



LAUDERTRAC



TRANSPORTATION AND TRAFFIC UPDATE

Tracking Progress on Fort Lauderdale Commission Priorities for 2022

October 2022

LAUDERGO! MICRO MOVER OFF TO THE RACES

In July 2022, City Commissioners approved an agreement to partner with Circuit, a company founded in 2011 that specializes in micro-transit solutions, to provide first- and last-mile service for Fort Lauderdale neighbors and visitors. The six-month pilot program is an effort to continue exploring viable options to ease traffic congestion within the downtown area and along our popular beach front by creating pickup zones along the beach route and urging people to use public transit instead of their cars.

► **Economic Impact**

Since August, the LauderGO! Micro Mover has taken off with an average of 354 daily riders and more than 10,000 passengers using the service in September – a 400% increase in ridership when compared to the same period last year. The pilot has also created 53 jobs within the City of Fort Lauderdale. Drivers provide riders with useful information about the area and point out additional places for visitors to explore along their route, literally driving traffic to businesses.

Circuit provides a safe and convenient method of transportation connecting riders to popular destinations within the city.

► **Top Drop-Off Locations** (August 22 through September 27)

- 1 Brightline Fort Lauderdale Station
- 2 Elbo Room
- 3 The Galleria at Fort Lauderdale
- 4 Las Olas Beach
- 5 Marriott’s BeachPlace Towers
- 6 Hilton Fort Lauderdale Beach Resort
- 7 Coconuts
- 8 B Ocean Resort
- 9 The Wharf Fort Lauderdale
- 10 1001 Seabreeze Blvd

Circuit provided the City with eight fully electric vehicles that transport up to five passengers per ride. Wait times for rides average around 13 minutes, allowing riders the opportunity to finish their meals before zipping off to other attractions within the City.



► **Environmental Impact**

Fort Lauderdale’s partnership with Circuit reminds neighbors and visitors of the concept introduced in 2009 to “Green Your Routine,” as more than 80% of riders reported it was their first experience in a fully electric vehicle. Since operations began, the City has avoided the production of nearly 9.9 metric tons of vehicle Green House Gasses (GHG) being released into the atmosphere.

► **Ease of use and Rider Feedback**

Catching a ride on the free Micro Mover is as easy as downloading the Ride Circuit app on the App Store or Google Play, registering basic contact details, and selecting the pickup and drop-off locations within the dedicated area. Passengers who have provided feedback through the Ride Circuit app have given the service a rating of 4.8 out of 5 stars.



► **More Information**

Visit fortlauderdale.gov/micromover for more details about the program along with step-by-step instructions to download the app. Check out ridecircuit.com to learn more about the company that powers the all-electric service.

For feedback and questions about the City of Fort Lauderdale’s mobility services, e-mail transportation@fortlauderdale.gov or call 954-828-8000.