



City of Farmers Branch, Texas | RFI No. 26-06

# Transit Service Continuity and Service Improvement Options (Microtransit + ADA Paratransit)

February 2, 2026



Submitted by Via Transportation, Inc.



Via Transportation, Inc.

(a wholly owned subsidiary of Via Transportation, Inc.)  
114 5th Avenue, 17th Floor, New York, NY 10011

**Subject:** RFI 26-06 Transit Service Continuity and Service Improvement Options  
(Microtransit + ADA Paratransit)  
**To:** City of Farmers Branch, Texas  
**Attn:** Greg Pervis

Dear Mr. Pervis,

We are excited to present our proposal in response to the City of Farmers Branch’s RFI No. 26-06 for Transit Service Continuity and Service Improvement Options in Farmers Branch, Texas. Via is the world’s leading provider of tech-enabled, on-demand public transportation, with more than 750 public-sector partnerships. We are excited about the opportunity to support the City of Farmers Branch in ensuring uninterrupted transit service, and look forward to leveraging Via’s **playbook for crucial service transitions**, which has been proven both globally and right here in Texas.

**Via’s Proposal for the City of Farmers Branch is grounded in four key principles.**

<b>Citywide Microtransit and Paratransit Service Delivery</b>	<b>Seamless Paratransit Transitions and Exceptional Service</b>	<b>Reliability and Transparency Across the Organization</b>	<b>The Most Trusted Provider by DFW Cities and Agencies</b>
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**Citywide Microtransit and Paratransit Service Delivery**

Via’s service model is designed to provide flexible, on-demand mobility within Farmers Branch city limits while strengthening first- and last-mile connections to key regional destinations, including Carrollton Station, Royal Lane Station, and Urban Center Station. Drawing on our experience operating demand-response services across the Metroplex, Via would work closely with the City to right-size fleet deployment, service hours, and zone design to balance coverage, reliability, and cost efficiency. Our platform dynamically routes vehicles in real time, aggregating trips to maximize productivity while maintaining competitive wait times and a high-quality rider experience. This approach allows Farmers Branch to scale service up or down as demand evolves, ensuring the City pays only for the vehicle hours needed to meet actual rider demand.

**Delivering Seamless Transitions and an Exceptional Paratransit Experience**

Via has extensive experience delivering high-quality, ADA-compliant paratransit service for cities and transit agencies nationwide, including multiple large deployments in Texas. At the core of each one of these deployments is a simple but unwavering principle: **No Rider Left Behind**. To ensure no one is left behind, we provide bilingual live-operator phone support, an automated voice recognition system, and a user-friendly web portal, along with hands-on engagement led by our in-house Community Engagement team to train riders on the new system. Our customer service center manages comments and complaints through clear, predefined escalation workflows, ensuring issues are

investigated within 24 hours and resolved quickly. Together, these processes minimize barriers for all riders and create a seamless, accessible experience for the entire Farmers Branch community, including seniors, riders with limited mobility, individuals who use walkers or other mobility aids, and riders traveling with service animals.

**A Partnership Defined by Reliability and Transparency**

The City will determine every aspect of the service—service hours, wait times, walk distances, pickup points, fares, and all rider policies. Because our model is flexible and modular, we can quickly evaluate how different service design choices affect outcomes and provide clear, data-backed recommendations. With the support of Via Strategies—our in-house planning and service design team—we will use real trip data from the Farmers Branch service to help the City understand demand patterns, test alternative service configurations, and refine the overall network design. This ensures Farmers Branch has the insight and tools needed to shape a long-term transit network that aligns with the City’s goals and supports ongoing conversations with DART about the future of regional mobility. The City will also have 24/7 access to trip-level data through Via’s administrative dashboard, and we will supplement this with clear, comprehensive monthly performance reports.

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

Via currently delivers over 400+ microtransit and paratransit services nationally, more than the next 3 largest providers combined. In DFW, Via is the trusted provider of transit services for the below cities and transit agencies. More broadly, across Texas, Via is the single largest provider of demand-response services, having completed over 11.8M+ rides in the state and counting. Our services support workforce access, healthcare appointments, and strong regional mobility connections, because these are the trips that truly move the needle on structural change and economic mobility.



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

Sincerely,

DocuSigned by:  
*Clara Fain*  
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# A. Company Overview and Qualifications

## Company Overview

At Via, we believe that access to mobility promotes human connections, creates economic opportunity, and fosters more equitable communities. Since our founding in 2012, we have advanced this vision by building an operating model and software suite that transforms public transit systems into integrated, data-driven, and technology-enabled networks. Our solutions deliver unparalleled efficiency, lower operating costs, and an exceptional rider experience across a wide range of use cases, including turnkey microtransit and paratransit, transit service management, fixed-route planning and scheduling, electric vehicle (EV) charge management, and more. To date, we have deployed transit solutions in partnership with over 750 cities and transit agencies in 40 countries, powering more than **165 million rides around the world**.



### Company Profile

<b>Services Offered</b>	Turnkey transit operations, software development, and service management
<b>Number of Employees</b>	1,905
<b>Corporate Offices</b>	Via’s global headquarters are located in New York City. We also have regional offices in Dallas-Fort Worth and San Francisco.
<b>Field Offices</b>	Via maintains local field offices for dozens of our services nationwide, including multiple in the Dallas-Forth Worth metroplex.
<b>Years in Business</b>	13
<b>Ownership Structure</b>	Corporation

# Microtransit and Paratransit Experience

Via currently delivers over 400+ microtransit and paratransit services nationally, more than the next 3 largest providers combined. From small cities to major US urban centers to the world’s largest transit agencies, **we have consistently proven our ability to launch new microtransit and paratransit services and scale them into sustainable and impactful public transit services.** Our turnkey model and commitment to service quality has resulted in some of the largest and most successful on demand transit programs in the country, including in cities like Miami, Seattle, San Francisco, and Detroit. These deployments advance public mobility across a range of use cases, from enhancing local and regional connectivity to reducing reliance on single-occupancy vehicles. When it comes to microtransit, Via is on a mission to reimagine what is possible for public transportation, unlocking opportunity for all and building resilient cities for the future.



In addition to microtransit expertise, Via has delivered efficient, accessible and compliant paratransit services since early 2020, driven by the belief that every rider, regardless of ability, should benefit from the flexibility and convenience that demand-response transportation offers. Today, Via provides software for, or directly operates, **over 50 paratransit services across the United States and around the globe**, including **Trinity Metro** in Fort Worth, TX. As a result, Via’s team has a deep understanding of the regulatory frameworks concerning WAV programs and paratransit, including Title II of the Americans with Disabilities Act, and we have developed robust training programs and tools to ensure that our drivers are equipped to deliver both compliance and compassion.

Fort Worth, TX	
 TRINITY METRO	<b>32%</b>
Reduction in complaints	

Sioux Falls, SD	
 sioux area metro	<b>53%</b>
Increase in productivity	

Green Bay, WI	
 Green Bay METRO	<b>20%</b>
Lower cost per ride	

*Service outcomes in select markets where Via provides a turnkey paratransit service*

## Our Team in Texas

With over 30 operations and software partnerships with agencies like Trinity Metro and DCTA, as well as cities like Grand Prairie, Sugar Land, and Arlington, Via's proposal is backed by extensive Texas operating experience and regulatory expertise. In DFW, Via is the trusted provider of transit services for the below cities and transit agencies.

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

Additionally, our local Texas team of **over 500 drivers** and fleet of **nearly 300 vehicles** can be redeployed to Farmers Branch at a moment's notice, ensuring operational continuity in the event of future transitions, emergencies, staffing shortages, and peak demand periods.

	<b>DCTA GoZone</b> 4.9★		<b>Trinity Metro On Demand</b> 4.7★		<b>Arlington Transportation</b> 4.8★
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To ensure the successful operation and ongoing compliance of the Farmers Branch microtransit and paratransit services, Via has assembled a regionally-based management team. This team possesses extensive knowledge of the local transportation landscape and deep experience operating urban and rural transportation services throughout Texas:

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

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

As the world's leading provider of microtransit and paratransit, Via is uniquely qualified to deliver continuity of transit services to the City of Farmers Branch. Via's unparalleled expertise in microtransit and paratransit deployments minimizes the learning curve, ensuring a seamless launch and sustained, high-quality service for the City of Farmers Branch. Given our experience and deep regional presence, with hundreds of vehicles and personnel already deployed to support Via's existing DFW services, Via can confidently launch a microtransit and paratransit service in Farmers Branch in 6-8 weeks from contract signing. Please see the following three references, all of whom can speak to Via's experience operating excellent microtransit and paratransit services. Please also refer to our more elaborate case studies in Appendix A, with launch dates, KPIs and more detailed scopes.

Reference 1: Trinity Metro	
<b>Location</b>	Fort Worth, TX
<b>Contact Name:</b>	Ralph Zaragoza, Emerging Mobility Manager
<b>Contact Phone Number and Email Address</b>	(817) 215-8904 ralph.zaragoza@ridetm.org
<b>Service Description</b>	Turnkey Microtransit and Paratransit

Reference 2: Arlington On Demand	
<b>Location</b>	Arlington, TX
<b>Contact Name:</b>	Alicia Winkelblech, Director of Transportation
<b>Contact Phone Number and Email Address</b>	(817) 459-6686 alicia.winkelblech@arlingtontx.gov
<b>Service Description</b>	Turnkey Microtransit

Reference 3: DCTA GoZone	
<b>Location</b>	Denton, TX
<b>Contact Name:</b>	Lisa Taylor, Vice President of Operations
<b>Contact Phone Number and Email Address</b>	(940) 218-1607 ltaylor@dcta.net
<b>Service Description</b>	Turnkey Microtransit

## B. Recommended Service Models

Based on data from DART along with our experience operating in zones across the Metroplex, Via has developed a vetted plan for ensuring continuity of service while Farmers Branch determines a long-term model for public transit. As a starting point for discussion, we have developed a proposal to ensure continuity of coverage over an interim period of 12 months within a budget of \$3M. Within this budget, **Via can provide accessible, citywide service with a fleet of 13 vehicles.**

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

### Service Model

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

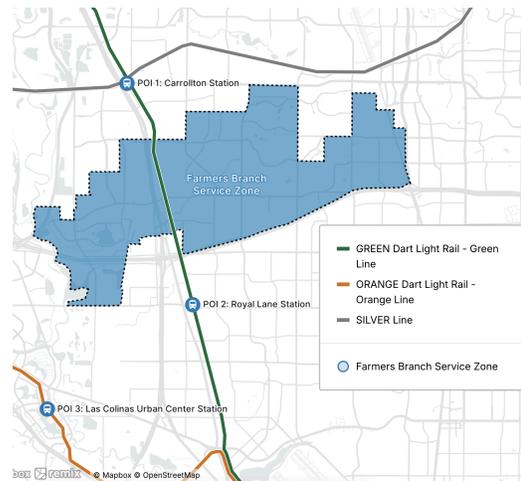
Based on these estimates, we are confident that **a dedicated, accessible fleet of 13 vehicles can provide high-quality coverage across the City.** While we understand paratransit trips are currently provided regionally, **this fleet would also have capacity to deliver paratransit trips within Farmers Branch,** and we commit to working with the City and DART to begin transitioning paratransit trips to our service.

### Service Hours

Via looks forward to determining final service hours in close collaboration with the City. To maintain continuity for riders, we recommend starting with hours that mirror current operations; for planning purposes, our proposed model will provide service from **5:00 AM to 12:00 AM** for both microtransit and paratransit, which we expect will cover the vast majority of trips. Once we begin partnering with Farmers Branch, we will analyze trip patterns in greater detail to ensure no critical travel needs are missed, and we can easily expand service hours if demand warrants it. From our initial modeling, we anticipate delivering an average wait time of **approximately 15 minutes** and will work with the City to define baseline service standards—including maximum wait times and ride completion rates—to ensure a reliable, consistent rider experience across the system.

## Service Area

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



We will also collaborate with the City to identify convenient rally points and pick-up zones outside City limits to create seamless connections to regional transit hubs such as **Carrollton Station, Royal Lane Station, and Urban Center Station**. We already support similar connections in many other services, where these hubs function as key Points of Interest (POIs) that riders can easily travel to and from.

## Service Expectations

Via will work with the City to establish clear, achievable service-level expectations that ensure timely, reliable microtransit and paratransit operations across Farmers Branch. Together, we will define KPIs such as average wait time, maximum wait time, and on-time performance, and we will monitor these metrics throughout the deployment to identify trends and make adjustments as needed. Our platform is built to maintain strong performance even during peak-demand surges, using dynamic routing, real-time fleet balancing, and intelligent dispatching to keep wait times low and ride completion rates high. We further stabilize costs by deploying only the vehicle hours needed to meet actual demand and by leveraging proven strategies—such as flexible driver shift-claiming, commingling opportunities, and efficient WAV allocation—to maximize productivity without sacrificing reliability.

## Long-Term Service Development

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

## Vehicles

Via offers unmatched capabilities in rapidly acquiring and scaling vehicle supply to match demand—a critical factor for the success of the Farmers Branch pilot. Leveraging our established Texas acquisition channels, we work with trusted national partners like **Avis** and **Voyager Global Mobility** to procure a clean, accessible fleet tailored specifically to the City's microtransit and paratransit needs. These relationships enable us to launch quickly at competitive rates while maintaining the flexibility to adjust fleet configurations as the service evolves. On an ongoing basis, Via will collaborate with the City to determine the optimal fleet size by analyzing ridership, maintenance requirements, and time-of-day demand patterns. By utilizing our proprietary supply optimization tools, we ensure vehicles are deployed in the most cost-efficient manner possible, mitigating the risk of supply gaps while maximizing service reliability for Farmers Branch riders

### Vehicle Maintenance and Cleaning Program

Via's Maintenance Program is a cornerstone of our operational excellence, ensuring service reliability and safety through rigorous, localized standards co-developed with each partner. Leveraging a robust network of contracted maintenance providers across Texas, we handle everything from routine repairs to major bodywork, driving operational and cost efficiencies for the City of Farmers Branch. This proactive approach extends vehicle life, minimizes road calls, and maintains full regulatory compliance, ensuring the highest standards of safety and service quality for every trip.



Via utilizes a centralized, data-driven system to manage maintenance intervals based on vehicle use, manufacturer specifications, and regulatory guidelines. Every vehicle's complete history—including preventative maintenance and repairs—is stored in our proprietary database and integrated with **Fleetio** for enhanced lifecycle management and cost analysis. Our software issues automatic reminders to ensure timely scheduling, helping us meet or exceed manufacturer-recommended service plans while preventing service disruptions. By linking every record to a vehicle's VIN, we maintain a transparent safety history that minimizes road calls and ensures the Farmers Branch fleet remains in peak operational condition.



## Driver Hiring

The City's microtransit and paratransit services will be operated by an engaged, qualified, and reliable pool of microtransit and paratransit drivers, many of whom will be recruited from the local community.

### Driver Screening

Our local recruiting efforts in Farmers Branch will ensure that drivers are invested in providing quality service to their community, while minimizing the risk of costly driver shortages that have impacted other providers nationwide. We have established rigorous operational processes to ensure that every driver maintains the highest professionalism standards, prioritizes rider safety, and delivers efficient service, including robust



*It feels good to be able to provide a service and help people accomplish the things they need to during the day.*

**Ligia Alicea**  
Driver since 2020

screening, detailed training, and performance monitoring. We will continuously align this process with the City's requirements, along with any regulatory requirements according to relevant local, state, and federal guidelines.

### Driver Recruitment

Via understands the challenges of the current labor market and we have adapted our recruitment practices to ensure reliable and consistent service delivery for our partners. We have successfully recruited more than 10,000 drivers for services in highly



competitive markets by leveraging modern and cost-efficient marketing and recruitment channels that are fully integrated into our platform, creating a seamless onboarding experience. During recruitment, digital ads funnel candidates directly to a dedicated driver registration website unique to each service we operate. Here, the candidate is able to register interest and complete the required application paperwork.

As a prerequisite for employment, all drivers are required to undergo detailed background checks, holistic driving record reviews, criminal record reviews, and FTA-compliant pre-employment drug & alcohol testing. Over 90% of Via's partners across the United States are public transit agencies and cities, and many receive FTA funds to support their services: as a result, we have extensive experience managing FTA-compliant services, and in particular we have over 5 years of experience complying with and executing on federally required Drug and Alcohol programs. Drivers are also required to demonstrate English proficiency, valid driver licenses, and outstanding customer service skills as part of the application process. After completing the application phase and all required checks, tests, and reviews, drivers undergo a final comprehensive review on their first day to confirm they meet our hiring standards before starting the training process described below. Should the City wish to enhance any aspects of the vetting process, we would be happy to adjust our approach.



# Driver Training

All Via drivers are taken through a rigorous training program to ensure that they are fully prepared to deliver safe and high quality microtransit and paratransit services. We offer multiple classroom programs to cover the essentials of providing safe and reliable service, such as comprehensive training regarding the Driver App, safety procedures for the proper use of wheelchair ramps and tie downs, evacuation of the vehicle, and communication protocol in the event of an emergency. Additionally, Via works with trusted organizations such as the National Safety Council (NSC) and Driveerge to offer specialized sessions like **ADA Sensitivity training, Defensive Driving courses, and Drug and Alcohol training**. We will work with the City to tailor our training curriculum in order to meet the needs of the microtransit and paratransit services during the launch process and for the duration of our partnership.

During our standard onboarding process, and as a part of ongoing annual refresher training, drivers participate in an intensive series of workshops, including sessions on:



### Introduction to the Via Driver App

How to use the Via Driver App for safe and reliable service, including how to troubleshoot or report technical issues.



### Customer Service Training

How to provide outstanding customer service, including instructions on greeting passengers, providing assistance to those who may not understand how to use the service, and handling customer complaints.



### Sensitivity and Accessibility Training

How to assist passengers with disabilities in a sensitive manner and understand the requirements of the Americans with Disabilities Act (ADA).



### Mandatory Safety Training

A series of workshops on topics such as defensive driving; safely navigating roads; vehicle and equipment operation; and following safety and emergency instructions, including how to handle and report major incidents.

Beyond the onboarding process, we hold monthly refresher meetings and provide ongoing learning and development opportunities to ensure that all drivers uphold high performance standards over time. Once on the road, driver performance is also continuously evaluated through rider feedback, ongoing driver record monitoring, Samsara dashcam recordings, and observation by local field staff. Via regularly generates reports on key performance metrics such as on-time performance and customer feedback to identify drivers who may need additional training. Drivers who fail to meet Via's or the City's service standards, even after additional training, will either undergo further retraining or be removed from service, if necessary. As the City's pilot matures, we will continue to update our training program to meet the service's evolving needs.

# Safety Program

Via's in-house Trust & Safety Group has developed a comprehensive, data-driven Safety Program that prioritizes the safety of drivers, passengers, and the public. The program is informed by lessons learned from Via's global operations, integrates Safety Management System (SMS) principles, and aligns with FTA 49 CFR Part 673 requirements. Key elements include:

## Safety Training

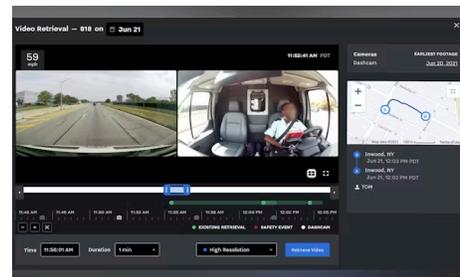
All drivers complete a structured safety training program that includes classroom instruction, behind-the-wheel observation, and virtual learning modules. Initial onboarding covers SMS fundamentals, emergency procedures, and reporting protocols, followed by hands-on training in vehicle operations, safe boarding and de-boarding, vehicle inspections, mirror and blind-spot management, and de-escalation techniques. Ongoing virtual modules reinforce defensive driving, conflict management, and WAV passenger care.

## Proactive Safety Management

Smart dash cams provided by Samsara are installed on every vehicle and are utilized to (1) detect potentially risky in-vehicle behavior; (2) alert drivers of this behavior before accidents occur; and (3) auto-save all recordings to ensure that any traffic violations or near-violations are clearly documented. Drivers are continuously evaluated based on in-vehicle recordings, rider feedback, driver record monitoring, and observation by our local field staff. Drivers who are deemed not to be meeting standards will undergo retraining, counseling, or disciplinary action.

## Incident Reporting & Risk Management

Our local and central teams use a systematic approach to hazard identification, risk assessment, and mitigation, supported by thorough incident investigations and ongoing feedback monitoring. All safety-related customer service requests are routed to local operations, and the City will be notified within two hours. Via also maintains a dedicated 24/7 incident response and investigation team that provides immediate support for all motor vehicle accidents and serious incidents, ensures compliance with FTA protocols, and conducts root-cause investigations using preserved dashcam footage. The team implements corrective actions and shares lessons learned through regular safety meetings to prevent recurrence.



## Collaboration & Communication

Regular safety meetings, surveys, and safety dashboards ensure that all employees are informed, engaged, and able to contribute to building safety best practices.

We are happy to provide our sample Safety Program upon request; this safety program is designed to be flexible to suit local partner needs, and we are happy to modify any aspect of the program to match any of the City's safety program requirements.



## Serving Vulnerable Populations

Via has delivered efficient, accessible and compliant ADA services since early 2020, driven by the belief that every rider, regardless of ability, should benefit from the flexibility and convenience that demand-response transportation offers. Today, Via provides software for, or directly operates, **over 50 paratransit services across the United States and around the globe**. As a result, Via's team has a deep understanding of the regulatory frameworks concerning passengers with disabilities in the United States, and we have developed robust training programs, operational infrastructure, and software tools to ensure that our teams are equipped to deliver sensitivity, compassion, and care. Our multifaceted approach includes:

**Support from Via's in-house Compliance team**, which is entirely dedicated to monitoring the regulatory landscape in the more than 30 states where we operate across the United States, including Texas. This team meticulously tracks legislative changes, rulings, and best practices in areas such as ADA compliance to ensure that Via's operations remain aligned with the latest industry standards. This team will be available to assist the City in creating ADA compliance policies, and can support with documentation, data analysis, and presentation preparation, helping to successfully navigate audit processes and demonstrate compliance over time.

**ADA Sensitivity and Accessibility Training** for all operational staff, including drivers, dispatchers, and customer support agents. This robust training program includes information on how to assist passengers with disabilities in a sensitive manner and understand the requirements of the Americans with Disabilities Act (ADA) and Title VI of the Civil Rights Act. Dispatchers receive deep training on trip booking for passengers using wheelchairs, walkers, and other assistive devices, and drivers receive in-depth training on customer service rules and procedures, including training regarding the proper use of wheelchair ramps and tie downs.

**Consistent Wheelchair Accessible Vehicle (WAV) availability** to ensure the delivery of equitable service standards for all riders. Vehicles will be equipped with wheelchair ramps and securements in order to ensure consistent service accessibility and quality according to ADA requirements. If additional WAVs are requested, we are able to rapidly deploy temporary vehicles, typically within 1-3 weeks. Should the fleet size increase because of changes to service design, we can access additional permanent fleet vehicles within 2-4 weeks.

**The Via Platform** is designed to deliver accessible and compliant service. The Rider App includes accessibility features for users with visual, audio, cognitive, or mobility needs, including VoiceOver (iOS) and TalkBack (Android), high-contrast color settings, and keyboard navigation for assistive devices. In addition, the Via Operations Center (VOC) equips dispatchers with tools to support ADA compliance, including one-click ride plan optimization and automated alerts for potential service issues such as on-time performance, unmet demand, and unassigned trips.

## C. Customer Experience and Access

Every aspect of Via's software platform is designed to create an easy and accessible experience for our customers and the riders they serve. We provide a comprehensive suite of booking and support channels—including a high-rated mobile app, web portal, and live-operator call center—to ensure seamless mobility for all Farmers Branch residents, including those without smartphones or traditional bank accounts.

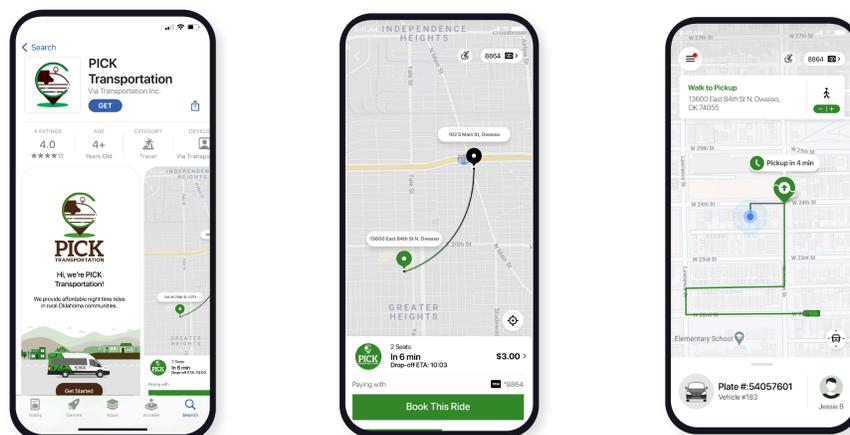
### Mobile Application

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

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

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

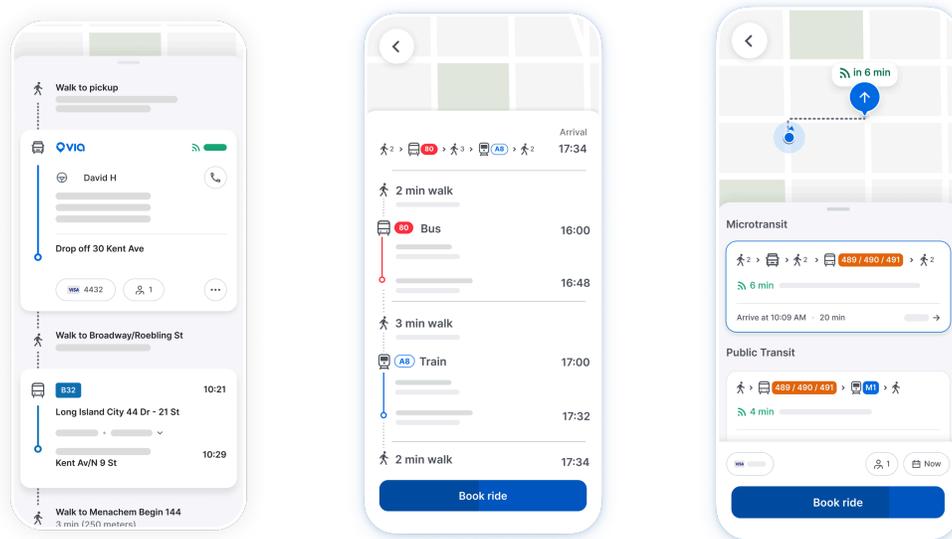
Riders begin by entering their desired pickup and drop-off locations by typing an address, dropping a pin, selecting from a list of recent or "favorite" locations, or by tapping on predetermined stops on the map. Our dynamic routing algorithm then matches the request with available seats across the fleet,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



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



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



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

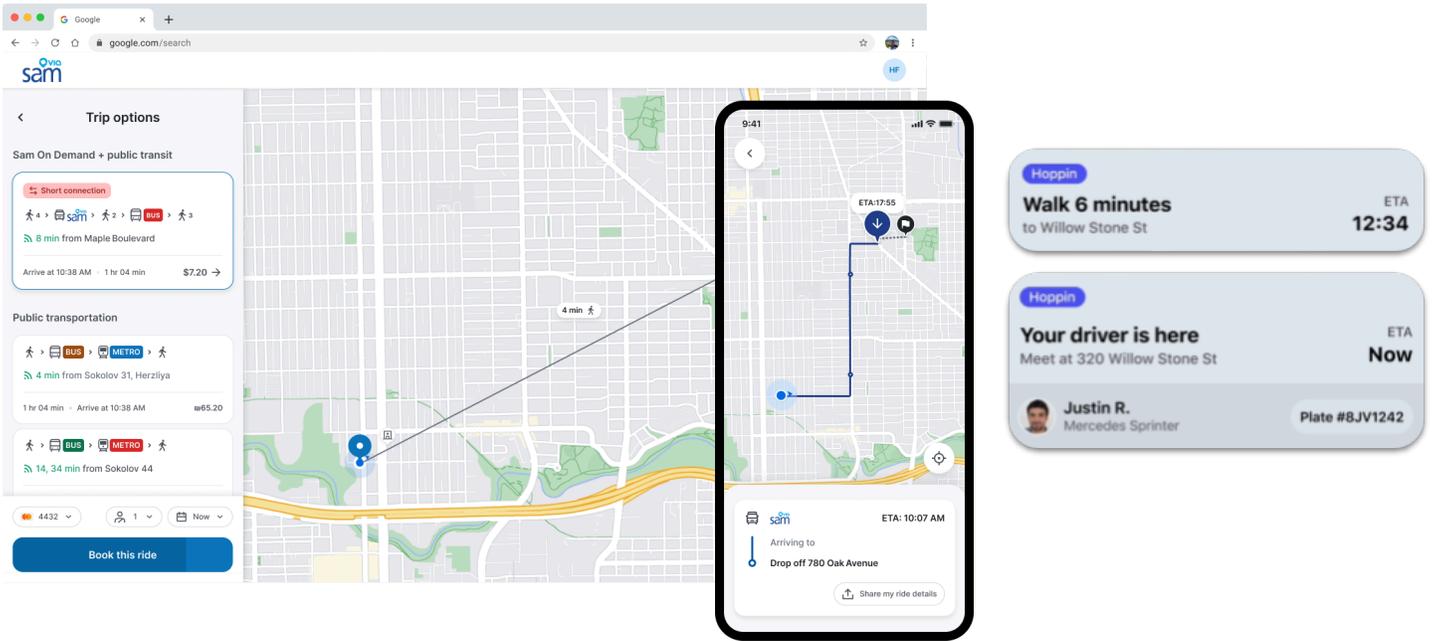
Via's software is already integrated with the GoPass app, a capability we have developed for other North Central Texas partners (including Trinity Metro) that is ready to implement for on-demand service in Farmers Branch. This integration will facilitate regional connectivity for riders across DART,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

### **Support for Rider Without Smartphones or Bank Accounts**

Via is committed to ensuring accessibility for riders who do not have a smartphone or do not feel comfortable using the app. Any rider is also able to create an account, book rides, and request support by calling a customer support representative. Additionally, Via supports fully cashless payment solutions and alternative payment options for unbanked riders. This includes multiple payment options for passengers without bank accounts, such as cash cards and electronic vouchers that can be purchased with cash at convenient locations in the service area.

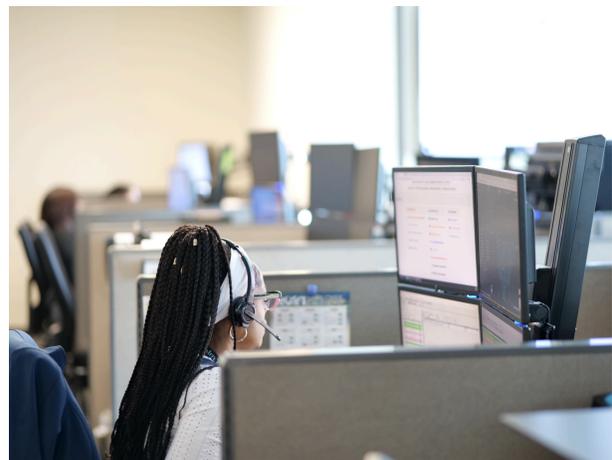
## Web-Based Portal

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



## Live-Operator Call Center

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



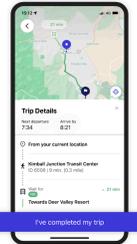
## Accessibility Compliance and WCAG

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



### Screen Readers

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



### Keyboard Navigation

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



### Color Contrast

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

## Rider Complaints and Resolution

Via takes rider complaints seriously. Complaints or feedback may be submitted by riders 24/7 via email, voicemail, and the Rider Application, as well as directly to Operations Center staff. All feedback is documented and addressed following predefined escalation procedures, ensuring that all concerns are addressed with the appropriate level of support and oversight and all relevant parties are kept apprised of updates and resolution timelines. Customer Support Agents will also be responsible for handling all lost and found.

We classify complaints according to a 3-tier scale:

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

Via will investigate all complaints within one business day and will report back to the City with the results within 3 business days. Customer Support performance is regularly monitored to ensure service compliance, and all agents are subject to random quality assurance checks.

# D. ADA Paratransit and Accessibility

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

**Green Bay Metro**  
Urban/suburban demand-response



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



**Capital Area Transit System**  
Urban/suburban demand-response



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



**TARTA Flex**  
Rural demand-response



In Toledo, Ohio, Via operates paratransit overflow services and provides software for TARTA Flex, an on-demand service for disabled and senior riders that provides coverage in rural areas where TARTA's bus routes do not reach. We serve 1,300 weekly rides across a large 208 mi<sup>2</sup> zone with on-time performance above 94%.



## Eligibility

Via operates a broad portfolio of eligibility-based services across the United States and abroad, ensuring rigorous compliance with ADA standards. Our system provides comprehensive eligibility management, which allows us to accept, review, and store applications submitted by riders while tailoring requirements—from basic attestations to detailed medical verifications—to the City of Farmers Branch's specific preferences. Our tools also allow us to communicate updates and notices to clients, and all eligibility determinations automatically flow through to scheduling and dispatching decisions to ensure that all riders get the services they need. Our eligibility tools support all types of eligibility, including **unconditional, conditional, pending, ineligible, visitor, and temporary** eligibility statuses.

## Accessible vehicles, wheelchair securement, and rider assistance

Our proposal for Farmers Branch includes a dedicated fleet containing wheelchair-accessible vehicles (WAV) equipped with ADA-compliant wheelchair ramps, securements, and accessibility features. All of Via's operational staff, including drivers, dispatchers, and customer support staff go through **ADA Sensitivity and Accessibility Training**. This robust training program includes information on how to assist passengers with disabilities in a sensitive manner and understand the requirements of the Americans with Disabilities Act (ADA) and Title VI of the Civil Rights Act. Dispatchers receive deep training on trip booking for passengers using wheelchairs, walkers, and other assistive devices, and drivers receive in-depth training on customer service rules and procedures, including training regarding the proper use of wheelchair ramps and tie downs.

## Regional Connectivity

Via is well equipped to support regional connectivity options aligned with Farmers Branch's preferences. Our initial proposed service zone includes POIs outside the city limits, strategically located at Carrollton Station, Royal Lane Station in Dallas, and Urban Center Station in Irving. Placing these POIs at key rail stations ensures that Farmers Branch riders will have access to the broader regional transit network, supporting destinations throughout DFW. Riders will be able to plan these multimodal journeys directly in the Via rider app.

The City maintains full control over POI selection and can adjust them as service needs evolve. Additionally, Via can offer specialized access for specific groups, such as allowing seniors or riders with disabilities to travel to medical centers or destinations outside the standard service zone. These features are fully customizable, ensuring the service protects vulnerable populations while maintaining regional mobility.

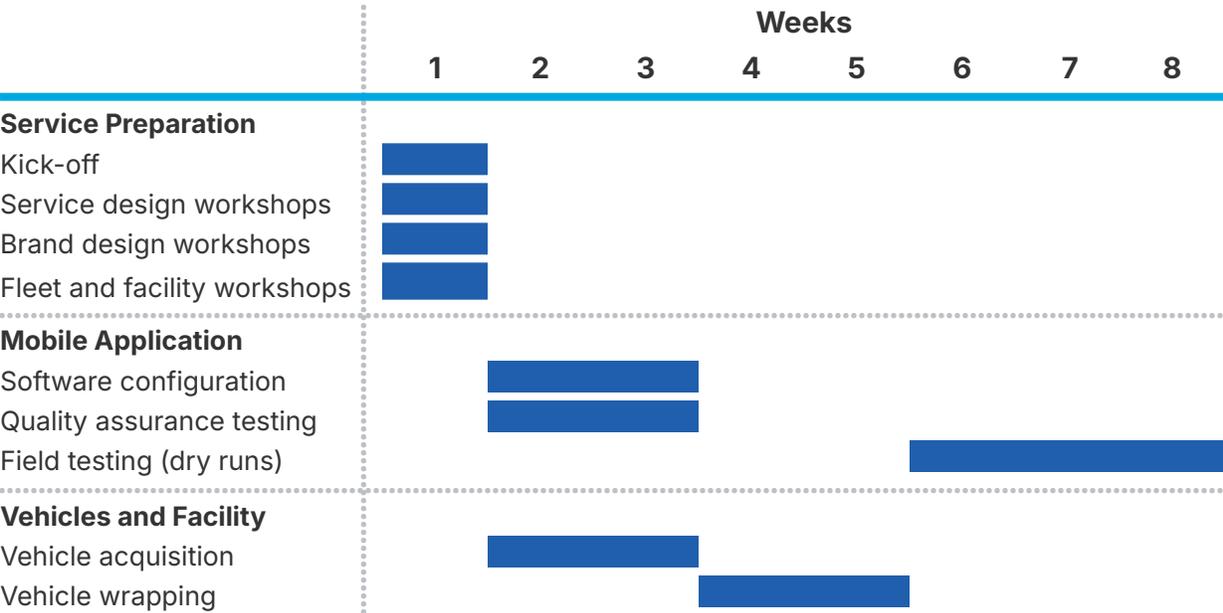
# E. Continuity of Operations (COOP) and Transition Plan

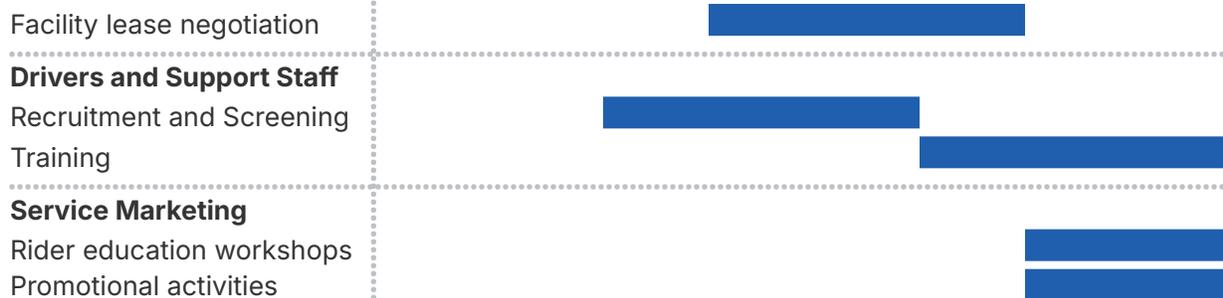
We are excited about the opportunity to support the City of Farmers Branch in ensuring uninterrupted transit service, and look forward to leveraging Via’s established transition framework. Most recently, in November 2025, Via partnered with the City of New Braunfels to launch a turnkey microtransit service that replaced the regional agency, Alamo Regional Transit, for all trips within New Braunfels. Despite launching without any overlapping grace period offered by the regional transit provider, Via has successfully delivered over 9,000 rides in the first two months of service and achieved a 4.9 out of 5 star average post-trip rating.

Via is committed to meeting the City of Farmers Branch’s goal for live microtransit and paratransit services this Spring. Via’s General Manager will be on-site from day one to lead the transition with support from our Launch team, with dedicated resources for operator and vehicle acquisition, regulatory licensing, software configuration, and service marketing. This timeline is made possible by our unparalleled experience launching microtransit and paratransit services worldwide: **last year, Via completed 125 launches, 100% of which were delivered on time.**

## Implementation Tasks and Timeline

Based on our experience implementing similar services, **we recommend a 6-8 week transition period** from contract signing to launch. This timeline can be expanded or contracted depending on immediate service needs. Below, we outline our proposed schedule for launching Farmers Branch’s microtransit and paratransit services, with key milestones and tasks that will need to be completed to ensure a successful launch. Should any further transitions be needed, we will develop a revised timeline with clear milestones and responsibilities to ensure a smooth, on-time rollout.





## Supporting an Accelerated Deployment

While the above timeline reflects Via’s standard transition period, we have extensive experience accelerating implementations to meet partner needs. We are fully confident in our ability to expedite Farmers Branch’s launch should the City wish to go live earlier than outlined above. Via’s substantial existing presence in DFW—including numerous turnkey operations and an active fleet of hundreds of vehicles—makes an accelerated launch for Farmers Branch particularly achievable.

## Data Migration

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

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

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

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

## Rider Education

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



## Rider Communications Plan

Via brings over a decade of experience in transitioning and growing ridership through tailored outreach. Our Marketing and Community Engagement teams will collaborate with the City to ensure a seamless transition. These efforts will be coordinated by Via's Marketing and Community Engagement teams, with direct oversight from **Fred Dintenfass**, our Vice President of Marketing & Rider Growth and Vice President of Policy & Community Engagement **Aparna Paladugu**.



## Media Production and Distribution

Via's Marketing team will develop multilingual materials—including mailers, digital ads, and large-scale displays at the **Farmers Branch Station**—to educate riders and generate launch enthusiasm via the City's newsletters and public TV.



## Local Business Partnerships

We proactively engage with major employers and local business owners in Farmers Branch's employment centers to secure their buy-in. This allows us to post educational flyers, distribute pamphlets, and directly educate workers and customers on-site to ensure they are prepared for the transition.



## Community Engagement

We utilize a high-touch approach to empower hard-to-reach groups, such as senior citizens and persons with disabilities, through in-person information sessions at the **Farmers Branch Manske Library, senior centers**, or in proximity to local transit hubs



# F. Performance Management and Reporting

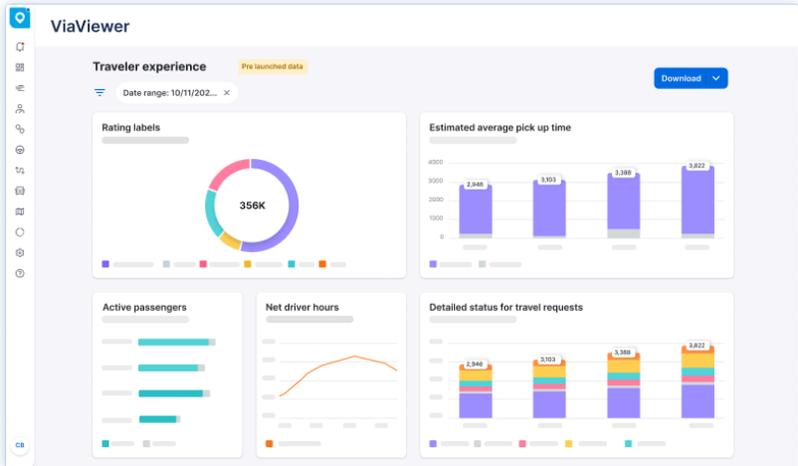
Via will establish trust and accountability in our partnership through a schedule of regular and comprehensive reporting to the City. This includes the following reporting schedule:

## Farmers Branch Reporting Schedule

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

## Data Dashboards

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



Data dashboards in the Via Platform

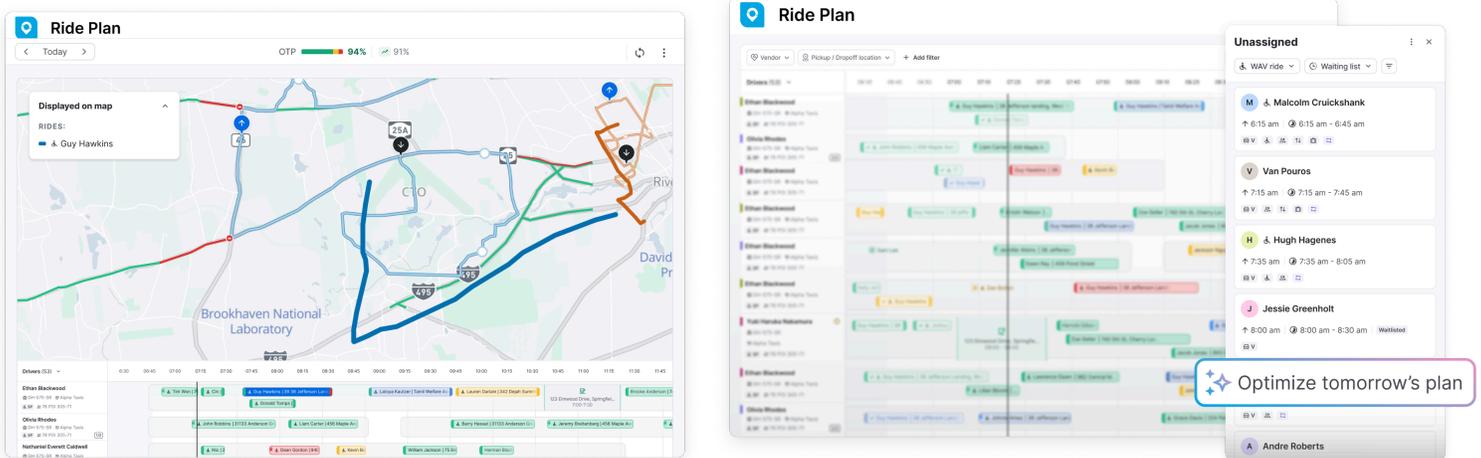
## City of Farmers Branch Microtransit and Paratransit KPIs

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

We encourage our partners to make these performance reports available to third party providers. Many of our partners, such as Jersey City for example, actually publish [these reports](#) for the public, and we would encourage a similar level of transparency in Farmers Branch to build trust and keep riders informed. We expect to receive additional requests for this data through FOIA processes and are ready to comply (and support the City) with any requests. We look forward to refining the above list and setting targets for each KPI in collaboration with the City during the contracting period.

# G. Technology Platform and Integrations

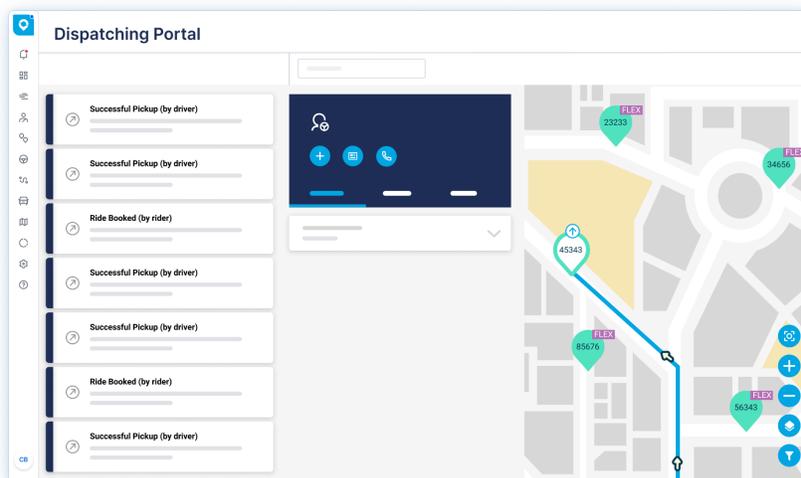
Whereas other operators bring third-party software, Via utilizes a proprietary platform developed in lock-step with our operating practices. Our single-platform approach unites driver and fleet management, AI-powered dispatching, and rider communication tools into one cohesive system. This creates an immediate operations-software feedback loop, allowing us to manage the Farmers Branch service with greater responsiveness and control than operators using fragmented tools.



Scheduling and dispatching views in the Via Platform

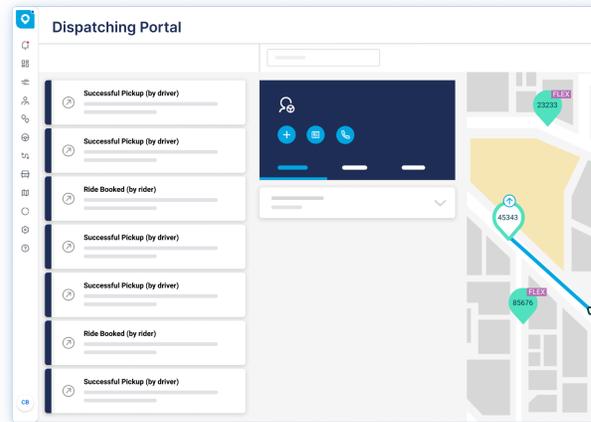
## Scheduling Software

The **Via Operations Center (VOC)** is the central application that Via's management team and customer service personnel will use to fulfill all requirements for the City's microtransit and paratransit services. This software provides our dispatchers with the best of both worlds: a highly automated platform that intelligently handles the vast majority of dispatching tasks, plus the ability to easily make precise manual adjustments when needed.



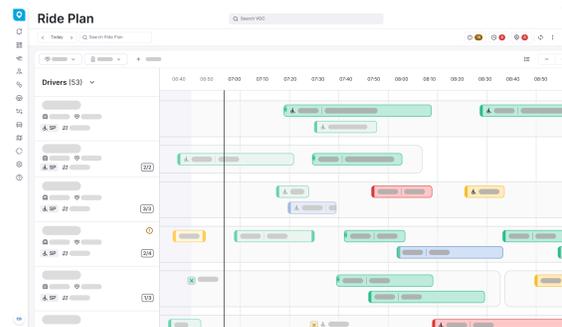
*The Dispatching Portal in VOC provides a map-based view of live service*

Customer Service Agents and Dispatchers monitor service in real time through the **Dispatching Portal**, a map-based interface that provides a live overview of all active vehicles and service performance. GPS signals from the Via Driver App feed into the Dispatching Portal live, displaying data such as real-time vehicle location, service boundaries, vehicle load, on-time performance, and driver and vehicle status. This continuous data stream ensures that dispatchers have a comprehensive view of ongoing service conditions and can make informed decisions to optimize service delivery. Although our system is built to enable fully automated dispatching, the VOC preserves significant flexibility to allow Via operators to manually respond to complex service incidents in real-time when needed, ensuring ongoing oversight, strong customer support, and a consistently high quality of service for riders.



*The Dispatching Portal in VOC provides a map-based view of live service*

Once a trip is requested through the app, website, or call center, the trip is automatically added to the VOC **Ride Plan**, Via's schedule-based view of live service. Via's algorithms continuously review trip assignments to ensure an optimal solution based on real-time service data such as vehicle locations, on-time performance, and new trip reservations and/or cancellations. For example, if a vehicle is running behind schedule, the software can automatically assign trips to another available vehicle and notify riders and drivers of the change. This ensures efficiency and strong on-time performance across the service.

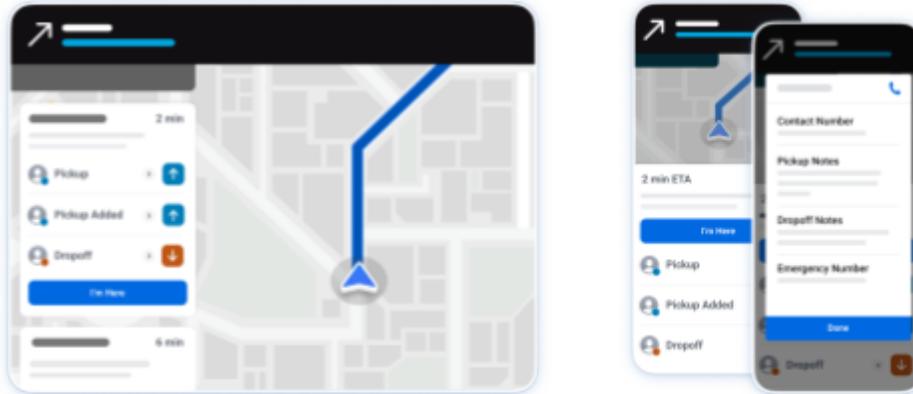


*The Ride Plan displays driver schedules and trip assignments with easy-to-read visual cues for trip status, rider type, and other critical service information*

All trip and ride plan data are captured in our back-end systems and can be made immediately available to Farmers Branch through standard reporting packages.

## Driver Application

Via's Driver Application (Driver App) application features a user-friendly interface where operators can access all the information they need before, during, and after their shifts. A tablet, with the pre-loaded Via Driver App, will be installed during the launch period on all of Farmers Branch's microtransit and paratransit vehicles.



The Driver App features turn-by-turn audio and visual navigation for each trip segment, a dynamically updated rider manifest, automated notifications, and one-click task acknowledgements. Built-in tools enable direct communication between drivers, dispatchers, and passengers who are waiting for their ride. Our Driver App is designed to eliminate distractions and streamline critical workflows, allowing drivers to focus on safe driving and delivering an exceptional rider experience.

## Fare Collection and Payment

Via's booking platforms—including the Rider App, website, and call center—offer a seamless, user-friendly, PCI-DSS-compliant experience for riders to book and pay for trips. Riders can pay for their trips directly through the Rider App or over the phone using a variety of digital payment methods. These include:

- **Credit and Debit Cards:** Riders scan their credit or debit card using their smartphones' built-in camera or by entering the information manually in the Rider App. They can also submit their card details on the website or the call center.
- **Subscription Pass:** Via can work with the City to define various levels of subscription-style passes. For example, riders could purchase a weekly pass for a flat fee, allowing them to ride up to four times per day at no additional cost.
- **Payment Options for Unbanked Riders:** We offer multiple payment options for passengers without bank accounts, including cash cards and electronic vouchers that can be purchased with cash at convenient locations in the service area.

## Cybersecurity Standards

Via's platform is designed with security best practices in mind. **Via is ISO27001 compliant**; ISO27001 is an international standard for cybersecurity and risk management. As a result, a security breach in the Via System would be unprecedented. Should the Via System experience a security breach impacting the Farmers Branch' data, we will immediately notify the City upon discovery and remediation of the breach.

We ensure the protection of our partners' data by tracking the status of information security incidents using a centralized incident management system. Each incident is logged with a unique identifier, and its status is updated in real time through various stages—from initial detection to resolution and closure. The system includes features such as:

1. **Incidents are categorized** (e.g., New, In Progress, Under Investigation, Resolved, Closed) to clearly indicate their current state.
2. **Real-Time Dashboards:** Management and relevant teams can view current incident statuses, timelines, and progress updates through integrated dashboards.
3. **Detailed Audit Trails:** All updates, actions taken, and communications are recorded for audit purposes, facilitating post-incident reviews and continuous improvement.

This structured approach enables us to efficiently manage and monitor incidents while maintaining transparency and accountability throughout the resolution process.

# H. Pricing Models and Budgetary Estimates

Via offers a transparent pay-as-you-go cost structure that includes regular reporting to keep Via accountable to meeting the City of Farmers Branch’s ridership and budget targets. Our pricing structure includes two fee categories:

## One-Time Upfront Costs

This includes launch and implementation costs associated with getting the service up and running, including technology localization and quality assurance & system testing (waived for the City), and a comprehensive transit planning study as well as wheelchair retrofits, vehicle wraps, and in-vehicle hardware.

## Per-Vehicle Hour Fees

Via’s all-inclusive per-vehicle hour fee covers all operating and ongoing technology costs required to deliver service for the City and its riders. This fee is charged on a monthly basis according to the number of vehicle hours (i.e., hours that drivers are paid on the Via platform) actually used in the prior month. This all-inclusive fee covers the delivery of ongoing support from all positions required for service such as:

- Personnel (drivers, customer service representatives, managers, and supervisors)
- Vehicles and vehicle maintenance
- Fuel and other materials
- Management and oversight
- Marketing, promotion and communications
- Liability, insurance, permits and licenses
- Technical support (for both the customer and driver)
- Dashboard reporting and any related software applications
- Cost of software inclusive of technical support and dashboards

At the outset of the contract, Via and the City of Farmers Branch will finalize a not-to-exceed (NTE) budget, with any adjustments requiring a formal written amendment. This approach allows the City to benefit from a flexible, usage-based model while retaining a clear maximum spend for the contract term. The tables below summarizes Via’s pricing proposal for a one-year contract term, assuming a fleet of 13 vans, plus 3 spare vehicles, operating from 5am-12am, Monday - Friday:

Item	Rate	Quantity	Total Cost for 6 Months
One-time upfront costs (1)	\$170,000	1	\$170,000
Comprehensive transit planning study	\$100,000	1	<i>waived</i>
All-inclusive vehicle hour fee	\$62.39	45,053	\$2,810,857
<b>Total Not-to-Exceed Costs for 12-Month Term</b>			<b>\$2,980,857</b>

(1) Includes WAV retrofits, in-vehicle hardware and vehicle wraps.

In an on-demand service model, Via will take a proactive data-driven approach to **only deploy the hours that the City of Farmers Branch needs to meet demand, guaranteeing controlled costs and optimal service efficiency**. If demand is lower than projected, the City pays only for the service delivered, with the option to reallocate unused hours to busier periods. Our pricing model is designed to maximize efficiency over time, allowing costs to gradually ramp up as the service scales, and ensuring the long-term sustainability of the service. Our fee structure is fully flexible, and we welcome further discussion to determine a pricing strategy in line with the City's goals and needs.

## Value-added comprehensive transit study

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

## Fare Policy Options

Via's pricing model excludes assumed rider fare revenue, providing the City with a clear and conservative view of total program costs independent of fare collection variability. If the City decides to charge riders, Via will remit these fares back to the City. Fare revenue can be used as a way to decrease overall budget, or reinvested back into the service to serve more riders. Via supports a range of fare structures, which can be customized to meet the City's specific service needs. Possible configurations include:



**Discounted Fares:** Via can charge different fares for individuals eligible for customer-specific discounts, such as students, seniors, and riders with disabilities, based on their rider profiles. We can also provide discounted trips for various ride types including medical, essential, and recreational trips.



**Distance, Time, and Location:** Via can configure the service to charge different fares based on distance (2 mi, 4 mi, 8 mi, 10 mi, 12 mi), time, location, or cost efficiency. In one of our deployments, for instance, we offer rides for \$2.50 for most journeys, but \$5 for any rides that replicate existing bus service.



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

# I. Service Improvement Path

Via's Service Improvement Path for the City of Farmers Branch is built upon a 'No-Gap' philosophy, ensuring that high-quality transit service remains uninterrupted from the moment DART operations cease while establishing a clear trajectory for long-term growth and optimization.

## Day 1: Minimum Viable Service Plan

<b>Immediate Continuity</b>	Launch a dedicated fleet of vehicles, including wheelchair accessible vehicles, to provide citywide on-demand microtransit and ADA paratransit, matching or exceeding current DART GoLink and paratransit coverage. Service hours will match those currently offered by DART (5:00 AM–12:00 AM), ensuring continued coverage of existing trip patterns and minimizing rider disruption.
<b>Eligibility Migration</b>	Complete the full migration of ADA-eligible rider profiles into the Via system to automate specialized dispatching and proactive recertification workflows.
<b>Accessible Booking</b>	Open all rider booking channels—including the Farmers Branch-branded mobile app, a web portal, and a live-operator call center—ensuring access for seniors and unbanked riders from day 1.
<b>Regional Hub Connections</b>	Establish virtual "rally points" at key locations like Carrollton station to maintain seamless transfers to the remaining DART rail network. Via's software integration with regional platforms like the <b>GoPass app</b> will allow Farmers Branch riders to book intermodal journeys spanning multiple providers across DFW.
<b>Marketing &amp; Community Engagement</b>	Lead robust campaign with dedicated in-person community engagement and rider education.

## Day 30–90: Stabilization and Optimization

<b>Operational Tuning</b>	Use real-time data from the first 30 days to refine fleet rebalancing and driver shift patterns, targeting a consistent 10–20 minute average wait time.
<b>Performance Review</b>	Conduct weekly meetings with City staff to review initial KPIs (wait times, ride completion, and on-time performance) and address any localized service gaps.
<b>Community Feedback Loop</b>	Continued deployment of Via's Community Engagement team to local senior centers and other community hubs to

gather direct rider feedback and conduct ongoing hands-on training for the new system.

## Year 1: Proposed Enhancements

<b>Strategic Network Expansion</b>	In partnership with Via's in-house planning team, <b>Via Strategies</b> , evaluate expanding the service zone or hours based on proven demand patterns and build a vision for the broader network (including fixed route).
<b>Business Partnership Development</b>	Benefitting from a full year of proven operations in Farmers Branch, Via will work with the City to evaluate partnerships with local businesses, which could be used to support the City's public transit system. In Buckhead, Georgia, for example, Via operates a microtransit service that is 24% funded by the local Community Improvement District.
<b>Grant Support</b>	Actively support Farmers Branch in pursuing additional federal, state, and local funding opportunities to help sustain service growth. This includes grants in support of microtransit programs like the FTA Innovative Coordinated Access and Mobility Grant (ICAM) and the Federal Highway Administration Advanced Transportation Technologies and Innovative Mobility Deployment Grant (ATTAIN). As a regional example, Via's Grants & Funding team secured a \$1.7 million grant for Arlington through the FTA's Integrated Mobility Program in 2020, which enabled the City to expand its Arlington On-Demand microtransit service.

## Measuring and Communicating Improvement

<b>Live Transparency</b>	Provide City staff with 24/7 access to an administrative dashboard showing real-time trip data, heat maps of demand, and service reliability metrics.
<b>Public Accountability</b>	Publish monthly performance reports highlighting key improvements in population coverage, job access, and rider satisfaction ratings.
<b>Quarterly Executive Reviews</b>	Conduct formal business reviews with City leadership to align service performance with long-term fiscal and mobility goals.

## J. Cooperative Contracts

To simplify and accelerate the procurement process, the City of Farmers Branch may utilize Via's existing cooperative purchasing agreements. Via is an **awarded vendor** of multiple national and regional cooperative contracts, allowing the City to "piggyback" on pre-vetted terms and competitive pricing to ensure a seamless service transition without the delays of a traditional standalone solicitation. This includes the 791 Purchasing Cooperative, with details below.

<b>Cooperative Name</b>	791 Purchasing Cooperative
<b>Contract Number</b>	<a href="#">202505008</a>
<b>Expiration Date</b>	07/09/2030, with three (3) automatic contract renewal one (1) year term options from 07/09/2030 to 07/09/2031, 07/09/2031 to 07/09/2032, and 07/09/2032 to 07/09/2033.
<b>Scope</b>	This contract includes Via's turnkey microtransit and paratransit services.

# Appendix A. Case Studies

## Trinity Metro On Demand

Turnkey demand-response service (paratransit, microtransit)



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

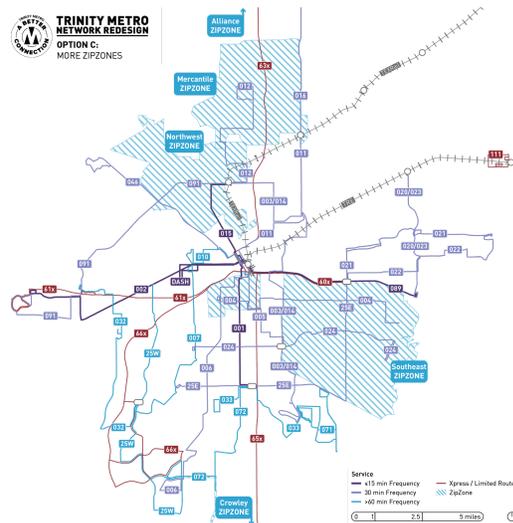
### Description

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

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

### Key Achievements

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



## DCTA GoZone

Turnkey demand-response service (microtransit)



<b>Location</b> (Denton, TX)	<b>Annual Trips</b> 850,000	<b>Team Size</b> 150	<b>Fleet Size</b> 68
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### Description

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

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

### Key Achievements

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



#### Popular destinations:

##### Denton:

- 1 Stonewall Center
- 2 Poyton Ranch Market 2300
- 3 Denton County Courthouse Square
- 4 Downtown Denton Transit Center
- 5 Denton County Public Health
- 6 Denton Crossing West
- 7 Hadden Triangle Mall

##### Lewisville/Highland Village:

- 8 Highland Village Municipal Complex
- 9 The Shops at Highland Village
- 10 Wayne Ferguson Plaza
- 11 Lewisville Town Recreation Center
- 12 Music City Mall Lewisville
- 13 Lewisville Town Crossing



## Arlington Transportation

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



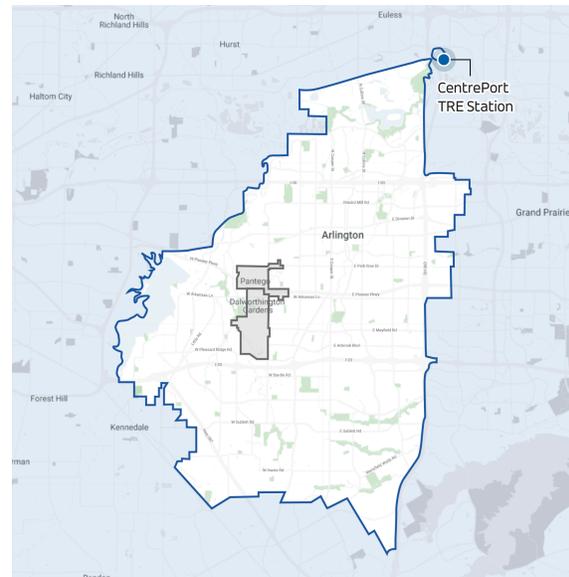
<b>Location</b>	<b>Annual Trips</b>	<b>Team Size</b>	<b>Fleet Size</b>
Arlington, TX	700,000	125	100

### Description

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

### Key Achievements

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



## Proprietary and Confidential Information

Via Transportation Inc.'s ("Via") response and all supporting documentation, including associated exhibits and appendices, contain confidential information exempt from disclosure under Tex. Gov't Code § 552. 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 reference letters, compliance efforts, and sensitive information on key performance indicators. This information is exempt from disclosure under several provisions of Tex. Gov't Code § 552, including but not limited to Tex. Gov't Code § 552.110 (as trade secrets and confidential commercial and financial information) and Tex. Gov't Code § 552.1101 (as proprietary information submitted by a potential vendor or contractor in response to a bid, proposal, or qualification that would reveal an individual approach to work, organizational structure, staffing, internal operations, processes, or pricing methodology, and would give advantage to a competitor if released). Accordingly, we request that your office maintain the confidentiality of Via's response and provide Via with timely notice of any third party's request for these materials prior to production by contacting [compliance@ridewithvia.com](mailto:compliance@ridewithvia.com).

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- US: [9,562,785](#), [9,816,824](#), [10,197,411](#), [10,677,604](#), [10,168,167](#), [10,168,168](#), [10,458,803](#), [10,677,602](#), [11,107,352](#), [11,859,988](#), [11,574,263](#), [11,620,592](#), [11,674,811](#), [11,830,363](#).
- Europe: [EP3355028](#), NL3355028, FR3355028, GB3355028, DE3355028, [EP3659078](#), FR3659078, GB3659078, DE3659078.
- Japan: [7258777](#), [7432649](#).