

Date: October 24, 2022

To: Thomas B. Modica, City Manager



From: Eric Lopez, Director of Public Works



For: Mayor and Members of the City Council

Subject: **Ready to Launch the Long Beach Micro-Transit Shuttle Program**

On [May 2, 2022](#), the City of Long Beach (City) released a Request for Proposals (RFP) seeking a vendor to provide a micro-shuttle service to support tourism, businesses, and local revenue generation. This service is intended to support mobility programs for economic recovery and is primarily funded by the Long Beach Recovery Act (LB Recovery Act).

Circuit Transit, Inc. (Circuit) is the selected vendor to conduct the program. On [September 13, 2022 the](#) City Council awarded a \$1.14 million contract to Circuit.

Circuit will provide an on-demand and fixed-route pick-up and drop-off electric-powered shuttle service for business districts, amenities, services, and businesses in the Downtown-Alamitos Beach neighborhoods (Service Area 1) and Belmont Shore-Alamitos Bay neighborhoods (Service Area 2). Each of the 100 percent electric-powered shuttle has a capacity to transport 5 passengers and two of the shuttles are ADA-accessible to accommodate wheelchair use.

The program's two service areas were selected due to the density of businesses, services, and amenities, as well as the presence of several underutilized public parking lots that can be used to reduce on-street parking demand, especially during events or weekends. As part of a future phase, City staff will explore ways to connect these two service areas to allow easy transfers if desired.

Beginning Thursday, October 27, 2022, Circuit will launch in the Belmont Shore-Alamitos Bay service area. Riders will be prompted to download the Ride Circuit mobile application (app) from any app store or visit ridecircuit.com/ride for more information. The hours of operation for each service area are:

- Thursday, 4:00-10:00 PM
- Friday, 4:00-10:00 PM
- Saturday, 12:00-10:00 PM
- Sunday, 12:00-6:00 PM



Photo Description: Proposed website graphic indicating the two separate service areas. Service is available within each service area boundary only. There is currently no service between the service areas. For the time being, patrons are encouraged to utilize the City's Bike Share Program, Long Beach Transit or other micro-mobility options for connections between service areas.

On Thursday, November 3, 2022, the City will officially celebrate the launch in the first service area. On Thursday, November 10, 2022, service will be deployed in the Downtown Long Beach-Alamitos Beach service area. The Public Works Department will publish information on their website to outline the shuttle schedules, service area perimeters, instructions on how to use the free micro-transit shuttle service, and more.

Program Background:

The City successfully piloted a similar program in 2018 that was operated by Free Ride in downtown Long Beach. During its eight-week service period, Free Ride had 16,742 riders, created 17 jobs, and reduced 7.5 tons of CO₂ emissions. The pilot program ended after one six-week extension and was in the process of being evaluated by the City, as well as having subsequent funding sources identified, when the COVID-19 pandemic interrupted the continuity of City efforts related to this program.

The program aims to address high-demand business corridors with a focus on neighborhoods with underutilized parking areas. The goals of the program are to:

- Reduce car trips and promote non-automotive transportation modes for trips under three miles;
- Alleviate parking impacts by connecting to nearby under-utilized parking lots;
- Support the economic recovery of businesses in service areas;
- Facilitate the generation and circulation of tourism, visitors, and shoppers in service areas; and,
- Attract investment in local service sector businesses experiencing great economic impacts, revenue decline, and job losses.

As part of the two-year agreement, Circuit is required to provide monthly performance metrics to the City.

If you have any questions regarding this program, please contact Fern Nueno, Mobility Programs Officer at Fern.Nueno@longbeach.gov.

ATTACHMENT

CC: CHARLES PARKIN, CITY ATTORNEY
DOUGLAS P. HAUBERT, CITY PROSECUTOR
LAURA L. DOUD, CITY AUDITOR
LINDA F. TATUM, ASSISTANT CITY MANAGER
TERESA CHANDLER, DEPUTY CITY MANAGER
KATY NOMURA DEPUTY CITY MANAGER
APRIL WALKER, ADMINISTRATIVE DEPUTY CITY MANAGER
KEVIN LEE, CHIEF PUBLIC AFFAIRS OFFICER
MONIQUE DE LA GARZA, CITY CLERK
DEPARTMENT HEADS

FREE LOCAL SHUTTLE

TRANSPORTE GRATIS

For more information visit
Para más información visite

Longbeach.gov/GoActiveLB



ridecircuit.com/ride

Thu./Jue. 4:00 - 10:00 PM

Fri./Vie. 4:00 - 10:00 PM

Sat./Sab. 12:00 - 10:00 PM

Sun./Dom. 12:00 - 6:00 PM



Service Area

2

Alamitos Bay-
Belmont Shore

CITY OF
LONG BEACH
RECOVERY ACT



FREE LOCAL SHUTTLE

TRANSPORTE GRATIS

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Para más información visite

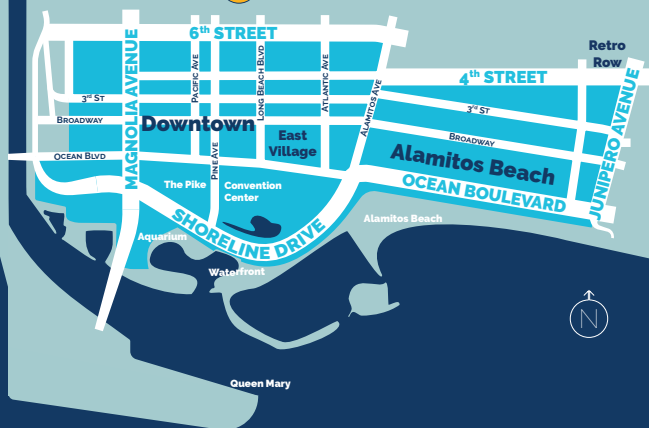
Longbeach.gov/GoActiveLB



ridecircuit.com/ride

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Service Area **1** Downtown-Alamitos Beach



CITY OF
LONG BEACH
RECOVERY ACT