

EL PASEO COURTESY CART PROGRAM

April 10, 2025

City Council Study Session

HISTORY OF THE EL PASEO COURTESY CART



- Shopper Hopper - mini-bus service
- The El Paseo Courtesy Cart program began in 2004
- The City Council approved the disposal of the three City owned courtesy carts in 2022

CURRENT EL PASEO COURTESY CART PROGRAM

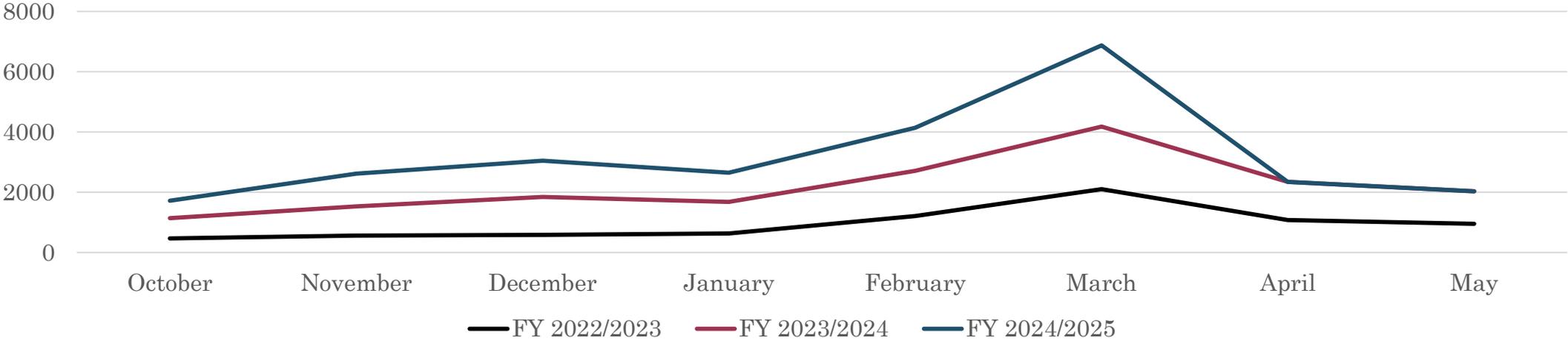
- In 2022 City Council approved a contract with Circuit Transit, Inc.
 - Three carts (2 Standard, 1 ADA)
 - Carts run from October through May annually.
 - Carts run seven (7) days a week from 11:00 a.m. – 6:00 p.m. Except for special events (i.e. Fashion Week and Food & Wine).
 - Carts can also be hailed or called through the Circuit app.
 - Carts are funded through the General Fund.
 - Contract expires in May 2025.





EL PASEO COURTESY CART ROUTE

Chart Title



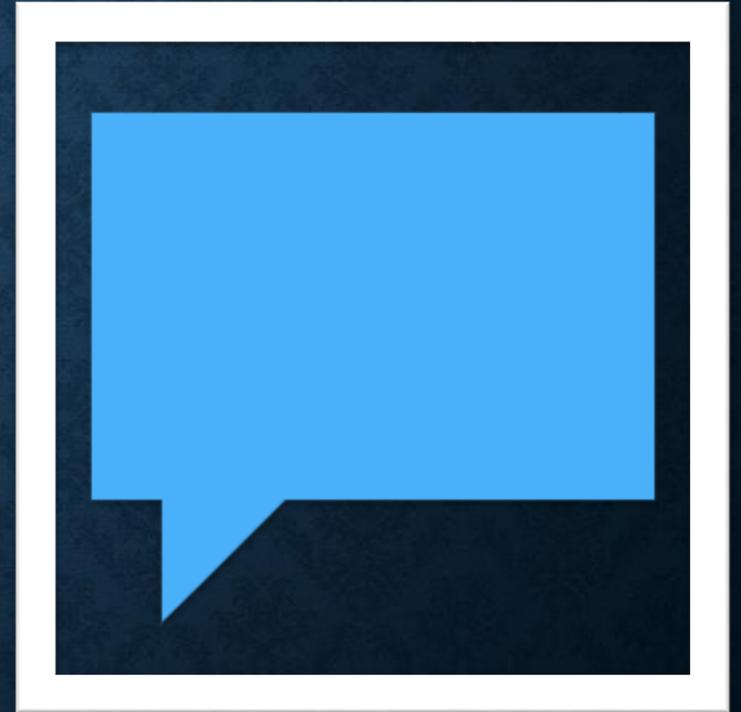
ANNUAL RIDERSHIP

FY 2021/2022	FY 2022/23	FY 2023/24	Est. FY 2024/25
\$204,100	\$219,241	\$223,966	\$224,720

CONTRACT COSTS

EL PASEO PARKING AND BUSINESS IMPROVEMENT DISTRICT FEEDBACK

- Satisfied with the current program as is.
- Interest in extending operating hours, particularly on weekends.
- Recommend fixed stops.
- Consider additional signage advertising the service.



CONSIDERATIONS



Maintain the Current Program

Est. cost \$231K



Extend Operating Hours on Weekends

Based on EPPBID Feedback
Est. cost \$237K



Expand Fleet cart

Add one additional standard cart, Total est. cost \$302K



Expand Service Off El Paseo