Transit Service Provider for Addison, TX

RFP 26-114 Transit Service Provider

Prepared for:

Town of Addison
Procurement Division
15600 Addison Rd
Addison, TX 75001

Prepared by:

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Supplier Notes

By submitting your response, you certify that you are authorized to represent and bind your company.

Daniel Kramer

Print Name

Signature

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Circuit Transit – Proposal Summary

To facilitate evaluation, the following page provides a concise summary of Circuit's proposed solution and the key elements of our program.

Program Snapshot

Category	Proposed Solution
Service Area	100% coverage of Addison city limits
Service Hours	5:00 AM – Midnight, 7 days per week
Fleet	6 Electric Microtransit Vehicles + 2 Paratransit Vehicles
Vehicle Type	Volkswagen ID. Buzz electric fleet
Expected Ridership	~235 trips per day
Average Wait Time	~10-15 minutes
Booking Methods	Mobile App, Web Portal, Call Center, Optional IVR
Technology Platform	RideCo On-Demand Transit Platform

Why Circuit

- 350+ electric vehicles operating nationwide
- 50+ communities served
- Millions of rides delivered

Key Priorities

Continuity of Paratransit Service

Paratransit operations will be delivered by zTrip, a regional provider currently serving many providers.

Program Benefits:

- No service disruption
- No rider re-enrollment required
- Full ADA compliance
- Connectivity to all **13 DART cities**

Proven Technology Platform

- Real-time dispatch and routing
- Rider mobile app (iOS and Android)
- Phone and web booking options
- ADA eligibility management tools
- Live operational dashboards
- Advanced reporting and analytics

Reliable On-Demand Microtransit

- Average pickup times of ~10-15 minutes
- Real-time routing optimization
- Dynamic fleet management
- Dedicated electric vehicles for consistent rider experience
- Optional Uber overflow

1. Cover Letter

Town of Addison
Procurement Division
5350 Belt Line Rd
Addison, TX 75001

RE: RFP No. 26-114 - Transit Service Provider

Dear Town of Addison Selection Committee,

Thank you for the opportunity to respond to RFP 26-114. Circuit Transit is pleased to present a proposal focused on delivering a flexible, scalable mobility solution that supports the Town of Addison's continued growth and connectivity.

As you well know, Addison is unique. Within just 4.35 square miles, the Town supports one of the most concentrated restaurant and entertainment districts in the country, a daytime population that far exceeds its residential base, and soon a brand-new Silver Line station. These characteristics create mobility needs that are distinct from those of most communities.

During the recent Addison City Council work session regarding microtransit options, Council members clearly outlined several priorities that will define a successful program. These included protecting paratransit riders, ensuring reliable access into Addison for workers, maintaining short wait times, integrating with regional transit, and implementing a system that can adapt as ridership evolves.

Any proposal you review will likely highlight technology, vehicles, and service models. Our team took a different approach: we focused on listening closely to the priorities expressed by the Council and designing a solution that directly addresses those needs.

We want to directly address the key priorities you highlighted:

Flexible and Adaptable Solution – This is where we believe our approach truly stands out among the proposals you will review. Our system is designed to be both turnkey and scalable, allowing the Town of Addison to launch service quickly while retaining the flexibility to refine the program as real-world ridership patterns emerge. Through a pilot-based approach, Addison can begin service, collect operational and ridership data, and evaluate performance in a real-world environment. From there, the program can evolve as needed—adjusting fleet size, service zones, operating hours, or connection points to ensure the system continues to meet the needs of residents, workers, and visitors.

Protecting and Replicating Paratransit Service – Maintaining uninterrupted service for riders who depend on paratransit is a critical priority for the Town of Addison. Through our partnership with zTrip, we are able to provide a proven and immediately deployable service model. zTrip currently operates paratransit services for VIA Metropolitan Transit, Houston METRO, and DART, and its drivers and vehicles already serve riders within the same regional network. Because the infrastructure and operating framework are already in place, eligible riders can transition directly into the program with no re-enrollment required, allowing the Town to maintain ADA service levels while implementing a more flexible mobility solution.

Average Wait Time and Service Reliability – Providing fast, reliable service was a clear priority discussed during the Council's work session. Across the markets we operate in today, our platform delivers an average pickup time of approximately 10 minutes, supported by real operational data and performance reporting. This places our service among the fastest in the country for on-demand microtransit, where many deployments average 18 minutes or more for pickup times.

Meeting the Remaining Key Priorities – In addition to the areas outlined above, our solution addresses several other priorities identified during the Council's work session. We also prioritize reliable access into Addison for workers and visitors by designing service zones and connection hubs that integrate smoothly with regional transit and major employment centers. Our system includes a fully integrated technology platform that allows riders to book trips through a mobile app or call center while providing the Town with real-time data, reporting, and operational visibility. Finally, we support flexible fare structures, dedicated vehicles and local branding, enabling Addison to operate a recognizable community mobility service with vehicles wrapped and branded specifically for the Town.

While the Town has had the opportunity to observe on-demand transit operating in nearby communities, the key consideration for Addison is which team brings the deepest operational experience, proven technology, and strongest track record serving communities like yours. We believe this proposal demonstrates those strengths and welcome the opportunity to present our approach.

Sincerely,

Daniel Kramer
Vice President, Business Development

2. Our Approach

A Single Point of Accountability - Built for Addison

The Town of Addison deserves a transit partner that takes full responsibility for delivering a reliable, high-quality service. Circuit is prepared to serve in that role. As the prime contractor for this proposal, Circuit is accountable for the overall program, including operations, technology, paratransit coordination, and the rider experience. The result is a single contract, one integrated team, and one point of contact for the Town.

This proposal brings together a best-of-breed consortium, with each partner selected for proven expertise in a specific component of the service Addison is seeking. Rather than relying on a single vendor attempting to deliver every element, the team combines experienced operations, industry-leading technology, specialized paratransit expertise, and scalable supplemental capacity. The full consortium - Circuit, RideCo, zTrip, and Uber - operates under a single cooperative contract through Circuit's existing 791 pricing structure, providing the Town with one agreement, one point of accountability, and no added administrative complexity. The result is a coordinated solution designed to deliver reliable service from day one while remaining flexible as Addison's mobility needs evolve.

Equally important, this plug-and-play model ensures the system is built for the future. As new technologies emerge, new mobility tools become available, or community needs change, the Town is not locked into a rigid structure. Our modular approach allows partners, technologies, and service components to be added, adjusted, or expanded without disrupting the overall program. This ensures Addison's mobility system can continue to evolve over time while maintaining the simplicity of a single accountable partner.

This is the standard we bring to every community we serve, and it is the same standard we are prepared to deliver for Addison.

What We Are Proposing

Circuit is proposing a comprehensive and flexible transit solution for the Town of Addison, designed to support a range of potential service models. The program can scale to support a full citywide microtransit and paratransit system, a targeted mobility service focused on the entertainment district and employee access, or a hybrid approach that falls somewhere in between.

Regardless of the scope ultimately selected by the Town, the foundation of our proposal remains the same:

- **A fully electric, Addison-branded fleet** operating inside city limits, producing zero direct emissions and delivering a rider experience that reflects the quality and character of the Addison community.
- **Enterprise-grade technology,** the same platform trusted by the largest transit agencies in Texas, handling scheduling, dispatch, real-time tracking, and reporting.
- **Purpose-built paratransit service** delivered by the most experienced ADA paratransit operator in the region, ensuring full compliance and continuity for every current DART paratransit rider from day one.
- **On-demand overflow** and external connections through Uber, eliminating the need for a dedicated fleet sized to uncertain external demand while keeping the Town in control of coverage parameters and costs.
- **A single 791 cooperative contract** covering all service components, with no separate procurement processes and no administrative complexity.

Built Around Addison's Specific Challenges

Addison is not a typical transit market. With just 4.4 square miles of city limits, a daytime population that far exceeds its residential base, and one of the highest concentrations of restaurants and entertainment venues in the DFW metroplex, Addison’s mobility needs are defined as much by who travels into the town as by who lives there.

Circuit designed this proposal with that reality at its center. Our service model addresses three distinct needs the Town raised throughout the RFP process and working sessions.

Continuity for current transit riders. DART currently serves Addison residents who depend on GoLink for on-demand mobility and Access paratransit for disability-related transportation. Any interruption in those services would have a direct impact on vulnerable residents. Our approach ensures that on the first day of service, every current rider, including paratransit riders, remains covered. No re-enrollment is required and no disruption occurs.

Mobility for Addison's workforce and visitors. Tens of thousands of people travel into Addison each day for work, dining, and entertainment. A transit solution that only moves people within city limits misses an opportunity to reduce parking pressure, support local businesses, and make Addison more accessible from surrounding communities. Our proposal incorporates connections to external rally points near major transit hubs, using on-demand ride-hailing to manage variable demand efficiently and without the cost of a permanently sized external fleet.

Flexibility as Addison's direction evolves. The Town has acknowledged that its long-term relationship with DART is still evolving. Rather than designing a proposal that works under only one scenario, Circuit has developed an approach that scales with the Town’s decisions. Whether the path forward includes full citywide microtransit and

paratransit, a focused downtown circulator, or a phased combination of both, the service model can adapt accordingly.

The Technology Behind the Service

Our solution will leverage the RideCo technology platform. RideCo is one of the leading on-demand transit technology platforms in North America and powers some of the most significant microtransit and paratransit systems in Texas. The platform operates VIA Link in San Antonio, where it has achieved industry-leading cost-per-trip results across multiple service zones, and METROLift in Houston, where it modernized paratransit scheduling for one of the largest dial-a-ride programs in the country. These are not pilot programs. They are full-scale transit operations that major agencies rely on to deliver essential services.

When the Addison Town Council discussed RideCo during its February 10 working session, that recognition reflected a technology platform that has already established a strong reputation in this market. The same system will power service in Addison through Circuit's proposal.

RideCo's capabilities relevant to Addison include real-time scheduling and dynamic dispatch, a rider-facing mobile application available on iOS and Android with multilingual support and WCAG accessibility compliance, a live operations dashboard that provides Town staff with full access to system data, and flexible integration with Uber for seamless handling of external trips. Additional details on the technology platform are provided in Section 4 User App and Interface.

Paratransit: Continuity Is the Baseline, Not the Goal

The RFP places significant emphasis on maintaining continuity of paratransit service, and Circuit takes that responsibility seriously. This is not simply a compliance requirement. It is a service obligation to Addison's most vulnerable residents. The paratransit component of this proposal will be delivered by zTrip, the region's most experienced ADA paratransit operator.

zTrip currently operates paratransit services for DART, VIA Metropolitan Transit in San Antonio, and Houston Metro, three of the largest transit agencies in Texas. As a result, if Addison transitions away from DART's paratransit service, the operator stepping in will already be familiar to many riders. Current paratransit users will not need to re-enroll, re-qualify, or learn a new system. Their eligibility will transfer and their service will continue without interruption.

This capability provides a level of continuity that few providers can offer. It ensures that continuity is not simply a commitment, but an operational reality.

All paratransit services will be fully ADA compliant, covering the entire Town of Addison while maintaining connectivity to all 13 DART member cities for riders with established travel patterns outside Addison. A formal eligibility verification process will be maintained in accordance with federal ADA paratransit qualification requirements. Additional details on paratransit operations are provided in Section 3.4 Paratransit Services.

Why Circuit

Circuit was founded in 2011 as an electric circulator service - the same type of service that Addison may ultimately choose to pursue in its entertainment district. Over the past 14 years, we have grown into one of the most experienced all-electric transit management companies in the United States, operating more than 350 electric vehicles across more than 50 communities in 7 states, including nearby West Dallas, delivering millions of rides without a single drop of gasoline.

Our experience is built on municipal contracts - governments that hold us accountable to real performance standards, real riders, and real consequences. We have operated in cities that look like Addison: compact, commercially dense, with high daytime populations and a strong interest in reducing car dependence without sacrificing the experience that makes their community distinctive.

We do not view this proposal as a sales exercise. We view it as the beginning of a working relationship - one in which Circuit earns Addison's trust by delivering exactly what we have committed to, on the timeline we have committed to, at the cost we have agreed to. That is how we operate in every city we serve, and it is how we intend to operate here.

3. Service Coverage And Operating Parameters

Circuit is proposing a fully integrated, on-demand transit system designed around Addison's unique geography - 4.4 square miles with a dense commercial and restaurant corridor, a resident population of 17,300, and a significant daily influx of employees and visitors from surrounding communities. Every element of our service design is built around one goal: reliable, accessible mobility for every person in Addison, from the first trip of the morning to the last trip of the night.

In addition to the service model described in direct response to the Town's requested solution, Circuit has also included an alternative service approach based on our experience deploying and optimizing similar programs in comparable communities across the country. This alternative concept is intended to provide the Town with additional flexibility and potential operational efficiencies, and is presented for consideration in **Section 19: Alternative Proposal**.

3.1 Service Hours and Benchmark Standards

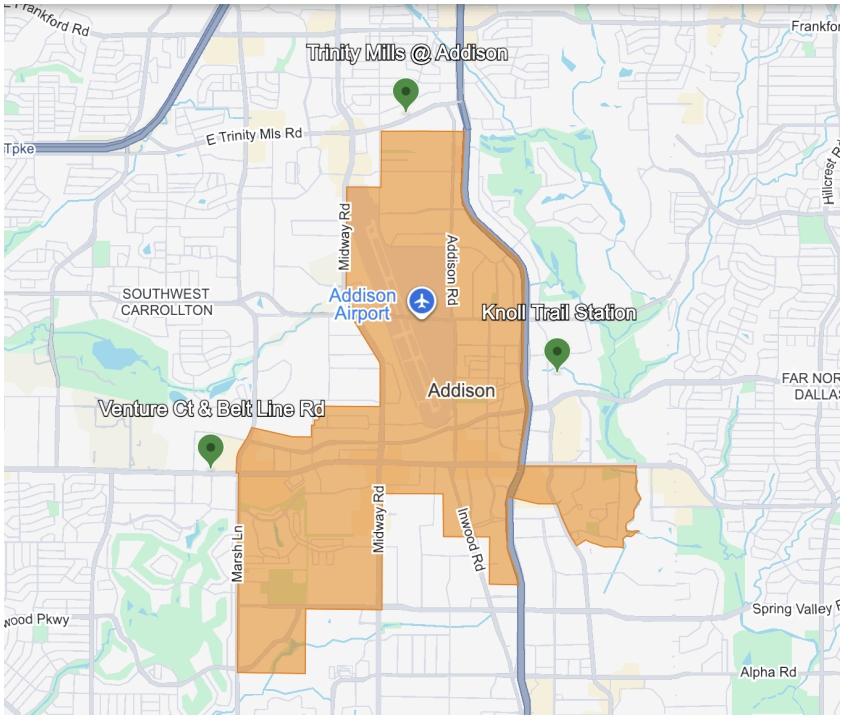
Circuit proposes service hours of **5:00 AM to midnight, seven days a week**, providing coverage from the earliest commuter trips through late-night restaurant and entertainment traffic. Final service hours will be confirmed in collaboration with the Town following contract award, and Circuit is prepared to adjust windows by corridor or day of week based on observed ridership patterns. Circuit proposes the use of six (6) all-electric vehicles for microtransit and two (2) vehicles for paratransit.

Estimated Performance	
Expected Daily Ridership	~230 microtransit + ~5 paratransit
Average Wait Time	10-15 minutes
Fleet Size	Microtransit: 6 Paratransit: 2
Service Hours	5am-12am Monday-Sunday

3.2 Service Area and Rally Points

Full Town Coverage

Circuit will provide on-demand service throughout the entirety of the Town of Addison - all 4.4 square miles - with no dead zones and no fixed-route limitations. Every resident, worker, and visitor within Town limits can request a ride from any location to any destination within the service area using the RideCo-powered app, by phone, or via other accessible booking methods covered later in this proposal.



Rally Points

To connect Addison residents and workers to the regional transit network, Circuit will establish three rally points positioned at or just outside Addison's borders - one to the north, one to the east, and one to the southwest - ensuring no part of Town is far from a regional connection:

- Trinity Mills @ Addison (Bus Routes 235, 239) - northern border
- Knoll Trail Station (Silver Line) - eastern border
- Venture Ct & Belt Line Rd (Bus Route 229) - southwestern border

All three stops sit within approximately 2.2 miles of the Addison Transit Center. Given this proximity, the dedicated Circuit fleet will serve rally point trips directly - no separate Uber layer is needed for these connections. Riders can book rally point trips through the same app or phone booking process used for all in-Town service.

Final rally point locations will be confirmed collaboratively with the Town and can be expanded or adjusted as ridership data develops. Should the Town elect to add rally points at more distant DART stations in the future, Uber integration through the software platform is available to serve those longer connections cost-effectively without requiring an additional dedicated fleet.

3.3 Service Level Expectations - Microtransit and Paratransit

Our dispatch engine continuously optimizes vehicle routing in real time, dynamically matching demand to available capacity across both the microtransit and paratransit fleets. This is not a static scheduling system - it responds to conditions on the ground, shifting resources as demand patterns shift throughout the day.

Peak Demand Management

Addison's service environment includes predictable peak surges - morning and evening commuter windows, lunch service in the restaurant corridor, and late-night traffic concentrated around the entertainment district. Circuit addresses peak demand through a layered strategy:

- **Fleet sizing** is calibrated to handle typical peak loads without degradation in wait times.
- **Optional Uber integration**, activated automatically through our platform, provides on-demand surge capacity inside Town limits during peak periods without requiring Circuit to carry excess dedicated vehicles for atypical demand events. If the Town elects to add more distant rally points in the future, Uber can also serve those longer external connections cost-effectively.

- **Shift scheduling** staggers driver start and end times to align with peak windows, maximizing vehicle availability when it is needed most.

This model stabilizes costs by avoiding the expense of a peak-sized dedicated fleet operating at low utilization during off-peak hours, while maintaining the service quality Addison residents expect.

Performance Monitoring and Adjustment

Circuit's operations team monitors service performance continuously using our dashboard. Any metric trending toward a threshold triggers an operational review before a breach occurs. The Town will have access to a live reporting portal and will receive structured monthly reports covering all key performance indicators.

3.4 Paratransit Services

Our Operator: zTrip

Circuit's paratransit program is not built on a promise to figure out accessible transportation - it is built on an existing operation. Our paratransit partner, **zTrip**, is a locally headquartered transportation provider based at 2515 Irving Boulevard in Dallas. They operate ambulatory and wheelchair-accessible vehicles, maintain a professional driver workforce trained specifically for public mobility programs, and run dispatch and operational oversight from right here in DFW. They are not a national company parachuting into Texas for this contract. They are already here.

zTrip currently provides paratransit and accessible transportation services within the DART network, which means their drivers know the territory, their vehicles are already configured for the job, and - critically - their operational team already has familiarity with the rider population Addison's paratransit program will serve. When service begins, zTrip is not starting from scratch. Neither are the riders.

zTrip's scope for the Addison program includes:

- **Dedicated ambulatory and wheelchair-accessible vehicle (WAV) service**, pre-scheduled and committed to the program
- **Supplemental non-dedicated capacity** for demand overflow, subject to confirmed service parameters
- **Eligibility administration**, including grandfathering of existing eligible riders and ongoing compliance management
- **Full integration with the technology platform** for dispatch, routing, and rider communication

3.4.1 ADA Compliance and Service Standards

All paratransit service under this program will be delivered in full compliance with the Americans with Disabilities Act (ADA), 49 CFR Part 37, and all applicable federal, state, and local requirements.

All vehicles assigned to the paratransit program are ADA-compliant, equipped with wheelchair ramps or lifts, securement systems, and sufficient space to safely accommodate mobility devices of all types. Drivers assigned to paratransit routes receive specialized training covering boarding and alighting assistance, wheelchair and mobility device securement, sensitivity and passenger assistance techniques, and respectful, professional interaction with riders who have disabilities. This is not one-time onboarding training - it is reinforced through ongoing supervision, ride-alongs, and refresher sessions throughout the life of the contract.

Paratransit service will be available to all ADA-eligible riders within Addison's city limits, with connectivity maintained to all 13 DART member cities for riders with established travel patterns beyond Addison. No eligible rider will experience a reduction in service coverage as a result of this transition.

3.4.2 Eligibility Verification

Grandfathering of Existing Eligible Riders

To ensure continuity of service and minimize disruption during pilot implementation, we recommend that riders currently deemed eligible for paratransit or specialized transportation services be automatically grandfathered into the pilot program.

Under this approach:

- Existing eligible riders retain access without re-certification at launch
- Grandfathered eligibility remains valid for one year from pilot start date
- Administrative focus remains on service stability during early phases
- This reduces operational risk, improves rider confidence, and allows the Town to evaluate pilot performance before introducing more formal eligibility controls.

When the time comes, zTrip will support Circuit and the Town in administering an accessibility-focused eligibility process designed to ensure riders with mobility-related needs receive appropriate service.

The proposed model is ADA-adjacent and function-based. It is not intended to establish a federally mandated ADA complementary paratransit certification program unless explicitly required by the Town.

Key elements include:

- Eligibility based on self-identified mobility needs, functional limitations, or use of mobility devices
- Alignment of eligibility criteria with the specific service design of the pilot
- Clear differentiation between accessible service eligibility and general microtransit participation

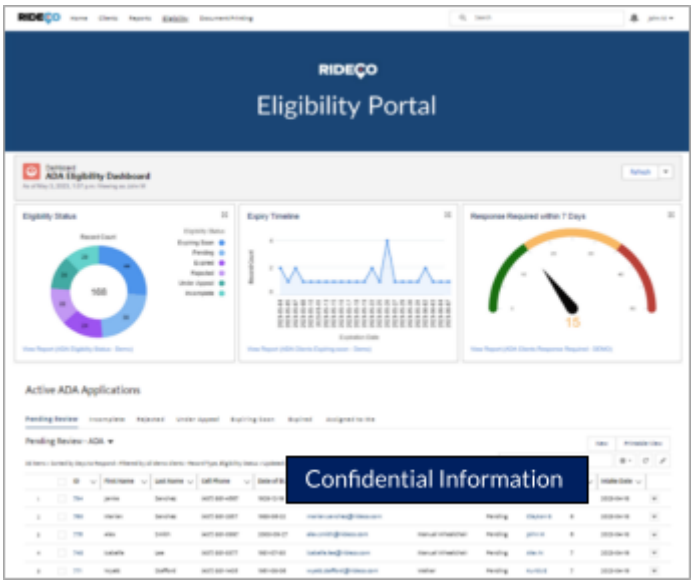
Eligibility documentation standards, approval authority, and appeal procedures will be finalized collaboratively with Circuit and the Town prior to program launch.

Nothing in this proposal creates or implies a full ADA complementary paratransit obligation unless expressly required under federal funding conditions.

Eligibility Management Portal

Our Eligibility Management Portal streamlines and digitizes the paratransit eligibility lifecycle, improving experiences for both applicants and agency staff. While the eligibility information stored in the Profile Manager (RPM) enables the platform to determine how rides are serviced, the Eligibility Management Portal streamlines the application, review, and determination stages, turning a manual, paper-driven process into an efficient, automated workflow.

Instead of relying on manual paperwork, the portal provides a guided online application process, complete tracking, and automated workflows that eliminate delays and reduce administrative workload. Applicants are kept informed with real-time updates, and agencies benefit from standardized review processes and compliance-ready recordkeeping.



Fully integrated with the Profile Manager (RPM), eligibility decisions immediately update rider profiles and flow into scheduling and booking systems. This ensures real-time accuracy and improved service delivery for paratransit riders with varying needs and eligibility conditions.

Key Features

- **Automated and Customized Workflows:** Eligibility workflows can be fully customized to match each agency's existing processes, allowing staff to manage all application stages, from intake to approvals and renewals, within one streamlined interface. Automated business rules apply eligibility conditions consistently and reduce manual review effort, accelerating determinations. RideCo collaborates with agencies during setup to map current procedures, identify automation opportunities, and design workflows that align with operational needs.

- **Eligibility Application Process:** The eligibility application process is fully tracked with date- and time-stamped records, ensuring transparency and accountability from submission through determination. Automated monitoring of the 21-day review window flags applications approaching deadlines and can assign presumed eligibility if the timeframe is exceeded, helping agencies maintain compliance.

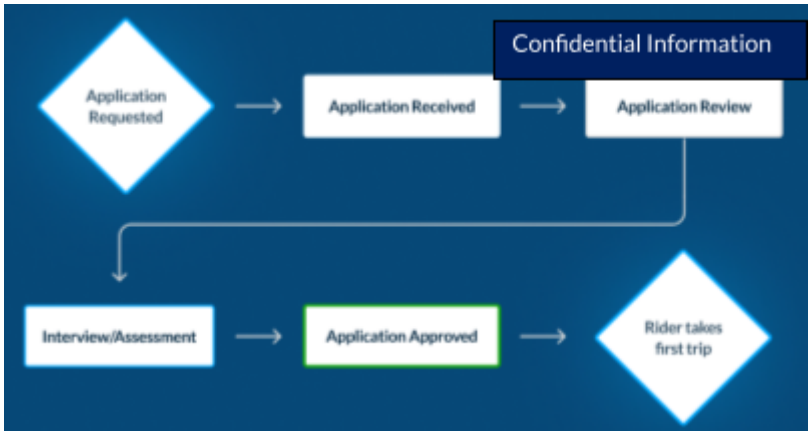
  Approval and denial letters are automatically generated and sent electronically to reduce manual effort and speed communication. The system also supports restricted access for external evaluators, such as medical professionals or assessment centers, who can review only the information relevant to their role. Once approved, applicant data seamlessly transitions into a rider profile, eliminating duplicate entry and enabling immediate service activation.

> *"RideCo worked closely with our Eligibility Team to develop a customized workflow that matched our existing processes, including integrating with our rider ID and payment management system. The collaborative effort made the transition for our team seamless, and they continue to be highly responsive and adaptive as we review and improve our processes. Over time, we've been able to leverage more of their custom features to reduce our overall response time for ADA applicants."* – ***Melvin Young, Director, Program Eligibility and Regulatory Compliance, SEPTA***

- **Digital Forms:** The Eligibility Management Portal includes customizable digital forms for applications, medical verification, assessments, appeals, and renewals. These forms support required fields, digital signatures, document uploads, language translation, and accessibility features such as screen reader compatibility. Submissions automatically update rider profiles, trigger workflow actions like renewal reminders, and generate stored PDF records. Designed in collaboration with the agency staff, the forms

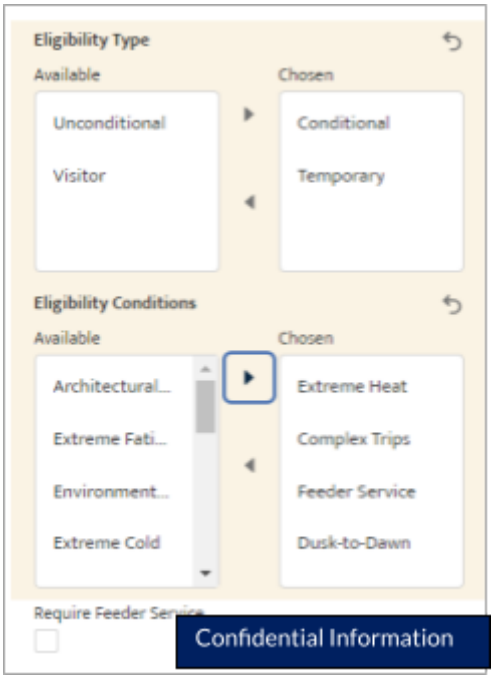
reduce paperwork, prevent incomplete submissions, improve accessibility, and streamline every stage of the eligibility process.

- **Assessments:** The portal streamlines eligibility assessments by allowing applicants to schedule appointments online or through agents, with the system automatically selecting the appropriate assessment center based on location and mobility needs. Assessment centers and medical professionals receive controlled, role-based access to only the information relevant to their tasks.



They can complete digital assessment forms and upload supporting documents directly into the applicant's profile, ensuring fast, secure transfer of results to reviewers. This efficient, integrated process reduces paperwork, prevents scheduling conflicts, and supports timely eligibility determinations within the 21-day requirement.

- **Conditional Eligibility:** The system supports conditional eligibility, allowing riders to receive service based on specific personal, environmental, or time-based limitations. Trip search results automatically reflect these conditions, such as restricting travel to certain hours or offering feeder service when fixed-route options are available. The agency can also prioritize cost-effective alternatives for eligible riders, like TNC-based services, while assessment-related trips can be booked even before eligibility is finalized. Multiple conditions can be applied simultaneously, ensuring each rider receives the most appropriate and efficient service.



- **Automatic Letter Generation:** The portal automates communication through customizable letter templates for approvals, denials, suspensions, and other notifications. Templates can automatically populate rider information and agency branding, and letters may be generated either automatically during workflows or manually when needed. Messages can be sent electronically or printed, remain editable for special cases, and support

language and accessibility need such as translation or large-print formats. This improves consistency, reduces manual work, and ensures timely and inclusive communication with applicants.

- **Application Metrics:** The system automatically records timestamps at every stage of the eligibility review, enabling detailed reporting on performance metrics such as approval rates, processing times, and presumed eligibility assignments. Built-in monitoring of the 21-day determination window provides alerts and compliance reporting, helping agencies manage workloads and avoid delays.

- **Eligibility Appeals:** The Eligibility Appeals Portal builds on the main portal's functionality to manage appeals efficiently. All application history, including actions, users, and timestamps, is stored automatically. Key features include digital appeal submissions, customized workflows, automated reminders and deadlines, adjustments to rider services based on outcomes, automatic generation of response letters, and reporting on appeal metrics. This ensures appeals are tracked, documented, and processed with a complete audit trail.

- **No-Show Appeals:** Our suspension management tracks no-shows and late cancellations, assigning demerit points to rider profiles in compliance with FTA policies. Riders can appeal specific incidents, with points automatically adjusted based on incident type, date, and appeal status. When a threshold is reached, suspensions and warning letters are automatically generated, with start dates and durations customizable to account for appeals and rider history.

3.5 Microtransit Services

3.5.1 Single-Ride Experience & Flexibility

Circuit's microtransit service is designed around a single-ride, point-to-point experience for every rider. There are no forced transfers, no zone-based restrictions that fragment a trip, and no requirement to coordinate between multiple services to complete a journey within Addison's city limits. A rider opens the app, requests a trip, and a vehicle arrives. That is the experience we deliver.

Within that straightforward rider experience, Circuit offers the Town significant flexibility to configure the service around Addison's budget, priorities, and evolving needs:

Wait times of 15 minutes or less. Circuit's target for every rider is an average wait time of 15 minutes or less, consistent with the performance standards we deliver across comparable markets. For the Town of Addison, we can go further: if the Town desires a guaranteed wait time ceiling, Circuit can activate Uber within city limits whenever a rider's

projected wait time approaches 15 minutes. This ensures the standard is met without requiring the Town to fund excess dedicated fleet capacity year-round. The Uber overflow option is available at the Town's election - it is not a requirement of the base service, but it is a meaningful tool for any municipality that wants a hard performance guarantee rather than a target.

Fare and subsidy flexibility. The Town can choose to offer the service fully subsidized (fare-free to riders), partially subsidized with a nominal rider contribution, or structured with targeted exemptions for specific rider groups such as seniors, residents, or employees of Addison-based businesses. Circuit's platform supports dynamic fare rules, promotional codes, and age- or trip-based pricing - all configurable without changes to the underlying platform.

Zone and Routing Flexibility. While the default configuration covers all of Addison's 4.4 square miles, the Town can designate priority zones, configure time-of-day routing rules, or establish preferred pickup/drop-off clusters at key destinations such as transit hubs, hotel corridors, and entertainment districts. These configurations can be adjusted by the operations team without service interruption.

3.6 Recommended Fleet

Circuit and zTrip will operate two distinct fleets for the Addison program - a **fully electric microtransit fleet inside Addison limits**, and a dedicated paratransit fleet providing accessible, reliable service to ADA-eligible riders across Addison and the broader DART service area. Each fleet is right-sized for its purpose and operationally ready at contract award.

Microtransit Fleet - Volkswagen ID. Buzz (6 Vehicles)

Circuit's in-town microtransit service will be operated by a fleet of **six Volkswagen ID. Buzz** vehicles - fully electric, purpose-built for shared urban mobility, and immediately

recognizable as something different from a standard rideshare car. The ID. Buzz is not a compromise vehicle. It is a deliberate choice that reflects Addison's character: modern, forward-thinking, and designed to make an impression.

Why the ID. Buzz for Addison: The ID. Buzz seats 5 passengers comfortably, with low step-in height, large sliding side doors, and a quiet electric drivetrain that makes boarding easy and the ride pleasant. Its 230+ mile range per charge means vehicles stay on the road through full service days without mid-shift charging interruptions. The flexible rear seating layout accommodates a mix of trip types across Addison's 4.35 square miles - from quick restaurant district hops to longer cross-town connections.

Key Specifications:

- **Range:** 230+ miles per charge
- **Seating:** 5 passengers
- **Dimensions:** 195" L × 87" W × 75" H
- **Powertrain:** Fully electric - zero direct emissions
- **Safety:** IQ.Drive suite including Lane Keep Assist, Adaptive Cruise Control, Forward Collision Warning with Autonomous Emergency Braking, Rear Traffic Alert, Blind Spot Monitoring, Park Assist Plus with 360° cameras, and Emergency Assist driver inactivity intervention
- **Comfort:** Dual-zone climate control, built-in USB ports, low step-in height with large sliding doors, quiet cabin

All six vehicles will be branded with Addison's approved livery. The Town will have final approval on branding design, and Circuit will coordinate the wrap process as part of the implementation timeline.

Paratransit Fleet - 1 Sedan + 1 WAV

zTrip's paratransit fleet for the Addison program will consist of **two dedicated vehicles**: one ambulatory sedan and one wheelchair-accessible vehicle (WAV), available during all service hours.

Ambulatory Service - Sedan zTrip will provide dedicated ambulatory sedan service using vehicles from its established Dallas-area fleet, which includes the **Toyota Camry** and **Toyota Prius**. These vehicles offer comfortable, reliable transportation for ambulatory paratransit riders who do not require a wheelchair-accessible vehicle. The sedan is pre-scheduled and committed to the Addison program for the duration of each confirmed service day.

Wheelchair-Accessible Service - WAV Wheelchair-accessible service will be provided via a dedicated WAV, typically a **Toyota Sienna** or **Chrysler Pacifica WAV conversion**. Both platforms are purpose-built for accessible passenger transport, equipped with:

- Wheelchair ramp or power lift
- Securement systems for mobility devices of all types
- Sufficient interior clearance to safely and comfortably accommodate standard and power wheelchairs
- ADA-compliant interior configuration

The WAV is available during all paratransit service hours and is pre-scheduled to ensure availability is never dependent on real-time fleet allocation. Riders requiring a WAV will never be assigned a standard sedan.

Fleet Philosophy: The paratransit fleet is intentionally lean and accountable. Two dedicated vehicles - one ambulatory, one accessible - ensures that each vehicle type is purpose-deployed for the riders who need it. zTrip's optional non-dedicated supplemental capacity provides overflow coverage if demand exceeds dedicated vehicle availability, without requiring the Town to pay for idle capacity during lower-demand periods.

4. User App & Interface

Circuit's microtransit and paratransit service is powered by RideCo - the same platform trusted by VIA Metropolitan Transit in San Antonio, Houston METRO's METROLift, and SEPTA. The rider-facing experience is delivered through RideCo's Passenger App: a purpose-built public transit application, not a consumer ride-hailing product repurposed for municipal use. Every feature described below is production-ready, in active use at major transit agencies, and fully configurable to Addison's specific service parameters and branding.

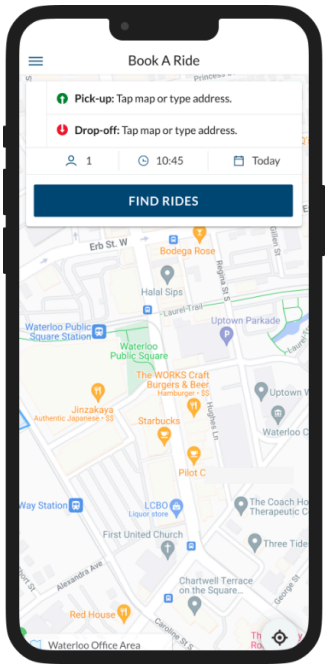
4.1 Proposed Software Solution

Our software solution for the Town of Addison has the following major components:

- **Solver:** Industry-leading, proprietary cloud-based routing optimization system that operates continuously and dynamically for current day (every minute) and future day optimization.
- **Flex Fleets for Trip Brokering:** A unified platform that helps transit agencies efficiently broker rides, optimize fleet use, and monitor operations in real time to reduce costs.
- **Passenger App & Web Booking Portal:** Customer facing smartphone application, web portal, and concierge tool for trip reservation & management.
- **Driver App:** In-vehicle driver facing application for automated vehicle location, mobile data communication, and real-time dispatch and data collection.
- **Operations Center:** Dashboard suite designed to streamline operations and service monitoring for your dispatch center, including applications for dispatchers, supervisors, and administrators.
- **Data Insights and Reporting:** Standardized, custom reporting, and interactive data dashboards to provide the operational and business intelligence required to monitor agency's deployment.
- **Profile Manager:** Centralized space to store all passenger information including ride preferences, emergency contacts, standing orders, and more.
- **Eligibility Management Portal:** Fully automated, end-to-end platform that centralizes application intake, digital forms, AI-enhanced data capture, workflow-driven reviews, status tracking, notifications, and letter generation to ensure timely, compliant paratransit eligibility decisions and seamless integration with rider booking systems.

4.1 User App & Web Booking Portal

Our Passenger App (customer mobile app) is available for free download on Apple App Store (iOS), Google Play Store (Android), and can be accessed through any standard web browser (Safari, Chrome, and Microsoft Edge). The app is highly configurable and can be modified to align with the Town of Addison's unique service parameters and branding guidelines.



Additionally, the Reservationist Interface is web-based and has all the capabilities of the Passenger App and additional advanced features to support reservationists.

The Passenger App makes demand response travel booking quick, easy, and intuitive. It is well received by transit passengers, consistently receiving 5-star reviews, and **averaging 4.7 – 4.9 stars across all our managed services.**

To access the app, paratransit users must go through the eligibility process first before being able to preschedule paratransit rides. To book trips, passengers can choose from a list of frequent locations they have rode to/from. Passengers are then given a pick-up window (configurable by the Town) at the time of booking; hence they do not experience waiting outside of that defined window. The booking includes a description of the pick-up location, if applicable, as well as access to walking directions (via Google Maps). The system provides several negotiated time options to the passenger and allows the passenger to choose the best-matched trip from a series of options.

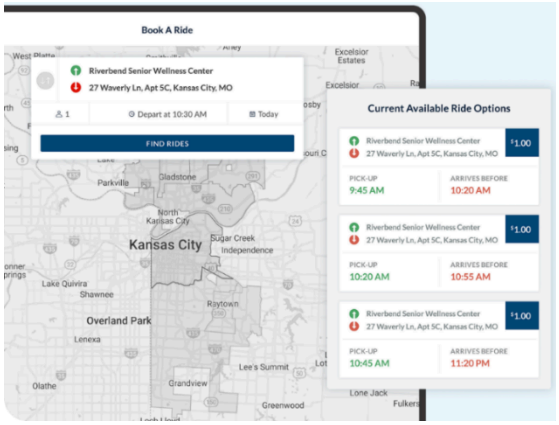
Passengers can manage and review their bookings within the app or web booking site by selecting the ”My Journeys” button. Finally, passengers receive sms-text messages and notifications about their trips. Once a ride is completed, the passengers are prompted to provide feedback on the ride and the driver.

Some of the key features of the Passenger App and Reservationist Interface are as follows:

One Search – Simplifying Trip Booking with Intelligent Automation

“One Search” simplifies trip booking by automating service selection. Agents only enter rider and trip details, while the system automatically determines the best options based on eligibility, vehicle availability, routes, traffic, and policies. This reduces human error, call times, and subjective decision-making, offering a faster, more accurate, and consistent booking experience compared to competitors’ manual selection processes.

With competitors' systems, booking agents must select a specific service manually, relying on their judgment and memory to determine the correct choice. This not only lengthens the process but also increases the likelihood of inconsistent or suboptimal decisions. "One Search" eliminates this inefficiency, ensuring a faster, more accurate, and consistent booking experience.



Additionally, “One Search” extends to smartphone booking apps, letting riders’ self-book while automatically enforcing all agency rules and regulations. This ensures consistency, equity, and compliance, reducing errors and ADA violations, and providing a seamless, efficient experience for both staff and riders.

With other systems, manual agent input or lack of integrated compliance checks can lead to bookings that inadvertently violate ADA regulations, increasing the risk of noncompliance and dissatisfaction. "One Search" mitigates these risks by ensuring every

booking, regardless of channel, follows agency policies and regulatory standards automatically.

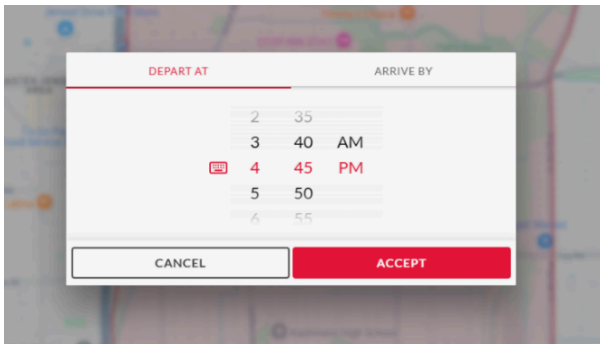
Subscription Trips/Recurring Rides

Recurring rides, also known as standing orders or subscription trips, can be coordinated with reservationists, and are input into vehicle schedules prior to pre-booking being opened to any other users. As the schedules get created, these bookings are automatically inserted and optimized against the vehicle run to ensure these trips are serviced at the previously negotiated time with the user so that they get to their destinations on time.

Appointment time buffers can be added to the end of each trip window to ensure passengers have enough time to disembark the vehicle at the end of their journey. Leveraging Itinerary Freezing and/or Trip Tagging, the agency can assign subscription trips to specific routes or drivers.

Search by Depart After or Arrive By Time

When passengers proceed to select a time value of their search, they can select whether the time they select is the Depart After time or the Arrive By (appointment) time. By selecting the Depart After time, the passenger is indicating that they desire to be picked up at this time. By selecting the Arrive By time, the passenger is indicating that they would like to be dropped off at this time. When the search is performed these values respectively are considered into account when creating potential search results for passengers.



Itinerary Freezing and Trip Tagging

Our Itinerary Freezing feature empowers the agency to lock critical trips, preventing changes to their assigned schedules. Paired with Trip Tagging, rides can be assigned manually by the agency or automatically based on agency-specific business rules. Once trips are scheduled, freezing the itinerary ensures that optimization won't alter these key routes. This functionality is ideal for group trips, where consistency is needed for passengers traveling together on a regular basis. Users can effortlessly freeze itineraries directly from the Overview page, with clear visual cues indicating that these itineraries are in a frozen state for other users.

Commingling Multiple Service Models

Our Commingling technology allows a single fleet to efficiently serve both microtransit and paratransit riders while respecting their distinct service models. This means

microtransit riders use designated stops, while paratransit (ADA) riders can receive flexible door-to-door service.

By integrating these models, the platform can offer varied service parameters (like wait and onboard times) based on factors such as seat types, passenger lists, and location/time data. Seat Optimization feature is used to re-configure vehicle layouts in real-time based on the passengers booked. The platform also respects passenger choice, allowing users to opt out of commingled trips and search only for their approved ADA service type. This approach is currently used by multiple agencies to boost service productivity.

Segmentation and Service Variation

To support commingling and provide personalized passenger experience or to offer different service levels based on the type of ride being booked, passengers can be offered different wait times, onboard times, seat configurations and many other service parameters. These parameters can be automatically tailored based on seat types, known passenger lists, origin, destination, zones, time of day, and day of the week.

Some practical uses of this high level of commingling customization would be offering different service levels on weekdays vs weekends, peak vs off-peak hours, or even for trips to medical centers vs general destinations.

Instantly Scheduled Trips – predictability and reliability for passengers

Unlike other software providers, our system not only books trips instantly, but schedules them instantly as well. Even when a passenger books a trip in advance (as opposed to on-demand), it is automatically assigned to an actual live manifest. The software begins

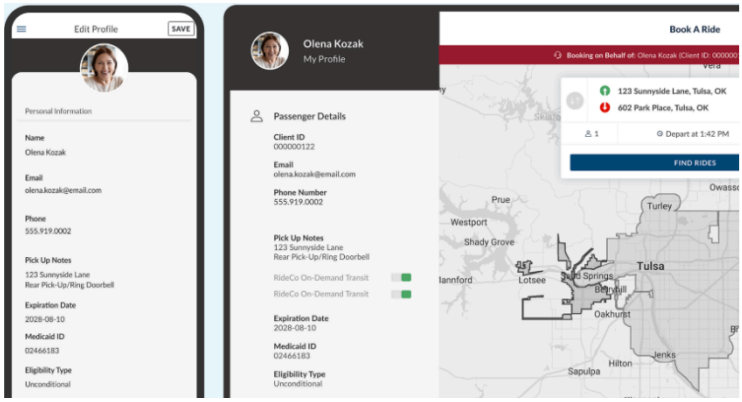
making vehicle manifests the second a single trip is booked and builds the rest of that itinerary around existing trips as new trips are added. The algorithm optimizes vehicle utilization (maximizes the number of shared rides) but never presents passengers with trip options that violate the promised arrival time of any other passenger's already booked trip. Once rides are booked, passengers can easily access this information through the Passenger App. The reservation staff also can view this information.

This approach facilitates a smoother batch scheduling process by ensuring that vehicle itineraries are in a feasible and actionable state. Schedulers' batch scheduling activities the day before service can be focused on a few essential adjustments and trimming/adjusting vehicle runs/tours instead of a wholesale scheduling exercise.

Realtime New Ride Insertion to Interrupt In-Progress Rides (for Microtransit)

This feature allows additional passengers to be added to rides already in progress, which can improve productivity in larger zones with longer trips. For example, a driver is on their way to drop off Passenger 1 at a transit center; while this is happening, a new ride gets booked, which has a pick-up location that is on the vehicle route; Solver sees this as an opportunity to insert this new ride to the driver's current enroute drop-off step. This feature does not compromise safety, as it does not require the driver to interact with the tablet. The in-app navigation automatically updates the location and provides driving directions to this new location. Real-time ride insertion enhances productivity.

Book on-Behalf - Role-Based Access Through the Partner Portal



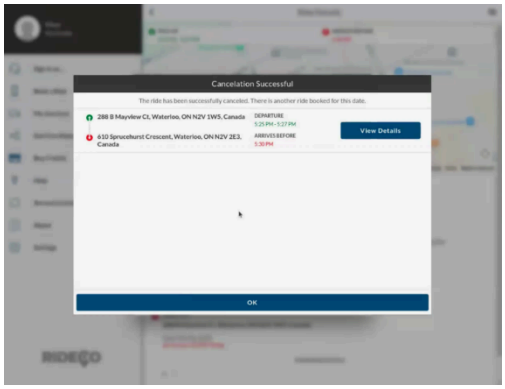
Many paratransit riders rely on caregivers or care networks to help navigate daily transportation needs. Using our Partner Portal, caregivers, including senior living centers, residential care providers, and human services organizations, can securely book on behalf of the individuals under their care, coordinating and managing trips seamlessly.

Role-based permissions ensure HIPAA-compliant access, allowing users to view only the information relevant to their riders or organization. Through the portal, users can book on demand or pre-schedule trips, update or cancel trips, and view rider profiles and trip history.

All service rules, program eligibility, and rider preferences, whether booked independently via the Passenger App, call center, or on behalf through the Partner Portal, are automatically applied to ensure consistent, appropriate service for every rider.

Canceling Upcoming Rides Prompts

This feature gives a prompt after a ride is canceled. The prompt asks if any other rides that have been booked that day by the given user should also be cancelled. This helps the rider quickly and easily cancel any other rides (such as their return trip) if necessary, thereby helping to reduce the risk of no-shows.

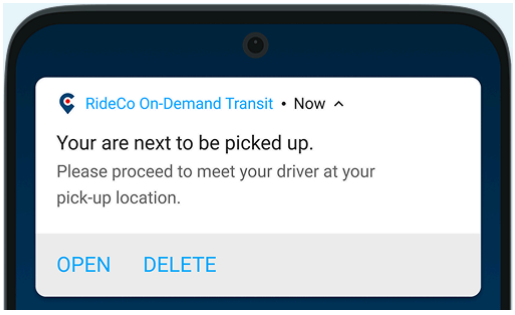


Accessibility

The account/profile allows the passenger to identify special needs in terms of fare payment, vehicle type, accessibility, etc. The Passenger App allows to book seat types, e.g., the seat selection function allows a paratransit passenger to book a ride for themself, for a companion, or a wheelchair-accessible seat; companions can also book rides on behalf of passengers with disabilities.

Passenger Communication and Real-Time Tracking

Our platform automates all dispatching and communication between the agency, drivers, and passengers, eliminating the need for call center contact for routine updates. Once a trip is booked, passengers receive reminders, ride details, and pick-up windows via the Passenger App.



Passengers can use the mobile or web app to track their trip status, including the real-time vehicle location and continuously updated ETAs for both pick-up and drop-off. The platform supports anonymous calling between drivers and passengers. This demand-responsive service offers benefits such as less walking, shorter wait times, no transfers, and faster trip times. The system is also capable of automatically aligning pick-up or drop-off times at transit stops to match the connecting transit schedule. The agency can deliver fully customizable service alerts or weather warnings through in-app and push notifications.

Automatic Booking Limitations

To enforce agency policies around high cancellations or no-shows, the system can automatically place temporary booking limitations on users who have a high rate of these occurrences. By discouraging and preventing unfavorable behavior from passengers, services can run more efficiently without the impact of users who are misusing the system. This feature takes the approach of educating users about their impact on service rather than removing their ability to book altogether and users who correct this behavior will automatically have limitations removed.

Time Snapping – A critical feature for enabling seamless connections to transit

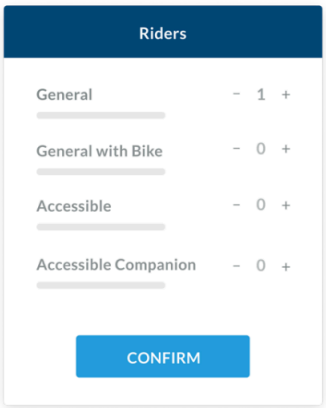
One particularly relevant feature of RideCo's platform is called "Time Snapping," which enables Solver algorithm to account for local fixed-route schedules in its routing. With this information, Solver intelligently restricts passengers from arriving too early or too late for the connection. It accomplishes this by only providing trip options that arrive on time for seamless transfers. This eliminates the possibility of vehicles dropping off multiple passengers at different times for the same connection. This results in improved pooling rates and reduces total journey times for passengers. With this powerful passenger channeling technology and the batched scheduling of ride bookings, we can ensure that most rides are shared – something that simple "ride queue" technology cannot do. Given the prevalence of transit connections in the proposed service, this feature is a critical benefit to the passengers and your agency. The following link provides a demonstration of how the Time Snapping feature works: [Time Snapping - RideCo Explainer Video - YouTube]

Passenger Feedback

Passengers can provide star-rating and feedback about the ride and driver in the app after their ride is complete. This feedback is fed back into the Operations Center in real time for Dispatcher to review, as needed. Passengers can also communicate directly with support staff at any time through the 'Contact Us' portion of the booking application or website.

Seat Selection

Passenger App allows passengers to select seat types and book rides for themselves, companions, or passengers with special needs, including wheelchair-accessible seats, luggage, bicycles, or attendants. The system integrates with the Profile Manager to automatically populate user requirements for each booking, ensuring accessibility and convenience.



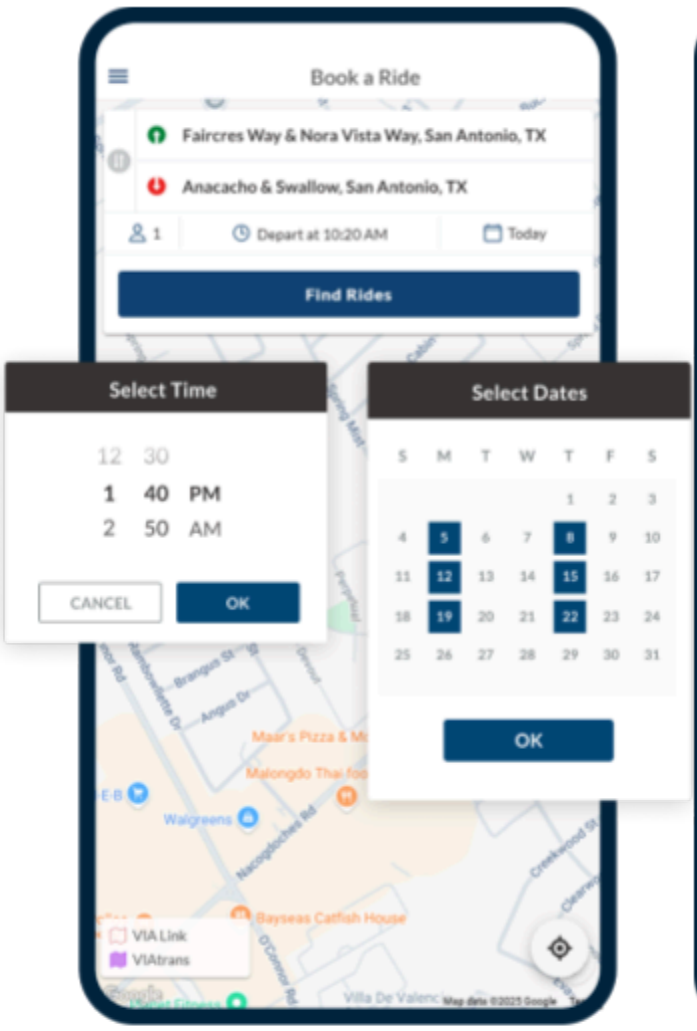
Payment/Fare Options

We support multiple fare types, including credit/debit cards, prepaid cards, mobile tickets, transit passes, and cash. Credit card payments are securely processed by Braintree, a Level 1 PCI-DSS compliant provider, and can be disabled if not desired. Passengers select their preferred payment method in the app, and fares paid onboard (cash or passes) are verified by the driver at pick-up. Riders without bank accounts can use prepaid cards, existing transit agency fare media, or cash. Different rider groups (e.g., students, seniors, accessibility users) can automatically receive discounted fares based on their eligibility. Agencies can also issue discount or subsidy codes, which can be restricted to certain locations if needed.

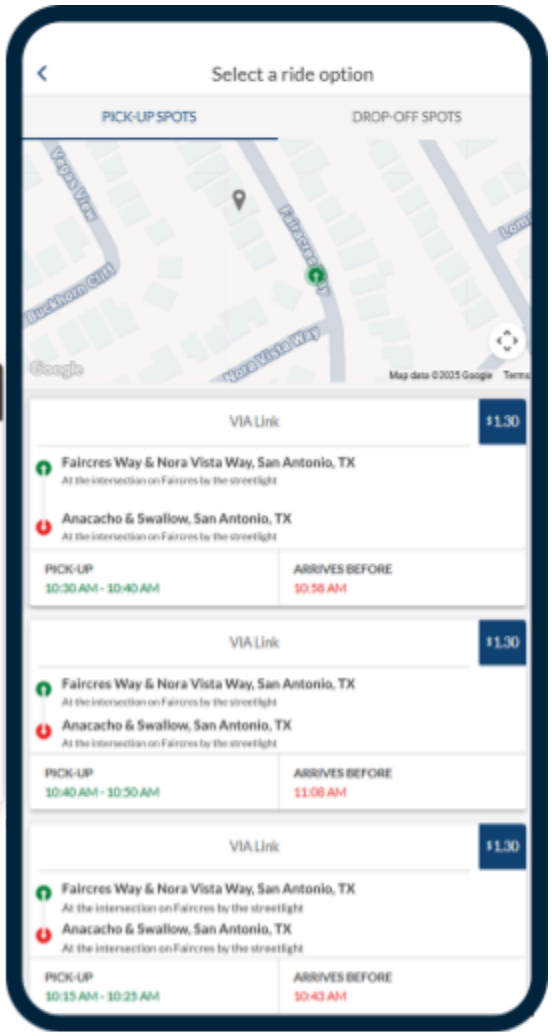
Shared Rides

Our passenger channeling and batched scheduling ensure most rides are shared, unlike competitors' simple "ride queue" systems. Trips are booked and scheduled instantly, with advance bookings automatically assigned to live manifests. As new trips are added, RideCo's Solver continuously optimizes all itineraries to maximize ride sharing, vehicle utilization, and productivity without violating passengers' promised arrival times. This dynamic batching efficiently groups trips with similar pick-ups or drop-offs, improving resource use and the overall customer experience.

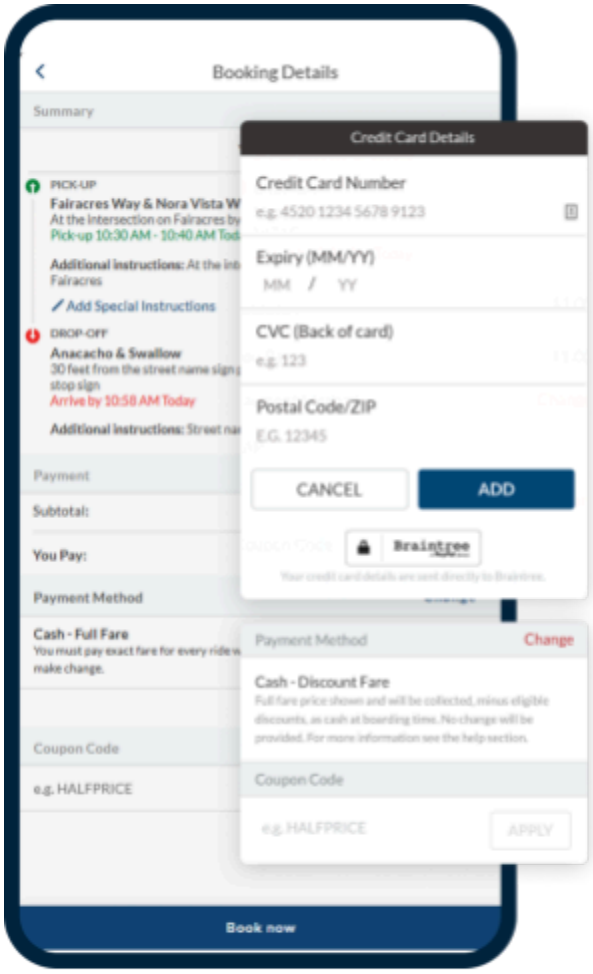
Passenger App Walkthrough



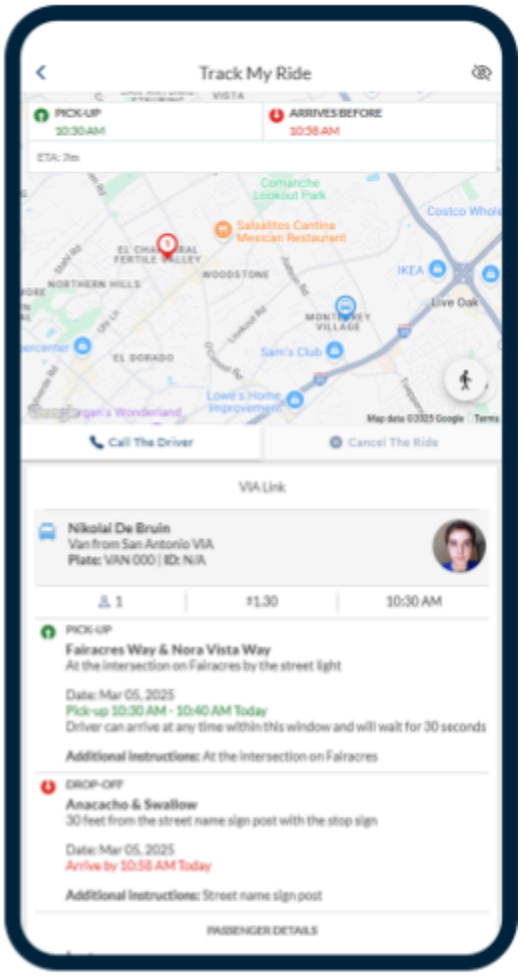
Find the Ride



Choose the Ride



Confirm and Pay



Track the Ride

4.2 Languages

To provide equitable rider experience, our Passenger App supports several languages and allows passengers to choose the one that they would prefer. Once the passenger selects their preferred language, this setting is saved for future use throughout the app. The languages currently supported include **English, French, Spanish, and Portuguese, simplified Chinese, and Mandarin**; however, additional languages can be added upon request at an additional cost.

4.3 WCAG Compliance

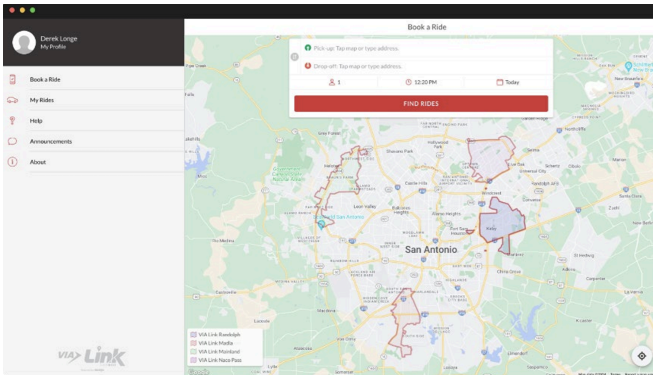
To ensure consistent and easy experience for all passengers, our app aims to be compliant with the latest Web Content Accessibility Guidelines (WCAG AA2.1) standards. This means that our mobile booking application and web booking portal provide an accessible experience for all users including those who may rely on assistive technology

like screen readers or braille devices. In addition, we have incorporated maintaining accessibility into our quality assurance practices, so every change to our booking app is tested with accessibility compliance tools as well as with screen readers prior to being released.

5. Alternative Booking Methods

Web-Based Portal

Passengers can reserve rides on their own by using a mobile application or their computer using a booking website (with the same functionality as the mobile phone app). Passengers with no smartphone or data plan have the option of dialing into a call center utilizing our reservationist portal. Reservationists can book trips on behalf of the passengers calling in. Rides can be booked on-demand or up to 14 days in advance (or based on Addison's requirements), including easily booking multiple rides in the case of repeat appointments. We have seen that our solution is easily adapted by the passengers using the app to book rides, thus reducing call center volumes. One example is the **Houston METRO Curb2Curb program** where the service increased ridership by 19% and call center volumes decreased by 50+% with this solution**.**



Interactive Voice Response (IVR) Module

Our system also offers an optional outbound Interactive Voice Response (IVR) module to further enhance passenger communication and streamline trip management. **This optional module is provided on a per minute rate, which has been provided in the pricing sheet.**

The outbound IVR system provides:

- Automated trip notifications delivered by phone call.
- Ride detail readouts during the call.
- Self-service ride cancellation through the IVR system.
- Configurable alerts, such as day-before reminders.
- Reduced no-shows through advance callouts.
- Greater passenger independence by enabling phone-based trip management.

This optional module is intended for agencies that require phone-based automation in addition to the standard app and SMS communication features included in the base platform.

Outbound IVR Voice Notifications

- **Typical Number of Notifications:** IVR notifications are configurable, but most trips include 2–3 calls: one at scheduling, one approximately an hour before the trip, and one upon imminent arrival.
- **Optional Feature:** IVR is not required for passengers using the app. Many riders eventually opt out as they become familiar with the app and its notifications.
- **Cost Considerations:** IVR fees are only charged when the call is answered. Over time, passengers often recognize the number and may choose to decline calls, reducing costs.
- **Usage Estimate:** While final adoption is agency-dependent, we typically estimate that about 50% of riders use IVR notifications.

Live-Operator Telephone Line

Our reservationist portal is built with the same user-friendly booking flow as the Passenger App. Multi-lingual call center staff/live agents can log in into a passenger's account and book rides, provide ride updates and vehicle information as requested. In line with the Passenger App, all trips are autonomously scheduled into the system and re-optimized based on new search requests and changes to the operating environment. The Operations Manager, call center staff, and customer support can have permission to User Tracker to conduct potential service investigations.

6. Costs Of Services And Payment Processing

6.1 Cost of Services

Cost of services can be found on the separately attached cost proposal sheet.

6.2 Payment/Fare Options

Our platform supports multiple fare types, including credit/debit cards, prepaid cards, mobile tickets, transit passes, and cash. Credit card payments are securely processed by Braintree, a **Level 1 PCI-DSS compliant provider**, and can be disabled if not desired. Passengers select their preferred payment method in the app, and fares paid onboard (cash or passes) are verified by the driver at pick-up. Riders without bank accounts can use prepaid cards, existing transit agency fare media, or cash. Different rider groups (e.g., students, seniors, accessibility users) can automatically receive discounted fares based on their eligibility. Agencies can also issue discount or subsidy codes, which can be restricted to certain locations if needed.

6.3 Refunds & Dispute Resolutions

Circuit will work collaboratively with the Town of Addison to design a refund and dispute resolution policy tailored to the program's specific fare structure and operational needs. As a baseline, Circuit's platform supports the following standard framework:

Refunds: Rides paid by credit card are eligible for refund to the original payment method. The Town may establish a late cancellation threshold, at its discretion, below which refunds are not issued - providing a financial penalty mechanism for no-shows or last-minute cancellations. Rides paid via cash or other offline methods do not require a refund process, as payment is collected or validated on board at the time of service.

Disputes: Any disputes regarding invoiced amounts or credit card charges must be submitted in writing within 10 business days of the invoice date or charge. Disputes not filed within this window are considered final and non-refundable.
All policies will be formalized prior to service launch and documented in the operating agreement, with the ability to adjust thresholds or procedures by mutual agreement with the Town at any time.

7. Staffing And Personnel

Circuit has assembled a dedicated project team for the Town of Addison with one intentional characteristic: everyone who matters is already here. Our Texas Operations Lead is based in the DFW area. Our Partnerships Manager is an experienced day-to-day point of contact who has managed municipal transit programs through launch and beyond. Our national operations leadership has built and scaled this exact model - all-electric, on-demand, ADA-compliant - across the country many times over. And our paratransit operator, zTrip, is already running paratransit in Dallas.

This is not a team assembled for an RFP. It is the team that will run the service.

Team Structure

Circuit's project team is organized across four functional areas, each with a named lead and clear accountability to the Town:

Partnership & Contracting - Daniel Kramer serves as Circuit's primary point of contact for the Town throughout contracting, implementation, and the life of the program. He coordinates across all functional areas and is responsible for the overall success of the engagement.

Operations - Jesse Landry leads all on-the-ground service delivery in Texas, including driver hiring, fleet management, and day-to-day operational performance. Justin Lottie

provides national operations oversight and ensures Addison's service benefits from Circuit's institutional knowledge across their many deployments.

Partner Success - Mark lannon serves as Addison's dedicated Partnerships Manager, responsible for regular reporting, stakeholder communication, KPI reviews, and turning rider and Town feedback into operational action.

Paratransit - zTrip provides dedicated ADA paratransit operations, bringing an existing operational infrastructure and driver pool in the Dallas market.

Uber - Uber serves as a built-in backstop and added benefit to the Addison service. For trips originating within town limits during peak demand periods where Circuit's dedicated fleet is at capacity, Uber provides seamless overflow coverage - ensuring no rider is left waiting simply because of a momentary surge.

Qualifications of Key Personnel

Daniel Kramer - Director of West Coast Business Development

Daniel has been an integral part in launching service in Circuit's West Coast markets from Texas to California, as well as assisting in managing operations across the country and focusing on national quality control since joining Circuit in 2017. He has over 8 years of experience in on-demand microtransit using electric fleets and the proven ability to identify opportunities, manage execution teams across multiple workstreams, and navigate ambiguity to go from zero to one under tight deadlines. Daniel has been involved in the DART West Dallas program since launch. He will be the project manager and main point of contact for this proposal and will be heavily involved throughout the contracting, launching and operational process of the program.

James Mirras - Co-Founder and COO

James oversees all 40+ national operations and will work closely with Daniel to continue our excellent operations, hiring processes, tech improvements, reporting processes, metrics, and any additional requests of Addison. James is the head of Operations and Finance. He has a total of 14+ years of experience in transportation services similar to those requested by this RFP. His attention to detail, people skills, and strong work ethic helped create a solid foundation that the company has been able to grow from. James moves between the company's locations, focusing on business development, management training, vendor relations and overall strategy. He will continue to be involved in the operations of this program working alongside Mark & Jesse to ensure every detail is accounted for throughout the program.

Mark Iannon - Dedicated Partnerships Manager

Mark is the current dedicated partnerships manager for Circuit's DART West Dallas service and would be assigned to Addison upon award of contract. He is an integral part of day to day connection between the DART team and the Circuit operations team, ensuring transparency into the success of the program. Mark will be the lead contact throughout the duration of the contract for all operational requests as well as data presentations on the performance of the program. He will work closely with the Addison team to ensure that the operations are continuously on-track to meet and exceed the expected KPIs. He will also be responsible for the regular meetings with Addison during the duration of the contract.

Justin Lottie - Head of Service Operations

Justin oversees service operations for the entire US. He has over 13 years of experience, including supply chain management with a focus on multi-modal transportation as well as distribution solutions, and previously led operations for the largest bikeshare network in the Country, Citibike. He will support the initial implementation of the services, including vehicle delivery, wrapping, driver training, and the implementation of vehicle inspection/maintenance and driver safety programs.

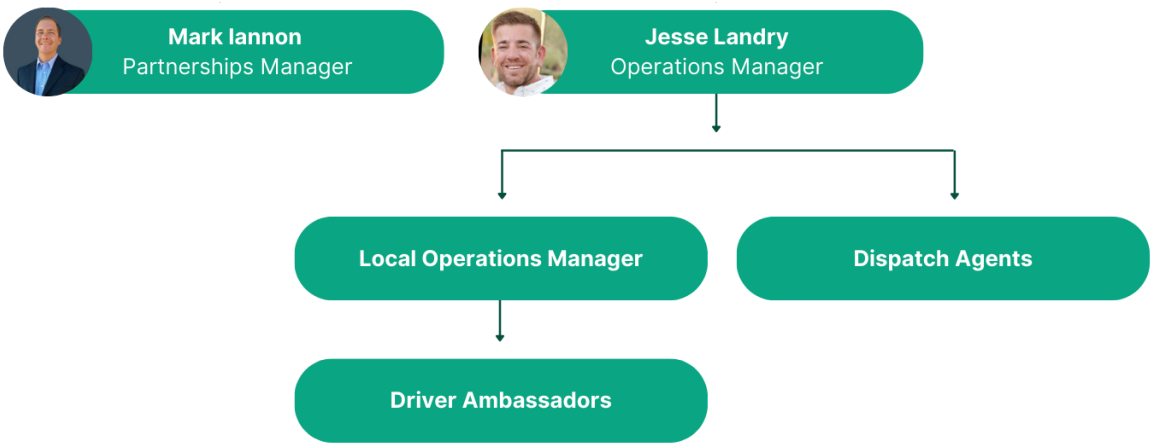
Jesse Landry - Texas Operations Manager

Jesse has worked with Circuit since 2013 and is currently helping to oversee operations in our Dallas market. With 11 years of EV and microtransit experience, he brings a blend of operational expertise, leadership, and vision to continue advancing our mission of redefining modern urban transportation. Jesse will be the on-the-ground operations lead for the Addison microtransit program. He will be also available for in-person meetings with Addison as needed.

Addison Local Operations Manager - Community Hire (Pending Award)

Circuit will hire a dedicated Local Operations Manager from within the Addison community to serve as the on-the-ground lead for day-to-day service delivery. This is not a role that will be filled by someone relocated from another market. Just as Circuit hired Jakwan Riddick - a West Dallas resident and one of the program's original drivers - to become the face of that service, we are committed to identifying and developing local talent in Addison for this position. The Local Operations Manager will be responsible for driver supervision, rider issue resolution, community liaison, and ensuring service standards are met every day on the ground. This hire will be a priority from day one of contract execution, with a target of being in place before service launch.

Organizational Structure of Local Team



Driver Ambassador Program

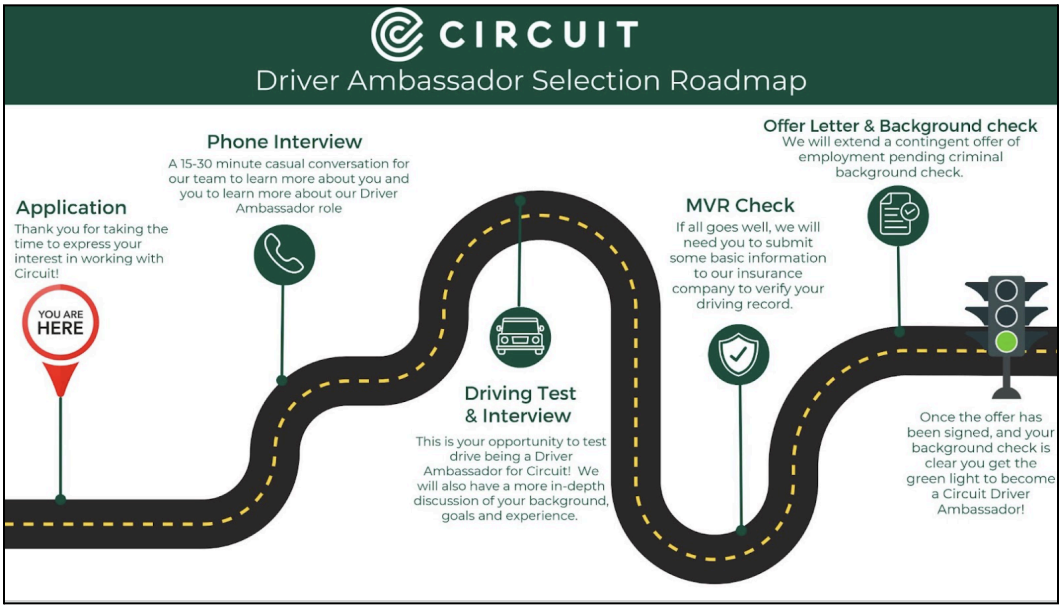
Circuit's Driver Ambassador Program is a cornerstone of our operations and a differentiator from other turnkey transit management providers. Unlike services that rely on third-party contractors, **Circuit employs all drivers as W-2 employees**, enabling greater consistency, accountability, and control over training, performance, and customer experience. This structure allows us to align fully with the Town's safety, accessibility, and service quality expectations from day 1.

Hiring & Qualifications

We hire drivers who reflect the communities we serve. We prioritize candidates with strong customer service backgrounds, local familiarity, and professionalism. All Driver Ambassadors must meet strict qualifications, including a clean driving record, active license for at least three years, and insurance carrier approval. All Driver Ambassadors undergo a pre-employment Motor Vehicle Record (MVR) check, criminal background check, and drug and alcohol screening. MVR checks are renewed annually, and drivers are subject to random drug and alcohol testing throughout their employment in accordance with applicable federal and state requirements. We recruit through platforms like Indeed and partnerships with local workforce agencies with preference given to bilingual and ADA-aware candidates where appropriate.

Circuit will deploy 10 to 15 highly qualified Driver Ambassadors for the Addison program. In addition to full-time Driver Ambassadors, Circuit maintains a trained standby pool of part-time drivers available to cover planned and unplanned absences. This bench is recruited, screened, and trained to the same standard as full-time staff - they are not a fallback, they are a pre-qualified reserve, likely working in our nearby West Dallas program. Circuit has never experienced a service disruption due to driver unavailability in any active market.All drivers are W2 employees - not independent contractors - and are

compensated at competitive hourly rates designed to attract experienced, professional drivers in the DFW market and reduce turnover. Circuit's W2 model directly addresses one of the most common failure points in transit contracts - driver churn. By offering competitive wages, career development, and a stable employment relationship, Circuit maintains driver retention rates that far exceed industry norms for gig-based transit operators. This staffing model reflects Circuit's belief that the rider experience is only as good as the person behind the wheel. Stable, well-compensated, locally hired drivers are the foundation of that experience.



Paratransit Driver Staffing

Accessible transportation services for the Addison program will be staffed and operated by zTrip, Circuit's dedicated paratransit partner. zTrip will provide professional drivers, operational oversight personnel, dispatch support, and customer service staff trained specifically for accessibility-focused service delivery.

All zTrip drivers assigned to this program meet applicable regulatory requirements and receive specialized training prior to providing accessible service, including: ADA service requirements and passenger assistance procedures; safe operation and securement of wheelchair-accessible vehicles; proper use of lifts, ramps, and passenger restraint systems; passenger sensitivity and mobility assistance techniques; defensive driving and incident reporting; and customer service and rider communication standards.

Drivers are required to demonstrate competency in wheelchair securement and passenger assistance before they are cleared to provide accessible service. zTrip reinforces these standards through ongoing coaching, performance monitoring, and periodic refresher training throughout the contract period.

In addition to drivers, zTrip maintains a local operational support structure in DFW responsible for recruiting, onboarding, and monitoring driver performance. This local team works in coordination with zTrip's centralized call center and the RideCo dispatch platform to ensure rapid issue resolution and consistent service quality. Staffing levels can be scaled to meet increased demand while maintaining the same safety and training standards from day one.

Rigorous, In-House Training Program

Our training program-designed by Circuit's central operations and risk & safety teams-includes classroom and hands-on instruction tailored to local systems. Drivers undergo in-person training sessions before ever driving a vehicle, which includes:

- Safe and efficient electric vehicle operation.
- ADA compliance, securement of mobility devices, and respectful interaction.
- Customer service and real-time issue resolution.
- Emergency procedures and accident reporting.
- Tech platform for routing, communication, and vehicle checks.

This program is delivered locally by certified managers and supervisors, with support from our national operations team. All new hires complete ride-alongs and receive on-the-job coaching to reinforce classroom instruction.

Training doesn't stop at onboarding. Circuit conducts monthly ride-alongs, quarterly performance reviews, and ongoing refresher sessions for all Driver Ambassadors. These check-ins are an opportunity for evaluation, coaching, and dialogue-drivers are encouraged to share their feedback on improving the service given their valuable perspectives as members of the community they serve.

Internal Incentive-Based Performance Management

Circuit incorporates incentive-based practices as part of our broader operations strategy because we recognize that driver consistency, retention, and service quality are directly tied to accountability and recognition. Our excellent service metrics are a result of our community-trusted drivers caring deeply about their work. **Our employees are eligible for performance-based pay increases, upward mobility and career development training.**

We leverage performance monitoring tools that allow local managers to identify top performers and address gaps quickly. We're prepared to align our performance management approach with the Town's priorities and to structure driver oversight in a way that supports measurable results and reinforces a high standard of service delivery for Addison.

8. Customer Service And Support

One of Circuit's core values is customer experience. Circuit focuses on hiring drivers and operational staff that exhibit excellent customer relations skills and we value past experience in client service. We include customer relations as a part of our training program, which includes policies related to safety and responding to rider concerns. We hire locally and prefer drivers that are familiar with the local community to act as an ambassador as well as a driver. Our local operating and management staff are also available

during operating hours, which vary by location and are determined in cooperation with local partners.

Our team continually works to make its technology and information about its services accessible broadly to the local communities it operates in. Our mobile app is available in English and Spanish and we have bilingual drivers in many of our markets. Circuit's website and location pages include accessibility features, and our operations staff are trained in providing equivalent service and any additional assistance needed for riders with mobility impairments and disabilities. Our local teams can also assist riders in downloading the app, providing information about the service and the community, and responding to questions.

Partnership Managers

A unique element of Circuit's service approach offering that allows us to stand out in the communities we serve is the dedicated partnership team we provide to all of our public partners. Our Partnership Managers extends beyond operational coordination, placing a strong emphasis on engaging with community stakeholders and providing insightful service analytics to inform key decision-makers. Here's how this vital role will actively engage with the Town of Addison and the Addison community:

- **Regular Reporting Meetings:** Conduct regular reporting/check-in meetings with program/community stakeholders, presenting data reports that highlight key performance indicators and achievements. This transparent communication fosters community trust and keeps stakeholders informed about the impact of the Circuit program.
- **Tailored Data Reports:** Provide community stakeholders with tailored data reports that go beyond basic metrics. These reports may include demographic insights, peak usage times, and popular destinations, offering a nuanced understanding of how the microtransit service is integrated into the community's daily life.
- **User Feedback Integration:** Facilitate sessions where community stakeholders can provide their unique user feedback. This collaborative approach ensures that the voices of residents and businesses are heard.
- **Community Events and Outreach Programs:** Act as a liaison at community events and outreach programs, sharing insights on service analytics and fostering direct communication between stakeholders and Circuit.

Addison Partnerships Manager: Mark Iannon
Mark will be the assigned, dedicated Addison Partnerships Manager throughout the term of the contract. He will support the continuation of the program in coordination with the lead Project Manager and Jesse Landry, Area Operations Manager. In addition to being

available to support the data reporting/analytic needs and any other specifics related to the program services contemplated in Circuit's service proposal, Mark will engage to represent Circuit at community events.

Complaint Documentation Process

We have a multifaceted customer inquiry, and contact system, which our staff are trained to use and keep accurate logs. Operational staff are also involved in our local community outreach efforts, including representing the company at local community events. **All staff are trained to respond to customer needs and handle any complaints in a timely and courteous manner.** Further details on training around customer service is in the section above titled Driver Ambassadors.

Riders can submit feedback within the mobile application and through the website, email and by phone. Customer inquiries and complaints are managed by our team via in-app messaging and email. Our support team uses a centralized system to ensure all issues are addressed within 24–48 hours. Feedback is categorized and escalated as needed to regional managers to ensure service quality and accountability. Circuit's national corporate team monitors these as well as social media accounts and app store feedback/ratings. The national team will direct users to a local manager if and when needed. **We also conduct regular rider surveys to analyze and improve our service offerings.**

9. Safety And Security

Safety is not a compliance checkbox at Circuit - it is an operational discipline built into hiring, training, vehicle maintenance, technology monitoring, and incident response. Every layer of the program has a safety function, and every member of the team is accountable to it. Circuit received a **98/100 national safety score from Samsara in 2024**, a third-party benchmark that reflects years of disciplined safety management across our entire fleet.

Driver Safety - Pre-Service and Ongoing

Safe service begins before a vehicle ever leaves the lot. Every driver assigned to the Addison program completes Circuit's full safety training curriculum before their first shift, including defensive driving, emergency procedures, accident reporting protocols, ADA assistance and mobility device securement, and de-escalation techniques for difficult passenger situations. This is not a one-time requirement - it is reinforced continuously.

Once on the road, Circuit's safety program operates on four parallel tracks:

- **Pre-trip inspections** - drivers complete a documented vehicle inspection before every shift, covering battery levels, tire pressure, brakes, ramp/lift functionality (for

WAV vehicles), and all safety systems. Any defect is reported immediately and the vehicle is pulled from service until resolved.

- **Monthly ride-alongs** - supervisors ride with drivers monthly to observe performance firsthand, provide coaching, and document any areas requiring follow-up.
- **Continuous driver record monitoring** - Motor Vehicle Records (MVRs) are reviewed at hire and on an ongoing basis. Any change in a driver's record triggers an immediate review.
- **Samsara AI dashcam monitoring** - All Circuit vehicles are equipped with Samsara's AI-enabled onboard camera system, which monitors driver behavior in real time and automatically flags unsafe events including hard braking, speeding, distracted driving, and inactivity. Flagged events are reviewed by supervisors the same day. Drivers are aware they are monitored - which itself has a measurable impact on driving behavior.

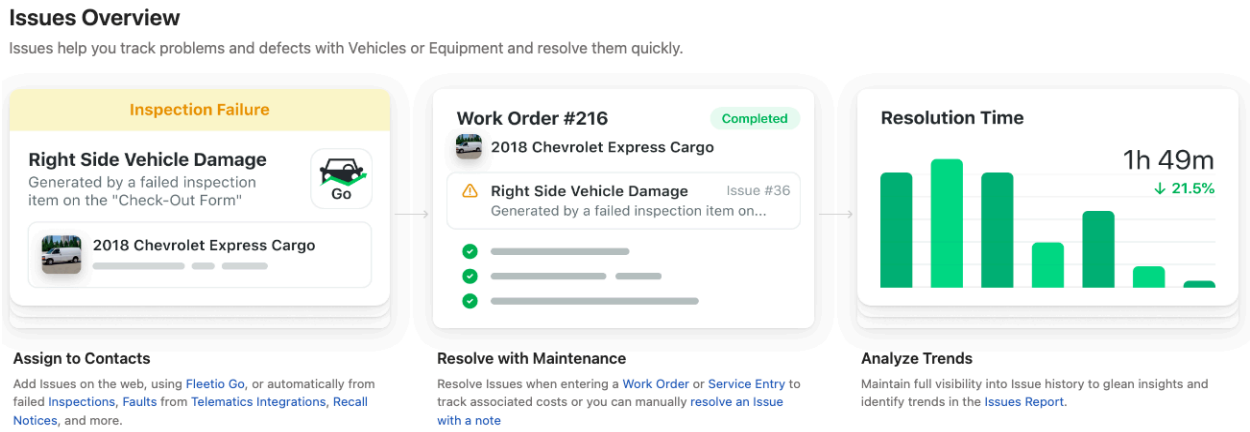
Vehicle Safety - Maintenance and Inspection Program

Circuit manages its fleet through **Fleetio**, an advanced fleet management platform that tracks every vehicle's maintenance history, inspection records, mileage, and service schedule in real time. The preventative maintenance program (PMP) operates on a structured schedule:

- **Daily:** Driver-conducted pre-trip inspections logged in Fleetio before each shift

- **Weekly:** In-depth inspections by Circuit's certified maintenance team covering brakes, steering, suspension, and all critical systems
- **Every 4,000–5,000 miles:** Comprehensive maintenance checks including filter and brake condition assessment, conducted against manufacturer-specified checklists
- **Monthly:** Full servicing including oil changes, filter replacements, and software updates
- **Annually:** Complete vehicle overhaul addressing long-term wear

Each vehicle carries a unique ID in Fleetio, enabling instant access to its full maintenance history, operational location, and current status. If a vehicle is flagged during any inspection, it is removed from service immediately and a replacement is deployed. Circuit will never send a vehicle with an open safety defect into active service.



Incident Response

In the event of an accident, safety incident, or rider concern, Circuit's response protocol activates immediately:

1. **Driver notification to dispatch** - upon any incident, the driver contacts dispatch immediately while securing the scene and ensuring passenger safety
2. **Supervisor notification** - the Area Operations Manager is notified for any incident involving injury, property damage, or a rider complaint with safety implications
3. **Samsara review** - dashcam footage and telematics data from the incident are pulled and reviewed within the same shift
4. **Town notification** - the Town of Addison is notified of any incident meeting the reporting threshold defined in the contract, with a written incident report provided within the agreed timeframe
5. **Root cause and corrective action** - every incident receives a documented root cause analysis, with corrective action taken before the driver or vehicle returns to service

Circuit maintains a zero-tolerance policy for substantiated safety violations. Drivers who fail to improve following retraining, or who commit serious safety violations, are removed from service.

Passenger Safety and Code of Conduct

All riders are expected to comply with a clear code of conduct, communicated at onboarding, in the app, and through in-vehicle signage. Driver Ambassadors receive de-escalation training to handle difficult situations professionally and without escalating conflict. If a situation cannot be resolved through de-escalation, drivers are trained to safely stop the vehicle, contact dispatch, and if necessary, request law enforcement assistance.

For paratransit riders, all interactions involving boarding assistance, mobility device securement, and passenger support are conducted according to ADA-compliant protocols, with particular attention to dignity, professionalism, and rider comfort. Drivers are trained to recognize and respond appropriately to the specific needs of elderly and mobility-impaired passengers.

Riders who repeatedly misuse the system - including patterns of no-shows, late cancellations, or policy violations - are subject to the platform's automated booking limitations described in Section 4. This protects vehicle availability for riders who depend on the service and maintains fairness across the rider population. The council's concern about paratransit misuse is directly addressed by this mechanism: the system flags patterns automatically, without requiring manual staff intervention or subjective judgment calls.

Platform Security

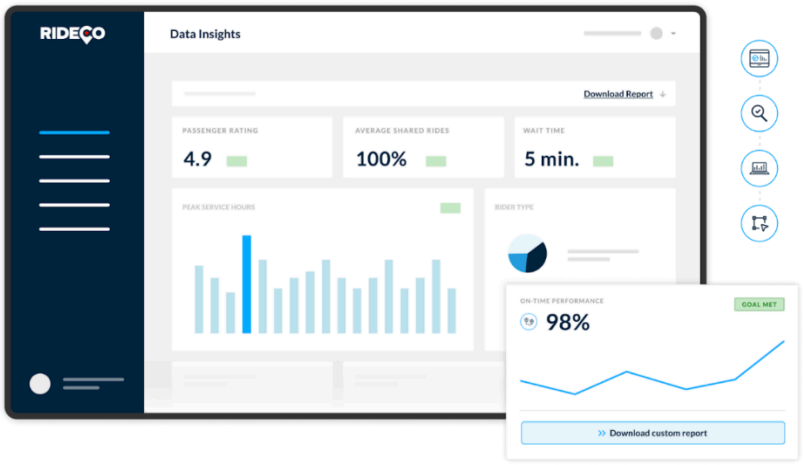
The technology platform underpinning Addison's service has achieved **SOC 2 Type II certification**, independently verified by a CPA-certified auditor. This certification confirms that RideCo maintains the controls necessary to protect the confidentiality, integrity, and availability of all rider and operational data. RideCo's security framework is aligned with **NIST 800-53** standards and includes:

- All data at rest encrypted using **AES-256** encryption
- All data in transit encrypted over **HTTPS with 2048-bit SSL certificates**
- Data stored on **AWS and Salesforce Cloud**, both fully compliant with ISO/IEC 27002 global data protection standards
- Automated detection, alerting, and incident response protocols, supplemented by a managed detection and response (MDR/SOC) service
- Annual review and revision of incident response policies and procedures

For the Town of Addison, this means rider data - including eligibility records, trip history, and payment information - is protected to enterprise-grade standards. The Town retains ownership of all data generated under this contract, consistent with RFP Section 19.

10. Data And Reporting

Our Data Insights give the Town of Addison complete visibility into your on-demand transit operations, transforming day-to-day activity into meaningful intelligence. Through a powerful suite of autogenerated reports, analytics, and data tools, the town can easily track performance, identify trends, and make data-driven decisions that improve service quality and efficiency.



The town can access raw data exports in .csv format, providing detailed trips, vehicle, time, and location information for deeper analysis. This flexibility allows teams to conduct their own investigations or integrate the data directly into third-party platforms such as Power BI using API access.

The platform also delivers daily KPI reports that present standardized, easy-to-read insights on ridership, on-time performance, revenue hours, booking and wait times, driver performance, and customer satisfaction. At a more granular level, trip-level data includes pick-up and drop-off details, fare information, and customer ratings, while driver-level data reveals shift times, miles traveled, and revenue earned.

In addition, monthly summary reports provide a broader view of system demand, trip volumes, and revenue patterns. Together, these tools form a business intelligence-style dashboard that supports proactive management and long-term strategic planning.

Visual KPI Dashboards

The robust Visual KPI Dashboards can assist across several areas of your organization. The overview dashboards provide key insights into metrics you care more about. The ridership dashboard provides an understanding of how ridership is trending and key elements of service usage. The customer experience

dashboard highlights metrics such as wait times, onboard times, on-time performance, and ride ratings. The productivity dashboard allows assessing how productive the service is with information about passengers per vehicle hour, revenue hours and sharing rates. Lastly, the planning dashboard provides key information such as vehicle utilization, overtime, and maximum hourly vehicles in service. All dashboards provide charts, metrics, and graphs of data, and can be customized by each user to show the data they care the most about for their operation. In addition, a user can set the date range preferences to view all this data.

Reporting Center

The Reporting Center gives the Town of Addison full control over your data through a powerful yet intuitive reporting suite. It provides direct access to a wide range of standard data fields, allowing Addison to build customized reports, dashboards, and visualizations that align precisely with your operational goals without needing technical support or additional logins. The intuitive portal allows stakeholders to monitor performance and gain insights aligned with the town's specific needs. Additional fields and complex data requests can be supported in collaboration with the data engineering team. Integrated seamlessly into the Operations Center, the Reporting Center empowers every user, from daily operations staff to executives, to monitor performance and make informed decisions with ease.

At the heart of the Reporting Center is a dynamic KPI dashboard, designed to track essential performance metrics and monitor program health. Addison can easily modify existing dashboards or create multiple views tailored to specific audiences, such as staff, executives, or board members, so that everyone has access to the insights that matter most.
Addison can export valuable source data to easily create board reports, executive summaries, NTD reports, and more.

With built-in Artificial Intelligence, the Reporting Center enables Addison to dive deep into your data, uncover valuable insights, and answer critical business questions. Users can ask questions in plain language like, "What was the on-time performance over the last 60 days of service by hour?" to gain insights into passenger behavior and service quality.

By combining flexibility, automation, and powerful analytics, the Reporting Center helps Addison enhance service quality and make data-driven decisions with confidence.

Daily Key Performance Indicator (KPI) Reporting

We offer standardized KPI reports that can be sent to your inbox daily. Reports include several KPIs, including weekly/monthly ridership and revenues, ridership by time of day, booking times, driver performance statistics, and customer ride ratings, and much more.

Ride data, provided at the trip level, will include information associated with requested locations of pick-ups and drop-offs, the actual locations of pick-ups and drop-offs, the price of each trip (including any discounts applied), and fare payment data (e.g., fare type, payment type).

Driver data, provided at the individual driver level, will include start and end times of shifts (including breaks), total vehicle miles traveled (by start of day to end of day and by terminal to terminal), and total revenue miles. Other examples of data from monthly summary reports include:

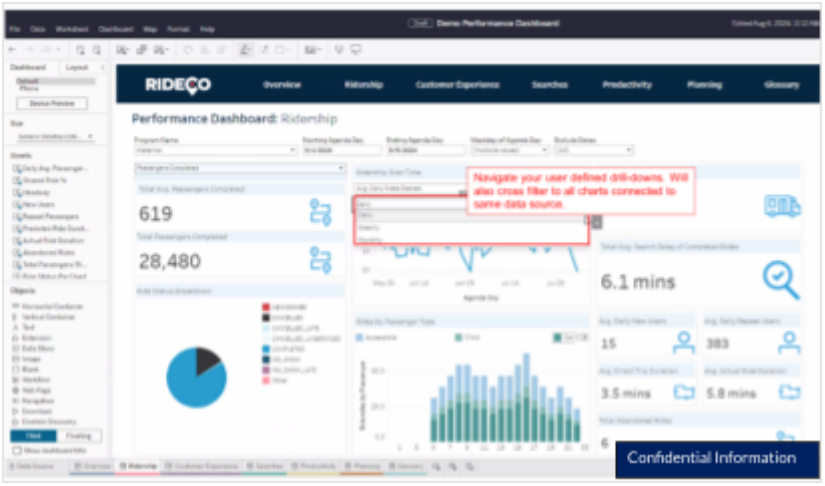
- Demand summary data (origin/destination, time of use, boardings per revenue hour, total ridership).
- Trip data (travel times, routes trip denial rate, booking abandonment rates, on-time percentage).
- Revenue summary data (total revenue, revenue broken down by types of passengers).

Business intelligence-style data (e.g., information on number of in-service vehicles vs. active passengers, efficiency data etc.) is collected and reported by the system. We also comply and provides fully completed NTD reporting in formats that are ready to be submitted to the FTA.

Ad-hoc Report and Dashboard Editing and Generation

We leverage several tools to provide a range of reporting and dashboard analysis. To start, the Operations Center has a Statistics page to show real-time dashboard of service

operational metrics. The Performance Dashboard, built on Power BI, is a powerful data visualization tool, offering unparalleled reporting flexibility to meet the diverse needs of the town. Our solution includes a robust suite of features that allow users to customize and interact with their data in real-time, ensuring they can extract valuable insights and make data-driven decisions. We also have a set of standard reports, aggregated at many different levels, from vehicle provider to service type, and so on. These reports are in Excel format and can be exported to make custom visualizations and reports. These reports can be emailed daily, or transferred to document management system, where the town and Circuit would have access to view and download the reports at any time.



11. Marketing, Outreach & Community Engagement

A transit service only works if people know it exists - and trust it enough to try it. Circuit has launched programs in over 50 cities, and the pattern is consistent: the programs that build ridership fastest are the ones that show up in the community before the first vehicle does. Marketing is not a post-launch activity for us. It starts the day the contract is signed.

For Addison, the campaign is built around a simple idea: **this service belongs to you.** Not just to residents who already use transit, not just to people with smartphones, not just to the evening crowd heading to the restaurant district - to everyone in Addison. That framing shapes every decision in this plan, from how we write the app instructions to how our drivers interact with first-time riders.

Our approach runs on two tracks simultaneously. The first is broad - building general awareness across digital, print, and media channels so that no resident, worker, or visitor in Addison misses the fact that this service is coming. The second is personal - going directly to the residents who are least likely to encounter a digital ad and most likely to need the service: seniors, persons with disabilities, and those who navigate daily life without a smartphone or reliable internet access. Both tracks matter equally, and both will be active before launch day.

11.1 Public Awareness Campaign

Circuit will build and execute a full launch campaign in coordination with the Town of Addison's communications staff, running from contract award through the first 30 days of service.

Phase 1: Foundation (Weeks 1–4 After Contract Award)

The goal of this phase is simple: by the time the service opens, no one in Addison should be hearing about it for the first time.

- **Service identity development**: Working side by side with Town staff, Circuit will develop the visual and verbal identity for the Addison service - name, tagline, design language, and vehicle wrap concept. Addison has a strong civic identity and a distinct character as a walkable, restaurant-centered community. The service branding should reflect that. Nothing is finalized without Town approval.
- **Digital foundation**: A service landing page goes live with hours, service area, booking instructions, and FAQ. All content is also pushed through the Town's existing communications channels so the launch announcement comes from a trusted source - the Town itself.
- **Local media outreach**: Circuit drafts a launch announcement for Town communications review. When approved, it goes to DFW-area outlets, Addison-focused publications, and neighborhood and business newsletters.
- **Employer engagement begins**: A significant portion of Addison's daytime population commutes in from surrounding communities. Outreach to major employers and business associations starts in this phase - before the service launches - so that employees learn about it through their workplace, not just through advertising.

Phase 2: Pre-Launch Activation (Weeks 5–6)

- **Countdown campaign**: Digital and social content builds anticipation in the two weeks before launch, with a particular focus on Addison's evening economy - restaurants, entertainment, and the walkable district experience. The message: no more circling for parking. Your ride is on its way.
- **Print-ready materials**: Circuit will develop a focused set of print-ready assets - service cards, how-to-ride guides, and posters - for the Town to produce and place as it sees fit. Every piece will include both the app download path and the phone booking number, with neither treated as an afterthought.
- **App tools activated**: Introductory ride incentives and referral features go live so early adopters have a reason to share the service with people they know.

Phase 3: Launch and First 30 Days

- **Launch event**: Circuit will work with the Town on a public launch moment - whether a formal ribbon cutting, a media ride-along, or a community activation - that creates a visible, shareable milestone.
- **Targeted advertising**: Geofenced digital ads reach residents and workers within Addison and adjacent zip codes, with different messaging for different audiences - evening entertainment users, morning commuters, and daytime residents.
- **Performance-driven adjustment**: Circuit reviews channel performance at the two-week mark and shifts resources toward what's driving actual trips - not what looked good in the plan.

11.2 Vehicle Branding

The electric in-town fleet is a moving advertisement. Every vehicle that drives through Addison - past restaurants, through Addison Circle, along Belt Line - is a reminder that this service exists. That visibility only works if the branding is distinctive and immediately recognizable as an Addison service.

As illustrated in the vehicle mock-up included in this proposal, Circuit has already begun developing a branded concept tailored to the Town of Addison. The final wrap design will be developed collaboratively with Town communications staff, with Town leadership holding approval authority before anything goes into production. All vehicles will carry the approved branding from the first day of service.

11.3 Multilingual & Accessible Materials

All rider-facing materials will be produced in English and Spanish at minimum, with additional languages available based on community demographics identified in coordination with Town staff. Accessible formats will include large-print versions of printed assets, captioned video content, and plain-language instructions designed for residents unfamiliar with app-based services.

The phone booking option will be featured on equal footing with the app across all materials - never buried. For residents who need in-person support, Circuit's Driver Ambassadors are trained to assist with account setup and first-ride booking on the spot.

11.4 Direct Community Outreach

Some of the residents who need this service most are the hardest to reach through conventional advertising. Circuit approaches this directly.

In-Person Sessions Before Launch Circuit will schedule visits to senior living facilities, senior centers, and other community gathering places in and around Addison before the service opens. The format is informal and practical: what the service is, how to book a ride, what to expect when the vehicle arrives, and time for questions. One-on-one help with app setup is available for anyone who wants it. These sessions are scheduled at times that work for the communities being served - not times that are convenient for us.

Ride Demonstrations Before and immediately after launch, Circuit will offer structured ride-along opportunities for community members who want to experience the service before booking on their own. This is particularly valuable for riders who are uncertain about accessibility, the boarding process, or how the on-demand model works in practice. Seeing it - and riding it - removes barriers that no amount of advertising can address.

Driver Ambassadors Circuit's locally hired drivers are selected in part for their community knowledge and their ability to connect with riders. Every driver is trained to assist with booking, answer questions about the service, and recognize when a rider may need additional help. Their ongoing role as community liaisons is addressed in Section 9.

11.5 Coordination with Addison Communications Staff

Circuit operates as an extension of the Town's communications function - not as an independent marketing entity running its own campaign in parallel. Every external-facing piece of this effort goes through Town review before it goes public.

A dedicated Circuit marketing contact is assigned at contract kickoff as the primary point of coordination for all Town communications requests. A shared editorial calendar keeps Town staff informed of what's going out and when. Alignment meetings run at a minimum of bi-weekly in the pre-launch period. Town staff have final approval on all materials - vehicle wraps, press releases, social content, and community event plans - before anything is distributed or published.

The service represents the Town of Addison. The Town decides how it speaks.

12. Ongoing Community Engagement

Launch momentum fades quickly without a sustained presence in the community. Circuit's approach to ongoing engagement is not a separate program running alongside the service - it is woven into how the service operates every day. The drivers on the road, the Partnership Manager at Town meetings, the survey results in the monthly report - these are all part of the same commitment: to keep the Town of Addison informed, keep riders connected to the service, and keep improving based on what we learn.

Rider Feedback & Surveys

Every completed trip generates an in-app rating. That real-time feedback is visible to Circuit's operations team and available to Town staff through the performance dashboard at any time. It is the earliest signal when something is off - a driver issue, a service gap, a pickup location that isn't working - and it is reviewed continuously, not just at reporting intervals.

Beyond the in-app rating, Circuit designs and administers structured rider surveys on a quarterly cadence. Survey design is customized for the Addison program - the questions are built around what actually matters to the Town and to riders in this specific community, not recycled from a generic template. Topics can include service satisfaction, demographic trends, travel behavior, and whether the service is displacing car trips - a data point that has real value for the Town's broader mobility and sustainability goals.

Survey results are delivered to the Town in a plain-language summary alongside monthly performance data. What riders say is treated as operational input, not a communications exercise.

When the Town wants faster feedback on a specific question - a proposed service hour change, a new rally point, a fare adjustment - targeted pulse surveys can be deployed quickly and results turned around within weeks.

Partnerships with Key Organizations

The most trusted voices in any community are the organizations that already serve it. Circuit will develop and maintain working relationships with key Addison-area organizations whose members and clients are natural users of the service - and who can serve as ongoing advocates and communication channels.

Target partners include senior living facilities and senior centers, disability advocacy organizations, major employers, the Addison business community, and any community organizations identified by Town staff as central to Addison's civic life. These are not one-time outreach visits - they are sustained relationships where Circuit shows up regularly, shares service updates, gathers feedback, and ensures that the populations these organizations serve remain connected to the service.

For paratransit-adjacent riders who may be transitioning to or from dedicated paratransit service, coordination with disability organizations also serves a practical function: ensuring eligible riders know what options are available to them and how to access them.

Rider Retention & Re-Engagement

Acquiring a first-time rider is only half the job. Circuit actively monitors rider behavior throughout the contract to identify drop-off patterns and respond to them.

Riders who take one trip and go quiet receive targeted re-engagement outreach - a message highlighting a service feature they may not have used, a reminder of the phone booking option, or a prompt tied to a relevant time of year (the start of restaurant season, a major local event). Outreach is personalized where possible and timed to be useful, not intrusive.

For riders who stop using the service entirely, Circuit's team reviews whether the pattern is isolated or reflects a broader trend. If multiple riders in the same zone or time window drop off at the same time, that is treated as a service signal - not just a marketing problem.

Driver Ambassadors as Ongoing Community Presence

Circuit's locally hired Driver Ambassadors are the most consistent community touchpoint the service has. They are on the road every day, interacting with riders, fielding questions, and representing the Town's service in real time.

Drivers are trained to assist riders with booking, answer questions about the service, and flag situations where a rider may need additional support - whether that means helping an elderly rider navigate the app or identifying a pattern of unmet demand in a particular neighborhood. What drivers observe and hear is treated as operational intelligence and flows back to the Partnership Manager and Circuit's operations team on a regular basis.

In Addison's compact geography, a driver who knows the community and is known by the community is one of the most effective ongoing engagement assets available. Circuit hires for this deliberately.

Continuous Improvement Reporting

Ongoing engagement is only meaningful if it produces change. Circuit commits to a structured quarterly review with Town staff that goes beyond performance metrics and addresses the bigger picture: is the service reaching the people it was designed to reach, are there gaps that have emerged since launch, and what adjustments would make it more effective in the next quarter?

These reviews draw on rider survey results, in-app feedback, ridership trend data, and input gathered through community events and partner organizations. Recommendations are presented in plain language with specific proposed actions - not observations filed

away in a report. The Town always knows what Circuit is seeing and what we think should happen next.

13. Added Value

Advertising (Optional)

Circuit can implement an opt-in third-party advertising program to help offset Addison's operating costs that's backed by our in-house team that generated over $10M in advertising revenue over the last 3 years. We offer turnkey inventory and execution - exterior wraps, interior digital displays, email/social campaigns, and on-board product sampling. The Town will retain final approval of advertisers and content.

Native Booking APIs

Driven by a partnership with Kuba Denmark (previously Unwire) and the DART GoPass app, RideCo has created an integration platform called RideCo Connect. This new conduit into the platform allows native ride searching, booking, and tracking in third party applications, and can be expanded for further tight integration into existing agency infrastructure. The first launch of RideCo Connect is live in the GoPass application and demonstrated in Tulsa, OK, as part of the launch of Tulsa Micro Transit.

Interactive Voice Response (IVR) Module

We also offer an **optional** outbound Interactive Voice Response (IVR) module to further enhance passenger communication and streamline trip management. **This module is provided on a per minute rate, which has been provided in the pricing sheet.**

The outbound IVR system provides:

- Automated trip notifications delivered by phone call.
- Ride detail readouts during the call.
- Self-service ride cancellation through the IVR system.
- Configurable alerts, such as day-before reminders.
- Reduced no-shows through advance callouts.
- Greater passenger independence by enabling phone-based trip management.

This optional module is intended for agencies that require phone-based automation in addition to the standard app and SMS communication features included in the base platform.

Outbound IVR Voice Notifications

- **Typical Number of Notifications:** IVR notifications are configurable, but most trips include 2–3 calls: one at scheduling, one approximately an hour before the trip, and one upon imminent arrival.
- **Optional Feature:** IVR is not required for passengers using the app. Many riders eventually opt out as they become familiar with the app and its notifications.
- **Cost Considerations:** IVR fees are only charged when the call is answered. Over time, passengers often recognize the number and may choose to decline calls, reducing costs.
- **Usage Estimate:** While final adoption is agency-dependent, we typically estimate that about 50% of riders use IVR notifications.

14. Transition And Implementation

Circuit's approach to delivering transit service for the Town of Addison is grounded in a structured implementation plan, clear accountability, and an operations-first philosophy. We provide a turnkey model that integrates vehicles, drivers, technology, maintenance, and reporting under one coordinated framework - designed to ensure a smooth launch, measurable performance, and long-term sustainability.

Sequence of Events

Weeks 1–2 - Contract Award & Project Kickoff - Immediately upon award, Circuit will conduct a formal kickoff meeting with Town leadership and key stakeholders. During this phase, we confirm service parameters, performance metrics, reporting structure, branding guidelines, and communication protocols. A detailed project work plan and launch schedule will be finalized and submitted for Town approval. Data collection for paratransit - passenger profiles, standing orders, and eligibility records - begins immediately in coordination with zTrip.

Weeks 2–4 - Service Design & Operational Planning - Circuit refines service zones, stop locations, hours of operation, and fleet sizing for both services. KPI benchmarks are confirmed across microtransit and paratransit. RideCo begins platform configuration for paratransit scheduling and dispatching, and zTrip's existing local driver pool is confirmed and briefed on Addison-specific service parameters.

Weeks 3–6 - Vehicle Procurement, Hiring, Training & Paratransit Launch - Circuit launches local recruitment and training for microtransit Driver Ambassadors. For paratransit, given the two-vehicle scope and zTrip's existing presence and familiarity with the local rider base, full paratransit service launches by Week 6 - with drivers already trained, vehicles ready, and the software platform configured and tested.

Weeks 6–10 - Community Outreach & Soft Launch Preparation - Circuit collaborates with the Town on marketing and outreach, including stakeholder briefings, digital communications, on-site engagement, and multilingual rider education materials. A soft launch period is conducted to test dispatch flow, validate routing assumptions, and confirm service reliability prior to full public rollout.

Weeks 6–10 - Community Outreach & Soft Launch Preparation (Microtransit) - With paratransit live, Circuit turns full attention to microtransit soft launch preparation. Outreach and community engagement initiatives are executed in collaboration with the Town, including stakeholder briefings, digital communications, and multilingual rider education materials.

Weeks 10–12 - Full Microtransit Launch - Full microtransit service begins with ongoing operational oversight by Circuit's local management team. Performance is monitored daily with real-time data tracking through Circuit's operations dashboard.

Ongoing - Operations, Monitoring & Optimization - Post-launch, Circuit conducts weekly internal performance reviews and provides monthly reporting to the Town. Structured evaluation checkpoints occur at 30, 90, and 180 days post-launch.

Resource Allocation

Circuit controls all core functions of microtransit delivery: fleet, drivers, technology, maintenance, and dispatch - internally. This eliminates coordination delays and ensures clear accountability at every stage. Circuit's local management team, supported by our in-house operations and safety staff, is on the ground from day one.

Risk Mitigation

Service continuity: zTrip's existing familiarity with local paratransit riders ensures no gap in service during transition. Phased deployment with Go/No-Go checkpoints at each stage allows for course correction before issues affect riders.

Timeline risk: Circuit has launched more than 50 microtransit and community shuttle programs nationwide. Because our driver training curriculum, fleet procurement channels, maintenance systems, and dispatch technology are already built and optimized, we do not start from scratch. If vehicles are readily available, microtransit launch can occur in as few as 6–8 weeks from Notice to Proceed.

Data migration: Passenger profiles, standing orders, and trip data are collected and validated in the first two weeks of implementation, preventing downstream delays in the paratransit transition.

Technology downtime: Our platform maintains 99.99% uptime with 24/7 monitoring and a dedicated emergency support line. Circuit's dispatch infrastructure includes built-in redundancy to ensure continuity in the event of connectivity issues.

Budget and cost control: Circuit's exclusive use of electric fleet reduces fuel and long-term maintenance costs. Our W-2 driver model ensures predictable labor costs and consistent coverage without the inefficiencies of contractor-based staffing. Transparent, fully burdened pricing means the Town faces no unexpected cost escalations related to software, integrations, or third-party service layers.

15. Desired Skills And Knowledge

The expertise outlined in this section is demonstrated throughout this proposal in detail. Circuit and its partners bring direct, proven capabilities across every dimension the Town has identified - microtransit service planning and operations, technology platforms for scheduling, dispatch, and real-time analytics. Circuit's expertise across the service delivery areas outlined by the Town is addressed throughout this proposal. Rather than repeating content already provided in earlier sections, the following references identify where each topic is addressed in detail within this document:

- **Microtransit Service Planning and Operations** – See **Section 3: Service Coverage and Operating Parameters**, which outlines the proposed service model, operating parameters, fleet deployment strategy, and service coverage approach tailored to Addison's mobility needs.

- **Technology Platforms for Scheduling, Dispatch, and Real-Time Tracking** – See **Section 4: User App & Interface**, which describes Circuit's proprietary rider and driver applications, real-time vehicle tracking, dispatching tools, and system integrations that support efficient service delivery.

- **Customer Service and Rider Engagement** – See **Section 8: Customer Service and Support**, **Section 11: Marketing, Outreach & Engagement and Section** and **12: Ongoing Community Engagement**, detailing rider support channels, in-app assistance, rider onboarding, marketing strategies, and ongoing community engagement.

- **Safety, Security, and Regulatory Compliance** – See **Section 9: Safety and Security**, which outlines Circuit's driver training standards, operational safety protocols, vehicle requirements, insurance coverage, and regulatory compliance practices.

- **Data Reporting, Performance Monitoring, and Continuous Improvement** – See **Section 10: Data and Reporting**, describing Circuit's data analytics capabilities, KPI tracking, reporting dashboards, and processes for ongoing service optimization.

These sections collectively demonstrate Circuit's experience delivering high-quality microtransit services and our ability to plan, launch, operate, and continuously improve an on-demand mobility program for the Town of Addison.

We are confident that taken together, this proposal presents a comprehensive picture of a team that does not just possess these skills in theory - but has applied them in this geography, at this scale, and under comparable municipal partnerships.

16. Contractor Employee Requirements

16.1 Circuit assigns only qualified, trained, and vetted personnel to every program we operate - for a full overview of our hiring standards, training curriculum, and driver qualifications, please refer to the Driver Ambassadors section of this proposal.

16.2 All Circuit employees are required to complete and pass Form I-9 verification prior to beginning work. This is a standard component of our onboarding process for every hire.

16.3 All Circuit personnel assigned to the Addison program will be required to observe Town codes and ordinances while on Town premises, and this expectation is communicated explicitly during onboarding and reinforced by local management.

16.4 Circuit will promptly remove and replace any employee deemed unacceptable or unsatisfactory by the Town, without disruption to service continuity.

17. Work History/Past Performance

Circuit and its partners bring directly relevant experience to the Town of Addison - not just in transit generally, but in this specific geography, serving the types of riders and trip patterns Addison is looking to support. The programs detailed below represent a track record of on-time launches, measurable outcomes, and long-term municipal partnerships across Texas and nationally.

West Dallas - DART GoLink Program (2020–Present)

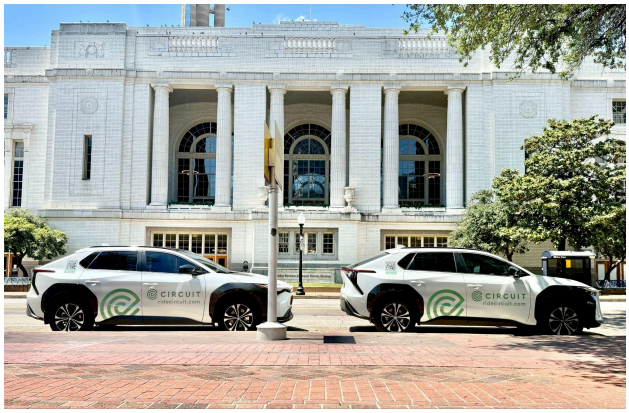
Circuit has operated an all-electric, on-demand shuttle service in West Dallas in partnership with DART and the Toyota Mobility Foundation since September 2020. The program was designed to address mobility gaps in the area by providing residents with free, on-demand electric transportation, connecting them to key transit hubs, essential destinations, and each other. **Since launch, Circuit has delivered over 208,000 rides to the West Dallas community.**

In January 2023, DART formally joined the program alongside Toyota, expanding funding and operational support to enhance first- and last-mile connectivity across the DART network. Circuit's data shows that 40% of passengers were traveling to destinations with no other form of public transit within a half-mile radius, confirming the program fills gaps the fixed route system cannot.

Throughout 2024, Circuit exceeded every DART minimum service standard:

Service Standard	Circuit 2024 Performance
Vehicles Operating	6 vehicles, 4 minimum maintained
Average Wait Time	14.7 minutes
Riders Per Month	3,041–4,349 (3,557 avg.)

Since the program's inception, an average of 68% of rides have been pooled, reducing vehicle miles traveled per passenger and improving fleet efficiency. DART's internal analysis found no evidence of the program cannibalizing fixed route ridership - in fact, fixed route ridership in the service area grew by 26% during the first six months of the integrated program, above the 23% network average. **Circuit ranked in the top 4 in performance across all GoLink services system-wide.**



The program has been renewed and expanded multiple times. Dallas Council Member Omar Narvaez publicly voiced support for the service, and DART's Committee-of-the-Whole approved extensions citing Circuit's capabilities as a turnkey operator aligned with DART's broader GoLink mission.

Circuit has continuously invested in service improvement throughout the program: releasing 11 new app versions improving ETA accuracy and driver routing, increasing wait time prediction accuracy by over 60%, and in 2025, introducing the Toyota bZ4X to the fleet - enabling a new zones feature that routes longer trips to higher-speed vehicles, optimizing dispatch and reducing trip times.

VIA Link, San Antonio (2019–Present)

RideCo's technology platform powers VIA Link, the microtransit service operated by VIA Metropolitan Transit in Northeast San Antonio - one of the fastest-growing microtransit services in the United States. The program was designed to address mobility gaps in a low-density suburban area where three underperforming fixed-route buses provided limited connectivity to major transit hubs. VIA replaced all three routes with RideCo-powered on-demand service, launching in May 2019.

The results speak for themselves: VIA Link surpassed its goals within less than four months of launching, ultimately achieving a 36% reduction in cost per passenger, an average of 5.0 passengers per vehicle hour on weekdays, and a 70% shared ride rate. The program demonstrates what RideCo's platform delivers at scale in a Texas transit environment - efficient dispatching, high vehicle productivity, and meaningful cost savings for the agency.

The same platform and operational approach that VIA relies on in San Antonio is what Circuit's team will deploy for Addison.

Fort Lauderdale, FL (On-Demand Across 3 Zones)

Originally launching services in 2011, **Circuit manages a complex operation of 24 vehicles and a staff of 50 drivers for the LauderGO! Micro Mover**. The Fort Lauderdale Program is a highly visible, fully electric transit network that links Brightline, Downtown, Las Olas, Fort Lauderdale Beach, Galt Ocean Mile and emerging neighborhoods in the Northwest. The service reduces short car trips and supports small businesses by making quick, reliable trips easy for residents, hospitality workers, and families-backed by local W-2 drivers and ADA options. Our team maintains consistent rider experience standards, real-time dashboards, and event-mobility plans for art fairs and waterfront festivals like the Annual Boat Show.

National Customer Testimonials

"[Circuit] gets people out and about Pompano Beach without having to drive, and I think that's just what we need right now in our community.

Rex Hardin
Mayor of Pompano Beach

"We did a specific analysis on how the West Dallas Circuit project may impact DART services. It's really supplementing DART services and providing the needed last-mile connections as well."

Jing Xu
Associate VP for Service Planning and Development

"One of the city's "smartest" investments to date has been its new free, on-demand, electric shuttle service Circuit"

Luiz Aragon
Former Commissioner of Development

"BellHop has been a game-changer for Bellevue, seamlessly connecting residents and visitors to key destinations, including our new light rail stations. This free, all-electric service has reduced traffic congestion, supported local businesses, and advanced our sustainability goals. As Bellevue grows, BellHop exemplifies the innovative solutions that make our city a model for progress and a premier destination for businesses and visitors alike."

Jared Nieuwenhuis
Council Member

"Through innovative programs like LB Circuit, we're setting a standard for how cities can integrate sustainable micro-mobility options. Improving access and reducing emissions, congestion and parking impacts are essential to supporting a more connected and healthier Long Beach."

Eric Lopez
Director of Public Works

18. Insurance

Circuit carries comprehensive insurance coverage across all active programs, insurance that has been accepted by dozens of cities and counties throughout the country. We will provide the Town with certificates of insurance within the required 10-business-day window upon request. All specific coverage types, limits, and endorsement requirements will be reviewed and confirmed at the time of contracting.

19. Alternative Proposal

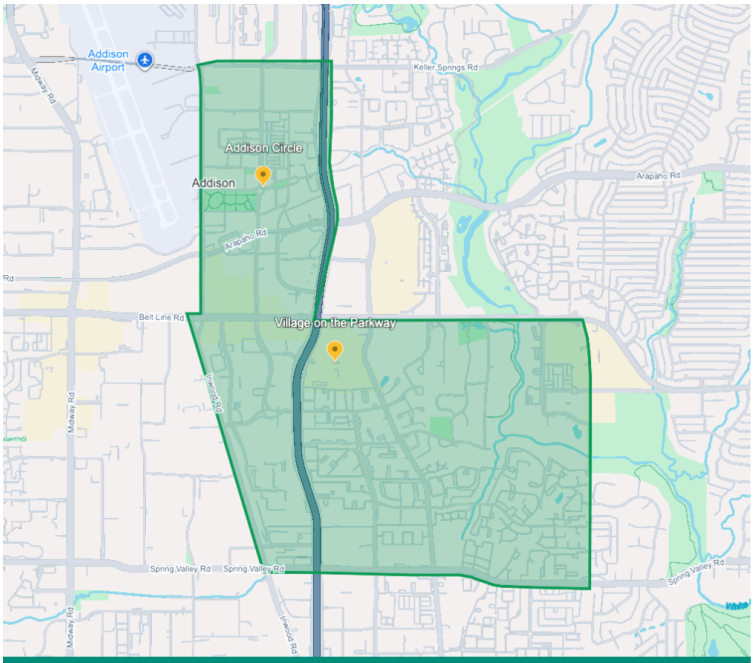
The Addison Circulator - A Pilot-Ready Alternative

Through our discovery process into Addison over the years and review of publicly available planning materials, Circuit developed an understanding of Addison's long-term mobility priorities and community vision. The Town's **Advance Addison 2050 Comprehensive Plan**, for example, identifies the potential for a local circulator to better connect residents, employees, and visitors to key destinations throughout the community.

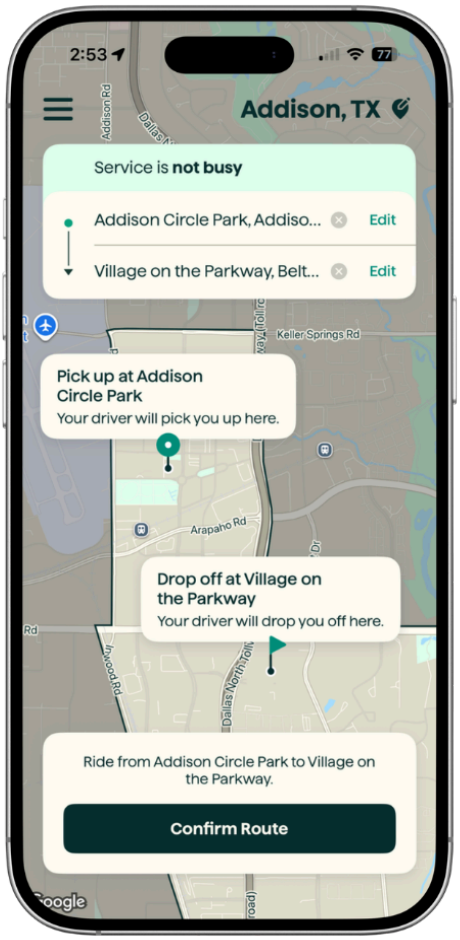
These insights helped inform Circuit's understanding of Addison's mobility landscape and the opportunity for a locally branded circulator service that connects the places people care about most—enhancing access within the Town while complementing, rather than attempting to replace, regional transportation options.

That alternative remains on the table.

Rather than implementing a comprehensive microtransit and paratransit system, the Town may find greater value in launching a focused, all-electric on-demand circulator designed around Addison's highest-activity corridors and destinations, including Addison Circle, Village on the Parkway, and major employment centers along the Tollway. This approach concentrates service where demand is most likely to occur, creating a recognizable and highly utilized mobility option for residents, employees, and visitors. The proposed service area, hours of operation, rally points, and branding would ultimately be refined based on the Town's priorities and program goals. The draft service area illustrated below reflects Circuit's preliminary analysis of Addison's key destinations and travel patterns.



Addison's highest-activity corridors and destinations



Alternate Proposal Summary

Category	Proposed Solution
Service Area	Addison's high activity corridor
Service Hours	Flexible, initial proposal - 10 hours a day, 7 days per week
Fleet	4 all-electric vehicles
Vehicle Type	(2) Waev GEM e6 (1) Volkswagen ID. Buzz (1) ADA Transit Van

Alternative Vehicle Fleet

Circulator Cost

Alternative proposal costs of services can be found on the separately attached cost proposal sheet.