



Via believes in a world
where everyone has
access to efficient,
affordable mobility





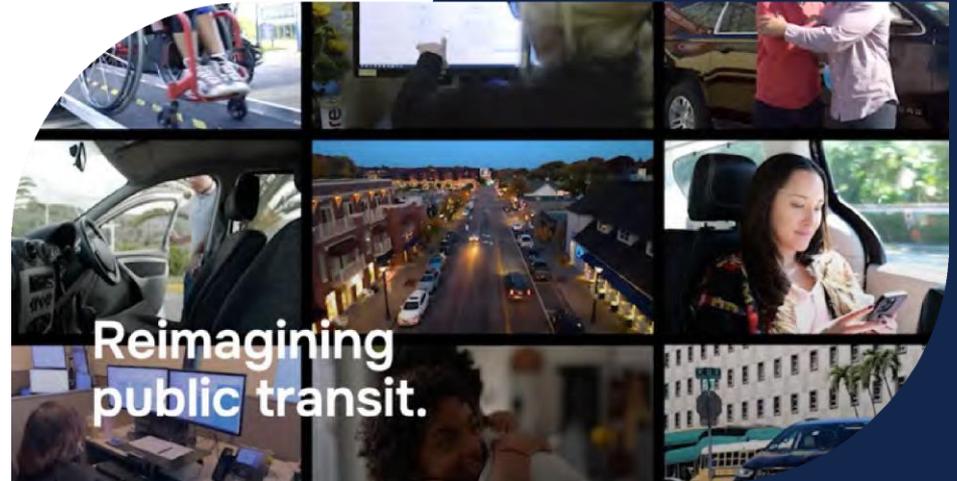
Transit Service Provider

Town of Addison, TX
Request for Proposal | #26-114

March 10, 2026

Agenda

1. Introduction
2. Via's Proposal for Addison
3. Microtransit
4. Paratransit
5. Fleet Considerations
6. Safety
7. Community Engagement & Marketing
8. Technology & Data Systems



Introduction



Sarish Kasat
VP, Central Partnerships



Thomas De Ridder
Partnerships, Town of Addison



Aaron Guilbeau
Director, Texas Operations

Via is the world's leading provider of public mobility solutions

750+

Partners

40

Countries

165M

Rides Served

Trusted by 500+ of the world's largest agencies:

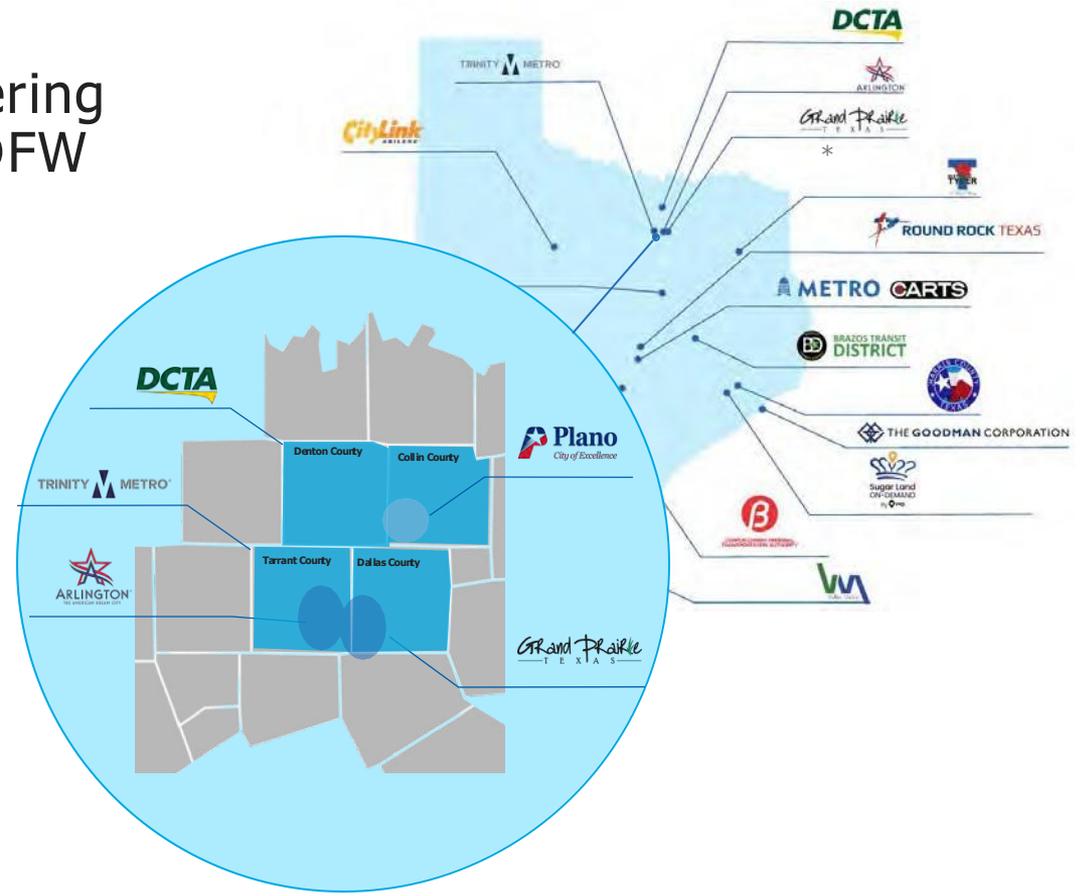


Introduction

Via is deeply invested in powering transit across Texas and the DFW Region

100+
Employees in
DFW Region

12M
Rides delivered



Via has extensive experience implementing transit services across the DFW Metroplex



Arlington, TX

Population: 400K
Fleet: 100 vehicles

140K

More jobs reached
by public transit

10X

Ridership growth
since launch



Fort Worth, TX

Population: 1M
Fleet: 110 vehicles

84%

Reduction in
long trips

32%

Reduction in
passenger complaints



Denton County, TX

Population: 1M
Fleet: 68 vehicles

360%

Increase in
monthly riders

75%

Reduction in cost
per trip



Why we believe our proposal provides the greatest value to Addison

Service Continuity



- Ability to launch in 4 weeks
- Launch supported by local team embedded in DFW transit landscape
- Track record of successful service transitions

No Rider Left Behind



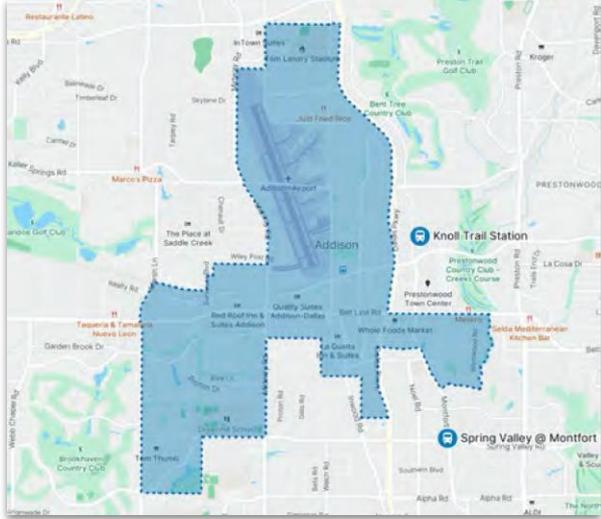
- Experienced local operator of ADA paratransit services
- Team of FTA compliant drivers
- On the ground local community engagement prioritizing vulnerable riders

Transparency & Accountability



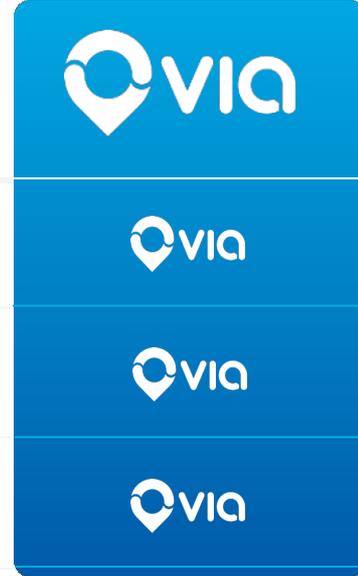
- All service data shared proactively with the Town
- Zero hidden costs
- Ongoing service optimization discussions to ensure Town KPIs are met

Via's unified technology and operations approach will deliver an exceptional turnkey service to the Town of Addison



Town-wide microtransit (with connections to key rally points) and grandfathered paratransit trips in and out of the town

Overall Proposal



 Circuit

Technology Provider
(x partners)





Microtransit Provider
(x partners)



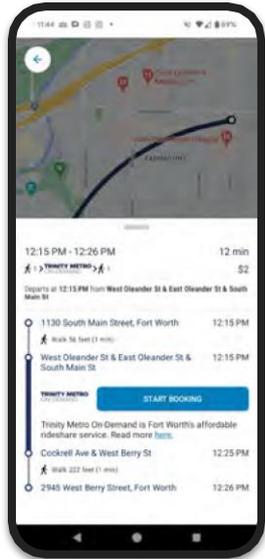
 Circuit

Paratransit Provider
(x partners)



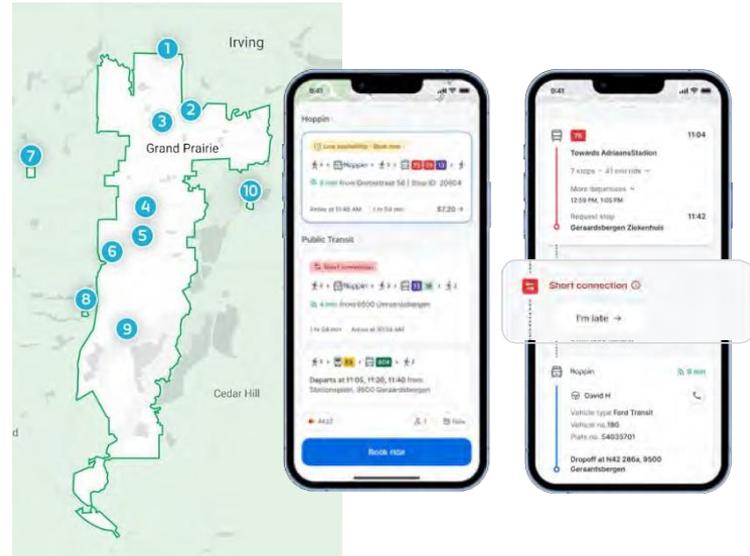


Via's microtransit service will provide Addison residents with local mobility and regional connectivity



GoPass Integration
Fully integrated with GoPass for booking and payments

Large Regional Presence
Longer term, Via's regional presence can facilitate connections with a broader DFW system



Connection to Regional Rail and Bus
Service to key regional transit hubs with advanced capabilities for seamless multimodal trip planning and connection

Via's deep experience operating ADA paratransit will ensure a seamless transition for the Town's riders

Driver Training



- ADA-compliance and disabilities sensitivity training
- Ramp operation and WAV securement training

Service Equivalency



- Proactive monitoring of WAV equivalency in all service hours
- Flexible vehicle partner model to rapidly bring on more WAVs

Experience in FTA & COG Compliance



- Full compliance and ownership over FTA & COG reporting requirements
- Experience winning over \$50M in transit grants for our partners

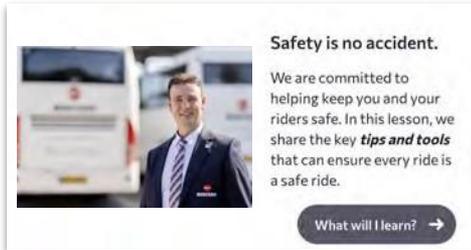
Via has access to a wide range of vehicle makes and models. For Addison's service, we recommend the following options:



These vehicles are large enough to comfortably accommodate the demand we anticipate for Addison's microtransit and paratransit services, without requiring specialized maintenance or storage facilities. We also find that these vehicle types help us deliver a premium rider experience.



Training program with a culture of safety, respect, and excellence



- ✓ Vehicle Operation (safe maneuvering; vehicle, route, & schedule orientation; etc)
- ✓ Defensive Driving using NSC standards
- ✓ Town-specific knowledge and policies
- ✓ ADA-requirements, accessibility, and sensitivity training
- ✓ Individualized training as needed based on data and operator feedback
- ✓ Refresher training every 6 months
- ✓ Monthly safety meetings
- ✓ Customer service skills and service knowledge and policies
- ✓ Passenger conflicts and deescalation

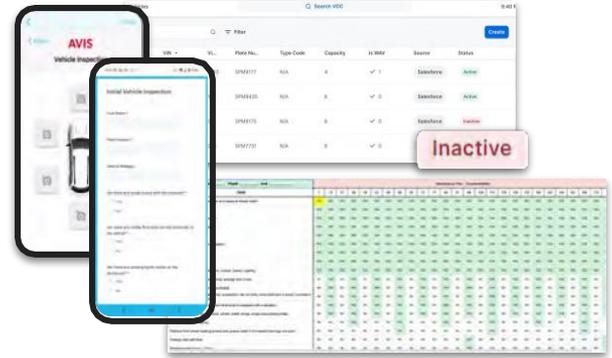
Best-in-class technology for safety and compliance coupled with a data-driven approach to performance management.



Proactive safety alerts & accident footage/diagnostics from AI-dashcams. GPS data from Via driver app



VINS safety reporting suite tracks key metrics and proactively identifies candidates for improvement



Maintenance is managed within our connected suite of tools, which facilitates proactive prevention of issues

Via achieves a 35% lower accident rate vs. FTA average

We have deep expertise in crafting services that focus on reaching priority rider populations and ensuring “no rider left behind”

High-touch local community engagement



Accessible and Diverse rider education materials



Continuously monitored Rider feedback



Partner Example



+50

Senior day programs supported daily

+1,500

Daily trips provided to seniors specifically

Via's marketing expertise powered a seamless transition from legacy regional transit to a dedicated microtransit service in New Braunfels



In November 2025, New Braunfels partnered with Via to launch a turnkey microtransit service that replaced the regional agency, Alamo Regional Transit, for all trips within New Braunfels



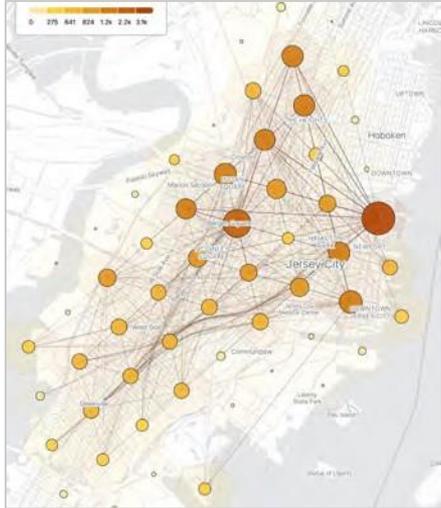
To support the transition, Via led a robust campaign focused on community engagement and rider education, clearly communicating the service change and emphasizing the new system's flexibility and convenience

Adoption of the new service has been extremely strong:

15,000+
rides delivered in first 3 months of service

4.9
average post-trip rating

Fully transparent data, provided to the Town directly



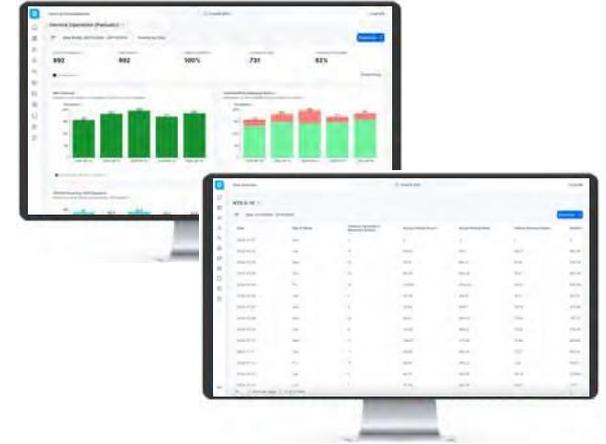
Ride-level data

Made accessible through advanced dashboards & tools



Transparency & reliability

The Town of Addison can decide how to make the data accessible to the public



Federal/State/Local Reporting

Fully automated reporting suite to ensure funding & regulatory compliance



Thank you.