

# **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

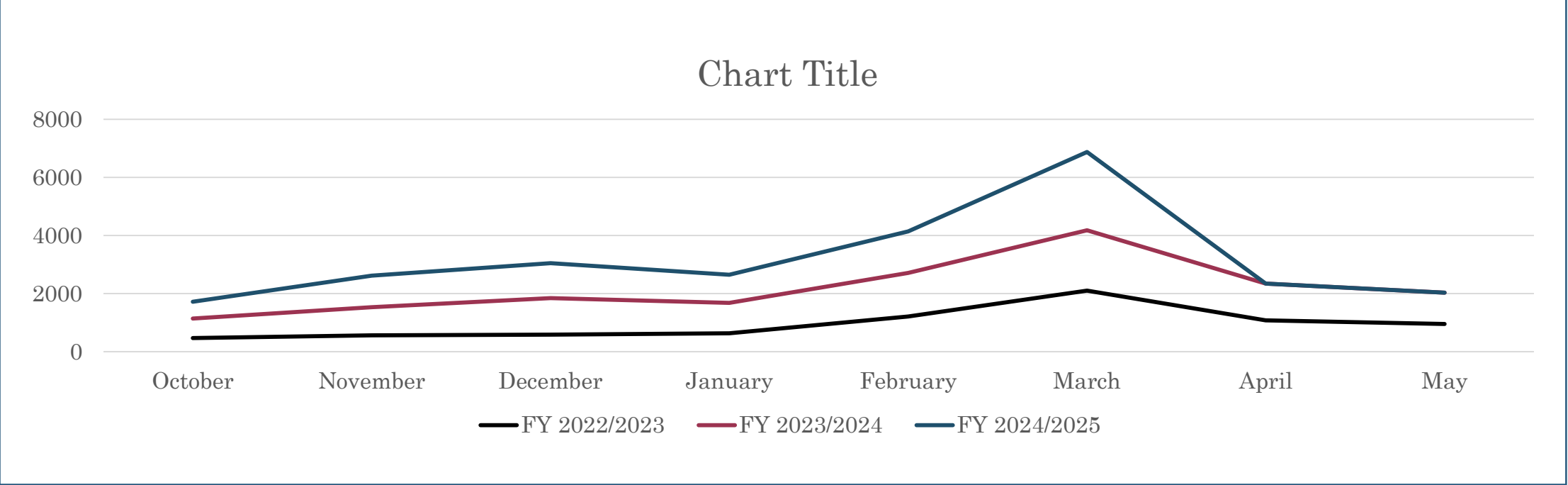
- In 2022 City Council approved a contract with Circuit Transit, Inc.
  - Three carts (2 Standard, 1 ADA)
  - Carts run from October through May annually.
  - Carts run seven (7) days a week from 11:00 a.m. – 6:00 p.m. Except for special events (i.e. Fashion Week and Food & Wine).
  - Carts can also 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



# ANNUAL RIDERSHIP



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FY  
2021/2022

\$204,100

FY  
2022/23

\$219,241

FY  
2023/24

\$223,966

Est. FY  
2024/25

\$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