moovit

City of Gainesville

REQUEST FOR PROPOSAL: #RTSX-240002-DS
Mobility-On-Demand Software App (Rebid)
City of Gainesville

Moovit Inc

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Submitted on:
Date: June 9th, 2023
Time: 3 pm

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Addendum Acknowledgment

Prior to submitting my offer, I have verified that all addenda issued to date are considered as part of my offer. Addenda received:

- ADDENDUM NO. 1
- ADDENDUM NO. 2
- ADDENDUM NO. 3

Legal Name of Bidder: Moovit Inc.
DBA: Moovit Inc.

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EIN# entity ID number: 36-4794970

PART 2 - Technical Proposal

2.3 Project Objective

Moovit deeply understands the objective of the City of Gainesville to reimagine the transportation network and we believe we are an excellent partner to support your mission. Moovit is offering our Transit On Demand (TOD) solution that is tightly coupled with our award-winning Mobility as a Service (MaaS) platform. Our project staff is hands-on, we work collaboratively and are responsive to our customer's needs. Our on-demand solution will be tailored to Regional Transit System's (RTS) unique operational and business needs.

Once the service is live, we will work collaboratively to optimize and scale the service using data-driven methodologies. Moovit's solution is designed to bring all modes together into one app, instantly increasing regional connectivity for riders. Service alerts, disruption management, mobile payment, hyper-targeted communication tools, and more come bundled in to continue providing value to everyday riders and to attract new customers. Together our platform will create a unified mobility experience where your customers receive all the information they need in one journey plan to fulfill their trip. Our platform includes the ability to integrate mobile ticketing that enables a true Plan.Pay.Ride experience. The Moovit platform is built to scale and evolve with you over time.

2.4 Project Specifications

Summary of Solution

Moovit offers a fully SaaS, cloud-based Mobility-On-Demand solution that is supported by world-class infrastructure and tailored to meet RTS' unique needs now and into the future. Moovit's Mobility-On-Demand solution is deployed on four continents. We apply our global experience to each of our deployments. A highly experienced cross-departmental team will collaborate with RTS every step of the way. Moovit is an expert in

providing first/last mile trips across all available modes of transportation including fixed route, microtransit, and other demand response transportation, micromobility, TNCs, and more for people of all abilities. By leveraging the multimodal ecosystem in and around Gainesville, RTS will increase connectivity throughout the whole public transit system. We have significant experience scaling with our customers over time. RTS can rest assured in knowing that Moovit is an excellent partner to support RTS' initiatives now and in the future.

Our approach to Mobility On-Demand seeks to reduce costs and increase operational efficiency by incorporating on-demand service into a holistic MaaS platform that combines all available modes of transportation to offer a dynamic transit service that is tailored to RTS' operational and business goals. RTS has the option to include fixed route and other shared transportation services if desired.

Moovit's technology will ensure RTS can provide the highest level of service to passengers every day. Moovit's SaaS solutions offer high availability with architecture that is International Standards Organization (ISO) certified/compliant, General Data Protection Regulation (GDPR) compliant, and WCAG 2.1 AA accessible. The Moovit app, which is the foundation for RTS' branded application, supports 45 languages.

Moovit already supports RTS in the Moovit app. The best way to gain a strong understanding of the user interface and key components of the application is to download the Moovit Consumer Application by visiting either Google Play, Apple App Store, or a browser-based web app.

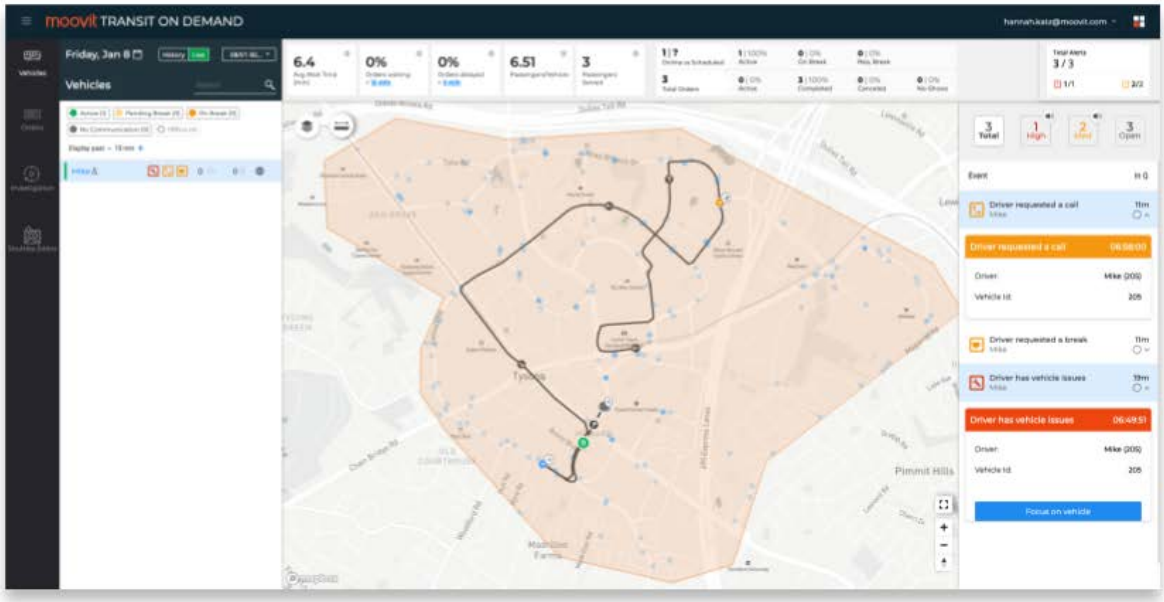
While not immediately relevant for RTS in this initial deployment, Moovit integrates fare collection for passenger convenience, providing a unified mobility wallet containing tickets, passes, and other fare mediums offered by the agency's designated fare collection vendor. Globally, Moovit interfaces with about a dozen of the world's most popular fare collection vendors including Cubic, GenFare, Masabi, and Token Transit.

One facet of Moovit's solution not to be overlooked is the communication and engagement features. Moovit didn't generate 1.7 billion global users by accident. Moovit relies heavily on passenger communication including push notifications and SMS messages to communicate with the passenger before, during, and after their journey. In addition, our customer engagement approach helps drive app utilization and app retention. Moovit will provide our communication and engagement tools to RTS and will train RTS staff on "best practices" using customer engagement tools to create a "sticky" customer and drive adoption of the service and complement RTS' conventional transit.

Moovit is with you every step of the way. Post-deployment, Moovit's designated Customer Success Manager (CSM) will work with RTS as long as RTS remains a Moovit Customer. The CSM will work with RTS staff to ensure KPIs are met which may include the following tasks and activities; status calls, business reviews, training, continued customer engagement campaigns, and documenting and advocating for RTS' feature requests.

2.4.1 Back Office Administrator Dashboard (browser-based)

Dynamic algorithms to optimize vehicle routing, efficiently match drivers and passengers, and facilitate pick-up and drop-off. Moovit's Mobility On-Demand (MOD) solution meets RTS' requirements and provides fully automated scheduling, dispatching, and reservations while also allowing for manual intervention from the backend if necessary. Moovit's backend servers and algorithms manage the majority of the workflow including reservations, dispatching, and management of passengers.



At Moovit, it is our philosophy to automate, to the greatest extent possible, the dispatching of trips to vehicles/operators taking into consideration the required level of service (e.g. wait times, on-time performance, time on board the vehicle, etc.) and operational efficiencies (e.g. minimizing service/revenue hours and maximizing the percentage of shared rides) all while taking into account real-time vehicle movement. Moovit's algorithms

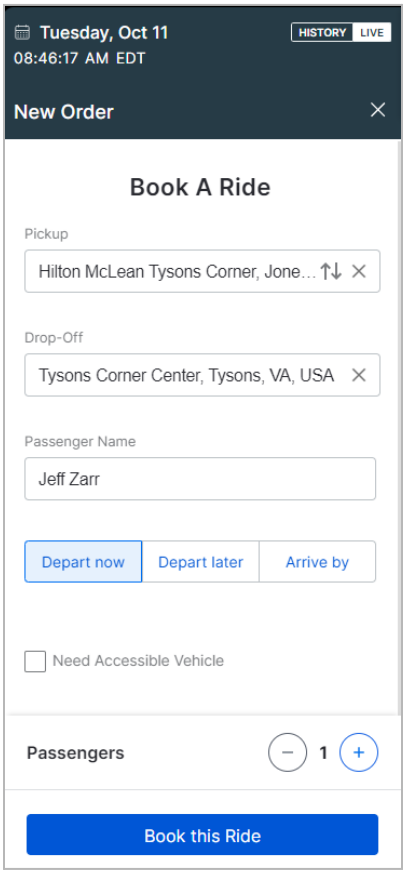
and built-in data analytics consider service level and operational factors human dispatchers cannot calculate quickly.

Automated, proactive dispatching, using Moovit data analytics and real-time vehicle movement, provides RTS with

- Increased efficiency (higher passengers per revenue hour);
- Reliability (improved on-time performance);
- Improved passenger experience (managing long ride times, reducing waiting time);
- Reduces the occurrence of cancellations, no-shows and trip refusals

Moovit has great flexibility in how demand response services can be implemented. Moovit has deployed demand response solutions in a variety of different service models to address the needs of each community with a targeted approach.

- On-Demand
  - Virtual Stops;
  - Curb-to-Curb;
  - Curb-to-Hub;
  - Hybrid solution.
- Multi-modal integration
  - First and Last mile solutions.



Ability to calculate distance between customer's origin and selected destination and to refuse trips which exceed customizable minimum and maximum distance parameters. To provide a service that is optimized for Gainesville's unique context, service parameters are used to tailor a service to meet an agency's goals. RTS and Moovit will work together to determine the right levers to pull to achieve optimal performance, such as increased ride-sharing. The parameters implemented will determine which bookings are accepted and how rides are allocated to vehicles. Moovit's solution enables the most optimal distribution of rides across all demand response services for the best customer experience and cost benefits for RTS. RTS and Moovit will define the minimum level of service parameters required including, but not limited to

- Maximum/Minimum distance;

- Maximum waiting time before pickup;
- Maximum onboard time;
- Minimum acceptance rate; the percentage of ride requests which are accepted by the operator);
- Maximum deviation ratio - the ratio between the duration of travel on the origin/destination (O/D) service compared to driving directly between the passenger pickup and drop-off points).

Ability to manage number of allowable trips from same customer/phone number within a defined time such as within 30 minutes of last completed or canceled trip. This is supported by Moovit's solution. RTS and Moovit will work collaboratively to configure the parameters for the service.

Manual methods for rejecting or redirecting ride requests. Dispatching activities are facilitated using Moovit's back-office Management Console. The management console allows RTS to monitor day-of-service activities including shift management (including assignment of breaks/lunches), real-time and historic vehicle positioning, driver communications, passenger no-shows, trip disposition (scheduling, completion, cancellation, etc.) and enables (dispatch) staff to manually override the assignment of a trip (if necessary) to a vehicle (shift).

Ability to do keyboard search queries by name, phone number, and email address. This is supported.

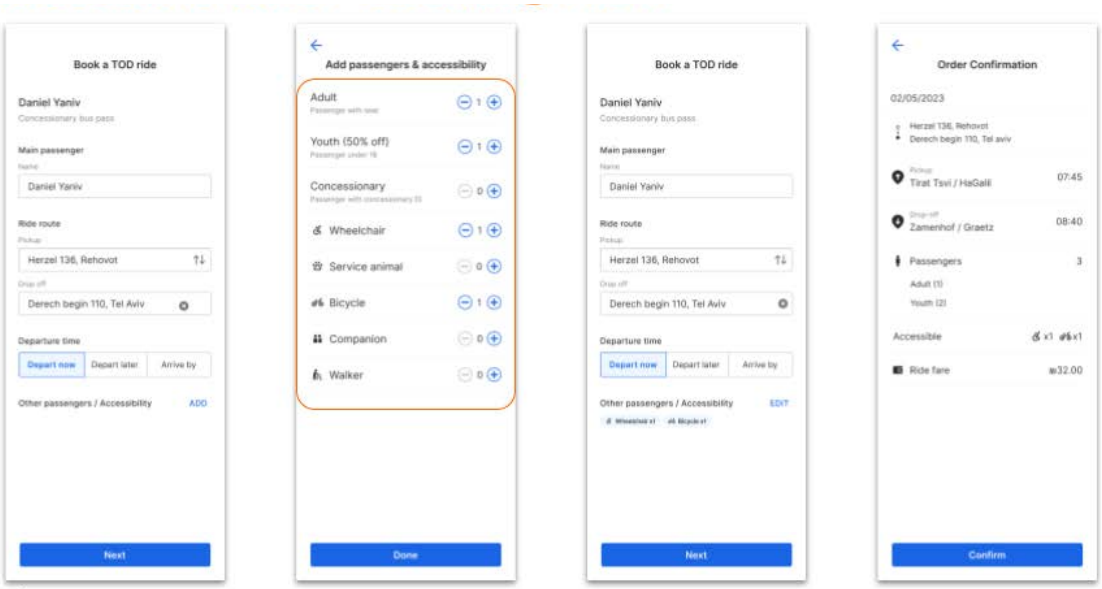
Ability to efficiently add passenger(s) to a route in progress. Passengers can be added to routes in progress. Moovit's routing software for dispatching harnesses the power of automation to provide an optimal ride experience. To calculate a passenger's trip from A to B, Moovit uses its proprietary trip plan engine. Travel times are estimated according to historical traffic data and are enriched according to a combination of recent traffic data, and recent feed received from demand response and public transit vehicles to continuously update the route. An automated core score function is used to provide the best match between a potential passenger and a vehicle using all of the information available to generate the most optimal and balanced rides throughout the system.

Ability to add/remove/expand geo-fence boundaries. RTS will be able to edit the service areas in collaboration with Moovit.

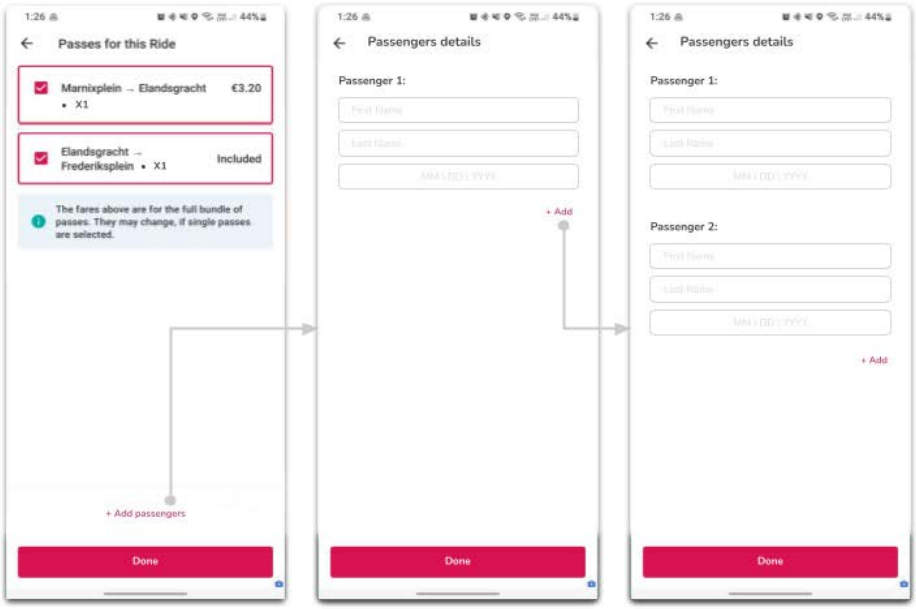
Ability to add and edit service areas and service hours. RTS will be able to edit the service areas in collaboration with Moovit.

Dispatch booking capabilities for users without smartphones or web access. Dispatchers (or other back-office personnel) have the ability to manage the passenger's booking, including creation, canceling, and managing bookings for passengers without self-service technology. The browser-based app can be accessed from any Internet-connected computer.

Trip Requests – rider's name, trip request time, pick-up and drop-off times and locations, number of passenger(s), and seat type(s) selected. As shown in the sample order flow in the browser-based application below, riders can select a time to depart, arrive by, or choose a future time, choose their origin and destination, and select additional accessibility criteria for their vehicle. Accessibility options include wheelchairs, walkers, service dogs, bikes, and more. If relevant to the accessibility profile, a discounted fare will also be shown to the rider.



Allow multiple users on one account and permit user/account information update. Moovit supports multiple accounts being added to one parent account. This account configuration is relevant for purchasing fares, as shown below, as well as booking on-demand rides.



Configure service parameters, including but not limited to ability to add vehicles and vehicle capacities/parameters, such as maximum wait time, maximum in-vehicle time, etc. Moovit uses service parameters to tailor RTS' service to meet your goals. This includes

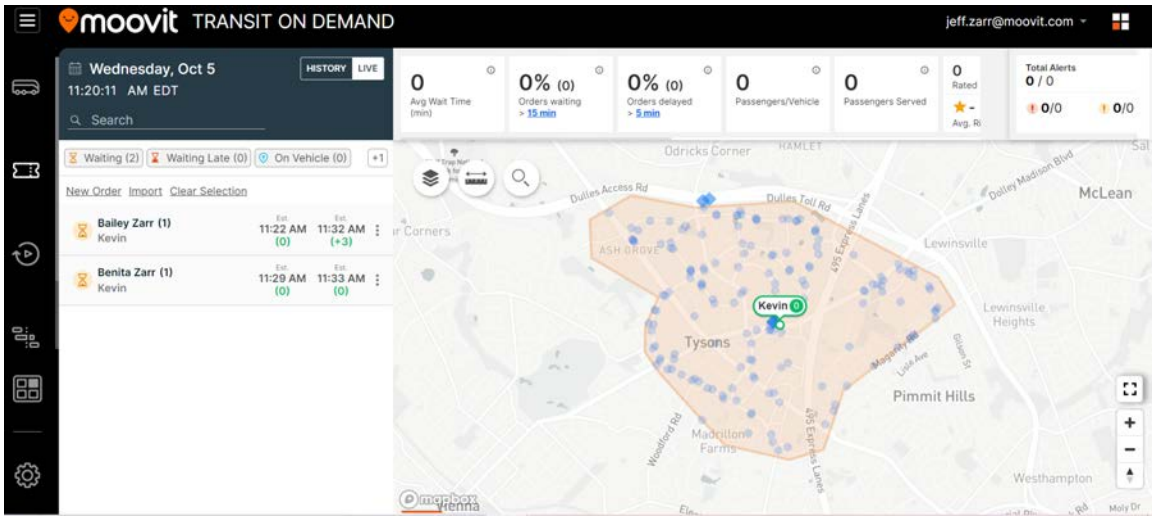
- Vehicles capacity;
- Vehicle accessibility;
- Maximum/Minimum distance;
- Maximum waiting time before pickup;
- Maximum onboard time;
- Minimum acceptance rate; the percentage of ride requests which are accepted by the operator);
- Maximum deviation ratio - the ratio between the duration of travel on the origin/destination (O/D) service compared to driving directly between the passenger pickup and drop-off points).

For ride requests with a pick-up or drop-off at a non-transit hub location, such as a school or hospital, the app automatically aligns pick-up and drop-off times to match a configurable schedule, such as school or business open/close times. Moovit does not

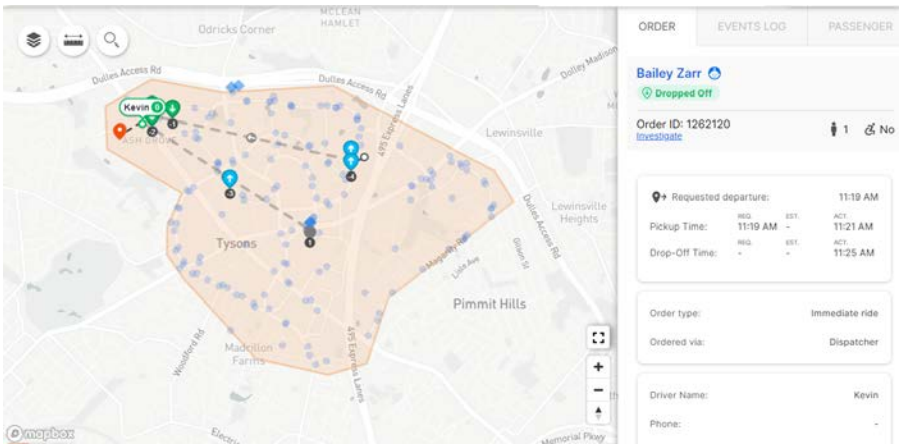
currently support this functionality. Implementing this functionality can pose problems; for instance, if the business opens at 9:00 am and ride requests are matched to the operating hours of the facility, employees of the business wouldn't be able to book a ride to go to work (and maybe from work). If awarded, Movit will work with Gainesville on a solution (maybe publishing the hours of operation for a business but not tying the ride request to the operating hours of the location.

Assign rides by vehicle and location destination. Moovit's algorithm is designed to assign the appropriate vehicle to carry out a ride based on that rider's origin and destination. Riders headed in a similar direction will be pooled together as long as there is capacity in the vehicle and no other service parameters (e.g. maximum wait time) are violated. Vehicle accessibility is also considered to ensure the best match for the passenger.

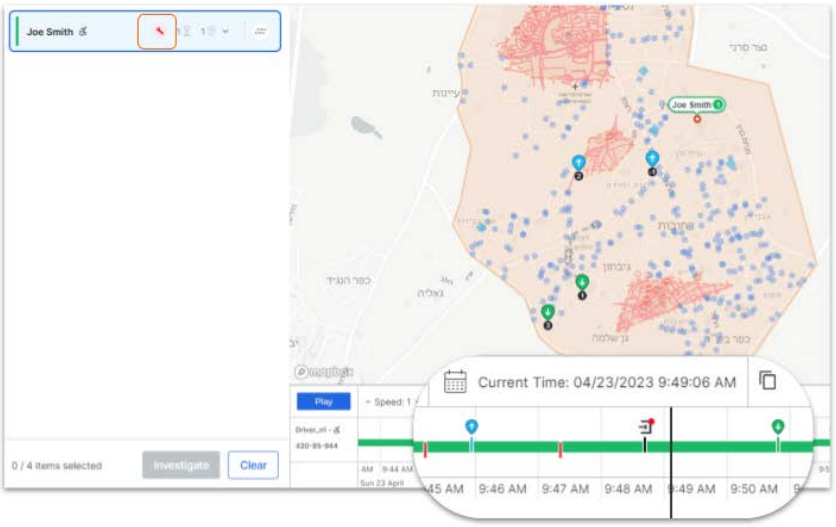
Real time monitoring and analytics for all service operation and vehicles. Moovit's back-office management console is a browser-based interface for office support personnel including call-takers, dispatchers, customer service representatives, and supervisors. The interface has role-based permissions and security that allow access to specific personnel to perform their assigned tasks and activities. The next several paragraphs describe the various components within the back-office management console.



Dispatching - The algorithm powering Moovit's Mobility On-Demand solution is flexible enough to support a variety of demand response service models and achieve an array of operational goals. A set of service parameters is used to tailor a service to meet an agency's goals. The parameters established will determine which bookings are accepted and how rides are allocated to vehicles. Our "just-in-time" scheduling philosophy alleviates much of the dispatcher's traditional tasks of moving trips and allows dispatchers to proactively manage the delivery of service and to communicate with drivers and passengers alike.



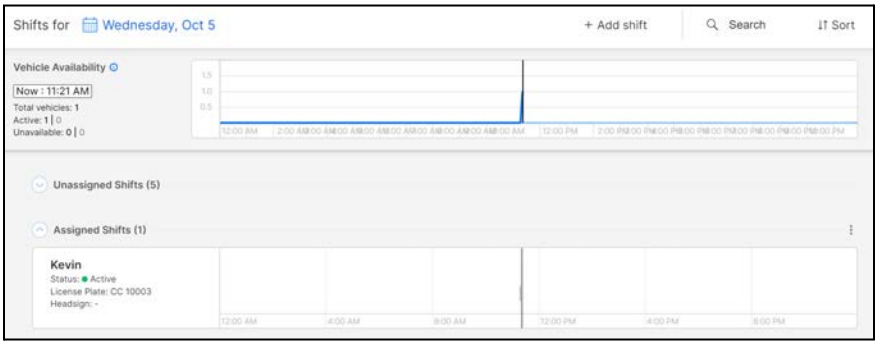
Investigation/Historical Playback - Dispatching also includes an "investigation" feature that allows dispatchers (or anyone with permissions) to audit the entire history of the booking to address complaints, no-shows, and driver or passenger inquiries. This module provides tools to investigate complaints or incidents. Accidents, incidents, and complaints happen from time to time. When they do, it is often necessary to investigate these incidents. The Moovit dispatch tool gives the RTS staff the ability to investigate the history of the order, and the driver's route and even offers a playback tool with controllable speed.

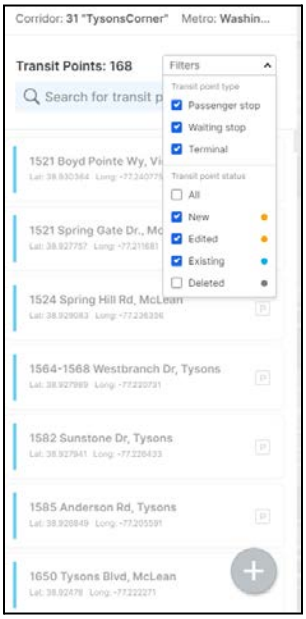


Ability to add a minimum of 7 service geographic areas using 2-3 vehicles each. This is supported by Moovit's solution. RTS and Moovit will work collaboratively to set up the service areas to best meet the demand and RTS' goals.

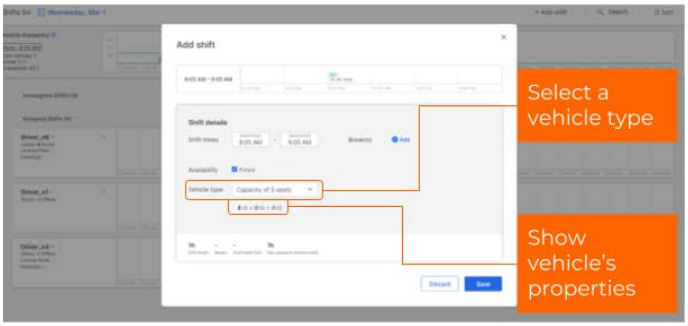
Ability to designate roles and permissions. All back-office administrative services are managed via roles, which are associated with permissions that grant users access to certain functionality. RTS will determine each system user's role according to their function in the agency (e.g. call center, dispatch, customer service, etc)

Configurable Agency settings. Moovit's solution allows self-service of ancillary data such as drivers, vehicles, shifts, stops, zones, etc. and many other service parameters and service rules. Authorized staff have the ability to add, edit and delete ancillary data and set up work rules for driver's work shifts so breaks and shaft durations are properly maintained.

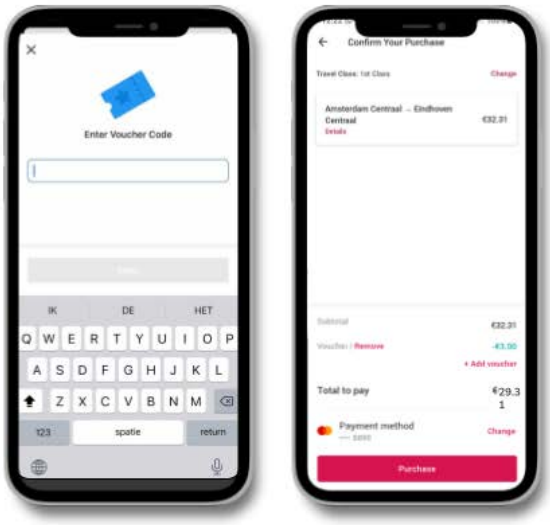




As shown in the screenshot to the left, Moovit provides self-service transit point options to allow adding, suspending, editing, and deleting transit points. There are a variety of other self-service configurations and operational capabilities. Vehicle properties, such as wheelchair capacity, can be added and edited from the Shift Management module in the Management Console, as shown to the right.



Generate configurable promotional codes. Critical to app adoption and retention is the ability to promote and engage with passengers. With more than 1.7 billion users, Moovit has significant expertise in increasing app exposure, adoption, and retention. Moovit can generate QR codes that will allow RTS to promote the service by making the app easily accessible to potential riders. Moovit can also generate promotional codes in partnership with a fare payment provider such as Kontron or Token Transit to provide discounted fares.



Communicating with app users builds trust with riders and increases retention. Moovit's Communication Suite provides comprehensive functionality for engaging with mobile app users. RTS' staff will be able to leverage these tools for their day-to-day work, such as targeting customers by geo-fence, sending promotions, notifying users about train status or third-party advertisement, and more.

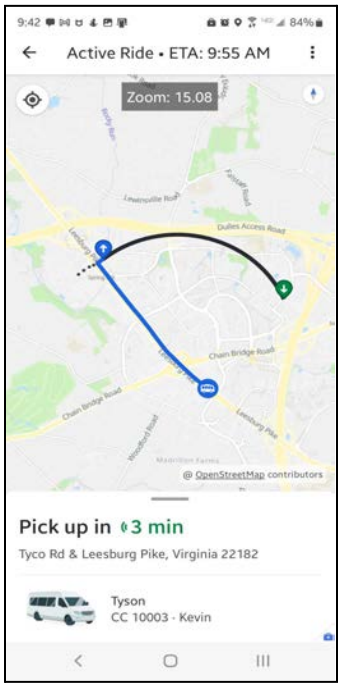
2.4.2 Back Office Dispatcher-Facing Dashboard (browser-based)

Ability and ease to sign into account. Each user will sign in with their email address and password.

Dispatch booking capabilities for users without smartphones or web access. This is supported by Moovit's solution. The Management Console includes the ability for passengers to call in to place their booking.

Ability to log drivers in. Currently, this is not supported by Moovit's solution.

View in-progress rides. As shown in the screenshot to the right, Passengers can watch the progression of their vehicle to their pickup (or drop-off) location.



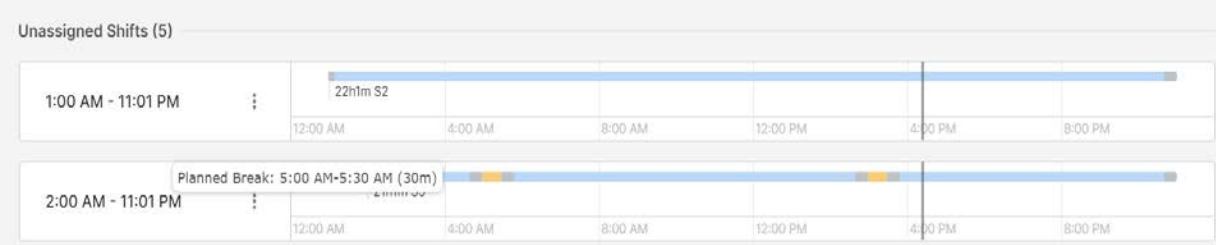
Ability to approve or deny ride requests based on predetermined parameters such as, but not limited to, group size, location, number of passenger no-shows. Moovit's solution is fully automated. Our on-demand algorithm matches a ride to the best vehicle based on many parameters such as the number of passengers booking a ride, available vehicle capacity, the origin and destination, and more.

Moovit developed a No Show Management function that implements the agency's no-show policy. The functionality enables agencies to

- Set the number of allowed no-shows;
- Set the number of free no-shows;
- Set the price for a no-show.

Ability to add, edit or cancel rides in the system. Dispatchers can add, edit, and cancel rides from the back-office management console.

Ability to add/modify driver break and lunch periods. The management console includes a shift management module where schedulers or dispatchers manage shifts including driver name, vehicle ID, shift start times, end times, planned break times, offline and online actions, etc. In the screenshot below, you can see the planned break established for a shift.

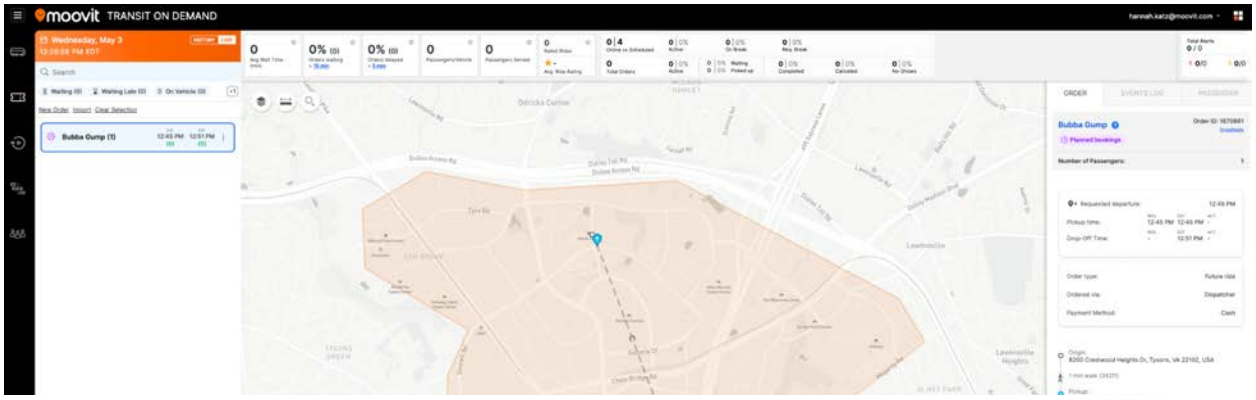


Dispatchers can manually send a driver on break from the dashboard, as shown below. The driver can use one of the pre-configured messages to "request a break," as shown below as well.

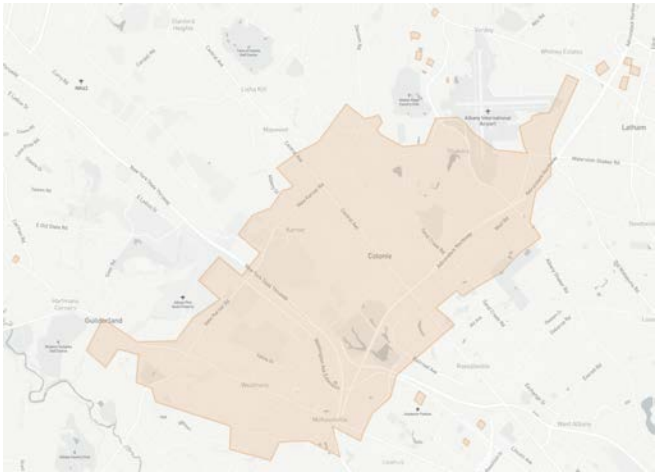
Ability to view services by service area geo-fence and generate reports by service area geo-fence. The ability to provide reports for each service area is standard for Moovit's reporting package.

Ability to pan and zoom the map by geo-fence and to view entire route on a map. Moovit provides several map layers that users can zoom in and out of.

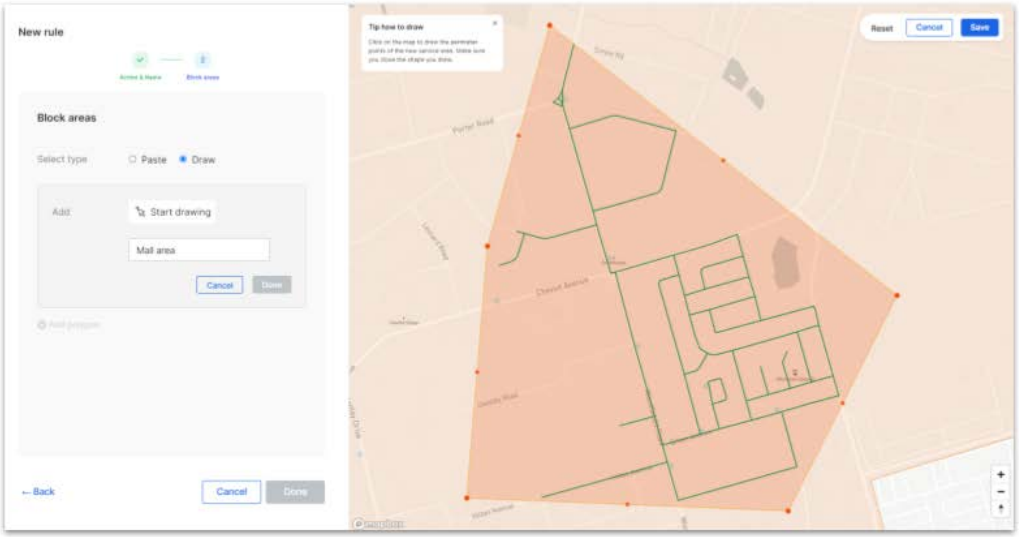
Dispatcher portal shows pre-scheduled rides assigned to specific vehicle manifests immediately upon ride booking. When rides are booked in advance, they can be seen in the Orders module within the Management Console.



Add out-of-zone addresses riders can choose from. As shown in the screenshots below Moovit has the ability to create smaller zones that target an area or specific point of interest. Our solution allows riders to travel to/from a specific location with high demand, but optimizes the service to exclude areas with low demand.



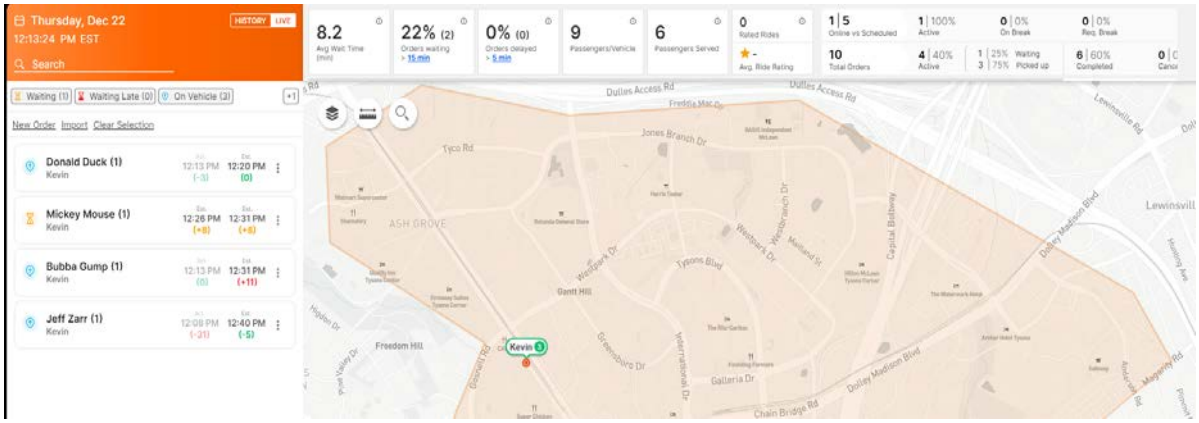
Add or remove roads and locations that are not travelable. This is supported by Moovit's solution. The Editor module within the Management Console includes a tool for easily managing roads within the on-demand service area. Service planners, dispatchers, or administrators can create rules that define roads and/or stops that should be blocked. While the rule is live, pick-ups and drop-offs will be banned and routing will exclude those streets.



Moovit also provides self-service transit point options to allow adding, suspending, editing, and deleting transit points. There are a variety of other self-service configurations and operational capabilities.

Ability to set a method to deny trips when demand outnumbers available resources. The actual routing and dispatching of vehicles is highly automated. During the service design phase, RTS and Moovit will collaboratively define the parameters that will dictate how the service operates by automating the decision-making. Moovit uses its proprietary (patented) scheduling and routing algorithms to assign trips to the most efficient vehicle and also to route the vehicle from origin to destination, giving operators turn-by-turn directions to the next stop. The scheduling algorithm considers historic travel times from point A to point B by day of the week and time of day. When routing the vehicle, Moovit takes real-time traffic conditions into account when providing vehicle routing and arrival estimates to passengers. When demand exceeds capacity the ride acceptance rate will decrease because vehicle capacity is exceeded or other level of service parameters are not met, such as maximum wait time. RTS will have the ability to view historical and statistical data about the service's acceptance rate so that the service can be tweaked if needed.

Configurable real-time dispatcher display screen. Moovit has a configurable real-time dispatch dashboard to allow RTS staff to easily monitor the delivery of service on the day of service and from a historical perspective, which is shown in the screenshot below. The displayable service metrics are generally accepted KPIs that form a picture of the day-of service delivery. The KPIs update, in real-time, as service is delivered. Pending orders are displayed and historic orders (on the day of service) can easily be recalled.



View and export reporting suite. Moovit's out-of-the-box reporting package provides insights into demand patterns, system usage, app usage, and more. Moovit's reporting platform contains standard on-demand operations reports (i.e. service KPIs, passengers, deadhead, etc), communication reports (breakdown of all notifications), utilization reports (downloads, monthly active users, trips booked by web, mobile app, etc.)

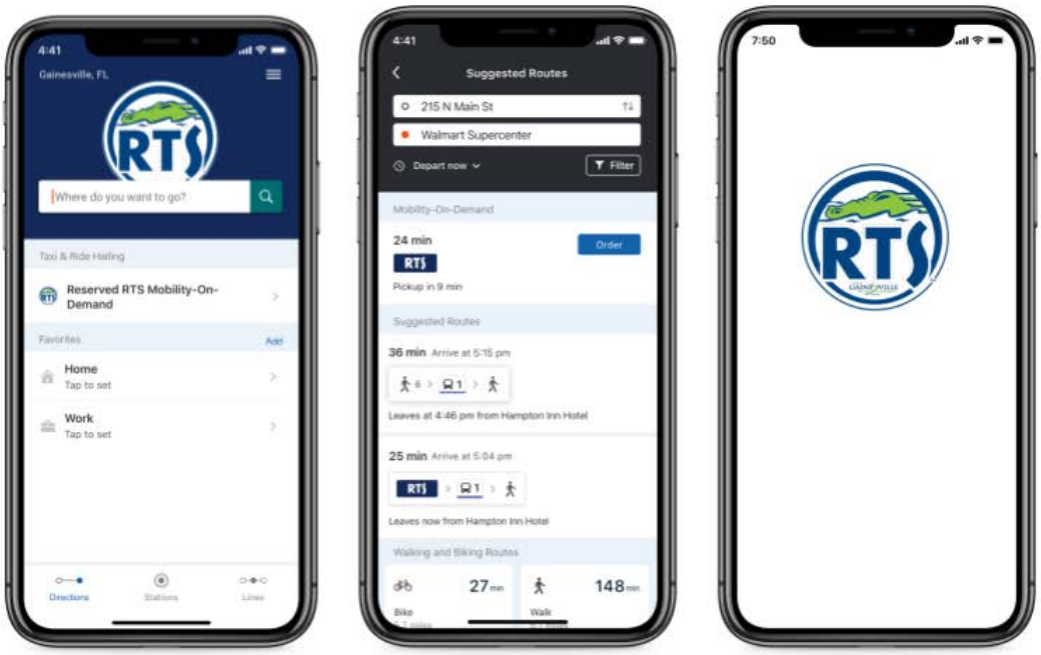
View recent ride history by type. This is supported by Moovit's solution.

Dashboard for analysis of service operations and vehicles available. Moovit's Management Console provides comprehensive functionality for dispatchers including the ability to view all vehicles and rides live on a map and other real-time data. Moovit provides RTS staff (Dispatchers, Supervisors, Managers, etc.) with a real-time window into the quality of service delivery. The live Management Console is part of the operational view for dispatchers. The performance KPI bar shows the performance of the current operations by providing real-time data analytics that helps dispatchers have situational awareness. It allows the dispatcher or an administrator to see the most important measurements with the highest value in a single view. Metrics include the percentage of trips waiting a configurable number of minutes, ride-sharing ratio, average driver rating for the day, and more. The chart displays the last two hours. Below is an example of the KPI bar.

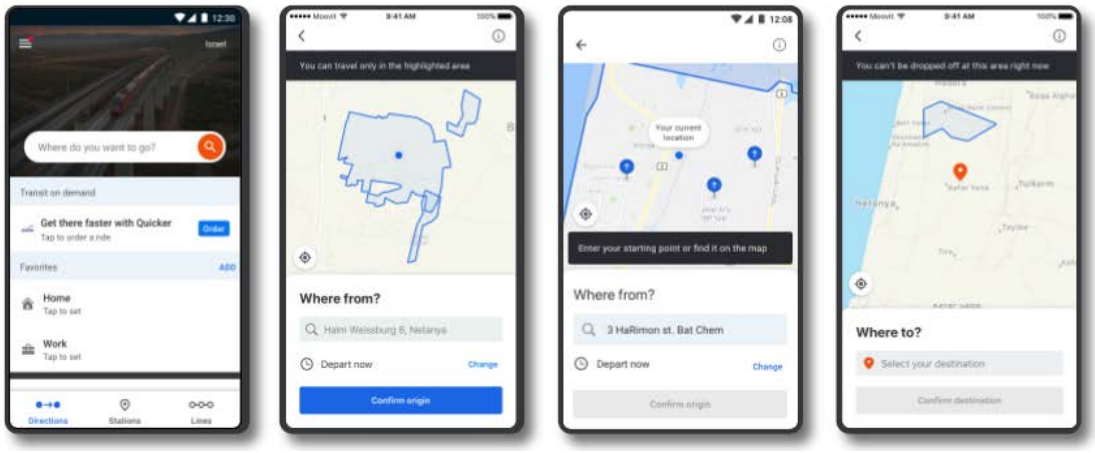
Real-time analytics to alert dispatchers of demand surges and long wait times. The KPI bar updates in real time as trips are carried out throughout the day. Wait time is one of the most prominent indicators.

2.4.3 Passenger-Facing Features of the App

Application must be available for free download on the Apple App Store and Google Play store. Moovit's Mobility On-Demand (MOD) solution is designed for passengers to consume the service using a self-service mobile app, downloaded directly by passengers from the Android or iOS store, and/or browser-based (web-app) technology which can be directly embedded into the existing RTS website. Both the mobile and web applications will be branded with RTS colors, icons, and images. Brand recognition and brand trust explains why mobile and web applications have higher utilization rates compared with generic trip planning applications like Apple, or Google.



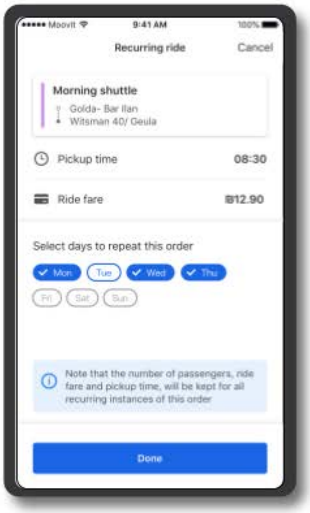
From the Passenger-Facing mobile application, passengers can book and fully manage their trips. Mobile app users have the option to book from the Home Screen directly or after planning a trip and discovering the service. Below is a sample booking flow where the user enters their origin and destination, using the map of the service area as a reference.



Moovit brings the global experience of our consumer mobile and web applications to the Gainsville, FL metropolitan area adding the RTS branding that passengers trust.

Application must be device agnostic and accessible to all current browsers. The native (mobile) application is available for iOs and Android operating systems. The web app is accessible from all modern browsers.

Allow users to search for and book rides for self and others using same phone number – multiple users on same number. Riders can book multiple passengers and passenger profiles, such an adult traveling with a child. This is reflected in the driver app as well, allowing the driver to verify each passenger upon pick-up.



Ability for users to book multiple trips (outside of a defined time window and within the allowable O-D trip distance), recurring rides, and pre-schedule rides up to a customizable number of days in advance. To reduce friction for regular riders, Moovit provides the ability to book multiple trips in advance. The timeframe when this is enabled is configurable based on RTS preferences.

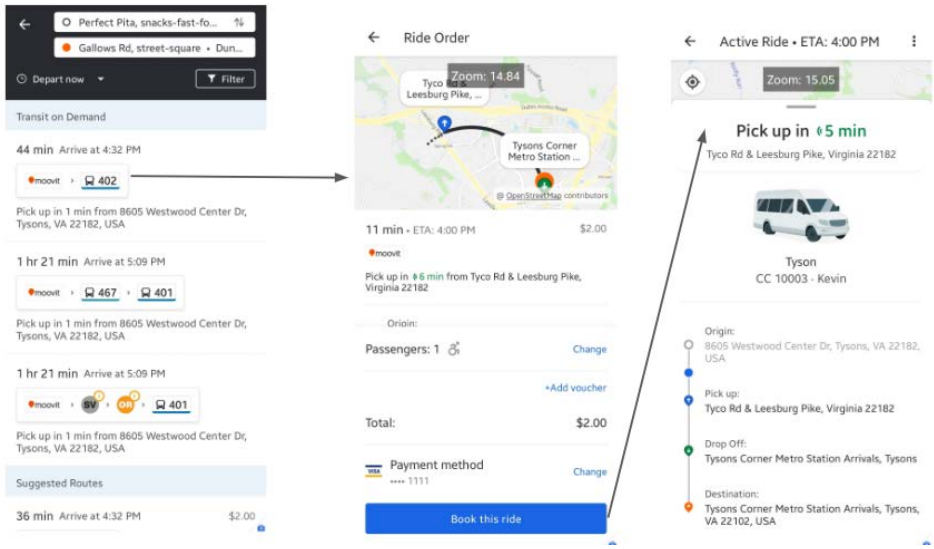
Rider booking capabilities for users without smartphones or web access. Dispatchers (or other back-office personnel) have the

ability to manage the passenger's booking, including creation, canceling, and managing bookings for passengers without self-service technology.

Allow riders without smartphones or web access to receive trip alerts. Riders with an SMS-enabled phone will be able to receive trip alerts.

Present a 15-minute pick-up and drop-off window (or less) information for pre-scheduled trip requests for rider's acceptance before confirming the booking. Moovit supports this type of booking.

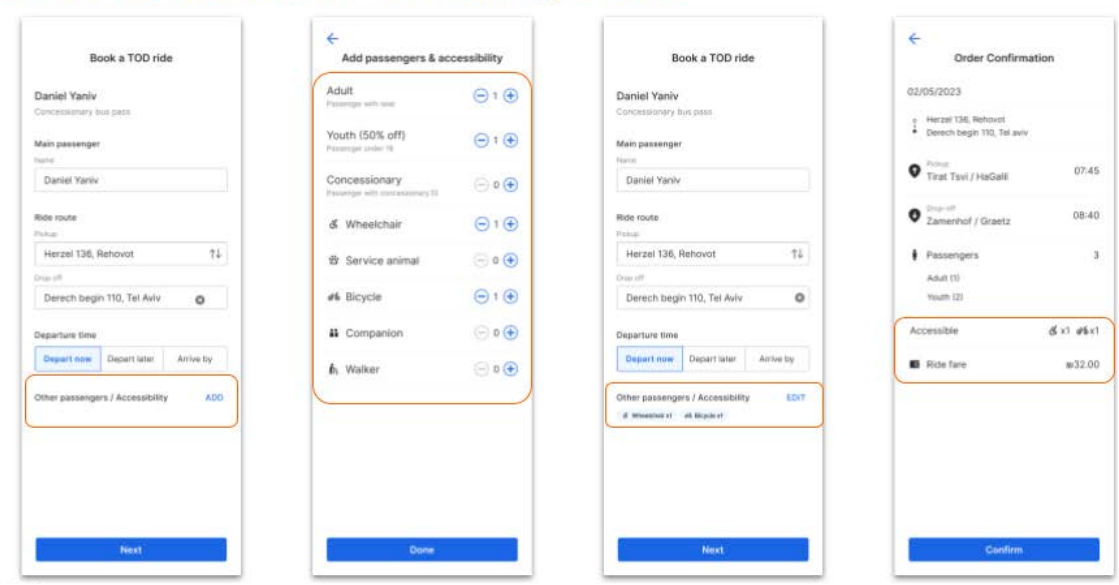
Trip time – ability to track ride's estimated wait time, arrival, and vehicle in real-time. App must allow customer to cancel ride if times provided not convenient for rider. Passengers can reserve a trip in advance (definable by RTS), depart "now" (as soon as possible), or select "arrive by'' if the passenger has a journey that requires they be at their destination at a particular time. Passengers can also see the timing of their trip before confirming their booking. There is an option to cancel the ride from the booked ride view.



Ability to request MOD vehicle and seat type. Passengers can add any accessibility needs when booking their trip. This will dictate which vehicle is dispatched to carry out the ride. Accessibility types include

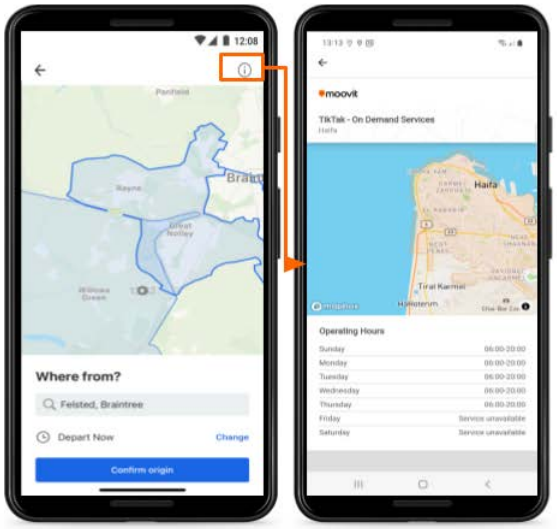
- Wheelchair;

- Service animal;
- Bicycle;
- Companion travelers;
- Walkers.



Ability to enter place names (i.e. library, school, store or services) as well as addresses. Places and addresses will have autocomplete capability. Moovit uses leading third-party geocoders for trip planning and booking to make any location easily searchable for users. Users can plan trips from A to B including

- Customer address;
- Trip origin or destination location;
- Current vehicle location;
- POI location; and
- Public transit stops.

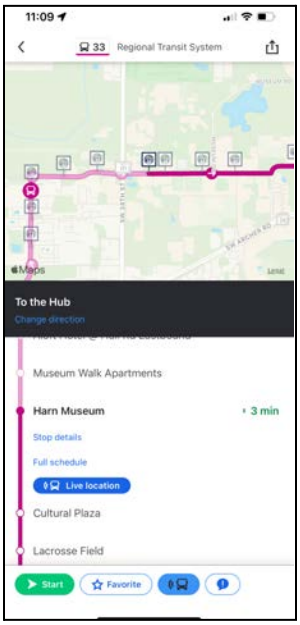


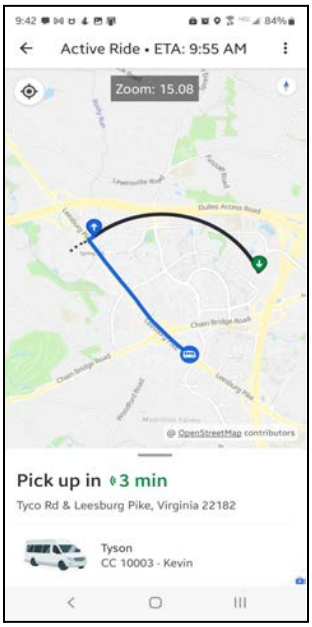
Ability to notify user of invalid rider request (exceeded number of trips within a defined time window, rides within non-allowable O-D trip length, out of service area, service hours, or non-serviceable locations). Moovit provides descriptive error responses to app users who try to plan trips that violate the service parameters. We can also make information about the service easily accessible to riders. To learn more about the service area and hours of operation riders can tap the information button (see below).

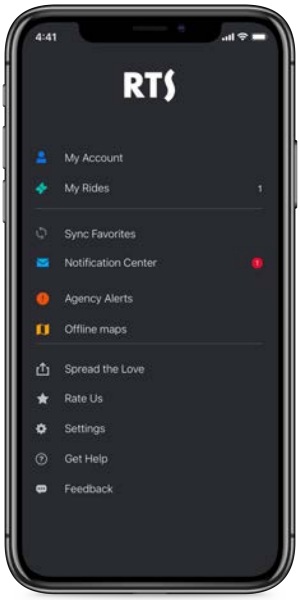
Ability to identify number of passengers traveling. Passengers can select the number of passengers they are traveling with during the booking process.

Ability to receive trip updates through the app or via SMS/email. Moovit will alert the passenger by SMS and in-app push notifications when the trip has been assigned, when the driver is about to arrive (imminent arrival), and when the driver is waiting for the passenger to appear and board the vehicle.

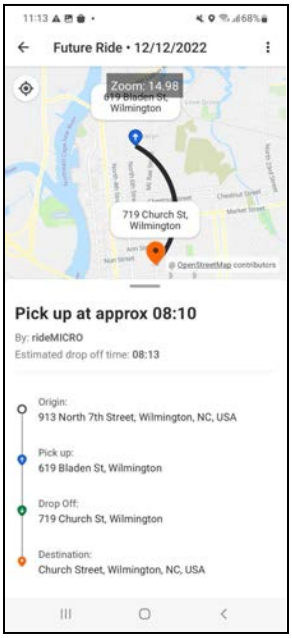
Depict real-time vehicle locator map, including fixed route operations. App users can view the live location of Mobility On-Demand trips they have booked, as well as the location of fixed route vehicles with real-time information on a map. A sample screenshot of each mode is shown below. The fixed route example is RTS line 33 live in the Moovit app.







Ability to view trip history and details. Tapping "My Rides" in the app's More Menu (shown to the left) will open the "My Rides" screen, which displays all of the passenger's historical rides, including ride time and price.



Ability for user to contact customer service and/or dispatch (i.e. email, text, call). The application will provide information to reach RTS' call center or the relevant third-party support channel. Moovit's on-demand solution provides a Management Console for dispatchers and customer support staff.

System assigns passenger bookings (including pre-scheduled rides) to a driver manifest immediately upon booking. Moovit's Mobility On-Demand technology allows passengers to reserve trips in advance as well as make on-demand reservations in real time. The advanced booking functionality is configurable allowing agencies to configure advanced reservation hours, or days, ahead of time.

Moovit's delivery staff will collaborate with RTS to configure the technology optimally. The screenshot to the right shows a ride booked in advance.

System automatically updates and optimizes vehicle manifests when there are real- time cancellations, no-shows, a vehicle goes out of service, or vehicle is behind schedule. Vehicles are continuously communicating with the Mobility On-Demand back-end. Changes to one vehicle's state are factored into the real-time scheduling and routing. Moovit's scheduling (trips) and routing (vehicles) algorithms have been designed by and are maintained by PhD-led algorithm teams. The algorithms included as part of Moovit's on-demand technology are designed for and developed specifically for dynamically routed trips. The algorithm Our configurable service parameter inputs can easily be configured to provide a high quality of service (i.e. configured to reduce wait time or ride time) with drivers strategically positioned to respond quickly to immediate service requests. With real-time, on-demand booking, the trips are dispatched most efficiently based on all available information at that moment in time.

RTS or Agency-branded consumer facing smartphone application that disallows advertisements. RTS-generated information is exempt. RTS has full control over what is offered and not offered in the white label application, including advertising. This is a major advantage over a consumer application that the vendor owns fully.

App available in multiple languages such as Spanish. Moovit translates passenger-facing technology into forty-five (45) languages, including Spanish. Our translations are completed by native speakers. RTS' app will be seamlessly translated based on the user's phone language setting.

App effectively interfaces with Braille technology. Accessibility is one of the key tenets of the Moovit platform. We believe that with better access to transportation comes better opportunities. The Moovit app, which is the foundation for RTS' branded white label app, is fully screen reader (VoiceOver and TalkBack) compatible for people needing Braille technology. Please find Moovit's Accessibility Statement here. Specific capabilities for users with different disabilities include

- **Visually Impaired/Blind, Illiterate, or learning disabled** - Moovit has optimized every screen across the app for VoiceOver and TalkBack technologies (screen reading) on iOS and Android devices. With this enhanced integration, users use gestures to navigate through screen

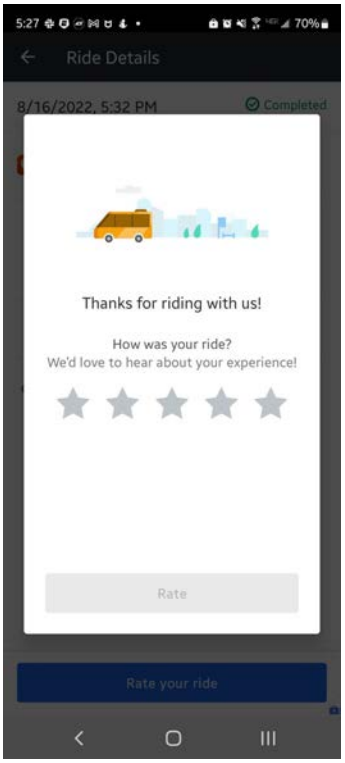
elements and set focus on them. Once the focus is on an element or control (button, label), VoiceOver / TalkBack reads aloud the text that appears on it. Specifically, with Moovit's "Live Directions" feature, the user gets step-by-step GPS-style guidance for their journey and even receives alerts when the bus is arriving or "Get Off Alerts" to get ready before they've reached their destination stop.

- **Near Vision problems (presbyopia)** - Our research indicates that 20% of Moovit users magnify/enlarge the size of their iPhone text. Moovit made product improvements to support "Dynamic Type" - providing users the ability to increase font size. Moovit's development team made product improvements to support this to ensure the content and layout on the app screens do not break and the experience is consistent. This is among the most common problems adults develop between the ages of 41 to 60 (source: American Optometric Association).
- **Color blindness** - Moovit has made product improvements to display information correctly to users who are color blind. Color is never the sole way of distinguishing objects. Moovit uses differences in brightness to make colored regions distinct and tests the interfaces in grayscale to confirm that they are still usable. About 8% of males and 0.5% of females are colorblind to some extent (Source: National Eye Institute).
- **Ambulatory or Mobility Impaired** - Moovit uses our extensive database of wheelchair-accessible transit stops, and platforms to calculate step-free routes. Moovit displays these dedicated routes as part of our trip plan experience, labeled "Wheelchair and Stroller Accessible routes." Transit stops and stations that are wheelchair-accessible are clearly marked across app screens.
- **Hand motor impairments** - Moovit made adjustments to optimize the user interface to address the specific needs of users with hand motor impairments, including placing key navigation buttons at the bottom of the screen, increasing cell height, and increasing button hot-zones.

Also note that Moovit is an official partner of some of the largest accessibility organizations (Once, Be My Eyes, Community Living Toronto) and has been recognized by global organizations such as Microsoft for its work in accessibility.

App has ability to increase font size. As described above, Moovit has robust accessibility capabilities and designed the app with "Dynamic Type," which allows users to increase font size.

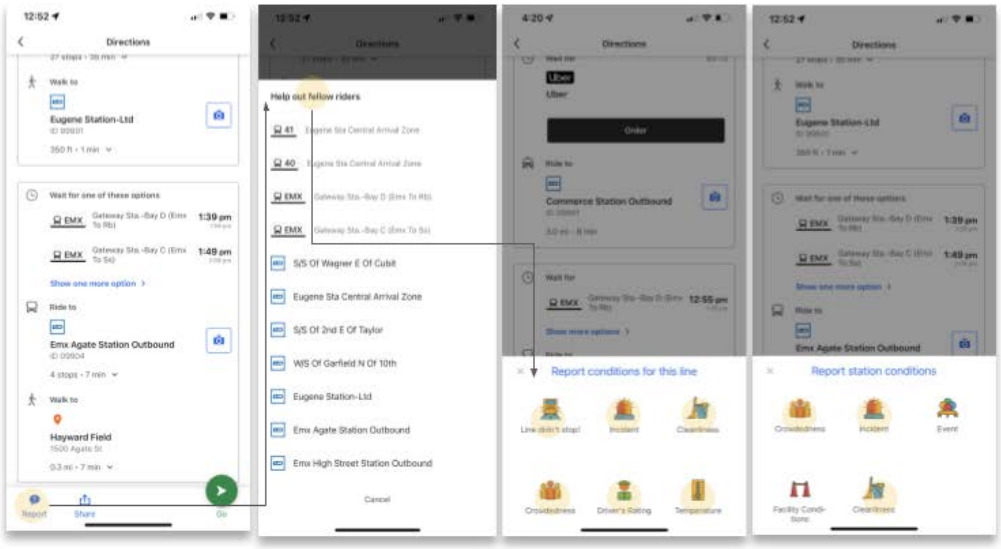
Ride star rating system with ability for customer comments. Mobility On-Demand customers will be prompted to rate their experience after every ride by a push notification. Additionally, customers can visit the My Rides section and rate a historical ride in the event they forgot or didn't have time to rate their experience after their ride.



Because Moovit provides a unified mobility solution, we also include a mechanism for obtaining feedback from ***ALL*** passengers, not only on-demand passengers. This enables RTS to obtain real-time service delivery feedback directly from passengers. Passengers using RTS fixed route service will also be able to provide feedback on their ride experience. This includes feedback on crowdedness, incorrect trip data, reporting a service incident, rating of the driver, cleanliness, and the temperature aboard the bus.

Obtaining such feedback directly from the field is an important way for agencies to receive feedback from passengers. Feedback can be used to determine if new policies should be implemented, to monitor policies once implemented, and to provide a clear mechanism for customers' contributions to service improvement or to explain/acknowledge the passengers' feedback using Moovit's communication tools. This circle of actionable feedback allows for an improved passenger experience.

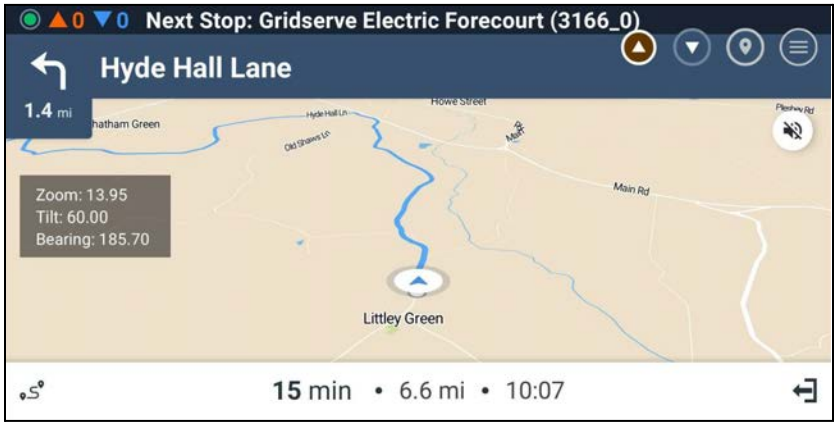
The example below illustrates the feedback mechanism and workflow offered to passengers using fixed route service. Soliciting regular passenger feedback allows RTS management to understand the quality of service delivery and, if necessary, take necessary action to rectify situations and/or provide relevant communications to passengers.



Account Recovery - account management such as password/user name recovery. Moovit does not use a username and password for the Moovit app or any current customer applications. Instead, we require two-step authentication when users create an account in the mobile app, which is considered safer than a username and password. However, RTS' white label mobile application can be configured to prompt users to create a username and password if desired.

2.4.4 Driver-facing features of the App

Driver Itineraries - driver name, start time of itinerary, timestamp of each pick-up/drop-off, location of each pick-up/drop-off. All of these data elements are collected. Drivers are assigned a shift in the back-end Management Console. The driver's name is included in the shift details. Each driver and vehicle has a unique identification number. Drivers log in to the service with their ID and the vehicle's ID when they start a shift and get driving directions to the first location, which could be a wait point or an actual pickup. Upon arrival at a pickup point,



the driver app displays a pop-up asking the driver to confirm their arrival, which will inform the passenger that the vehicle is waiting via SMS. When the rider boards, the driver marks it in the app. At that point, the driver gets the driving direction to their next stop, which could be a pickup of another passenger or a drop-off of a passenger. If the passenger does not board within a configurable allotted wait time, the driver can mark the passenger as a no-show and continue to the next stop. Similarly, the driver acknowledges they dropped off a passenger when they reach the dropoff location. This data is reflected in the dispatch dashboard and historical reports.

Ability to send trip arrival alert to rider through the app or via SMS/email. Upon arrival, the app will display a pop-up asking the driver to confirm their arrival, which will inform the passenger that the vehicle is waiting via SMS. When the rider boards, the driver marks it in the app. Similarly, the driver acknowledges dropped-off when they reach the location. After a configurable period, the driver can mark the rider as a no-show and continue with their work. Cancellations are done through customer-facing interfaces.

Driver Shift Actions - driver name, shift start time, shift end time, timestamp of an Offline action, timestamp of an online action, timestamp of accepting/rejecting a trip request. All of this data is included in Moovit's driver reports except for a timestamp of accepting/rejecting a trip request. As Moovit's Mobility On-Demand solution is fully automated there is no need for the driver to accept or decline trips.

Ability for driver to pause app without redirecting rides to another vehicle. The driver-facing application allows drivers to take the vehicle out of service so that no new rides are added.

Ability for driver sign-on to account. Each driver and vehicle, respectively, will have a unique ID that is used to log in to the driver application. Drivers log in to the service when they start a shift.

Ability for driver to accept ride requests from Dispatch and override service sequence and maintain app functionality. Unlike legacy systems, Moovit does not display a traditional "manifest" that provides the driver with a list of upcoming pick-ups and drop-offs. The process of dispatching rides is entirely automated and optimized for RTS' service. The driver does not accept or decline rides. We prioritize safety with the driver-facing application and minimize distractions as much as possible.

Moovit's routing software for dispatching harnesses the power of automation to provide an optimal ride experience. To calculate a passenger's trip from A to B, Moovit uses its proprietary trip plan engine. Travel times are estimated according to historical traffic data and are enriched according to a combination of recent traffic data, and recent feed received from demand response and public transit vehicles to continuously update the route. An automated core score function is used to provide the best match between a potential passenger and a vehicle using all of the information available to generate the most optimal and balanced rides throughout the system.

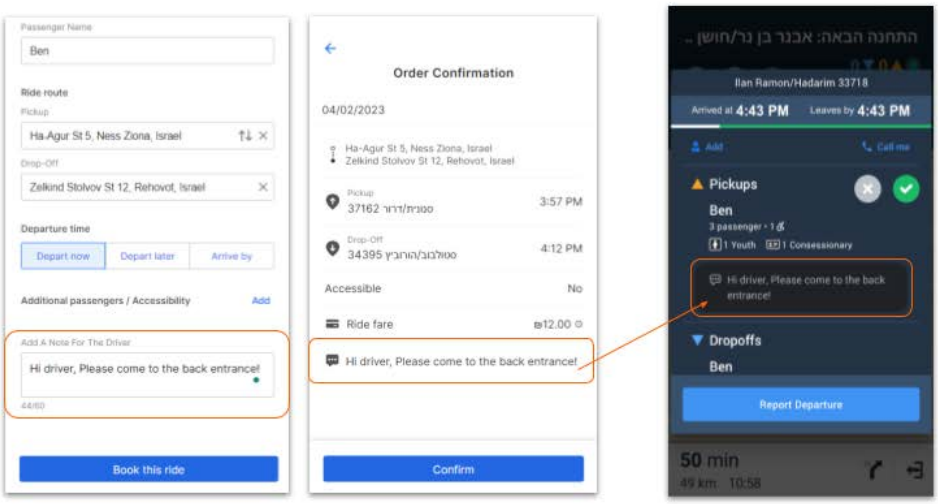
Once trips are assigned to a shift (a run, route, piece of work), the driver will automatically receive the assignment. The in-vehicle application is intentionally designed to require very little driver interaction. Moovit's proprietary routing algorithm will provide the driver with turn-by-turn directions, taking into consideration real-time traffic conditions, to get to the next stop.

If there is a need for the driver to communicate with dispatch, there are several pre-configured communications to easily, and safely do so. Pre-configured communications include

- Request a call from dispatch;
- Request a break;
- Report vehicle issues;
- View details about their current shift.

Ability for driver to contact passenger if they cannot find them at designated pick-up location via anonymized phone number(s). The screenshot to the right shows how drivers can easily communicate with passengers to coordinate pickups, ensuring a smooth and efficient experience for driver and rider.

Ability to receive Dispatcher notes on specific trips/customers. Passengers who book through the call center can add notes for the driver. The sample booking flow below shows how notes for the driver can be added and are then displayed in the driver-facing application, as shown below.



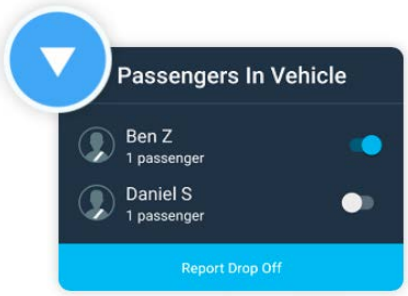
Turn by turn audio and visual (on screen) directions. The driver facing application is intentionally designed to minimize driver distractions to allow the driver to focus on driving. With Moovit's driver app, the driver simply follows the turn-by-turn directions (visual on a map and audible) to the next event. Even if there is no work for the operator to do, they are directed to a waiting area optimized for quick response to anticipated service demand and strategically routed along a path where it is likely that demand will exist. If a trip is assigned to a driver while the driver is in transit, the driver will be automatically rerouted and given updated turn-by-turn directions to complete the new (and existing) assignments.

When a driver is assigned a new ride, the GPS will navigate them to the pick-up point. The driver-facing app is automatically updated with the location and time of the next pick-up and/or drop-off. The arrows at the top right indicate the number of passengers boarding (yellow) and alighting (blue). If passengers are added to an ongoing ride, the routing will automatically update the route.

Upon arrival at a pickup point, the driver app automatically displays a pop-up asking the driver to confirm their arrival, which will inform the passenger that the vehicle is waiting via SMS. When the rider boards, the driver marks it in the app. At that point, the driver gets the driving direction to their next stop, which could be a pickup of another passenger or a

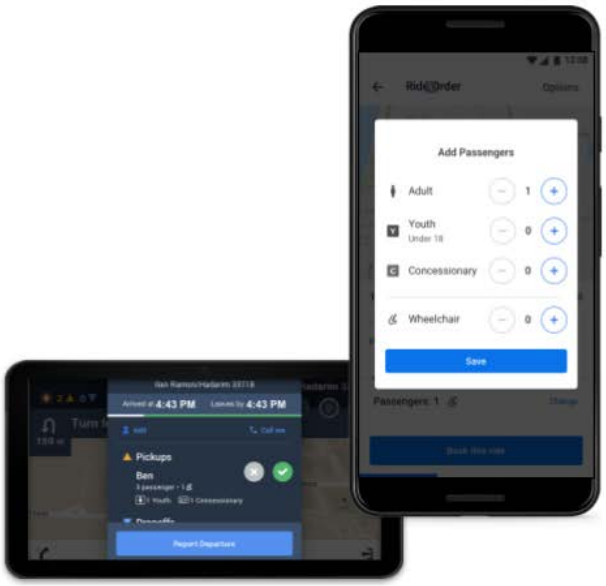
drop-off of a passenger. If the passenger does not board within a configurable allotted wait time, the driver can mark the passenger as a no-show and continue to the next stop.

Ability to log pick-ups and drop-offs. Upon arrival at a pick-up location, the app will display a pop-up message asking the driver to confirm their arrival, which will inform the passenger that the vehicle is waiting. When a passenger boards or alights the driver can log each event per person. If a passenger requests to be dropped off before their planned destination, the driver can simply press the blue button. A dialogue will pop up asking the driver to choose the passenger who is requesting an early drop-off (when applicable).



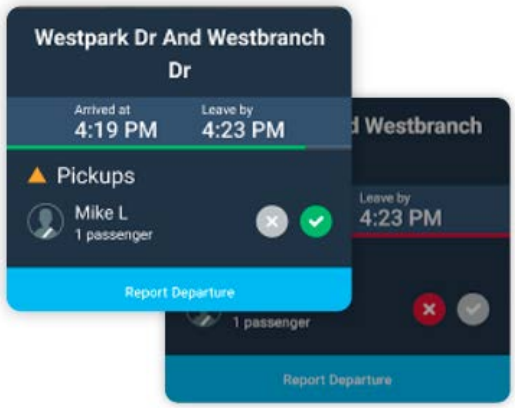
Ability to see disabilities indicated by rider (in their account) so they can provide appropriate level of service. The driver is able to see any accessibility information added to that passenger's profile. Accessibility types include

- Wheelchair;
- Service animal;
- Bicycle;
- Companion travelers;
- Walkers.



The accessibility information in the passenger's profile is relevant to both the dispatching of the appropriate vehicle for that individual and exposing the correct fare. The screenshot of the driver-facing application is shown to the right. You can see that Ben uses a wheelchair.

Ability to log no-shows. Moovit's solution includes an automated function for managing no-shows. The green line indicates that the driver should wait for the passenger. Once the red line appears, the driver can mark the passenger as a no-show and continue to the next stop. RTS can define how long the driver should wait before a passenger is marked as a no-show.



Ability to add trip comments by driver to promote service improvement. That is not currently supported by Moovit's driver app solution. RTS could collect that feedback outside of the system and implement any changes needed in collaboration with Moovit later on.

Ability to pan and zoom the map and view the entire route on the map. Moovit's driver-facing application allows drivers to view the route on the map up until the next pick-up or drop-off location. When stopped, the driver can pan around on the map to better understand their surroundings.

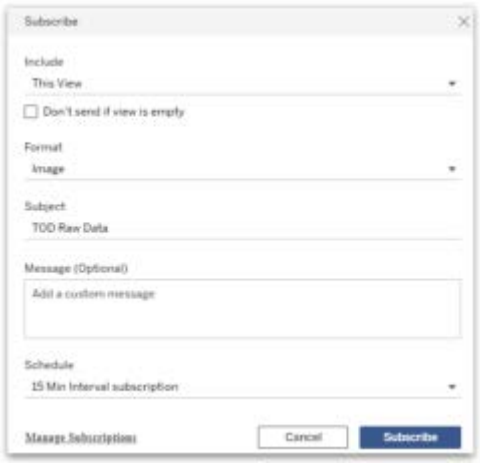
2.4.5 Data Collecting and Reporting Requirements

Provide an online dashboard for reporting real-time data on riders, vehicles, drivers, and service performance/Key Performance Indicators (KPIs). (Note: where applicable, data should conform to National Transit Database (NTD) metric and reporting standards, as well as have the ability to be exported in a CSV format.) Moovit's experience globally has led us to develop a flexible reporting suite that can be customized to the varying needs of our clients. Reports are readily accessible at all times from the online dashboard. Reports are associated with every aspect of the MOD and MaaS operations. Throughout the MOD deployment, Moovit will continuously collect data that can be turned into actionable insights to improve the service. Historical and live reports and dashboards are used to monitor and improve service. RTS' Customer Success Manager will help RTS get the most out of the data analytics.

Moovit's out-of-the-box reporting package includes

- Live performance monitoring in the Management Console;
- National Transit Database (NTD) Reporting (e.g. S-10 and MR-20);
- Historical On-Demand Reports;
- Native White Label Application Analytics Dashboard;
- Web WLA Basic Report.

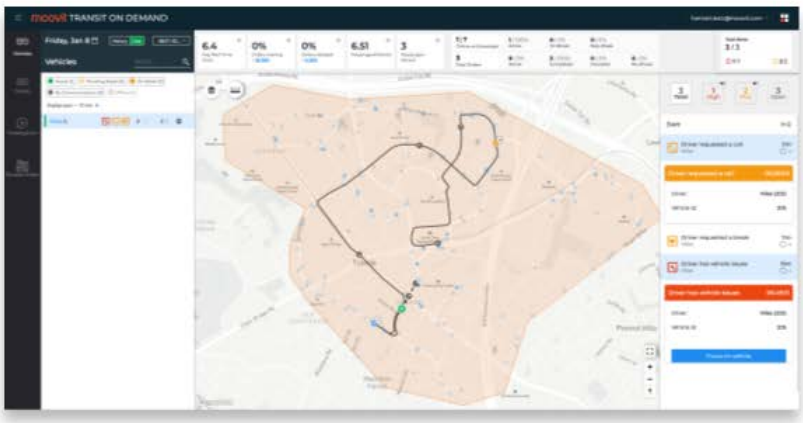
Report Access & Delivery - Our reports are developed using a trusted third-party business intelligence platform, Tableau. All reports have a variety of parameters that permit the presentation of data in a variety of formats. All reports can be viewed, printed, or exported in common formats such as .xls, .csv, and .pdf.



In addition, reports are "subscribable" meaning RTS staff can schedule the delivery of the report regularly eliminating the need to manually run the report. This will give RTS the ability to "dump" raw data without needing to manually go through the motions of running/exporting a report.

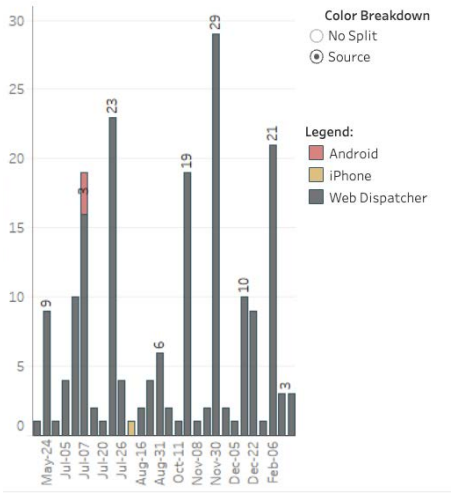
Live Performance Monitoring - The live Management Console includes the operational view for dispatchers. It allows the dispatchers or administrators to see the most important measurements with the highest value in a single view. It shows the performance of the current operational day. The chart displays the last two hours. Below is an example of the KPI bar.

Real-time Alerts - RTS will set up alerts for the microtransit system during the service design phase. Alerts can be configured with an audio component as well, a loud beep, for example. High-priority alerts pop up on the screen and it will remain



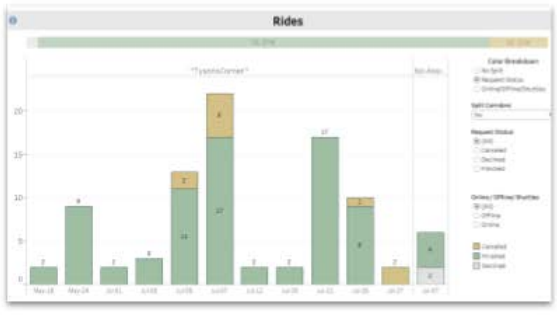
until someone acknowledges the alert. Alerts proactively bring issues to the attention of dispatchers and administrators to consistently provide the highest level of service.

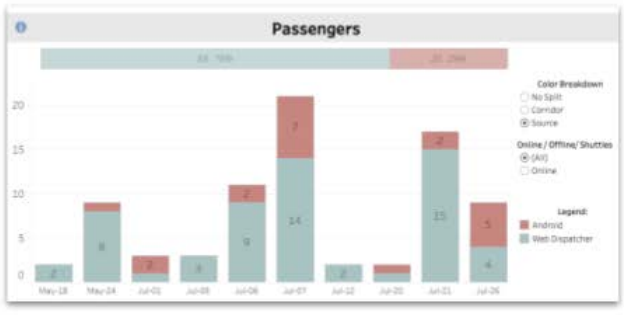
Historical Reports - Moovit's out-of-the-box reporting package provides insights into demand patterns, system usage, app usage, and more. Moovit's reporting platform contains standard microtransit operations reports (i.e. service KPIs, passengers, deadhead, etc), communication reports (breakdown of all notifications), utilization reports (downloads, monthly active users, trips booked by web, mobile app, etc.) Reports have a variety of parameters that permit the presentation of data in a variety of formats. All reports can be viewed, printed, or exported into common formats such as .xls, .csv, and .pdf.



Data and reporting should capture, store, and report at a minimum:

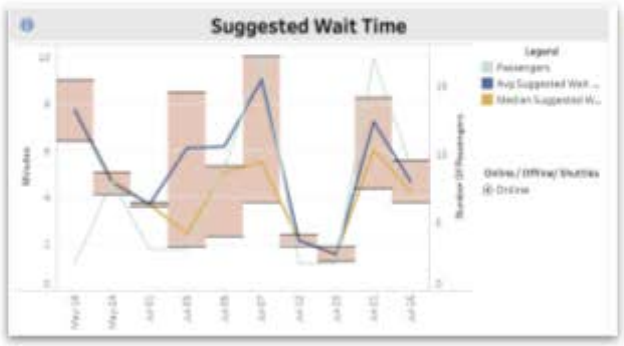
Passenger trip data – total completed trips, total riders, by type of rider, by revenue hour, by trip, by source (call-in, app), origin and destination both of which must be tagged by postal code. Moovit captures all of the data RTS requires and more. These targeted reports highlight critical insights into the service's performance. Charts provide basic information about passenger trips including a breakdown of the ride requests throughout the day and their status (completed, no-show, canceled, etc), the channel passengers used to book their ride, and more.



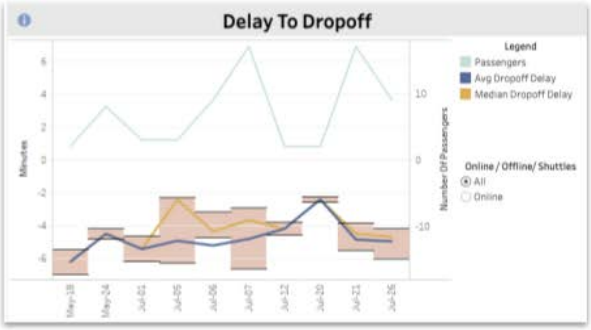


Travel times – wait time, ride duration, on-time percentage, and late percentage. Moovit provides all of these metrics in our standard reporting package. Tracking on-time performance is measured through several reports that are relevant for an on-demand service. Many reports provide insight into the quality of the rider's experience, such as

suggested wait time at the time the ride was assigned vs actual wait time. If the difference is significant riders may feel that the service is unreliable.



A method for collecting on-time performance relative to planned drop-off times and estimated pick-up times. Moovit has methods to collect this data and we synthesize reports to reflect this information to the customer. For example, the delay to pick-up/drop-off charts display the average duration of the time between the actual pick-up time and the estimate at the time the ride was assigned. A service that is finely tuned to demand should accurately predict the timing of pick-up and drop-off events. Moovit is committed to the highest level of service and we will work with RTS to make any adjustments to service in response to the data analytics.



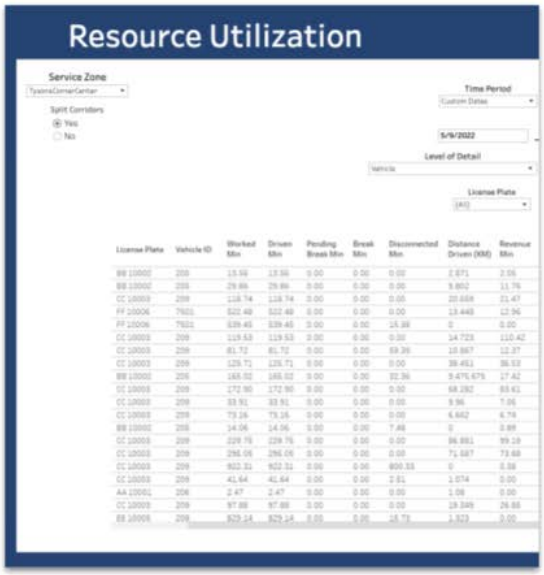
Trips Booked – rider name, rider name, trip request time, planned pick-up and drop-off times and locations, actual pick-up and drop-off times and locations, number of passenger(s), seat type(s) selected, ride status (including but not limited to completed, no-show, canceled by rider, canceled by system, and view errors that turned down the trip request). This data is collected as part of Moovit's standard reporting package.

Dispatch response time, missed calls. The dispatching process is fully automated. Rides are assigned to the best vehicle in a fraction of a second without intervention from the dispatcher. Moovit's Mobility On-Demand solution does not directly interact with the agency's phone system and, therefore, we do not have data about dispatch response time or missed calls.

Revenue Hours - Fields must include at a minimum for each hour: number of online minutes, number of trip acceptances, number of trip rejections, and number of minutes deadheading, number of minutes with passengers on board. This data is collected as part of Moovit's standard reporting package.

Reporting by geo-fence, with ability to add, alter, or remove geo-fenced zones with history. Reports can be split by zones, or "corridors," or aggregated into one view. Moovit and RTS will work collaboratively to tailor the geo-fenced service area to best meet RTS' goals and the demand for the service.

Reporting data inquiries within route number, date and time ranges. This data is collected as part of Moovit's standard reporting package. In this screenshot, data is presented by vehicle ID.



Vehicle performance and reliability. Moovit provides a number of metrics that indicate vehicle performance and reliability. However, we do not collect data from the vehicle itself, Maintenance, breakdowns, etc. must be managed and reported on within the RTS' current system.

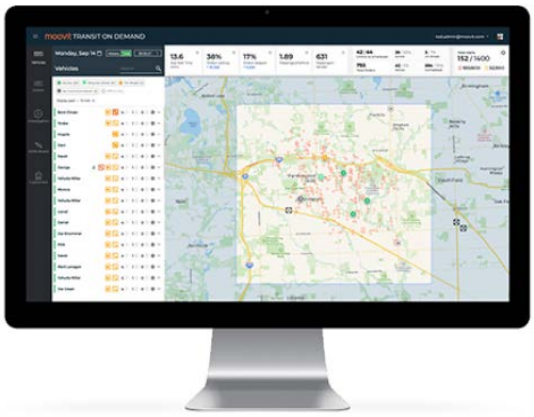
Total vehicle hours. This data is collected as part of Moovit's standard reporting package.

Trip and driver comments. Any messages, pre-configured or voice-to-text, that are sent from the driver application will be captured in reports.

Driver hours. This data is collected as part of Moovit's standard reporting package.

Aggregate reports (e.g. daily and annual totals) must include breakdown reports, including at a minimum, breakdowns by vehicle and day so that total figures can be traced by an auditor to source data, including chronological vehicle manifests of pull-outs from garage, first pick-up, all pick-up/drop-off times and locations, all operator break and/or refueling begin and end times and locations, last drop-off time/location, pull-in garage, and any additional deadhead activity. Moovit collects all of this data. During the service design phase, Moovit and RTS will work together to configure the appropriate reporting package. RTS should discuss any additional state or local reporting requirements to understand how Moovit can best support those needs. RTS can export data from the dashboard in .csv format.

Reports including but not limited to revenue vehicle hours, must be tagged and allow breakdowns by service zone. This data is collected as part of Moovit's standard reporting package. Data can be broken down by service zone.



All statistics above are available on individual trip basis in an agency-facing dashboard with maps and Graphical User Interface (GUI). At a minimum, the dashboard should include views for: all booked trips, including origin/destination mapping capabilities, all driver shifts, all KPI statistics, vehicle & driver management, and shift management. Moovit provides an intuitive user interface (GUI) for all components of the Mobility On-Demand solution listed by RTS. We receive praise from our customers for our easy-to-use, attractive GUIs. Service statistics are key components of the live service analytics and historical reports. Several examples are described in the paragraphs below.

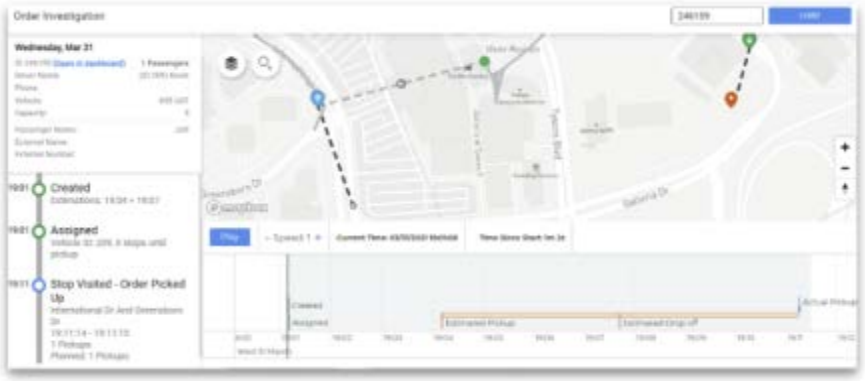
Real-time Driver and Vehicle Management - To assist dispatchers, our solution provides dispatchers with tools to manage rides in real-time. The Vehicles and Orders modules feature a service area map with real-time positioning of all vehicles, virtual stops,

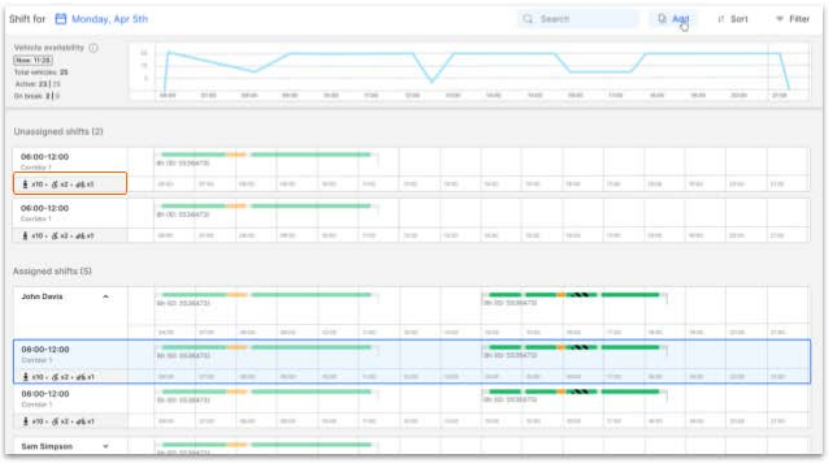
conventional transit stops, pick-ups, drop-offs, vehicle waiting areas, and more.

Moovit utilizes map layers and several map themes that are used for visualizing real-time and historical fleet operations, routing, and trip planning.

Live Performance Monitoring - The performance KPI bar shows the performance of the current operations by providing real-time data analytics that helps dispatchers have situational awareness. It allows the dispatcher or an administrator to see the most important measurements with the highest value in a single view. Metrics include the percentage of trips waiting a configurable number of minutes, ride-sharing ratio, average driver rating for the day, and more. The chart displays an aggregated view of the last two hours. Below is an example of the KPI bar.

Investigate Historical Trips with the Investigation Interface - Watch historical trips as though they were taking place live. The Investigation module provides tools to investigate complaints or incidents. The Moovit dispatch tool gives RTS staff the ability to investigate the history of the order, and the driver's route and even offers a playback tool with controllable speed.





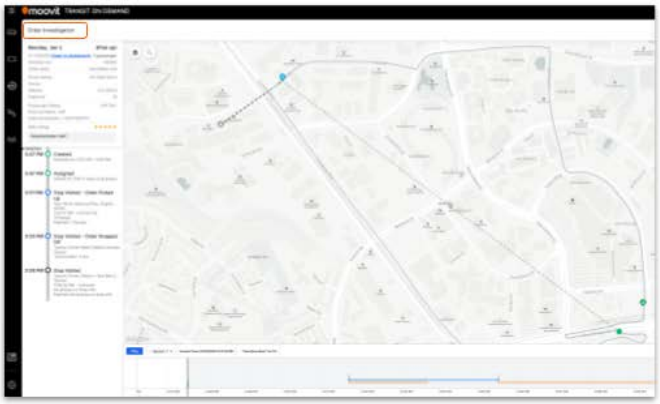
Shift Management - RTS' service planners can manage shifts including

driver name, vehicle ID, vehicle accessibility, shift start times, end times, planned break times, offline and online actions, etc. within the Shift Management module in the Management Console.

Driver-Dispatcher Communication Interface - Interface for communicating with drivers is built into the dispatch console. Driver-initiated communications appear automatically and can be configured with escalating levels of priority (high, medium, low) with urgent communications having an audible alert.

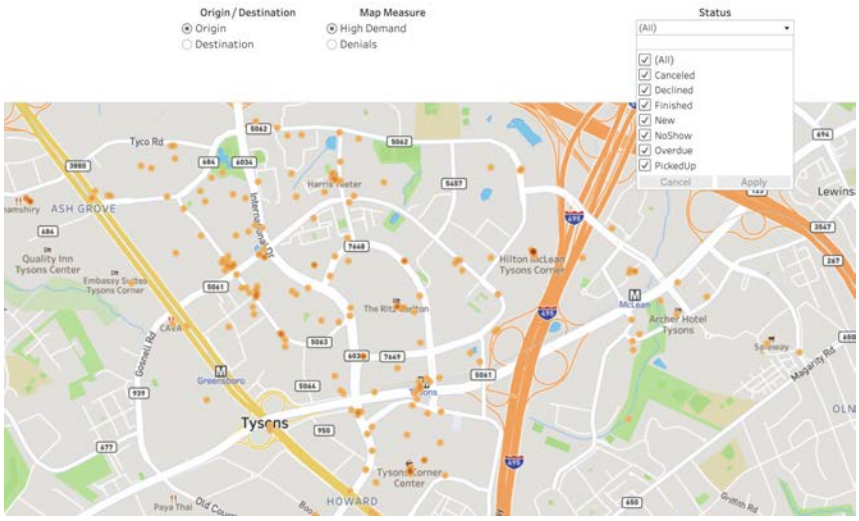
All Customer and Booking Information - All passenger trips and all of the details associated with each, are accessible from the Customers module within the Management Console in real-time and historically. Moovit also provides many reports with visualizations about passengers

Historical Reports - Moovit creates an interconnected experience between platforms. To show one example, below is an example of the driver rating and feedback report. Each trip has an order ID that is linked to the historical view of that trip in the Investigation Module in the Management Console.



Origin/Destination Information - Moovit displays origin/destination (o/d) data in several distinct reports and views. In the graphic below, a heatmap is used to visualize aggregated data about trips taken throughout the service area. This information is critical to understanding demand patterns and how well the population is being served. The heatmap can be filtered to view orders by origin or destination. Customers can then select to view data about high-demand origins and destinations, or the requests that were denied because they violated the service parameters. The heatmap can then be filtered by their status such as, canceled, declined, completed, no-show, new location, and more. Analyzing the trips that

are denied can uncover pockets of demand that were previously unknown to the agency. Analyzing this information illuminates opportunities to better serve the public.



Generate an NTD-standard report for upload to the Federal Transit Agency system. RTS' National Transit Database (NTD) reports will include

- Revenue Vehicle Hours (RVH);
- Revenue Vehicle Miles (RVM);
- Total Vehicle Hours (TVH);
- Total Vehicle Miles (TVM);
- Unlinked Passenger Trips (UPT or Boardings);
- Passenger Miles Traveled (PMT);
- Vehicles Operated in Maximum Service (VOMS).

RTS/City of Gainesville must be able to own and access all data, including rider data, during and post-contract. RTS/City of Gainesville will own and have access to all data, including rider data, during and post-contract. Unlike other vendors in the market, Moovit archives and retains our customer's data indefinitely.

Proposal should clearly indicate any manual data input that will be required to capture sufficient data for reporting purposes, as well as how mileage and location data will be captured. There is no manual data collection required for Moovit's solution. Data is captured through the Driver-Facing Application and in-vehicle tablet. GPS data is collected from the Android device and communicated via the driver app to the back end.

Reportable data on pilot KPIs, including ridership, virtual stop usage and frequency, reservations, cancellations, promotional codes, trip ratings, driver ratings, comments, and customer service requests, riders per hour by individual geo-fence and system-wide. Moovit's reports support this data.

2.4.6 Technical Support, Software Upgrades and Releases

Provide a licensed software/technology platform that supports demand-responsive routing and dispatch of vehicles. Moovit uses a SaaS licensing model for our Mobility as a Service (MaaS) and Mobility On-Demand solutions. Moovit has a relatively uncomplicated licensing model that is enabled per our annual SaaS licensing fee. Designed specifically for RTS, Moovit will charge a single license fee that will allow RTS to access all of the following features with unlimited, roles-based login credentials assigned to RTS and appropriate contracted personnel.

Provide upgrades and new features to software generally made available to other licensees for no additional charge. Moovit is continuously evolving our MaaS and MOD platforms and RTS will benefit from all development and product improvements. This is included with Moovit's SaaS license. Moovit releases a new version of the Moovit app every two weeks. Any enhancements, new features, or fixes are also rolled out to our white label customers. Your Customer Success Manager will communicate about upcoming feature releases. Similarly, Moovit releases new versions of the Driver app every two weeks with development sprints, which are proliferated to all customer applications.

Moovit employs the "agile" methodology for product development. Agile is an iterative approach to project management and software development that allows Moovit to deliver value quickly to customers. Moovit releases new app updates every two weeks. Developing software in this way allows Moovit to continuously prioritize development tasks based on the most current information. As an agile business, we plan our product roadmap no more than a quarter ahead in our development lifecycle, which keeps our product roadmap fresh and aligned with the needs of our customers and the market at large. All future releases are provided to all Moovit customers in good standing.

Support Services must be provided via phone and email and must be available during RTS operating hours. Moovit offers a world-class Service Level Agreement (SLA) that RTS will agree to during contracting. This will dictate the communication channels, escalation

process, etc.. Ongoing support falls into the following categories: product support, platform support, and business support through our Customer Success manager.

- **Technical Support** - If a technical issue occurs, RTS' subject matter experts will triage platform or product issues from the overall staff and, as necessary, will open a ticket with Moovit support sufficiently documenting the issue and providing appropriate contact information.
- **Product Support** - If there are any issues (tasks, bugs, questions, or suggestions), RTS' customer service staff should contact Moovit via the designated support channel or the Moovit Customer Success manager. As a fully-managed SaaS solution, Moovit provides all technical upgrades (maps, back-office, passenger mobile/web app, driver app, and reports); RTS and passengers will be advised of changes to applications. RTS can rest assured that Moovit upgrades more than 1.7 billion global users every two weeks and that the upgrade process is proven, highly efficient, and seamless.
- **Platform Support** - Moovit's IT, Dev-Ops, and Technical Support teams continuously monitor and support the platform. Moovit's support staff provides the fully-managed solution customers expect when they receive a SaaS solution– full management of all platform hardware, software, back-ups, and archiving; unlike other SaaS providers, Moovit retains your data indefinitely. This is important because you never know when an audit or investigation might require a significant amount of historical data. Platform support maintains the infrastructure and will address and quickly resolve any technical issues so that there is no impact on the availability of the platform for app users. Moovit has in place a range of automated monitoring services to ensure a world-class Service Level Agreement. The same monitoring and alert services that serve our Enterprise customers such as Uber and Cubic will be used to monitor the different RTS components. Moovit will always alert RTS about upcoming software upgrades or any time the platform will have a planned temporary downtime.
- **Customer Success** - At Moovit, we understand that your success is our success. Upon acceptance of the project's delivery phase, the Delivery team will coordinate a transition meeting with the relevant customer's staff and the Customer Success team. The Customer Success team will be the focal point for every activity or need that the

customer will have from that moment on. The primary responsibilities and activities of the Customer Success Manager include

- ➔ **Goals & KPIs** - Define and measure KPIs and business objectives over time.
- ➔ **Business Roadmap** - Create a roadmap for success in both the short and long term.
- ➔ **Product Adoption** - Help the customer attain the value of each product and service.
- ➔ **Account Management** - Create ongoing relationships while continuously being aware of customers' individual needs.
- ➔ **Desired Outcomes** - Define targets, and then drive the customer's business objectives and success KPIs.
- ➔ **Training** - Customized training in how each product can be used to meet your particular needs.
- ➔ **Customer Advocate** - We represent the customer's interests with the various divisions and departments within the Moovit organization. One way we do this is by collating and communicating customer feedback back to R&D for roadmap improvements.
- ➔ **Marketing Review** - The Customer Success team will provide industry "best practices" on how to drive adoption of the solution including
  - Implementation of digital marketing materials
  - Implementation of printed marketing materials
  - PR activities
  - Social Media activities
  - In-App communication training

Provide prior notice in a timely manner to RTS when the software will be unavailable for any reason, such as system maintenance, and coordinate a date/time that is outside of regular RTS operating hours. Moovit will alert RTS to any upcoming downtime in a timely manner. Moovit has very high availability.

Software Security and User Privacy: Ensure privacy and security of all data maintained as part of the service. To the best of our understanding, we believe that Moovit satisfies and exceeds privacy and security standards for applicable federal and state laws and regulations and RTS policies and practices. Moovit takes data security and user privacy very seriously. We have robust architecture for managing enormous amounts of data safely. Moovit adheres to the strictest privacy policies, internationally, including General Data Protection Regulation (GDPR) GDPR Compliance and, beginning in 2023, ISO 27018 both of which relate to requirements for personally identifiable information. Moovit is also certified

and compliant with the International Standards Organization (ISO) ISO 27001. and ISO 27017 as they relate to Information Security Management Systems (ISMS). RTS will benefit from the existing infrastructure that protects all of our customers and the Moovit app from malicious or inappropriate use.

2.4.7 Privacy Requirements and Software Security

The software shall meet the following security and privacy requirements:

The passenger and driver apps are 'stateless' and do not store confidential passenger data on the local device. To provide optimal user performance of the native (mobile) app, some data is cached on the user's device. Data is encrypted per International Organization for Standardization (ISO) standards. To reduce latency in user requests, a CDN-App is hosted behind AWS Cloudfront. All requests are served and cached by CDN edges. The driver app is stateless.

All data is stored securely in the cloud (Amazon Web Services – 'AWS') or approved equal. Moovit is fully hosted on AWS. All solutions are deployed from our fully hosted, ISO 27001/27017 compliant SaaS environment.

All data stored securely in the cloud utilizing infrastructure that is designed and managed for maximum uptime and availability and in full compliance with IT security best practices and standards. RTS can rest easy knowing that Moovit has automated monitoring services to ensure a high-availability system, including multi-tiered redundancy, to ensure a 99.9% availability system-wide. According to AWS' best practices, it is recommended that each user-facing server or database will be replicated across at least 2 AZs, and all AZs if possible. Moovit strictly follows this guideline, so that in case an AZ has a partial or full failure, service is automatically failed over to other functional AZs. All non-transient data managed by Moovit is continuously backed up and archived.

The passenger and driver apps communicate securely with the cloud-based platform using RESTful APIs[1]. This is part of the architecture of Moovit's on-demand solution.

Data is encrypted in transit using standard HTTPS, using a TLS wildcard certificate. All sensitive data is encrypted in flight and at rest. HTTP traffic is encrypted using SSL encryption. Access to sensitive data is performed using short-lived signed URLs, using a PPK that is shared between Moovit and AWS and is validated using TLS 1.2. Other non-HTTP traffic is encrypted using IPSec transport. Data stored in primary databases is encrypted

using FIPS 140-2. Data stored in other databases used by Moovit (such as Redis), is encrypted with keys managed by AWS CloudHSM and is encrypted complying with FIPS 140-2 with AES 256 and JCE.

All public facing web servers have been hardened using industry best practices, including updating servers according to latest security bulletins. External tools are used to verify the integrity of the TLS certificates and how they are applied to the servers. This is not applicable to Moovit as a fully cloud-based, SaaS solution.

Internal networks are shielded by AWS security groups which define allowable ports and IP addresses for internal services. This is fully supported. Moovit's customer-facing solutions are hosted within AWS VPC (Virtual Private Cloud). Access to all resources in this cloud is protected by AWS Identity and Access Management (IAM) Roles, which Moovit's DevOps team assigns only to relevant personnel, allowing each relevant person access only to resources under his or her responsibility. Moreover, access to servers is possible only with a valid PuTTY Private Key (PPK), and via a Virtual Private Network (VPN) connection.

APIs are all secured using token authentication using City of Gainesville identity management system. Tokens are only valid for one user and can only be acquired by successfully authenticating against our authentication API. For certain API calls, throttling exists to prevent against DOS type attacks. Moovit is hosted entirely with AWS VPC (Virtual Private Cloud) and as a SaaS company, we have our own Identification Access Management (IAM) system that is ISO compliant. Access to all resources in the cloud is protected by AWS IAM Roles.

Maintain a 99%+ uptime performance record and service level guarantee. Customers can rest easy knowing that Moovit has automated monitoring services to ensure a world-class system availability including multi-tiered redundancy to ensure a 99.9% availability system-wide for our solutions. Moovit production systems operate without interruption for long periods. We achieve this by implementing robust, minimizing downtime and service interruptions architecture. Regardless of how reliable our systems and software are, problems can occur and Moovit has all required infrastructure components in place to reduce the impact of these types of events.

Daily backups of production databases are taken and housed against an AWS S3 bucket for disaster recovery. AWS S3 is used to store data that, due to its large payloads, is oversized to be served by Redis. Data is segmented into S3 buckets.

The mobile applications and operations dashboards include their own terms of service to end users that include provisions relating to data privacy, confidentiality, and intellectual property rights. Moovit has established Terms of Service and a Privacy Policy that users accept to use the application. Similarly, to use any on-demand service, app users also need to accept Transportation On-Demand Terms of Service. They are published online for anyone to read at any time. As the white label app and on-demand services are owned by RTS, the terms of service, etc. will be created and provided by RTS according to your legal requirements. RTS' terms of service and privacy policy upon first use of the app. Often customers use Moovit's terms and privacy policy as a foundation for their own.

In the future and when necessary, Software shall not store any payment card or billing information on our servers. No data will be stored on RTS servers now or in the future, including payment card or billing information.

2.4.8 Transfer of Data at Contract Termination or Expiration

Provide all services necessary to transfer administration of RTS' demand transportation program to the City of Gainesville/RTS or its designee at the expiration or termination of this Contract and no additional compensation will be allowed for such transfer services. Moovit is fully committed to ensuring a successful transition to the designees at the end of our contract.

For the purpose of this Section, "information" includes all information and/or data (hereinafter "data") stored and/or processed by successful vendor that is related to rider's data/account, without regard to the type of device or media that is used to store such data, that is within successful vendor's or successful vendor's sub vendor(s) to store and process such data. Upon termination or expiration of this Contract or upon RTS' written request at any time during the term hereof, successful proposer or contractor must provide such data to the Agency's designate using the same type of storage device as was used by successful proposer to store such data or any other storage device that stores the data in any manner that can be readily accessed and processed by RTS using a computer similar to the one that was used by successful proposer or successful

sub-contractor(s) to store and process such data. Moovit will comply with this requirement.

2.4.9 Import of Existing Data

Successful proposer must import the existing data from the current RTS system for the continuity of the operation including specialized client identification (ID) customer database, operator information and schedule information/GTFS feed. During the registration process individuals are providing information that is considered personal information, therefore the successful proposer must comply with City's Minimum Technical Requirements (tab-4) on the Vendor Technology Questionnaire (Appendix A) by providing technical knowledge and support to Agency staff. The Vendor Technology Questionnaire is intended to identify and resolve privacy risks throughout the design or redesign of a technology, system, program or service. Moovit is compliant except as indicated in the Vendor Technology Questionnaire (Appendix A).

2.4.10 Training and Support

The software Provider shall provide training to RTS administrator, operators, dispatchers, and customer service representatives on how to use the software. This shall include any customer-facing and operations-facing applications, software, dashboards, or other related tools. Training is a major step in the onboarding process. We work closely with our customers in order to supply all the necessary knowledge and tools. Moovit provides training on each component of the solution. A plan and timeline will be developed for training RTS staff. Training material will be provided to staff as needed. We have developed a comprehensive training plan that promotes a smooth onboarding process. Moovit provides different training courses including

- **Train-the-Trainer** – Moovit provides train-the-trainer training sessions. This training aims to train relevant stakeholders that will be certified by Moovit and will provide the needed training to other stakeholders. This will allow RTS to be more autonomous when training new staff members.
- **Admin Users** - This course trains relevant admin users on the various tools including how to monitor the solution, relevant KPIs, how to investigate historical information, how to view and analyze various reports, and more.

- **IT** - This course trains relevant IT stakeholders on the applications in order to allow them to understand the way of using those applications and understand how to handle issues in case of a need as well as how to approach and communicate with the Moovit maintenance and support team.
- **Custom or ad hoc Training** – If needed, the Moovit training team can also provide custom training where the training content is defined and provided based on specific customer and audience requirements. For example, training for managers, and more.

The Provider shall provide up to four (4) two-hour training sessions prior to service launch and on an as-needed basis, as requested by RTS. The training shall be administered virtually or in-person, as requested by RTS. Moovit is agreeable to these training requirements. Each training is led by a dedicated presenter, virtually or in person. Participants receive relevant documentation that will enable them to review the material and refresh their knowledge as needed.

PART 3 – Price Proposal

Please find Moovit's price proposal in the table below.

All-Inclusive Implementation/Set-Up, Year 1 Maintenance and Support, etc.	
$125,000	
Maintenance and Support, updates, etc. costs for Years 2-3 and Optional Extension Year 4 and Year 5	
Year 2	$55,000
Year 3	$55,000
Optional Extension Year 4	$60,000
Optional Extension Year 5	$60,000

Statement of Qualifications

Moovit has more than three years of experience in developing and administering MOD apps. Moovit's mission has always been to simplify mobility all around the world. That principle is the driving force behind the Moovit Mobility Platform. Moovit's solutions are built on the world's most advanced and robust urban mobility platform, supporting over 1.7 Billion users, 7000+ transit feeds, 400+ integrations with Mobility Service Providers (MSPs), and several of the largest fare payment providers in North America. Our decade of experience delivering next-generation, fully integrated transit ecosystems allows us to make good on our mission to simplify mobility and eliminate barriers to access for people of all abilities.

Moovit is a 10-year-old transit technology company headquartered in Tel Aviv, Israel. We hold the title of Israel's first transit "unicorn" (valuation over $1B) and have continued to grow rapidly since Intel Corp acquired Moovit in 2020. During this time we worked closely with Intel and our parent division, Mobileye, to continue defining the future of Autonomous Vehicles (AV) delivering public transit in our cities. Just recently, in Oct 2022, Moovit was publicly listed on the NASDAQ with our parent company Mobileye. Our combined market capitalization is now worth over $32B. For clarity, Moovit is not a start-up or scale-up and we, therefore, carry a much lower risk profile than our competitors. We have both longevity in the market and the stability of being a publicly trusted and accountable business.

For more information about the experience of our customers, we have provided three (3) case studies as supplemental information in the Reference Form.

Legal Exceptions

Moovit does not have legal exceptions to include in this response.

Appendix A - Service Level Agreement (SLA)

Service Level Agreement (SLA) - A sample of Moovit's SLA for our Transportation On-Demand (TOD) solution, which applies to RTS' on-demand solution, is provided in the following paragraphs. An additional SLA is provided for the native white label application (WLA).

1. **Scope.** This Service Level Policy ("SLA") covers ToD Solution and additional capabilities allowing the management and tracking of certain features related to the booking of the rides ("Booking Features").

2. **This SLA** is provided under the agreement or order form to which this SLA is attached ("Agreement"). All capitalized terms used but not defined herein will have the meaning assigned to them in the Agreement. To the extent a separate SLA for a passenger app is provided under the Agreement it shall prevail over this SLA.

3. **Service Level.** Subject to the terms herein, Moovit agrees that the Moovit Service will be operational and available to the Customer at least as defined under the KPI section, hereafter, except for: (i) Scheduled Downtime, or (ii) unavailability of the service due to the exclusions described in Section 3 below ("Performance Commitment").

4. **Definitions**. The following definitions shall apply to the Performance Commitment.

   a. "Downtime" means if the Service is not accessible to or functional for The Customer. Downtime is measured based on the server-side error rate.

   b. "Monthly Uptime Percentage" means the monthly percentage calculated based on the total number of transaction attempts in a calendar month minus the number of failed transaction attempts suffered in a calendar month, divided by the total number of transaction attempts in a calendar month.

   c. "Scheduled Downtime" means those times when Moovit publishes or notifies The Customer of periods of Downtime with at least seven (7) business days advance written notice. Scheduled Downtime must be

scheduled on weekdays between 9 pm and 12 am CET or on weekends. When Downtime occurs in accordance with this section, such Scheduled Downtime is not considered Downtime for purposes of the Performance Commitment.

5. **Performance Commitment Exclusions.** The Performance Commitment does not apply to (a) mere performance issues; (b) unavailability of the Service caused by factors outside of Moovit's reasonable control, including without limitation, acts of God, acts of government, flood, fire, earthquakes, civil unrest, acts of terror, strikes or other labor problems (other than those involving Moovit employees); (c) unavailability of the Service that results solely from equipment and/or software of third parties where such equipment and/or software is not within the reasonable control of Moovit; (d) unavailability of the Service caused solely by abuse or misuse of the Service (or any component thereof) by The Customer; or (e) unavailability of the Service caused solely by use or maintenance of the Service (or any component thereof) by The Customer in a manner contrary to the Agreement or Moovit's instructions.

System Definitions

Moovit looks at the area of the TOD platform and its components in addressing the Severity level. The following are the categories with examples of the functions Moovit uses for priority assignment:

- Core Functions - Booking Features, Driver App, Dashboard
- Support Functions - Customization Services, Service Behavior Investigation Inquiries
- External Services - Any third-party services that Moovit is dependent upon.
- Supplementary Functions - UI, Analytics, Reports, and any other functionality not otherwise covered

Core Functions

Severity Levels - The tables below describe the various severity levels which are defined by issues or examples falling on different categories depending on how they affect The Customer's business. Combining category and percentage of impacted users, both The Customer and the Contractor agree to abide by a framework for prioritization. This framework will help easily reassess the severity and priority when the issue has been further investigated/escalated/mitigated.

The aforementioned severity levels are divided into 3 tables, per each of the service components.

Booking Features Severity Levels

Level	Category	Description
A	Critical Error	It is not possible for passengers to consume the service. For example, orders cannot be placed, rides cannot be consumed through the app, etc.
B	Serious Error	The service can be consumed, but other issues seriously affect usability. For example, ride history can not be accessed or real-time ETA is malformed.
C	Less Serious Error	Minor usability issues

Driver App Severity Levels

Level	Category	Description
A	Critical Error	Issues prevent drivers from performing the service. For example, the app isn't working, the next stop isn't returned from the server, the passenger list isn't functional, etc.
B	Serious Error	The app allows the drivers to perform the service, but other issues seriously affect usability. For example, turn-by-turn navigation isn't working or stops aren't automatically recognized
C	Less Serious Error	Minor usability issues

Dashboard Severity Levels

Level	Category	Description
A	Critical Error	The dashboard isn't functional
B	Serious Error	The dashboard is working, but major features, such as reports or replay aren't working.
C	Less Serious Error	Minor usability issues

Prioritization Table for Determining Severity

Affected Calls * \ Category	A	B	C
> 10% and at least 4 vehicles	P0	P0	P2
5% - 10 % and at least 3 vehicles	P0	P0	P2
1% - 5% and at least 2 vehicles	P0	P1	P2
< 1%	P1	P2	P3