CITY OF GRAND PRAIRIE
PUBLIC SAFETY, HEALTH, AND ENVIRONMENT COMMITTEE
CITY HALL - COUNCIL BRIEFING ROOM, 300 W. MAIN STREET
MONDAY, AUGUST 02, 2021 AT 3:00 PM

AGENDA

CALL TO ORDER

AGENDA ITEMS

1. Public Safety, Health and Environment Committee Meeting Minutes

2. Briefing on City Fireworks Ordinance

3. Briefing on National Night Out Kickoff

4. Smoking Ordinance Comparisons

5. SNC210801 – Street Name Change – NW 19th Street and SW 19th Street to M L King Jr Blvd (City Council District 1 & 5). Street Name Change request to change NW 19th Street and SW 19th Street to M L King Jr Blvd

6. A public hearing regarding the FY 2020 CARES Act Grant to approve a Resolution authorizing the City Manager to submit a change to the scope of Fiscal Year 2020 grant application with the Federal Transit Administration (FTA) for $3,852,325 for operating/ capital for vehicle for hire service. The City will provide no matching requirement of the $3,852,325. The total budget to operate the vehicle for hire is 3,852,325 for one or more years

EXECUTIVE SESSION

The Public Safety, Health, and Environment Committee may conduct a closed session pursuant to Chapter 551, Subchapter D of the Government Code, V.T.C.A., to discuss any of the following:

(1)   Section 551.071 "Consultation with Attorney"
(2)   Section 551.072 "Deliberation Regarding Real Property"
(3)   Section 551.074 "Personnel Matters"
(4)   Section 551.087 "Deliberations Regarding Economic Development Negotiations."

CITIZEN COMMENTS

Citizens may speak during Citizen Comments for up to five minutes on any item not on the agenda by completing and submitting a speaker card.

ADJOURNMENT

The Grand Prairie City Hall is accessible to people with disabilities. If you need assistance in participating in this meeting due to a disability as defined under the ADA, please call 972 237 8035 or email Gloria Colvin (gcolvin@gptx.org) at least three (3) business days prior to the scheduled meeting to request an accommodation.

Certification

In accordance with Chapter 551, Subchapter C of the Government Code, V.T.C.A, the Public Safety, Health, and Environment Committee agenda was prepared and posted July 30, 2021.

Gloria Colvin, Deputy City Secretary

CITY OF GRAND PRAIRIE
COMMUNICATION

MEETING DATE: 08/02/2021

REQUESTER: Lana Yancey

PRESENTER: Jorja Clemson, Chairwoman

TITLE: Public Safety, Health and Environment Committee Meeting Minutes

RECOMMENDED ACTION: Approve

ANALYSIS:

Minutes are attached.

CITY OF GRAND PRAIRIE
PUBLIC SAFETY, HEALTH, AND ENVIRONMENT
COMMITTEE
COUNCIL BRIEFING ROOM, 300 W. MAIN STREET
MONDAY, JULY 12, 2021 AT 3:01 PM

MINUTES

CALL TO ORDER

PRESENT

Chairwoman Jorja Clemson
Council Member Dennis King
Council Member Junior Ezeonu

AGENDA ITEMS

1. **June 7, 2021 Public Safety, Health and Environment Meeting Minutes**

    Minutes passed unanimously.

2. **Lessons Learned from Winter Storm and Future Planning**

    Emergency Management Specialist Daniel Ringhauser briefed the committee on this item, along with Fire Chief Robert Fite. When we started hearing about a winter storm moving in we prepared the Community Room at the Public Safety Building to be our Emergency Operations Center. This was used for employees from different city departments to be present to communicate and to also disseminate information to residents in a timely manner using Alert GP. We learned during this process that our National Incident Management System procedures and training needs to be updated. We plan to have everyone trained up by the end of September. We also had difficulties when attempting to contact Atmos about the many complaints that were coming in via social media, email and phone calls. We were contacting for single incidents instead of looking at the big picture and eventually Atmos quit taking our calls. Right now we are trying to decide where we will have warming and cooling stations in the city opposed to having shelters. If we were to put a shelter in it would be a ton of maintenance and require the city to keep it up to fire code year round. During the winter storm we opened a warming station at Ruthe Jackson Center for five days to approximately 280 residents. The future warming and cooling stations will likely be set up at a couple recreation centers around the city. Funding sources have been secured to obtain additional generators in order to fully operate these stations. It was also discussed that Grand Prairie will eventually need a new Emergency Operations Center to accommodate city staff to continue working during a natural disaster or any emergency situation. This item will eventually go before the full City Council with staff presentation.

3. **Solid Waste and Recycling Service Delivery Survey 2021**

   Manager of Solid Waste and Recycling Dr. Patricia Redfearn briefed the committee on this item. Dr. Redfearn went over the results of the survey that was sent out at the beginning of the year to Grand Prairie residents on whether we should move to cart service or not. There are 46,314 households in Grand Prairie and 12,124 surveys came back to us, which is a 26.17% response rate. Unfortunately, the responses came back with 47% not wanting cart service and 53% want cart service. All surveys were broke down via council district. It is staff recommendation to not switch to cart service due to the almost equal amount of residents against and for it. We may eventually be forced into cart service by Republic Services. This item will be presented to City Council as well with staff presentations.

4. **Solid Waste and Recycling Division Cost of Service Analysis Results Presentation**

   Dave Yanke with NewGen Strategies and Solutions briefed the committee on this item. Dave explained his findings on this cost of service analysis and which scenario in the end would be best for Grand Prairie. The City of Grand Prairie has the most competitive rates when it comes to the services that Solid Waste and Recycling provide. The development of revenue requirement includes, cash funding strategy for the purchase of new vehicles and equipment, a $16.69 million bond issue for the landfill expansion, and $1.3 million in cash funding for the gas well expansion at the landfill. Dave presented two scenarios of proposed rate increases with one giving a break to senior citizens. Both proposed rate increases keep Grand Prairie under $20 for residential rates. Committee leans towards Scenario 2 which gives seniors a little bit of a break. Mr. Steve Dye advised that this item will go before full City Council with staff presentation soon.

5. **Ordinance amending the FY 2021 Red Light Safety Fund; Price agreement for the purchase of police technology and services from Axon, Inc., through a national interlocal agreement with Sourcewell, at a first-year cost of $625,000. This agreement will be for one year, with the option to renew for nine additional one-year periods, totaling $14,650,150 if all extensions are exercised; Authorize the City Manager to execute the renewal options with aggregate price fluctuations of up to $50,000 so long as sufficient funding is appropriated by the City Council to satisfy the City's obligation during the renewal terms**

   Police Chief Daniel Scesney briefed the committee on this item. Our contract for our body worn cameras, tasers, Computer Aided Dispatch, Record Management Systems, in car cameras and interviews is about to expire so this item is to purchase a 10 year contract with Axon. The funding for these upgrades will come from the Red Light Safety Fund which must be used for public safety and roadway improvement projects. This technology and equipment will increase efficiency within the police department. All board members were in favor.

6. **Resolution authorizing the City Manager to enter into a Master Memorandum of Understanding / Interlocal Agreement (MOU/ILA) with the Department of Public Safety of the State of Texas (DPS) for the participation in the Commercial Motor Vehicle Inspection Program as an Allied Agency**

    Police Chief Daniel Scesney briefed the committee on this item. He explained that this MOU will enable the Police Department, specifically our Department of Transportation Certified Officers to ensure that Semi Trailers are not entering streets and places that they are not supposed to. We receive a lot of complaints of Semi Trailers driving through residential neighborhoods and this helps our enforcement actions. All board members are in favor of this item. This will be at City Council soon as well.

7. **Ratify the renewal of price agreement with Aware, Inc., in the amount of $9,880 for the continued software support of AFIX, a fingerprint identification and identifier software in the cumulative amount of $109,990**

    Police Chief Daniel Scesney briefed the committee on this item. He explained that our Crime Scene Unit uses this technology and it helps Detectives and Police Officers in criminal investigations. This technology is approximately $10,000 per year. This item will go before City Council tomorrow as well. All board members are in favor.

8. **Animal Services Division Updates**

    Animal Services Manager Lily Yap briefed the committee on this item.She explained that Field Services launched extended hours on June 28th. Animal Services Public Information Team is working with the Police Departments Public Information Team in an attempt to get more animals adopted and this has been a great success. Animal Services now has more Shelter Officers working in the community and more Intake Specialists at the shelter. The shelter also dealt with Panleuk disease among shelter cats, which is highly contagious, and were able to separate cats and reduce the spread. For community cats that come into the shelter, they are spayed or neutered and vaccinated and then released back into the community. There is also talk about having dogs in the office place which may help with employee mental health. Animal Services is also excited to start getting the Waggin' Wagon back out to help with adoptions. No action necessary.

9. **Price Agreement for veterinary diagnostic and testing equipment from Idexx Laboratories, in the amount of $28,781, with additional yearly renewal amount of $28, 781 for programmatic and service support. This agreement will be for one year with the option to renew for five (5) additional one-year periods totaling $172,686 if all extensions are exercised. Authorize the City Manager to execute the renewal options with aggregate price fluctuations of the lesser of up to $50,000 or 25% of the original maximum price so long as sufficient funding is appropriated by the City Council to satisfy the City's obligation during the renewal terms**

    Animal Services Manager Lily Yap briefed the committee on this item. Idexx Laboratories is who we use for diagnostics screening which comes with all basic adoption packages. This will allow us to have an onsite machine in order to get blood test results back in a more timely manner. Currently we send blood out to a third party. This will also be on City Council agenda soon. Depending on how much we need to use this equipment depends on how much it will

cost. This price agreement allows Animal Services to use up to the amount listed but they may not use all that money. All board members were in favor.

10. **Smoking Ordinance Comparisons**

Deputy City Manager Steve Dye discussed tabling this item until our next meeting. Chairwoman Clemson requested a motion to postpone this item.

CITIZEN COMMENTS

There were no citizen comments.

EXECUTIVE SESSION

There was no executive session.

ADJOURNMENT

Meeting adjourned at 4:35 p.m.

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Jorja Clemson, Chairwoman

CITY OF GRAND PRAIRIE
COMMUNICATION

MEETING DATE: 08/02/2021

REQUESTER: Fred Bates, Jr.

PRESENTER: Daniel Scesney, Chief of Police

TITLE: Briefing on City Fireworks Ordinance

RECOMMENDED ACTION: Information Only

CITY OF GRAND PRAIRIE
COMMUNICATION

MEETING DATE: 08/02/2021

REQUESTER: Daniel Scesney, Chief of Police

PRESENTER: Daniel Scesney, Chief of Police

TITLE: Briefing on National Night Out Kickoff

RECOMMENDED ACTION: Information Only

CITY OF GRAND PRAIRIE
COMMUNICATION

MEETING DATE: 07/12/2021

REQUESTER: Cindy Mendez

PRESENTER: Cindy Mendez, Environmental Quality Manager

TITLE: Smoking Ordinance Comparisons

RECOMMENDED ACTION: Information Only

ANALYSIS:

In January of 2014, the City's Smoking Ordinance was updated and substantially reduced the location of facilities where smoking was allowed. Smoking was banned in restaurants, public spaces, retail establishments, and on most city properties. Recently, we were asked to review our ordinance and compare it to other cities to determine if further restrictions are warranted.

FINANCIAL CONSIDERATION:

None

CITY OF GRAND PRAIRIE
COMMUNICATION

MEETING DATE:	08/02/2021
REQUESTER:	City of Grand Prairie
PRESENTER:	Bill Hills, Deputy City Manager
TITLE:	SNC210801 – Street Name Change – NW 19th Street and SW 19th Street to M L King Jr Blvd (City Council District 1 & 5). Street Name Change request to change NW 19th Street and SW 19th Street to M L King Jr Blvd

RECOMMENDED ACTION: Approve

SUMMARY:

SNC210801 – Street Name Change – NW 19th Street and SW 19th Street to M L King Jr Blvd (City Council District 1 & 5). Street Name Change request to change NW 19th Street and SW 19th Street to M L King Jr Blvd

BACKGROUND:

The City of Grand Prairie has proposed a street renaming in honor of Dr. Martin Luther King, Jr. The proposed street to be renamed would be NW & SW 19th Street. The street, a significant north-south corridor in the Dalworth community, is and has been the parade route for the annual Martin Luther King, Jr. parade. The name change would dedicate this corridor as an official memoriam of Martin Luther King, Jr. in honor of his significant contributions and impact to society.

TIMELINE:

To assure public input, several meetings were held with those affected in regard to this proposed change. If approved, a ceremony is tentatively scheduled for Sat., Aug. 28th to dedicate the new street name.

- July. 29th – Meeting with Dalworth Neighborhood Steering Committee.
- Aug. 5th – Public meeting held at the Dalworth Recreation Center with property owners directly affected by the name change.
- Aug. 17th – City Council : Public hearing and proposed ordinance up for adoption.
- Aug. 28th – Proposed date for name change ceremony on the anniversary of the march on Washington and Martin Luther King "I have a dream" speech.

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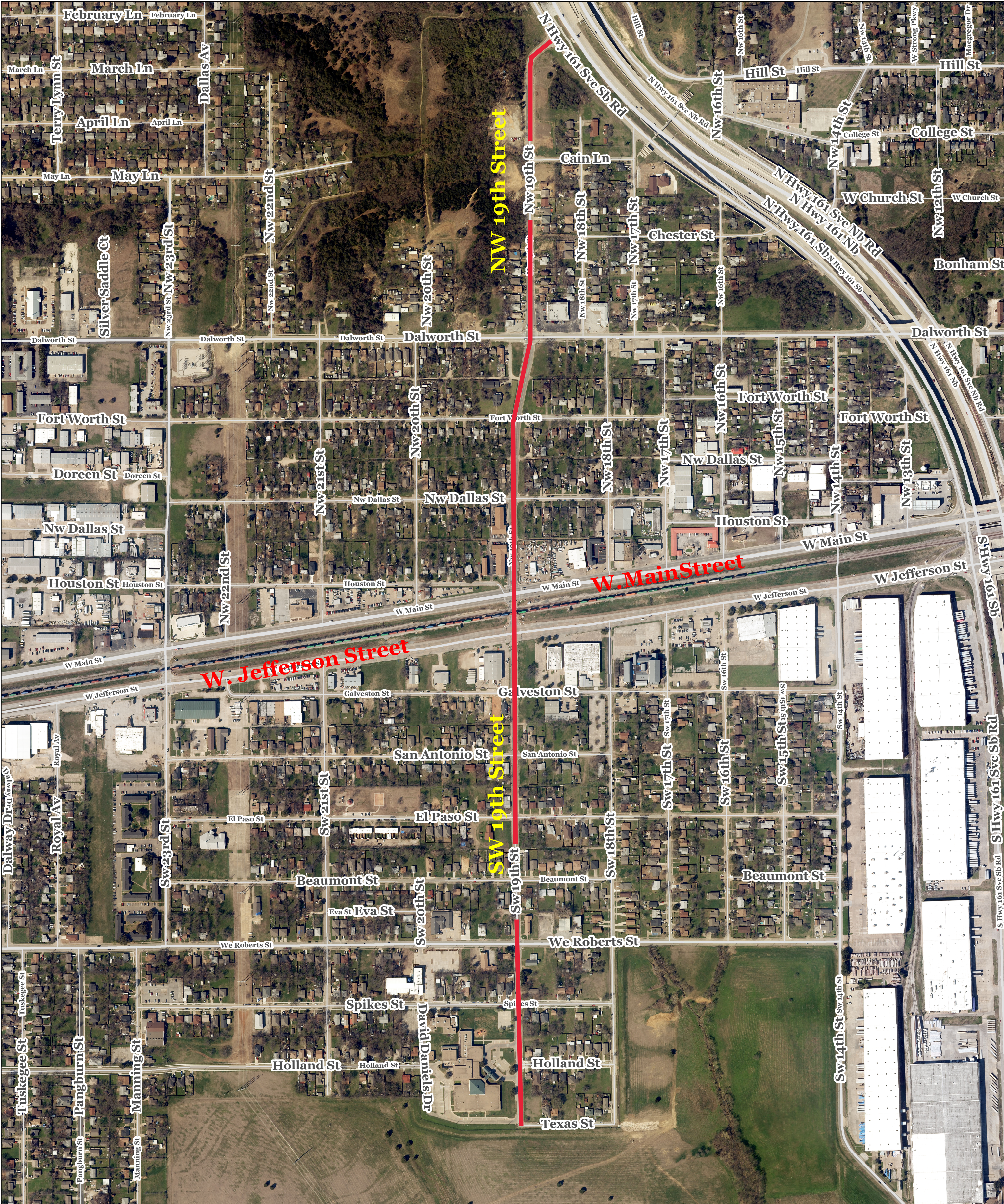
City of Grand Prairie
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7/23/2021

CITY OF GRAND PRAIRIE
RESOLUTION

MEETING DATE:	08/03/2021
REQUESTER:	Monica Law
PRESENTER:	Walter Shumac, Director of Transportation Services
TITLE:	A public hearing regarding the FY 2020 CARES Act Grant to approve a Resolution authorizing the City Manager to submit a change to the scope of Fiscal Year 2020 grant application with the Federal Transit Administration (FTA) for $3,852,325 for operating/ capital for vehicle for hire service. The City will provide no matching requirement of the $3,852,325. The total budget to operate the vehicle for hire is 3,852,325 for one or more years

RECOMMENDED ACTION: Approve

ANALYSIS:

On Friday, March 27, 2020, President Trump signed the Coronavirus Aid, Relief, and Economic Security (CARES) Act into law. The CARES Act provides emergency assistance and health care response for individuals, families and businesses affected by the COVID-19 pandemic and provides emergency appropriations to support Executive Branch agency operations during the COVID-19 pandemic.

Federal Transit Administration (FTA) was allocating $25 billion to recipients of urbanized area and rural area formula funds, with $22.7 billion to large and small urban areas and $2.2 billion to rural areas. Funding will be provided at a 100-percent federal share, with no local match required, and will be available to support capital, operating, and other expenses generally eligible under those programs to prevent, prepare for, and respond to COVID-19.

Operating expenses incurred beginning on January 20, 2020, for all rural and urban recipients, even those in large urban areas, are also eligible, including operating expenses to maintain transit services as well as paying for administrative leave for transit personnel due to reduced operations during an emergency.

The City of Grand Prairie Transit was allocated $3,852,325 for COVID-19 related reimbursements at 100-percent.

At the current time, Staff is requesting a public hearing for public input regarding FY 2020 CARES Act Grant and associated funding requests and approve a resolution authorizing the City Manager to submit the change to the grant application for fiscal year 2020 CARE Act grant from Operating to

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Capital/Operating for Transportation for hire. The CARE Act Grant for $3,852,375 is active within FTA for the City of Grand Prairie.

The Transportation for Hire will not affect the Grand Connection senior and physically challenged para-transit program. This service will allow all Grand Prairie residents the opportunity to transport throughout the City and to all four surrounding Colleges and universities; i.e. The University of Texas at Arlington (UTA), Tarrant County College District (TCCD) Dallas College Mountain View Campus (DCCD) Dallas Baptist University (DBU) also Provide Trips to the Trinity Railway Express (TRE).

FARE TRIPS ($3.50 to $4.00 EACH WAY)
   o   All trips will cost between $3.50 to $4.00 each way.

FINANCIAL CONSIDERATION:
The following is a breakdown of the funding sources used to operate The Grand Connection.

	Total	Percent	Capital/Operating	
FTA (CARES Act)	$3,852,375	100%	$3,852,375	Vehicle for hire service
Project Cost	$ 3,582,375	100%	$3,852,375	

The City's Contribution to the Vehicle for Hire Service is zero ($0) dollars, FTA is allowing the City of Grand Prairie to use 100% of the funds on a reimbursement bases of the expenditures. We have secured the grant in the amount of $3,582,375 for operating/capital from Federal Transit Administration (FTA).

The reimbursement from FTA expenses for the Vehicle for Hire Service will reside in the FY2020 CARES Act Grant 300596 68021003.

BODY
A RESOLUTION AUTHORIZING THE CITY MANAGER TO SUBMIT A CHANGE TO THE SCOPE OF THE FISCAL YEAR 2020 GRANT APPLICATION WITH THE FEDERAL TRANSIT ADMINISTRATION (FTA) FOR $3,852,325 FOR OPERATING/CAPITAL FOR A VEHICLE FOR HIRE SERVICE. THE CITY WILL PROVIDE NO MATCHING REQUIREMENTS. THE TOTAL BUDGET TO OPERATE THE VEHICLE FOR HIRE SERVICE FOR FISCAL YEAR 2022-2023 IS $3,852,3753. THIS ACTION IS TO ALLOW THE CITY OF GRAND PRAIRIE GO OUT FOR BID FOR THIS SERVICE.

WHEREAS, to ensure continued funding to operate "Vehicle for hire" the Transportation Services Department, seeks authorization to submit the change to the grant to pay for capital/operating expenses to

the Federal Transit Administration (FTA) for $3,852,325. The City of Grand Prairie Transit was allocated $3,852,325 for COVID-19 related reimbursements at 100-percent from the Federal Transit Administration (FTA).

WHEREAS, the Secretary of Transportation is authorized to make grants for a mass transportation program of projects;

WHEREAS, the contract for financial assistance will impose certain obligations upon the applicant;

WHEREAS, it is required by the U.S. Department of Transportation in accord with the provision of Title VI of the City Rights Act of 1964, as amended, the applicant give an assurance that it will comply with Title VI of the Civil Rights Act of 1964 and the U.S. Department of Transportation requirements there under; and

WHEREAS, it is the goal of the applicant that minority businesses be utilized to the fullest extent possible in connection with this/these project(s), and that definite procedures shall be established and administered to ensure that minority businesses shall have the maximum construction contracts, supplies, equipment contracts, or consultant and other services.

NOW, THEREFORE BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF GRAND PRAIRIE, TEXAS:

Section 1.   That, the City Manager is authorized to execute, amend, and file applications on behalf of the City of Grand Prairie with the, Federal Transit Administration (FTA) in the amount of $3,852,325 to aid in the financing of operating assistance projects pursuant to Section 9 of the Urban Mass Transportation Act of 1964, as amended. The City of Grand Prairie Transit was allocated $3,852,325 for COVID-19 related reimbursements at 100-percent from the Federal Transit Administration (FTA).

Section 2.   That, the City Manager is authorized to execute and file with such application an assurance, or any other document required by the U.S. Department of Transportation effectuating the purpose of Title VI of the Civil Rights Act of 1964.

Section 3.   That, the City Manager is authorized to set forth and execute affirmative minority business policies in connection with the project's procurement needs.

Section 4.   That, the City Manager is authorized to execute grant contract agreements on behalf of the City of Grand Prairie with the U.S. Department of Transportation for aid in the financing of the operating assistance projects.

Section 5.   That, this Resolution shall be in full force and effect from and after its passage and approval.

PASSED AND APPROVED BY THE CITY COUNCIL OF THE CITY OF GRAND PRAIRIE, TEXAS, SEPTEMBER 7TH, 2021.

Microtransit Pilot for the City of Grand Prairie

City of Grand Prairie, Texas

River North Transit LLC
(a wholly owned subsidiary of Via Transportation, Inc.)

Executive Summary

Subject: Via Proposal to the City of Grand Prairie
To: City of Grand Prairie, Texas
Attn: City Manager

Dear City Manager,

River North Transit LLC ("Via")[1] is pleased to present our transportation proposal to the City of Grand Prairie. In this Executive Summary, we provide a brief introduction to Via and summarize our proposed solution for the City. Supporting information follows.

Introduction to Via

Via is the world's leading provider of innovative public mobility solutions — including microtransit, which we define as data-driven transportation services that pool multiple passengers into efficient shared rides, and dynamically route vehicles in response to demand.

We partner with cities and transit agencies across the globe, harnessing the power of data to optimize networks of buses, shuttles, wheelchair accessible vehicles (WAVs), school buses, autonomous vehicles, electric vehicles, and more. For each deployment, we configure our system to serve our partner's goals while bringing our global expertise to bear on their local challenges.

Project Understanding

The City of Grand Prairie is a thriving community of nearly 200,000 residents, including many young families and residents that are new to the area. Thanks to attractive residential neighborhoods, convenient proximity to the entire Dallas-Fort-Worth (DFW) area, and world-class entertainment, Grand Prairie is one of the fastest growing cities in the U.S., with population growth expected to continue for years to come.

To drive ongoing economic development and meet the evolving needs of its population, the City is exploring innovative solutions to improve Grand Prairie's public transit system. The City hopes to demonstrate that more flexible transportation models, such as microtransit, can better serve the diverse needs of Grand Prairie residents, from students and young professionals, to senior citizens and individuals with disabilities.

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[1] As a wholly owned subsidiary of Via Transportation, Inc., River North Transit LLC enjoys full access to the parent company's technology, expertise, and personnel. Throughout our proposal, we will simply refer to the applying entity as "Via," reflecting the highly-integrated nature of the Via Group.

The City is seeking information on innovative mobility solutions that can enhance the efficiency, accessibility, and overall quality of Grand Prairie's public transit system. Beyond exploring the potential value of microtransit, the City seeks to understand how new transit services will complement and integrate with the broader transportation network in and around Grand Prairie.

Via's Proposed Solution for Grand Prairie

Via stands alone in our industry as a turnkey microtransit provider, combining the advanced technology of a mobility software company with the service management expertise of a public transit provider. From managing over 200 microtransit services across the globe, our team brings unparalleled expertise in overseeing both the technology and operational components of microtransit.

Through our holistic transit experience, we have developed a proven microtransit playbook, including strategies for adjusting technology parameters, establishing fare structures, implementing rider outreach campaigns, and scaling fleets. If selected as the City's partner, we will apply our expertise to design, implement, and optimize an innovative microtransit service, scoped specifically to the needs of Grand Prairie residents.

Pulling from our end-to-end capabilities, we can configure our flexible microtransit solution to the City's needs through either of the following service models:

- **Transit-as-a-Service (TaaS)**. Through our turnkey TaaS solution, Via serves as a broker and integrator of transit services for microtransit networks. We ensure seamless coordination between carefully vetted third parties, including vehicle suppliers and maintenance services, and provide our full suite of technology, which includes interfaces for riders, drivers, and administrators, as well as powerful algorithms for scheduling trips and dispatching vehicles.
- **Integrated Mobility Solutions (IMS).** Only Via provides all the services needed to power microtransit, while also offering advanced capabilities to intelligently incorporate microtransit into the broader transportation network. With our IMS solution, partners use the Via system to integrate payment systems, link trip planning applications, and streamline service management across modes.

Through these partnership models, we are confident that Via can provide the technology capabilities, service design expertise, and robust deployment experience needed to achieve Grand Prairie's transit objectives. Our microtransit solution exceeds expectations for service quality by personalizing the trip experience to each resident's preferences and accessibility needs. Our backend algorithms simultaneously automate administrative tasks and aggregate passengers into efficient shared rides — thereby minimizing the need for manual service management and maximizing fleet productivity.

We hope that our proposal demonstrates our understanding of Grand Prairie's goals and our unmatched ability to ensure the City's success. We look forward to engaging further on this exciting opportunity.

Best regards,

John Creizis
DIrector of Partnerships
Via Transportation, Inc.
401 West Ontario St, Suit 301
Chicago, IL 60654
john@ridewithvia.com

Table of Contents

1. Company History

1.1 Mission and Vision Statement

Via is re-imagining how the world moves. We provide the next generation of public mobility solutions, empowering cities, public transit agencies, and private operators to build dynamic transportation networks and expand access to transit. Our flexible technology solutions use real-time data to optimize networks of buses, shuttles, wheelchair accessible vehicles (WAVs), school buses, autonomous vehicles, electric vehicles, and more. By delivering convenient shared rides and enhancing connectivity between transit modes, Via enables partners to increase efficiency, reduce traffic congestion and carbon emissions, and improve the quality of life for their communities.

1.2 Via Background and Years of Experience

Via has been in business since 2012, and in 2013, we launched our first microtransit service, designed to provide convenient and affordable shared rides. Inspired by the potential of shared rides to alleviate congestion and reduce single-occupancy vehicle use, our co-founders — Daniel Ramot (CEO; Ph.D from Stanford in neuroscience) and Oren Shoval (CTO; Ph.D from the Weizmann Institute in systems biology) — applied their knowledge of complex data networks and machine learning to build a digital platform that could optimize the assignment of ride requests across a fleet of vehicles. With this technology, they sought to serve more shared rides with fewer vehicles, thereby reducing congestion, lowering emissions, and expanding shared mobility.

Over the past seven years, we have not only made this platform into the world's most advanced microtransit system, but built additional capabilities to manage every aspect of public mobility, including paratransit, senior transportation, integrated trip planning and payments systems, electric vehicle (EV) charge management, autonomous vehicle (AV) fleet management, school bus routing, operations, and dynamic road-usage charging (RUC).

In Texas alone, we power several services, including our turnkey microtransit services in Arlington and Travis County (both described in **Section 2.2.1: Comparable Projects**), and in Fort Worth, where our service provides first- and last-mile connections to the nearby rail stations.

Via also recently acquired Remix, the world's leading transportation planning software firm, which over 350 cities and transit authorities use to design their transit networks. Remix and Via together provide an unmatched suite of tools and services to design, plan, optimize and analyze multimodal transportation systems. Together, we have deployed transit solutions in partnership with over 500 cities and transit agencies in 26 countries around the world. Below, please find a map of our global deployments:

1.2 Key Personnel

1.2.1 Global Team

The talent, scale, and diversity of our global team set us apart from competitors. Via's global team is structured within two core segments: **Business,** led by Co-Founder and CEO Daniel Ramot, and **Product**, led by Co-Founder and Chief Technology Officer Oren Shoval.

Across both segments, Via employs nearly 700 people: 330 Business team members focused on operations, growth, member services, expansion, business development, and partner success; and 350 Product experts with experience in advanced algorithms, data science, digital mapping, database architecture, product management, and app development.

1.2.2 Project Team

For each partnership, Via builds a Project Team around the unique requirements of the service. If selected to work with the City of Grand Prairie, we will assemble a Via Project Team with experience in designing, launching, and optimizing microtransit services. Once the service launches, a General Manager and Partner Success Manager will organize and lead regular check-ins with the City to review performance, collect feedback, and align on next steps for service growth and optimization. This team will also monitor and analyze service performance data on an ongoing basis, providing advice on how the City can improve service quality, increase ridership, and transition between project phases.

2. Experience

2.1 Scope of Services

Via has comprehensive microtransit experience cutting across technology and operations. Our software platform includes intuitive applications for riders, drivers, and system administrators, as well as automated tools for scheduling shared trips and dynamically routing vehicles. We also offer end-to-end support for coordinating service management, working with third-party partners to manage driver recruitment, fleet maintenance, and customer service.

Below, we summarize the suite of features and services that Via can offer the City, broken down into technology and integrated transit services:

Technology

- **Fleet Routing and Optimization Algorithms.** Via's industry-leading routing and ride assignment algorithms analyze all trip requests, assign customers to the best-suited vehicle, and group passengers into efficient shared rides. Our technology optimally matches vehicles with ride requests, and dynamically updates routes in response to real-time demand.
- **Rider Reservation System.** Via's Rider App allows riders to *book pre-scheduled and on-demand* rides, track their vehicles in real time, pay for rides, and troubleshoot any issues. Riders also have the option to call administrators to book rides and access support services.
- **Driver Navigation Application.** Via's Driver App provides clear visual navigation and spoken instructions to guide drivers from stop to stop. Drivers communicate with system administrators, dispatchers, and customers through the app, and the app transmits live ride data back to the Via system.
- **Administrative System.** The Via Operation Center (VOC) is a user-friendly, web-based interface where system administrators can monitor live service operations, manage user accounts, and communicate with riders and drivers. The VOC
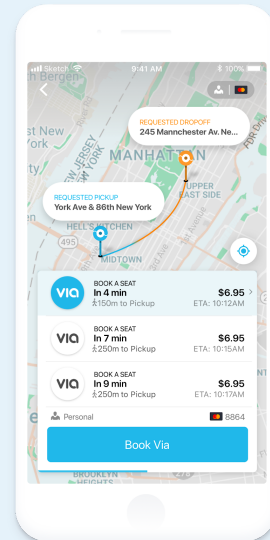
offers tools to perform a variety of functions, including checking trip details, adjusting account information, and providing customer support.

- **Data Analytics and Reporting.** Via shares operational data and service reports through Tableau, an intuitive data visualization platform. This interface contains a range of data reports that can be queried and filtered for specific insights, or simply treated as ongoing dashboards to monitor service performance.
- **Software Support and Maintenance.** Via partners benefit from regular system upgrades designed to improve all of our global services. Our cloud services are monitored continuously; a Technical Support Team is on-call 24 hours/day to immediately address issues.

Integrated Transit Services

- **Vehicle Procurement.** Via works with a reputable leasing company to deliver a fleet of branded vehicles. We collaborate with our partners to determine the optimal fleet size and makeup (e.g., appropriate vehicle model and number of wheelchair accessible vehicles) to meet local demand and ensure a high-quality trip experience for riders.
- **Fleet Maintenance.** Via prioritizes exceptional vehicle cleanliness and maintenance in all of our services. We work with local partners to manage end-to-end fleet maintenance and cleaning, including specialized services to ensure rider and driver safety during the COVID-19 pandemic.
- **Driver Partners.** We provide qualified, highly vetted drivers for our services. We conduct comprehensive onboarding programs to ensure that driver partners are equipped to use the Via platform and provide exceptional customer service.
- **Supply Planning.** Our team manages day-to-day supply planning, ensuring that sufficient vehicles are dispatched to fulfill all ride requests. Leveraging our sophisticated planning tools, we efficiently scale up or down supply in line with predicted and real-time demand.
- **Customer Service.** Via dedicates highly trained support agents, who have experience providing phone support to Via riders across the globe. In addition to offering real-time phone support, our system sends automated communications to riders via text, voice call, or in-app message.
- **Marketing and Growth.** Via's in-house marketing team, including experts in branding, design, digital marketing, and public relations, designs and implements a comprehensive marketing campaign tailored to local riders. We utilize various data-driven tactics for growing awareness of new services and increasing ridership over time.

Via will not only be a service provider, but a true strategic partner to the City — offering recommendations for optimizing operational efficiency, improving the quality of service, and growing ridership over time.

2.2 Relevant Experience

## 2.2.1 Comparable Projects

Via manages several transit services similar to the size and scope of Grand Prairie's prospective microtransit project. Below, we highlight two comparable projects: the first reflects our

Transit-as-a-Service (TaaS) model, where Via provides a turnkey microtransit solution including both technology and service management support; the latter demonstrates our technology-only solution delivered through a Software-as-a-Service (SaaS) model.

1. City of Arlington, Texas

Project Summary

In December of 2017, the City of Arlington replaced an underutilized fixed-route bus with Via's shared-ride, on-demand transit solution. Using a fleet of 22 custom-branded vans, the service allows riders to travel anywhere within the service zone and connect to key destinations such as the University of Texas at Arlington, the downtown and entertainment districts, and the CentrePort Transit Station, which connects residents to job opportunities throughout the region. Over the past three years, the service has more than doubled in scope, expanding three times since launch and growing to serve over a third of Arlington's population.
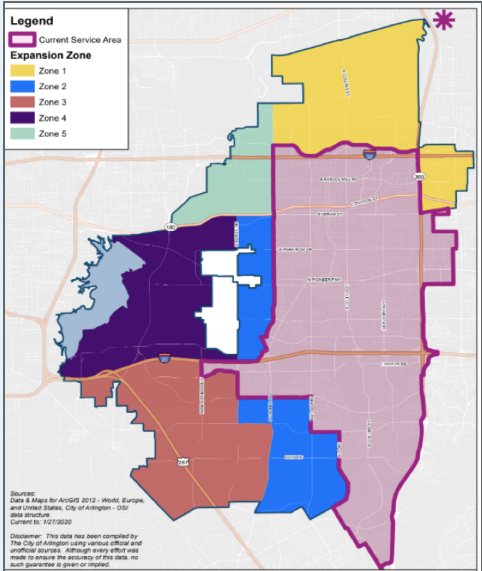
Results

As a testament to the service's success, Via, the City, and UT Arlington partnered to develop a winning proposal to the 2019 Federal Transit Administration's Integrated Mobility Innovation (IMI) Program. With our awarded $1.7 million grant, we are planning to integrate autonomous vehicles (AVs) into the service, specifically to serve students and faculty on and around the UT Arlington campus. In addition to adding this AV student transportation use case, Via and the City are planning to grow the service to cover the entire city in 2021, expanding the fleet to 68 vehicles.

Our partnership with Arlington represents the power of Via's microtransit solution to transform a city's mobility landscape: prior to Via, Arlington had been the largest U.S. city without a public transportation system, and it has since emerged as the first city to run solely on microtransit. As Arlington's exclusive provider of public transit, Via has built a sustainable, reliable, and scalable transit service that meets the diverse needs of all Arlington residents.

2. CapMetro & CARTS | Austin, Texas

Project Summary

In Austin, Texas and the surrounding Travis County area, we work with the Capital Metropolitan Transportation Authority (CapMetro) and the Capital Area Rural Transportation System (CARTS) to manage a microtransit service in several suburban and rural zones. This service resulted from Via's microtransit pilot with CapMetro in 2017, when we replaced an underutilized dial-a-ride service with a shared, on-demand transit service for both general and paratransit-eligible riders.

Results

Within a year of the pilot's operation, Via decreased the cost-per-passenger by 50%, quadrupled daily ridership, and achieved an average customer rating of 4.8/5. Based on the pilot's success, CapMetro and CARTS selected Via to power an expanded microtransit service, designed to connect suburban and rural communities to the Austin transit network. The service launched in August 2019 in five distinct zones, and in December 2019, CapMetro again expanded its partnership with Via to add a sixth zone.

2.2.2 Expertise Serving Seniors and Riders with Disabilities

Accessibility is a core principle in each of our deployments, and many of our projects are specifically designed to serve elderly passengers and those with disabilities. Below, we highlight two additional Via services geared towards senior citizens and individuals eligible for ADA paratransit services.

- *City of Newton, Massachusetts.* Via manages an on-demand transit service for senior citizens in Newton, replacing a legacy taxi service that required seniors to call three days in advance. To accommodate the unique needs of elderly riders, Via conducted specialized sensitivity workshops for Via's drivers and customer support agents. With Via, seniors can book trips in real time, expect an average wait time around 10 minutes, and ride in custom-branded shuttles.

- *Hampton Roads Transit (HRT).* In southeast Virginia, Via manages HRT's paratransit service, which uses a 70-vehicle fleet to provide over 350,000 annual trips. Before Via, riders had to book a trip one to seven days in advance, and suffered uncertain vehicle arrival times and circuitous routes. With Via's technology, riders have gained the flexibility to book same-day, pre-scheduled, or recurring trips, and they receive automated updates about vehicle arrival times. Our solution has lowered the cost per trip while transforming the rider experience. Riders enjoy average wait times below 30 minutes, and as the charts below illustrate, Via has increased the on-time performance rate to 95% and optimized service productivity (in terms of the number of passengers transported per hour) relative to the previous provider.

On-Time Performance — Avg Productivity
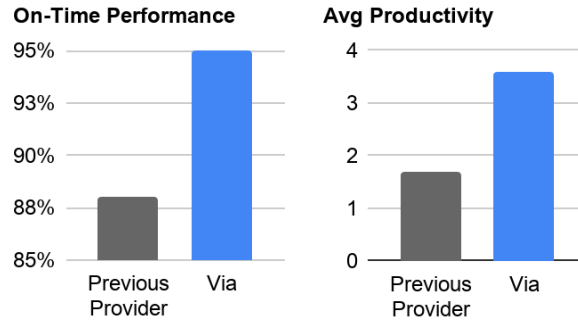
2.2.3 Federal Transit Administration Experience

As many Via projects use Federal Transit Administration (FTA) funds, Via is a sub-recipient of FTA funds and has extensive experience implementing microtransit projects in accordance with FTA regulations, including all data reporting standards. We provide all partners with comprehensive reports and granular data sets that can be exported into any format required for FTA reporting. As a policy, we provide partners with additional data as may be required to receive and sustain government support. Please see **Section 4.2: Data Tracking and Reporting** for details on Via's custom-built dashboards for FTA reporting purposes.

In addition to facilitating the FTA reporting process, we have a record of success helping our partners apply for — and win — competitive grant opportunities from the FTA.

We would be happy to leverage this experience to help the City apply for local, state, and/or federal grant opportunities.

2.3 Customer Support for Riders

Via provides customer support to riders through both a call center and mobile application. Below, we elaborate on both forms of support.

2.3.1 Customer Support Call Center

Via will dedicate support staff from our customer service headquarters. These trained and vetted administrators will proactively monitor any irregularities in the service, and respond to customer inquiries by phone and text during service hours. This team, who has honed their skills providing customer support to Via customers in similar deployments across the globe, will use our powerful web-based tools to intervene across all service functions — including booking rides, canceling rides, responding to driver and riders communications, granting trip credit, and adjusting vehicle occupancies.

Via's highly automated platform enables our support agents to spend less time on administrative management, and more time providing exceptional customer support and resolving issues that require intervention. For example, our system automatically schedules rides and dispatches vehicles along the most efficient route, eliminating the need for time-intensive manual tasks like route mapping and manifest generation.

2.3.2 Self-Service Support Tools

In addition to our customer service staff, Via provides a suite of automated support tools for riders. Through the Rider App, riders can access several support services, such as booking or canceling trips, reviewing past trip fares, and receiving periodic trip alerts.

Most critically, our system sends automated notifications through SMS text, in-app messages, or phone calls to keep riders updated throughout the trip journey. For example, should there be a trip delay, riders will immediately receive a notification with the updated trip details. We can configure the content and timing of these messages based on the City's preferences. Typically, we send notifications for the following trip milestones:
- When their assigned vehicle is two minutes away (exact timing is configurable)
- When their assigned vehicle has arrived
- When their assigned vehicle is preparing to depart (time window before marking trip as "no show" is configurable)
- Service delays, such as when a vehicle is running late due to traffic or other road conditions
- Service changes, such as when a rider has been reassigned to a new vehicle

Further, Via provides several straightforward channels for riders to ask questions, submit complaints, and request refunds if there was an issue with their trip. The Via platform allows riders to submit feedback in the Rider App or through real-time text and phone support. At the end of each trip, the app prompts riders to rate their trip experience on a scale of 1 to 5 stars. Through this post-trip survey, riders can also submit written feedback in addition to the star rating.

Riders can also submit feedback by emailing system administrators or replying to an earlier SMS message sent by the system. Via will work with the City to leverage feedback for informing service improvements.

2.4 Support Services for Partners

Via will offer multiple channels for the City to request and receive technical assistance. The City will have access to technical support on a 24/7 basis. At all times, the City will be able to submit technical support questions through an easy-to-use customer service platform powered by Zendesk. Further, Via's Project Manager will be available to respond to inquiries by phone or email during normal business hours.

3. Proposed Service Snapshot

3.1 Service Zones

As mentioned above, Via provides launching our TaaS service in one of three proposed service zones described below.

Of course, before launch, we will work closely with the City to undergo a full service planning exercise to determine a complete launch plan, and are able to configure our plan to optimize zone size, hours, vehicle, or any other service parameters. Please see a description of our initial zone proposals below, followed by a detailed overview of our service design process.

3.1.1 Small Zone: 10 Vehicle Zone

This 7 square mile zone serves a primarily Residential/Commercial use case with one central commercial area in the zone. The core zone includes some schools and government destinations, as well as many businesses. The extended zone includes the West Irving TRE station, University of Texas at Arlington, and Tarrant County College Southeast Campus This zone can be served with 10 vehicles and can achieve a quality of service similar to Via's Arlington service.
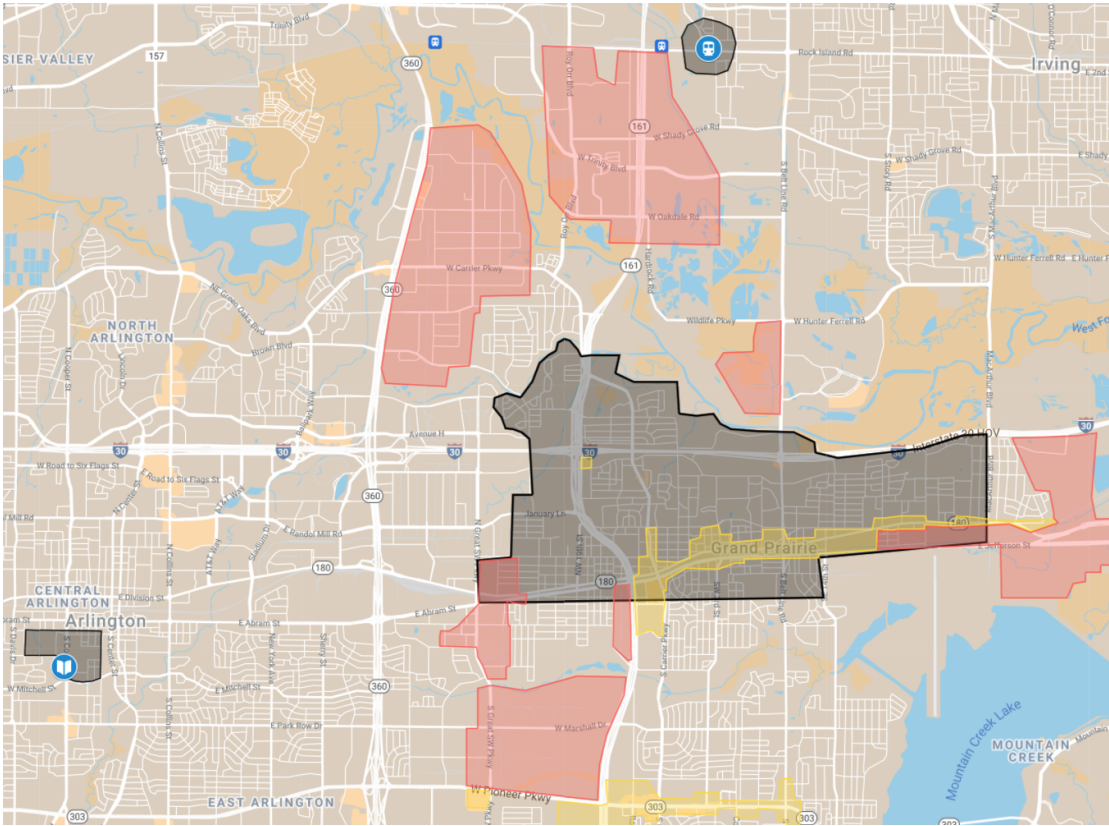
Map Key:
Red = Industrial Area
Yellow = Commercial Area
Gray = Zone Outline
All zones run along the eastern border of the Arlington zone

3.1.2 Medium Zone: 15 Vehicle Zone

This 10 square mile zone serves a primarily Residential/Commercial use case with two major commercial areas in the zone and an expanded residential basin. The extended zone includes the West Irving TRE station, University of Texas at Arlington, and Tarrant County College Southeast Campus This zone can be served with 15 vehicles and can achieve a quality of service similar to Via's Arlington service.
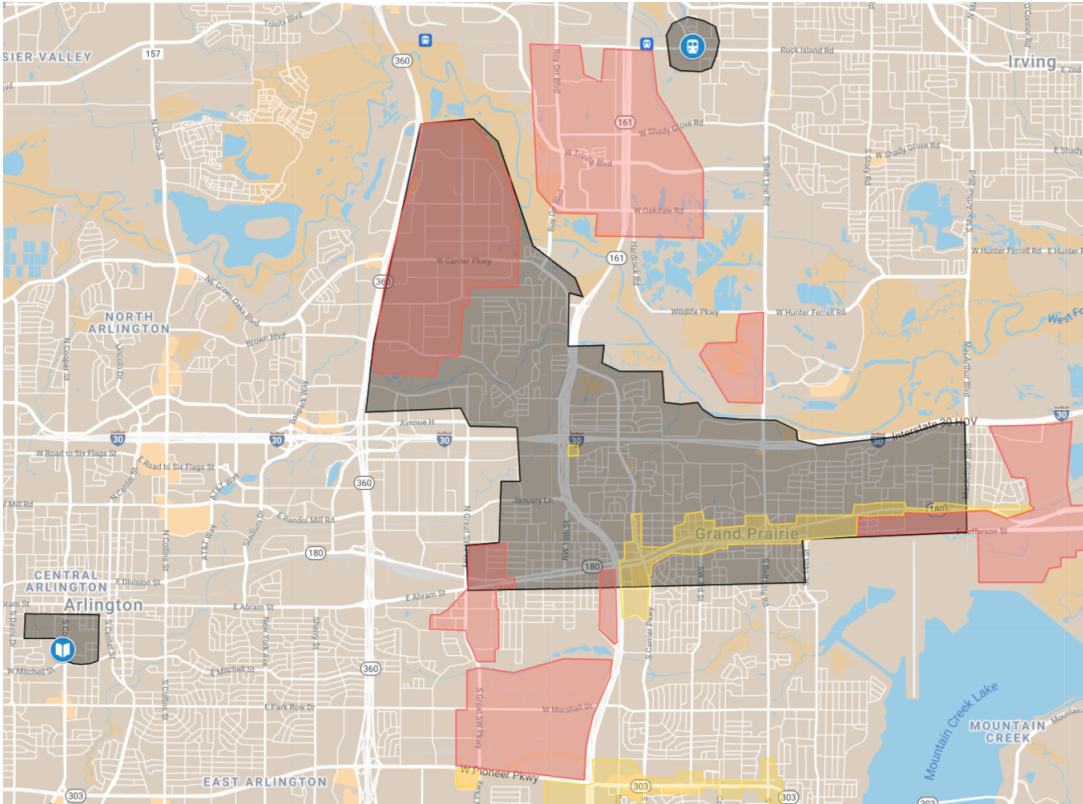
3.1.3 Small Zone: 20 Vehicle Zone

This 14 square mile zone includes several industrial hubs in Grand Prairie alongside the expanded commercial/residential zone. The extended zone includes the West Irving TRE station, University of Texas at Arlington, and Tarrant County College Southeast Campus This zone can be served with 20 vehicles and can achieve a quality of service similar to Via's Arlington service.
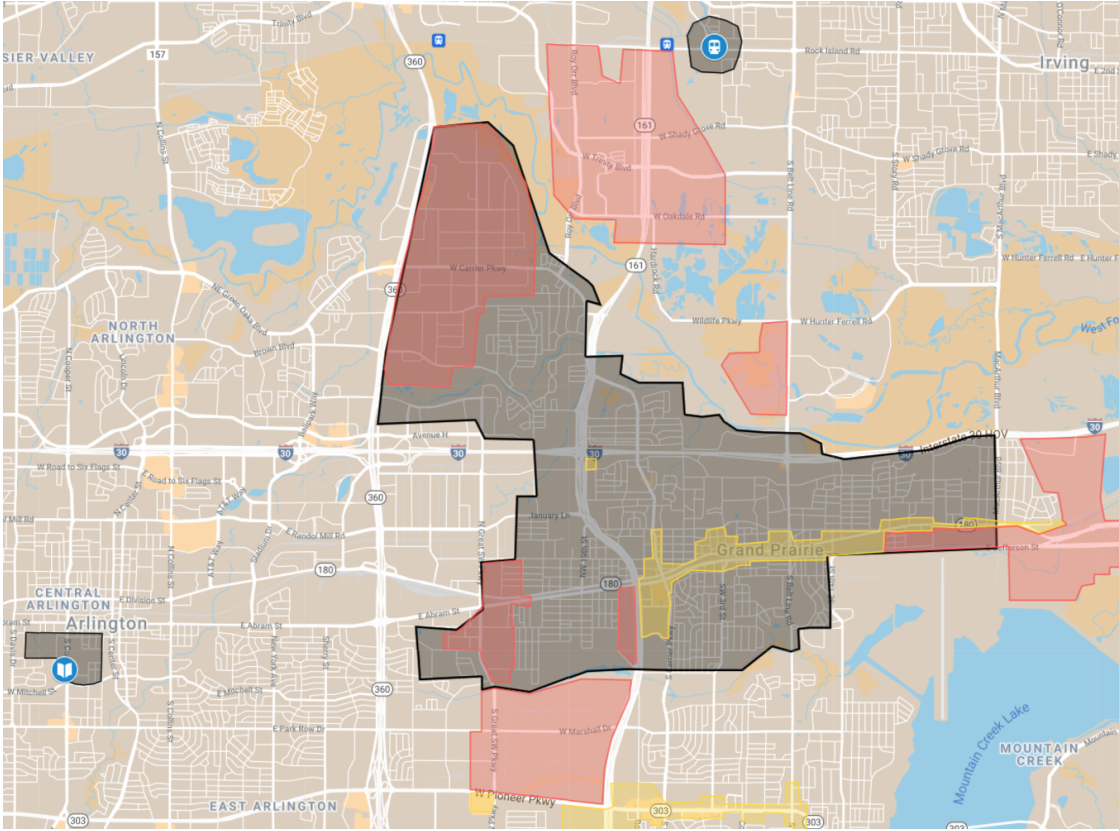
3.1.4 Simulation Results

Via Simulation Results - Summary						
Zone	Rides/Day	Estimated hourly ridership	Avg. wait time (mins)	Passengers per vehicle hour*	# of vans	Area (square miles)
10 Van Zone	100 - 150	10 - 15	12 - 15	1.5 - 2	10	7
15 Van Zone	300 - 380	30 - 38	12 - 15	2 - 2.5	15	10
20 Van Zone	400 - 500	40 - 50	12 - 15	2 - 2.5	20	14

*Note: Utilization is heavily influenced by trip duration, so longer trips such as those to UTA, TCC, or the TRE station are pulling the average down. During periods of higher demand and with a higher ratio of core zone trips, we would expect a utilization of 3.5 passengers per vehicle hour.

3.2 Service Hours

The proposed service would operate Monday through Saturday from 5 am CT until 6pm CT.

These service hours can be adjusted prior to launch or after launch as needed and Via would work with the City to ensure that the hours best match the needs of Grand Prairie residents and workers.

3.3 Fleet

We propose a fleet of 10, 15, or 20 vans, depending on the City's budget, desired to serve certain areas and desired quality of service. We are happy to adjust fleet size over time. In our proposal, approximately 25% of the fleet will be wheelchair accessible in order to accommodate most riders with an equivalent quality of service.

All vehicles can be fully or partially wrapped to reflect Grand Prairie's branding. Below is an example of a vehicle wrap design for the City:

3.4 Fare Structure

We propose launching with a low flat fare for at least the first year of service. This ensures predictability for riders and makes marketing simpler.

If desired, we are happy to discuss an alternate fare model with Grand Prairie, including distance-based structures like the CIty of Arlington now uses.

3.5 Price Structure

Via intends to provide a service deploying dedicated vehicles and operators and delivering a fixed number of service hours. Please see a brief overview of our pricing below.

Our Transportation-as-a-Service (TaaS) solution is a turnkey, comprehensive on-demand transit system. Via provides all technology, vehicles, independent contractor drivers, live service support, and complete operations management. Our TaaS solution offers the benefits of on-demand transit without the challenges of directly operating service. Under this model, we will collaborate closely with Grand Prairie to scope a service in a manner that best achieves the goals of the demonstration projects and makes the most of available resources.

Because we are directly operating the service, we price on a per vehicle, per hour basis. Hourly costs are inclusive of all service operations, including vehicles, labor, some marketing, and Via's full suite of technology.

3.5.1 Pricing Summary

Please see below for our pricing overview for each of the three service zone scenarios described previously. Note that this does not include any farebox revenue, which the City would keep.

TaaS Pricing Proposal for City of Grand Prairie
Via Transportation

	Proposal A Small Zone	Proposal B Medium Zone	Proposal C Large Zone
Total Number of Vehicle Hours	~31,500	~47,300	~63,000
Days / Week of Operations	6	6	6
Avg. Service Hours / Day	13	13	13
Duration of Deployment (Months)	12	12	12
Non-WAV Vehicles in Fleet	7	11	15
Wheelchair Accessible Vehicles (Included in Price)	3	4	5
Total Vehicles in Fleet	10	15	20
Fixed Upfront Costs	$45k	$62k	$78k
Ongoing Operational (Non-Upfront) Costs	$1.77M	$2.60M	$3.39M
Total Cost	$1.82M	$2.66M	$3.47M
Fully Loaded Cost / Vehicle Hour (Excl. Upfront Costs)	$56.25	$55.00	$53.75

Note: Pricing excludes taxes.

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4. Innovation

In this section, we describe how Via's solution addresses real-world challenges and opportunities for improving operational efficiency and enhancing the customer experience. In **Section 4.1: Microtransit Features**, we highlight Via's innovative approach to managing stopping points, minimizing wait times and trip durations, delivering customer service, and ensuring accessibility for all members of the community. In the following section, **Section 4.2: Flexible Route Models**, we describe Via's ability to manage dynamic, fixed, or hybrid route models. Finally, in **Section 4.3: Premium Services and Future Innovations**, please find an overview of Via's optional capabilities for driving continuous service innovations.

4.1 Microtransit Features

4.1.1 Combined Virtual and Curb Side Stop Solution

Via pioneered the Virtual Bus Stop (VBS) model, where vehicles pick up passengers at virtual stopping locations, rather than relying on a limited number of fixed stops. While many of our competitors have since begun following a similar stopping scheme, our patented VBS technology is the most sophisticated platform for ensuring safe and efficient virtual stopping points.

Leveraging our sophisticated VBS technology, Via's system generates stopping points throughout the service zone — most often at corners where vehicles can safely stop for pickups and dropoffs. After riders choose their desired origin and destination, Via's system selects the closest VBS. By asking riders to walk a short distance at the start and conclusion of their journeys, the VBS system reduces vehicle detours and maximizes system efficiency.

Riders with mobility limitations, such as seniors and those with disabilities, are never asked to walk to their pick-up location, and instead receive door-to-door service by default. For door-to-door trips, riders get picked up at the exact address of their requested location and drivers are instructed to assist the rider from the door of their pickup location to the vehicle, and from the vehicle to the door of their destination. At any time, riders can indicate their need for a wheelchair accessible vehicle (WAV) or special assistance in the Rider App or over the phone; our system will save this request for all future trips, automatically deploying the appropriate vehicle and/or service instructions to the assigned driver.

We can configure the stop system according to the City's preferences.

4.1.2 Real-time Information

Using real-time operational data, Via's system continuously optimizes route plans while providing riders, drivers, and system administrators with complete visibility into service operations. Our platform captures live location data through the Via Driver App, described in **Section 2.1.1**, which can be seamlessly downloaded onto any internet-connected device, such as a smartphone or tablet installed in the vehicle. Leveraging the GPS technology embedded in the onboard device, the Driver App captures live vehicle locations, providing critical information to inform route decisions and relay accurate wait time predictions and estimated times of arrival.

Below, we highlight how Via's platform transmits real-time information to riders, drivers, and system administrators:

- **Riders** can track live vehicle locations and view the vehicle's estimated arrival times at the pick-up and drop-off points. Both the vehicle location and time predictions are continuously updated based on real-time road conditions and service delays.
- **Drivers** receive dynamic routing instructions on the Driver App's mapping interface. The app automatically adjusts the instructions to account for traffic, new ride requests, or modified reservations.
- **System administrators** can monitor all aspects of the service, such as live vehicle and passenger locations, through the web-based Via Operation Center (VOC). As shown in the sample image below, the VOC's Live View interface provides a real-time overview of service, organized into three parts:
    1. A color-coded map displaying vehicle and rider information;
    2. A dashboard providing a brief overview of key performance indicators; and
    3. A filterable, interactive newsfeed recording every event that takes place within the system.
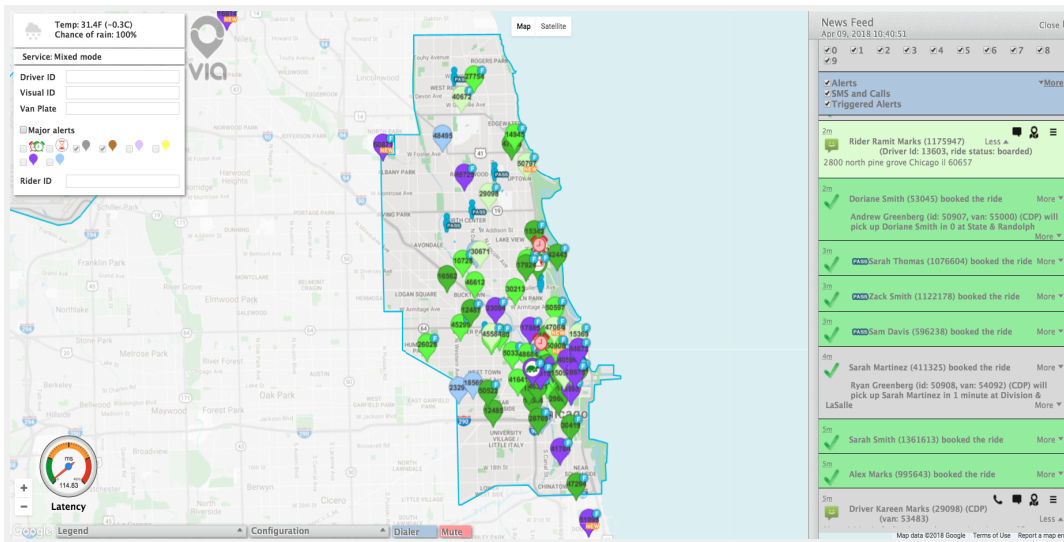
4.2.1 Reduced Wait Times and Trip Durations

Via's microtransit technology adaptively routes vehicles along the fastest possible route, thereby lowering wait times and shortening trip durations. Thanks to our efficient scheduling and routing algorithms, several Via partners experience tangible improvements in service quality after deploying our technology. For example, in Kent, UK, the local operator Go Coach used Via's technology to transition its fixed-route bus system to a dynamically-routed, microtransit model. With Via's solution, Go Coach lowered the average wait time to 11 minutes, compared to 60 minute headways with the legacy bus service.

To guarantee a consistent, high-quality trip experience, Via adjusts our algorithms according to the performance goals of our partners. We work with each partner to configure various system parameters, such as:

- Maximum allowable trip duration, ensuring that each trip stays below a certain total time or distance;
- Maximum allowable wait time;
- Maximum allowable detour, where no rider can be taken on a detour beyond a certain amount of time; and

- Maximum distance that riders are asked to walk to the pickup/dropoff.

If selected to power and operate the City's microtransit service, we would work together to determine the appropriate threshold for each parameter. For example, should the City request that average wait times stay below ten minutes and average trip durations stay below twenty, we will set up the scheduling system so that trips are only assigned if they fall within these parameters.

After the initial system configuration, we will continue to refine all parameters in response to performance data and changing goals for quality of service. Our team not only considers potential adjustments to the thresholds (e.g., lowering the wait time threshold from 10 to 7 minutes), but also how we might reprioritize the weighting of all parameters (i.e., the extent to which our technology prioritizes one parameter over another) in order to enhance the service.

4.2.2 Mobile App versus Call Center Support

Via exceeds customer service expectations by combining traditional call center support with self-service resources through our mobile application. As we detail in **Section 2.4: Customer Support**, Via's in-app support features allow riders to seamlessly book trips, modify reservations, and troubleshoot issues with the click of a button. However, while many other microtransit providers view in-app support as sufficient, Via believes that live phone support remains critical to ensuring a high-quality service, particularly for individuals who do not have smartphones or simply feel more comfortable speaking with a representative.

Via recognizes that the introduction of app-based services can be unfamiliar and even daunting for riders, particularly in non-urban areas with many elderly and low-income communities. Without a coordinated approach, a microtransit service may easily reach tech-savvy smartphone users, while missing harder-to-reach communities that could greatly benefit from the service. Thus, in addition to offering phone support, we follow several proven tactics for familiarizing new users with our mobile application and attracting those with limited technology proficiency to microtransit.

For example, before launching our microtransit service for senior citizens in Newton, Massachusetts, our team conducted workshops at local senior centers to walk individuals through the process of downloading the Rider App and booking a trip. We also trained our customer support agents on how to explain Rider App features to those unfamiliar with mobile applications, while continuing to provide phone support for riders who preferred to call in.

In the following section, we elaborate on Via's custom-built features for making our microtransit services as accessible and easy-to-use as possible.

4.2.3 Accessibility

Unlike other microtransit providers, Via powers several transit services that *exclusively* serve senior citizens and ADA-eligible individuals. From this experience, we understand the operational nuances of serving riders with mobility limitations, and have custom-built features to account for their unique needs. In the table below, we outline how Via's microtransit solution ensures a high-quality service for all members of the community, including the following user groups:

User Group	Via's Solution

Riders with mobility limitations or disabilities	Via's system logs unique rider preferences and automatically personalizes the trip experience based on these needs. After riders create a Via account, our system populates a Rider Profile that tracks customized rider needs, such as: ● The need for a wheelchair accessible vehicle (WAV) ● Whether the rider travels with a care attendant or service animal ● Whether the customer is visually- or hearing-impaired ● Contact information of a family member or care attendant in case of emergencies ● Default for door-to-door service, where the driver will pickup/dropoff the customer at their exact requested addresses and assist them in walking to/from the vehicle The data stored about each rider influences the decisions made by our routing and scheduling algorithms. For example, once a rider logs their need for wheelchair accessibility, our system will automatically dispatch a wheelchair accessible vehicle (WAV) for all future trips, and for riders traveling with a care attendant, our system will account for the additional space requirement and dispatch a vehicle with the appropriate capacity. Further, our system sends rider-specific notes to the assigned driver (e.g., instructions to speak clearly for hearing-impaired riders), and for riders in wheelchairs and those who have requested walking/boarding assistance, our algorithms build in extra time for these pick-ups and drop-offs — allowing for sufficient boarding time without compromising overall system efficiency.
Individuals without smartphones or internet access	For individuals without smartphones or internet access, our system allows riders to call system administrators to have a ride booked on their behalf. Riders may request trips and troubleshoot issues by speaking to a live customer service representative over the phone. Further, if requested by the City, we can offer a web portal that offers the same user functionality as the Rider App. The web interface is a valuable offering for riders who do not have smartphones but still wish to access the service's digital functionality through an internet-connected device.
Riders without bank accounts	Via offers several payment methods accessible to riders without bank accounts or credit/debit cards, including cash payment and voucher cards. Our flexible payment system allows riders to pay for service directly through the Rider App or over the phone using any of these payment options: *Digital payment methods:* ● **Credit and Debit Cards.** Riders scan their credit/debit card using their smartphones' built-in camera or by inputting the

	information manually in the Rider App or web portal. They can also submit their card details by calling live system administrators. Once this information is submitted, Via's system will automatically charge the appropriate fare for all future trips. ● **Apple Pay, Google Pay, and PayPal.** Riders can select one of these options on the "Billing Details" screen of the Rider App. ● **Integrated Transit Pass.** If requested, we can integrate with any third-party ticketing system using Via's production-grade APIs. As we elaborate in **Section 3.3**, Via has robust experience in fare payment integration and we are pleased to offer this feature to the City if of interest. *Physical payment methods to accommodate riders without bank accounts, smartphones or internet access:* ● **Cash.** Our platform can support onboard cash payment. Riders can simply select "Cash" as their payment option when booking a trip. Once they board, the Via system will notify the driver to request and collect the appropriate cash fare from the rider. ● **Fare Pass.** We can add physical fare media as an available payment method within the Via app. Drivers will be notified to check the passenger's pass upon boarding. ● **Vouchers.** To enhance service accessibility for riders without bank accounts, riders can buy ride credit in advance by purchasing a unique voucher code that they can input into the app (for example, a $20, $50, or $100 credit).
Visually- or hearing-impaired users	Via's Rider App includes several accessibility features to accommodate those with visual or hearing impairments. **For iOS (Apple) devices, customized accessibility features include:** ● VoiceOver: a gesture-based screen reader that allows visually impaired users to navigate apps by hearing a description of everything on the screen ● Adaptive font size: feature to increase the font size, making text more legible to those with visual impairments ● Switch control: assistive technology that lets users select switches, a joystick, or other adaptive devices to control what's on their screen without touching it. **For Android devices, this includes the following:** ● TalkBack: a screen reader that uses spoken feedback to describe a user's actions and to tell users about alerts and notifications ● Adaptive font size and contrast: features to adjust text size and color contrast to make the screen more legible to those with visual impairments

4.2 Flexible Route Models

Unlike other microtransit providers, Via offers purpose-built software solutions for powering both dynamic- and fixed-route services — or for managing a combination of both service types within a single, coordinated system. With this comprehensive set of routing software, the City will gain the flexibility needed to explore different service models and determine the best possible solution for Grand Prairie.

For each new service, Via critically analyzes local factors, including demand patterns and street topography, to determine which route model will best serve residents' needs. To support the varied needs of our partners, we have built sophisticated technology for managing a range of route models, including dynamically-routed microtransit services, fixed-route services and hybrid systems that leverage both fixed- and dynamic-routing technologies.

Via agrees with the City that a dynamic microtransit service will offer several advantages in Grand Prairie, including the ability to efficiently adapt routes to optimize fleet productivity, and a superior user experience without the constraint of inconvenient schedules or inaccessible stops. However, should the City express interest in alternative route models, we would be happy to apply our flexible technology to support dynamic, fixed, or hybrid route models. As noted in the Cover Letter, Via offers an Integrated Mobility Solution (IMS), which enables us to manage multiple modes and service types within a single Via-powered system, for example combining microtransit with The Grand Connection on a unified platform.

If selected to partner with the City, we will conduct an in-depth service planning exercise to determine the optimal route model in Grand Prairie. Further, if we decide to launch a dynamically routed microtransit service, we will continuously review demand patterns to assess whether this model makes sense in all parts of the service zone. We look forward to scoping and iteratively improving the microtransit service in collaboration with the City.

4.3 Premium Services and Future Innovations

By working with Via, the City will gain access to a suite of advanced capabilities that go beyond the standard offerings of our competitors. Below, we highlight several innovative services *included* in Via's base microtransit solution:

- **Advanced software integrations.** Leveraging our production-grade APIs, Via offers several capabilities for enabling seamless connectivity between modes in the local and regional transit networks. Through integration with third-party systems, we can offer functionality for planning, booking, and paying for multimodal journeys — all within the Via app. Via is also working with Trinity Metro in Fort Worth, Texas to integrate the ZIPZONE microtransit service into the regional GoPass application. We would be happy to explore similar integrations with Grand Prairie if that is of interest.
- **COVID-19 safety measures.** Via has developed several advanced features to prioritize safety during the pandemic, such as sending in-app reminders to wear personal protective equipment (PPE), limiting vehicle capacity to guarantee physical distancing, and using data-tracking technology to support contact tracing. We have also revamped our vehicle cleaning and maintenance procedures to minimize the risk of transmission during trips.
- **Transit planning and local transit equity analysis.** Our team of data science experts and planning consultants can conduct detailed studies with recommendations for optimizing

service operations, adjusting routes, and expanding transit access to underserved communities in Grand Prairie.

- **Future fleet models.** From managing electric vehicles (EVs) and autonomous vehicles (AVs) in several Via services, including Arlinton, Texas, we have built specialized software for optimizing these fleet models. In addition to custom-built technology, we offer consulting services to help our partners incorporate EVs and AVs into their transit systems.

5. Performance and Data

5.1 Performance Management

Via ensures exceptional performance management by combining rigorous data tracking with periodic performance assessments. During the initial service planning process, we will work closely with the City to clarify top-priority project goals and performance targets. Typically, Via recommends a wide range of Key Performance Indicators (KPIs) quantifying the quality and efficiency of the service, including:

- Average wait times
- Total number of completed rides
- Total number of driver hours
- Percentage of demand met
- Average wait times
- Average vehicle utilization (number of customers per vehicle per hour)

After setting the KPIs for the service, we will continuously track performance against the City's desired outcomes. Over the course of the deployment, Via will continuously assess operational data alongside qualitative feedback in order to identify opportunities for service improvement. Our team will be ready to iterate upon the service to ensure key goals are being met, and that the service is operating as efficiently and effectively as possible.

In the next section, we detail the robust data reporting system that will be available to the City.

5.2 Data Tracking and Reporting

Via tracks granular operational data and shares reports on a daily, weekly, and/or monthly basis as requested. At all times, our partners have access to service data through the VOC, allowing them to view granular service data. In addition to reviewing dashboards through the VOC, partners can export all data into both Excel and CSV formats, which can be used to create customized reports and meet regulatory reporting requirements.

We will provide the City with several automated reports, including granular trip data and easily digestible dashboards for analyzing service trends. Via has over a dozen "off the shelf" reports that investigate specific areas of interest, such as "Demand Heat Maps" (sample shown below), which highlights app download and locational usage data for a microtransit service.
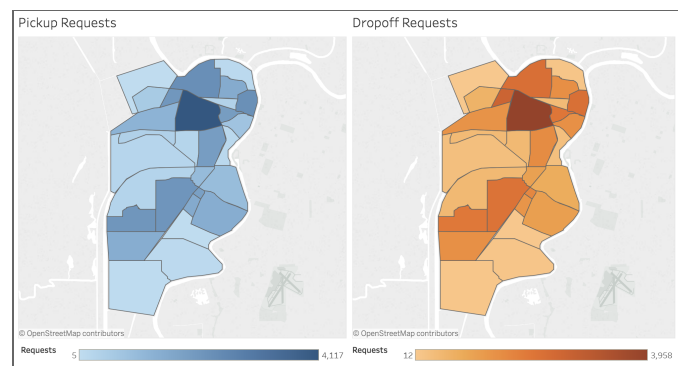
Our reporting system will also enable the City to quickly download pre-built reports for Federal Transit Administration (FTA) and National Transit Database (NTD) reporting purposes. A sample FTA report is shown below.

On the following pages, please find an overview of four of the standard reports that the City would gain as part of Via's reporting package.

The **Daily Report** provides a snapshot of the service each day. Partners receive a summary of key Operational and Quality of Service metrics — including the total number of completed rides and driver hours, the percentage of demand met, the average proposal ETA, and average utilization (the number of customers per vehicle per hour) for each day of service. Additionally, this report breaks down the number of requests (completed, canceled or no-showed, and not accepted); driver hours; utilization; and average proposal ETA by the hour. The sample image below highlights the Operational Metrics included in this report.

Top Operational Metrics - Daily Summary (Wednesday, Aug 05, 2020)

Total Requests	Requests In Service Hours	Met Demand	Met Demand Rate	Completed Rides	Completion Rate	Active Riders	Net Driver Hours	Utilization
288	285	281	99%	238	84%	127	61	3.9
242	240	236	99%	197	82%	101	58	3.4

The **Periodic Report** demonstrates how the service is evolving over a configurable time period (days, weeks, or months), allowing partners to easily assess long-term service trends and identify opportunities for service optimization. Partners can view service operations and rider growth trends over time, and will receive an email every week with the latest week's data. This report includes the same Operational and Quality of Service metrics as the Daily Report; the sample report below highlights the data related to Quality of Service.

Quality of Service Metrics Trend (Jul 16, 2020 - Aug 05, 2020)

Summary

Avg Pickup ETA	Rider Acceptance Rate	Avg. Ride Duration	Avg. Ride Distance	Avg Ride Rating	Avg Pickup Walk Distance	Aggregation Rate
13.8 min.	90%	12.3 min.	3.9	4.9	232	35%

Avg Pickup ETA — bar chart (Jul 16 – Aug 05): 11.8, 12.1, 15.0, , 14.1, 16.1, 16.0, 12.3, 12.8, 16.7, , 14.4, 13.5, 12.8, 13.6, 11.9, 13.8, , 13.2, 14.1, 14.5

Rider Acceptance — bar chart: 90%, 92%, 93%, , 87%, 94%, 89%, 94%, 89%, 84%, , 90%, 94%, 86%, 90%, 92%, 93%, , 89%, 90%, 89%

Avg Ride Duration — bar chart: 13.6, 10.8, 12.7, , 12.5, 13.4, 13.5, 12.0, 11.7, 12.5, , 11.7, 12.4, 12.3, 13.0, 10.7, 12.0, , 12.5, 12.1, 11.6

Avg Ride (Miles) — bar chart: 4.0, 3.2, 4.2, , 4.1, 4.3, 4.6, 3.7, 3.8, 4.0, , 4.1, 3.9, 3.8, 4.3, 3.3, 3.6, , 3.9, 4.0, 3.6

Avg Ride — bar chart: 5.0, 4.9, 4.4, , 5.0, 4.6, 4.4, 4.9, 5.0, 5.0, , 4.8, 4.9, 5.0, 4.6, 5.0, 5.0, , 5.0, 4.9, 5.0

The **Requests Table** includes granular data for every ride request, which partners can filter and download to create customized reports. This report allows partners to drill down to the details of any specific trip.

| Service Toggle
All | Specific Dates
Date to Display | Days Back
1 days | Request Status
Multiple values | Rider ID
All | Date
All values | | | ⓘ |

Requests Table

All Requests (Walk distance in Meters, ride distance in KM)

Date	Request ID	Rider ID	Request Time	Origin	Destination	Passengers	Proposed Pickup ETA	Proposed Pickup Walk Distance	Ride Price	Ride ID	Request Status	Pickup Time	Dropoff Time	Ride Minutes	Ride Distance	Rating
Jul 12, 2020	3703488	117770	06:00:37	32.123, 34.832	32.074, 34.791	1	7.3	6	5	977419	Completed	06:09:44	06:23:00	13.3	8.6	-
	3703489	1120	06:00:39	32.056, 34.762	32.099, 34.825	1	4.4	109	10	977421	Completed	06:05:40	06:23:30	17.8	11.4	-
	3703490	47540	06:00:43	32.068, 34.816	32.088, 34.802	1	12.1	10	0	977423	Completed	06:14:16	06:24:31	10.2	3.8	-
	3703492	126077	06:00:45	32.082, 34.800	32.091, 34.795	1	7.8	367	0	977420	Completed	06:06:56	06:12:19	5.4	1.3	-
	3703494	12213	06:02:42	32.088, 34.777	32.110, 34.837	1	13.1	324	10	977425	Completed	06:14:51	06:23:16	8.4	6.8	-
	3703495	64883	06:02:50	32.071, 34.781	32.106, 34.802	1	18.8	124	10	977426	Completed	06:23:20	06:32:36	9.3	5.6	-
	3703498	113493	06:04:06	32.056, 34.767	32.075, 34.812	1	16.3	368	10	977427	Completed	06:21:34	06:39:19	17.8	6.0	-
	3703500	128007	06:04:44	32.084, 34.821	32.060, 34.815	1	7.6	180	10	977428	Completed	06:11:09	06:18:44	7.6	3.2	-
	3703501	125261	06:05:47	32.089, 34.817	32.071, 34.767	1	8.5	55	10	977429	Completed	06:15:16	06:30:50	15.6	6.1	-
	3703503	32234	06:07:29	32.072, 34.819	32.080, 34.789	1	20.3	148	10	977430	Completed	06:24:35	06:36:00	11.4	4.2	-
	3703504	47502	06:08:40	32.070, 34.818	32.106, 34.801	1	10.8	67	0	977431	Completed	06:18:45	06:33:21	14.6	6.6	4
	3703505	8109	06:09:59	32.123, 34.800	32.065, 34.770	1	9.9	294	0	977432	Completed	06:19:51	06:35:11	15.3	8.1	-
	3703506	4388	06:10:45	32.106, 34.793	32.080, 34.790	1	10.2	273	5	977433	Completed	06:22:10	06:29:31	7.4	3.3	-
	3703509	54737	06:14:52	32.087, 34.773	32.106, 34.834	1	13.7	52	10	977434	Completed	06:30:57	06:42:37	11.7	6.9	5

Micro-Transit

- Earlier this year, we introduced the concept of a Micro-Transit program known as VIA

- Micro-Transit is a transportation option

- It is a rideshare system option that uses a smartphone

- Staff has worked on a pilot program that will benefit Grand Prairie Residents

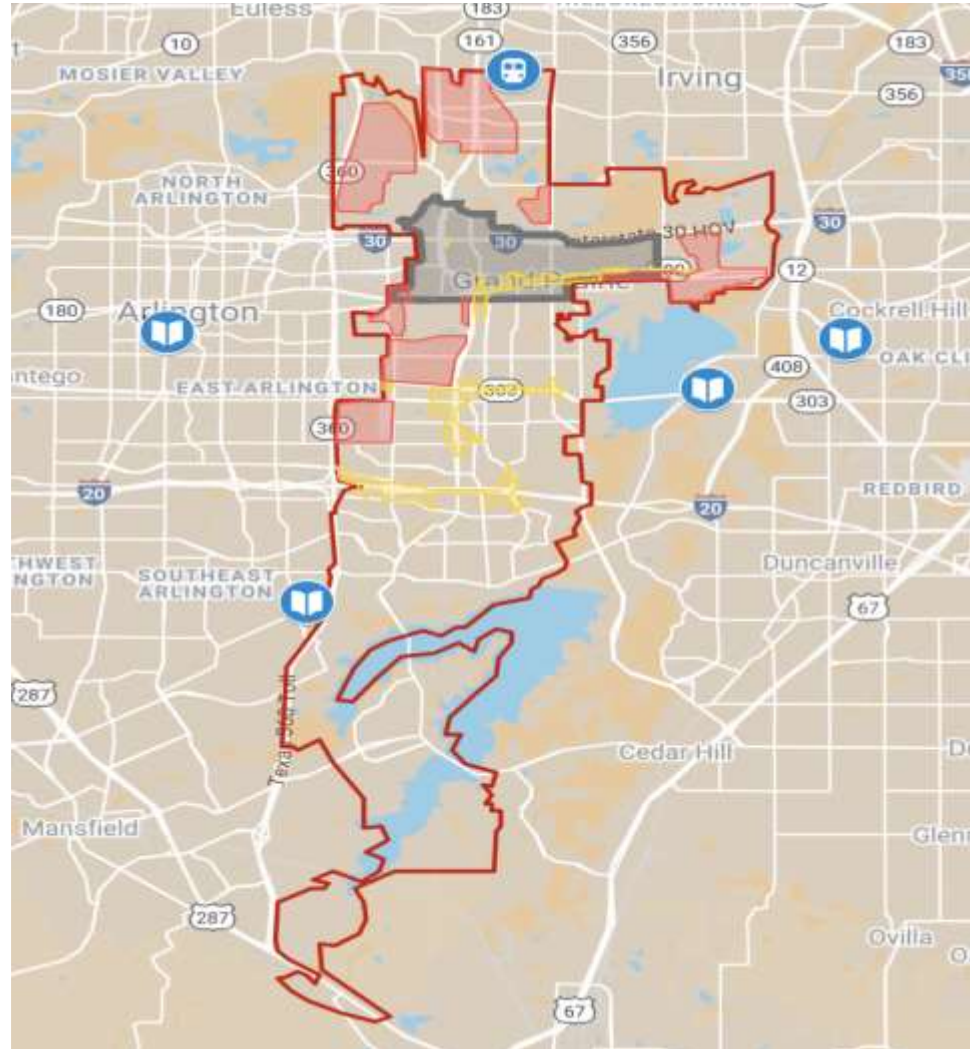- The proposal will begin small and grow as demand warrants.

Micro-Transit Pilot for the City of Grand Prairie

Proposed Service Snapshot

Small Zone: 10 Vehicle Zone

Map Key:
Red Outline: Grand Prairie ;
Red Shading = Industrial Area;
Yellow = Commercial Area;
Gray = Core Zone

Proposed Service Snapshot

Small Zone: 10 Vehicle Zone

This Small Zone Pilot program will allow us to provide services using the $3.85 million grant from FTA
Through this pilot program we will be capable of servicing the entire city and following university:

- **The University of Texas at Arlington (UTA)**
- **Tarrant County College District (TCCD)**
- **Dallas College Mountain View Campus (DCCD)**
- **Dallas Baptist University (DBU)**

Also Provide Trips to the Trinity Railway Express (TRE)

TaaS Pricing Proposal for City of Grand Prairie
Via Transportation

	Proposal A Small Zone	Proposal B Medium Zone	Proposal C Large Zone
Total Number of Vehicle Hours	~31,500	~47,300	~63,000
Days / Week of Operations	6	6	6
Avg. Service Hours / Day	13	13	13
Duration of Deployment (Months)	12	12	12
Non-WAV Vehicles in Fleet	7	11	15
Wheelchair Accessible Vehicles (Included in Price)	3	4	5
Total Vehicles in Fleet	10	15	20
Fixed Upfront Costs	$45k	$62k	$78k
Ongoing Operational (Non-Upfront) Costs	$1.77M	$2.60M	$3.39M
Total Cost	$1.82M	$2.66M	$3.47M
Fully Loaded Cost / Vehicle Hour (Excl. Upfront Costs)	$56.25	$55.00	$53.75

Note: Pricing excludes taxes.

FINANCIAL CONSIDERATION:

*On Friday, March 27, 2020, the Coronavirus Aid, Relief, and Economic Security (CARES) Act was signed into law. The CARES Act provides emergency assistance and health care response for individuals, families and businesses affected by the COVID-19 pandemic and provide emergency appropriations to support Executive Branch agency operations during the COVID-19 pandemic.

Federal Transit Administration (FTA) was allocating $25 billion to recipients of urbanized area and rural area formula funds, with $22.7 billion to large and small urban areas and $2.2 billion to rural areas. Funding will be provided at a 100-percent federal share, with no local match required, and will be available to support capital, operating, and other expenses generally eligible under those programs to prevent, prepare for, and respond to COVID-19.

Operating expenses incurred beginning on January 20, 2020, for all rural and urban recipients, even those in large urban areas, are also eligible, including operating expenses to maintain transit services as well as paying for administrative leave for transit personnel due to reduced operations during an emergency.

The City of Grand Prairie Transit was allocated $3,852,325 for COVID-19 related reimbursements at 100-percent.

Service Hours and Cost per trip

- Service Hours

- Monday through Saturday

   6:00am until 9:00pm

- All trips will Cost between

   $3.50 to $4.00 each way

Next Steps:
- **With Committee approval, Staff will hold a public hearing and submit for Council Action on September 7th**
- **Program will be implemented approximately 6-8 weeks of Council Approval**

Conduct a public hearing for public input regarding FY 2020 CARES Act Grant and associated funding requests and approve a resolution authorizing the City Manager to submit the change to the grant application for fiscal year 2020 CARE Act grant from Operating to Capital/Operating for Transportation for hire. The CARE Act Grant for $3,852,375 is active within FTA for the City of Grand Prairie.

Questions