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Technical Proposal

UZURV Holdings, INC.

RFI: 26-06 Transit Service Continuity and Service Improvement Options (Microtransit + ADA Paratransit)

Due: February 3, 2026

Submitted by: Uzurv Holdings, Inc.
101 S. 15th Street
Richmond, VA 23219

Contact: Sarah Yager
Director, Business Development
sarah.yager@uzurv.com

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February 2, 2026

City of Farmers Branch
13000 William Dodson Pkwy
Farmers Branch, TX 75235
Attn: Greg Pervis, Purchasing Agent

RE: RFI Transit Service Continuity and Service Improvement Options (Microtransit + ADA Paratransit)

Dear Mr. Pervis,

UZURV is pleased to submit this response to the City of Farmers Branch's Request for Information regarding transit service continuity and improvement options. UZURV specializes in ADA paratransit and community transportation services and is prepared to **immediately assume responsibility for ADA paratransit and accessible demand-response service for Farmers Branch, ensuring uninterrupted service from Day One**.

UZURV currently delivers ADA paratransit and community transportation services for major public agencies across the country, including Dallas Area Rapid Transit (DART), Houston METROLift and soon Denton County (DCTA Access). Our service model is built to ensure continuity, reliability, and equitable access for vulnerable and mobility-limited riders.

Through our ongoing partnership with DART, UZURV already maintains an active, FTA-compliant driver base in North Texas, including drivers experienced in door-to-door ADA service and WAV operations. By leveraging this existing operational presence, UZURV can avoid traditional ramp-up delays and deliver compliant, rider-ready service immediately.

Key advantages for the City of Farmers Branch include:

- **Immediate ADA Readiness:** Proven ability to deliver ADA paratransit and community transportation services without service gaps, supported by an existing local driver pool.
- **Proven Texas Experience**: Long-standing operations with DART since 2024, along with METROLift, and soon DCTA, consistently achieving strong on-time performance and service reliability.
- **Flexible Program Management**: While UZURV does not operate fixed-route or microtransit services, our model supports a wide range of program configurations, including varying fare structures, geofencing, service rules, eligibility requirements, and payment options.
- **Equitable Access**: Riders are supported through a 24/7 bilingual call center, a WCAG-compliant rider application, and SMS notifications for riders without smartphones or internet access.

- **Procurement Flexibility**: The City may utilize existing cooperative purchasing options, including UZURV's new DCTA partnership or CTCOG 791, to support expedited implementation.

With an established presence in Dallas and surrounding counties and expanding operations in Denton County, UZURV is well positioned to provide Farmers Branch with a reliable, accessible, and regionally connected transportation solution focused on continuity and rider dignity.

We appreciate the opportunity to respond to this RFI and look forward to continued discussion. Please feel free to contact our Director of Business Development, Sarah Yager (sarah.yager@uzurv.com | 517-930-3361) with any questions or to request follow-up information.

Sincerely,

Ned Freeman, CEO

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A. Company Overview and Qualifications

Founded in 2017, UZURV is a nationally recognized mobility technology company and licensed Adaptive Transportation Network Company (TNC). UZURV currently operates 47 public-sector mobility programs across 16 states and partners with half of the top 20 U.S. transit agencies.

UZURV delivers turnkey, FTA-compliant services including ADA paratransit, non-emergency medical transportation (NEMT), and community-based on-demand transit. Our centralized platform integrates an Adaptive TNC driver network with certified wheelchair-accessible vehicle (WAV) providers, enabling seamless support for both ambulatory and WAV service needs.

This multi-modal operating model allows agencies to match riders with the appropriate level of care while maintaining service quality, regulatory compliance, and cost efficiency—**supporting both immediate service continuity and long-term scalability.**

Company Name	UZURV Holdings, Inc	Year Founded	2017
Address	101 S. 15th St., Richmond, VA 23219		
Ownership Structure	C Corporation, Private Owner, Board of Directors		

Texas Experience

Since 2024, UZURV has provided ADA supplemental services for Dallas Area Rapid Transit (DART), including trips that originate and terminate within the City of Farmers Branch. As a result, **UZURV is already serving many of the riders who would be directly impacted by any service transition** and maintains an active, established driver network operating in and around Farmers Branch. This existing regional footprint enables UZURV to support rapid service continuity with minimal lead time and limited startup risk.

In addition to Dallas, UZURV has been awarded a contract with the Denton County Transportation Authority (DCTA) and is preparing for service launch, demonstrating regional confidence in our ADA and demand-response capabilities across North Texas.

In November, UZURV launched services with Houston METRO to support METROLift operations, standing up a new driver network in just 41 days. UZURV's participation in the CTCOG 791 Cooperative further enables expedited contracting through an existing cooperative agreement.

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References

We have included more indepth information for these references as an **attachment.**

Hanover County, VA (Hanover DASH)

Since 2021, UZURV has managed Hanover DASH, a subsidized program serving a 474-square-mile rural and exurban area. Using the UZURV Mobility Platform, the program unifies Adaptive TNC and WAV providers under a single system of oversight. The platform handles eligibility, 24/7 dispatch, and real-time monitoring.

- **Impact:** Daily trips grew from 50 to 80+ while maintaining **96.5% on-time performance**.

Contact:

Susan Richards
sdrichards@hanovercounty.gov
Phone: 804-365-4181

Chesterfield County, VA (Access On-Demand)

Since 2019, UZURV has operated this FTA/ADA-compliant program for seniors and low-income residents. The platform coordinates UZURV, Lyft, and local WAV partners, enforcing county subsidies and eligibility rules across multiple departments.

- **Impact:** Consistently delivers **98% on-time performance** for over 250 daily trips. Success led the Department of Mental Health to engage UZURV for additional specialized transport.

Contact:

Billie Darlington
Chesterfield County, Mobility Services
DarlingtonB@chesterfield.gov
804-768-7732

Jacksonville Transportation Authority (JTA), FL

Since 2019, JTA has utilized UZURV to power *Connexion Plus*. The platform integrates TNC and WAV providers while centrally managing FTA/ADA compliance and human oversight for every ride.

- **Impact:** Within six months, ridership increased **4x**. The model reduced per-trip costs by **33% pre-COVID and 56% post-COVID** compared to traditional paratransit.
- **Result:** Following **97–98% on-time performance**, JTA expanded UZURV's role to include ADA supplemental service and renewed the partnership in 2024.

Contact:

Fred Worthen
VP, Transit Operations
100 Myrtle Avenue North, Jacksonville, FL 32204
fworthen@jtafla.com
(904) 889-8692

B. Recommended Service Models

UZURV recommends a turnkey service model that enables the City of Farmers Branch to immediately maintain ADA paratransit and community transportation service beginning on Day One. UZURV currently delivers ADA paratransit services within the DART ecosystem and already serves many of the same riders traveling to and from Farmers Branch today, achieving a greater than 95% on-time performance. As a result, the transition would be seamless for riders and operationally efficient for UZURV, requiring minimal ramp-up while ensuring uninterrupted service. This approach provides the City with a proven, fully managed solution that can scale reliably as demand and service needs evolve.

Service Types and Delivery Approach

UZURV provides ADA-compliant, demand-response service by matching each rider to the appropriate vehicle and level of assistance based on individual rider needs. Service delivery includes curb-to-curb transportation service, including WAV trips, and door-to-door assistance where required.

Service is scheduled, dispatched, and monitored through the UZURV Mobility Platform to ensure ADA compliance, service reliability, and rider safety. This service model is deployed nationwide both as a supplemental ADA paratransit solution and as a fully managed service for counties and municipalities, including Call-A-Ride and Rider Choice programs.

In fully managed programs, UZURV provides end-to-end service delivery, including rider eligibility management, reservations, scheduling, dispatch, trip execution, reporting, and centralized billing.

Agencies benefit from simplified administration while retaining visibility into performance, costs, and rider outcomes.

Citywide Coverage and Service Area Flexibility

UZURV is fully capable of supporting ADA paratransit service across the entire Farmers Branch service area, including consistent availability of Wheelchair Accessible Vehicle (WAV) service. Our operating model is not constrained by geography, service boundaries, or predefined service structures and can be configured to align with the City's service area requirements and coverage expectations.

Service coverage is delivered through a multi-provider network coordinated through a centralized platform, allowing capacity to be scaled and balanced across the service area and across time periods as demand fluctuates. If service boundaries, or service rules evolve over time, UZURV can accommodate those changes without operational disruption.

Regional Connectivity

UZURV supports accessible transportation trips to and from regional destinations that are essential to daily life and community participation, including:

- Rail stations and transit hubs
- Medical facilities, employment centers, and other essential services
- Cross-jurisdictional destinations

Service boundaries, trip purposes, and authorization parameters can be configured to align with program requirements while maintaining regulatory compliance, service reliability, and cost control.

Vehicle Approach (Including WAV)

UZURV does not maintain a dedicated vehicle fleet. Service is delivered through a network of credentialed transportation providers operating under UZURV program standards, including UZURV's own fully FTA-compliant transportation network company (TNC). This operating model is currently deployed for supplemental service for DART and for community transportation programs in multiple markets across the country.

The vehicle approach includes:

- Wheelchair Accessible Vehicles (WAVs) that meet ADA specifications
- Vehicle inspection, documentation, and compliance tracking
- Ongoing maintenance and safety standards
- Scalable accessible capacity to address demand surges and service disruptions

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This model minimizes capital investment while ensuring reliable, compliant access to accessible vehicles.

Staffing, Recruiting, and Training

UZURV already maintains an active, credentialed driver pool in the Farmers Branch area through its existing program with DART, enabling rapid mobilization and uninterrupted service delivery.

Drivers are recruited through UZURV's ongoing regional recruiting efforts and admitted into the program through a rigorous vetting and credentialing process. Once approved, drivers operate within UZURV's compliant transportation network and are subject to program standards and oversight.

Driver requirements include PASS-equivalent training, including:

- ADA requirements and accessibility awareness
- FTA Drug and Alcohol program compliance
- Rider assistance and customer service protocols
- For WAV providers, additional training in wheelchair securement and safe accessible vehicle operation (addressed in greater detail in Section D)

UZURV provides full program management, including recruiting, onboarding, credentialing, training verification, day-to-day operational oversight, performance management, and reporting. The City is provided transparency into program operations, compliance, and outcomes. Our full training curriculum is **attached.**

Safety, Security, and Incident Response

UZURV maintains a comprehensive safety and incident management framework that includes:
- Real-time trip monitoring and exception management
- Defined incident reporting, escalation, and resolution protocols
- Driver performance monitoring and enforcement
- Centralized documentation and auditability

This framework supports rapid response to safety concerns, service disruptions, and rider issues, and leads to KPIs like:
- Preventable Accidents per 100,000 Miles: 0.34
- Injury Incidents per 100,000 Miles: 0.31
- WAV Trips Completed Without Incident: 99%

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For further information we have **attached** our Public Transit Agency Safety Plan (PTASP).

Serving and Protecting Vulnerable Populations

UZURV's service model is purpose-built to serve vulnerable and mobility-limited riders, including those requiring WAV service. Protections include:

- Policy-driven matching of riders to ADA-qualified vehicles and trained drivers
- A rider application designed to meet WCAG accessibility standards, along with support for riders without smartphones, internet access, or bank cards
- Controls to prevent service denial, inappropriate substitutions, or unsafe trip execution

These safeguards ensure equitable access, rider dignity, and consistent service quality.

C. Customer Experience and Access

UZURV is fundamentally committed to delivering a transportation experience that honors the dignity and independence of every rider. Our approach combines accessible technology with compassionate, human-centered service to ensure mobility is safe, reliable, and user-friendly for all riders, regardless of ability or access to technology.

Booking Channels and Hours of Support

UZURV provides multiple booking and support channels to ensure equitable access for all riders:

- Mobile application (iOS and Android) for trip booking, management, and real-time information
- 24/7 bilingual call center for trip reservations, same-day changes, and live support
- SMS notifications to keep riders informed of trip status, arrival times, and updates, including riders without smartphones

These options ensure riders can book and manage trips using the method that best meets their needs.

Support for Riders Without Smartphones or Bank Cards

UZURV is designed to serve riders regardless of digital access or payment method. Riders without smartphones, internet access, or bank cards receive the same level of service through phone-based booking and support, with payment options that include:

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- Digital payments, where available
- Serialized ticket or voucher–based payments issued by the agency
- Integration with agency-approved payment methods, including third-party or legacy systems
- Cash payments, where permitted by program design

These options ensure equitable access to service while allowing agencies to maintain appropriate controls and oversight.

Accessibility Features and Inclusive Design

UZURV's rider-facing technology is built to meet accessibility best practices:

- WCAG 2.2 AA–compliant rider application, designed for ease of use by riders with disabilities
- Screen reader compatibility, including VoiceOver and TalkBack
- Inclusive design features, such as high-contrast viewing, large text options, and simplified, step-by-step user flows to reduce cognitive load

These features ensure riders using assistive technologies can independently and confidently manage their trips.

Dignity-First Service

UZURV emphasizes respectful, rider-centered service at every point of interaction. Drivers are credentialed and sensitivity trained, including mandatory training in ADA awareness, passenger assistance techniques, and professional customer service. Drivers are trained to provide the appropriate level of assistance—curb-to-curb or door-to-door, as required—while maintaining rider dignity, safety, and independence. This approach fosters trust and confidence, particularly for vulnerable and mobility-limited riders.

To further support rider confidence, UZURV provides clear, timely information throughout the trip lifecycle, including real-time GPS tracking and estimated arrival times, driver and vehicle details, and direct communication channels with UZURV Support.

Safety and Accountability

UZURV maintains continuous oversight to protect rider safety and service quality:

- 24/7 Operations monitoring of all trips for delays, disruptions, or safety concerns

- In-vehicle telematics and system alerts to support proactive intervention
- One-touch contact options within the rider app and on driver devices to reach live support immediately

These measures ensure rapid response to issues and accountability across the service network.

D. ADA Paratransit and Accessibility

UZURV's service model is built on rigorous federal compliance and specialized care to ensure safe, inclusive transportation for all riders. Our approach combines **FTA-compliant controls, trained drivers, and accessible vehicles** to deliver uninterrupted ADA paratransit service for Farmers Branch.

ADA Compliance Approach, Controls, and Training

All UZURV drivers operate under FTA-compliant transportation standards with multi-layered oversight, including:
- Comprehensive vetting, including criminal background checks, MVR review, and ongoing monitoring
- FTA Drug and Alcohol testing (pre-employment, random, post-accident) in accordance with 49 CFR Part 655
- Mandatory ADA and passenger assistance training, including disability awareness, sensitivity, and professional conduct

Driver education and UZURV Drug & Alcohol Policy materials are provided as **attachments.**

Eligibility Verification and Recertification

UZURV supports ADA paratransit eligibility verification and recertification workflows when requested, including:
- Verification of rider eligibility at the time of booking and dispatch using City-provided eligibility data
- Tracking of eligibility status and expiration dates to support timely recertification and avoid service interruptions

This approach maintains program integrity while ensuring eligible riders experience uninterrupted service.

Accessible Vehicles, Securement, and Rider Assistance

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UZURV ensures reliable access to accessible vehicles and consistent rider assistance standards through:

- Partnerships with Wheelchair Accessible Vehicle (WAV) providers meeting federal, state, and City safety requirements
- Standardized rider assistance practices, including door-to-door support where required
- Mandatory WAV-specific training, including wheelchair tie-down securement and safe mobility device handling

WAV requirements and contractor standards are included as an **attachment**.

Regional and Cross-Jurisdictional Trip Handling

UZURV routinely supports trips that extend beyond municipal boundaries when requested, including:

- Configuration of regional destinations (e.g., medical centers, transit hubs) with defined rules and billing controls
- Operational familiarity with the North Texas region, supported by UZURV's existing presence with DART and DCTA
- Real-time GPS tracking and monitoring of all cross-jurisdictional trips to ensure safety, accuracy, and reporting integrity

E. Continuity of Operations (COOP) and Transition Plan (NO-GAP Requirement)

Continuity of Operations and Transition Readiness

UZURV utilizes a proven mobilization framework refined through successful ADA paratransit deployments, including DART and Houston METROLift. For Farmers Branch, UZURV is prepared to support uninterrupted service beginning on Day 1 by leveraging an existing, active pool of fully credentialed drivers already operating in the immediate area through our current DART program.

Because these drivers are already onboarded, trained, and operating under FTA-compliant standards, no fleet acquisition, driver recruitment, or certification ramp-up is required to initiate service. **By entering into contracting ahead of the official vote, we will ensure that these pre-vetted drivers are positioned and ready to begin taking trips on Day One.** Upon contract execution, UZURV can immediately begin trip fulfillment to ensure continuity of service for eligible riders.

A detailed implementation and transition plan is provided as **an attachment.** Prior to launch, UZURV will coordinate with City staff to confirm timelines, communications, and operational readiness.

Implementation Phases (Day One Continuity with Post-Launch Stabilization)

- **Pre-Vote Readiness (Prior to May):**
  Finalization of core program elements required for immediate service continuity, including program rules, billing and fare handling, call center workflows, communications planning, and confirmation of local licensing and operating requirements. Completion of these items enables Day One service activation.

- **Day One Service Continuity:**
  Upon contract execution and voter approval, UZURV can immediately begin providing ADA paratransit and community transportation service using its existing local driver network, operations team, and call center support.

- **Stabilization (Days 1–30):**
  Daily operational check-ins, performance monitoring, and issue resolution, with refinement of service rules and workflows as needed based on live operations.

- **Program Integration and Optimization (Days 30–75):**
  City staff training (if requested), final data flow validation, reporting configuration, and full activation of ongoing performance management and oversight processes.

Transition Plan Elements

UZURV's transition approach focuses on operational readiness across all components:

- Business Rules: Program-specific service rules (eligibility parameters, trip purposes, service hours, assistance levels, fares/payment handling) are defined and configured in advance to organize call center workflows and platform operations. These rules would be established prior to the vote to ensure Day 1 readiness.
- Staffing and Program Management: Dedicated program management and operations staff assigned prior to launch, supported by an existing, credentialed driver pool and supplemented as needed through ongoing regional recruiting
- Vehicles: Immediate access to compliant vehicles, including WAVs, through active provider network

- **Call Center:** 24/7 bilingual call center configured to support program-specific booking and rider support
- **Training:** Drivers already trained and credentialed; program-specific refreshers provided as needed
- **Vendor Onboarding:** Minimal onboarding required due to established provider network

Communications During Transition

UZURV's Program Lead will coordinate with the City to support clear, consistent communications to riders and stakeholders, including transition notices, service continuity messaging, and updated contact and booking information. UZURV's Marketing team, experienced in transit program transitions, will work directly with the City to ensure messaging is timely, accurate, and reinforces rider confidence.

Business Continuity and Resiliency

UZURV maintains operational resiliency through:

- Redundant dispatch and monitoring capabilities
- Primary and backup call center operations to ensure uninterrupted rider support
- 24/7 operations oversight and incident response
- Established emergency response protocols to address service disruptions

These measures ensure continuity of service during both planned transitions and unexpected events.

F. Performance Management and Reporting

Performance Management and Proposed KPIs

UZURV employs a structured performance management framework supported by real-time operational data from the UZURV Mobility Platform. **KPIs are established collaboratively with the City** and aligned with industry standards, with an initial focus on service continuity, reliability, and rider safety, followed by performance optimization as the program stabilizes.

Some examples of what UZURV typically tracks and reports on the following core KPIs:

- **On-Time Performance (OTP):** Percentage of trips completed within an agreed pickup window

- **Reliability Metrics:** Tracking of rider no-shows, late cancellations, and provider cancellations to support service rule refinement.
- **Safety and Compliance:** Ongoing verification of driver background checks and FTA Drug & Alcohol program compliance.
- **Customer Experience:** Complaints per 1,000 trips, response times, and resolution outcomes, supported by 24/7 rider support.

Following the initial launch period, **UZURV will review performance trends with City staff and refine KPI targets** to support continuous improvement as demand and service patterns evolve.

Standard Reporting Package and Analytics

UZURV provides the City with centralized access to program data through a secure agency web portal, with optional API access if requested. This approach eliminates the need for City staff to reconcile data from multiple providers and supports efficient program oversight.

Standard Monthly Reports include, at a minimum:

- Trip date and time (request, scheduled pickup, actual pickup, drop-off)
- Trip origin and destination (address and latitude/longitude)
- Rider fare/payment amount
- Total trip cost (rider fares + cost to City where applicable)
- Cancellations and cancellation reasons
- Unfulfilled trip records

Sample reports are included **as attachments.**

Analytics and Ad Hoc Reporting capabilities include:

- Daily operational reports for active program monitoring
- Historical and real-time GPS mapping for audits, service analysis, and fraud prevention
- Configurable ad hoc reports to support evolving City reporting needs

Quarterly analytics reviews can be provided to summarize trends, performance outcomes, and improvement opportunities.

Data Ownership and Retention

All program data generated through the UZURV Mobility Platform is owned by the City. UZURV retains data solely for the purpose of service delivery, reporting, compliance, and audit support, in accordance with contractual requirements and applicable retention policies.

Data retention periods are indefinite and data can be exported or transferred to the City upon request.

Third-Party Data Sharing and Controls

UZURV does not sell or monetize rider or program data. Data is shared only with:

- The City and its authorized representatives
- Transportation providers participating in the program, limited to the data required to fulfill assigned trips
- Regulatory, audit or law enforcement entities, when required

All data sharing is governed by role-based access controls, contractual restrictions, and applicable privacy and security standards.

G. Technology Platform and Integrations

From the outset, UZURV intentionally designed its Mobility Platform to be fully accessible for riders of all abilities. Accessibility has been a core focus since our inception, and all rider-facing tools are built to meet WCAG 2.2 AA standards for usability, readability, and inclusive design.

Dispatch and Routing Capabilities

UZURV uses a technology-assisted dispatch model supported by continuous human oversight to ensure efficient, reliable, and accountable trip management.

Trip requests are accepted through multiple channels, including the UZURV Rider App, 24/7 bilingual Call Center, agency-facing web portal, and direct integrations where applicable. The platform supports same-day, prescheduled, and subscription trips.

Automated matching evaluates each request against program rules—including eligibility, service area, fare structure, accessibility needs, and required service level—and assigns the most appropriate

credentialed provider based on availability, proximity, and performance. Trips are dispatched instantly through the platform to providers via API or the UZURV Drive App.

All trips are monitored in real time by UZURV's Operations team, which intervenes as needed to address delays, errors, or no-shows.

Rider and Driver Applications (Including Offline Support)

Rider Application

The UZURV Rider App (iOS and Android) is designed to be accessible, intuitive, and supportive of riders with varying abilities and technology access. The app is WCAG 2.2 AA–compliant and includes screen reader compatibility, high-contrast displays, and real-time vehicle tracking.

For riders who are unable or prefer not to use a mobile application, offline access is fully supported through UZURV's 24/7 bilingual Call Center and Operations team. Riders can book, modify, and receive updates on trips by phone or SMS, ensuring uninterrupted access even without smartphones, internet connectivity, or app usage.

Driver Application

Drivers receive trip assignments through the UZURV Drive App, which provides trip details, navigation, and communication tools. If a driver experiences connectivity issues, assigned trips remain accessible, and UZURV's Operations team provides active support to ensure trips are completed safely and on time. This hybrid model ensures service continuity even when mobile connectivity is limited.

Payments and Fare Collection

UZURV's platform supports transparent fare calculation and multiple payment options, including:

- Digital payments
- Cash payments, where permitted
- Serialized tickets or vouchers
- Program-funded rider accounts
- Integration with agency-approved fare systems

Fare rules, subsidies, and payment methods are applied automatically based on program configuration. PCI-DSS–compliant payment processing is used for all digital transactions

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API, Data Export, and GIS Support

UZURV provides secure access to program data through an agency web portal, with optional API and data export capabilities to support reporting, audits, and GIS analysis. GPS-based trip data supports mapping, service analysis, and compliance reporting.

Cybersecurity and Incident Response

UZURV employs a multi-layered cybersecurity framework to protect rider and agency data, including:

- Encryption of data at rest and in transit
- Role-based access controls
- Secure handling of eligibility and trip data

UZURV maintains documented incident response, disaster recovery, and data breach protocols, which are available to the City upon contract execution to ensure alignment with municipal IT standards.

H. Pricing Models and Budgetary Estimates

UZURV's pricing is strictly pay-for-performance—agencies pay only for trips that are actually completed. There are **no implementation or startup fees and no surge or dynamic pricing of any kind.**

Trip charges are calculated using the actual miles and actual minutes traveled, regardless of time of day. A trip at 4:00 a.m. is priced the same as a trip at 4:00 p.m.; pricing reflects real service delivered, not demand fluctuations or artificial rate structures.

Standard Pricing Model: Fixed Program Costs + Per-Mile + Per-Minute

The **fixed program costs** cover all overhead required to operate and oversee the service, including provider recruiting, driver onboarding and compliance, drug and alcohol screening, platform technology, data reporting, and day-to-day operational support. This also includes continuous trip monitoring, customer service, and trip reservation management—ensuring full program oversight without add-on fees.

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Per-mile and per-minute charges are applied only to completed trips and are calculated from the moment the rider enters the vehicle until drop-off at the destination.

Consistent with a performance-based approach, UZURV does not charge for unused capacity or guaranteed availability. Limited charges may apply **for late cancellations and no-shows,** in accordance with program policies, to protect network reliability and operational efficiency.

Estimated Costs

The fares provided are national averages, reflecting UZURV's experience. A final, program-specific price for the City requires greater clarity on anticipated trip volumes, demand patterns, service mix, and operational assumptions, as these materially affect unit pricing. These national average fares serve as a market-based benchmark; **final pricing will be collaboratively refined** once program parameters and volume expectations are confirmed.

These fares reflect ambulatory, door-to-door transportation delivered in full compliance with FTA requirements. Trips requiring a Wheelchair Accessible Vehicle (WAV) typically carry a higher cost, generally averaging 109% above ambulatory fares, due to specialized vehicle requirements and operating conditions.

Estimated UZURV Trip Cost (based on National Avg)

Trip in Miles	Ambulatory Invoice
2 mile trip	$21.50
4 mile trip	$26.34
6 mile trip	$30.84
8 mile trip	$34.82
10 mile trip	$38.43
12 mile trip	$41.78

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I. Service Improvement Path (After Continuity is Stabilized)

UZURV's presence in North Texas—driven by our active **DART** operations and upcoming **DCTA** partnership—ensures the City of Farmers Branch has a reliable, regional infrastructure in place from the start.

Day 1: Minimum Viable Service & Continuity

Our priority is a "zero-gap" transition for existing riders. By leveraging our local, **FTA-compliant driver base** already active in the region, UZURV will ensure:

- **Immediate Capacity:** Pre-vetted drivers will be positioned to accept trips on Day 1, preventing service interruptions.
- **Core Reliability:** Basic booking via our 24/7 call center and app will be live, ensuring riders can schedule essential trips immediately.

Days 30–90: Stabilization and Optimization

Following the launch, we shift from transition to high-performance management:

- **Data-Driven Adjustments:** We analyze initial trip patterns to optimize fleet distribution and reduce wait times.
- **Staff & Rider Feedback:** We conduct deep-dive reviews of call center scripts and portal workflows to ensure the City and its residents find the system intuitive.
- **Performance Tuning:** We finalize KPI baselines and address any localized routing or geofencing challenges.

Year 1: Proposed Enhancements

Once service continuity is stabilized, UZURV will work with the City to incrementally enhance the program based on observed demand, performance data, and rider feedback.

- **Expanded Coverage:** Evaluate trip patterns and unmet demand to identify opportunities to extend service coverage or add approved destinations.
- **Enhanced Availability and Same-Day Service:** Assess Year 1 demand trends and driver productivity to expand same-day and on-demand trip availability, improving flexibility for riders.

- **Reliability Improvements:** Use ongoing performance monitoring to address any recurring service issues, refine service rules, and optimize provider assignment to improve on-time performance and trip completion rates.
- **Customer Experience Enhancements:** Leverage rider feedback, complaint tracking, and satisfaction surveys to identify and implement targeted service improvements, with a focus on communication, timeliness, and driver interaction.
- **Partnership Opportunities:** Explore coordination with neighboring communities or local service providers to improve cross-jurisdictional connectivity and access to essential destinations, where such coordination supports rider needs and program goals.

Measuring and Communicating Improvement

UZURV measures program success using a defined set of performance, reliability, and customer experience metrics, tracked continuously through the UZURV Mobility Platform. Key indicators include on-time performance, trip completion rates, wait times, cancellation and no-show trends, safety and compliance metrics, and rider feedback.

A dedicated Program Lead serves as the City's primary point of contact and is responsible for monitoring these metrics, identifying trends, and evaluating performance against established targets. Improvement is measured by sustained gains in reliability, service completion, and rider satisfaction over time. Progress is communicated through:

- Monthly performance snapshots summarizing key metrics and trends
- Quarterly performance reviews with City staff to assess outcomes and identify improvement opportunities
- 24/7 access to real-time data through the agency web portal

Using this approach, UZURV proactively identifies potential issues through trend analysis and addresses them before they impact service, ensuring continuous improvement and long-term program success.

J. Cooperative Contracts

To support expedited implementation and reduce administrative burden, UZURV is available through two existing purchasing agreements, which the City of Farmers Branch may utilize if desired.

Contract/Cooperative Name	Denton County Transportation Authority (DCTA)	Central Texas Council of Governments (CTCOG) 791
Contract Number	RFP 25-02 On-Demand Transit and TNC Services	RFP 79120250008 Transportation Network Company Services and Fixed-Route Transportation Services
Expiration Date	October 2030	September 2033

Scope and Application to Farmers Branch

The scope of both contracts specifically includes **ADA Paratransit and Premium On-Demand services,** matching the requirements discussed throughout this RFI.

By leveraging this existing contract, Farmers Branch gains several advantages:

- **Direct Contracting:** The City can purchase and contract directly with UZURV, significantly shortening the timeline from decision to launch.
- **Proven Compliance:** This contract has already been vetted for federal, state, and local compliance, meeting the rigorous standards required for North Texas transit operations.
- **Accelerated Launch:** Utilizing our contract with DCTA or CTCOG 791 allows us to activate our existing DART-based driver network immediately, moving into "Day One" service without the delays of a new RFP cycle.