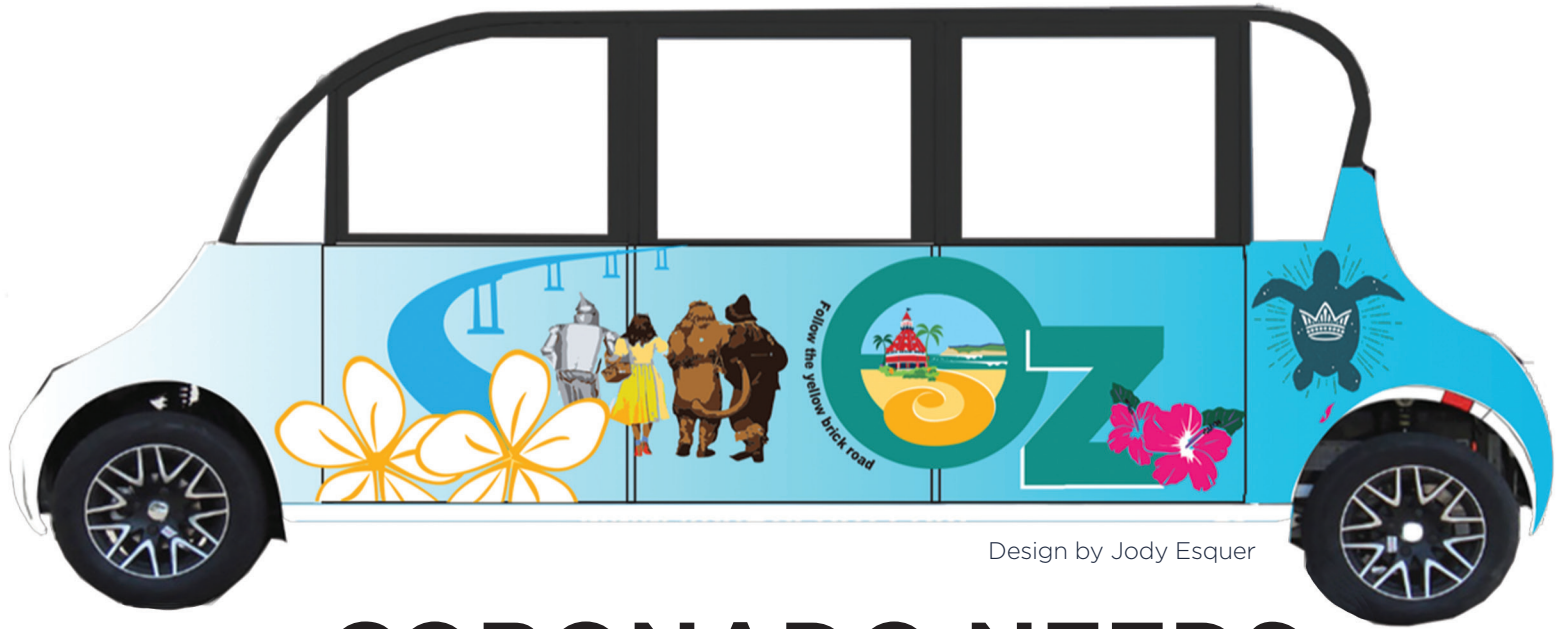




EMERALD KEEPERS

For an Emerald Green, Ocean Blue Coronado



Design by Jody Esquer

CORONADO NEEDS

OZ, THE MINI-SHUTTLE

Coronado's traffic brings noise, pollution, and safety risks to our town. Solutions are complicated, but one partial solution is an on-demand mini-shuttle program within the Village. We propose naming the mini-shuttle "OZ."

REDUCE TRAFFIC

The OZ mini-shuttle would offer free rides around town in a 6-passenger electric vehicle (similar to large golf carts with doors). The service would reduce car traffic and the frustration of searching for parking.

Riders would waive down the mini-shuttle or request a ride through a smartphone app. For example, Shores residents

could use the app to request a ride to the Coronado Hospital while visitors at the Ferry Landing could hail a ride to the Orange Avenue shops. This concept would replace the free summer shuttle gas buses.

PROVEN SUCCESS

Over 30 cities across eight states, including Santa Monica, Huntington Beach, and Venice Beach, currently offer mini-shuttles to help manage traffic and parking. Downtown San Diego implemented a mini-shuttle program called FRED in 2016. The program has been expanded to 20 mini-shuttles operating seven days a week with more than 1.1 million riders.

These existing programs provide a proven model for Coronado to implement its own mini-shuttle.

MANAGEMENT

All mini-shuttle operations are managed by Circuit, a private company that has been approved by the SANDAG for our region. By using Circuit, Coronado would not need to hire staff, arrange for insurance, or create the app. Circuit offers a turn-key operation. The mini-shuttles charge on a standard outlet once a day. OZ could launch by Spring 2023.

COSTS

Mini-shuttle programs are typically subsidized by cities so the service is free to riders.

Revenue from advertisements on the shuttle helps offset some of the operating costs. Actual costs vary by levels and hours of service but would be comparable to Coronado's free summer shuttle bus.

READY FOR OZ

Are you ready to take the OZ? Please scan the QR code to take a short survey and let Emerald Keepers know what you think about mini-shuttles.

OZ can help keep Coronado Emerald Green, Ocean Blue.



FRED in San Diego



Passenger using the app



Santa Monica Circuit

For more information visit EMERALDKEEPERS.ORG