

Consideration of a Resolution Authorizing the City Manager to Execute an Agreement with Circuit Transit Inc. for a Six-Month On-Demand Point-to-Point Local Microtransit Service Pilot Project and Appropriate up to \$540,626 in Proposition A Local Return Funds

City Council Meeting – April 7, 2026



Background

- Downtown Shuttle Service January-October 2017
- DBPA discussions with Circuit in 2021
- Staff discussions with Circuit began 2023
- City Council directed staff to explore – Nov. 3, 2025
- City Parking Management Strategy 19.1 – Microtransit



Benefits

- Point-to-Point service, no bus stops
- Short wait times, real-time route information
- App-based reservations and payment
- Connects passengers to transit network and destinations
- Affordable alternative to Uber/Lyft for intra-city trips
- High-quality, high value experience
- Reduces vehicle miles and congestion on streets
- Reduces parking demand
- Eco-friendly and sustainable using all EV fleet



Fleet Vehicles



EV Passenger Van



Neighborhood Electric Vehicle



Funding Options

- State & Regional Transp. Funds (Prop. A and other local allocations)
- Rider fares (\$2-\$9)
- Advertising revenue (Vehicle wraps, on-board, mobile)
- City-provided charging and parking
- Stakeholder Contributions (DBPA, NMBBPA, Chamber)
- Corporate Sponsors
- Parking Meter Revenue
- Parking District Funds
- Climate/Transportation Related Grants



Service Alternative 1

- 5 vehicles (2 NEV's, 2 Sedans, 1 Accessible Van)
- 11 AM – 9 PM, 7 days/week
- \$2.50 fare per ride
- No City-paid charging or parking
- Net Monthly Cost = Approx. \$81,000/month
- 6-month Pilot Project = Approx. \$486,000



Service Alternative 2

- 5 vehicles (2 NEV's, 2 Sedans, 1 Accessible Van)
- 11 AM – 9 PM, 7 days/week
- \$5.00 fare per ride
- Net Monthly Cost = Approx. \$72,000/month
- 6-month Pilot Project = Approx. \$431,000



Service Alternative 3

- 3 vehicles (2 NEV's, 1 Sedan)
- 4 PM– 10 PM, 7 days/week
- \$5.00 fare per ride
- Monthly Cost = Approx. \$61,000/month
- 6-month Pilot Project = Approx. \$367,000



Service Alternative 4

- 5 vehicles (2 NEV's, 2 Sedans, 1 Accessible Van)
- Peak Season 11 AM – 9 PM, 7 days/week
- Off-Peak Season 4 PM – 10 PM
- \$5.00 fare per ride
- Monthly Cost = Approx. \$53,000/month
- 12-month Pilot Project = Approx. \$640,000



Recommendation

- Discuss possible service levels and funding options for a six-month pilot project
- Adopt Resolution authorizing City Manager to execute an agreement with Circuit and appropriate Proposition A Local Return funds



