

Town of Addison Microtransit + Paratransit Proposal

 Circuit



Town of Addison Goals. Our Vision.



**Paratransit
Continuity**



Fast Pick Up Times



**Scalability &
Technology
Integration**



**Data-Driven
Adjustments**



Low Cost Per Rider



**Reliable Access For
Addison Workers**



**Rally Points and
Connection Hubs**

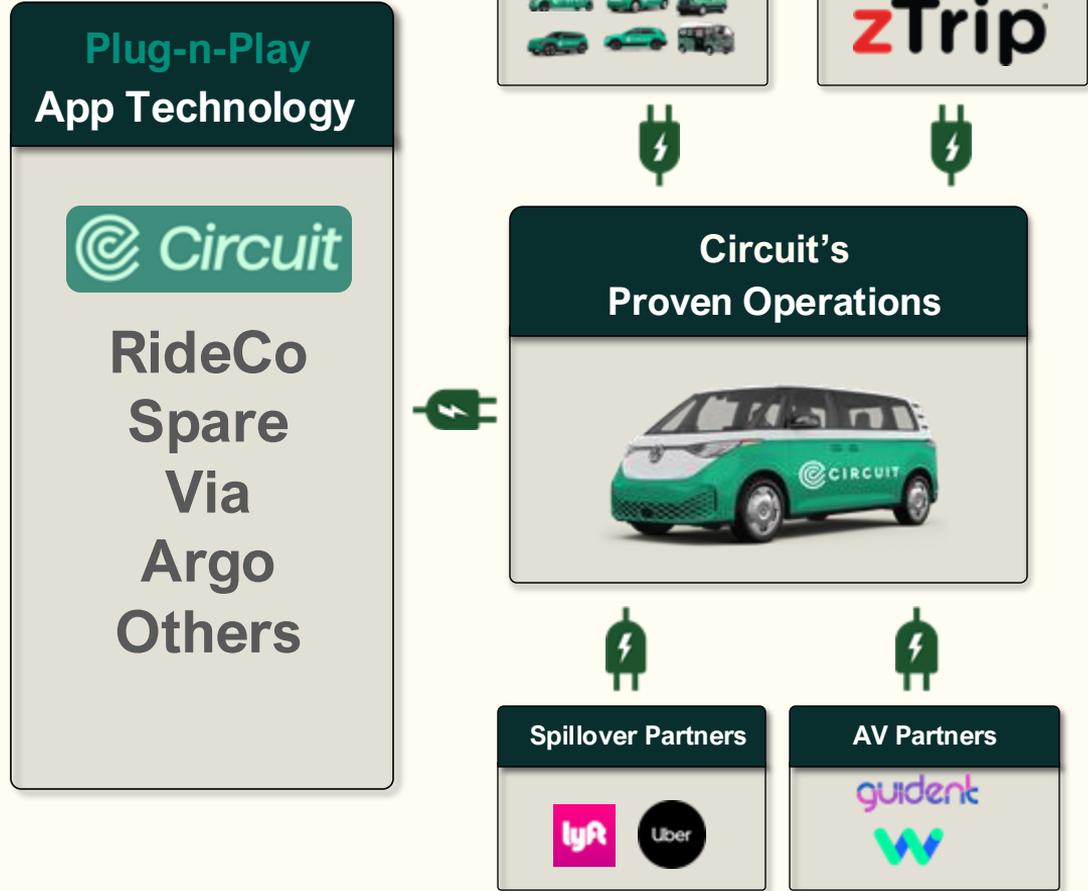


**Pilot Program and
Scalability**

Scalable Turnkey Operations or Seamless 3rd- Party Integration

Circuit can serve as a fully turnkey microtransit operator or as an end-to-end solution.

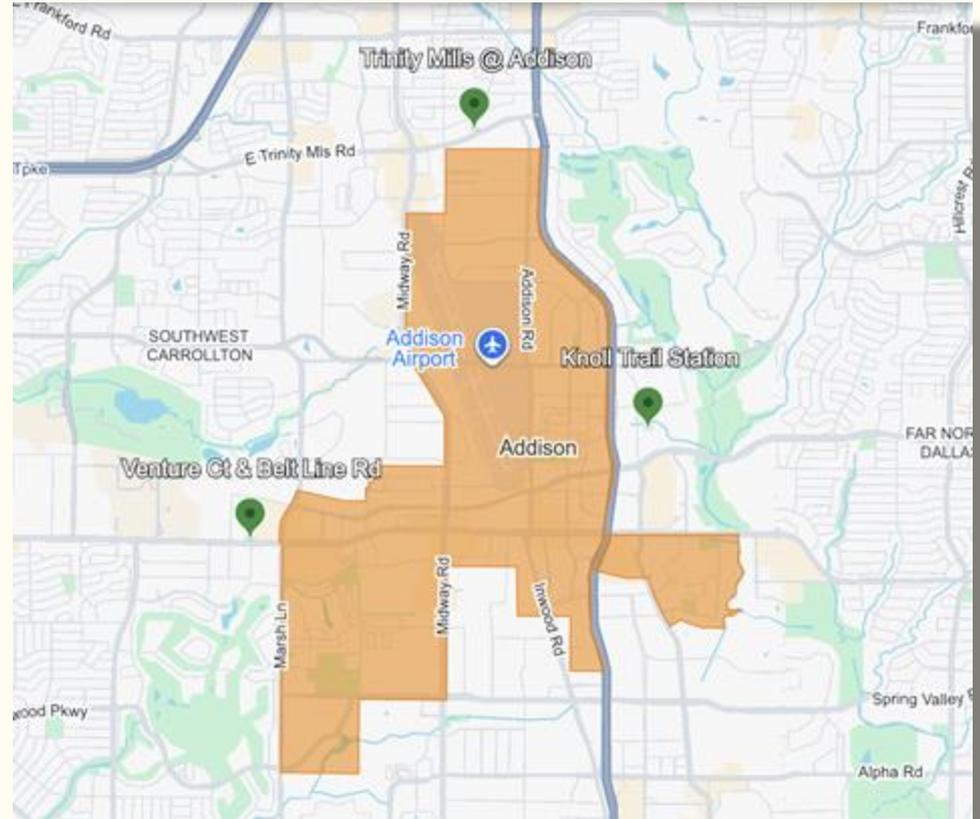
We also seamlessly integrate into third-party rider apps, dispatch platforms, and fleet technologies, including spillover functionality.



Service Overview



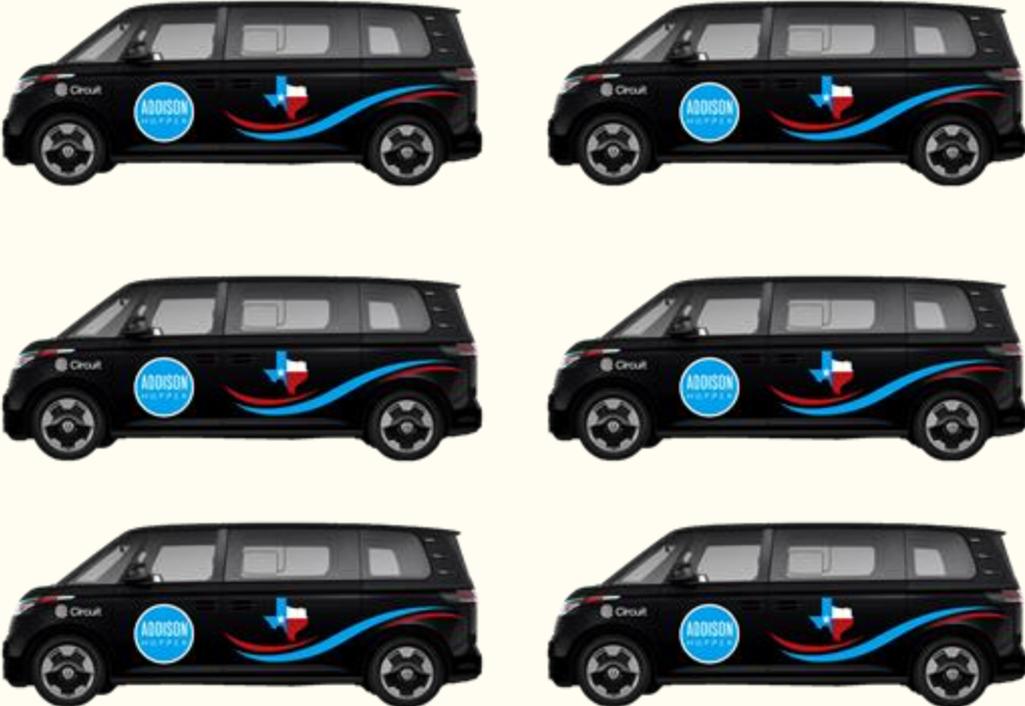
Service Area	100% coverage of Addison city limits + 13 DART cities for paratransit
Service Hours	5:00 AM – Midnight, 7 days per week
Fleet	6 Electric Microtransit Vehicles + 2 Paratransit Vehicles
Average Wait Time	~10-15 minutes



Proposed Fleet



Microtransit



Paratransit

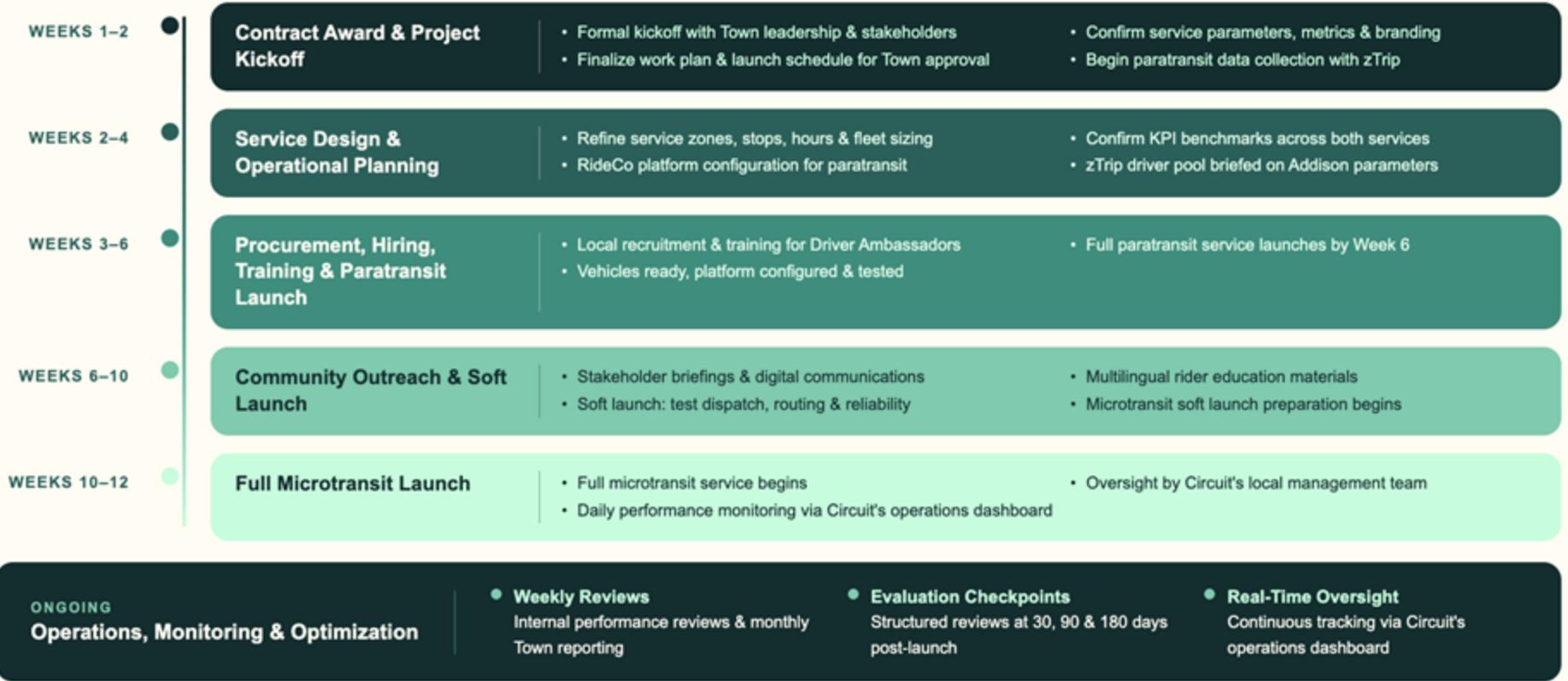


Ambulatory Service

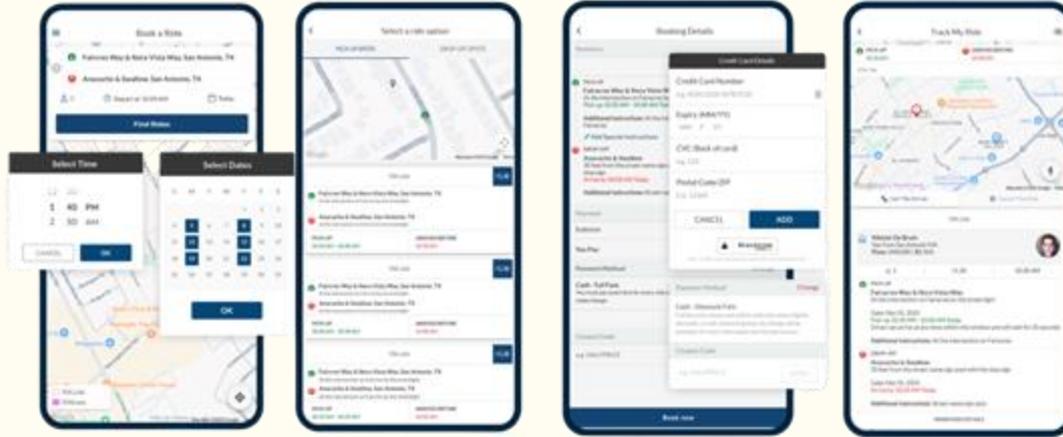


Wheelchair-Accessible Service

Implementation Timeline



Riding Made Easy



- Passenger Communication & Real-Time Tracking
- Automatic Booking Limitations
- Time Snapping for Transit Connections

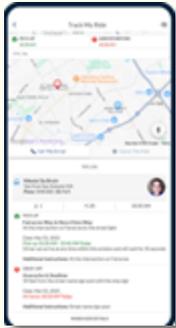
- Passenger Feedback
- Flexible Fare Payments
- Shared Ride Optimization
- Multi-Language Support

- Multi-Platform Access
- Configurable Platform
- One Search Trip Booking Subscription / Recurring Trips
- Flexible Trip Search (Depart After / Arrive By)
- Itinerary Freezing & Trip Tagging
- Commingled Services
- Segmentation & Service Variation
- Instant Trip Scheduling
- Real-Time Ride Insertion
- Book on Behalf (Partner Portal)
- Smart Cancellation Prompts
- Accessibility & Seat Selection

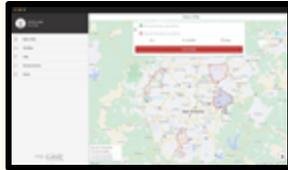
Booking Rides



App



Web-Based Portal



Rides can be booked on-demand or up to 14 days in advance (or based on Addison's requirements), including easily booking multiple rides in the case of repeat appointments



Live Operator



Rides can be booked on-demand or up to 14 days in advance (or based on Addison's requirements), including easily booking multiple rides in the case of repeat appointments



IVR Module

- Automated trip notifications delivered by phone call.
- Ride detail readouts during the call.
- Self-service ride cancellation through the IVR system.
- Configurable alerts, such as day-before reminders.
- Reduced no-shows through advance callouts.
- Greater passenger independence by enabling phone-based trip management.



Other Fleet Options



GEMs
(GEM E6 - 2021 and Newer
- Made in USA)
5 passengers
80+ Miles per charge
ADA configurations
Branding opportunities



VW ID.BUZZ
Seating for up to 6 (5+ Driver)
2nd Row Captains Seats for easy
access to 3rd Row
Automatic sliding doors
230 Mile Range Per Charge
Branding opportunities



SUV
Kia EV9
6 passengers
300+ Miles per charge
Branding opportunities



Vans
Van 8-15 passengers
150+ Miles per charge
ADA configurations
Branding opportunities



Sedans
(Kia, Hyundai, VW etc.)
4 passengers
300+ Miles per charge
Branding opportunities

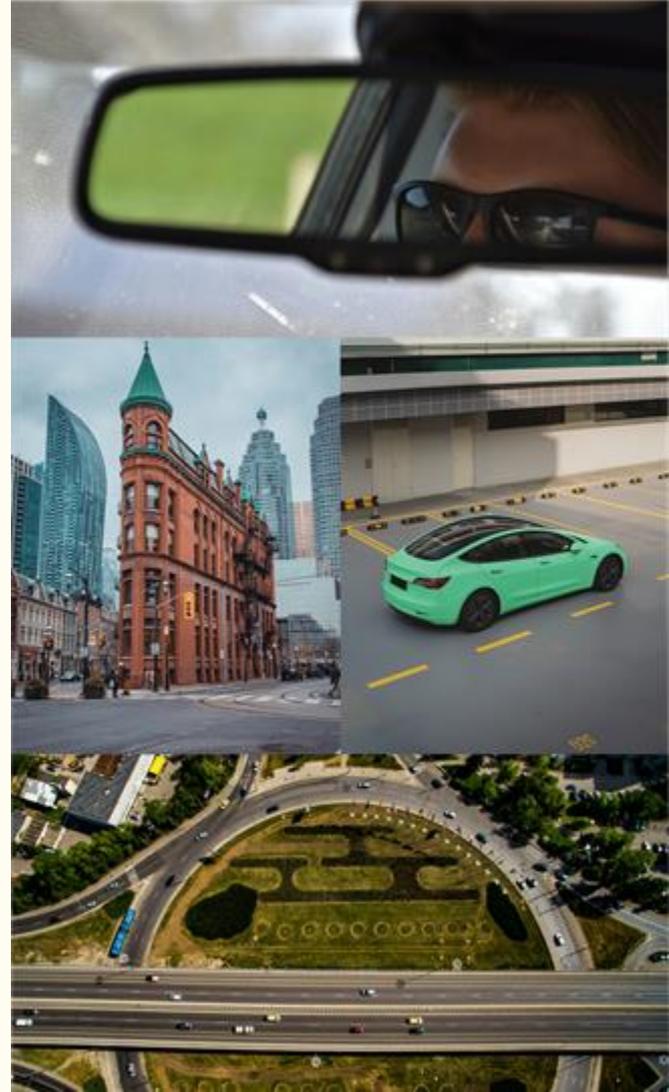


FIXED ROUTE OPTION

Karsan eJest
Van – 8 to 18 passengers
130+ miles per charge
Low-floor ADA configuration
Branding opportunities

Lowest Wait Times in Microtransit

Avg Rider Wait Times
by Microtransit Zone



Operational Excellence: Cost Per Rider



An all-encompassing metric that requires tech, operations and rider demand

"Microtransit services discontinued within the Park City limits"



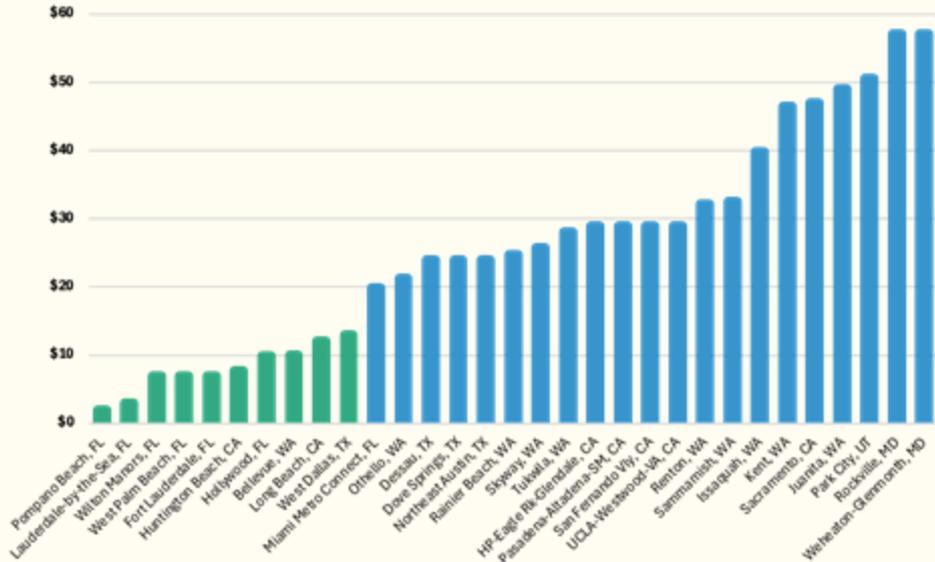
PARKRECORD.com

The \$1 ride that costs Metro \$43.



Los Angeles Times

Avg Cost Per Rider by Microtransit Zone

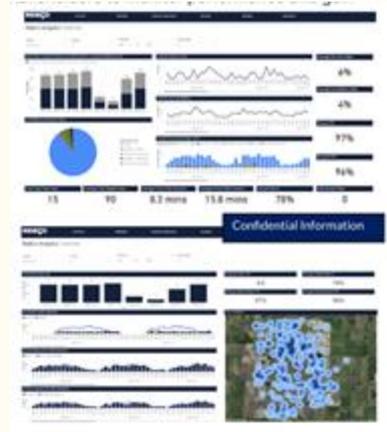


Disclaimer: Competitor cost per rider data compiled from public sources of data. Numbers may not reflect current microtransit zone metrics.

Reporting, Analytics and Iterating



- Comprehensive Data Visibility & Reporting
- Customizable KPI Dashboards
- Flexible Data Access (CSV Exports & API Integration)
- Automated Daily & Monthly Performance Reports
- **Actionable Intelligence:** Monthly reviews with dedicated Client Success to review business-intelligence style reporting supports proactive operations management, strategic planning, and FTA/NTD reporting compliance.



Program Marketing

Marketing is not a post-launch activity for us. It starts the day the contract is signed



PHASE-BASED

Public Awareness Campaign

- Weeks 1–4: Brand identity, landing page, local media outreach & employer engagement
- Weeks 5–6: Countdown campaign targeting Addison's evening economy
- Launch + 30 days: Geofenced ads, launch event & performance-driven budget shifts

VISUAL IDENTITY

Vehicle Branding & Service Identity

- Custom wrap design developed collaboratively with Town staff
- Town leadership holds final approval before production
- All vehicles carry approved branding from Day 1 of service

ACCESSIBILITY

Multilingual & Accessible Materials

- English & Spanish at minimum; additional languages per community demographics
- Large-print, captioned video & plain-language formats
- Phone booking featured on equal footing with the app — never buried

ON THE GROUND

Direct Community Outreach

- Pre-launch visits to senior facilities, centers & community gathering places
- Ride demonstrations before & after launch for hesitant first-time riders
- Driver Ambassadors assist with booking & app setup on the spot

SUSTAINED PRESENCE

Ongoing Community Engagement

- Quarterly rider surveys tailored to Addison — not recycled templates
- Partnerships with senior, disability, employer & civic organizations
- Re-engagement outreach for riders who go quiet after a first trip

TOWN-LED

Coordination with Addison Communications

- Dedicated Circuit marketing contact assigned at contract kickoff
- Shared editorial calendar; bi-weekly alignment meetings pre-launch
- Town has final approval on all materials before anything goes public

Cost Mitigation Options



Advertising

Circuit can implement an opt-in third-party advertising program to help offset Addison's operating costs that's backed by our in-house team that generated over \$10M in advertising revenue over the last 3 years.

Funding & Partnerships

Circuit has a dedicated team that is constantly mining for funding and partnership opportunities - both public and private to offset transit costs.

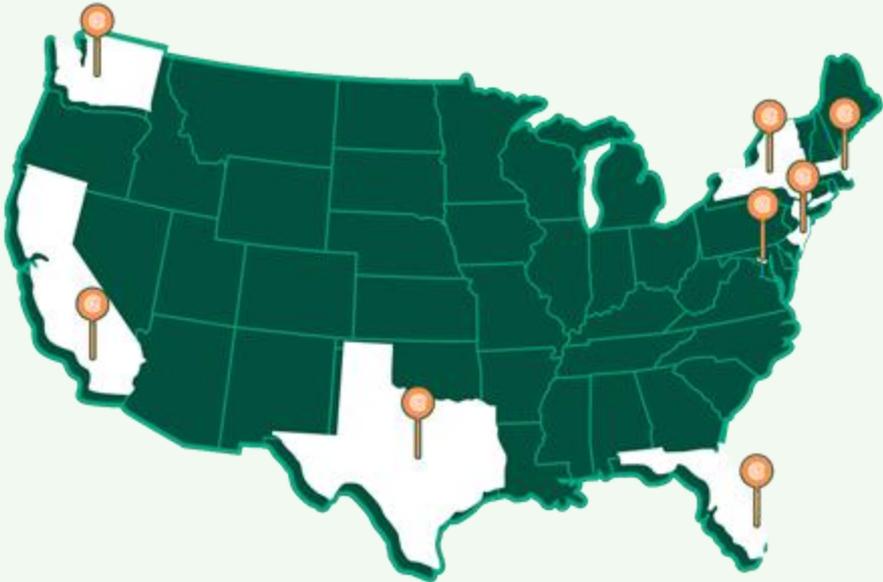


The Leader In On-Demand EV Services



12M+ Trips Completed

50+ Cities Across the Country



SANDAG



CBRE

Customer Highlights



Bellevue, WA



**\$900,000
increase**

in economic activity
per month

Rockaways, NY



**1,000+ drop-
offs**

to grocery stores each
month

Hollywood, FL



**80%
decrease**

in cost per rider

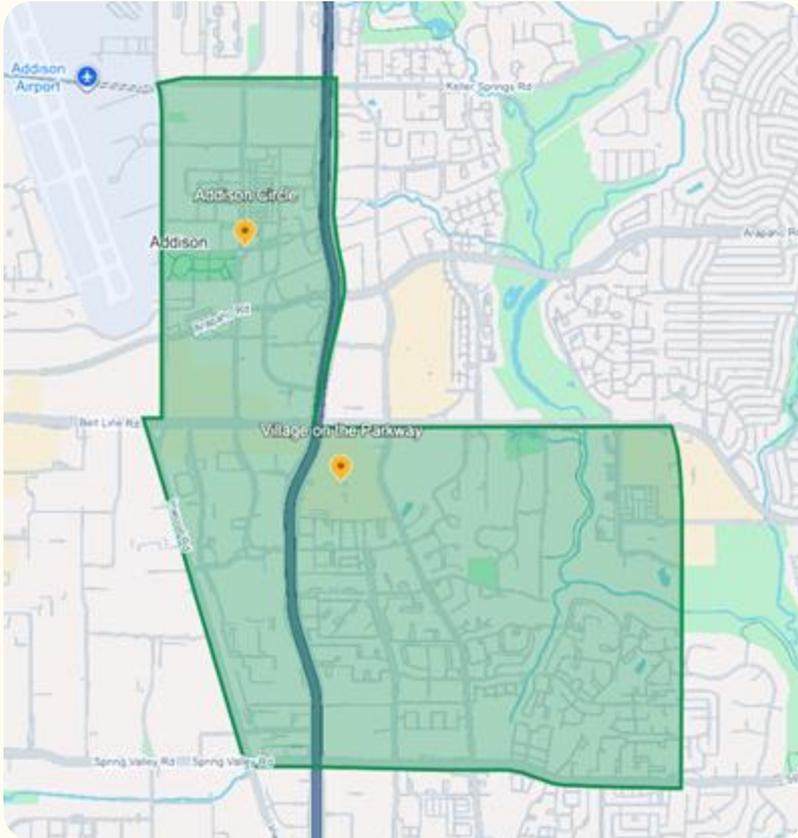
Long Beach, CA



**More than
2,500**

parking spaces
avoided each month

Alternative Circulator Option



Advance Addison 2050 Comprehensive Plan identifies the potential for a local circulator to better connect residents, employees, and visitors to key destinations throughout the community.



GEM e6



VW ID. BUZZ



ADA Ford eTransit

**Entertainment +
Employment**

**Purpose-Built
Coverage**

**On-Demand or
Fixed Route**

**Configured
Around Your
Priorities**

**Addison-
Branded
Addison-
Owned**

**Your Service,
Your Identity**