



Town of Addison, Texas | RFP No. 26-114

Transit Service Provider

March 6th, 2026

Via Transportation Proposal



Submitted by Via Transportation, Inc.



Subject: RFP 26-114
To: Town of Addison, Texas
Attn: Wil Newcomer, Purchasing Department

Dear Mr. Newcomer,

Via is pleased to present our proposal in response to the Town of Addison's RFP No. 26-114 for a Transit Service Provider in Addison, Texas. Via is the world's leading provider of tech-enabled, on-demand public transportation, with more than 750 public-sector partnerships. We specialize in helping cities modernize their transit networks through multimodal service design, data-driven planning, and high-performing microtransit and ADA-compliant paratransit operations.

We are excited about the opportunity to support the Town of Addison in ensuring uninterrupted transit service, and look forward to leveraging Via's **playbook for crucial service transitions**, which has been proven both globally and right here in Texas. Most recently, in November 2025, Via partnered with the City of New Braunfels, TX to launch a dedicated turnkey microtransit service that replaced the regional agency, Alamo Regional Transit, for all trips within New Braunfels. Despite launching without any overlapping grace period offered by the regional transit provider, Via has successfully delivered over 15,000 rides in the first three months of service and achieved a 4.9 out of 5 star average post-trip rating.

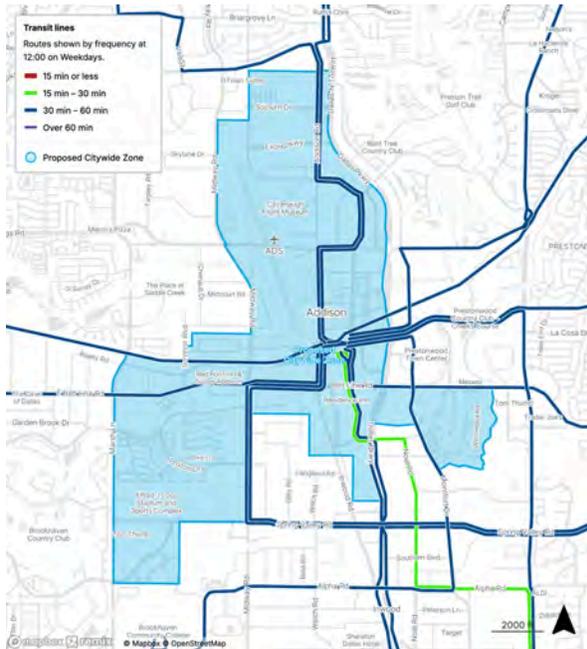
In addition to ensuring continuity of service in Addison, Via brings deep experience operating at scale across the Dallas–Fort Worth Metroplex, including a citywide service in Arlington, and is uniquely positioned to help Addison design and deliver a service that meets the Town's goals of enhancing service quality, coverage, accessibility, and overall customer experience. Expanding on our years of proven operational experience in the DFW region, Via is currently preparing to launch supplemental public transit services in the City of Plano this Spring. As part of that implementation, our team has already established the operational workflows, staffing structures, and deployment processes required for regional expansion. Should we have the opportunity to partner with Addison, these resources will be strategically leveraged, placing Via in a unique position to **launch a full turnkey service in Addison in four weeks**.

Via's Proposal for the Town of Addison is grounded in four key principles.

Townwide Microtransit and Paratransit Service Delivery	Seamless Paratransit Transitions and Exceptional Service	Reliability and Transparency Across the Organization	The Most Trusted Provider by DFW Cities and Agencies
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Townwide Microtransit and Paratransit Service Delivery

Via will provide townwide coverage of Addison, driving universal mobility and maximizing ridership potential. Based on our initial modeling—drawing on DART data and our breadth of experience operating across the region—we propose deploying a 6-vehicle fleet, including wheelchair-accessible vehicles, to support both microtransit and paratransit trips with estimated wait times of 10–20 minutes.



Within 30 minutes, riders travelling from central Addison with Via's microtransit and paratransit services will be able to reach:

- 95,000 jobs
- 9 hospitals, urgent care facilities, and pharmacies
- 17 SNAP-eligible retailers and supermarkets
- 9 K-12 schools and childcare facilities

Delivering Seamless Transitions and An Exceptional Paratransit Experience

Full migration of eligible riders into the Via technology system	A fleet of wheelchair accessible vehicles	Driver sensitivity training and background checks	Same-day service available	Mobile app, web app, IVR and live customer service booking
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Via has extensive experience delivering high-quality, ADA-compliant paratransit service for cities and transit agencies nationwide, including multiple large deployments in Texas. At the core of each one of these deployments is a simple but unwavering principle: No Rider Left Behind. To ensure no one is left behind, we provide bilingual live-operator phone support, an automated voice recognition system, and a user-friendly web portal, along with hands-on engagement led by our in-house Community Engagement team to train riders on the new system. Our customer service center manages comments and complaints through clear, predefined escalation workflows, ensuring issues are investigated within 24 hours and resolved quickly. Together, these processes minimize barriers for all riders and create a seamless, accessible experience for the entire Addison community, including seniors, riders with limited mobility, individuals who use walkers or other mobility aids, and riders traveling with service animals.

Key features of Via's ADA-accessible approach include:

- Full migration of eligible paratransit riders into Via's integrated technology platform
- A dedicated, branded fleet of wheelchair-accessible vehicles
- Standardized driver training, including sensitivity and ADA compliance training
- Rigorous driver qualification standards, including pre-employment and ongoing Drug & Alcohol testing
- Same-day trip availability
- Multiple booking channels, including accessible mobile app, web portal, IVR, and live customer service support



General Manager Aaron Guilbeau attending a "Safety Week" event for the DCTA GoZone paratransit drivers

A Partnership Defined by Reliability and Transparency

Town and community control of outcomes

Public data and reporting transparency

The Town will determine every aspect of the service—service hours, wait times, walk distances, pickup points, fares, and all rider policies. Because our model is flexible and modular, we can quickly evaluate how different service design choices affect outcomes and provide clear, data-backed recommendations. With the support of Via Strategies—our in-house planning and service design team—we will use real trip data from the Addison service to help the Town understand demand patterns, test alternative service configurations, and refine the overall network design. This ensures Addison has the insight and tools needed to shape a long-term transit network that aligns with the Town's goals and supports ongoing conversations with DART about the future of regional mobility.

The Town will have 24/7 access to trip-level data through Via's administrative dashboard, and we will supplement this with clear, comprehensive monthly performance reports. Our escalation procedures ensure that any dip in performance triggers immediate review and corrective action. Many of our partners, such as Jersey City for example, publish [these reports](#) for the public, and we would encourage a similar level of transparency in Addison to build trust and keep riders informed.

The most trusted provider of microtransit and paratransit in the DFW metroplex

Via currently delivers over 400+ microtransit and paratransit services nationally, more than the next 3 largest providers combined. In DFW, Via is the trusted provider of transit services for the below cities and transit agencies.

	Trinity Metro (Fort Worth, TX) 2019 - Present	On-demand microtransit and agency-wide ADA-paratransit	110+ vehicles 10-20 minute wait times 90% OTP
	City of Arlington (Arlington, TX) 2017 - Present	Citywide on-demand microtransit, ADA-paratransit	100+ vehicles 10-20 minute wait times
	Denton County Transportation Authority (Denton County, TX) 2021 - Present	On-demand microtransit, accessible services	65+ vehicles 10-20 minutes wait times
	City of Grand Prairie (Grand Prairie, TX) 2021 - Present	On-demand microtransit, accessible services	20+ vehicles 10-20 minute wait times

More broadly, across Texas, Via is the single largest provider of demand-response services, having completed over 11.8M+ rides in the state and counting. Our riders are consistently satisfied with the service, rating their experience at 4.7 out of 5 stars or higher across our Texas deployments. Our local management team — including former Trinity Metro COO **Wayne Gensler** and Via General Manager for DFW **Aaron Guilbeau** — will be on-site in Addison to oversee the launch of the new service, leveraging more than four decades of combined operating experience. Additionally, our local Texas team of **over 500 drivers** and fleet of **nearly 300 vehicles** can be redeployed to Addison at a moment's notice, ensuring operational continuity in the event of future transitions, emergencies, staffing shortages, and peak demand periods.

	DCTA GoZone 4.9★		Trinity Metro On Demand 4.7★		Arlington Transportation 4.8★
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Why our experience in DFW matters to Addison

Experience grounded in the community	Ability to deliver a financially sustainable service	Service reliability, safety, and quality
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Via specializes in designing transit that unlocks opportunity and strengthens communities. Our services support workforce access, healthcare appointments, and strong regional mobility connections, because these are the trips that truly move the needle on structural change and economic mobility. In Sugar Land, TX, for example, more than 70% of all rides serve key commerce destinations—shops, restaurants, retail centers, and other employment hubs—demonstrating the real impact of better access on

local economic activity. In Addison, we will launch a townwide on-demand service in the Spring of 2026 and shape future transit solutions to reflect Dallas County’s growth and travel patterns, ensuring residents can easily reach jobs, medical care, schools, and essential services throughout the Metroplex.

Via is committed to helping Addison get the most value out of every dollar, starting with our proposed 6-month pilot using a 6-vehicle fleet for both microtransit and paratransit service. Our service models are among the most cost-efficient in the country, averaging \$10–\$12 per microtransit trip. We reduce cost per ride through advanced routing technology and by deploying only the vehicle hours needed to meet demand—ensuring the Town never pays for unused service. If demand dips in a given month, costs decrease proportionally, and unused hours can shift to busier periods. Our operating model also lowers costs by empowering drivers with intuitive technology, efficient workflows, and a flexible shift-claim system that maximizes productivity across the fleet.



We hope this proposal demonstrates our commitment to partnering with the Town of Addison to realize a shared vision for the community’s evolving transportation needs.

Sincerely,

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1. Scope of Effort

Based on data from DART along with our experience operating in zones across the Metroplex, Via has developed a vetted plan for ensuring continuity of service while Addison determines a long-term model for public transit. As a starting point for discussion, we have developed a proposal to ensure continuity of coverage over an interim period of 6-months within a budget of \$746K. Within this budget, **Via can provide accessible, townwide service with a fleet of 6 vehicles.**

We understand that Addison is in active conversations with DART to determine the future of public transit, and we are committed to partnering with the Town to determine the best use of available resources as circumstances evolve. In addition to accessible operations that will guarantee continuity of coverage for Addison residents, we propose to support the Town with **expert planning and consultation services** (from our in-house transit planning practice: Via Strategies), which are included in our core proposal. In partnership with Addison, we will develop a long-term model for public transit that not only provides continuity of service, but meaningfully improves transit coverage and access in the Town.

Interim Service Model

In the interim, we believe townwide on-demand coverage is the best solution to ensure continuity and safeguard access to mobility for Addison residents. Via developed our initial proposal by reviewing ridership data provided by DART, and comparing this data against our experience operating similar services in the region. We estimated the vehicle supply needed to meet demand for local trips, with some allowance for an increase in ridership as service is extended across the Town.

Based on these estimates, we are confident that **a dedicated, accessible fleet of 6 vehicles can provide high-quality microtransit coverage across the Town, and deliver paratransit trips regionally to Addison's eligible riders traveling to other DART member cities.**

Long-Term Service Development

Beyond ensuring continuity of service, Via will partner with the Town to develop an improved, innovative transit model for Addison. As part of our proposal, we will provide ongoing planning support from Via Strategies—our in-house transit planning practice. Via Strategies will assist with Addison's planning initiatives and collaborate with regional partners to identify an optimal service plan that expands local access while maintaining strong connections across the Metroplex. Using data collected from initial operations, the team will lead a structured process to develop a holistic network plan, which may include evaluating a long-term role for fixed-route service alongside microtransit, as well as regional connections. Together with the Town, we look forward to shaping and implementing a new vision for transit in Addison.

2. Constraints

Via is fully prepared to deliver turnkey microtransit and paratransit services within Addison's required timeline and in full compliance with all federal and state transportation and ADA guidelines. The majority of Via's U.S. partners are FTA-funded, giving us extensive, real-world experience launching federally compliant services quickly and operating them reliably at scale. Once service is operational in Addison, our reporting suite will auto-populate NTD fields, making federal reporting simple, accurate, and seamless for Town staff. Our compliance team continuously monitors federal requirements across more than 100 active FTA-funded deployments, and we routinely meet or exceed standards for:

- ✓ **Americans with Disabilities Act**
- ✓ **Buy America**
- ✓ **NTD Reporting**
- ✓ **PTASP Compliance**
- ✓ **Title VI of the Civil Rights Act**
- ✓ **Equal Employment Opportunity**
- ✓ **Drug and Alcohol Testing**
- ✓ **FTA Triennial Audits**

We are also uniquely positioned to launch by **April 2026** due to our extensive footprint in Texas and our ability to rapidly recruit and deploy proven operational resources. Today, Via operates **110 vehicles** for microtransit and paratransit with Trinity Metro, **68 vehicles** for microtransit with DCTA, and **100 vehicles** for microtransit and deviated fixed-route service in Arlington—all powered by a reliable, fully vetted pool of local drivers.

Leveraging these established hiring pipelines, fleet sourcing channels, and regional operations expertise, Via can stand up both microtransit and paratransit services quickly and in full regulatory and ADA compliance from day one. If selected as the provider of Addison microtransit and paratransit, we recommend an accelerated launch timeline of 4 weeks which can be adjusted based on the Town's needs.



3. Service Coverage and Operating Parameters

3.1 Service Hours

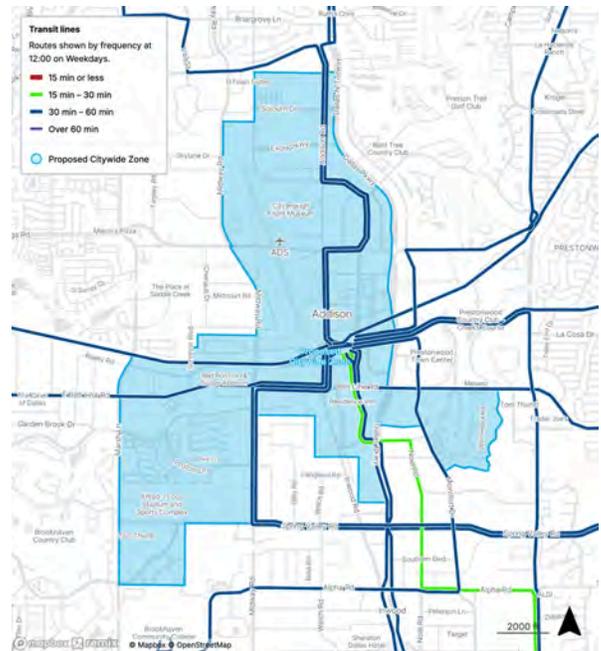
Via looks forward to determining final service hours in close collaboration with the Town. To maintain continuity for riders, we recommend starting with hours similar to current operations; for planning purposes, our proposal model will provide service from **5:00 AM to midnight** for both microtransit and paratransit, which we expect will cover the vast majority of trips. Once we begin partnering with Addison, we will analyze trip patterns in greater detail to ensure no critical travel needs are missed, and we can easily expand service hours if demand warrants it. From our initial modeling, we anticipate delivering an average wait time of **approximately 15 minutes** and will work with the Town to define baseline service standards—including maximum wait times and ride completion rates—to ensure a reliable, consistent rider experience across the system.

3.2 Service Area

Via will provide transportation service across the entire Town of Addison and will work closely with the Town during launch to refine and finalize the full service area. For microtransit, riders will walk no more than a quarter mile to a nearby Virtual Bus Stop—safe, clearly identified pick-up points that we will determine together during the launch process to enable efficient aggregation and reliable service. Paratransit riders will receive door-to-door or curb-to-curb service based on the Town's preference, ensuring full accessibility for those who need it. Eligible paratransit riders will continue to be able to travel regionally to other DART member cities.

In addition to local trips, the service will enable seamless connections to the larger region via rally points strategically located at key transit hubs outside Town limits, including Downtown Carrollton Station, Spring Valley/

Montfort, and Knoll Trail Station. These rally points provide a strong mix of DART rail and bus access, while balancing proximity to Addison's boundaries. Arapaho Center Station in Richardson is another key regional hub to consider, and we are happy to conduct further simulations should the Town be interested in a longer distance rally point. The Town will have full control over the final selection of rally points, with the flexibility to adjust them over time as needed.



3.3 Service Expectations

Via will work with the Town to establish clear, achievable service-level expectations that ensure timely, reliable microtransit and paratransit operations across Addison. Together, we will define KPIs such as average wait time, maximum wait time, and on-time performance, and we will monitor these metrics throughout the six-month pilot to identify trends and make adjustments as needed.

Our platform is built to maintain strong performance even during peak-demand surges, using dynamic routing, real-time fleet balancing, and intelligent dispatching to keep wait times low and ride completion rates high. We further stabilize costs by deploying only the vehicle hours needed to meet actual demand and by leveraging proven strategies—such as flexible driver shift-claiming, commingling opportunities, and efficient WAV allocation—to maximize productivity without sacrificing reliability. These tools will allow us to deliver consistent service throughout the metroplex, ensuring riders experience dependable performance at all times while helping the Town maintain long-term cost control.

3.4 Paratransit Services

3.4.1 Accessibility and ADA Compliance

Via is ready to deliver high-quality, ADA-compliant paratransit service for the Town of Addison, built on the deep expertise we have gained operating more than a dozen paratransit systems across the United States—including here in Texas. We understand the regulatory landscape inside and out, and our operators and dispatchers receive robust, hands-on training to support older adults, riders with disabilities, and mobility-dependent residents with sensitivity, dignity, and care. Addison riders will also benefit from the same level of convenience we deliver in our general public services, including same-day booking, reliable WAV availability, and innovative models such as ADA-compliant commingling and overflow support that improve service quality while reducing cost.



For Trinity Metro, Via's innovative operational model and paratransit product features resulted in an **84% reduction in trips over 90 minutes** and a **32% reduction in customer complaints**.

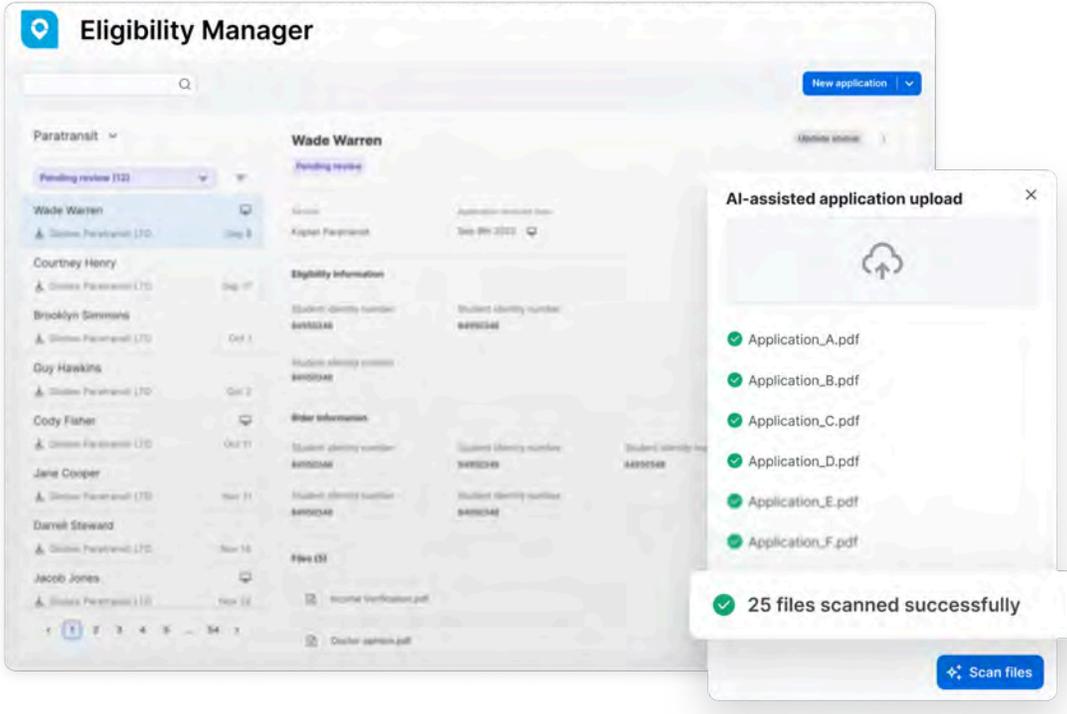
Compliance with ADA requirements will be delivered in Addison through the following product features and activities:

- **Trip Duration:** Via's scheduling and routing algorithm are highly effective in ensuring that paratransit trips do not exceed a certain threshold relative to an equivalent fixed-route trip.
- **On-Time Performance (OTP):** Our software automatically considers booking windows, WAV requirements, and other planned trips when making scheduling and routing decisions. For customers who use wheelchairs or require boarding assistance, our system builds in extra time for pickups to ensure sufficient boarding time is allocated without negatively affecting the system's overall efficiency.

- **Trip Denials:** Via closely monitors and works to minimize trip denials at all costs, ensuring service is available to all riders, including those with ADA needs.
- **Customer Complaints:** Via actively monitors customer complaints for any potential ADA-related issues.
- **Driver Training:** Via provides specialized, hands-on training exceeding basic requirements for ADA service. This includes core ADA compliance and disabilities sensitivity training, the national-standard Passenger Assistance, Safety, and Sensitivity (PASS) Certification, and practical, hands-on instruction on ramp operation and WAV securement. Training also covers disability awareness and is reinforced through annual refresher courses.

3.4.2 Eligibility Process

Via administers and maintains a fully compliant ADA paratransit eligibility verification process through our integrated eligibility manager. The system streamlines every step—from application intake to assessment and final determination—using configurable criteria that align with federal ADA requirements and any additional local standards established by the Town of Addison. Once eligibility decisions are made, status changes (approvals, denials, conditional eligibility, or suspensions) automatically sync with our scheduling and dispatching tools to ensure riders receive the appropriate level of service at all times. This structured, transparent approach supports ongoing ADA compliance, reduces eligibility-related call volume, and encourages riders who do not require specialized service to use non-paratransit options when appropriate.



3.5 Microtransit Services

3.5.1 Microtransit Service Approach

Via has been operating efficient and high-quality microtransit service since our founding in 2012. We have become the world's leading provider of on-demand, flexible transportation systems, and we partner with cities and public transit agencies to provide microtransit service in more than 100 communities worldwide, including in places like Fort Worth, Arlington, Miami, Seattle, San Francisco, and Detroit. These deployments advance public mobility across a range of use cases, including first- and last-mile connectivity, workforce enablement, bridging gaps in public transit, and more. Our best-in-class microtransit operations are complemented by our native in-house microtransit software, purpose-built to be highly discoverable to both local residents and visitors, reduce single-occupancy vehicles on the road, intelligently route vehicles to minimize deadhead and detours, and make overall operations more efficient. Thanks to our **unified turnkey solution**, Via acts as the single point of contact for all service needs for our partners.



“

Even when I'm unable to reach a destination on my own, I can always rely on Trinity Metro On-Demand. It's a fantastic app and an excellent transportation service. I recommend it to everyone, and I truly consider them like family.

— Rider review for Trinity Metro On-Demand, Trinity Metro's Fort Worth-area microtransit service

Our unified technology and operations offering enables an **unprecedented level of flexibility and configurability**. Addison would be able to completely customize every element of their microtransit service — from the make and model of vehicles in a fleet, to wait time, detour, and trip duration parameters, to fares and fare structures, to service branding and communications, to boundaries and hours of operation. Our approach allows our partners to **seamlessly and quickly** adjust their microtransit services as community needs and budget resources evolve.

Accelerated Launch Timeline



As a turnkey provider, Via offers the resources and expertise to **launch microtransit services quickly**. Our powerful yet flexible software can easily be configured according to the Town's exact requirements, while our nationwide operational infrastructure — including field offices and/or active microtransit deployments in Arlington, TX, Fort Worth, TX, Tyler, TX, and Denton County, TX — will streamline operator and vehicle acquisition. In Addison, we are prepared to launch service by April 2026 under a 4-week timeline.

Flexible Operating Models



Over the past decade, Via has developed a uniquely flexible operating model that is efficient, responsive, and focused on delivering strong service outcomes. Our partnerships with national leasing partners allow us to quickly scale up our fleets as service needs evolve, while hour-by-hour shift plans ensure we always have enough vehicles on the road to meet rider demand — unlike traditional operators with static shift plans, and long lead times for vehicle procurement. We are fully vehicle-agnostic and can deploy whatever fleet mix Addison needs—smaller minivans, larger cutaways, wheelchair-accessible vehicles, or any combination that best fits demand and geography.

Technology-Enabled Service Management



Via's project team will use our software platform to manage every aspect of our operations, from personnel and fleet management to marketing, service planning, and more. As the developers of our own software, we understand how to maximize its use for the benefit of the Town's microtransit system, ensuring a seamless and streamlined operation. Powerful map-based tools for editing zones and service parameters enable seamless service expansions.

Expert Teams for Long-Term Service Support



In addition to a dedicated implementation team that will be on-site during the start-up phase to set us up for success, the Town will have access to expert advisors in areas such as marketing, service design, and rider growth. This in-house support is key to our ability to launch quickly and nurture long-term growth, with Via acting as the single touchpoint for all the Town's service needs.

DCTA GoZone Urban microtransit



In Denton County, Texas, Via operates the DCTA GoZone — one of the largest and cost-efficient microtransit services in the county. Since its launch in 2021, DCTA GoZone has served almost 3 million trips at an average cost of under \$11 per ride.



4. User App and Interface

4.1 Mobile Application

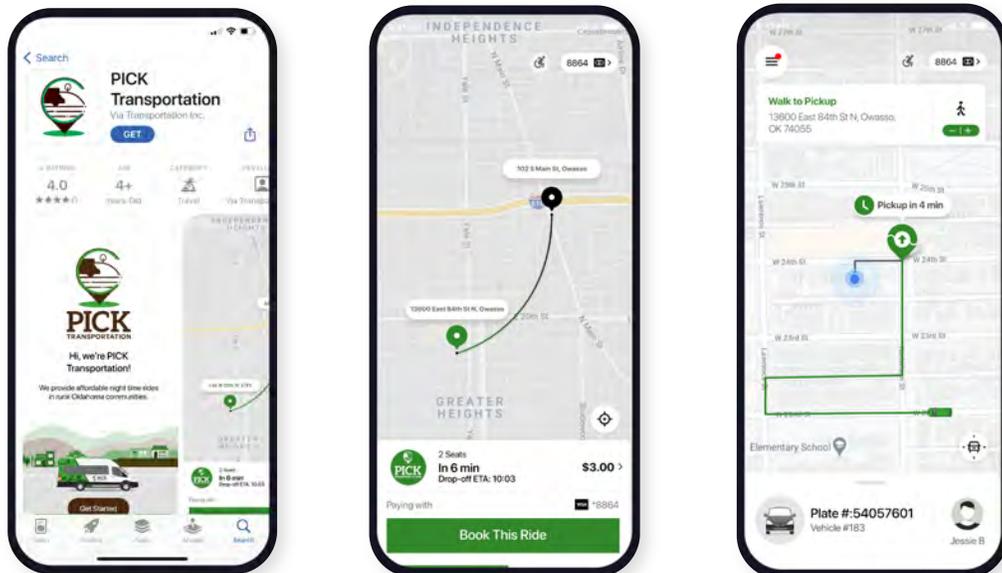
Via's Rider App provides an intuitive map-based interface where customers can plan, book, and pay for rides. It has been designed to enable a seamless customer experience, with an easily navigable interface, flexible payment options, and custom branding options to reflect the Town of Addison's unique community identity. Our app is compatible with iOS and Android operating systems and has been downloaded by millions of users, consistently receiving glowing reviews.

 DCTA GoZone 4.9★	 MetroConnect Miami-Dade 4.8★	 Ride SMART Flex Detroit 4.8★
 Via Jersey City 4.9★	 Trinity Metro On Demand 4.7★	 Arlington Transportation 4.8★

App store ratings for a selection of Via's Rider Apps in markets across the United States

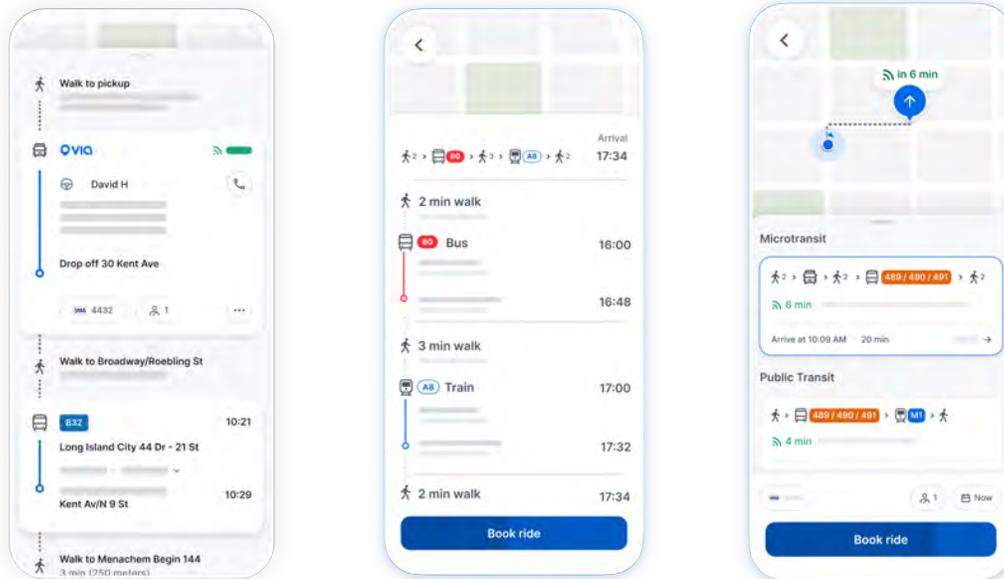
Self-Service Trip Booking Tools

Riders begin by entering their desired pickup and drop-off locations by typing an address, dropping a pin, selecting from a list of recent or "favorite" locations, or by tapping on predetermined stops on the map. Our dynamic routing algorithm then matches the request with available seats across the fleet, presenting the user with a range of trip options that match their specifications while optimizing for efficiency across the entire service. Once a trip proposal has been confirmed, riders receive real-time updates including walking directions, vehicle information, and arrival alerts.



Via's Rider App provides access to public transit with just a few clicks

Via's Rider App can also function as a holistic trip planner by enabling our **Integrated Transit** features. With these features, riders in Addison and the surrounding area will be able to view all available transit options and book trips that span demand response, fixed route, or a combination of both — including connections to the DART transit system. The application displays associated travel times, fares, walk and wait times, and transfer information to assist users in selecting the most appropriate transit mode. We leverage GTFS data to ensure the careful coordination of demand-response and fixed-route service, enabling intermodal connections and seamless travel across the network.



Example of intermodal and multi-modal proposals in Via's customer-facing mobile application

Rider Communications

Both before and during their trip, riders receive real-time updates in the Rider App and via SMS. Communications include walking directions to the nearest bus stop (physical or virtual), as well as vehicle information including real-time location, license plate number, driver name, driver photo, and vehicle ID. Riders also receive an alert when their vehicle is two minutes away and another when the driver has arrived at the assigned pickup location. In the event of service changes or disruptions, riders are notified directly in the applications.



GoPass Integration

Via's software is already integrated with the GoPass app, a capability we have developed for other North Central Texas partners (including Trinity Metro) that is ready to implement for on-demand service in Addison. This integration will facilitate regional connectivity for riders across DART, STAR Transit, Trinity Metro, Tulsa Transit, and Citibus. Riders can view available public transit options in the GoPass app and book and pay for intermodal trips that connect microtransit and fixed route service throughout the region.

4.2 Multi-Language Support

Via's Rider App is available in English, Spanish, and any other language(s) required by the Town. We currently support over 200 languages, with further localization available upon request. Customer service agents are also available to assist riders and drivers via phone, text, in-app, and email queues in multiple languages, including English and Spanish as well as other languages upon request.

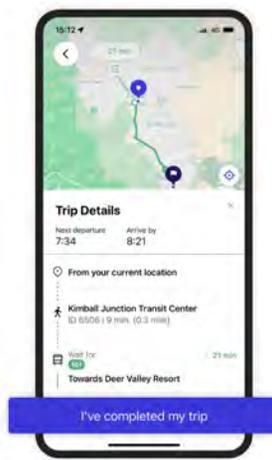
4.3 Accessibility Compliance and WCAG

Via's Rider App is fully ADA- and WCAG-compliant, with features like screen reader compatibility, keyboard navigation, and high-contrast modes, as illustrated below.



Screen Readers

Clear VoiceOver (iOS) or TalkBack (Android) announcements allow all riders, including blind or visually impaired riders, to navigate the app.



Keyboard Navigation

In-app flows are optimized for intuitive navigation so riders using assistive devices can book, manage, and pay for trips with ease.



Color Contrast

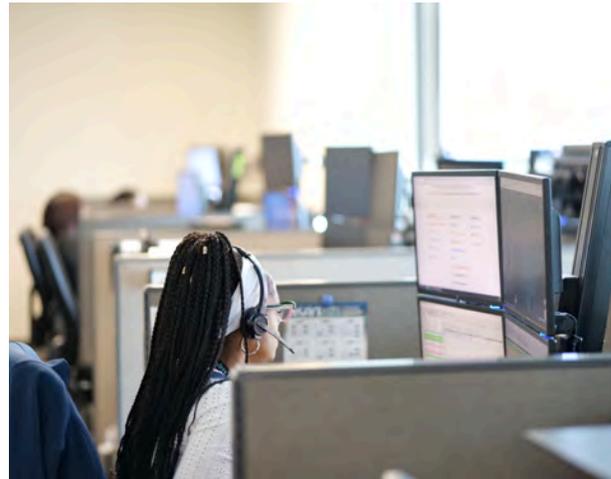
Via's design system ensures all Via-powered apps use high-contrast (easily readable) colors, even when the app is white-labelled.

5. Alternative Booking Methods

Our customer-centric philosophy ensures every rider can reliably and easily book a trip, regardless of technical skill or smartphone access. To support this commitment, Via provides high-quality, multilingual customer support through several alternative booking methods, including live-operator phone support, an automated Interactive Voice Response (IVR) system, and a web-based portal.

Live-Operator Telephone Line

As an alternative to app-based bookings, Via will provide a dedicated telephone number that customers can use to access live support. Customer service representatives (CSRs) are able to assist customers with account creation, ride bookings, and other service-related inquiries. To ensure high-quality service, CSRs will be trained on Addison's service environment to provide tailored and localized support. For more information, see [8. Customer Service and Support](#).

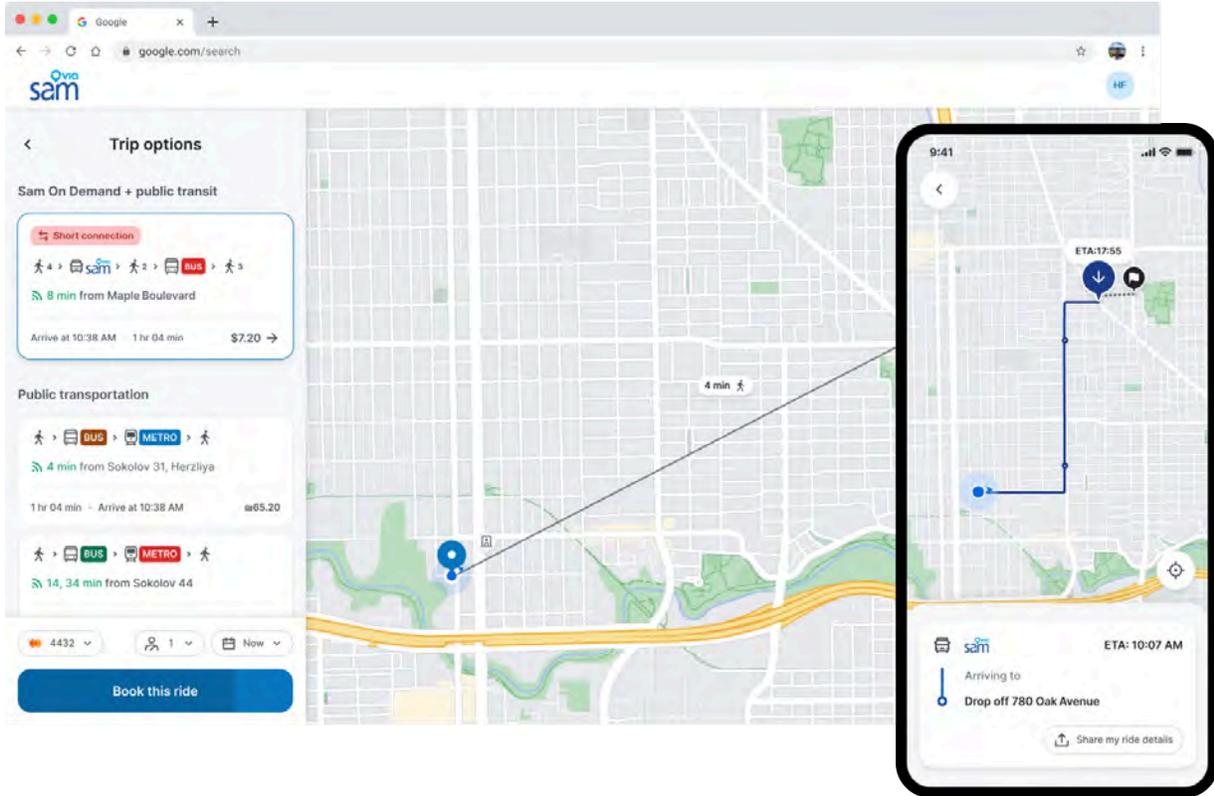


Agentic AI IVR System

Via's conversational IVR system offers riders an AI-enabled automated agent feature for quick access to trip information and support. By using voice prompts or keypad inputs, riders can communicate independently without needing a live agent, significantly reducing call center load for call center staff. This capability allows staff to focus on riders who require more personalized assistance, leading to more natural and efficient interactions that improve both booking and overall customer service experiences.

Web-Based Portal

Via can also provide the Town of Addison with a white-labelled web portal offering the same functionality as the Rider App, including the ability to plan, book, and pay for rides. This portal is compatible with any standard internet browser, providing an accessible alternative for users who do not or cannot use the mobile app.

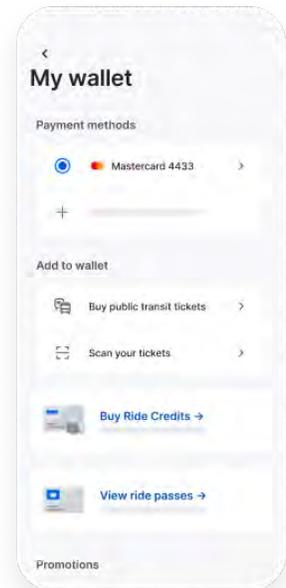


6. Costs of Services and Payment Processing

6.1 Cost of Microtransit and Paratransit Services

We will work with the Town of Addison to develop a microtransit and paratransit fare structure that supports service continuity while keeping the service affordable for riders. In most regions, we recommend aligning fares with local fixed-route transit to maintain consistency and predictability. The Town could also choose to mirror DART’s existing fares (e.g., \$3.50 for paratransit), ensuring a seamless experience for riders already familiar with the regional pricing structure.

Via’s booking platforms—the Rider App, website, and call center—provide a seamless and accessible experience for riders to book and pay for trips. Payments can be made securely using credit or debit cards, prepaid vouchers, promo codes, and other digital methods. Fares are always shown upfront, with discounts automatically applied based on rider profiles, and riders receive a digital receipt once the trip is completed. For riders without smartphones or those who prefer not to pay through the app, payment can also be completed by phone or online, ensuring full access to the service. While Via supports a fully cashless system, we also offer alternatives designed to accommodate unbanked riders and maintain equitable access across the community. These include:



- **Credit and Debit Cards:** Riders scan their credit or debit card using their smartphones’ built-in camera or by entering the information manually in the Rider App. They can also submit their card details on the website or through the call center.
- **Subscription Pass:** Via can work with the Town to define various levels of subscription-style passes. For example, riders could purchase a weekly pass for a flat fee, allowing them to ride up to four times per day at no additional cost. We can also provide “packages” of ride credit for discounted rates.
- **Integrated Transit Pass:** Via has production-grade APIs ready for integration with other fare collection systems. We have enabled this feature in many of our services worldwide so that passengers can pay for microtransit trips using the same payment account they use for other public transport modes.
- **Payment Options for Unbanked Riders:** We offer multiple payment options for passengers without bank accounts, including cash cards and electronic vouchers that can be purchased with cash at convenient locations in the service area.

Via also supports a range of pricing models and fare structures, which can be further tailored to meet the Town's unique service goals and objectives. Possible configurations include the following:



Discounted Fares: Via can charge different fares for individuals eligible for customer-specific discounts, such as students, seniors, and riders with disabilities, based on their rider profiles.



Distance, Time, and Location: Via can configure the service to charge different fares based on distance, time of ride, or location, helping to increase cost efficiency for the Town. In one of our deployments, for instance, we offer rides for \$2.50 for most journeys, but \$5 for any rides that replicate existing bus service.



Promotional Fares: To build awareness and drive early adoption, Via can implement promotional codes such as offering the first three rides free for new users.

Our team is available to work with the Town to determine the optimal fare structure to meet the Town's service goals and objectives.

6.2 PCI-DSS Compliance

Via maintains full PCI-DSS compliance by relying on trusted third-party processors—such as Stripe and Braintree—to handle all payment transactions and store encrypted credit card information. Riders are issued personalized tokens that allow them to seamlessly access their payment methods when booking trips, while their sensitive data remains securely managed by our PCI-compliant vendors. Via does not receive, monitor, access, or store any credit card information directly, ensuring both ease of use and the highest level of protection for riders.

6.3 Refund and Dispute Policy

Via will work closely with the Town to establish clear, consistent refund and dispute-resolution policies that align with local preferences and rider expectations. Riders can cancel trips directly in the app before pickup, and Via will implement and enforce any Town-defined rules regarding fare retention or refunds. Our customer support model ensures timely and transparent resolution: we commit to researching, resolving, and responding to all complaints within three days, with most non-emergency issues addressed within six hours. During all service hours, riders can reach our live support team by phone, text, in-app message, or email, and refunds or journey credits are issued promptly when appropriate. More serious concerns are handled in accordance with our established escalation protocols, ensuring a thorough and fair process for every rider.

7. Staffing and Personnel

Management Team

Via's management philosophy places a strong emphasis on collaboration with our partners, starting with a leadership team that is fully engaged in the success of our services. To enable this level of collaboration, we have hand-picked a management team with direct experience achieving sustainable growth for our partners and a proven track record of operational excellence — including more than a decade of combined experience managing and operating public transit systems in the Dallas-Fort Worth area. The on-site presence of these team members, combined with their deep knowledge of local conditions for public transit, will enable us to quickly launch the Town's pilot program and navigate its evolving relationship with DART.



Wayne Gensler

Vice President of Transit Partnerships

- ✓ **25+ years of public transit experience**
- ✓ **Extensive Texas transit operations experience, including previous roles as Chief Operations Officer for Trinity Metro and Director of Contract Operated Services for Harris County Metro**

As Vice President of Transit Partnerships, Wayne will provide the Town of Addison with strategic direction for revenue generation and service growth, leveraging over 25 years of experience working for some of the largest and most innovative transit agencies in the country. Wayne's deep understanding of fixed-route and demand-response transit, including contracted paratransit operations, will be instrumental in ensuring the success of the pilot service and beyond. Wayne's previous roles include serving as Vice President and Chief Operating Officer of Trinity Metro, where he oversaw the agency's six-year partnership with Via to modernize paratransit operations through a complex software implementation and the eventual delivery of a fully turnkey solution. He also served as Director of Contract Operated Services at Harris County Metro and Senior Project Manager at MV Transportation in St. Louis, Missouri.

Inspired by the success and real-world impact achieved through our collaboration with Trinity Metro over the past six years, Wayne joined Via at the start of this year to bring transit to the places that need it most, working through challenges like dwindling budgets and resource limitations to design the right solution for each unique community:

"The transit landscape is evolving rapidly, with new technologies and new approaches (like whole-network thinking). Via is driving this change with robust technology and dedicated teams for planning, operations, rider growth, and more. I'm excited to help communities across North America establish and operate complex, integrated transit networks that evolve with their changing needs. We'll work hand-in-hand with agencies to give riders the best transit possible, while making every dollar count."

— Wayne Gensler, Vice President of Transit Partnerships



Aaron Guilbeau

General Manager

- ✓ 15+ years of transportation and logistics experience
- ✓ General Manager for Via's Dallas-Fort Worth area services, including Trinity Metro On Demand and DCTA GoZone

As General Manager, Aaron will be Via's direct point of contact with the Town, leveraging nearly two decades of experience in transportation management and logistics to grow and improve the efficiency of the service. In his current role as General Manager, Aaron has overall responsibility for the safe, reliable, and efficient operations of Via's turnkey service in the Dallas-Fort Worth area. Prior to Via, Aaron held several leadership positions at BNSF Railway and MODE Transportation, including leading a 15-person operations team managing a \$150 million budget. As a proven leader in the transportation industry, Aaron specializes in managing diverse modes and carriers, excelling in system implementations, project management, and leading high-performing teams.

In his current role as General Manager for Trinity Metro On-Demand in Fort Worth, Aaron leads a team of over 150 field supervisors, drivers, dispatchers, and safety specialists to execute and optimize microtransit and paratransit operations in Tarrant County. Under his leadership, Trinity Metro has seen demonstrable service improvements, including an 84% reduction in trips over 90 minutes, a 13% increase in passenger productivity, and a 32% reduction in rider complaints.

"As General Manager, Aaron's leadership has been instrumental in the success of our joint effort to innovate and expand access to public transit in Tarrant County... I am confident that Aaron's leadership, strategic acumen, and unwavering dedication will lead to success in whatever challenges he chooses to undertake."
 — Ralph Zaragoza, Emerging Mobility Manager (Trinity Metro)



David Koch

Operations & Safety Manager

- ✓ 15+ years of operations experience
- ✓ Past roles include On Demand Operations Manager for Trinity Metro and Handitran Operations Manager for Arlington Transportation

As Operations Manager, David is dedicated to the successful and safe operation of paratransit services for our partners. He achieves this by understanding their specific needs and implementing rigorous quality improvements and safety standards. As Operations Manager for Trinity Metro On Demand, David works closely with General Manager Aaron Guilbeau to oversee day-to-day paratransit and microtransit operations. Their joint success highlights our management team's capacity to collaboratively address challenges, implement effective solutions, and achieve transformative results for our partners. Aaron and David will build on this established working relationship to deliver a safe, reliable, and efficient service for the Town of Addison.

Staff and Driver Recruitment

Via understands the challenges of the current labor market and we have adapted our recruitment practices to ensure reliable, consistent, and safe service delivery for our partners. We have successfully engaged tens of thousands of drivers in urban, rural, and suburban markets across the United States by leveraging modern and cost-efficient marketing and recruitment channels that are fully integrated into our platform, creating a seamless onboarding experience. Below are some of the strategies that we will employ to recruit drivers for the Town of Addison's microtransit and paratransit services:



Community-Focused Recruitment

We prioritize recruiting within the local community, ensuring drivers are not only familiar with the area but also invested in delivering high-quality service for Addison riders.



Multi-Channel Marketing

Via leverages modern and highly cost efficient recruitment channels including digital advertising (Facebook, Instagram, TikTok), career fairs, in-vehicle advertising, our own Rider and Driver apps, and more. **Traditional job boards represent less than 10% of total driver applicants.**



Digital Recruitment Platform

During recruitment, digital ads funnel candidates directly to a dedicated driver registration website unique to each service we operate. Here, the candidate is able to register interest and complete the required application paperwork. This digital-first approach improves conversion rates and shortens the amount of time needed to get drivers on the road.



Data-Driven Analysis

We leverage Via's **in-house recruitment team** to monitor the performance of our recruitment funnel on a daily basis. We track candidate conversion rate through the application, screening, and training process. When certain sourcing channels perform well, we quickly shift budget to maximize efficiency and cost-effectiveness.



Referral Program

We offer a successful driver referral program to help spread service awareness and community engagement. Happy drivers talk about their experiences, which introduces an exponential growth in applicants who want to drive for us. In Q2 of 2023, **25% of Via's drivers came through our referral program.**

Screening

During the application process, drivers are required to complete a questionnaire with information on licensing and experience to help us prioritize candidates. Additionally, all candidates are subject to local, state, and federal licensing and strict screening requirements to ensure safety and high quality customer service. Our pre-onboarding screening process includes, but is not limited to, the following:

- ✓ Valid driver's license
- ✓ Prior employment verification
- ✓ State motor vehicle records check
- ✓ Criminal background check
- ✓ Drug and alcohol testing
- ✓ Road test certification
- ✓ English proficiency test
- ✓ Outstanding customer service skills

Background Checks

Via supplements the screening process described above with industry-standard tools like **Checkr** and **Workplace Screening Intelligence** for fast and accurate background checks. These tools integrate seamlessly with our driver recruitment platform, ensuring 100% compliance and freeing up time for our teams to focus on the highest-quality candidates.

Final Hiring

Once this screening and background checks have been completed, our Driver Operations team will schedule an interview with our Field Manager to check for fit and aptitude for the service. Candidates are also subject to a comprehensive final review on their first day to ensure that they have met and exceeded our onboarding requirements before they begin the onboarding and training process described below.



Via's hiring and training program provides drivers with the tools and understanding they need to provide safe and reliable service for millions of riders worldwide

Personnel Training

All Addison drivers will be required to complete a rigorous training program based on industry standards and Via’s extensive experience operating comparable transit systems. This program consists of classroom instruction, behind-the-wheel observation, and self-guided modules to reinforce key concepts and test driver knowledge. We work closely with organizations such as the **National Safety Council (NSC)**, **Drivege**, and the **Community Transportation Association of America (CTAA)** to align our program with industry-wide standards, with an emphasis on ADA trained personnel for relevant paratransit service provision.

The chart below outlines Via’s typical training process for drivers in our services, with up to 60-80 hours of training per driver depending on service type. Cross-training for microtransit and paratransit results in greater operational flexibility, as well as better customer service and a higher standard of care across all modes.

Module	Length
Classroom Training (Introduction)	8 hours
<i>Signoff from Safety Manager</i>	
Overview of Via Systems and Customer Service	7 hours
<i>Signoff from Safety Manager</i>	
Disability Awareness & Sensitivity	5 hours
<i>Signoff from Safety Manager</i>	
Behind the Wheel Training (WAV Operation)	6 hours
<i>Full evaluation by Lead Trainer</i>	
PASS Training	8 hours
<i>Full evaluation by Safety Manager</i>	
Health & Safety	8 hours
<i>Full evaluation by Safety Manager</i>	
Defensive Driving	15 hours
<i>Full evaluation by Safety Manager</i>	
<i>Driver is qualified for a revenue service</i>	

For more detail on these courses, please see the following page.



Defensive Driving Certification

Delivered in partnership with the National Safety Council (NSC), this course covers advanced crash prevention, hazard anticipation, speed and space management, and defensive strategies for night driving and adverse conditions. Certification requires classroom instruction, video simulation, and a practical driving assessment.



Drug and Alcohol Awareness and Compliance

All drivers receive classroom and digital instruction aligned with FTA Part 655 and DOT requirements, including procedures for pre-employment, random, reasonable suspicion, and post-accident testing. Training emphasizes consistent chain-of-custody protocols and documentation. Via partners with Quest Diagnostics, maintaining a network of certified testing sites, and trains Designated Employer Representatives (DERs) to oversee compliance.



Passenger Assistance, Safety, and Sensitivity (PASS) Certification

Delivered through the Community Transportation Association of America (CTAA), PASS is the national standard for paratransit training. The program covers ADA regulations, professional customer service, wheelchair securement, disability awareness, and service animal protocols.



Wheelchair Securement and Accessible Vehicle Operations

Drivers receive hands-on instruction operating lifts and ramps, securing a variety of wheelchair types, and practicing proper restraint techniques. Each driver must pass a practical assessment using the actual vehicle types they will operate, demonstrating proficiency with different mobility devices and securement scenarios.



Sensitivity and Disability Awareness Training

Drivers are educated on the spectrum of visible and invisible disabilities, protections against discrimination, and strategies for preserving customer dignity and independence. Modules include role-playing exercises, case studies, and interactive e-learning on disability etiquette and customer care in wheelchair-accessible vehicles.

Via's driver driver training program includes regular refresher courses on these topics, including ADA requirements, wheelchair securement, and sensitivity training. Targeted retraining is assigned following incidents, complaints, or observed performance gaps. Drivers who fail to meet Via or Town of Addison standards, even after retraining, may face disciplinary action or removal from the service.

8. Customer Service and Support

Via's call centers are available 24/7 to assist riders over phone, text, in-app, and email queues across more than 200 languages, including English and Spanish. Customer service representatives (CSRs) and dispatchers are available to address service-related inquiries, complaints, lost and found matters, safety concerns, and more. CSR performance is regularly monitored, and all agents are subject to random quality assurance checks. Our call centers enable us to deliver exceptional service for customers who are unable to use the Rider App, demonstrated by an **average wait time of less than 1 minute**.



“

You guys are AWESOME!!!! From the drivers, to dispatch, to the call center. Everybody is fantastic!”

— Cherriots LIFT Rider

Via will be responsible for all customer contact during our management of the Addison microtransit and paratransit services. Below we describe in further detail our plan to address each of the customer service and support, including service-related inquiries and handling customer concerns and complaints.

- **Service-Related Inquiries:** Addison riders will have access to real-time information through the website or our customer-facing mobile application, or by calling the customer support center. Self-service tools on the website and in the mobile application greatly reduce call center volumes, especially for “where’s my ride”-type requests, enabling us to provide higher-touch service to the customers that need it most.
- **Receiving comments and complaints:** Comments and complaints will be received by phone or email by the customer service center. CSRs will receive training in customer communication protocols and the proper reception of complaints. To ensure the appropriate level of visibility and oversight, all comments and complaints (including lost and found inquiries) are logged in Salesforce, our Customer Relations Management (CRM) database.
- **Resolving complaints:** Via has developed predefined escalation procedures to ensure that any registered complaints are addressed with the appropriate level of support and oversight, and that all relevant parties are kept apprised of updates and resolution timelines (see chart below). All complaints will be investigated within 24 hours of receipt and resolved within one week. Complaints that allege harm, physical or verbal

abuse, may violate the law or other similar serious action will require an immediate investigation.

Tier	Description	Typical Response
L1	Minor Issue	Driver education and written warning (with further steps if there is a pattern of the issue).
L2	Minor Policy Violation	Customer service refresher training and written warning (with further steps if there is a pattern of the issue).
L3	Serious Issue Requiring Investigation and Potential Legal Follow-up	Via takes immediate action by suspending the driver while an in-depth investigation is run by our Incident Management Operations (IMO) team. A legal response is provided as part of the process. Depending on the outcome of the investigation, the driver may be terminated or given a final warning.

9. Safety and Security

Safety Program

Building on more than a decade of public transit experience, Via has developed a rigorous safety program aimed at reducing safety risks and fostering continuous improvement in safety performance over time. This program incorporates lessons learned from our operations around the globe to produce positive outcomes, including fewer accidents and more reliable service for riders overall. We prioritize our safety culture and invest in the latest technologies and training standards to ensure we don't just meet safety standards, but exceed them. Key elements of our program include the following:

- **Safety Commitment:** We promote a safety-first culture and clear accountability by setting measurable safety performance targets, including reductions in accidents, incidents, and near-misses with the goal of driving continuous improvement.
- **Safety Training:** All drivers are required to complete a rigorous safety and training program, including classroom instruction, behind-the-wheel observation, and self-guided modules to reinforce key concepts (including enhanced safety protocols for paratransit services) and test driver knowledge.
- **Proactive Safety Management:** Drivers are continuously evaluated based on rider feedback, driver record monitoring, and observation by our local staff. Drivers who are deemed not to be meeting standards will undergo retraining, counseling, and disciplinary action as necessary.
- **Incident Reporting and Risk Management:** Our local and central teams employ a systematic approach to hazard identification, risk assessment, and mitigation, supported by thorough incident investigations and feedback monitoring.
- **Collaboration and Communication:** Regular safety meetings, surveys, and safety dashboards ensure that all employees are informed, engaged, and able to contribute to building safety best practices, especially for paratransit trips.

Implementation of this safety program for the Town of Addison will be overseen by Sriram Trikutam, Via's Vice President of Operations for Safety and Training. Sriram will work closely with Addison's team to review existing safety policies and procedures and make recommendations based on our experience driving positive safety outcomes in services worldwide. Additionally, Sriram's team will closely monitor safety performance to ensure that our local team is meeting or exceeding all safety targets.



Through the implementation of a rigorous safety program, Via achieves a **35% lower accident rate compared to the FTA average for similar modes.**

Innovations in Safety Management

Beyond these general safety principles, Via has pioneered the adoption of technology to drive transformative safety outcomes across our services. Vehicles across our fleets are equipped with AI-powered Samsara dashboard cameras that monitor operator performance, capture real-time incidents, and promote safety system-wide. Our system analyzes dashcam footage to identify risk factors and patterns of risky behavior to proactively adjust schedules and identify drivers in need of additional training. Drivers who do not meet minimum requirements are automatically blocked from accessing vehicles or signing up for shifts. Our approach goes beyond simple database integration, linking safety data directly to our scheduling and training systems to prevent accidents before they even occur.



samsara

Last year, Via conducted a pilot testing the effectiveness of Samsara dashboard cameras in accident prevention across our services. In the 6 months following the pilot, we realized a **33% reduction in accidents** across markets utilizing the safety platform.

Incident Management

When accidents do occur, Via has resources in place to assist with investigations and prompt reporting, including a **24/7 Incident Management Operations** team that provides an immediate response to motor vehicle accidents and all serious operational incidents in our services. This team conducts post-accident investigations and ensures that all FTA protocols are followed, including mandatory drug and alcohol testing for FTA-qualifying accidents. We also leverage dashcam footage to investigate the root cause of every incident, and all footage is preserved in case a follow-up is necessary.

Incident Detail	
Incident	
Phase: Closed	Approval Status: Approved
Recommendation: Formal Warning	Incident Outcome: Substantiated/Reported offender at fault
Incident Category: Accident Report	Incident Event Date: 06/25/2023 11:15 Central Standard Time (North America) UTC-06
Incident Sub-category: Rider Bodily Injury	Incident Creation Date: November 22 2023 15:59 Central Standard Time (North America) UTC-06
Incident Severity: High	Initiating Case: 500m000000CMA7BAAX
City Config: Arlington	Ride ID: 3
<p>FTA Qualifying: Accident does not meet the FTA definition of an accident. You cannot consent a DOT post-accident test, but you may be able to contact a non-DOT test if such a test is warranted. A DOT reasonable suspicion test may also be an option; however, an in-person observation must be made by a certified individual (who has been trained in FTA reasonable-suspicion) in order to determine if such a test is warranted. In the event that no such individual is available, you may order a non-DOT reasonable suspicion test, which does not require an in-person observation.</p> <p>On the ground presence within 60 minutes? <input type="checkbox"/> No <input type="checkbox"/> Yes</p> <p>TAS Incident No. Public involvement: fu <input type="checkbox"/> No <input type="checkbox"/> Yes</p>	

Sample incident report in Via's service management platform

Training Programs

As described in [Section 7. Staffing and Personnel](#), Via offers a comprehensive training program including classroom instruction, behind-the-wheel observation, and self-guided modules to reinforce key concepts and test driver knowledge. We also work with organizations such as the **National Safety Council (NSC)**, **Drivege**, and the **Community Transportation Association of America (CTAA)** so that our content is always up-to-date with the latest in industry-wide best safety practices and regulatory requirements.



General Manager Aaron Guilbeau attending a "Safety Week" event for the DCTA GoZone

Maintaining Safe Vehicles

Vehicle safety is a top priority for Via, and we ensure it through a rigorous, data-driven preventative maintenance program. Using a centralized system, Via schedules and tracks all maintenance intervals based on each vehicle's use case and manufacturer specifications, ensuring issues are identified and addressed before they pose a safety risk. All inspections, repairs, and checklists are recorded in our fleet platform, **Fleetio**, creating a complete safety history for every vehicle and enabling proactive reminders and performance reporting. If a vehicle is involved in a collision or shows any mechanical issue that could impair safe operation, it is immediately removed from service, the Town is notified, and repairs are coordinated through our trusted maintenance partners. No vehicle returns to service until it has been fully inspected, repaired, and verified safe for riders and operators.

Sample Preventive Maintenance Schedule				
	5,000 miles	10,000 miles	30,000 miles	60,000 miles
Preventive Maintenance Inspection	✓	✓	✓	✓
Inspect and adjust all fluid levels	✓	✓	✓	✓
Inspect wiper blades	✓	✓	✓	✓
Inspect brake linings/drums	✓	✓	✓	✓
Inspect brake linings/drums	✓	✓	✓	✓
Inspect brake pads/discs	✓	✓	✓	✓
Replace engine oil and oil filter	✓	✓	✓	✓
Check tire pressure	✓	✓	✓	✓
Inspect air conditioning	✓	✓	✓	✓
Replace cabin air filter		✓	✓	✓
Rotate tires		✓	✓	✓
Replace engine air filter			✓	✓
Inspect transmission			✓	✓
Inspect fuel lines			✓	✓
Change engine coolant				✓
Replace spark plugs				✓

10. Data and Reporting

Via will establish trust and accountability in our partnership through a schedule of regular and comprehensive reporting to the Town. This includes the following reporting schedule:

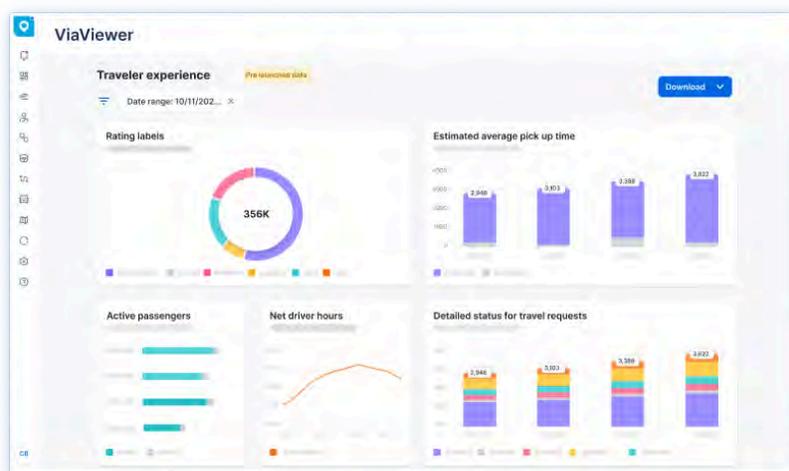
Addison Reporting Schedule

Daily	The Field Manager will monitor and evaluate service quality daily, addressing immediate issues as they arise and making adjustments needed.
Weekly	The General Manager will conduct weekly meetings with the Town regarding the performance of the service and ideas for innovation.
Monthly	Comprehensive monthly reports will be compiled and delivered to the Town's project officer, providing a detailed record of service performance. This includes a detailed review of the KPIs identified during the contracting stage, as well as the performance monitoring metrics listed in the Scope of Services.
Quarterly	Via will coordinate annual Executive Business Reviews (EBRs) with the Town to align on long-term goals and opportunities for service improvements or expansion.

10.1 Collecting Operational Data

Data Dashboards

One of Via's key differentiators is the ability to seamlessly collect and analyze data across transit modes using our platform, giving our teams unprecedented visibility into overall system performance. Staff will be able to leverage automatically generated reports and detailed dashboards for real-time information on key performance indicators (KPIs) like trip requests, completed trips, cancellations, miles traveled, wait times, on-time performance, and more. This continuous monitoring allows the General Manager and Field Manager to stay on top of service performance, proactively addressing potential issues and ensuring operational efficiency.



Data dashboards in the Via Platform

10.2 Monthly Reporting

Via is pleased to provide monthly reports at the Town's request. During contracting, we will work closely with Town staff to define the key performance indicators (KPIs) most valuable to Addison and incorporate them into our regular reporting. This collaborative approach ensures transparency, accountability, and a clear understanding of system performance through measurable results. At a minimum, our monthly reports will include ridership statistics, service reliability metrics, customer satisfaction data, safety and security incidents, and a financial summary. Below is a partial list of the KPIs we will report on each month:

Town of Addison Microtransit and Paratransit KPIs

Total Ride Requests	Total number of attempts by riders to book a ride (or delivery) from an origin to a destination.
Requests During Service Hours	"Total ride requests" made during service hours.
Completed Rides Rate	"Completed Rides" out of "Total ride requests," as a percentage.
Utilization	Average number of passengers transported per vehicle per hour.
Ride Matching Efficiency	Percentage of pooled trips vs. single-passenger trips.
Average Ride Duration	Average time in minutes from pickup to dropoff.
Average Ride Rating	Average ride rating provided by riders (out of 5 stars).
Average Pickup Walking Distance	Walking distance from the origin requested by the rider to the actual pickup location assigned.
Average Wait Time	Average time between ride request and pickup.
Customer Satisfaction	Feedback received from customers via comments received and/or via surveys.
App Rating	Feedback received from customers and/or in-app feedback on booking experience and usability.
Cost Efficiency	Evaluation of the costs of providing the microtransit service.

We look forward to refining this list and setting targets for each KPI in collaboration with the Town during the contracting period.

10.3 Quarterly Reporting

Via will provide quarterly trend analyses and actionable recommendations through dedicated Executive Business Reviews (EBRs). These on-site meetings bring together our Addison partners, Via's local team, and members of our executive leadership to review service performance, identify emerging patterns, and discuss opportunities for optimization. Each EBR is tailored to the Town's priorities at that point in time; when specific questions or challenges arise, we bring in the appropriate subject-matter experts—from service design to operations, safety, or product technology—to ensure Addison has the guidance needed to continuously strengthen and refine the microtransit and paratransit programs.

10.4 Program Monitoring and Recommendations

Via has extensive experience helping partners continually assess and improve the cost-effectiveness of their transit programs. Our approach combines management expertise, data-driven performance analysis, and fully integrated planning tools to identify opportunities to increase efficiency while maintaining high-quality service. Through our consulting staff, performance management strategies, and end-to-end software suite, we monitor key operational and financial metrics, evaluate the impact of service design choices, and provide clear, actionable recommendations—ensuring the program remains both financially sustainable and responsive to rider needs over time.

Via Strategies

Via Strategies, our in-house consulting practice, uses a data-driven methodology to design fixed routes and on-demand zones based on local demographics, travel patterns, and efficiency goals, among other factors. We leverage our first-hand experience designing and operating cutting-edge mobility solutions across a broad range of use-cases, geographies, and contexts to provide our partners with forward-looking recommendations that are pragmatic and actionable. Globally, this team has guided over 200 public and private partners through feasibility studies and complex service planning exercises, including laying the groundwork for Via's innovative transit operations in Sioux Falls, South Dakota and Summit County, Utah, which seamlessly connect fixed-route and on-demand modes in an integrated transit network.

During the initial phase of the project, Via Strategies will conduct a comprehensive analysis of Addison's full transit network—including microtransit, paratransit, and fixed-route services—to design whatever service configurations the Town requires and ensure continuity across all modes. This work will be led by Dan Berkovits, Senior Vice President of Strategy and head of the Via Strategies team. With direct access to operational data and advanced analytical tools built into our software platform, we can evaluate current performance, identify gaps, and develop data-driven recommendations that strengthen today's service while planning for future growth. All findings and proposed designs will be shared with the Town for review and approval, ensuring full alignment with Addison's long-term mobility goals.



In June 2021, Via Strategies conducted a comprehensive Service Development Plan for Summit County, Utah as part of the launch of a new transit agency, **High Valley Transit**. After extensive research, simulations, and local stakeholder engagement, our team recommended a mixed service design including 6 high-volume fixed routes, plus a brand new microtransit service commingled with ADA paratransit. Since launching, the service has improved access to jobs and employment opportunities, reduced traffic congestion and demand for parking, and supported tourism through the expansion of transit coverage.



Performance Monitoring

A key differentiator is our ability to seamlessly collect and analyze data across all transit modes using Via's end-to-end software platform, giving us unparalleled visibility into operational performance and overall program efficiency. Automatically generated reports and real-time dashboards track KPIs such as on-time performance, average wait times, missed trips, customer feedback, safety metrics, and key cost drivers. These insights allow us to continually evaluate whether the service is delivering value and identify opportunities to improve efficiency without compromising quality. In addition to daily oversight by the General Manager, KPIs for Addison's transit services will be regularly reviewed by Via's central operations team, ensuring resident staff have immediate access to coaching, expert analysis, and recommendations whenever performance or cost-effectiveness can be strengthened.

Remix Transit Planning

Via is also the developer of Remix, a planning software that is used by millions of transit professionals globally to analyze the performance of their systems and visualize the impact of proposed service modifications.



This software enables us and our partners to visualize, analyze, and optimize transportation networks with ease and efficiency. Remix provides tools for designing routes, scheduling services, and forecasting ridership, empowering planners to make informed decisions and adapt quickly to changing needs. Additionally, native integration between Via and Remix enables us to pull live service data directly into the planning platform. This integrated approach to transit planning and operations allows for data-driven decision-making, helping us to refine service plans, optimize vehicle utilization, and understand the real-world impact of service design decisions.

11. Marketing, Outreach, and Community Engagement for Launch

11.1 Marketing and Public Engagement Campaign

Via brings more than a decade of global experience supporting marketing, outreach, and community engagement for microtransit and paratransit services.

In-house teams are available to support our partners along every step of the way, with deep expertise in areas ranging from graphic design and brand development to multi-channel marketing and public relations.

Working closely with Addison with expert guidance from Vice President of Marketing Fred Dintenfass, Via will develop a fully customized marketing and public engagement campaign plan to educate riders, build excitement about public transit, and bring new riders into the system.

Elements of this plan include the following:



Creative Studio and Brand Design

Via's in-house Creative Studio has extensive experience developing tailored brand and marketing concepts that reflect what is unique in the more than 100 communities where we operate worldwide. We lead a collaborative process with our partners to develop brands for the public transit systems that we operate, including custom logos and vehicle wraps, a white-labeled Rider Application, and other marketing assets that are tailored to the specific needs of the community.



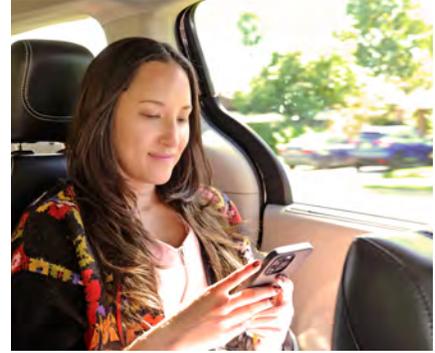
Promotional Campaigns

To build a customer base and increase ridership, Via often uses fare promotions. This can include offering free initial rides, fare-free periods for first- or last-mile services, and referral programs where existing riders can earn incentives for promoting the service to their networks. While most directly applicable for microtransit, we have found these strategies to be effective in growing ridership for fixed routes as well, like in Sioux Falls we recently concluded a successful "Free Fridays" promotion to boost fixed-route ridership in the summer months.



In-App Tools

Via uses a variety of in-app tools for marketing and rider communications, including promo codes and referral campaigns built into the Via Platform to boost rider growth. Direct rider communications within the app encourage regular service use, with configurable messages providing transparency on service changes. In-app push questions and a star rating system help evaluate project outcomes, assess customer satisfaction and improve service.



11.2 Vehicle Mockups

Via's in-house Marketing Team is available to brainstorm new branding ideas for the Addison microtransit and paratransit service. The Via team has extensive experience developing exciting branding concepts that reflect what is unique in the more than 150 communities where we operate worldwide. Vehicle and mobile application branding are considered together to ensure that the service has a cohesive look and feel. We have prepared an example vehicle mockup and look forward to hearing the Addison team's feedback so we can refine the design accordingly.



In 2023, we rebranded Miami-Dade's (FL) microtransit service from GoConnect to MetroConnect, reinforcing its role as part of the broader public transit network and as a means of local connectivity. Since the rebrand, ridership has steadily increased, demonstrating the power of clear, cohesive branding in driving awareness and adoption.



Before



After

Brand Concepts



Final Product



Brand development for MoGo, a workforce enablement-focused microtransit pilot launched in collaboration with Mobile Area Chamber of Commerce in July 2024

11.3 Marketing Materials

Via executes a multi-channel marketing and rider communications campaign, including a mix of digital and print advertising. In-house teams develop branded materials to engage and educate riders such as pamphlets, mailers, posters, videos, and physical or digital advertisements. This content is tailored according to different target audiences such as students, commuters, or senior citizens. We can also assist in the production of large-scale displays at fixed route bus stops or other community hubs to inform existing public transit riders and generate enthusiasm before service launch. Our rider materials can be made available in English and in Spanish.





Sample of assets generated for Via-led marketing campaigns for partners in Sioux Falls (SD), Miami-Dade County (FL), and Summit County (UT)

11.4 Community Outreach Events

Via's Community Engagement team can lead a program of high-touch outreach to ensure that community members with highest barriers to entry are empowered and ready to ride. Our team holds in-person and virtual information sessions with community stakeholders and riders to describe how the service will work. These information sessions can be hosted in partnership with community organizations, like libraries and senior centers, or in proximity to local transit hubs.



11.5 Branding and Messaging

In addition to the activities outlined above, Via will also work closely with Town staff on branding and public relations activities including the following:

Branding

As described above, Via's Marketing team has extensive experience developing exciting branding concepts that reflect each specific service. Should the Town be interested, we can lead a collaborative process to build a bespoke brand, including custom logos and vehicle wraps, a white-labeled Rider Application, and other custom branding materials.



Local Business Partnerships

Via has extensive experience connecting transit services with local businesses, which can be an effective way to bring more revenue into the system. For example, we can offer discounted fares through partnerships with major employers to encourage the use of microtransit by commuters, or partner with private entities to fund future expansions to the system. In Buckhead, Georgia, Via operates a microtransit service that is 24% funded by the local Community Improvement District, and local businesses support the service by offering promotional codes redeemable in the Via Rider App.



Promotional Events

Via can organize a launch promotional event and coordinate all elements needed for a smooth kickoff. We also offer a broad suite of promotional support services designed to build early awareness and community enthusiasm, including assistance with press conferences, ribbon cuttings, ride-alongs with Town leadership, and storytelling that highlights the service's vision and benefits. Our goal is to help the Town introduce new services with confidence and generate strong public support by clearly communicating their impact. These efforts foster positive community engagement and lay the foundation for long-term viability and ridership growth.



12. Ongoing Community Engagement

Via recognizes that fostering strong community relations is fundamental to the long-term success of any public transit system. Our approach is built on local partnerships, transparent communication, and a deep understanding of local needs, ensuring that the services we operate are truly responsive to the communities they serve. We also partner directly with community groups and business organizations to deliver innovative mobility solutions aimed at workforce enablement, community access, and sustainable urban development. We look forward to developing deep relationships with the Addison community if we are selected to operate microtransit and paratransit services.

- In Mobile, Alabama, Via partnered with the **Mobile Area Chamber of Commerce** to launch MoGo, an on-demand transit pilot program. MoGo aimed to expand access to transportation for job and training opportunities, connecting residents with some of the largest employers in the region. Building on the success of the MoGo program, Via was selected to operate Mobile's entire bus system, a decision strongly supported by the Mobile Chamber.



- In Birmingham, Alabama, Via partnered with the **Community Foundation of Greater Birmingham** to launch Birmingham On Demand, a microtransit service addressing transportation gaps for historically marginalized communities. This collaboration aimed to expand access to convenient, affordable transportation, successfully connecting residents with essential services and surpassing 500,000 rides.



- In Camden, New Jersey, Via partnered with the **Camden Community Partnership** to launch a microtransit service aimed at providing equitable transportation access. This collaboration successfully connected underserved residents to jobs, healthcare, and educational opportunities, becoming a vital part of the city's revitalization efforts. 1 in 5 residents is a frequent user of the service.



- In Milwaukee, Wisconsin, Via partnered with the transit advocacy group **MobilISE** to launch FlexRide, a microtransit service aimed at connecting local residents with businesses in the city's northwest suburbs. Three years later, FlexRide continues to connect job seekers to employment, opening up access to an estimated 17,000 more jobs, promoting economic growth, and creating a better quality of life for Milwaukee residents.



- In Omaha, Nebraska, Via partnered with the **Sherwood Foundation** to launch the Mobility for All microtransit program. This initiative provided free rides to individuals facing transportation barriers, demonstrating Via's commitment to equitable access and



In addition to partnering directly with community organizations, Via will provide additional on-the-ground resources from our community engagement team, led by Joelle Tolifero, which has a strong track record of fostering positive relationships with riders and local key organizations in the communities where we operate across the United States.

As the leader of Via's Community Engagement team, Joelle develops tailored engagement and outreach strategies to align Via's service with the priorities of the community. She will work closely with our partners on the ground to develop positive relations with community organizations, businesses, and local ridership. Past work includes supporting vulnerable riders through Via's recent launch Field Trips in Springfield, Ohio, a fully on-demand service replacing the fixed-route bus network. Before joining Via, Joelle served as the Program Director for Community Impact at EducationSuperHighway, a national nonprofit focused on bringing high-speed internet access to schools and affordable housing, and worked for several years in student services and student life at Columbia University, Northeastern University, and Georgetown University.



Customer Feedback

Passenger satisfaction is a critical measure of service success, and we provide each of our partners with the precise level of visibility and transparency into customer feedback that their services require. We employ multiple methods to capture customer feedback throughout our operations:

- **Trip Feedback:** Our Rider App enables riders to rate their ride and contact support to provide detailed feedback, ensuring that we receive trip-level insights regarding rider satisfaction in real-time, and can react promptly to support when needed.
- **Rider Surveys:** Our Marketing team can craft and execute customized rider surveys to gather feedback and insights from riders outside of individual trips to identify broader trends in rider sentiment.

All customer feedback is automatically logged in our system and can be made available to the Town at any time upon request. We will work closely with the Town to determine how this feedback can best be used to inform future improvements to the service.

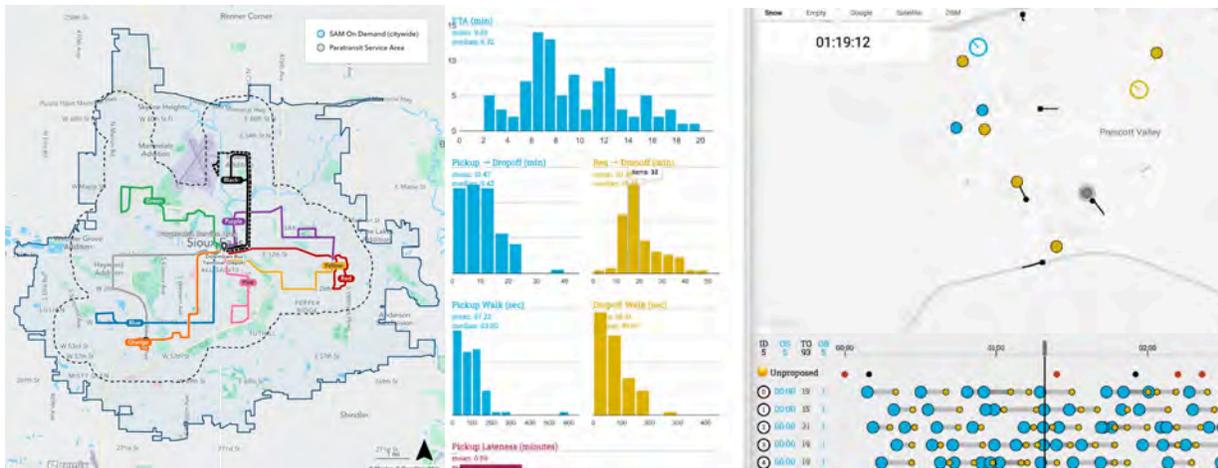
13. Added Value

Via delivers more than just a transit solution—we provide a partnership model that will enhance service delivery in Addison over time. By combining hands-on project management with sophisticated in-house tools and centralized support, we enable the Town to operate with the efficiency and sophistication of a larger agency, without added overhead. This integrated approach reduces administrative burden, accelerates issue resolution, and ensures that the service continues to evolve in lockstep with the Town’s goals.

13.1 Network Design with Via Strategies

On Day 1, Via will launch seamless microtransit and ADA-accessible service across Addison, ensuring mobility for current riders while maintaining full compliance with the Town’s priority of continuity of service. From the moment the contract is signed, our planning division—Via Strategies—will begin a comprehensive, data-driven evaluation of Addison’s entire transit network, including microtransit, paratransit, and fixed-route services. This work, led by Senior Vice President of Strategy Dan Berkovits, will identify what the Town needs to effectively operate a cohesive, financially sustainable, and future-ready system.

The planning process is intentionally collaborative and can include multiple rounds of Town input, stakeholder discussions, and community engagement to ensure the resulting service design reflects local priorities, rider needs, and budget realities. As the system operates, Via Strategies will continually monitor cost-effectiveness and operational performance, using real-time data and trend analysis to recommend adjustments that improve efficiency while maintaining high-quality service. Our goal is to create a unified, resilient transit network that serves Addison today and evolves with the community’s growth over time.

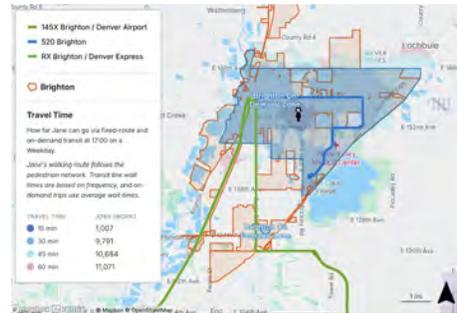


Left: a holistic network plan for Sioux Falls, SD, where Via successfully introduced an optimized network — including the introduction of an expanded microtransit service — following a period of data gathering and comprehensive planning by Via Strategies. **Right:** a simulation performed using Via’s detailed simulation tool, showing routing, pickups, and drop-offs, alongside key performance indicators including the number of requests, wait time distributions, and pickup and drop-off walking distance.

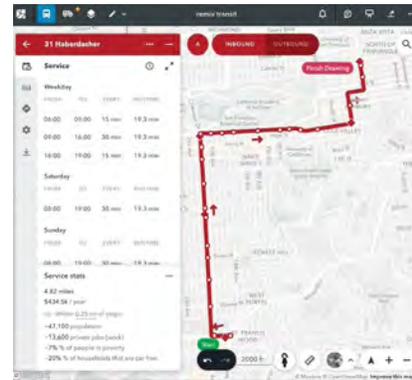
13.2 Free Access to the Remix Suite

We are pleased to provide the Town of Addison with complimentary access to our full in-house Remix suite of planning tools for the duration of the contract, enabling Town staff to easily collaborate with Via Strategies to evaluate scenarios, test service options, and shape a transit network that meets Addison’s goals. This includes Remix On-Demand Planning (Remix OdP) and Remix Transit.

Remix On-Demand Planning (Remix OdP): Remix OdP is a powerful platform for visualizing and quantifying how various on-demand models can enhance and extend the reach of fixed-route transit. Users can easily draw multiple service zones, generate instant demographic analyses, and produce cost estimates—supporting quick evaluation of tradeoffs and projected impacts.



Remix Transit Planning: Remix Transit Planning provides users with intuitive tools to design, evaluate, and collaborate across routes, stops, and service windows. With Remix Transit Planning, Addison staff can test out new fixed routes, modify existing routes, or redesign entire networks. With each of these changes, Remix gives users the tools to analyze demographic data, conduct detailed equity analysis, and estimate costing based on revenue hours, distance, or vehicle counts.



13.3 Ongoing Partner Support

Via’s value as a partner to the Town of Addison does not stop after a successful launch. We are committed to building an enduring, hands-on relationship partnership that evolves alongside the Town’s goals. As the Town navigates the introduction of a brand new service, Via will serve as a trusted advisor and a true extension of Addison’s internal capacity. Key areas of consistent support include:

Partner Success

Via’s Partner Success team ensures that the Town of Addison receives not only a high-performing service, but also the strategic guidance and institutional support needed to adapt and grow over time. Partner Success Manager **Sarish Kasat** will serve as the Town’s main point of contact and will orchestrate the collaborations, touchpoints, and reviews that keep the partnership aligned, transparent, and outcomes-driven. Sarish will be available to Addison’s team via email and phone during all business hours, and will be on-site in Addison regularly.



14. Transition and Implementation

Via is committed to meeting the Town of Addison's goal for live microtransit and paratransit services in April 2026. Below, we have outlined a **4-week launch schedule**, demonstrating our ability to deliver a fully operational service within this timeframe. Via's General Manager will be on-site from day one to lead the transition with support from our Launch team, with dedicated resources for operator and vehicle acquisition, regulatory licensing, software configuration and testing, and service marketing. This timeline is made possible by our unparalleled experience launching microtransit services worldwide: **last year, Via's Launch team completed 125 launches, 100% of which were delivered on time.**

From implementing complex transit services in over 750 communities globally, Via understands that exceptional project management is key to the delivery of a successful implementation. Our project team will take an agile approach to service development and project governance during the launch process: we will rapidly iterate system design, including any desired integrations, communicate frequently with Addison officials, and quickly incorporate feedback to mitigate the risk of delays. Through productive communication and project management, our team will complete each task within agreed-upon timelines while maintaining the flexibility to adapt as necessary.

Implementation Team

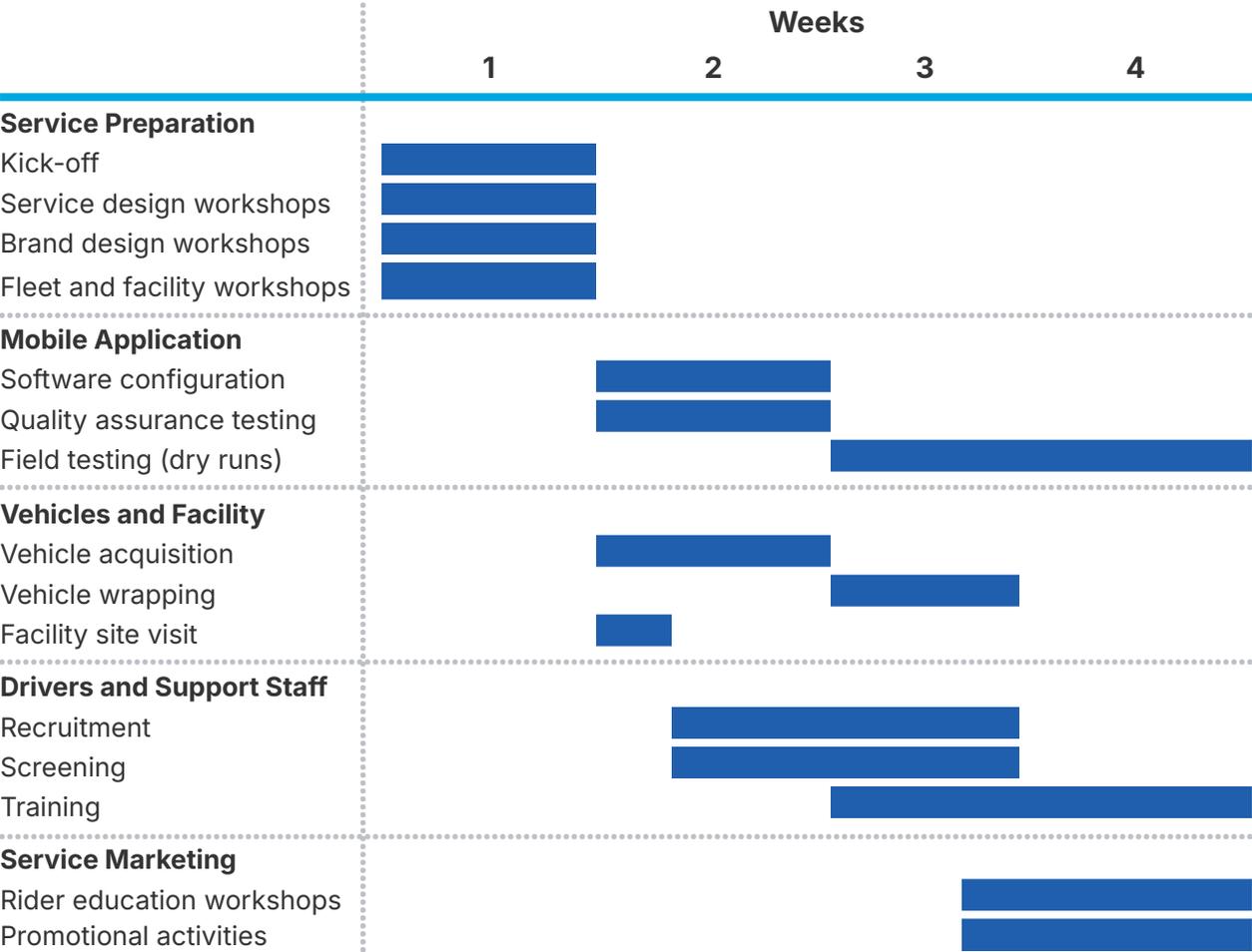
Via maintains a dedicated implementation team with extensive experience in new pilots and service transitions. The launch team will be on the ground during the start-up phase to oversee all key elements of the transition including recruitment, training and on-boarding, implementing hardware installation and maintenance plans, software localization, and quality assurance testing. This team will leverage other core Via resources such as our Marketing and Community Engagement teams to support rider outreach, education, and the production of key assets such as websites, collateral, advertising, social media campaigns, and more. The launch team will be on-site for as long as is necessary to ensure the local management team is fully operational and independently executing to a high level.

Via's launch team will be led by Kyle Snyder, a Via veteran with over 15 years operational experience. Since joining Via in 2021, he has been involved in the implementation of dozens of Via's largest and most complex services, including the recent launch of a 140-vehicle microtransit service with the Los Angeles County Metropolitan Transportation Authority. Prior to this launch, Kyle served as Via's Director of Paratransit Operations, overseeing a national portfolio including our commingled paratransit and microtransit service for Green Bay Metro. Before that, he was the General Manager for Hampton Roads Paratransit, providing ADA-complementary service for more than 1,500 riders per day.



Implementation Tasks and Timeline

Based on our experience implementing similar services, we recommend a 4-week transition period from contract signing to launch. This timeline can be expanded or contracted depending on immediate service needs. Below, we outline our proposed schedule for launching Addison’s microtransit and paratransit services, demonstrating our ability to meet the desired April 2026 start date. Below please find a gantt chart and narrative descriptions with key milestones and tasks that will need to be completed to ensure a successful launch by the desired start date. Should any further transitions be needed, we will develop a revised timeline with clear milestones and responsibilities to ensure a smooth, on-time rollout.



Paratransit Rider Migration

Our team has completed hundreds of system migrations—including large, complex transitions for paratransit services—so we know exactly what it takes to deliver a smooth launch in Addison. Successful migrations require accurate, detailed data transfer and proactive outreach to ensure paratransit riders feel fully supported from day one.

Data Migration

For Addison, we will meticulously import all paratransit client information from the existing provider into the Via platform, including accounts, permissions, subscription trips, common locations, and all client profiles. Our Data Science team will work directly with the Town to evaluate the current database and establish the right conversion protocols. Our process includes:

- **Step 1 - Knowledge sharing & data scoping.** Perform extensive data scoping to assess existing data sets and client accounts.
- **Step 2 - Data evaluation.** Evaluate data formatting, speed of data import, and the need for additional data fields and product features to support the migration.
- **Step 3 - Initial data migration, quality assurance (QA), and validation.** Upload an initial data set, and perform extensive QA to evaluate the success of the migration and confirm system readiness for bulk upload. Our team will also perform data validation to ensure the data makes sense (e.g., the geographic pickup location).
- **Step 4 - Full migration, QA, validation, and field testing.** Upload the entire data set, perform QA and validation, as well as extensive live field testing.

Throughout QA, we conduct manual spot checks and in-person location verification to ensure absolute accuracy. Once onboarded, Addison will have access to Via's full suite of eligibility tools, enabling the Town to manage applications, communicate updates, and ensure all eligibility determinations flow seamlessly into scheduling and dispatch.

Rider Education

Our goal is for Addison riders—especially paratransit riders—to barely feel the transition at all. If any changes are introduced (such as a new call center number), we will proactively reach out to riders through mailings, phone calls, and in-person training sessions. Our team will make sure every rider knows how to book trips, what to expect, and how to get help, ensuring a transition that feels smooth and supportive from day one.

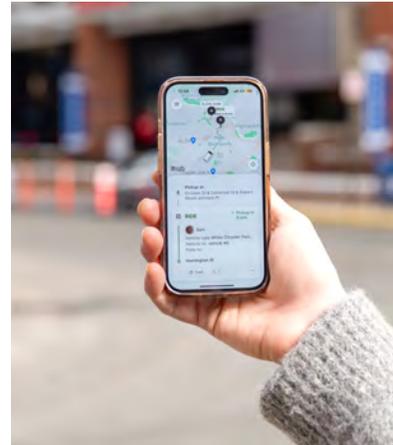


15. Desired Skills and Knowledge

Via has extensive expertise in all of the knowledge areas outlined in the RFP, as evidenced in the sections below.

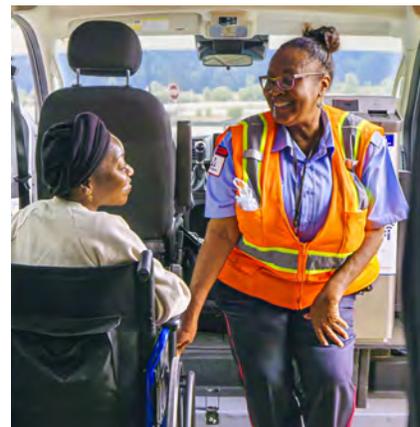
Microtransit Planning and Operations

Via was founded 13 years ago as an early pioneer of shared, on-demand public transit—now widely known as microtransit—and has since become the world’s leading provider of these services. No vendor has more experience designing and operating microtransit in the US. Over the past decade, we have launched nearly 100 on-demand pilots that have become essential components of local mobility networks in cities such as Chandler (AZ), Fort Worth (TX), Los Angeles (CA), Seattle (WA), Miami (FL), and Detroit (MI). This operational strength is paired with Via Strategies, our in-house planning team with deep expertise in microtransit planning and multimodal network design.



Customer Service and Rider Engagement

Via offers a comprehensive customer service and rider engagement program that ensures every Addison rider can access support quickly and easily. Our 24/7 multilingual call centers provide live assistance by phone, text, in-app message, and email, with average wait times under one minute. Customer service representatives are trained to handle all rider needs—from trip inquiries and complaints to lost-and-found and safety concerns. We also proactively engage riders through clear in-app communications, real-time trip updates, surveys, and community outreach led by our dedicated engagement team. Together, these high-touch support channels and continuous feedback loops build rider trust, enhance accessibility for seniors and ADA riders, and foster strong long-term adoption and satisfaction.



Technology Platforms

Via is the only vendor on the market able to provide both world-class operations and the software needed to power them. Our software platform includes a whitelabeled Rider App, easy to use data tools for the Town, and powerful operational features supporting driver navigation, rider assistance, and more. Our platform also features **automated data collection** with real time, fully transparent insights for the Town.



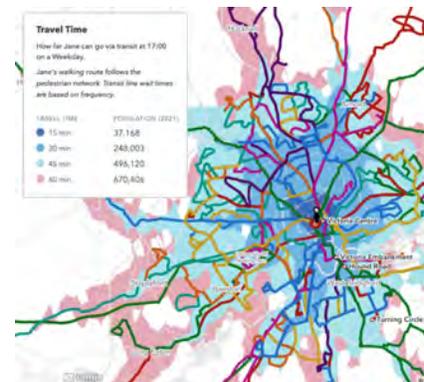
Safety, Security, and Regulatory Compliance

Via's safety program includes comprehensive driver training, ongoing coaching, rigorous incident reporting, and routine vehicle inspections to ensure a consistently safe experience for riders and staff. We maintain strong security protocols across our fleet and technology systems, supported by continuous monitoring from our central operations and safety teams. To streamline regulatory compliance, Via's reporting suite automatically generates submission-ready reports in the exact formats required by the FTA, NTD, and other oversight agencies, pulling in all necessary service and funding data. This ensures Addison receives a safe, secure, and fully compliant transit program with minimal administrative burden.



Data Reporting, Performance Monitoring, and Continuous Improvement

Via's platform automatically collects and visualizes key metrics—such as ridership, on-time performance, wait times, customer feedback, and cost drivers—through real-time dashboards and automated reports. This visibility enables our local team and Via's central operations experts to identify trends early, address issues quickly, and recommend targeted adjustments that enhance efficiency and service quality. Through this continual monitoring and refinement, we ensure Addison's transit program remains reliable, cost-effective, and aligned with the Town's evolving needs.



16. Contractor Employee Requirements

16.1 Qualified and Competent Personnel

Via commits to assigning only qualified, trained, competent, and reliable personnel to perform the microtransit and paratransit services requested by the Town of Addison. Please refer to Section 7. Staffing and Personnel for more information on our hiring and training practices.

16.2 Employee Eligibility Verification

We understand that all employees must meet the requirements stipulated with the United States Department of Justice Employee Eligibility Verification Form (Form I-9).

16.3 Town Codes and Ordinances

Via will observe all Town codes and ordinances when on Town premises.

16.4 Employee Disaffiliation

Via will manage all personnel actions to ensure a safe, professional, and high-performing workforce. Drivers who do not meet service standards—even after targeted coaching and retraining—will be removed from service. In the event of a material breach of conduct, Via will immediately notify the Town and either suspend or remove the driver while a full investigation is conducted.

17. Work History and Past Performance

Founded in 2012, Via is an experienced provider of public transportation services. From our start as an on-demand transportation provider in New York City, we have grown into one of the largest and most innovative providers of public mobility solutions worldwide. We partner with hundreds of cities and transit agencies to deliver high-quality transportation across a range of use cases, including fixed-route bus networks, ADA and non-ADA paratransit, dial-a-ride, microtransit, non-emergency medical transportation (NEMT), university and airport shuttles, student transportation services, and more.



Via's mission is to transform legacy transportation systems into smart, data-driven, and technology-enabled networks. We achieve this by pairing deep operational knowledge with advanced technology that can deliver smoother operations, lower costs, and a more enjoyable rider experience. We also emphasize collaboration and innovation through long-range planning aimed at boosting system productivity, increasing ridership, and growing service sustainably. By combining operations, technology, and planning in a unified offering, Via is able to provide a fully turnkey service that is aligned with our partners' top priorities, including safety, reliability, and operational efficiency. Below we have provided case studies illustrating the range of Via's turnkey management capabilities, focusing on those areas that are especially relevant for Addison's current and planned services.

Microtransit

Via has been operating efficient and high-quality microtransit service since our founding in 2012. Since then, we have grown to become the world's leading provider of on-demand, flexible transportation systems. We partner with cities and public transit agencies to provide microtransit service in more than 100 communities worldwide, including cities like Miami, Seattle, San Francisco, and Detroit. These deployments advance public mobility across a range of use cases, including first- and last-mile connectivity, workforce enablement, bridging gaps in public transit, and more. We also have specific experience operating on-demand transportation services in the state of Texas, as shown by the case studies on the following pages.

Trinity Metro On Demand

Turnkey demand-response service (paratransit, microtransit)



Location	Annual Trips	Team Size	Fleet Size
Fort Worth, TX	625,000	150	110

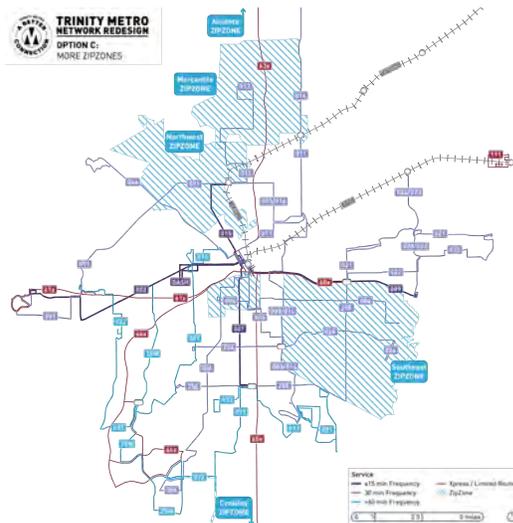
Description

In 2019, Trinity Metro partnered with Via to launch ZIPZONE, one of the nation’s fastest-growing and most cost-effective microtransit services. A key part of the agency’s strategy to further reduce operating costs, increase efficiency, and improve quality of service throughout the city was to offer a fully integrated “smart” network, using Via’s software to match each trip request to the most efficient vehicle, driver, and mode of transportation to serve that trip.

In February 2024, Via was awarded the contract for a commingled ADA-paratransit and microtransit solution that will leverage a single unified software platform and Via’s best-in-class dispatch capabilities to drive significant cost savings by allowing eligible riders of both services to be served by a unified pool of vehicles and drivers. Despite a complex operational setup involving multiple vendors, extensive stakeholder change management, and a robust data migration from Trapeze, the service was launched on time in Fall 2024.

Key Achievements

- 84% reduction in trips longer than 90 minutes
- 13% increase in passenger productivity
- 20% reduction in phone calls
- 32% reduction in customer complaints



DCTA GoZone

Turnkey demand-response service (microtransit)



Location (Denton, TX)	Annual Trips 850,000	Team Size 150	Fleet Size 68
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Description

In 2018, Denton County Transportation Authority (DCTA) — the transit agency in Texas which operates transit services in the cities of Denton, Highland Village, and Lewisville — began looking at on-demand transit to replace several underperforming fixed routes and complement existing commuter rail. In 2021, DCTA launched GoZone, a large-scale on-demand transit service operated by Via that is designed to meet the needs of existing bus riders and draw thousands of new Denton County residents into the public transit network across all three cities.

Since its launch, this mobility offering has proved to be hugely popular, exceeding ridership expectations, serving almost 3 million completed rides. GoZone provides meaningful transportation access to a diverse set of riders. In a 2024 survey, 82% of respondents indicated they did not have access to a personal vehicle. Microtransit also complements DCTA's fixed route efforts, with 73% of microtransit riders also using other DCTA services.

Key Achievements

- 2.8M+ rides completed since the start of service
- \$10.95 cost per ride
- 3.6 utilization (average number of rides per vehicle hour)



Popular destinations:

Denton:

1. Stonewall Station
2. Fogel Ranch Market/Gilson
3. Denton County Courthouse Square
4. Denton County District Health Center
5. Denton County Public Health
6. Denton Crossing West
7. Justice Square Mall

Lewisville/Highland Village:

8. Highland Village Municipal Complex
9. The Shops at Highland Village
10. Village Propane Plaza
11. Lewisville Town Center/Denton
12. Music City Mall/Lewisville
13. Lewisville Towne Crossing

Arlington Transportation

Turnkey demand-response service
(microtransit, paratransit, deviated-fixed route)



Location	Annual Trips	Team Size	Fleet Size
Arlington, TX	700,000	125	100

Description

With just one bus line, the City of Arlington struggled to serve the diverse transportation needs of a city with 400,000 residents. In December 2017, the City partnered with Via to replace their fixed-route network with a fully on-demand service, becoming the first community in the United States to provide microtransit as the exclusive form of public transportation. Over the course of our partnership, we have successfully scaled the service from a 10-vehicle pilot in a single service zone to a 90-vehicle service covering the entire city. We have also helped the City maintain its leadership in innovative mobility by improving intercity connections with neighboring Mansfield and Grand Prairie, launching the RAPID autonomous vehicle service in Downtown Arlington and at the University of Texas at Arlington, and commingling their paratransit onto the Via platform.

Key Achievements

- 3M+ rides completed since the start of service
- 85% of riders cite affordability and convenience
- \$15 cost per ride



Our Team in Texas

With over 30 operations and software partnerships with agencies like Trinity Metro and DCTA, as well as cities like Grand Prairie, Sugar Land, and Arlington, Via's proposal is backed by extensive Texas operating experience and regulatory expertise. A map highlighting Via's Texas partnerships is provided below, highlighting the breadth and depth of our experience providing transportation services across the state.



To ensure the successful operation and ongoing compliance of the Addison microtransit and paratransit services, Via has assembled a regionally-based management team. This team possesses extensive knowledge of the local transportation landscape and significant experience operating urban and rural transportation services throughout Texas:

- Our proposed General Manager, **Aaron Guilbeau**, currently oversees Via's paratransit and microtransit services for Trinity Metro in Tarrant County as well as Via's microtransit service for the Denton County Transportation Authority (DCTA).
- **David Koch**, the current Operations Manager for Trinity Metro On Demand, previously held the same role for Handitran, Via's paratransit service for Arlington Metro.
- Aaron and David will be supported by **Wayne Gensler**, Vice President of Transit Partnerships, who brings decades of transit industry experience, including leadership roles at Trinity Metro and Harris County Metro.

This team collectively brings over three decades of experience in developing, operating, and expanding transportation services across the region.

Paratransit and Specialized Transportation Services

With more than a dozen paratransit services across the United States, Via has a deep understanding of the regulatory frameworks involved in providing accessible transportation. We have developed robust training programs to ensure that our operators and dispatchers are equipped to serve vulnerable populations with sensitivity, compassion, and care. Beyond addressing special needs, Via is committed to providing paratransit riders with the same level of convenience that we expect in our services for the general public, including access to same-day booking and other service quality improvements. We also offer several innovative models for more efficient paratransit service delivery, including ADA-compliant commingling and overflow options. These innovations make it possible for us to deliver fully compliant services at a lower cost for our partners, while also providing a better rider experience.

Green Bay Metro

Urban/suburban demand-response



In Green Bay, Wisconsin, Via operates GBM On Demand, a commingled microtransit and paratransit service with 98% on-time performance for our paratransit riders. We also replaced an underperforming bus route with on-demand service, resulting in 20% cost savings for the agency.



Capital Area Transit System CATS

Urban/suburban demand-response



In Baton Rouge, Louisiana, Via operates on-demand microtransit and paratransit services for CATS. Over the past year, we have delivered significant gains in efficiency and service quality, including a 29% reduction in average trip length and a 45% reduction in cost per ride.



TARTA Flex

Rural demand-response



In Toledo, Ohio, Via operates paratransit overflow services and provides software for TARTA Flex, an on-demand service for disabled and senior riders that provides coverage in rural areas where TARTA's bus routes do not reach. We serve 1,300 weekly rides across a large 208 mi² zone with on-time performance above 94%.



Fixed-Route Bus Service

Via has been operating fixed-route bus services since 2021, when we partnered with Summit County, Utah to launch a brand-new transit agency overseeing fixed-route and on-demand service across the Wasatch Bank. Since then, we have taken over bus networks in places like Sioux Falls, South Dakota and Mobile, Alabama, optimizing these networks over time to consolidate underperforming routes and increase service where it is needed most. We also have experience running deviated fixed routes, combining the efficiency of buses with the convenience of on-demand service. More broadly, we specialize in designing and operating fixed-route bus networks that integrate more fully with other modes, including microtransit and paratransit.

Sioux Area Metro

Integrated transit network



In Sioux Falls, South Dakota, Via operates a public transit system spanning 9 bus routes and a citywide commingled microtransit and paratransit zone. Over the past year, our redesign of the transit system has resulted in a 45% increase in geographic coverage, 24% increase in ridership, and 18% lower cost per ride.



High Valley Transit

Integrated transit network



In Summit County, Utah, Via operates 6 high-volume bus routes and two on-demand zones covering the municipalities of Park City, Kamas, and Heber. Since launching in 2021, the service has improved job access, reduced traffic congestion, and supported tourism with expanded transit coverage.



Wave Transit

Fixed-route and ADA paratransit



In 2025, Via was selected to manage and operate an 11-route bus network and complementary ADA paratransit serving the City of Mobile, Alabama. Over the next 9 months, we will conduct a comprehensive study to identify opportunities for the consolidation and optimization of the network.



18. Insurance

Via is able to submit proof of meeting necessary insurance requirements within 10 business days of the request by the Town.

19. Data Ownership

We recognize the Town's Data Ownership policies and look forward to working collaboratively to ensure all materials and records are handled in full accordance with these requirements.

20. Period of Performance

Via is prepared to meet the Town's desired period of performance and launch timeline. Our launch team has extensive experience delivering complex services on time, and we are confident in our ability to begin operations no later than the third week of April 2026. We look forward to partnering with the Town of Addison for the six-month term and are ready to support the Town through subsequent one-year renewal options.