

BID COVER

City of
Gainesville

Procurement Division
(352) 334-5021(main)

Issue Date: April 3, 2023

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

PRE-PROPOSAL MEETING: ☐ Non-Mandatory ☐ Mandatory ☒ N/A ☐ Includes Site Visit
DATE: TIME:
LOCATION:

QUESTION SUBMITTAL DUE DATE: **May 2, 2023**

All meetings and submittal deadlines are Eastern Time (ET).

DUE DATE FOR UPLOADING PROPOSAL: May 22, 2023, 3:00pm

SUMMARY OF SCOPE OF WORK:

Mobility-On-Demand software app solution for microtransit service to include scheduling, dispatching, and capability for system reservation for bus passenger services. App to be live and in service no later than January 1, 2024.

For questions relating to this solicitation, contact: [Daphyne Sesco, Procurement Specialist 3, sescoda@gainesvillefl.gov](mailto:sescoda@gainesvillefl.gov)

Bidder is not in arrears to City upon any debt, fee, tax or contract: ☒ Bidder is NOT in arrears ☐ Bidder IS in arrears
Bidder is not a defaulter, as surety or otherwise, upon any obligation to City: ☒ Bidder is NOT in default ☐ Bidder IS in default

Bidders who receive this bid from sources other than City of Gainesville Procurement Division or DemandStar.com MUST contact the Procurement Division prior to the due date to ensure any addenda are received in order to submit a responsible and responsive offer. Uploading an incomplete document may deem the offer non-responsive, causing rejection.

ADDENDA ACKNOWLEDGMENT: Prior to submitting my offer, I have verified that all addenda issued to date are considered as part of my offer: Addenda received (list all) # 1, 2, 3

Legal Name of Bidder: Via Mobility, LLC

DBA: _____

Authorized Representative Name/Title: Erin Abrams

E-mail Address: procurement@ridewithvia.com FEIN: 30-1031498

Street Address: 10 Crosby St, Floor 2, New York, NY 10013

Mailing Address (if different): _____

Telephone: (888) 501-7511 Ext. 4 Fax: (N/A) _____

By signing this form, I acknowledge I have read and understand, and my business complies with all General Conditions and requirements set forth herein; and,

- ☐ Proposal is in full compliance with the Specifications.
☒ Proposal is in full compliance with the Specifications except as specifically stated and attached hereto.

SIGNATURE OF AUTHORIZED REPRESENTATIVE: _____

SIGNER'S PRINTED NAME: Erin Abrams DATE: 6/7/2023

This page must be completed and uploaded to DemandStar.com with your Submittal.

Mobility-On-Demand Software App

City of Gainesville

Request for Proposal | No. RTSX-240002-DS

June 9, 2023



Submitted by Via Mobility, LLC
(A wholly owned subsidiary of Via Transportation, Inc.)

Proprietary and Confidential Information

Via Mobility, LLC's ("Via") proposal and all supporting documentation, including associated exhibits and appendices, contain confidential information exempt from disclosure under Florida Statutes, Title X, Chapter 119 (the "Florida Public Records Law"). The confidential materials include, but are not limited to, information relating to the pricing of Via's services, back-end application processes, proprietary algorithms, unique business methodologies, entity officer and member details, market positioning, third party references, compliance efforts, and sensitive information on key performance indicators. This information is exempt from disclosure under several provisions, including but not limited to, Florida Statutes § 815.045 (as the public and private harm in disclosing trade secrets significantly outweighs any public benefit derived from disclosure and the public's ability to scrutinize and monitor agency action is not diminished by nondisclosure of trade secrets) and under Florida Statutes § 119.071(1)(c) (as financial statements required to be submitted in response to a proposal for a public works project). Accordingly, we request that your office maintain the confidentiality of Via's proposal and provide Via with timely notice of any third party's request for these materials prior to production by contacting compliance@ridewithvia.com.

**Affidavit in Support of Claims that Information is Protected Under Florida Law from
Disclosure to the Public**

STATE OF New York

)ss:

COUNTY OF New York)

I, Erin Abrams personally appeared before the undersigned notary public, and under oath or affirmation make the following statements:

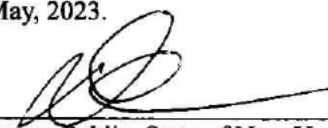
1. My name is Erin Abrams. I am of the age of majority and am competent in all respects to give this Affidavit. My testimony herein is based on personal knowledge and upon documents maintained in the files of Via Mobility, LLC ("Via").
2. Via Mobility, LLC is a limited liability company headquartered in New York, NY. I am a manager of Via. In my role as manager, I am authorized to provide this Affidavit on behalf of Via.
3. I affirmatively declare that the specific information marked as "confidential" and redacted in the materials submitted by Via to the City of Gainesville constitute trade secret information, exempt from disclosure under the Florida Statutes ("F.S"), Title X, Chapter 119 *et seq.* (the "Florida Open Records Law"), including but not limited to F.S. § 815.045.
4. In particular, the materials marked "confidential" qualify as trade secrets within the definition of the Florida Open Records Law. F.S. § 812.081(1)(c).

FURTHER Affiant saith not.

EXECUTED as of the 30 day of May, 2023

Erin Abrams
Manager
Via Mobility, LLC

Subscribed and sworn before me, a notary public, in and or for the State of New York, to certify which witness my hand and seal of office this 30 day of May, 2023.


Notary Public, State of New York

My Commissions Expires: May 21, 2027

DAVID LEVER
Notary Public, State of New York
No. 01LE6166345
Qualified in New York County
Commission Expires May 21, 2027



Via Mobility, LLC
(a wholly owned subsidiary of Via Transportation, Inc.)
10 Crosby Street, Floor 2
New York, NY 10013

Subject: RFP #RTSX-240002-DS Mobility-On-Demand Software App

To: City of Gainesville

Attn: Daphyne Sesco, Procurement Specialist


Dear Ms. Sesco,

We are grateful for the opportunity to propose our software solution in response to the City of Gainesville's RFP for a Mobility-On-Demand Software App.

Via is the world's leading provider of public mobility solutions, including on-demand and advanced-schedule mobility services. We partner with more than 650 cities and transit agencies, providing powerful, easy-to-use tools that improve efficiency, rider experience, and accessibility. We are also more than a technology company: we operate services ourselves, which means we understand the day-to-day realities of delivering public transit. We support our partners in all areas of service delivery by providing grant writing services, continued planning support, and marketing support. The result is a deeply connected, multi-dimensional partnership that improves communities and the riders within them.


Gainesville and Via share a similar vision: one where transit is efficient, accessible, and leverages superior technology to deliver a high-quality rider and a seamless operator experience. We applaud Gainesville's commitment to develop innovative transportation options for the City's residents, visitors, and workers. Implementing an improved and expanded microtransit Mobility-On-Demand service with Via will move Gainesville towards its goal of a reimagined service network. Specifically, **the City will be able to improve the rider experience with shorter transit wait and travel times, increase connectivity across the region, and attract new customers.** Via's Software-as-a-Service (SaaS) solution will enable the City to provide convenient, safe, and reliable microtransit service.

The breadth and depth of our experience makes us uniquely able to meet the requirements of and provide the best experience for the City of Gainesville. As described in Section D. Qualifications, this includes experience throughout Florida as well as across the country:



Across Florida, services powered by Via have:

- **25k+** unique riders
- **855k+** trips to date
- **4.8** average trip rating



The Los Angeles Department of Transportation sought a new microtransit technology provider after an earlier pilot with was unable to meet LADOT's service goals. After introducing Via's technology, **ridership increased 136% with no increase in revenue hours, all while maintaining rider wait times under 15 minutes.**

In the pages that follow, we describe our proposal for Via's SaaS solution, scoped to meet or exceed Gainesville's requirements. If we can provide any clarifications, please do not hesitate to contact us. We look forward to working with the City on this exciting opportunity.

Sincerely,

DocuSigned by:

ERINABRAMS092724EA

Authorized Corporate
Officer:

Erin Abrams

Manager

Via Mobility, LLC

10 Crosby Street, Floor 2
New York, NY 10013

Authorized Contacts:

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Jane Tuszynski

Strategy Associate

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jane.tuszynski@ridewithvia.com

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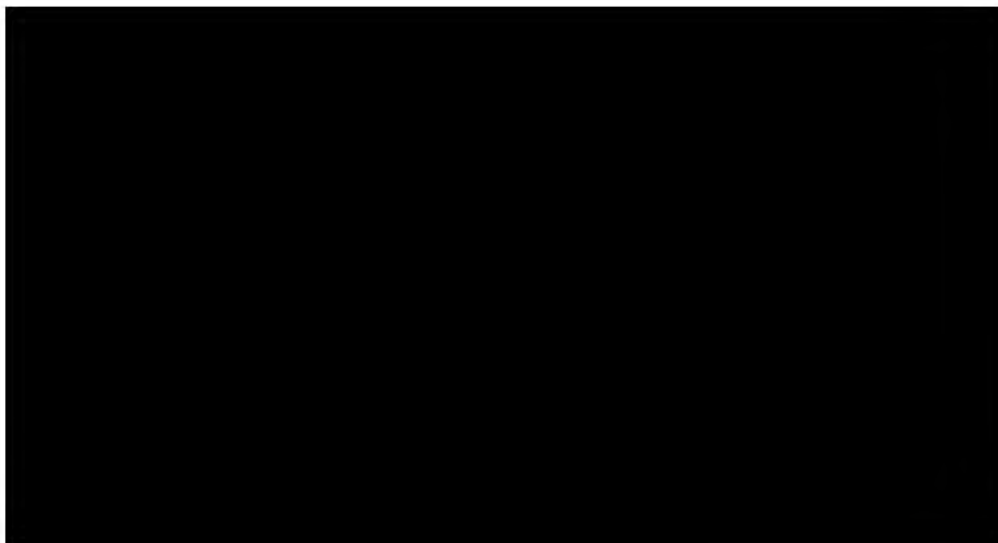
B. Technical Proposal

B.1 Via Overview

Via was established in 2012 with a simple yet ambitious mission: to build software that powers the world's most convenient and efficient public mobility solutions. At Via, we believe that access to mobility promotes human connections, creates economic opportunity, and fosters more equitable communities. We envision a future where efficient, affordable, and sustainable transportation is available to all.

Over the past eleven years, we have built a suite of software designed to allow cities and transit agencies to manage every aspect of public mobility. We offer solutions for microtransit, ADA paratransit, senior transportation, non-emergency medical transportation, integrated trip planning and payment systems, electric vehicle (EV) charge management, autonomous vehicle (AV) fleet management, school bus routing, and dynamic road-usage charging (RUC). To date, we have powered over 100 million rides around the world.

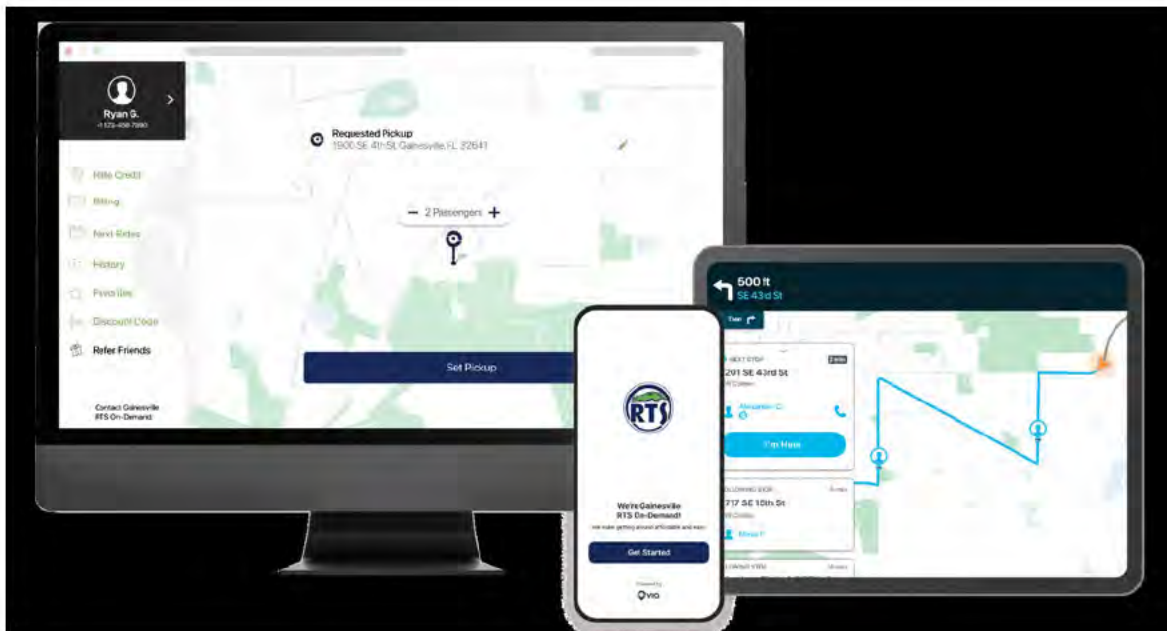
Via recognizes that technology alone is not enough to ensure the success of our partners. We have teams of experts within our organization that can bolster the City of Gainesville's efforts in other areas of transit program management, such as marketing, community engagement, transit planning, and innovating for the future of transit. This combination of best-in-class technology and an unparalleled group of domain experts is what enables the success of the over 650 transit agencies and cities that we partner with in nearly 50 countries around the world:



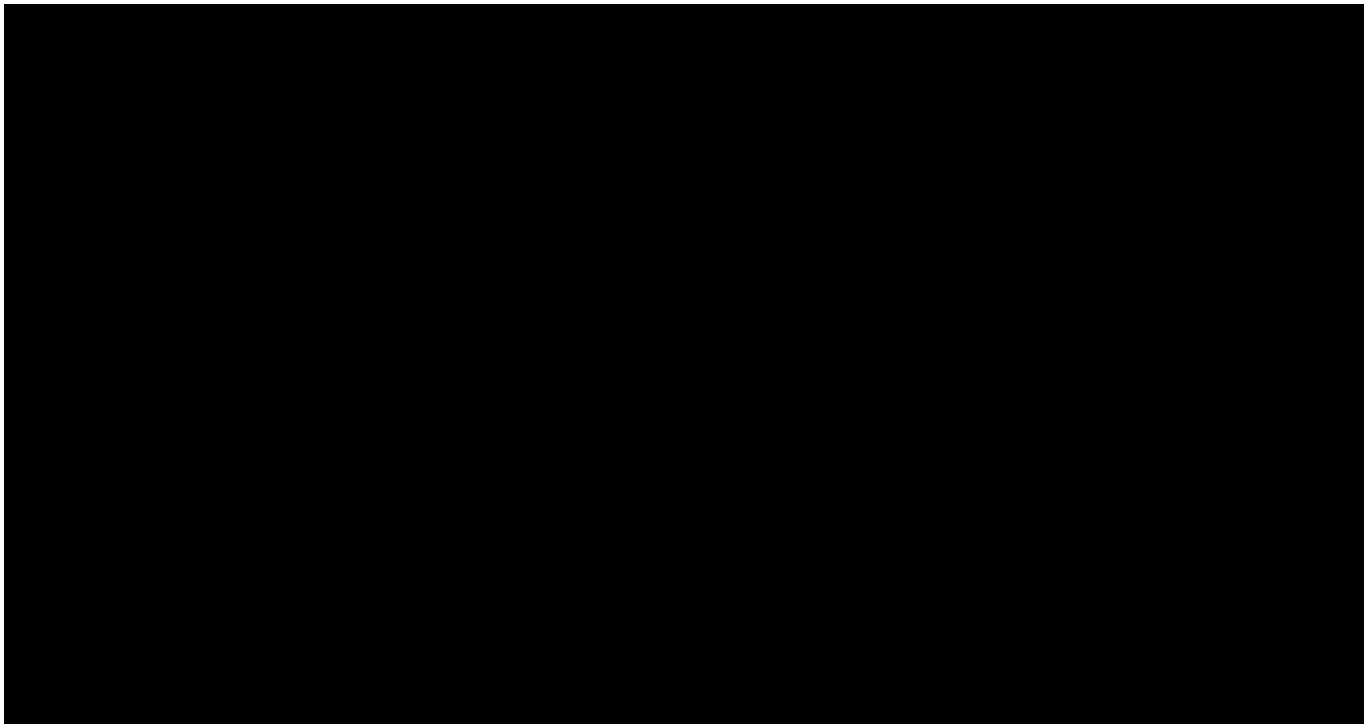
B.2 Scope of Work

1. Back Office Administrator Dashboard (browser-based)

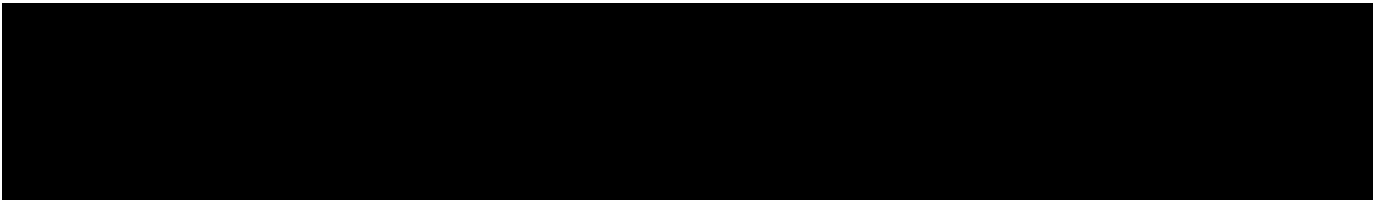
Via's Software-as-a-Service platform consists of four main components: [REDACTED], [REDACTED], our app for riders, our app for drivers, and our planning software. All components of the Via software suite are powered by Via Algo.



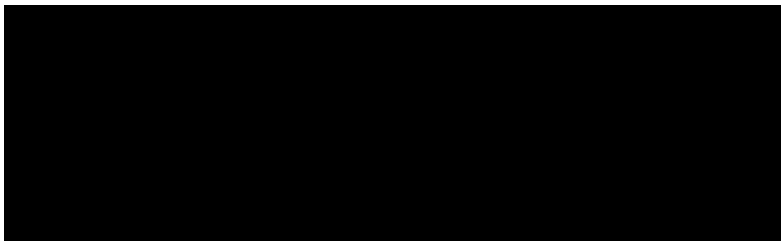
Via Algo



Via Operations Center



The following table outlines how Via fulfills the City’s requirements for a browser-based back office administrator dashboard.

2.4.1 Back Office Administrator Dashboard (browser-based)			
		Gainesville Requirement	Via Solution
	✓	<i>The administrator dashboard is a back-end system that enables fully automated scheduling, reserving, dispatching, and all categories and sub-categories within the Technology Specifications section of this RFP.</i> <i>This includes but not limited to:</i>	
1	✓	Dynamic algorithms to optimize vehicle routing, efficiently match drivers and passengers, and facilitate pick-up and drop-off.	

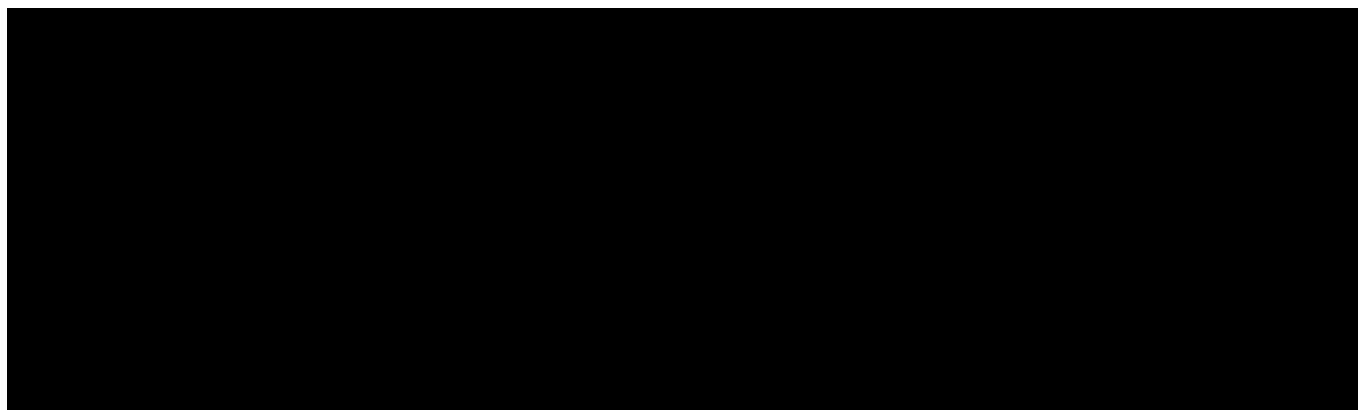
2	✓	Ability to calculate distance between customer's origin and selected destination and to refuse trips which exceed customizable minimum and maximum distance parameters.	
3	✓	Ability to manage number of allowable trips from same customer/phone number within a defined time such as within 30 minutes of last completed or cancelled trip.	

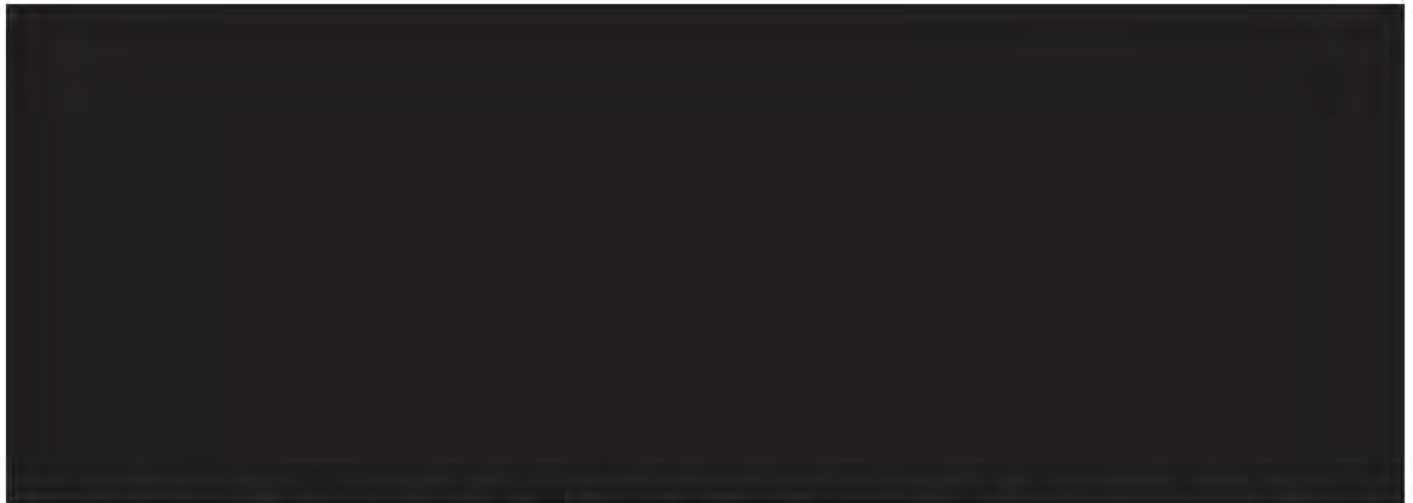
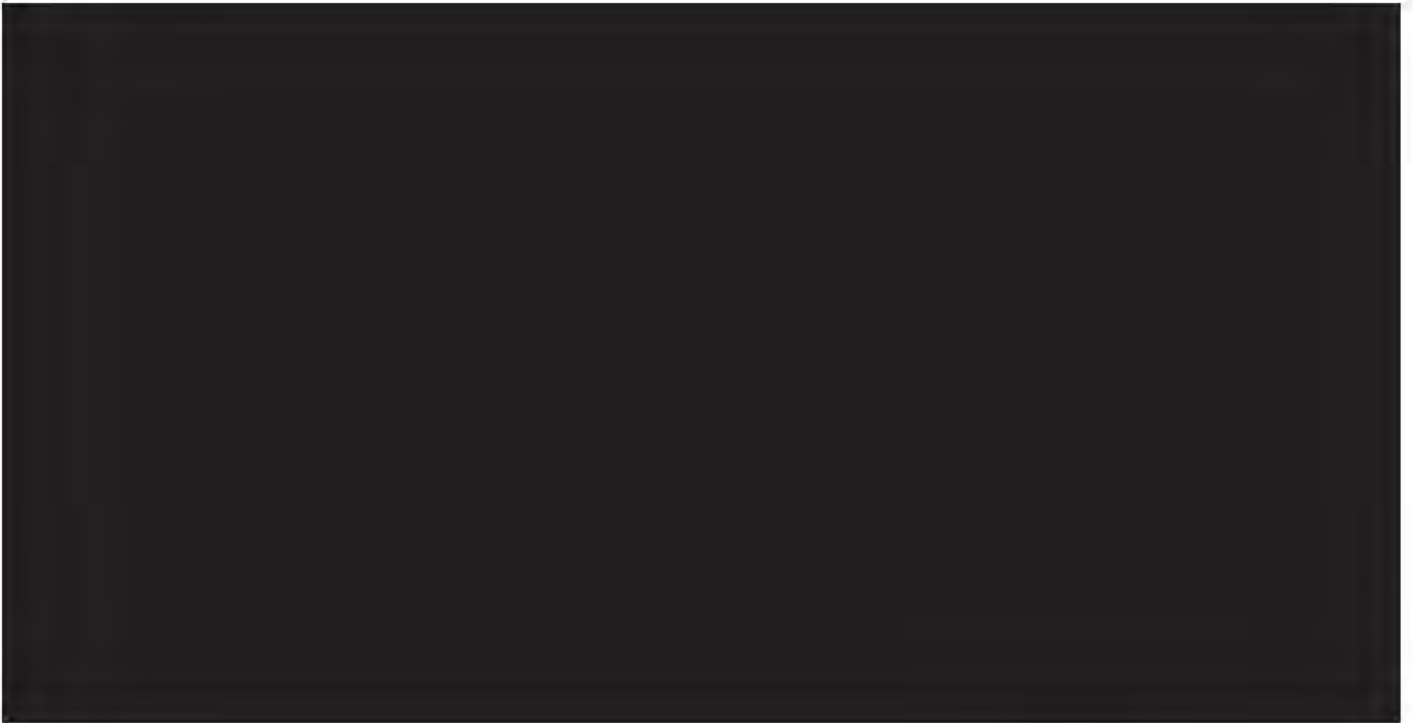
4	✓	Manual methods for rejecting or redirecting ride requests.	
5	✓	Ability to do keyboard search queries by name, phone number, and email address.	
6	✓	Ability to efficiently add passenger(s) to a route in progress.	The Via System is designed to automatically add passengers to a route in progress in an efficient manner.
7	✓	Ability to add/remove/expand geo-fence boundaries.	
8	✓	Ability to add and edit service areas and service hours.	
9	✓	Dispatch booking capabilities for users without smartphones or web access.	

10	✓	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.	
11	✓	Allow multiple users on one account and permit user/account information update.	
12	✓	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.	
13	✓	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.	
14	✓	Assign rides by vehicle and location destination.	
15	✓	Real time monitoring and analytics for all service operations and vehicles.	
16	✓	Ability to add a minimum of 7 service geographic areas using 2-3 vehicles each.	
17	✓	Ability to designate roles and permissions.	

18	✓	Configurable Agency settings.	
19	✓	Generate configurable promotional codes	







2. Back Office Dispatcher-Facing Dashboard (browser-based)





The following table outlines how Via fulfills the City’s requirements for a browser-based back office dispatcher-facing dashboard.

2.4.2 Back Office Dispatcher-Facing Dashboard (browser-based)			
		Gainesville Requirement	Via Solution
1		Ability and ease to sign into account.	

2		Dispatch booking capabilities for users without smartphones or web access.	
3		Ability to log drivers in	
4		View in-progress rides.	
5		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.	
6		Ability to add, edit or cancel rides in the system.	
7		Ability to add/modify driver break and lunch periods.	

8	✓	Ability to view services by service area geo-fence and generate reports by service area geo-fence.	
9	✓	Ability to pan and zoom the map by geo-fence and to view entire route on a map.	
10	✓	Dispatcher portal shows pre-scheduled rides assigned to specific vehicle manifests immediately upon ride booking.	

11	✓	Add out-of-zone addresses riders can choose from.	
12	✓	Add or remove roads and locations that are not travelable.	
13	✓	Ability to set a method to deny trips when demand outnumbers available resources.	
14	✓	Configurable real-time dispatcher display screen.	
15	✓	View and export reporting suite.	

16	✓	View recent ride history by type.	
17	✓	Dashboard for analysis of service operations and vehicles available.	

18	✓	Real-time analytics to alert dispatchers of demand surges and long wait times.	

3. Passenger-Facing Features of the App

Via's platform includes a white-labeled **Rider App**, a smartphone application compliant with WCAG 2.1 standards and available for free download in both the iOS and Android stores.

Our rider app is designed with accessibility at the forefront and includes a host of features for those in need of visual, audio, cognitive, or mobility accommodations. For individuals without smartphones or internet access, or for those who simply prefer additional assistance over the phone, Via's system allows riders to book rides by calling a customer support representative.

Via's simple and customer-friendly Rider App has been downloaded by millions of passengers and consistently receives glowing reviews. If a partner has configured their service to allow for real-time or pre-scheduled booking through the app, riders can easily toggle between both options. Riders can also make minor changes to their booked rides.




Once the ride is booked, riders are able to track their vehicle in real time on the map prior to their pickup. Additionally, riders are provided:

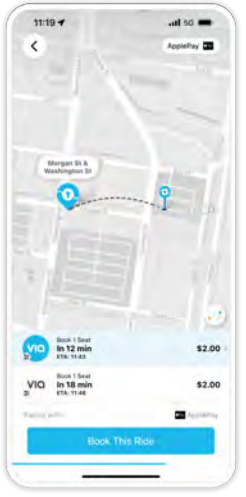
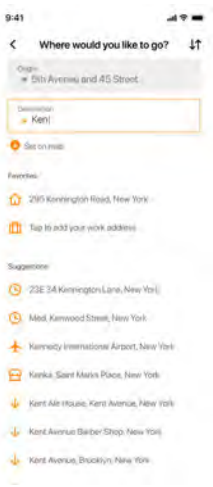
- Walking directions to their pickup corner
- Vehicle information including license plate, driver name, and driver photo
- Total cost of trip, according to Gainesville's preferred fare structure
- SMS alerts for when their vehicle is approaching

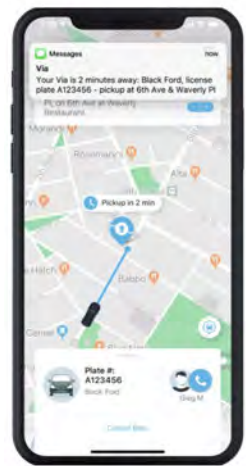
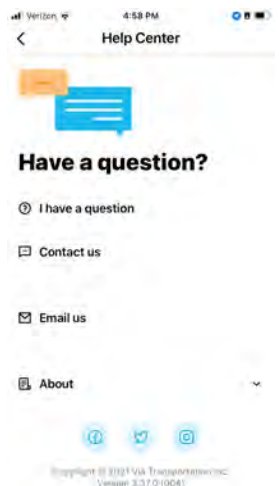
Riders can pay for their trips directly through the app using a variety of payment methods depending on the partner's preference such as credit or debit cards, subscription passes, digital transit passes, cash cards, or vouchers. The system can also be configured to allow for cash payment for riders who are unbanked.

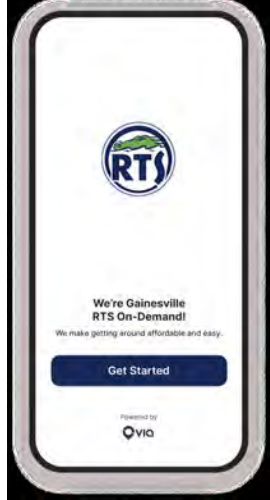
The following table outlines how Via fulfills the City's requirements for passenger-facing features of the app.

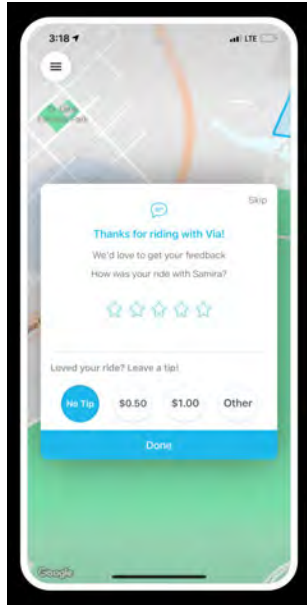
2.4.3 Passenger-Facing Features of the App			
		Gainesville Requirement	Via Solution
	✓	<i>Passenger booking web-based portal and a consumer-facing smartphone application (iOS and Android) that have the following functionalities:</i>	
1	✓	Application must be available for free download on the Apple App Store and Google Play store.	The Rider App is available for free download on both the Apple and Google Play stores.

2	✓	Application must be device agnostic and accessible to all current browsers.	<p>The Rider App is device agnostic, available for download on iPhones and Android smartphones. The web booking portal, depicted below, is accessible on all standard web browsers.</p> 
3	✓	Allow users to search for and book rides for self and others using same phone number – multiple users on same number.	<p>A user can search for and book rides for themselves, and may add additional riders as “plus ones” while requesting a ride. However, each user has their own account: a user cannot book rides for others using the same phone number. Should the City be interested, a feature will be available by the end of 2023 for additional pricing that will allow users to book rides for others using the same phone number.</p>
4	✓	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.	<p>The Rider App allows riders to book:</p> <ul style="list-style-type: none"> • Multiple trips within a defined time window and within the allowable on-demand trip distance • Recurring rides • Pre-scheduled rides up to a (customizable by the City) number of days in advance
5	✓	Rider booking capabilities for users without smartphones or web access.	<p>For individuals without smartphones or internet access, or for those who simply prefer additional assistance over the phone, Via's system allows riders to use the service by calling a customer support representative.</p>
6	✓	Allow riders without smartphones or web access to receive trip alerts.	<p>The City may decide how to configure alerts to riders. Riders without smartphones or web access may receive trip alerts via SMS or automated phone calls. Riders with smartphone access may also receive alerts via in-app push notification.</p>
7	✓	Present a 15-minute pick-up and drop-off window (or less)	<p>Pick-up and drop-off windows are configurable according to Gainesville's preferences. For users booking a</p>

		information for pre-scheduled trip requests for rider's acceptance before confirming the booking.	pre-scheduled trip, the Rider App presents the pick-up and drop-off window for the user to see before confirming the booking.
8	✓	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.	<p>Before booking, riders are presented with a selection of pickup times so that they may choose the one that is convenient for them. The customer may cancel the ride after booking if they wish. Should the City desire, cancellation fees may be charged to the rider.</p> 
9	✓	Ability to request MOD vehicle and seat type.	The Rider App allows a rider to request a wheelchair accessible vehicle. The Via Algo will then automatically match the rider's request with a wheelchair accessible vehicle.
10	✓	Ability to enter place names (i.e. library, school, store or services) as well as addresses. Places and addresses will have autocomplete capability.	<p>Passengers may book a ride by entering a place name (such as a library, school, store, or service) as well as by entering an address. The booking page can also suggest Points of Interest (POIs) defined by Gainesville and easily searchable by all passengers.</p> 
11	✓	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).	<p>The Rider App will automatically decline invalid trip requests, including those that are:</p> <ul style="list-style-type: none"> Exceeding the number of trips within a defined time window Within a non-allowable on-demand trip length Out of the service area or hours To non-serviceable locations

12	✓	Ability to identify number of passengers traveling.	The Rider App allows users to identify the number of passengers traveling while booking a ride.
13	✓	Ability to receive trip updates through the app or via SMS/email.	The Via Platform allows riders to receive trip updates through the app or via SMS. In addition to communicating specific trip-related information, the Via Rider App can also be used to communicate service-wide information, including weather-related delays, cancellations, resumptions, and other policies. Furthermore, if acceptable to the City, we can enable direct phone calls to the rider (from dispatchers or drivers) to enable further communication during the pick-up process.
14	✓	Depict real-time vehicle locator map, including fixed route operations.	<p>The Rider App provides passengers with a visual representation of an en-route vehicle as well as a real-time ETA which is constantly updated.</p> 
15	✓	Ability to view trip history and details.	The Rider App allows riders to view trip history and details.
16	✓	Ability for user to contact customer service and/or dispatch (i.e. email, text, call).	<p>Users may use the Help Center function in the app to contact customer service and/or dispatch.</p> 

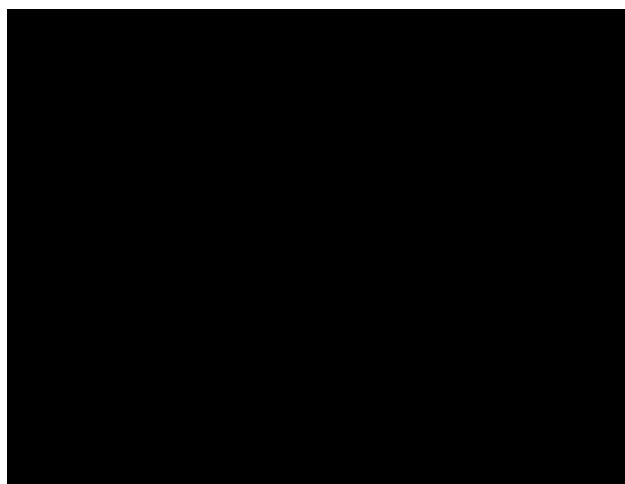
17	✓	System assigns passenger bookings (including pre-scheduled rides) to a driver manifest immediately upon booking.	Once a user has booked a ride, whether on-demand or pre-scheduled, the Via System immediately assigns the passenger booking to a driver manifest.
18	✓	System automatically updates and optimizes vehicle manifests when there are real-time cancellations, no-shows, a vehicle goes out of service, or vehicle is behind schedule.	<p>The Via System automatically updates and optimizes vehicle manifests when there are:</p> <ul style="list-style-type: none"> • Real-time cancellations • No-shows • Vehicles going out of service • Vehicles behind schedule
19	✓	RTS or Agency-branded consumer facing smartphone application that disallows advertisements. RTS-generated information is exempt.	<p>Via will create the Rider App, a white-labeled consumer-facing smartphone application for the City. As desired by the City, the app will disallow advertisements, with RTS-generated information exempt.</p> 
20	✓	App available in multiple languages such as Spanish.	Riders can set the app's language to one of 10 languages supported by Via (including Spanish); the Rider App will maintain all of its functionality and methods of customer engagement and support for each selected language.
21	○	App effectively interfaces with Braille technology.	The Rider App is compatible with built-in screen reading technology in Android and iOS devices, allowing visually-impaired users to navigate apps by hearing a description of on-screen content.
22	✓	App has ability to increase font size.	The Rider App is compatible with adaptive font size in Android and iOS devices, making text more accessible to users with visual impairments.
23	✓	Ride star rating system with ability for customer comments.	After every trip, riders will have the option to assign a star rating to their experience and choose from a menu of configurable, pre-selected descriptions correlated to the star rating (or manually input additional detail) as shown below:

			<p>Five Stars – Riders are asked “What did you like the most?” and can choose from the following options: “Great Driver,” “Quick Pickup,” “Comfy Car,” and “Smooth Routing.”</p> <p>Four Stars – Riders are asked “What could be better?” and can choose from the following options: “Driver’s Conduct,” “Quicker Pickup,” “Pickup Location,” “Drop-off location,” and “Routing.”</p> <p>One, Two, or Three Stars – Riders are asked “What was the major issue?” and can choose from the following options: “Wrong ETA,” “Driver’s Conduct,” “Walking Distance,” “Routing,” “Car Quality,” and “Other Riders.”</p>	
24	✓	Account Recovery - account management such as password/user name recovery.	The Rider App allows for account management such as username and password recovery.	

4. Driver-Facing Features


Our driver application has been developed to make drivers’ jobs safer and easier. The app provides a single interface where a driver can access the information they need before, during, and after their shifts. This includes turn-by-turn navigation, a dynamically updated rider manifest, automated notifications, and “one click” task acknowledgements.

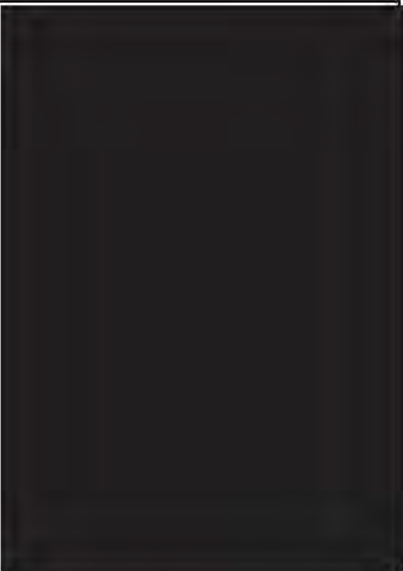
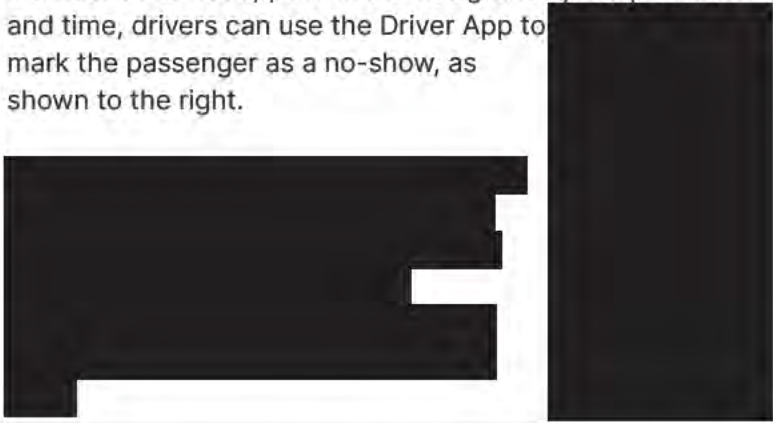
Real-time location data from the rider and driver apps feeds back into our algorithms, allowing for dynamic optimization of routing and trip assignments.



The following table outlines how Via fulfills the City's requirements for driver-facing features of the app.

2.4.4 Driver-Facing Features of the App			
		Gainesville Requirement	Via Solution
	✓	<i>Shall be a web-based portal (IOS required and Android optional) that interfaces with all web browsers and has the following functionalities:</i>	
1	✓	Driver Itineraries - driver name, start time of itinerary, timestamp of each pick-up/drop-off, location of each pick-up/drop-off.	<div>[REDACTED]</div> <div>[REDACTED]</div> <div>[REDACTED]</div>
2	✓	Ability to send trip arrival alert to rider through the app or via SMS/email.	<p>Via's system includes a number of automated notifications specifically designed to reduce the need for passengers to seek support for their trips. These messages can be configured to reflect the City's priorities; they can be sent via in-app push notification, SMS, or phone. Automated notifications to passengers include:</p> <ul style="list-style-type: none"> • A pre-arrival notification when their assigned vehicle

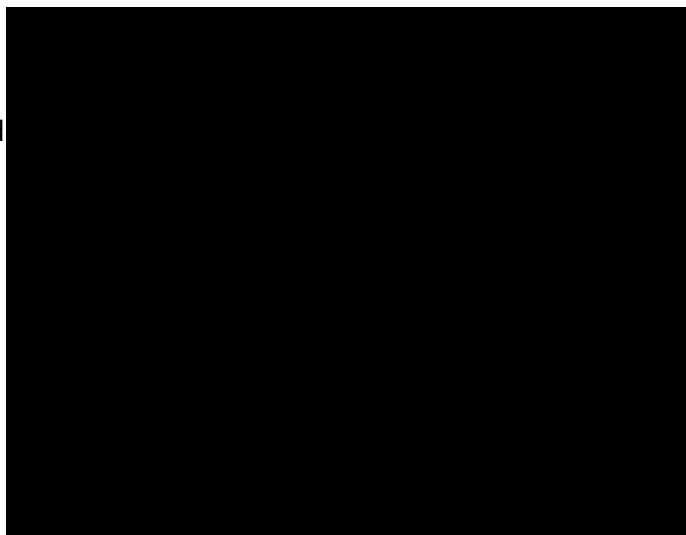
			<p>is two minutes away (note, the exact timing is configurable).</p> <ul style="list-style-type: none"> • When their assigned vehicle has arrived. • Service delays, such as when a vehicle is running late due to traffic or other road conditions. • Service changes, such as when a passenger has been reassigned to a new vehicle.
3	✓	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.	<p>The Driver App captures all driver shift actions, including:</p> <ul style="list-style-type: none"> • Driver name • Shift start and end times • Timestamps of offline and online actions • Timestamps of pickups and drop-offs (the Via Platform automatically assigns trips to drivers, so drivers do not need to accept or reject trips)
4	✓	Ability for driver to pause app without redirecting rides to another vehicle.	Should drivers need to pause the Driver App, they will be able to do so without redirecting rides to another vehicle.
5	✓	Ability for driver sign-on to account.	The Driver App allows a driver to sign into their account.
6	✓	Ability for driver to accept ride requests from Dispatch and override service sequence and maintain app functionality.	
7	✓	Ability for driver to contact passenger if they cannot find them at designated pick-up location via anonymized phone number(s).	The Driver App allows a driver to call a rider through an anonymized phone number if necessary, such as if the rider is not present at the pickup location.
8	✓	Ability to receive Dispatcher notes on specific trips/customers.	The Driver App allows drivers to see notes from dispatchers on specific trips/customers.
9	✓	Turn by turn audio and visual (on screen) directions.	The Driver App displays audio and visual turn-by-turn directions to the driver and highlights the entire route to the next pickup.

10	✓	Ability to log pick-ups and drop-offs.	Through the Driver App, drivers can indicate when a rider is picked up and dropped off.	
11	✓	Ability to see disabilities indicated by rider (in their account) so they can provide appropriate level of service.	The Driver App allows drivers to see if a rider has requested a wheelchair accessible vehicle. Additionally, drivers can see any relevant notes attached to a rider's profile, helping to ensure that the driver can provide the appropriate level of service for the rider.	
12	✓	Ability to log no-shows.	If a rider does not appear at the designated pickup location and time, drivers can use the Driver App to mark the passenger as a no-show, as shown to the right.	
13	✓	Ability to add trip comments by driver to promote service improvement.	Drivers may easily contact dispatchers through the Via Driver App to provide feedback, though such comments are not linked to a particular passenger or ride.	
14	✓	Ability to pan and zoom the map and view the entire route on the map.	Drivers can pan across, zoom in and out, and view the entire route on the map in the Driver App.	

5. Data Collecting and Reporting Requirements

An advanced analytic suite will provide Gainesville with real-time insights into the network's performance. Reporting packages are designed to comply with regulatory and funding reporting requirements, allowing the City to easily obtain and share the relevant data needed to secure government funding including FTA and National Transit Database (NTD) requirements.

These reports inform deployment optimization and long-term planning and can be queried and filtered for specific insights or treated as ongoing dashboards. The reports include daily and weekly views of the key performance indicators of the deployment, including completed rides, driver hours, utilization, the percentage of demand able to be served with the fleet, the average proposed waiting time, and total new and returning riders.



Gainesville will also be able to access granular data for every ride request and shift, which can be filtered and downloaded to create customized reports.

The following table outlines how Via fulfills the City's requirements for data collecting and reporting.

2.4.5 Data Collecting and Reporting Requirements			
		Gainesville Requirement	Via Solution
	✓	<i>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.) Data and reporting should capture, store, and report at a minimum:</i>	
1	✓	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.	

2	✓	Travel times – wait time, ride duration, on-time percentage, and late percentage.	
3	✓	A method for collecting on-time performance relative to planned drop-off times and estimated pick-up times.	
4	✓	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).	
5	○	Dispatch response time, missed calls.	
6	✓	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.	
7	✓	Reporting by geo-fence, with ability to add, alter, or remove geo-fenced zones with history.	
8	✓	Reporting data inquiries within route number, date and time ranges.	
9	✓	Vehicle performance and reliability.	

10	✓	Total vehicle hours.	
11	✓	Trip and driver comments.	
12	✓	Driver hours.	
13	✓	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.	
14	✓	Reports including but not limited to revenue vehicle hours, must be tagged and allow breakdowns by service zone.	
15	✓	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.	

16	✓	Generate an NTD-standard report for upload to the Federal Transit Agency system.	
17	✓	RTS/City of Gainesville must be able to own and access all data, including rider data, during and post-contract.	
18	✓	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.	
19	✓	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.	

Future Capabilities

While the City removed the future capabilities requirements from the RFP with Addendum 2, the below table demonstrates Via's current ability to meet these needs, should the City become interested in these requirements again.

		Gainesville Requirement	Via Solution
1	✓	Daily Reports of Key Performance Indicators	
2	✓	Virtual stop usage and frequency	
3	✓	Number and percentage of trip transfers to and from fixed route.	
4	✓	Driver and trip rating, number of passengers, and seat types selected.	
5	✓	Number and success of marketing events – audience reached.	
6	✓	Promotional or referral code usage and frequency.	
7	✓	A concierge interface for hotels, restaurants, non-profit organizations, or employers to book a trip on behalf of a customer via web interface.	
8	✓	GTFS (General Transit Feed Specification): Ability to consume the GTFS to provide additional information to the public.	
9	✓	System should have an open API that is capable of integrating with trip planning and mobile ticketing apps (e.g. Kontron) that allows customers to plan a trip and pay for a trip on the service without	

		using the provider's app. Native integration is preferred.	
10	✓	Identify which app platforms the system currently integrates with and if it is a deep link or native integration solution in the proposal.	

6. Technical Support, Software Upgrades and Releases

Our Service Maintenance Program is designed to provide partners with all the support they will need, not just to ensure successful day-to-day operations, but also to grow ridership, improve the overall efficiency of the service, and secure additional funding to support service expansions.

Dedicated Partner Success Manager: The cornerstone of our Service Maintenance Program is Via's dedicated Partner Success Manager for Gainesville, [REDACTED] will be the City's key point of contact for the life of the service, providing core support services for Gainesville and coordinating the activities of additional Via teams who will contribute to the growth and success of the service.



Technical Support: Via will provide 24/7 technical assistance to Gainesville via our tech support platform. A rotating team of support engineers is on call at all times to resolve any problems that may arise. Further, all servers and cloud services dedicated to this deployment will be monitored continuously. T [REDACTED]

The following table outlines how Via fulfills the City's requirements for technical support, software upgrades, and releases.

2.4.6 Technical Support, Software Upgrades and Releases			
		Gainesville Requirement	Via Solution

1	✓	Provide a licensed software/technology platform that supports demand-responsive routing and dispatch of vehicles.	Via will provide Gainesville with a Software-as-a-Service (SaaS) mobility platform that supports demand-responsive routing and dispatch of vehicles.
2	✓	Provide upgrades and new features to software generally made available to other licensees for no additional charge.	Across the life of the service, and at no additional charge, Via will continuously improve our software platform to provide improved efficiency and new product features, based on lessons learned across all of our global deployments. [REDACTED]
3	✓	Support Services must be provided via phone and email and must be available during RTS operating hours.	[REDACTED]
4	✓	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.	All work for the purpose of planned outages for maintenance, upgrades and related reasons, will take place outside of service hours whenever possible. Planned outages will be notified via email [REDACTED]
5	✓	Software Security and User Privacy: Ensure privacy and security of all data maintained as part of the service.	The Via Platform ensures privacy and the security of all data maintained as part of the service.

7. Privacy Requirements and Software Security

Via follows proven practices for ensuring the security, privacy, and integrity of data in the Via system. All security practices are informed by Via's comprehensive Information Security Management System ("ISMS"), which establishes guidelines for protecting the

privacy of non-public information, safeguarding the accuracy of all data, and maintaining the availability of systems that are vital to the operations of Via and our partners.



Via has developed all ISMS policies in accordance with ISO 27001 — an international standard for information risk management — and has received full ISO 27001 certification. The ISMS also reflects cybersecurity practices outlined in the CIS Critical Security Controls (“CSC”), a globally recognized guide for following best practices around data protection. Via complies with all applicable data protection laws in the geographies in which we operate and all regulatory requirements agreed upon with our partners. We would be happy to share our full data privacy policy with Gainesville upon request.

By following ISO 27001 and CSC standards, Via incorporates proven practices to:

- Minimize risk associated with a computer or network intrusion;
- Allocate time and resources necessary to maintain the confidentiality, integrity and availability of information systems; and
- Direct resources required to comply with internal and external compliance or audit requirements.

The following table outlines how Via fulfills the City’s requirements for privacy requirements and software security.

2.4.7 Privacy Requirements and Software Security			
		Gainesville Requirement	Via Solution
	✓	<i>The software shall meet the following security and privacy requirements:</i>	
1	✓	The passenger and driver apps are ‘stateless’ and do not store confidential passenger data on the local device.	
2	✓	All data is stored securely in the cloud (Amazon Web Services – ‘AWS’) or approved equal. 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.	
3	✓	The passenger and driver apps communicate securely with the cloud-based platform using RESTful APIs ¹ .	
4	✓	Data is encrypted in transit using standard HTTPS, using a TLS wildcard certificate.	
5	✓	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.	
6	✓	Internal networks are shielded by AWS security groups which define allowable ports and IP addresses for internal services.	
7	○	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.	
8	✓	Maintain a 99%+ uptime performance record and service level guarantee.	
9	✓	Daily backups of production databases are taken and housed against an AWS S3 bucket for disaster recovery.	

10	✓	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.	
11	✓	In the future and when necessary, Software shall not store any payment card or billing information on our servers.	

8. Transfer of Data at Contract Termination or Expiration

The following table outlines how Via fulfills the City's requirements for transfer of data at contract termination or expiration.

2.4.8 Transfer of Data at Contract Termination or Expiration			
		Gainesville Requirement	Via Solution
1	✓	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. 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	

		<p>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.</p>	
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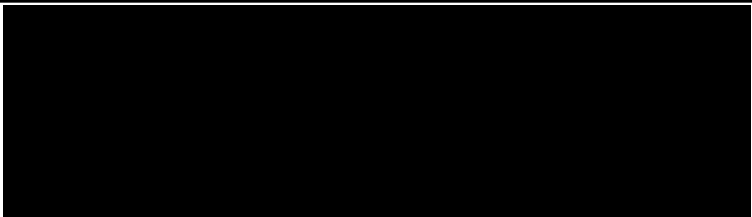
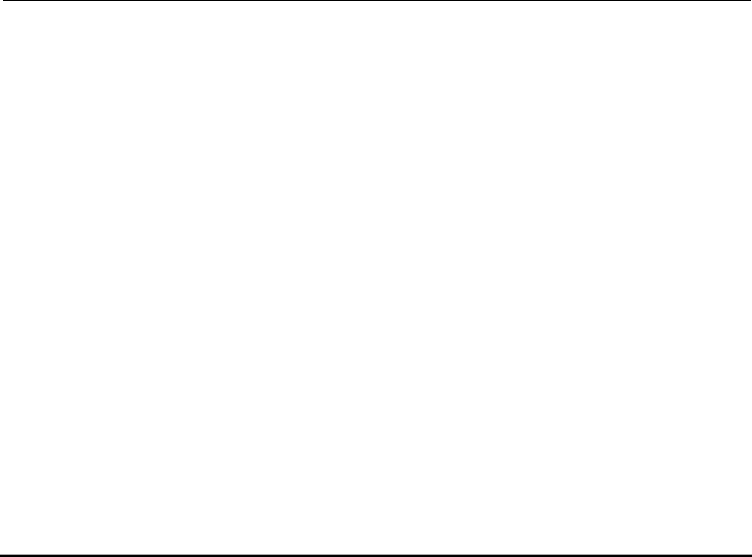
9. Import of Existing Data

Successfully transitioning a transit service from one software provider to another requires specific expertise in migrating and validating existing service data, including rider information and recurring rides. Via follows a robust and proven data migration methodology when transitioning services from prior vendors, so that we migrate all relevant information with the highest degree of accuracy without impact to service users or administrators. Moreover, we can accomplish these migrations on a rapid timeframe in order to ensure that our software is prepared for launch.



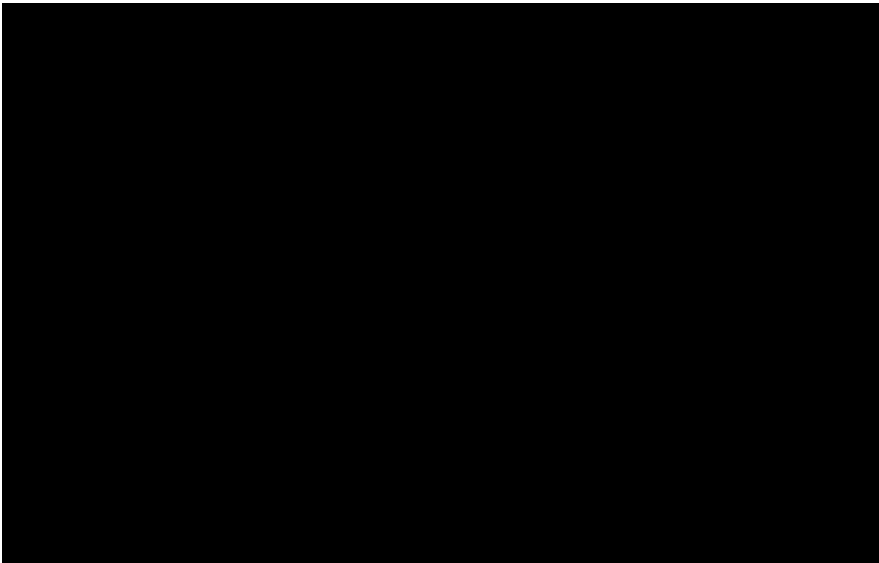
The following table outlines how Via fulfills the City's requirements for the import of existing data.

2.4.9 Import of Existing Data			
		Gainesville Requirement	Via Solution
1	✓	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	


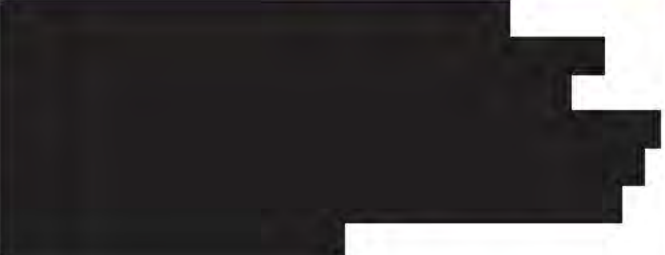
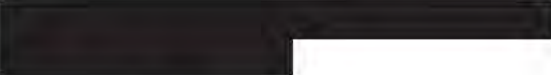







	<p>and schedule information/GTFS feed.</p> <p>During the registration process individuals are providing information that is considered personal information, therefore the successful proposer must comply with City's Minimum Technical Requirements (tab-4) on the Vendor Technology Questionnaire (Appendix 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.</p>	 
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10. Training and Support

Via has trained tens of thousands of system users and drivers across our global deployments. Leveraging this experience, we will develop a customized hands-on training program to ensure that all relevant personnel — including drivers, customer support representatives, and administrative staff — are equipped to use the Via platform and operate the service successfully. We will supplement the live training workshops with a suite of written training documents tailored to Gainesville’s needs.



The following table outlines how Via fulfills the City's requirements for training and support.

2.4.10 Training and Support			
		Gainesville Requirement	Via Solution
1		<p>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.</p> <p>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.</p>	<div></div> <div></div> <div>   </div> <div>   </div> <div>   </div> <div></div>

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B.3 Project Approach

Project Organization

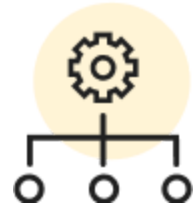
Via is committed to launching successful services on each partner's timeline. We have built a launch process that is efficient, thorough, and proven. Via launched 110 services across 2022, 100% of which were delivered on time. Our dedicated team of launch specialists will ensure timely communication with Gainesville and effective project management of the launch process, including on-the-ground training of the City's staff.

Via's system implementation process includes several stages that are designed to ensure both a successful launch as well as service design that supports Gainesville's long term goals for the service:



Service Planning and Design: Each community has unique goals and passenger needs, so our launch process is anchored around a collaborative input gathering stage that includes simulation studies, a review of Gainesville's technical requirements, and alignment on performance and reporting goals. The result is a service design plan that is completely customized to suit the City's' needs, and which allows Via's implementation specialists to configure the Via system according to the City's service goals.

Testing and Training: In advance of launch, Via's launch team will install Via's Driver App on the provided hardware devices, test with drivers in vehicles, and conduct training workshops for the Gainesville's staff to ensure they are comfortable using Via's software from day one. Via's Community Engagement team will also support the City's pre-launch community outreach and marketing efforts to ensure passengers are aware of the service transition.



Launch Support: We understand how challenging it can be to transition to a new software service, and we also recognize the importance of conversations to facilitate trust in the new system. Via is pleased to provide in-person or virtual support for Gainesville's staff during the immediate launch period. This support will be supplemented by our robust partner support team, including a dedicated Partner Support Manager and 24/7 technical support.

Project Schedule

Below, we have included our proposed project schedule. This timeline is based on our 8-week launch schedule. We would be happy to adjust our standard timeline based on the City's preferences, using additional time to conduct more training sessions, run additional simulations, and pursue additional preparations.



Project Team

Via's dedicated Project Team for Gainesville will manage, supervise, and advise on every aspect of service design and delivery, leveraging their experience launching and optimizing other Via services around the world.

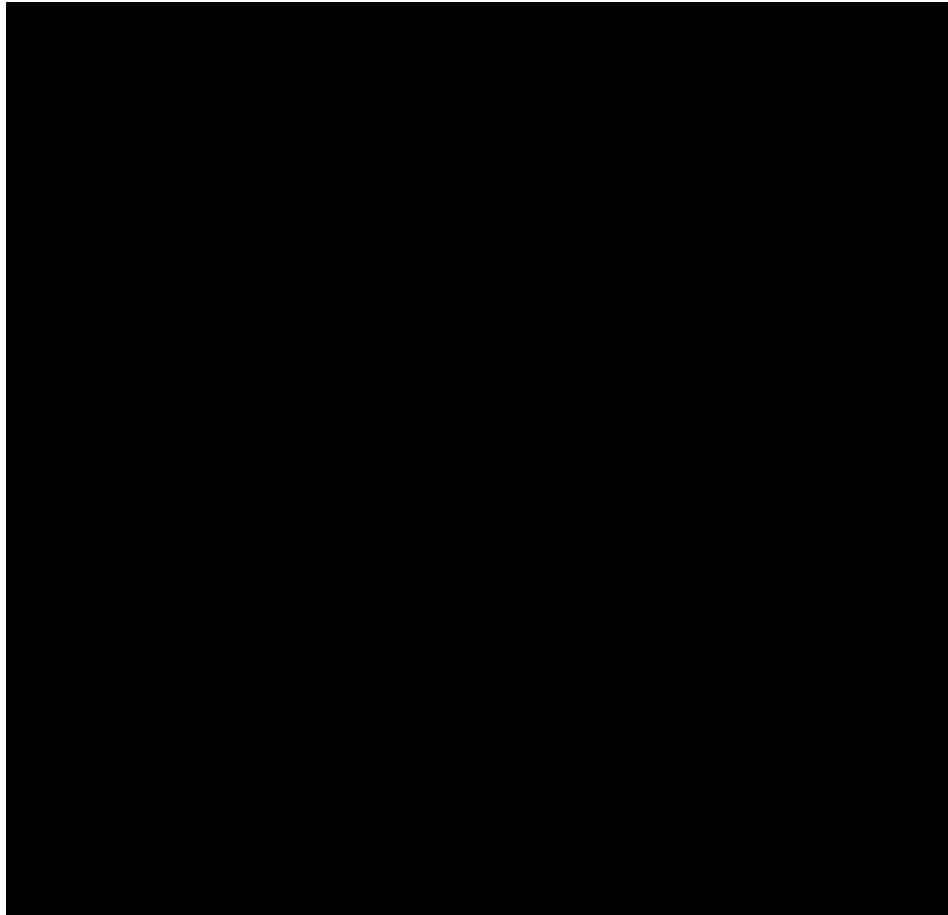
Below, we include an overview of team member roles and an organizational chart. For resumes for the project team, please see [Appendix B: Resumes](#).

Contract: Our in-house team of service design experts and consultants will work closely with Gainesville to finalize project goals, key KPIs, and service design as well as manage the contracting process.

Launch: Our launch team will work closely with the City to oversee the full end-to-end implementation of Via's software and the training of relevant Gainesville personnel.

Partner Success: Partner Success will be the day-to-day partner of Gainesville's team, orchestrating business review meetings, continuously monitoring service performance,

and driving iterative improvements. [REDACTED] Gainesville's dedicated Partner Success Manager, will remain dedicated to the City for the life of our partnership.



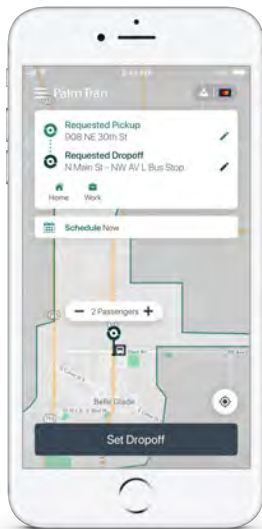
B.4 Value-Added Services

Intermodal Trip Planning and Execution

Via offers proven solutions to facilitating connections within a regional transit network. As Gainesville's transit partner, Via can maximize the impact of microtransit — and better fulfill Gainesville's transit goals — by integrating the service with existing public transit and nearby on-demand services.

Via makes it easy to connect to other transit, such as fixed route transit, directly within our Rider App. We can configure our platform for Gainesville so that riders can view live bus locations and schedules, and book microtransit trips to arrive before the next bus departure.

An example of this booking flow in the Rider App is shown below:



Riders can set a fixed route bus stop as their trip destination within the Rider App.



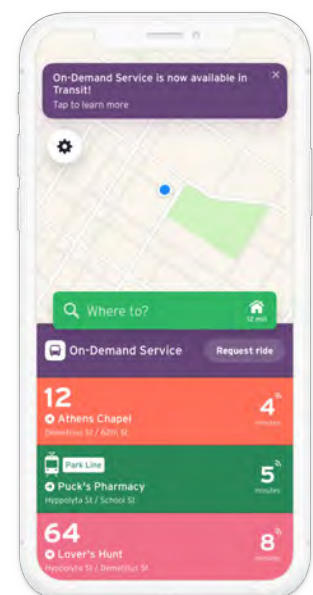
Riders can view the scheduled buses at that stop along with real-time updates, such as updated bus arrival time in response to delays.



After selecting a scheduled bus time, Via will propose trips which will drop them off 5-10 minutes before the scheduled bus departs.

We can also transmit data from our system to appear in third-party trip planning applications, such as the Transit App. Via and Transit have integrated our platforms in various geographics since 2018, and currently have several live integrations in North America: Utah Transit Authority in Salt Lake City, Utah; NRT OnDemand in Niagara, Canada; Edmonton Transit Service in Edmonton, Canada; and the Rochester-Genesee Regional Transportation Authority in Rochester, New York. This integration between Transit and Via will allow users to plan trips (including multimodal trips) in Transit, and then book them in the Via app in a single tap.

At Via, we are constantly focused on innovation and we have a number of initiatives in development to further enhance our partners' mobility needs and transit interconnectivity for cities and riders alike. Our recent acquisition of Citymapper provides us with the premier app for end-to-end journey planning across a region's entire transit ecosystem.

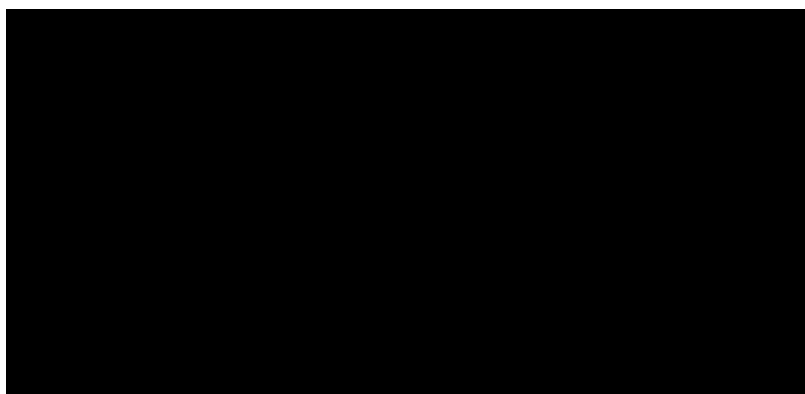




Such integrations will ensure that even visitors or tourists who have not downloaded the Rider App are able to request microtransit rides, driving up ridership and increasing accessibility across the region.

Transit Planning Software

Remix, Via's transit planning software, allows transportation planners to build more livable cities by considering transit demands, street design, and public mobility. It's a one-stop shop where cities can leverage millions of data points to simulate and rapidly quantify the impact of changes to their network: from microtransit, to bus routes, to bike lanes. The product leverages more than 3,000 data sets, including ridership, origin-destination data, collisions, and custom Geographic Information System mapping.



As Go-RTS is already a customer of Remix Transit, we have included in this proposal **6 free months of Remix's On-Demand planning module** in order to allow the City to design a holistic and fully integrated network.

Autonomous Vehicles (AVs)

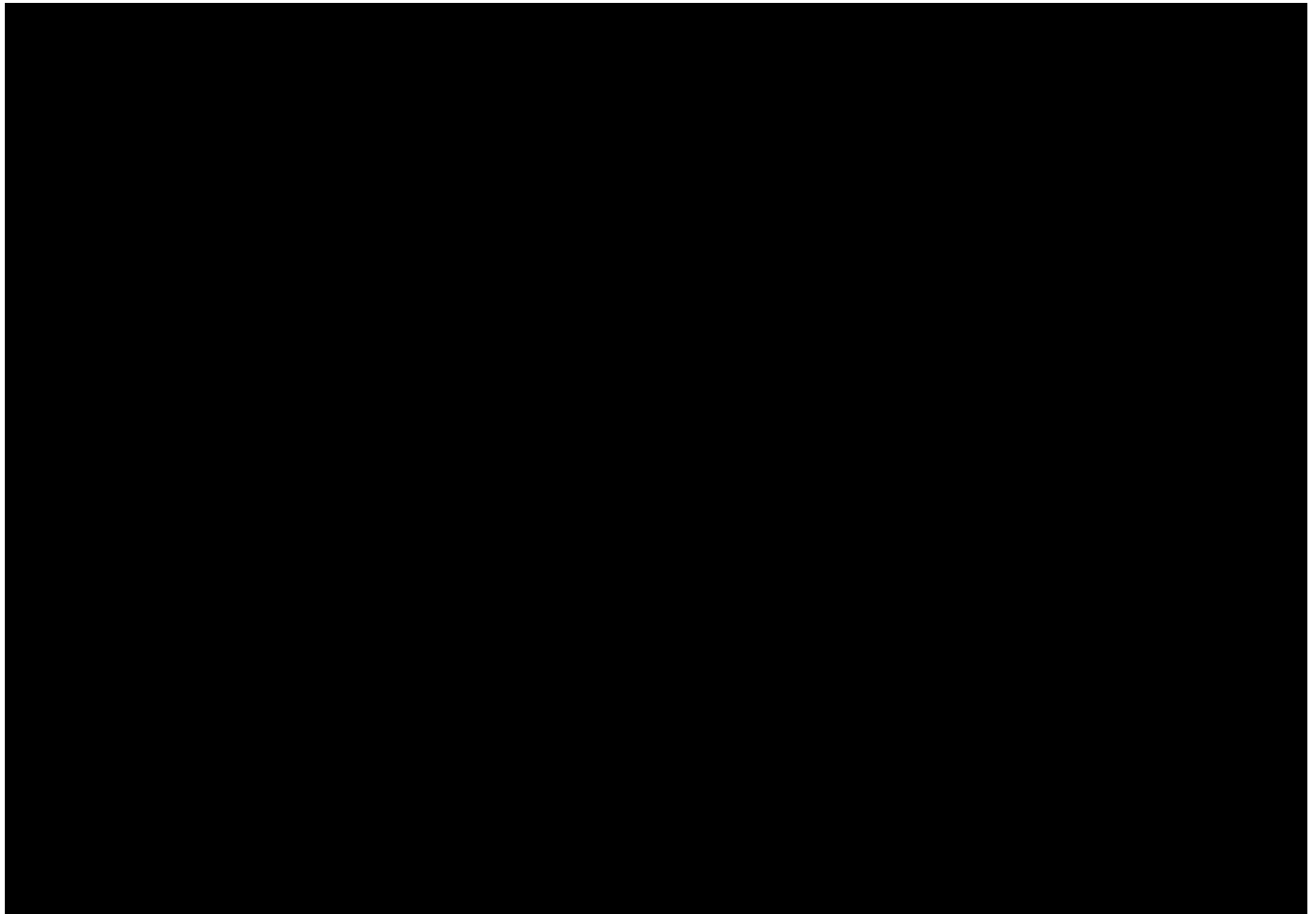
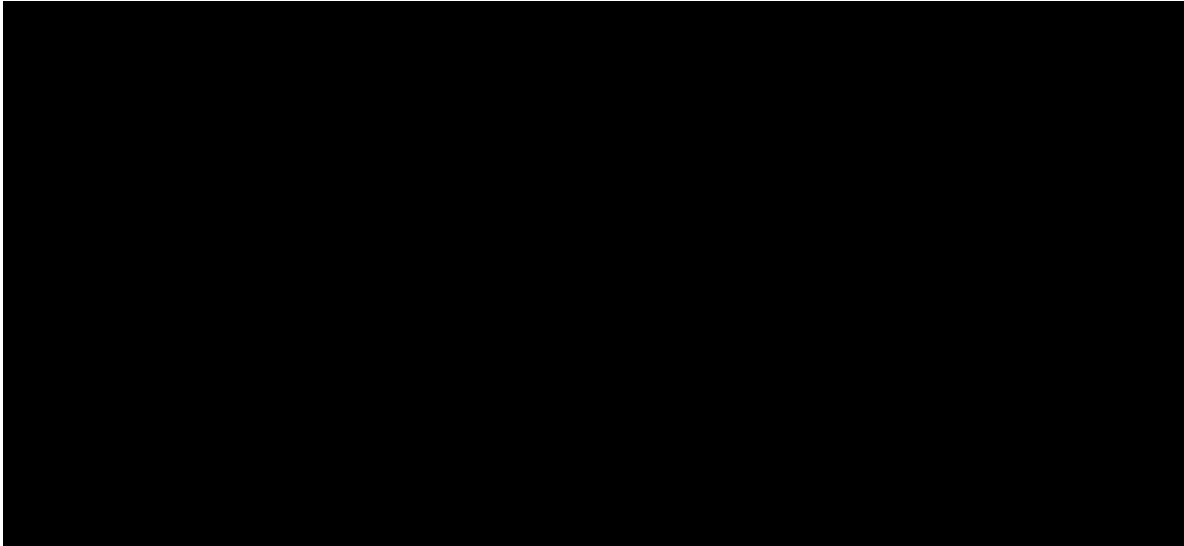
Via is the only mobility company with direct experience deploying AVs across a variety of vehicle form factors, geographies, and transport use cases to provide tens of thousands of autonomous mass transport rides around the world — a rapidly growing footprint.. Should Gainesville be interested in integrating AVs into its on-demand service, we would be happy to discuss pricing options and further details.

Specifically, Via offers the following advantages:

- World-class, vehicle-agnostic, and interoperable AV platform that can flexibly adapt to meet Gainesville's current and future transport needs. foundational investment in building a more robust transport network across the City.
- Deep experience deploying AV public transport at scale to position Gainesville to leapfrog to best-in-class, cutting-edge AV transport.
- Proven ability to enable AVs to provide useful, efficient, and convenient transport services.

C. Price Proposal

Below, please find Via's price proposal.



D. Qualifications

D.1 Minimum Qualification

With 11 years of experience, Via exceeds the City's minimum qualification, which requires 3 years or more of experience in developing and administering Mobility-On-Demand (MOD) Apps. For more information on Via, please see [Section B.1 Via Overview](#).

D.2 Statement of all Qualifications

1. Via in Florida

Via has unmatched experience improving transit in Florida, making us well-equipped to work with the City of Gainesville to achieve its goals. We build innovative software to enable our partners across the state to transform their legacy transportation systems into smart, data-driven, technology-enabled networks. Using our software, partners achieve a greatly enhanced level of visibility and control over their operations, simultaneously lowering operating costs and increasing quality of service. As illustrated by the below examples, Via has extensive experience partnering with counties and cities across the state to provide reliable, efficient on-demand services.



Miami-Dade County

Introduced a new microtransit service that allows riders to view multi-modal trip proposals (microtransit + fixed-route) in a single app



15 minute average wait



20 trips per hour at peak



Sarasota County

Replaced underperforming fixed-routes with a turnkey microtransit service, and provided software to improve paratransit efficiency



700+ trips per day on microtransit



97% pick-up OTP for paratransit



Palm Beach County

Replaced a legacy dial-a-ride program with a microtransit service that allows riders to book pre-scheduled and on-demand trips



50% of riders now take on-demand trips



2x reduction in wait times



City of Key West

Converted an underperforming fixed-route network to on-demand using the city's existing 20-foot buses and bus stop infrastructure



75% of all trips are shared



4 trips per vehicle- hour, on average

2. References

For contact information for Via's references, please see Section E.3 Reference Form.

3. Case Studies

Below, please see a selection of case studies demonstrating Via's experience developing and administering Mobility-On-Demand applications.

Arlington On-Demand

Dynamically-routed on-demand rides across the entire city replace limited fixed-route transit service



Partner:
The City of
Arlington

Location:
Arlington, Texas

Service Type:
Microtransit



30x

Ridership increase
since launch

Partner Challenges

With just one bus line, Arlington had a limited fixed-route transit serving the entire city of 400,000 until the City began partnering with Via in 2017.



74

Vehicles in the fleet

Via Solution

Via replaced the Metro Arlington Xpress in order to provide residents with accessible, efficient, and affordable transit. Arlington On-Demand, which started as a 16-vehicle service in a reduced zone within the city of Arlington, has grown to a fleet of 74 vehicles covering the entire City of Arlington.



4.8

Average rider rating
(out of 5)

Arlington has emerged as the first city to run solely on microtransit, delivering over 1.7 million rides as of March 2023 (30x since launch). The high rate of shared rides has reduced congestion in the city by more than 400,000 vehicle miles. Arlington has also leveraged Via Media Solutions for over a year to generate meaningful revenue and subsidize service costs.



“Via is an affordable way to get to doctor appointments and other places around town. Plus, my granddaughter uses Via every day to get home from school.”

— Arlington On-Demand Rider

ART On-Demand

Neighborhood-friendly on-demand service for local trips



Partner:
Area Regional
Transit

Location:
Port St. Lucie, Florida

Service Type:
Microtransit



2x

Growth in ridership

Partner Challenges

St. Lucie County needed to replace its legacy dial-in demand service with a new service that would improve ridership and operator bandwidth.



4.9

Average rider rating
(out of 5)

Via Solution

By partnering with Via, the County's microtransit service allows residents and visitors to book curb-to-curb rides through a white-labeled app in a designated zone in Port St. Lucie. With accessibility as a priority, the service is wheelchair accessible and fare free. ART On-Demand now completes more rides daily than the previous provider did weekly.



80%

Trips booked on the
app



“It's exciting to watch our transit system continue to evolve by offering our residents convenient ways to access free public transportation. The more we embrace public transportation, the more we reduce the amount of vehicles on the roads and help keep our carbon-footprint smaller.”

— Sean Mitchell
St. Lucie County Commission Chair

WeGo

On-demand microtransit network which increased transit accessibility and efficiency by replacing three underperforming fixed-bus routes



Partner:
Hall Area Transit

Location:
Gainesville, Georgia

Service Type:
Microtransit

↑ **600%**

Increase in service area

👤➡️ **74%**

Decrease in average wait for riders

🔄 **50%**

Decrease in cost per ride

Partner Challenges

Via's in-house consultancy conducted an analysis study of Gainesville's transportation system, recommending an on-demand transit service to boost accessibility and convenience. Hall County then selected Via to power a citywide service, replacing three underperforming fixed route bus routes.

Via Solution

Hall Area Transit expanded the service zone to include all of Hall County by July 2021, particularly to expand coverage to more rural areas in the region. As shown in the figures at left, Via has significantly reduced both the wait times and cost per trip of the fixed route lines we replaced.

“Gone are the days where passengers waited 30-60 minutes in the cold or heat for the next bus. With Via, our neighbors can quickly access a rideshare van with a click on their smartphone.”

— Phillippa Lewis Moss
Director of the Gainesville-Hall
Community Service Center



SmaRT Ride

Re-launching and expanding SmaRT Ride
Microtransit Service to connect residents to fixed
route service and increase transit coverage



Partner:

Sacramento Regional
Transit District

Location:

Sacramento, California

Service Type:

Microtransit



3.5x

Increase in zones

Partner Challenges

The City's previous dial-a-ride services were extremely costly, inefficient, and delivered a poor rider experience. The City chose Via to take over an underperforming microtransit pilot to meet changing service goals.



2,500

Trips per week

Via Solution

Via's white-labeled service provides curb-to-curb service in three zones and corner-to-corner in six zones. Via also deployed our electric vehicle (EV) optimization software to support SacRT's newly-added zero-emission shuttle.



4.9

Average rider rating
(out of 5)

Since launch, Via has expanded to cover nine zones, making SmaRT Ride one of the largest microtransit systems in the U.S. Via has also successfully advanced SacRT's goals of facilitating first- and last-mile connections, with nearly 30% of trips connecting to fixed-route services in Sacramento.



“Finally we have a cheaper alternative to get around downtown Sacramento.”

— SmaRT rider

E. Forms

Please find all completed and signed forms requested by the City of Gainesville as part of RFP #RTSX-240002-DS Mobility-On-Demand Software App.

1. Drug-Free Workplace Form
2. Bidder Verification Form
3. Reference Form
4. Bidder's W-9
5. Certification Regarding Debarment
6. Certification Regarding Lobbying
7. Disclosure of Lobbying Activities
8. Subcontractor/Subconsultant List and Bidder Status
9. Contractor Responsibility Certification
10. Federally Funded Purchase Questionnaire
11. Prerequisite Vendor Questionnaire

For signed copies of each addendum, please see [Appendix E: Signed Addenda](#).

DRUG-FREE WORKPLACE FORM

The undersigned bidder in accordance with Florida Statute 287.087 hereby certifies that

Via Mobility, LLC

does:

(Name of Bidder)

1. Publish a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violations of such prohibition.
2. Inform employees about the dangers of drug abuse in the workplace, the business's policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for the drug abuse violations.
3. Give each employee engaged in providing the commodities or contractual services that are under bid a copy of the statement specified in subsection (1).
4. In the statement specified in subsection (1), notify the employees that, as a condition of working on the commodities or contractual services that are under bid, the employee will abide by the terms of the statement and will notify the employer of any conviction of, or plea of guilty or nolo contendere to, any violation of Chapter 893 or of any controlled substance law of the United States or any state, for a violation occurring in the workplace no later than five (5) days after such conviction.
5. Impose a sanction on, or require the satisfactory participation in a drug abuse assistance or rehabilitation program if such is available in the employee's community, by any employee who is so convicted.
6. Make a good faith effort to continue to maintain a drug-free workplace through implementation of this section.

As the person authorized to sign the statement, I certify that this bidder complies fully with the above requirements.

Bidder's Signature

6/7/2023

Date

In the event of a tie bid, bidders with a Drug Free Workplace Program will be given preference. To be considered for the preference, this document must be completed and uploaded to DemandStar.com with your Submittal.

BIDDER VERIFICATION FORM**LOCAL PREFERENCE** (Check one)Local Preference requested: ☐ YES ☒ NOA copy of your **Business Tax Receipt** must be included in your submission if you are requesting Local Preference:**QUALIFIED SMALL BUSINESS AND/OR SERVICE DISABLED VETERAN BUSINESS STATUS** (Check one)Is your business qualified, in accordance with the City of Gainesville's Small Business Procurement Program, as a local Small Business? ☐ YES ☒ NOIs your business qualified, in accordance with the City of Gainesville's Small Business Procurement Program, as a local Service-Disabled Veteran Business? ☐ YES ☒ NO**REGISTERED TO DO BUSINESS IN THE STATE OF FLORIDA**

Is Bidder registered with Florida Department of State's, Division of Corporations, to do business in the State of Florida?

☐ YES ☒ NO (refer to Part 1, 1.6, last paragraph)

If the answer is "YES", provide a copy of SunBiz registration or SunBiz Document Number (#_____)

If the answer is "NO", please state reason why: _____

Via Mobility, LLC is a software provider and as such does not have any employees in Florida, and is not required to hold a business registration in the State of Florida. However, if chosen we would be happy to discuss any issues with the City and obtain any required registrations prior to contract award.

Via Mobility, LLC

Bidder's Name

Erin Abrams, Manager

Printed Name/Title of Authorized Representative

Signature of Authorized Representative

6/7/2023

Date

REFERENCE FORM

Name of Bidder: Via Mobility, LLC

Provide information for three references of similar scope performed within the past five (5) years. You may include photos or other pertinent information. **Minimum of three years' experience in developing and administering MOD Apps required.**

#1 Year(s) services provided (i.e. 1/2015 to 12/2018): 2/2022 to present

Company Name: St. Lucie County (Area Regional Transit – On Demand)
Address: 2300 Virginia Avenue
City, State Zip: Fort Pierce, FL 34982
Contact Name: Adolfo Covelli, Transit Director
Phone Number: 772-462-1798 Fax Number: n/a
Email Address (if available): covellia@stlucieco.org

#2 Year(s) services provided (i.e. 1/2015 to 12/2018): 12/2020 to present

Company Name: Hall County (WeGo)
Address: 687 Main Street SW
City, State Zip: Gainesville, GA 30501
Contact Name: Phillippa Lewis Moss, Hall Area Transit General Manger
Phone Number: 770-503-3340 Fax Number: n/a
Email Address (if available): PMoss@gainesvillega.go

#3 Year(s) services provided (i.e. 1/2015 to 12/2018): 1/2020 to present

Company Name: Sacramento Regional Transit (SmaRT Ride)
Address: 1400 29th St
City, State Zip: Sacramento, CA 95812
Contact Name: Carmen Alba, Vice President of Bus Operations
Phone Number: 916-321-3830 Fax Number: n/a
Email Address (if available): calba@sacrt.com

Form W-9
(Rev. October 2018)
Department of the Treasury
Internal Revenue Service

Request for Taxpayer Identification Number and Certification

**Give Form to the
requester. Do not
send to the IRS.**

► Go to www.irs.gov/FormW9 for instructions and the latest information.

Print or type.
See Specific Instructions on page 3.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank. Via Transportation, Inc.	
2 Business name/disregarded entity name, if different from above Via Mobility, LLC	
3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only one of the following seven boxes. <input type="checkbox"/> Individual/sole proprietor or single-member LLC <input checked="" type="checkbox"/> C Corporation <input type="checkbox"/> S Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ► _____ Note: Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is not disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner. <input type="checkbox"/> Other (see instructions) ► _____	4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3): Exempt payee code (if any) _____ Exemption from FATCA reporting code (if any) _____ <small>(Applies to accounts maintained outside the U.S.)</small>
5 Address (number, street, and apt. or suite no.) See instructions. 10 Crosby St 2nd FL	Requester's name and address (optional)
6 City, state, and ZIP code New York, NY 10013	
7 List account number(s) here (optional)	

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Note: If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number									
[]	[]	[]	-	[]	[]	-	[]	[]	[]
or									
Employer identification number									
4	5	-	5	3	7	2	6	2	1

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

**Sign
Here**

Signature of
U.S. person ►

Decided by:
Enn Abrams

Date ► 2/8/2023

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.

CERTIFICATION REGARDING DEBARMENT

The Contractor shall comply and facilitate compliance with U.S. DOT regulations, “Nonprocurement Suspension and Debarment,” 2 C.F.R. part 1200, which adopts and supplements the U.S. Office of Management and Budget (U.S. OMB) “Guidelines to Agencies on Governmentwide Debarment and Suspension (Nonprocurement),” 2 C.F.R. part 180. These provisions apply to each contract at any tier of \$25,000 or more, and to each contract at any tier for a federally required audit (irrespective of the contract amount), and to each contract at any tier that must be approved by an FTA official irrespective of the contract amount. As such, the Contractor shall verify that its principals, affiliates, and subcontractors are eligible to participate in this federally funded contract and are not presently declared by any Federal department or agency to be:

- a) Debarred from participation in any federally assisted Award;
- b) Suspended from participation in any federally assisted Award;
- c) Proposed for debarment from participation in any federally assisted Award;
- d) Declared ineligible to participate in any federally assisted Award;
- e) Voluntarily excluded from participation in any federally assisted Award; or
- f) Disqualified from participation in any federally assisted Award.

By signing and submitting its bid or proposal, the bidder or proposer certifies as follows:

The certification in this clause is a material representation of fact relied upon by CITY. If it is later determined by CITY that the bidder or proposer knowingly rendered an erroneous certification, in addition to remedies available to CITY, the Federal Government may pursue available remedies, including but not limited to suspension and/or debarment. The bidder or proposer agrees to comply with the requirements of 2 C.F.R. part 180, subpart C, as supplemented by 2 C.F.R. part 1200, while this offer is valid and throughout the period of any contract that may arise from this offer. The bidder or proposer further agrees to include a provision requiring such compliance in its lower tier covered transactions.

Signature of Bidder’s Authorized Official

Erin Abrams

Name of Bidder’s Authorized Official

Manager

Title of Bidder’s Authorized Official

6/7/2023

Date

CERTIFICATION REGARDING LOBBYING

The undersigned certifies, to the best of his or her knowledge and belief, that:

1. No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of an agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.
2. If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions
3. The undersigned shall require that the language of this certification be included in the award documents for all subawards at all tiers (including subcontracts, subgrants, and contracts under grants, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by 1352, title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

Signature of Bidder's Authorized Official

Erin Abrams

Name of Bidder's Authorized Official

Manager

Title of Bidder's Authorized Official

6/7/2023

Date

Not applicable.

DISCLOSURE OF LOBBYING ACTIVITIES

Approved by OMB

Complete this form to disclose lobbying activities pursuant to 31 U.S.C. 1352

0348-0046

(See next page for public burden disclosure.)

1. Type of Federal Action: <input type="checkbox"/> a. contract <input type="checkbox"/> b. grant <input type="checkbox"/> c. cooperative agreement <input type="checkbox"/> d. loan <input type="checkbox"/> e. loan guarantee <input type="checkbox"/> f. loan insurance	2. Status of Federal Action: <input type="checkbox"/> a. bid/offer/application <input type="checkbox"/> b. initial award <input type="checkbox"/> c. post-award	3. Report Type: <input type="checkbox"/> a. initial filing <input type="checkbox"/> b. material change For Material Change Only: year _____ quarter _____ date of last report _____
4. Name and Address of Reporting Entity: <input type="checkbox"/> Prime <input type="checkbox"/> Subawardee Tier _____, if known : Congressional District, if known: 4c	5. If Reporting Entity in No. 4 is a Subawardee, Enter Name and Address of Prime: Congressional District, if known:	
6. Federal Department/Agency:	7. Federal Program Name/Description: CFDA Number, if applicable: _____	
8. Federal Action Number, if known :	9. Award Amount, if known : \$ _____	
10. a. Name and Address of Lobbying Registrant <i>(if individual, last name, first name, MI):</i>	b. Individuals Performing Services <i>(including address if different from No. 10a)</i> <i>(last name, first name, MI):</i>	
11. Information requested through this form is authorized by title 31 U.S.C. section 1352. This disclosure of lobbying activities is a material representation of fact upon which reliance was placed by the tier above when this transaction was made or entered into. This disclosure is required pursuant to 31 U.S.C. 1352. This information will be available for public inspection. Any person who fails to file the required disclosure shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.	Signature: _____ Print Name: _____ Title: _____ Telephone No.: _____ Date: _____	
Federal Use Only:		Authorized for Local Reproduction Standard Form LLL (Rev. 7-97)

SUBCONTRACTOR/SUBCONSULTANT LIST and BIDDER STATUS

The Proposer shall provide information on ALL prospective subcontractor(s)/subconsultant(s) who submit bids in support of this solicitation. Use additional sheets as necessary.

IDENTIFY EVERY SUBCONTRACTOR(S)/ SUBCONSULTANT(S)	SCOPE OF WORK TO BE PERFORMED	CERTIFIED D/M/WBE FIRM? (Check all that apply)	PERVIOUS YEAR'S ANNUAL GROSS RECEIPT'S	UTILIZING ON THIS PROJECT
NAME: <u>None</u> ADDRESS: _____ _____ PHONE: _____ FAX: _____ CONTACT PERSON: _____ _____	SCOPE OF WORK: _____ _____ _____ AGE OF FIRM: _____	YES _____ NO: _____ IF YES, DBE _____ OR MBE _____ OR WBE _____	____ Less than \$500K ____ \$500K-\$2 mil ____ \$2 mil - \$5 mil ____ more than \$5 mil.	YES or NO
NAME: _____ ADDRESS: _____ _____ PHONE: _____ FAX: _____ CONTACT PERSON: _____ _____	SCOPE OF WORK: _____ _____ _____ AGE OF FIRM: _____	YES _____ NO _____ IF YES, DBE _____ OR MBE _____ OR WBE _____	____ Less than \$500K ____ \$500K-\$2 mil ____ \$2 mil - \$5 mil ____ more than \$5 mil.	YES or NO
NAME: _____ ADDRESS: _____ _____ PHONE: _____ FAX: _____ CONTACT PERSON: _____ _____	SCOPE OF WORK: _____ _____ _____ AGE OF FIRM: _____	YES _____ NO _____ IF YES, DBE _____ OR MBE _____ OR WBE _____	____ Less than \$500K ____ \$500K-\$2 mil ____ \$2 mil - \$5 mil ____ more than \$5 mil.	YES Or NO

Check here if use of subcontractor(s)/subconsultant(s) is/are not applicable for this project: ☒

Name of Proposer: Via Mobility, LLC

Name/Title of person completing this form: Erin Abrams, Manager

Is Proposer a DBE? ____ Yes ☒ No

If No, is Proposer a M/WBE? ____ Yes ☒ No

Signature: _____ Date: 6/7/2023

This page must be completed and uploaded to DemandStar.com with your Submittal.

CONTRACTOR RESPONSIBILITY CERTIFICATION

The Proposer is required to certify compliance with the following contractor responsibility standards by checking appropriate boxes. For purposes hereof, all relevant time periods are calculated from the date this Certification is executed.

	YES	NO
1. Has the firm been suspended and/or debarred by any federal, state or local government agency or authority in the past three years?		X
2. Has any officer, director, or principal of the firm been convicted of a felony relating to your business industry?		X
3. Has the firm defaulted on any project in the past three (3) years?		X
4. Has the firm had any type of business, contracting or trade license revoked or suspended for cause by any government agency or authority in the past three (3) years?		X
5. Has the firm been found in violation of any other law relating to its business, including, but not limited to antitrust laws, licensing laws, tax laws, wage or hour laws, environmental or safety laws, by a final unappealed decision of a court or government agency in the past three (3) years, where the result of such adjudicated violation was a payment of a fine, damages or penalty in excess of \$1,000?		X
6. Has the firm been the subject of voluntary or involuntary bankruptcy proceedings at any time in the past three (3) years?		X
7. Has the firm successfully provided similar products or performed similar services in the past three (3) years with a satisfactory record of timely deliveries or on-time performance?	X	
8. Does the firm currently possess all applicable business, contractor and/or trade licenses or other appropriate licenses or certifications required by applicable state or local laws to engage in the sale of products or services?	X	
9. Does the firm have all the necessary experience, technical qualifications and resources, including but not limited to equipment, facilities, personnel and financial resources, to successfully provide the referenced product(s) or perform the referenced service(s), or will obtain same through the use of qualified, responsible subcontractors?	X	
10. Does the firm meet all insurance requirements per applicable law or bid specifications including general liability insurance, workers' compensation insurance, and automobile liability insurance?	X	
11. Firm acknowledges that it must provide appropriate documentation to support this Contractor Responsibility Certification if so requested by the City of Gainesville. The firm also understands that the City of Gainesville may request additional information or documents to evaluate the responsibility of firm. Firm agrees to provide such additional information or supporting documentation for this Certification.	X	

Under the penalty of perjury, the Bidder's authorized representative hereby certifies that all responses marked in this form or otherwise submitted for purposes of determining the Bidder's status as a responsible contractor is true, complete and accurate and that he/she has knowledge and authority to verify the information in this certification or otherwise submitted on behalf of the Bidder by his or her signature below.

Signature of Bidder's Authorized Official

Erin Abrams

Name of Bidder's Authorized Official

Manager

Title of Bidder's Authorized Official

6/7/2023

Date

This page must be completed and uploaded to DemandStar.com with your Submittal.

FEDERALLY FUNDED PURCHASE QUESTIONNAIRE

This is a federally assisted contract and your response to this questionnaire helps the City in setting *Disadvantaged Business Enterprise (DBE) goals with the federal government. Please complete and return this form with your bid response.

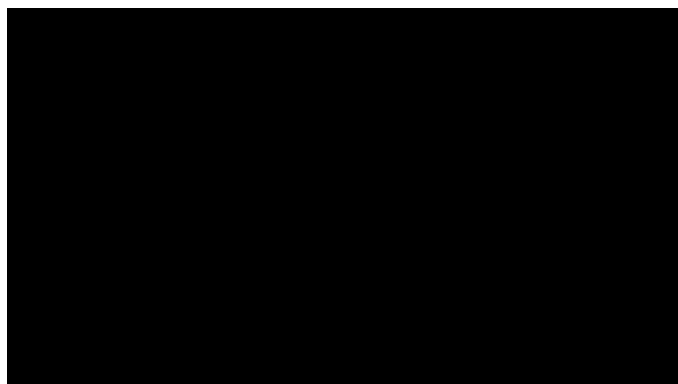
Bidder Name: Via Mobility, LLC

Bidder Address: 10 Crosby St, Floor 2, New York, NY 10013

Is Bidder a DBE? ☐ Yes ☒ No

Age of Firm: 5 years

Annual Gross Receipts of the Firm: (check one)



To be able to claim DBE status referenced above the bidder must be currently listed in the **Florida Unified Certification Program (UCP) Disadvantaged Business Enterprise (DBE) Directory maintained by the Florida Department of Transportation's (FDOT).*





Via Mobility, LLC

(a wholly owned subsidiary of Via Transportation, Inc.)
10 Crosby Street, Floor 2
New York, NY 10013

Subject: Request for Proposal #RTSX-240002-DS Mobility-On-Demand Software App - DBE Good Faith Effort Documentation

To: The City of Gainesville

Dear Evaluation Committee,

Via is committed to achieving the City of Gainesville's diversity goals as outlined in the Mobility-On-Demand Software App Request for Proposal. We understand and agree with the importance of ensuring opportunity for historically disadvantaged business owners.

Via conducts periodic and regular outreach to identify qualified DBE subcontractors in a variety of scopes of work across the country. We have found that the scopes of work we are able to subcontract and have preferred DBE vendors for are marketing, community engagement, as well as vehicle-related services for our microtransit deployments. As this RFP asks for a software-only proposal, all DBE vendors would be considered out of scope.

Should the City of Gainesville's desire to expand their scope and include any additional services, we would be happy to engage DBE subcontractors to meet the DBE goal.

Sincerely,

Authorized Corporate Officer: Authorized Contacts:

Erin Abrams

Manager

Via Mobility, LLC

10 Crosby Street, Floor 2
New York, NY 10013

Terence McPherson

Partnerships Lead

Via Transportation, Inc.

10 Crosby Street, Floor 2
New York, NY 10013

terence.mcpherson@ridewithvia.com

Jane Tuszynski

Strategy Associate

Via Transportation, Inc.

(888) 501-7511 Ext. 4

10 Crosby Street, Floor 2

New York, NY 10013

jane.tuszynski@ridewithvia.com

E.11 Prerequisite Vendor Questionnaire

1. SUPPORT

➤ What is your support model?

The City of Gainesville will have a dedicated Partner Success Manager, [REDACTED] who will be the City's main point of contact with Via. Additionally, Via provides technical assistance, available 24/7, with support engineers on call to solve any issues that may come up. For more information on Via's support model, please see [B.2.6 Technical Support, Software Upgrades and Releases](#).

➤ How do you facilitate onboarding?

Based on Gainesville's needs, Via will customize a training program to train all relevant personnel, including administrative staff, customer support representatives, and drivers. The program includes both live training workshops and a collection of written training documents that the City can easily refer back to. For more information on how Via facilitates onboarding, please see [B.2.10 Training and Support](#).

➤ Can you provide SLAs that guarantee a certain level of service?

Yes. Please see Appendix C: Service Level Agreement.

➤ Is there a knowledge base available after GoLive?

Yes. Via will continue to provide ongoing assistance after the launch.

➤ Are version upgrades, patches and security updates automatically handled by the vendor? If not, please describe.

Yes. Version upgrades, patches, and security updates are applied by Via automatically.

➤ Would there be a testing environment available?

Gainesville will have scheduled access to a demo environment. While not a replica of the exact service and not a dedicated staging environment, the City will have limited access to preview the tech, get familiar with certain actions and workflows within the VOC, and try out new features. Additionally, Gainesville's dedicated Partner Success Manager, [REDACTED], will be available to help the City test each new or expanded service zone.

2. INFRASTRUCTURE AND BUSINESS CONTINUITY

➤ Who owns the infrastructure upon which your SaaS product is built?

Via owns the infrastructure, has designed the architecture of the system and has full control of it, however we use Amazon Web Services (AWS) and GCP tools to host the

services.

- **How do you test your disaster recovery process and procedures?**

[REDACTED]

- **How often do you test your recovery process and procedures?**

[REDACTED]

- **What is your recovery time objective (RTO)?**

[REDACTED]

- **Is your infrastructure dispersed; are your primary site and your disaster recovery site geographically separated?**

[REDACTED]

3. COMPLIANCE AND SECURITY

- **Is the vendor SAS 70, SSAE 16 & SOC 2 or SOC 3 compliant? Is there a SOC 3 report available for review/distribution?**

[REDACTED]

- **If the product is processing credit card information, is the product PCI compliant?**

[REDACTED]

- What security guidelines and audits does the colocation or hosting provider follow?

[REDACTED]

- What security is in place at the colocation or hosting provider's facilities?

[REDACTED]

- Who manages network connectivity, firewalls, log file management, web application firewalls and access and identity management?

[REDACTED]

- Does the vendor have a protocol for handling emerging threats, zero day exploits and vulnerabilities and how does the vendor facilitate quick protection of the SaaS solution?

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

➤ **Is the connection to the SaaS product secured? How?**

[REDACTED]

at least two load-balancers (ELB), which mask internal IP address allocation.

4. DATA

➤ **Is the data hosted within continental US?**

[REDACTED]

➤ **Please define your data ownership model as it relates to data generated/collected during the usage of the application.**

[REDACTED]

[Redacted]

➤ **Please define your data sharing policy with third parties.**

[Redacted]

F. Exceptions to the RFP

Our legal team has reviewed the contractual requirements in the RFP and, if selected, we look forward to promptly executing a contract with the City as we have with hundreds of partners worldwide. If chosen, we would be happy to use terms substantially as provided in the RFP, while we would seek a discussion on the following issues:

- [REDACTED]
- [REDACTED]
- [REDACTED]

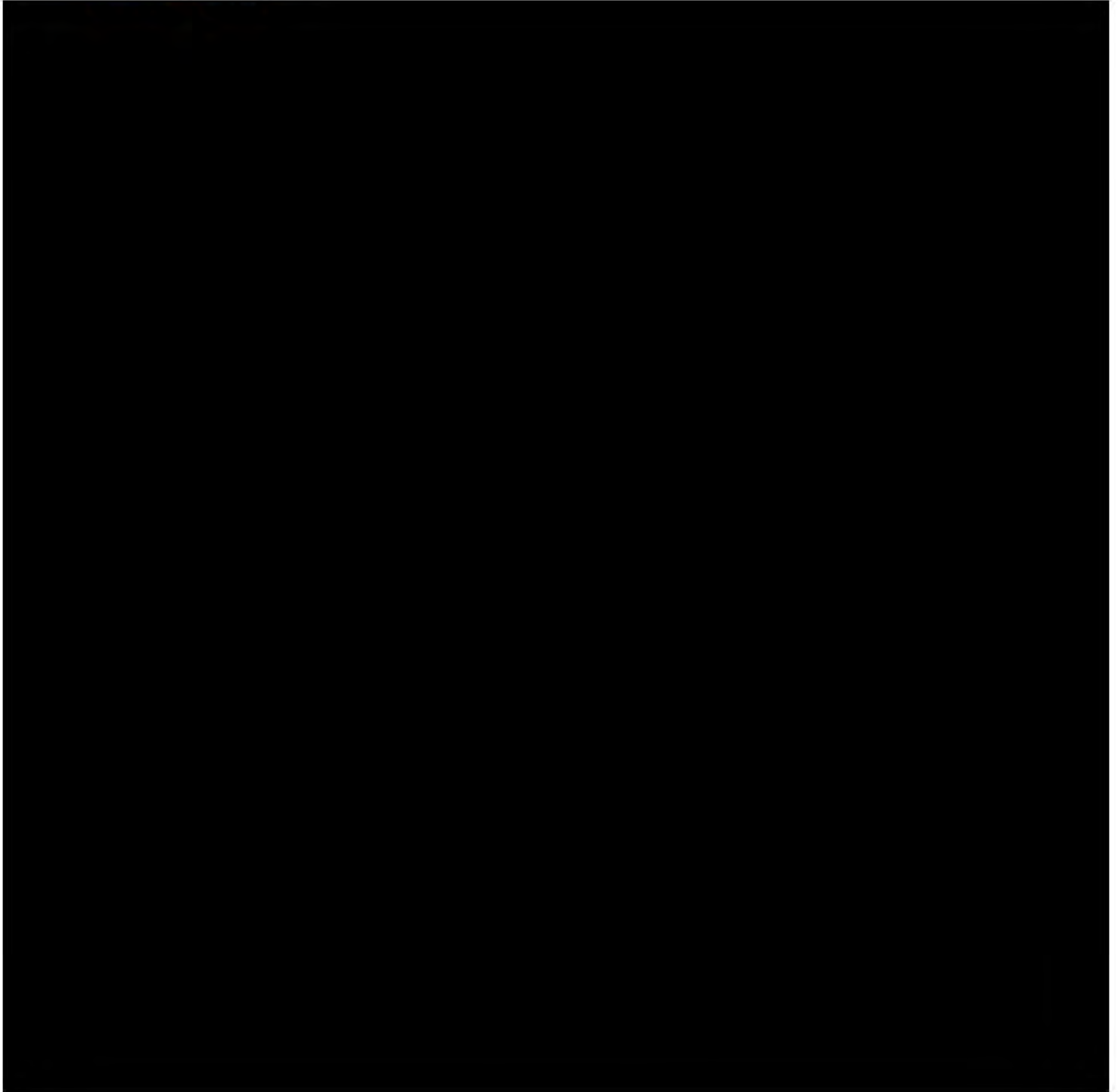
Appendix A: Vendor Technology Questionnaire

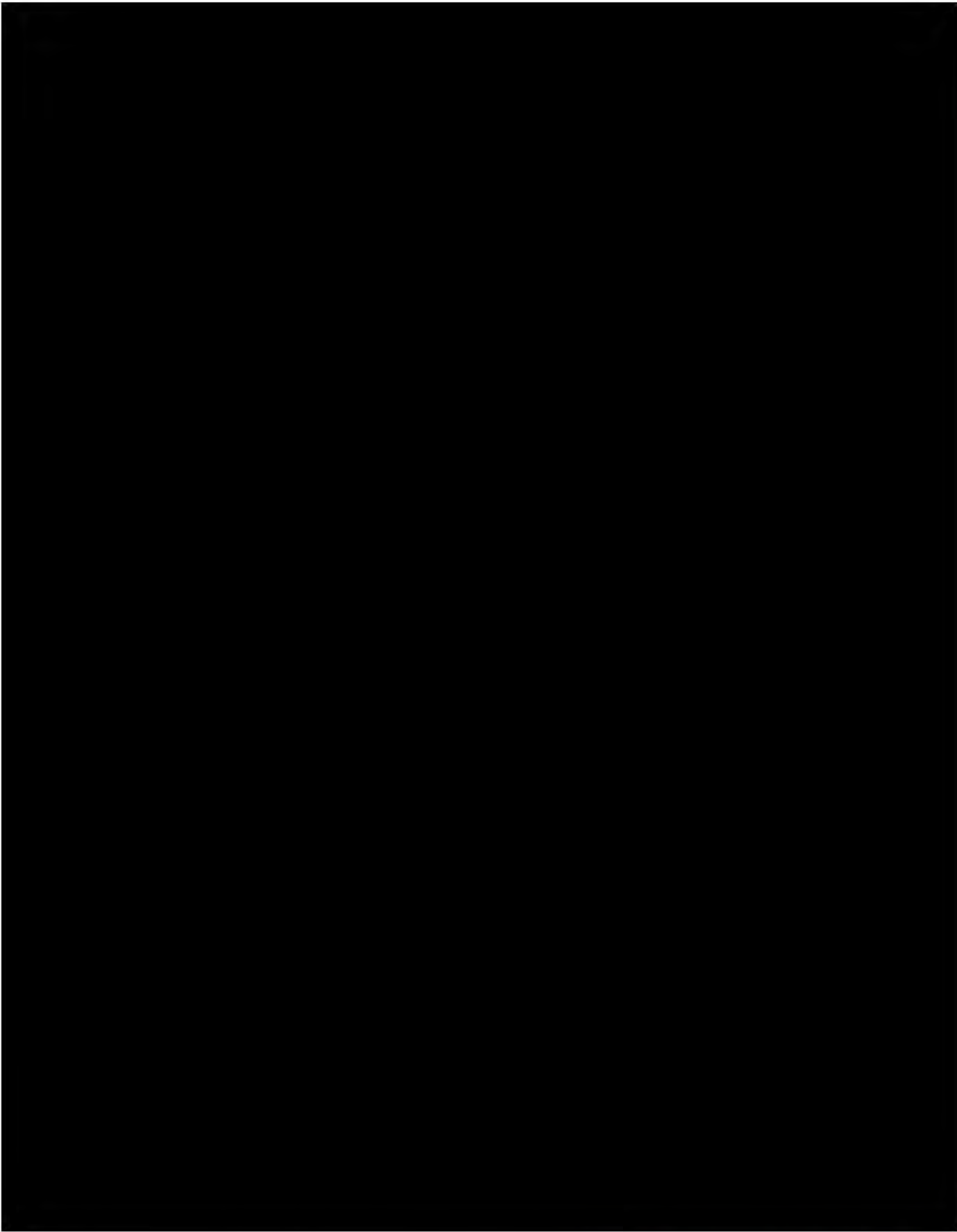
As requested by the RFP, Appendix A: Vendor Technology Questionnaire has been uploaded as a separate document.

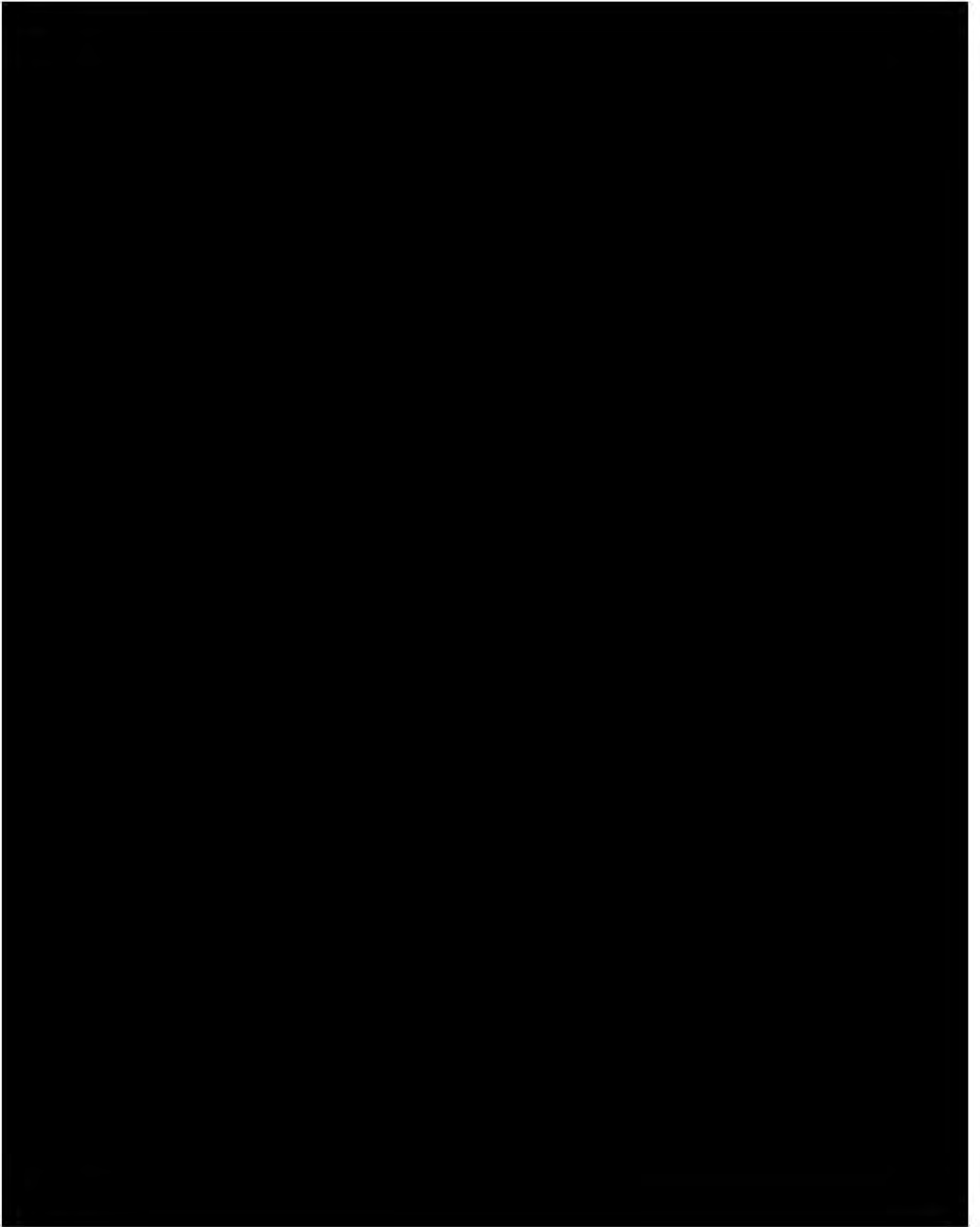
Appendix B: Resumes

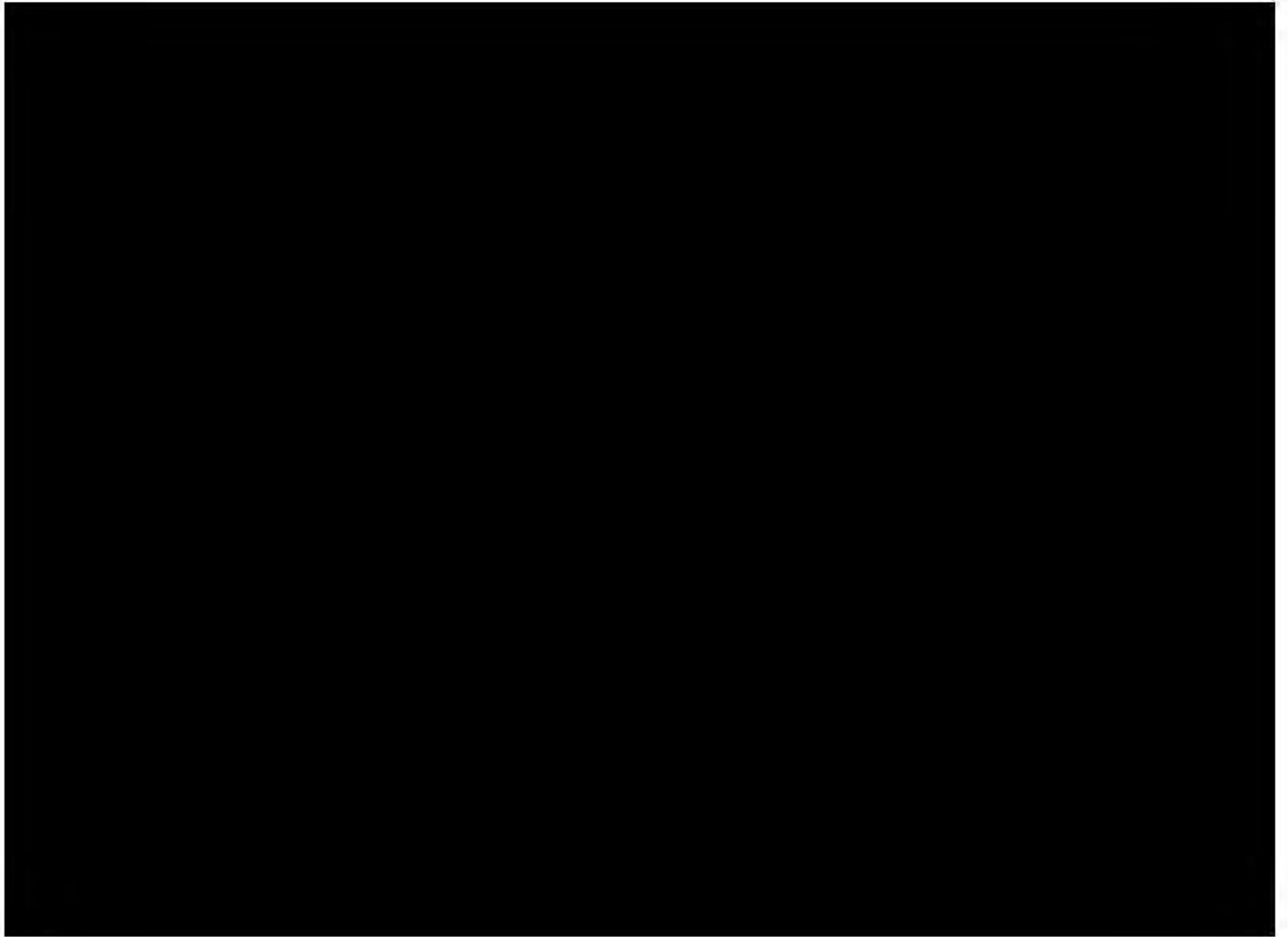
Below, we have provided resumes for Via's project team for Gainesville.

Core Team



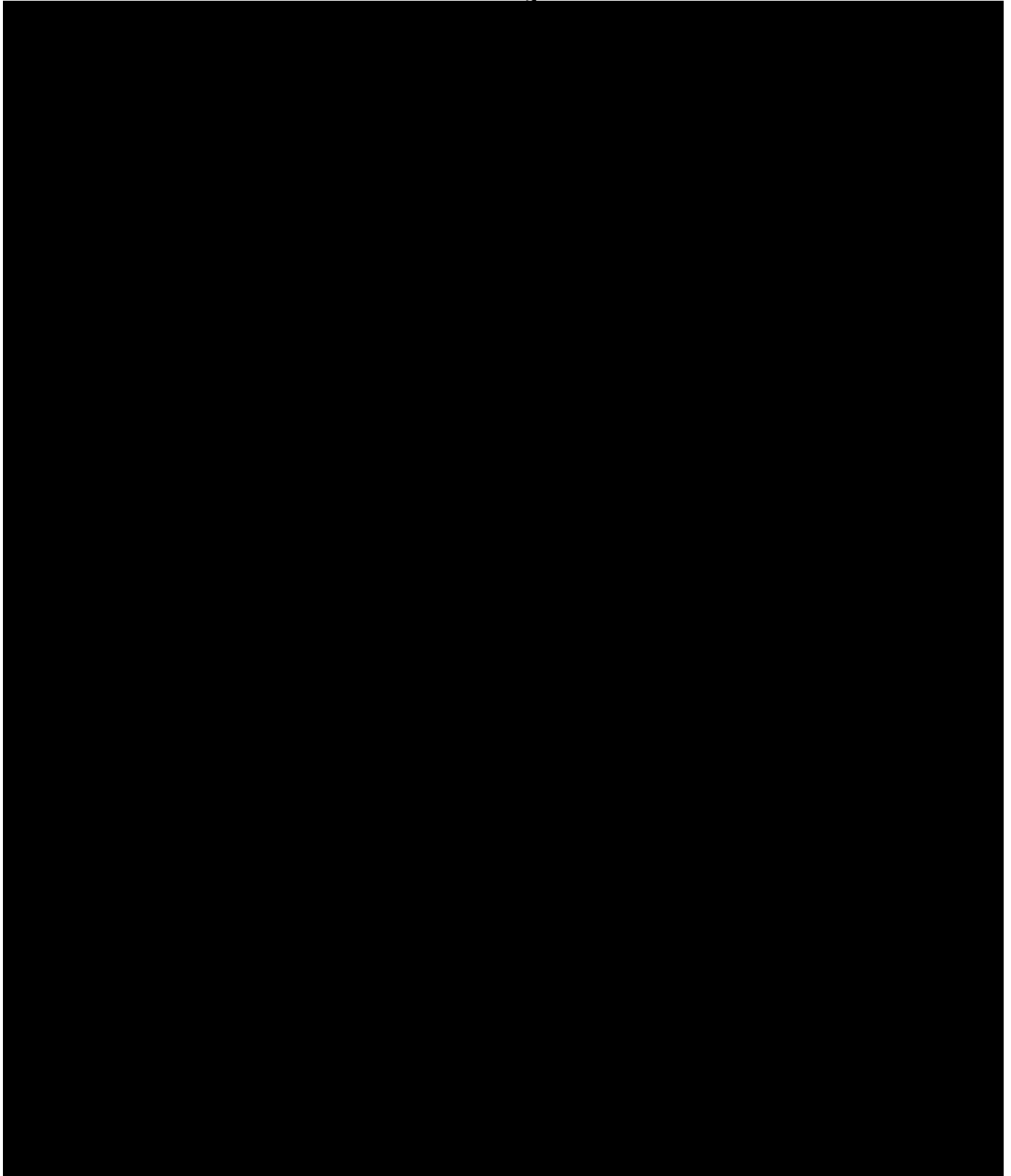


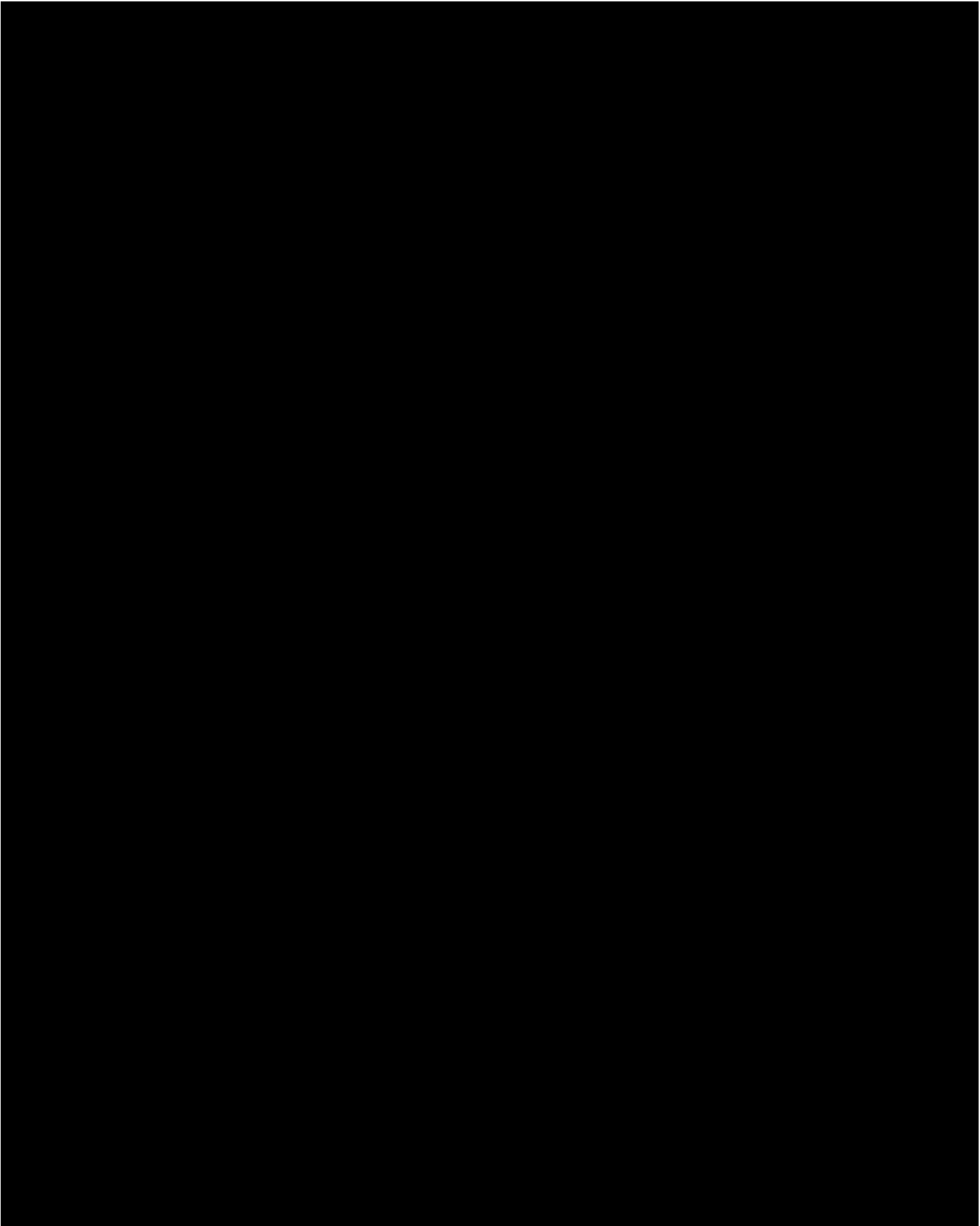


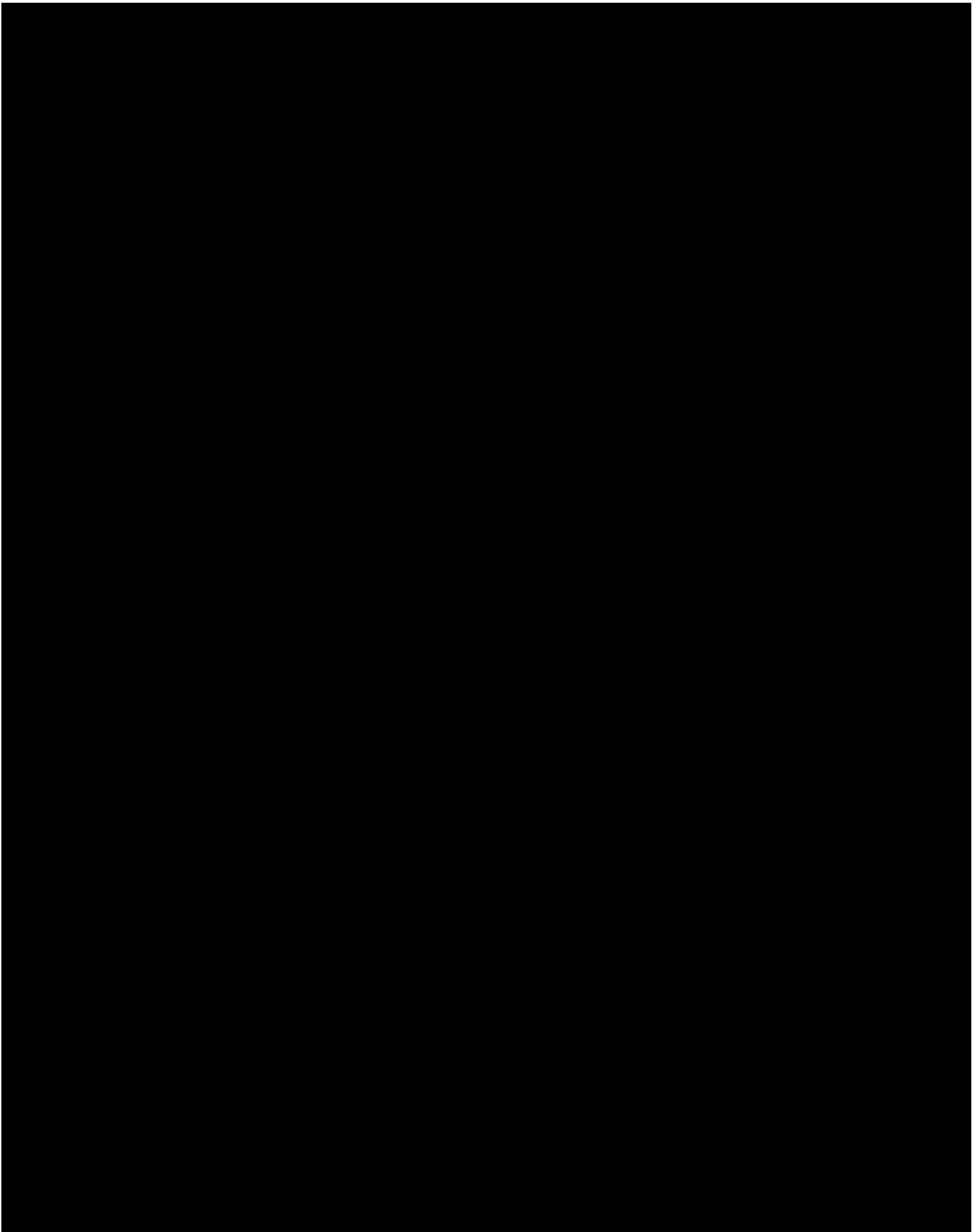


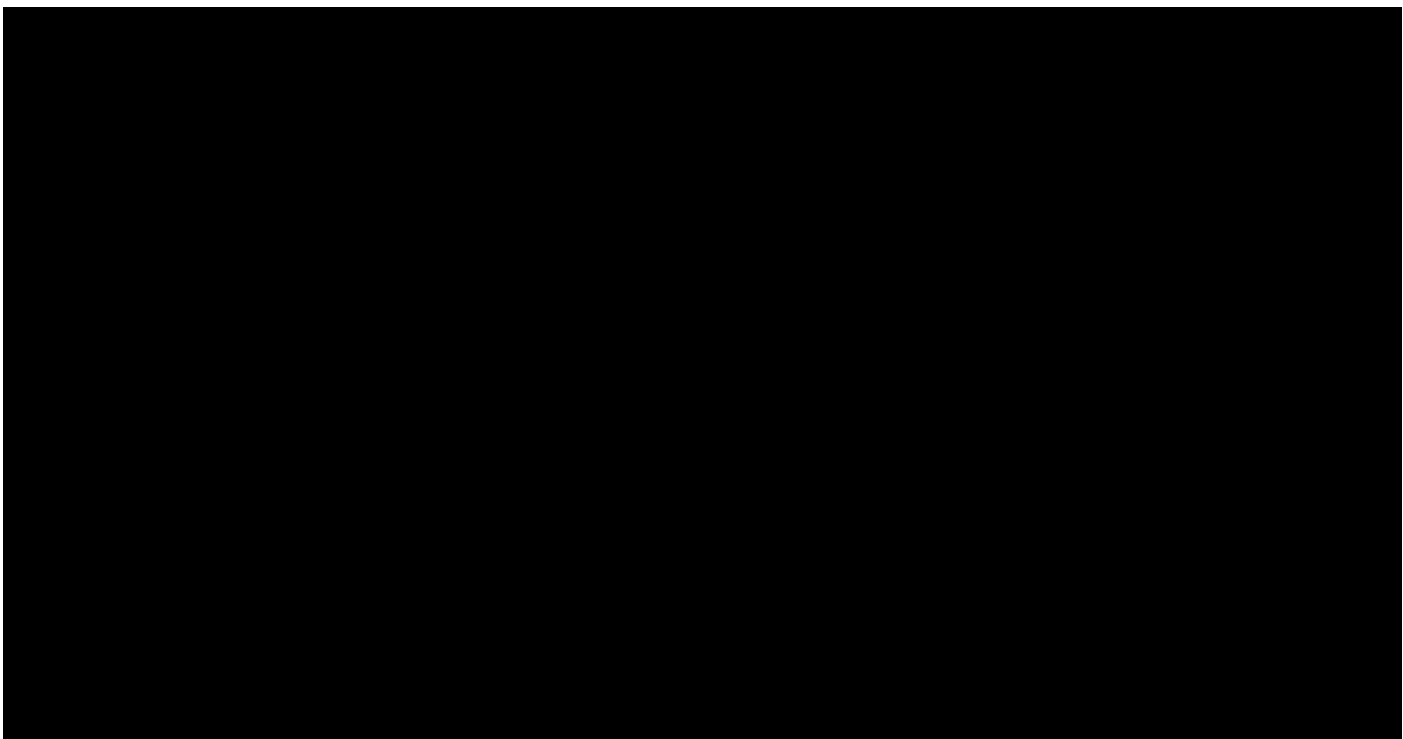
Appendix C: Service Level Agreement

Service Level Agreement









Appendix D: ISO 27001 Certificate

Via follows proven practices for ensuring the security, privacy, and integrity of data in the Via system. All security practices are informed by Via's comprehensive Information Security Management System ("ISMS"), which establishes guidelines for protecting the privacy of non-public information, safeguarding the accuracy of all data, and maintaining the availability of systems that are vital to the operations of Via and our partners.

Via has developed all ISMS policies in accordance with ISO 27001 — an international standard for information risk management — and has received full ISO 27001 certification. The ISMS also reflects cybersecurity practices outlined in the CIS Critical Security Controls ("CSC"), a globally recognized guide for following best practices around data protection. Via complies with all applicable data protection laws in the geographies in which we operate and all regulatory requirements agreed upon with our partners. We would be happy to share our full data privacy policy with Gainesville upon request.

By following ISO 27001 and CSC standards, Via incorporates proven practices to:

- Minimize risk associated with a computer or network intrusion;
- Allocate time and resources necessary to maintain the confidentiality, integrity and availability of information systems; and
- Direct resources required to comply with internal and external compliance or audit requirements.



Institute of
Quality & Control

CERTIFICATE

NO. I26772

This is to certify that
the Information Security Management System of

Via Transportation Inc.
and affiliates as detailed in the attached appendix

Was audited by IQC and found to be
in compliance with the requirements of the standard:

ISO/IEC 27001:2013

This certificate is valid for
the following scope of activities:

**Development, operation, and commercialization
of a proprietary technology platform and related systems
and methods used to establish, monitor, operate or
manage transportation services**

According to statement of applicability Date: January 02, 2023 Version: 1.3

This certificate is valid until: March 04, 2026

Certification cycle will end on: March 04, 2026

Date of first approval: March 14, 2023

This certificate is subject to the continuing satisfactory operation
of the Management System and periodic auditing by IQC

March 14, 2023

Issue date


Nir Halpern, CEO



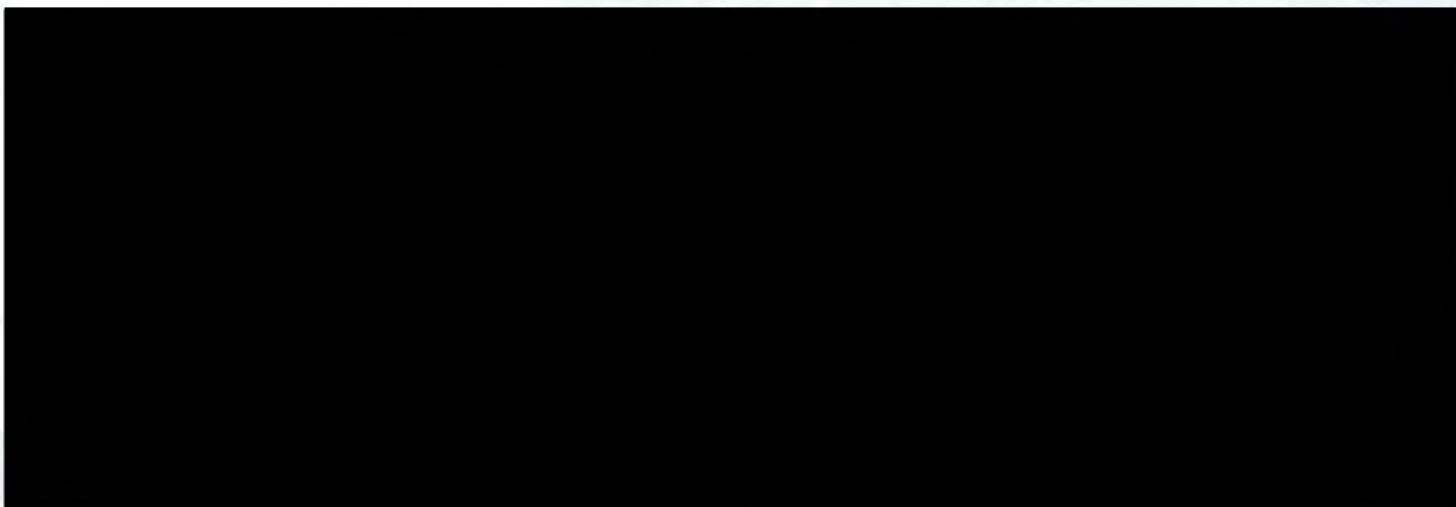


Institute of
Quality & Control

CERTIFICATE

APPENDIX TO CERTIFICATE NO. **I26772**

Via Transportation Inc.



VALID UNTIL:

March 14, 2026



March 14, 2023
Date of approval

Nir Halpern, CEO



Appendix E: Signed Addenda

As requested by the City of Gainesville for RFP #RTSX-240002-DS Mobility-On-Demand Software App, signed copies of each addendum are included below.



ADDENDUM NO. 1

Date: April 4, 2023

Bid Due Date: May 22, 2023, 3:00 P.M. (Local Time)

Bid Name: Mobility-On-Demand Software App (Rebid)

Bid Number: RTSX-240002-DS

NOTE: This Addendum has been issued to the holders of record of the specifications.

The original Specifications remain in full force and effect except as revised by the following changes which shall take precedence over anything to the contrary:

1. Question & Answer:

Question1: Are you interested in working with the offshore development model?

Answer1: *No, City is not interested in this model.*

Question2: Your Budget?

Answer2: *Budget for all-inclusive implementation/set-up, first year maintenance and support, software documentation, and training, including any and all required updates is \$175,000.00. Annual maintenance budget thereafter is \$56,000.00*

Question3: Project Timeline?

Answer3: *As stated in the RFP document, the app must be live and in service no later than January 1, 2024.*

2. Question submittal deadline is May 2, 2023. Responses to all future questions will be included in Addendum #2 to be issued after that deadline.

3. Find attached:

- Prohibition of Lobbying in Procurement Matters

ACKNOWLEDGMENT: Each Proposer shall acknowledge receipt of this Addendum No. 1 by his or her signature below, **and shall attach a copy of this Addendum to its proposal.**

CERTIFICATION BY PROPOSER

The undersigned acknowledges receipt of this Addendum No. 1 and the Proposal submitted is in accordance with information, instructions, and stipulations set forth herein.

PROPOSER: Via Mobility, LLC

BY: _____

DATE: 6/7/2023

CITY OF _____ FINANCIAL SERVICES GAINESVILLE PROCEDURES MANUAL

41-524 Prohibition of Lobbying in Procurement Matters

Except as expressly set forth in Resolution 170116, Section 9, during the Cone of Silence as defined herein no person may lobby, on behalf of a competing party in a particular procurement process, City Officials or employees, except the Procurement Division or the procurement designated staff contact person. Violation of this provision shall result in disqualification of the party on whose behalf the lobbying occurred.

Cone of Silence period means the period between the issue date which allows for immediate submittals to the City of Gainesville Procurement Division in response to an invitation to bid, or a request for proposal, or qualifications, or information, or an invitation to negotiate, as applicable, and the time that City Officials or the Procurement Division, or City Department awards the contract.

Lobbying means when a person seeks to influence or attempt to influence City Officials or employees with respect to a decision of the City, except as authorized by procurement procedures.



ADDENDUM NO. 2

Date: May 3, 2023

Bid Due Date: June 9, 2023, 3:00 P.M. (Local Time)
~~May 22, 2023, 3:00 P.M. (Local Time)~~

Bid Name: Mobility-On-Demand Software App

Bid Number: RTSX-240002-DS

NOTE: This Addendum has been issued to the holders of record of the specifications.

The original Specifications remain in full force and effect except as revised by the following changes which shall take precedence over anything to the contrary:

1. The question submittal deadline has passed; no additional questions will be answered.
2. The Bid Due Date has changed from May 22, 2023 to June 7, 2023, 3:00 p.m. The remaining dates on the anticipated **RFP Time Table** has been updated as follows:

Deadline for uploading of proposals	June 9, 2023 (3:00 p.m. local time)
Evaluation/Selection process	Week of June 19, 2023
Oral presentations, if conducted	Week of June 26, 2023
Projected award date	July/August 2023

3. **Question & Answer:**

Question1: The RFP states that “RTS will continue to provide drivers; vehicles (ADA-accessible 10-12 seater vans or cutaways); and, needed equipment, which includes tablets and computer software, and marketing to operate the service in collaboration with the vendor or app provider. Vendor app shall have capability to interface with relevant RTS operating software(s).”

- a) Can the City please confirm whether the “computer software” mentioned above refers to a driver application? And if not, please clarify what is meant by “computer software.”?
- b) Please provide the details of RTS systems or any 3rd-party systems that need integration with the new solution?

- Answer1:** a) *RTS uses TransLoc's forward-facing PC cloud-based solution for dispatch for rider requests and drivers use the mobile app for iPads or tablets.*
b) *RTS wants to continue with a Software as a Service (SaaS) app for this project. Proposer will need to advise RTS of any intended integrations.*
- Question2: Can the City provide the service hours, days, and number of vehicles needed for this microtransit service?
- Answer2:** *Service is provided 5:30-8:00 AM and 3:30-6:00 PM, Monday through Friday, using 2-3 vehicles.*
- Question3: Can the City please provide more details regarding the fixed-route service, including the number of routes, trips per day, total trips, and service hours?
- Answer3:** *Fixed route service is not included in this RFP. The new software will only be used for Microtransit.*
- Question4: Who is the incumbent provider?
- Answer4:** *TransLoc, Inc.*
- Question5: In the Future capabilities section of the RFP, it says: "Have an open API that is capable of integrating with trip planning and mobile ticketing apps (e.g. Kontron)"
a) Will the City provide the API for the integration or are the vendors expected to provide the API?
- Answer5:** *The section regarding "...future capabilities..." under 2.4.5 Data Collecting and Reporting Requirements is hereby deleted in its' entirety.*
- Question6: In the Future capabilities section, it asks whether the vendor has the ability to consume the GTFS to provide additional information to the public.
a) Can the City clarify whether it expects the new software to operate the fixed route service or just the microtransit?
- Answer6:** *The section regarding "...future capabilities..." under 2.4.5 Data Collecting and Reporting Requirements is hereby deleted in its' entirety.*
- Question7: Can the City confirm whether the vendor should submit one unredacted confidential copy with the trade secrets highlighted and one redacted copy if there is confidential content in the proposal?
- Answer7:** *Yes, proposer would submit two versions, refer to "How to Designate Trade Secret or Otherwise Confidential and Exempt Information", page 13, numbers 1 and 2.*
- Question8: Could the City extend the response submission deadline to allow bidders to submit more responsive and informative proposals?
- Answer8:** *The City is willing to extend the current due date from May 22, 2023 to June 7, 2023, P.M.*
- Question9: Section 2.4.1 requires the generation of configurable promotional codes. Can you please provide more detail and/or a specific use case to clarify the requirement?
- Answer9:** *Can the vendor generate information (code) that the agency could use to promote its services? It is related the previous statement about "configurable Agency settings".*
- Question10: It is stated there will be 2-3 vehicles per zone; will vehicles travel between zones?
- Answer10:** *Currently yes. Would like option to restrict to single zone or multiple zones.*

- Question11: In section 2.4.2 there is a requirement for the ability to set a method to deny trips when demand outnumbers available resources. Generally, if there is no availability, we will show an alternative time or simply indicate there is no availability. Will this suffice? If not, can you please provide more detail and/or a specific use case to clarify the requirement?
- Answer11:** *Yes, this would suffice.*
- Question12: Section 2.4.3 requires passengers to book recurring rides from the mobile app. It is advisable that RTS maintain control over recurring rides by setting a policy and monitoring compliance with the recurring ride policy; it is recommended that recurring rides be created using the back-office dispatcher-facing portal and that passengers simply request recurring rides through the mobile app or passenger-facing trip management portal. Is this acceptable to RTS?
- Answer12:** *The intent is to have passengers use the app versus calling in to book both single rides or recurring rides.*
- Question13: Section 2.4.4 requires a driver-facing web-based portal that interfaces with all web browsers and has the following functionalities. Is a native mobile solution an acceptable alternative to a browser-based solution?
- Answer13:** *Yes.*
- Question14: Section 2.4.5 requires reports broken down by postal code; there is another requirement to provided reports by OD zone. Please provide logic in the event a postal zone crosses multiple OD zones.
- Answer14:** *The vendor provides O-D data for all affected trips. RTS does not have the capacity to modify existing postal zones.*
- Question15: Section 2.4.5 requires all statistics be available on an 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. Please provide clarification on what is meant by “all statistics be available on an individual trip basis”; does this mean RTS is simply looking for a daily, real-time list of trips? Also, please clarify what is meant by mapping capabilities and vehicle & driver management for this statistical/dashboard output.
- Answer15:** *The statistics identified are basic data used for transit planning. Data on daily trips will assist in that planning process.*
- Question16: In section 2.4.9, there is a requirement to import existing data for continuity of operations reasons including client, operator and schedule information/GTFS feed. Can RTS please provide a format for client and operator information? Also, please confirm that static and real-time GTFS information will be provided on a regular basis by RTS.
- Answer16:** *Yes.*
- Question17: The vendor security questionnaire requires copies of various documents. Can we declare compliance and provide copies of documents when awarded?
- Answer17:** *No, the documentation needs to be reviewed before an award recommendation can occur.*
- Question18: In 2.4.7, RTS refers to a TLC certificate. Can you expand on that and its role in the solution? (requirement language, “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 TLC certificates and how they are applied to the servers.”)

Answer18: *It should state TLS certificate.*

Question19: What are the current operating hours for the mobility on demand (MOD) service?

Answer19: *Refer to Answer2.*

Question20: How many vehicles does the City use for the current MOD service?

Answer20: *Refer to Answer2.*

Question21: Will the City allow respondents to submit additional/supplemental pricing materials in addition to filling out the provided price proposal form?

Answer21: *It is preferred that no additional/supplemental pricing materials be submitted, as they will not be considered.*

Question22: Regarding 2.4.2 Back Office Dispatcher-Facing Dashboard (browser-based) “Add out-of-zone addresses riders can choose from.”

- o Can the City provide an example list of out-of-zone addresses?

Answer22: *123 SW Main Street, Gainesville, FL.*

Question23: Regarding 2.4.3 Passenger-Facing Features of the App “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.”

- o Can the City clarify whether the intention is for users to be able to book trips outside of a defined time window or inside a defined time window?

Answer23: *Book a ride within a defined time window.*

Question24: Regarding 2.4.3 Passenger-Facing Features of the App “Ability to request MOD vehicle and seat type.”

- o Can the City provide more information on what MOD vehicle and seat types are available in the current service, and what vehicle and seat types the City intends for users to have the ability to request in the future?

Answer24: *Regular seat and wheelchair.*

Question25: Regarding 2.4.4 Driver-facing features of the App “Ability for driver to pause app without redirecting rides to another vehicle.”

- o Can the City clarify in what scenarios the driver would need to pause the app?

Answer25: *To use a restroom or when on a break.*

Question26: Regarding 1. Support in the Prerequisite Vendor Questionnaire: “Is there a knowledge base available after GoLive?”

- o Can the City clarify what knowledge base this question is referring to?

Answer26: *Ability for vendor to provide assistance after the system (app) is launched.*

Question27: Can the City provide a KML or Shapefile of the zone boundaries as scoped?

Answer27: *Yes.*

Question28: Can the City provide ridership and quality of service (e.g., average wait time, average trip duration, etc.) information for the current MOD service?

Answer28: *Wait time 15 minutes, 20 minutes of trip time.*

Question29: Can the City confirm which software partner they currently use for the MOD service?

Answer29: *Refer to Answer4.*

- Question30: Would Gainesville consider an extension to the proposal submission due date to accommodate the complexity of this RFP?
Answer30: Refer to Answer8.
- Question31: Will Gainesville accept electronic signatures on the forms and cover letter?
Answer31: Yes.
- Question32: The RFP expresses a desire to integrate with multi-modal trip planning and/or mobile ticketing solutions. Does Gainesville currently use a trip planning and/or mobile ticketing solution?
Answer32: Refer to Answer5.
- Question33: Is integration with trip planning and/or mobile ticketing part of the desired scope of work OR would this be a future phase?
Answer33: Refer to Answer5.
- Question34: What does Gainesville anticipate in terms of an implementation timeline - i.e. when will the first zone be launched and when should subsequent zones be anticipated to launch?
Answer34: RTS is already operating a MOD service.
- Question35: Does Gainesville have a target Productivity (Passengers per Vehicle Hour) for this program/service?
Answer35: No.
- Question36: Is there a DBE Requirement or goal for this project?
Answer36: As stated on top of page 24 of the RFP, there is no specific goal for this project.
- Question37: Most of the IT requirements are meant for on-premise solutions and we would not be able to respond appropriately to questions pertaining to VMs, Operating system, databases etc. since they are not relevant in a SAAS environment. Does that disqualify us from bidding or will lead to a low score?
Answer37: The City wants a SaaS solution for this app, so you would have to meet only those IT requirements that would be applicable.
- Question38: 2.3 Objective has the sentence “For equity, the technology will also allow customers to book a ride by using a phone line.” Does this mean that customers would call into the City’s call center?
Answer38: Yes.
- Question39: 2.3 Objective has the sentence “Vendor app shall have capability to interface with relevant RTS operating software(s).” What are the other operating softwares?
Answer39: APC and Clever Devices.
- Question40: 2.4.1 Back Office Administrator Dashboard (browser-based) states “Ability to add a minimum of 7 service geographic areas using 2-3 vehicles each.” What is the breakdown of max active concurrent (Year 1-5) vehicles per year?
Answer40: This is budget-dependent.
- Question41: 2.4.3 Passenger-Facing Features of the App states “Depict real-time vehicle locator map, including fixed route operations.” To clarify, is real-time vehicle tracking mandatory?

Answer41: *Yes.*

Question42: 2.4.3 Passenger-Facing Features of the App states “System assigns passenger bookings (including pre-scheduled rides) to a driver manifest immediately upon booking.” How far in advance are pre-scheduled rides? What is the nature or purpose of the pre-scheduled rides? Would this mean a commingled service, for example microtransit and paratransit?

Answer42: *30 minutes, minimum.*

Question43: Under the “The following constitute future capabilities” heading, do we need to address these items in our proposal? If the City expects a response, could the City provide additional context for each bullet as to what kind of information you are looking for?

Answer43: *Refer to Answer5.*

Question44: Under the “The following constitute future capabilities” heading is the bullet “System should have an open API that is capable of integrating with trip planning and mobile ticketing apps (e.g. Kontron) that allows customers to plan a trip and pay for a trip on the service without using the provider’s app. Native integration is preferred.” For what purpose does the City use Kontron? Is a native integration strongly preferred? Could the City please provide contact information for Kontron so that we may reach out to them and appropriately price this item in our proposal response?

Answer44: *Refer to Answer5.*

Question45: Is the following “Proposer must have 3 years or more of experience in developing and administering MOD Apps” the only Minimum Qualification to address as referenced in 4.2 Content of Proposal, b. Address each Minimum Qualification?

Answer45: *Yes.*

Question46: 4.2 Content of Proposal states that the Drug-Free Workplace Form, Bidder Verification Form, and References Form are the Required Documents. Are the following also required as well and to be included in our proposal submission?

- Certification Regarding Debarment
- Certification Regarding Lobbying
- Disclosure Of Lobbying Activities
- Subcontractor/Subconsultant List And Bidder Status
- Contractor Responsibility Certification
- Federally Funded Purchase Questionnaire

Answer46: *Yes, bottom of each form states it must be completed and returned.*

Question47: For the Prerequisite Vendor Questionnaire, how should bidders submit our answers? Within the proposal itself in a separate section or give our answers on pages that are appended after the questionnaire?

Answer47: *Bidder’s choice.*

4. Find attached:

- Prohibition of Lobbying in Procurement Matters

ACKNOWLEDGMENT: Each Proposer shall acknowledge receipt of this Addendum No. 2 by his or her signature below, **and shall attach a copy of this Addendum to its proposal.**

CERTIFICATION BY PROPOSER

The undersigned acknowledges receipt of this Addendum No. 2 and the Proposal submitted is in accordance with information, instructions, and stipulations set forth herein.

PROPOSER: Via Mobility, LLC

BY: _____

DATE: 6/7/2023

CITY OF _____ FINANCIAL SERVICES GAINESVILLE PROCEDURES MANUAL

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Lobbying means when a person seeks to influence or attempt to influence City Officials or employees with respect to a decision of the City, except as authorized by procurement procedures.



ADDENDUM NO. 3

Date: May 4, 2023

Bid Due Date: June 9, 2023, 3:00 P.M. (Local Time)
~~May 22, 2023, 3:00 P.M. (Local Time)~~

Bid Name: Mobility-On-Demand Software App

Bid Number: RTSX-240002-DS

NOTE: This Addendum has been issued to the holders of record of the specifications.

The original Specifications remain in full force and effect except as revised by the following changes which shall take precedence over anything to the contrary:

1. **CLARIFICATION:** The Bid Due Date has changed to June 9, 2023, 3:00 p.m.
2. Find attached:
 - Prohibition of Lobbying in Procurement Matters

ACKNOWLEDGMENT: Each Proposer shall acknowledge receipt of this Addendum No. 3 by his or her signature below, **and shall attach a copy of this Addendum to its proposal.**

CERTIFICATION BY PROPOSER

The undersigned acknowledges receipt of this Addendum No. 3 and the Proposal submitted is in accordance with information, instructions, and stipulations set forth herein.

PROPOSER: Via Mobility, LLC

BY: _____

DATE: 6/7/2023

CITY OF _____ FINANCIAL SERVICES GAINESVILLE PROCEDURES MANUAL

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Lobbying means when a person seeks to influence or attempt to influence City Officials or employees with respect to a decision of the City, except as authorized by procurement procedures.