicles, hire staff, build out app location</li><li>• Circuit and City begin marketing and outreach ahead of program launch</li></ul>	<ul style="list-style-type: none"><li>• Launch service exclusively for seniors 55 and over in Year 1</li><li>• Circuit conducts continued training of staff</li><li>• Monitor program for efficiencies and conduct rider surveys for improvements</li><li>• Circuit works to sell third party advertising on vehicles</li></ul>	<ul style="list-style-type: none"><li>• Ongoing program monitoring and adjustments as needed</li><li>• Circuit and City plan for service extension to the general public</li><li>• Service opens to general public for a small fare</li><li>• Circuit works to sell third party advertising on vehicles</li></ul>	<ul style="list-style-type: none"><li>• Program fully funded by CCDC</li><li>• Service remains free for seniors and small fare to general public</li><li>• Circuit and City works to identify funding sources for additional years, covering difference between operating costs and revenues generated</li></ul>

## Program Costs

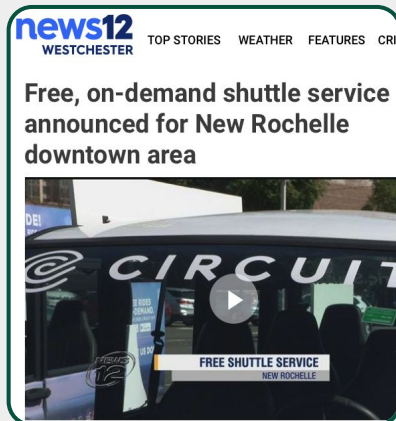
	Year 1	Year 2	Year 3	Year 4
Program Cost	\$615,910	\$624,229	\$636,713	TBD
CMO Funding	\$497,679	\$503,553	\$0	\$205,000
CCDC Funding	\$118,231	\$120,676	\$636,713	\$13,380
<i>Potential Revenue*</i>	\$45,000*	\$80,000*	\$80,000*	\$80,000*
Additional Funding Needed	\$0	\$0	\$0	TBD



# Spreading the Word

- Ribbon Cutting Event
- Coordinated Press Release
- Creation of Marketing Materials
- Email Blasts
- Wrapped Electric Vehicles
- Local Business Outreach
- Community Events
- Regular Social Media Posts
- Paid Online and Social Media
- Driver/Ambassador Marketing
- Cross-Promotion Marketing Materials
- Website and App Location Updates

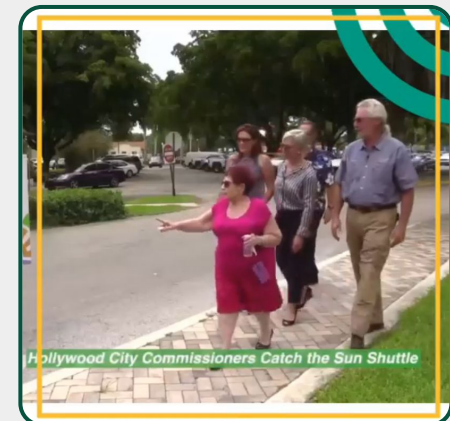
## Local Press



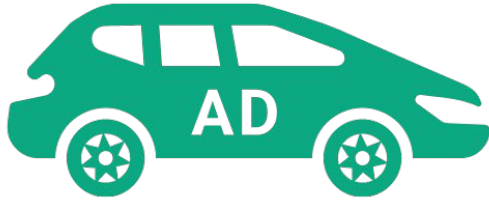
## Ribbon Cutting Event



## Shuttle Intro Video



# Future Funding Opportunities



**Advertising Revenue**



**Local Partnerships**



**Fare Revenue**



**Grant Opportunities**



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COMMUNITY  
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Pick-up/  
Drop-off



**THANK YOU**  
**Any Questions?**  
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