



Date: June 20, 2025

To: Thomas B. Modica, City Manager 

From: Eric Lopez, Director of Public Works 

For: Mayor and Members of the City Council

Subject: **LB Circuit Service Expansion Launches June 2025**

The City of Long Beach is expanding its free LB Circuit micro-transit service starting Thursday, June 19, 2025, enhancing mobility options across 19 neighborhoods between Downtown and Alamitos Bay, including:

- Port area, Shoreline, Downtown, Willmore, West Village, Saint Mary's, East Village, North Alamitos Beach, Alamitos Beach, Rose Park, Carroll Park, Bluff Park, Bluff Heights, Belmont Heights, Belmont Park, Belmont Shore, Naples, the Peninsula and Alamitos Bay.

This expansion marks a major milestone for the program, increasing access, improving sustainability, and supporting local businesses with clean-air transportation.

Expansion Highlights

The LB Circuit expansion will improve access and connectivity in the city by:

- Expanding in the Downtown area, reaching further south to the Queen Mary and north to include the zone between 7th and 10th Streets and Atlantic and Magnolia Avenues.
- Filling service area gaps by adding Bluff Heights, Bluff Park and remaining portions of Belmont Heights to the service area.
- Extending Sunday service hours from 6 p.m. to 8 p.m.
- Introducing new vehicle types to the fleet, including electric SUVs and wheelchair-accessible vans for enhanced comfort and accessibility.

An informational postcard showing the expanded service area is attached for reference.

Program Impact

Since 2022, the LB Circuit has:

- Completed approximately 134,000 zero-fare rides
- Maintained an average driver rating of 4.95 out of 5
- Helped prevent over 27 metric tons of greenhouse gas (GHG) emissions by replacing car trips

- Reduced parking impacts in high-demand commercial corridors like Downtown and Belmont Shore

The LB Circuit's success directly supports the City's Climate Action Plan (CAP) by promoting sustainable transportation choices, reducing emissions, and increasing access to transit hubs and local businesses.

Service Fleet and Schedule

The expanded fleet will include:

- A total of 14 electric vehicles, including:
 - 8 all-electric micro-shuttles (GEMs)
 - 4 electric SUVs (longer range)
 - 2 ADA-accessible vans

Service Schedule:

- Thursday: 4 – 10 p.m.
- Friday: 4 – 10 p.m.
- Saturday: 12 – 10 p.m.
- Sunday: 12 – 8 p.m. (extended from 6 p.m.)

Education and Outreach

To ensure awareness and encourage ridership, the Department of Public Works is conducting:

- Direct engagement with Business Improvement Districts (BIDs) in the expanded service areas.
- Tabling at community events to promote the service and answer questions.
- Door-to-door business outreach in partnership with the Economic Development Department.

Contract and Funding

The City originally entered into an agreement with Circuit in October 2022 after initial success with a separate eight-week pilot program 2018. In September 2024, the Long Beach City Council approved a one-year contract extension with Circuit Transit Inc. for an expanded service area, with the option to extend for up to two additional one-year periods.

LB Circuit Service Expansion Launches June 2025

June 20, 2025

Page 3

Funding includes:

- \$410,000 in grant funding from the South Coast Air Quality Management District (SCAQMD).
- Up to \$2 million annually from Los Angeles County Metropolitan Transportation Authority Proposition A funds.

While LB Circuit operations are contingent upon available funding, the City anticipates offering this service at least through the 2028 Los Angeles Olympic and Paralympic Games where Long Beach will serve as a major Venue City staging several sporting events for both Olympics and Paralympics.

For more service information, FAQs, and to download the Circuit ride-hailing app, visit longbeach.gov/lbcircuit.

For questions, please contact Dawn Henderson, Acting Bureau Manager of the Environmental Services Bureau, at dawn.henderson@longbeach.gov.

ATTACHMENT

CC: DAWN MCINTOSH, CITY ATTORNEY
DOUGLAS P. HAUBERT, CITY PROSECUTOR
LAURA L. DOUD, CITY AUDITOR
APRIL WALKER, ASSISTANT CITY MANAGER
TERESA CHANDLER, DEPUTY CITY MANAGER
MEREDITH REYNOLDS, DEPUTY CITY MANAGER
GRACE YOON, DEPUTY CITY MANAGER
TYLER BONANNO-CURLEY, DEPUTY CITY MANAGER
KEVIN LEE, CHIEF PUBLIC AFFAIRS OFFICER
MONIQUE DE LA GARZA, CITY CLERK
DEPARTMENT HEADS

LB Circuit

Free Local Shuttles

All-electric transportation
available in Long Beach!



For more information, visit longbeach.gov/freelocalshuttle



ប្រព័ន្ធដឹកជញ្ជូនក្រុងឡងប៊ិច

ដឹកជញ្ជូនអ្នកដំណើរក្នុងមូលដ្ឋានដោយឥតគិតថ្លៃ!

រាល់ការដឹកជញ្ជូនអ្នកដំណើរតាមរថយន្តអគ្គិសនី ក្នុងក្រុងឡងប៊ិច!



សម្រាប់ព័ត៌មានបន្ថែម សូមចូលមើល longbeach.gov/freelocalshuttle



LB Circuit

Mga Libreng Lokal na Serbisyo ng Shuttle

Available ang lahat ng de-kuryenteng transportasyon sa Long Beach!



Para sa higit pang impormasyon, bisitahin ang longbeach.gov/freelocalshuttle



LB Circuit

Autobuses Locales Gratuitos

¡Transporte todo eléctrico disponible en Long Beach!



Para más información, visite longbeach.gov/freelocalshuttle



CITY OF
**LONG
BEACH**

