



## **DC'S FIRST MOBILITY INNOVATION DISTRICT, THE MID, LAUNCHES CIRCUIT RIDESHARE PROGRAM IN SOUTHWEST NEIGHBORHOOD**

*Sustainable Transit Service Launches with Free Rides Through July*

**WASHINGTON, DC (June 26, 2023)** – DC's first Mobility Innovation District ([The MID](#)), spearheaded by the Southwest Business Improvement District ([SWBID](#)), has officially launched its public transit program for Southwest DC and parts of the Navy Yard neighborhood with Circuit Rideshare.

The MID's Circuit Rideshare program provides purpose-driven transportation services, utilizing a fleet of eight electric vehicles (EVs) and advanced transit technology to offer safe, accessible, efficient, and eco-friendly rides to users within the Southwest neighborhood. The program operates on a mobile app, enabling users to easily request rides and enjoy the convenience of on-demand transportation at a FREE rate through July and \$2 a ride thereafter. Riders can also utilize the always-free Buzzard Point Circuit Fixed Route supported by DC Central Kitchen, which loops between three stops in the Southwest quadrant.

The MID has also launched its new program, Circuit RideWell, to provide affordable, accessible, and easy-to-use transportation solutions to underserved communities. This program aims to provide greater access to employment opportunities, healthcare services, and community resources.

The new Circuit-operated shuttle services are part of The MID's mission to bring human-centered, equitable mobility solutions to Southwest DC, while also creating a replicable, scalable, and forward-thinking model for mobility poised to reduce environmental harm. For more information about the Mobility Innovation District and the Circuit Rideshare program, please visit [dcmid.io](https://dcmid.io).

### **HOW TO RIDE**

#### **Circuit Rideshare**

The MID's Circuit Rideshare offers eight shuttles throughout Southwest, Buzzard Point, and South Capitol Street for more accessible and affordable options. Smartphone users can [download the app](#) for FREE rides through the end of July (following July, rides will cost \$2). The Circuit should arrive within 10 minutes of the request, and users can choose the number of people riding within the app. Service animals are allowed, and riders have the ability to select a wheelchair-accessible vehicle.

*Hours of Operation for Circuit RideShare (service area can be found [here](#)):*

- Monday - Thursday, 7:00 AM - 7:00 PM
- Friday, 7:00 AM - 10:00 PM
- Saturday, 10:00 AM - 10:00 PM

- Sunday, 10:00 AM - 5:00 PM

### **The Buzzard Point Circuit Fixed Route**

The Buzzard Point Circuit is always free without users having to download the app, and includes the following stops:

- Southwest Waterfront Station
- P St. SW and 2nd St. SW
- DC Central Kitchen headquarters

*Hours of Operation for the Circuit Buzzard Point Fixed Route (roadmap can be found [here](#)):*

- Daily 6:30 AM – 9:30 AM; 3 PM – 6 PM

### **COMMUNITY EVENTS & ACTIVATIONS**

To celebrate the launch of the Circuit Rideshare program, the SWBID will activate at numerous community events. These events will showcase the innovative features of the Circuit Rideshare service and provide an opportunity for residents to experience firsthand the benefits of this transformative mobility solution during local community events.

- **Wednesday, June 28: Guess the number of balloons in the car to win 10 free rides**
  - Where: Good Morning at L'Enfant Plaza (*at the intersection of Maryland Ave SW and 7th Street*)
  - Time: 7:30 - 9:30 AM
- **Friday, July 7: Truck Touch**
  - Where: The Lot (*4th & M Street SW across from the Waterfront metro station during Market SW*)
  - Time: 5:00 - 9:00 PM
- **Saturday, July 8: Parade**
  - Where: Parade route begins at The Wharf (*Market Square*) and then continues to the Southwest Library (*300 I St SW*) and King-Greenleaf Recreation Center (*201 N Street SW*)
  - Time: 12:00 - 2:00 PM

###

### **About The MID**

Headquartered in Southwest DC, the MID (Mobility Innovation District) plants the seed for future-forward mobility solutions that position safe mobility options as an answer to systemic urban issues that improve quality of life and access for all. The public-private partnership uses on-the-ground testing and mobilizes global technology partners to drive local-first solutions, then serves as a template for fixing disadvantages in cities across the country. The project is funded and supported by DMPED.

### **About the Southwest BID**

The Southwest Business Improvement District (SWBID) is a 501(c)(6) corporation that was established in December 2014. The SWBID spans 483 acres south of the National Mall,

including the SW Federal Center, the District Wharf, and the Southwest Waterfront neighborhood. The work of the SWBID is to make this community more connected, the neighborhood more beautiful, and have more opportunities for people and businesses to thrive in a commonplace.

**Media Contact**

Sofia Royce

[sofia@thebrandguild.com](mailto:sofia@thebrandguild.com)

352-328-1489