



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

City of Farmers Branch, TX | RFI 26-06

February 3, 2026

RFI Response



Uber Transit





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All intellectual property created or developed by or on behalf of RideCo prior to or independently of this Agreement shall remain vested in RideCo, which background intellectual property of RideCo includes knowledge, processes, methodologies and all proprietary information and materials of RideCo, the RideCo on-demand transit technology and all software code and algorithms used in the provision of services hereunder. Except as specifically set out in this Agreement or a SOW, no rights whatsoever are granted to City of Farmers Branch in the patents, copyrights, trade secrets, trademarks, or other intellectual property of RideCo whether created prior to, during, or after the performance of this Agreement. For certainty, any improvements, modifications, or customizations made to RideCo's background intellectual property, whether requested or suggested by City of Farmers Branch, will belong exclusively to RideCo and to the extent City of Farmers Branch acquires any right therein, City of Farmers Branch will assign the same immediately to RideCo and waive any moral rights in connection with the same. Any deliverables developed specifically for City of Farmers Branch as specified in a SOW and any Service Data will be assigned to City of Farmers Branch on completion or termination of the Services or this Agreement after payment of all undisputed outstanding fees invoiced by RideCo.



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Cover Letter

City of Farmers Branch
13000 William Dodson Parkway
Farmers Branch, TX 75234

Attention: Greg Pervis, Purchasing Agent

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

RideCo is pleased to submit this response to the City of Farmers Branch for the subject referenced RFI. We appreciate the opportunity to provide information that supports uninterrupted service and a clear path toward better reliability, coverage, accessibility, and customer experience.

RideCo is a technology and software company and does not directly operate vehicles. We deliver programs through a partner model with experienced and regulated transportation providers. For Farmers Branch, our team includes **Uber Transit, Circuit Transit Inc., and zTrip**. This structure gives the City one coordinated program that brings together proven technology, local operations, and dedicated ADA service.

Our approach focuses on continuity first. RideCo's platform enables fast mobilization, smart scheduling, dynamic routing, and real time fleet management to reduce the risk of service gaps. Uber adds flexible capacity to meet changing demand and support first and last mile trips. Circuit provides right-sized vehicles for community microtransit. zTrip delivers ADA compliant vehicles, trained drivers, and call center support to help ensure accessible and equitable service.

Customer access is central to our model. Riders can book by app, web, or phone with live agents. We support riders without smartphones or bank cards and provide clear processes for complaints and service recovery. Safety, driver training, and incident response are aligned across all partners.

RideCo also emphasizes continuity planning, system backup, and strong data reporting. Our platform supports KPI tracking, secure data management, and reporting to help the City with planning and oversight. We have supported many cities and transit agencies with similar on demand programs and are ready to help Farmers Branch shape a resilient, customer focused service.

Thank you for your consideration. We welcome follow up discussions, demonstrations, and questions that support the City's planning.

Sincerely,

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A. Company Overview and Qualifications

RideCo

RideCo – Redefining Demand-Response Transit Across North America

RideCo US Inc. (RideCo) is an award-winning technology company that provides cloud-based software solutions for on-demand public transit, specializing in **paratransit** and **microtransit** services.

RideCo powers on-demand transit solutions in 5 of the 10 largest U.S. cities, including several of the largest modern paratransit and microtransit programs in North America.

Founded in 2013, the company launched North America’s first app-based on-demand transit service in 2015, an innovation that has since evolved into the industry’s most trusted and scalable platform for paratransit and microtransit operations. Our mission is to make urban transit more **personal, accessible, and cost-effective** by leveraging patented AI-driven optimization.

Largest U.S. Cities	On-Demand Transit Service
New York City, NY	RideCo
Houston, TX	RideCo
Phoenix, AZ	RideCo
Philadelphia, PA	RideCo
San Antonio, TX	RideCo
San Diego, CA	X
Los Angeles, CA	Competitors A & B
Chicago, IL	Competitor A Pilot
Dallas, TX	Competitor B
Austin, TX	Competitors A & B

With a team of 140+ employees and over a decade of dedicated transit technology experience, RideCo has implemented more than 80 on-demand paratransit and microtransit services across 80+ cities in North America. Our notable partners include **MTA New York City Transit, Southeastern Pennsylvania Transportation Authority (SEPTA), Houston METRO, VIA Metropolitan Transit, Valley Metro, RTC of Southern Nevada, Metropolitan Atlanta Rapid Transit Authority (MARTA), Riverside Transit Agency (RTA), Kansas City (KCATA)**, as well as cities of El Paso, McAllen, and Round Rock, TX, among others.

Solving Mobility Challenges and Improving Quality of Life

RideCo works with transit agencies, cities, and fleet operators to shift fixed routes into flexible, rider focused mobility services. Its platform supports a wide range of use cases, including:

- Improving on time performance for paratransit and microtransit.
- Optimizing routing with modern mapping, real time updates, and connections to fixed routes.
- Automating manual tasks to increase efficiency.
- Increasing fleet productivity by combining paratransit and microtransit.
- Expanding access in low density areas.
- Providing frequent first and last mile connections.
- Replacing low performing bus routes with microtransit.
- Supporting more reliable commutes for employees.

Experience Delivering Turnkey Microtransit and ADA Paratransit Programs

RideCo has strong experience delivering turnkey microtransit and ADA paratransit programs for cities and transit agencies across North America. We provide full technology platform, including demand forecasting, real time scheduling, dynamic routing, dispatch, rider and driver apps, and performance



reporting, while working with local operating partners for vehicles and drivers. For example, RideCo supports VIA Metropolitan Transit in San Antonio with an on demand microtransit program that connects neighborhoods to key destinations and the broader transit network, helping expand coverage in a cost-effective way. RideCo also works with the Kansas City Area Transportation Authority on turnkey microtransit and ADA focused services, supporting both general public riders and passengers with accessibility needs through the same coordinated technology system. Across these and several other similar programs, RideCo supports service design, policy setup, fare configuration, and ongoing optimization, with a focus on reliability, equitable access, and clear performance metrics such as wait times, trip completion, and customer satisfaction.

Capacity to Mobilize Quickly

RideCo has operational structure and partner network to mobilize services quickly across vehicles, drivers, dispatch, and customer support. While RideCo provides technology, service design, and program management, our operating partners supply vehicle capacity, trained drivers, and local supervision, allowing parallel workstreams during startup. Our platform can be configured rapidly for new service zones, policies, fare rules, and reporting, while call center operations and rider support tools are stood up in coordination with launch timelines.

A strong example is RideCo's work supporting SEPTA's ADA paratransit program, where technology and operational coordination helped enable deployment of a 411-vehicle service in a record 4.5 months. This type of accelerated rollout demonstrates our ability to support large scale, continuity critical programs with tight timelines while maintaining service quality, compliance, and rider support readiness from day 1.

Operating Model

RideCo typically provides services in one of two ways:

- **Software-only paratransit and microtransit solutions:** RideCo provides all the necessary software and support to the agency as well as the vehicle operator, while the agency leverages vehicle operations internally or through a contractor of their own. RideCo has worked with operators that are in-house, unionized, and/or an outside contractor.
- **Turnkey paratransit and microtransit solutions:** End-to-end turnkey service in which RideCo acts as a subcontractor to a vehicle operations contractor. RideCo has built a strong relationship with several fleet providers across North America to deliver reliable on-demand services. This includes Transdev (formerly First Transit), MV Transportation, Keolis, zTrip (formerly Yellow Cabs), CLS Global Transportation, MTM, Circuit, The BTS Network, AV Transportation Services, to name a few. We work with fleet partners of all shapes and sizes and have references to highlight the fantastic experience they have utilizing our technology to deliver transit services. **In addition, we have strong relationships and integrations with TNCs such as Uber, Lyft, and UZURV to name a few.**

References

The following projects demonstrate RideCo's proven expertise in delivering integrated microtransit and paratransit solutions that combine operational flexibility, accessibility, and rider-focused technology.

SEPTA Access (Paratransit), Vehicles: 411

Southeastern Pennsylvania Transportation Authority

SEPTA is the fifth largest transit agency in the U.S. and serves Philadelphia and four nearby counties. The agency wanted to replace its old paratransit system with a modern, cloud-based platform. This included new demand response transit software, an upgraded communications system, and improved fare validation for its Customized Community Transportation services. SEPTA also planned a Bus Revolution program that adds microtransit and connects it with buses, trolley, light rail, and regional rail. The goal was to move riders from low use fixed routes to flexible, on demand service using one shared system.

SEPTA partnered with RideCo to deliver this upgrade in just 4.5 months. The project included a new eligibility system for rider certification, integration with SEPTA Key fares, and a one tablet solution for driver communication. RideCo's platform allows SEPTA to combine paratransit and microtransit trips and fleets, improving flexibility and lowering costs.

SEPTA now runs more than 400 vehicles and provides over 4,000 trips per day using advanced scheduling and dispatch tools. SEPTA Access launch marked a major shift from legacy software to a modern cloud system. Operations have improved through reservations, scheduling, dispatch, and eligibility, with automation reducing manual work and freeing staff to focus on long-term service improvements.

A microtransit service with 48 vehicles across several zones is planned for 2026, expanding SEPTA's move toward more flexible transit.

"So proud of this project! The RideCo and SEPTA teams have pulled off the best software transition I have ever worked on! ... They said we couldn't do it. We proved them wrong! ... This has been an amazing journey, and the best is yet to come." – **Cassandra West, SEPTA's Assistant Chief Operating Officer, SEPTA**

Houston METRO (Micro) & METROLift (ADA Para), Vehicles: 40 (Microtransit) & 550 (Paratransit)

Metropolitan Transit Authority of Harris County (METRO)

Microtransit: METRO upgraded its dial-a-ride service, which depended on manual processes and call center bookings, by launching the curb2curb on demand microtransit program with RideCo. The new platform automated scheduling and trip optimization, reducing reliance on call center staff, cutting wait times, and improving efficiency. Results included a 54 percent drop in call center bookings, average pick-up wait times reduced from 60 minutes to 11 minutes, and 88 percent on time performance. The service

also increased passengers per vehicle hour and earned a 4.7 out of 5 average rider rating, improving both productivity and customer experience.

Paratransit: METROLift is METRO's ADA paratransit service in Harris County, providing door to door shared rides for people with disabilities who cannot use fixed route transit. METRO partnered with RideCo to replace its legacy scheduling and dispatch system with a modern on demand platform. The upgrade is designed to reduce manual work for call center and dispatch staff while giving riders an easier app-based booking and trip tracking experience.

"This is one of the most important innovations that we have done to improve rider service ... For people who live in a Community Connector zone, this makes the METRO vehicles as close as their smartphone ... and it will greatly enhance their ability to use METRO services."
– Jim Robinson, CFE, First Vice-Chair, Board of Directors, METRO

RideKC Freedom (Para) & IRIS On-Demand (Micro), Vehicles: 100 (Para) & 40 (Micro) Kansas City Area Transportation Authority (KCATA)

Paratransit: KCATA modernized its RideKC Freedom ADA paratransit service by replacing its legacy system with RideCo's platform, with zTrip as fleet operator. The old system depended on manual processes and led to poor service and riders' dissatisfaction. The new system was implemented in just three months.

RideKC Freedom now operates 100 vehicles, including ADA compliant minivans and sedans, across a 292 square mile area with door-to-door service. The service carries more than 900 passengers per weekday, with a 65 percent shared ride rate and 85 percent on time performance.

New IVR tools improved rider communication and helped reduce vehicles, and vehicle hours by 6 percent within the first month. KCATA also replaced paper-based eligibility processes with automated workflows, lowering staff workload and improving satisfaction.

"The RideCo platform is incredibly flexible and delivers superior productivity and pooling efficiency in multiple use cases, especially given our large service area. This advantage supported our decision to choose their solution."
– Tyler Means, Chief Mobility & Strategy Officer, KCATA

Microtransit: KCATA also launched IRIS, an on demand microtransit service, with RideCo and zTrip. IRIS improves access in underserved areas and connects riders to the fixed route network across 318 square miles. The goal is to fill mobility gaps and better serve seniors, people with disabilities, and low income riders.

IRIS launched in two months with more than 30 vehicles, serving seven communities and over 2,000 connection points. Results include a \$23 cost per passenger, 62 percent shared ride rate, 4.7 out of 5 rider rating, and 17 percent of trips connecting to fixed routes. Ridership has grown 37 percent, with more than 800 passengers per weekday. About 95 percent of trips are booked through the mobile app. IRIS delivered 130,000 trips in its first year, and now it averages 24,000 trips per month.

B. Service Modelling and Planning Approach

RideCo's approach to the City of Farmers Branch Microtransit and ADA Paratransit service is to deliver a fully integrated, turnkey mobility solution that is flexible, scalable, accessible, and customer focused. RideCo brings extensive experience designing and deploying on-demand transit programs for cities and transit agencies of similar size and complexity, with a proven ability to integrate technology, operations, and service partners under a single coordinated framework. As a technology-first organization, RideCo specializes in optimizing demand-responsive transportation through data-driven planning, real-time management, and continuous performance monitoring.

The proposed service model is anchored by RideCo's advanced on-demand transit technology platform, which provides intelligent scheduling, dynamic routing, real-time vehicle management, and comprehensive data capture and reporting. This platform enables efficient shared-ride trip aggregation, reliable on-time performance, and transparent reporting to support City oversight and decision-making.

RideCo's platform is complemented by strategic operating partners to deliver the full range of required services. **Uber** provides flexible microtransit capacity that can scale dynamically to meet fluctuating demand and enhance first- and last-mile connectivity to regional rail stations and key destinations. **Circuit Transit Inc.** delivers focused microtransit service in dense service areas using right-sized vehicles optimized for high-frequency, short-trip travel and neighborhood circulation. **zTrip** completes the service ecosystem by providing dedicated ADA-compliant paratransit operations, professional drivers, and staffed call center support to ensure equitable access for riders with disabilities and for customers who prefer or require non-app-based booking options. **It is recommended to use various service types (curb-to-curb, corner stops, hub-and-spoke) based on program type, City goals, and budget. The RideCo platform can easily be configured to maximize efficiency and rider experience.**

Estimated service costs are driven by a blended operating model that aligns vehicle type, service provider, and demand patterns to each trip purpose. This approach allows the City to control costs while maintaining high service quality by matching the right resource to each trip, minimizing deadhead time, and maximizing shared-ride efficiency. Detailed cost assumptions and per-trip estimates can be refined collaboratively based on service span, coverage area, fleet composition, and ridership priorities.

From a customer experience perspective, riders benefit from a seamless, intuitive service regardless of trip type. Customers may book trips through a mobile app, web interface, or call center; receive real-time trip updates; experience professional driver interactions; and travel in clean, well-maintained vehicles. The service is designed to be reliable, easy to understand, and accessible, providing a consistent and high-quality experience across microtransit and paratransit services while supporting regional connectivity and the City's broader transportation goals.

C. Customer Experience and Access

A strong customer experience starts with access, choice, and reliable support for every rider. RideCo's platform is designed so people in Farmers Branch can request trips, receive assistance, and resolve issues through multiple channels, including app, web, and live call center support. The system includes options for riders without smartphones or bank cards, along with accessibility features such as phone

booking, app accessibility standards, and language support. Clear processes are also in place for complaint resolution and service recovery, ensuring riders receive consistent help before, during, and after each trip.

RideCo's microtransit and paratransit software solution for the City of Farmers Branch delivers a flexible, reliable, and accessible transit system through a collaborative partnership (hybrid) model that integrates dedicated service with on-demand capacity.

Microtransit will be supported through **Uber's Guest Rides API integration**, which allows dispatchers to seamlessly cross-dispatch trips to Uber drivers directly from the RideCo platform, allowing Uber to serve as a non-dedicated service provider to accommodate overflow trips and support reporting requirements. All passengers will book and track rides through the **RideCo Passenger App**. This ensures scalable, on-demand capacity during peak periods or service surges while maintaining a consistent single-ride experience. During the transition and program ramp-up, Uber can also provide its out-of-the-box Vouchers solution. This flexible tool enables RideCo, the City, or its designated operators to provide access to Uber trips immediately while the full program ramps up. The Vouchers platform is easy to deploy, requires minimal setup, and ensures continuity of service for eligible riders during the onboarding phase.

Dedicated operations will be provided by **Circuit** in high-density corridors for optimized routing and reliable scheduled service, while **zTrip** will manage ADA-compliant paratransit operations and a centralized call center. **RideCo's platform unifies scheduling, dispatching, real-time tracking, and reporting across all partners, creating an adaptable, efficient, and transparent system to provide continuity, capacity, and equitable access.**

D. ADA Paratransit and Accessibility

ADA paratransit continuity and accessibility are central to RideCo's service model. Our platform and operating partners are structured to support full ADA compliance through clearly defined operating procedures, driver training standards, and system controls that reinforce service quality and regulatory alignment. This includes consistent trip documentation, service monitoring, and reporting tools that help agencies oversee on-time performance, trip denials, and other ADA-related metrics.

Where requested, RideCo can support eligibility workflows through technology tools that help manage application intake, documentation tracking, certification status, and recertification timelines, in coordination with the City's policies and oversight. These tools provide visibility into rider eligibility categories while maintaining appropriate data security and privacy controls.

Accessible service is delivered through dedicated ADA-compliant vehicles operated by trained providers such as zTrip. Vehicles are equipped with proper securement systems, and drivers are trained in passenger assistance, mobility device handling, boarding and alighting support, and sensitivity awareness. Standards cover securement procedures, door-to-door or curb-to-curb assistance as defined by the City, and protocols for riders with vision, hearing, cognitive, or mobility disabilities.

For trips that connect to other jurisdictions or regional destinations, RideCo's platform can manage cross-boundary trip policies, transfer points, and service rules defined by the City. The system supports coordination with adjacent providers or designated drop-off hubs; while maintaining clear booking, dispatch, and reporting processes so riders experience a seamless trip and the City retains visibility into performance and cost.

In line with ADA requirements, RideCo's system provides equivalent levels of service to passengers of all abilities. We do this in a few keyways, such as by providing a shared fleet, shared booking/reservation system, and accommodations for eligible users. RideCo's platform was built from the beginning to support all types of demand response transportation services. In fact, unlike other technology platforms who also support microtransit or on-demand technologies, RideCo supports several important features and configurable settings that facilitate our native support for ADA Paratransit services, such as:

- **Advanced Reservation:** The RideCo system allows users to book their ride in advance just as easily as booking a ride on demand. The agency can set the number of days in advance that a passenger can book a ride, as well as support recurring/subscription bookings.
- **Native Geographic and Temporal Zones:** RideCo supports the management of $\frac{3}{4}$ mile ADA boundaries as well as the time of service. The inclusion of this data is not simply map based but also determines eligibility on a trip-by-trip basis as well to ensure ADA compliance.
- **ADA Eligibility Process Management:** This module streamlines and automates the ADA eligibility determination process and is fully developed, implemented, and supported by RideCo. The eligibility types include Unconditional, Conditional, Temporary, as well as additional statuses for other non-ADA services.
- **Automated Trip Negotiation:** This feature automates the ADA trip negotiation process for reservationists and riders during the booking process to ensure ADA compliance and to properly manage demand and customer expectations. In addition, any trips offered under the ADA service are governed by configurable settings to define trip properties such as Trip Negotiation Windows (60 min) and Trip Duration based on either direct travel time and/or equivalent fixed route travel time.
- **Instant Assign:** This feature not only supports the automated trip negotiation process but ensures any pre-booked rides are scheduled immediately to reserve capacity, preventing overbooking and ADA trip denials.
- **Infractions and Suspensions:** RideCo's platform provides tools to manage a "pattern of no shows" to support service suspension decisions, as well as the communication of suspensions, record keeping, and reporting for managing this critical aspect of ADA operations.
- **Prevention of Missed Trips:** RideCo's continuous optimization is designed to automate and manage same day service disruptions to minimize the impact to customer experience. In addition, configurable tools are provided to service late trips for the dispatch staff to monitor and intervene if trips are severely impacted to prevent missed trips and maintain strict ADA compliance.
- **Trip Time Management:** In addition to settings for trip negotiation, RideCo allows for strict ADA compliance for trip duration based on direct travel time or equivalent fixed route travel times as well as excessively early drop offs.

E. Continuity of Operations and Transition Plan

RideCo's continuity and transition model is built to avoid service gaps, moving from notice to proceed to Day 1 through parallel work across technology, operations, vehicles, and customer support. Microtransit services can typically launch in 9 to 12 weeks, while ADA paratransit programs usually take 20 to 28 weeks, with timelines overlapping so system setup, service design, vehicles, and staff readiness stay aligned. **It is imperative that we work closely with the City to define program parameters and objectives as quickly as possible.**

The approach supports fast or phased rollouts when needed. The agency can launch by zone, use temporary service structures, and rely on non-dedicated capacities such as Uber or voucher tools to cover trips while dedicated fleets ramp up. Service rules, geofences, fares, reporting, and call center tools can be activated early to support riders before full launch.

RideCo leads platform configuration, system testing, and training for dispatchers and reservation staff. Operating partners focus on driver hiring, onboarding, background checks, and in vehicle equipment. Call center readiness, including ADA support, is coordinated alongside vehicle preparation. Vendor onboarding covers data migration, integrations, and structured testing with clear go- or no-go checkpoints.

A coordinated communications plan keeps riders and stakeholders informed through advance notices, city channels, in app messages, call center scripts, and outreach materials explaining how to book and what to expect. Business continuity is supported by cloud system redundancy, backup dispatch access, real time monitoring, data backups, and incident response procedures, along with vehicle and driver emergency protocols.

The implementation plan is step by step, with data transfers, hardware readiness, and decision gates that allow rollback if needed. Timelines and rollout strategy are adjusted with agency input to reduce disruption and maintain reliable service throughout the transition.

F. Performance Management and Reporting

RideCo's on-demand transit platform is purpose-built to collect, manage, and report comprehensive operational, customer, and performance data to help the City of Farmers Branch monitor, evaluate, and continuously improve its microtransit and paratransit services. Real-time data capture across all service types ensures an accurate, end-to-end view of system performance and integration within the broader regional transit network.

Key Performance Indicators (KPIs)

RideCo tracks and reports on a wide set of KPIs that align with the City's service objectives and rider experience goals, including:

- **Service Reliability:** On-time performance (pickups and drop-offs), average wait time, average travel time, and service availability.

- **Service Efficiency:** Trip completion rate, vehicle productivity (passengers per hour), shared-ride efficiency, and deadhead ratio.
- **Customer Experience:** Complaints and commendations, customer satisfaction ratings, call center responsiveness, and booking method distribution (app, web, call center).
- **Safety and Compliance:** Incident/accident reporting, ADA trip performance, and adherence to accessibility requirements.
- **Cancellations and No-Shows:** Trip cancellation rates, no-show percentages, and root-cause tracking.
- **Equity and Accessibility:** Service utilization by zone, underserved area coverage, unbanked rider support, and ADA-specific trip volumes.

Data Ownership and Retention

The City of Farmers Branch retains full ownership and control of all data generated through RideCo's platform. RideCo stores operational data securely on cloud infrastructure (AWS and Salesforce Cloud), following all relevant federal, state, and local data governance and retention standards.

- **Data at rest** is encrypted using **AES-256** encryption.
- **Data in transit** is encrypted over HTTPS with 2048-bit SSL certificates.
- Data retention timelines are configurable based on the City's policies and contractual requirements.
- Any data shared externally is de-identified and limited to the minimum necessary for its stated use.

Third-Party Data Sharing and Controls

RideCo does **not sell, license, or otherwise provide client or personally identifiable information (PII)** to third-party data brokers under any circumstances. Data sharing occurs only to support contracted service operations, performance reporting, and client-authorized integrations. When shared with authorized third parties (e.g., partner agencies, auditors, or technology vendors), all data transfers:

- Are governed by formal **data sharing agreements** that define permitted uses, confidentiality obligations, and data security standards.
- Contain only **de-identified or aggregated** datasets unless explicitly approved by the City.
- Comply with federal and Texas privacy legislation and the City's data protection requirements.

Security and Compliance

RideCo holds **SOC 2 Type II certification**, independently audited to validate comprehensive controls around data confidentiality, integrity, and availability. Security practices align with the **NIST 800-53** framework and are supported by an active **Managed Detection and Response (MDR)/Security Operations Center (SOC)** function for continuous threat monitoring and mitigation.

RideCo continuously reviews and refines its privacy, incident response, and system monitoring policies to ensure ongoing compliance with evolving cybersecurity and data protection standards relevant to the City of Farmers Branch.

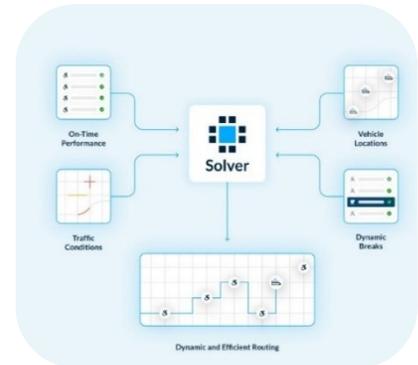
G. Technology Platform and Integrations

RideCo's proposed software solution for the City has the following primary components:

Solver - Continuous Optimization Engine

At the core of RideCo's platform is **Solver**, our patented cloud-based optimization engine that delivers industry-leading routing and scheduling performance. Solver enables transit agencies to achieve **30%+ higher productivity** compared to legacy systems by continuously optimizing trips and vehicle assignments in real time.

Solver runs a **global optimization every minute**, evaluating all active and future bookings to generate the most efficient routes while preserving required pick-up and arrival times. This allows the system to instantly adapt to real-world changes such as traffic disruptions or vehicle outages, automatically reassigning trips without dispatcher intervention or passenger impact. Solver also optimizes **pre-booked trips and future manifests**, refreshing itineraries every few minutes to maintain on-time performance. Across all RideCo deployments, this approach consistently delivers **90%+ on-time performance**, improving rider satisfaction and operational efficiency. With highly configurable parameters, Solver can be tuned to align with the agency's priorities, including cost reduction, increased ride sharing, and service quality objectives.



Flex Fleets

RideCo Flex Fleets helps agencies manage demand by combining dedicated vehicles with non-dedicated providers like TNCs. The platform brokers trips in real time, giving agencies control, flexibility, and better cost management, especially during peak periods or outside core service areas. Key capabilities include:

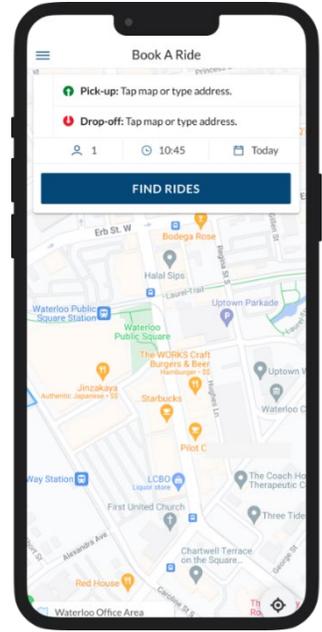
- Sends overflow trips to non-dedicated providers such as Uber, Lyft, or others added by the agency.
- Reduces the number of in-house vehicles needed by using outside capacity during peak demand.
- Manages all brokered trips in one system with real time monitoring and response tools.
- Integrates with providers through APIs, lowering dispatcher and scheduler workload.

Passenger App & Web Booking Portal

RideCo's Passenger App is available on **iOS, Android, and web browsers** and is fully configurable to match the City's branding and service rules. A web-based **Reservationist Interface** provides the same functionality plus advanced tools for call-center staff. The app delivers an intuitive booking experience and consistently receives **4.7-4.9-star ratings** across deployments. Agencies using RideCo regularly see **higher ridership and reduced call center volume**, for example, Houston METRO increased ridership by ~20% while reducing call volume by 50%+. Key features of the Passenger App include:

- **Multiple Booking Channels:** Passengers can book via mobile app or web or call a reservationist and schedule trips on-demand or in advance. They can also set up recurring (subscription) trips. Caregivers and partner organizations can also securely book trips through RideCo's **Partner Portal** with role-based access controls.

- **One Search Intelligent Booking:** RideCo’s One Search automates service selection and eligibility checks. Agents and riders simply enter trip details, the system automatically determines the best service option based on eligibility, vehicle availability, traffic predictions, and agency policies.
- **Accessibility & Equity:** The app allows seat selection (wheelchair, companion, etc.), is WCAG 2.1 compliant, screen reader compatible, and offers multilingual support (English, Spanish, French, Portuguese, Chinese, Mandarin).
- **Passenger Communication:** Automated trip updates via in-app notifications, SMS, IVR phone calls, anonymous driver-passenger calling. Passengers can track vehicles in real time and receive continuously updated ETAs.
- **IVR Solution:** Allows riders to book, confirm, cancel, and check the status of trips by phone, with all interactions reflected immediately in the core scheduling and dispatch system. The IVR is designed to work alongside live call-center operations, giving the City the ability to offer self-service options while agents retain full visibility into IVR-initiated trips, modifications, and inquiries.
- **Key Operational Features:** Include guaranteed pick-up windows, “arrives-before” appointment times, time Snapping for fixed-route connections, automatic booking restrictions for high no-show users, and passenger feedback and ratings.
- **Payment & Fare Management:** Supports credit/debit cards, prepaid cards, cash, passes, discount rules by rider type, and subsidy and promo codes
- **RideCo Connect – API Integration Layer:** RideCo Connect enables booking inside third-party apps, TNC integrations (Uber, Lyft, taxis), brokered trip management, real-time data exchange, dashboard & analytics connections (PowerBI), integration with fare systems and trip planners. Used by agencies including San Antonio, RTC Las Vegas, Tulsa Transit, and partners like Uber and Transit App.
- **Customization & Configuration:** Fully configurable for zones & service areas, eligibility rules, seat types, fare structures, service levels, coupons, scheduling logic, and profile data fields.

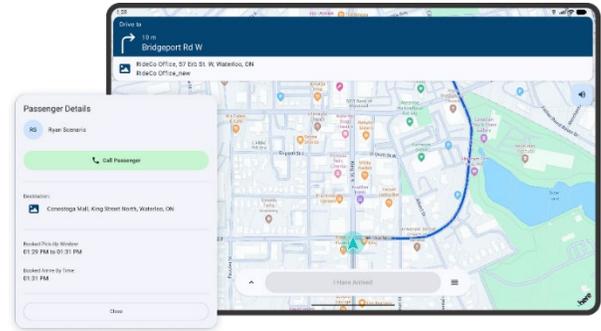


Driver Mobile Application

RideCo’s **Driver App** runs on standard Android smartphones and tablets and supports fast onboarding through individual or bulk account setup. Drivers securely sign in at the start of each shift and sign out at completion, allowing shared devices across multiple operators. Passenger phone numbers are never visible to drivers. The key app features include:

- **Streamlined Trip Execution:** The Driver App guides operators through a **step-by-step workflow**, including view trip details (passenger name, notes, locations), navigate using built-in turn-by-turn directions or third-party apps, confirm arrival (“I Have Arrived”) to notify passengers, validate passenger identity and payment, and complete pick-up and drop-off steps. The structured process supports **fully automated dispatching** and dynamic routing.

- **Safety & Smart Routing:** Side-of-the-Road Optimization routes drivers to the safest pick-up side, vehicle-aware routing (bus vs van restrictions), real-time traffic-aware navigation, MDM compatibility to lock screens while driving.
- **Single-Step Focus Design:** Drivers see **only their next stop**, reducing distraction and confusion. This allows RideCo to dynamically re-optimize routes without driver disruption, improving safety and reducing dispatch friction.
- **Several Innovative Features:** Variable wait times based on passenger needs, **passenger notes** (gate codes, special instructions), automated handling of **cancellations and no-shows**, standardized no-show verification workflows, **Driver Performance Scorecards** for coaching and recognition, **Dynamic Driver Breaks** optimized by system demand, and **offline recovery mode** for poor connectivity.



Operations Center

RideCo's **Operations Center** is a centralized, role-based command platform that enables agencies to manage, monitor, and optimize on-demand transit services in real time. Purpose-built dashboards support dispatchers, schedulers, managers, and executives with actionable insights, automated workflows, and full system visibility. At the core of the platform is RideCo's **continuous optimization engine (Solver)**, which dynamically assigns rides based on demand, vehicle availability, cost, and service priorities. The system automatically recovers late or missed trips while preserving original ride IDs for tracking and auditing. Agencies retain full control, with the ability to override automation when required. Core dashboards include

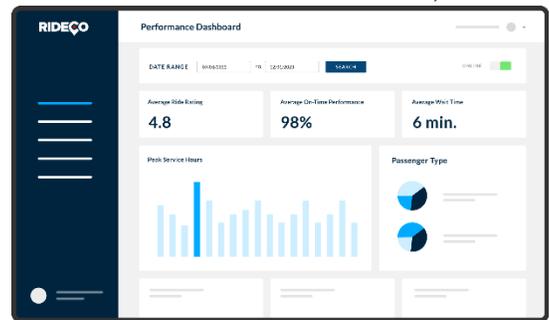
- **Overview Dashboard** for vehicle supply monitoring, demand trends, operator breaks, failed ride tracking, shift trimming and deactivation tools).
- **Program Statistics Dashboard** for utilization and capacity metrics, passenger demand benchmarking, productive vs deadhead time analysis, and cost per passenger optimization.
- **Exports Dashboard** for raw data downloads (CSV), zone-based and system-wide exports, and API integration for agency analytics tools.
- **Itinerary Tracker** for real-time vehicle tracking, online/offline driver status, capacity monitoring, route adherence, performance alerts, and manual tagging & reassignment tools.
- **Ride Tracker** for trip-level visibility, maximum ride time monitoring, trip editing (already booked rides), customer search and filtering, fare and seat type sorting, and violation flagging.
- **User Tracker** for passenger trip history, cancellation/no-show investigations, fare payment review, and performance issue resolution
- **Driver & Fleet Management:** Vehicle and schedule management, emergency vehicle removal, automated dynamic breaks, union rule compliance, sick call and breakdown recovery, and floating lunch optimization. Driver breaks are treated as trips by the optimization engine, ensuring compliance with agency rules, minimal service disruption, and optimal break timing



- **Call Center & Customer Support:** RideCo’s **Reservationist Portal** mirrors the Passenger App experience and offers booking rides on behalf of passengers, provide trip updates, real-time vehicle status, access to investigation tools, KPI reporting (daily, weekly, monthly), and raw data exports. All call-center bookings are automatically scheduled, continuously optimized, and fully compliant with service rules.

Data Insights and Reporting

RideCo Data Insights give the City full visibility into on-demand transit operations, turning daily activity into actionable intelligence. The City can track performance, trends, and KPIs; export raw trip, vehicle, time, and location data in .csv for custom analysis or integration with tools like Power BI via API; receive daily KPI reports covering ridership, on-time performance, revenue, bookings, wait times, driver metrics, and customer satisfaction; access trip-level data (pick-ups/drop-offs, fares, ratings) and driver-level data (shifts, miles, revenue); and review monthly summary reports for system demand, trip volumes, and revenue patterns.



Visual KPI Dashboards provide customizable charts and metrics across ridership trends, customer experience (wait times, ride ratings, on-time performance), productivity (passengers per vehicle hour, revenue hours), and planning (vehicle utilization, overtime, maximum vehicles in service).

Reporting Center offers a self-serve, integrated reporting suite to build custom reports, dashboards, and visualizations without technical support; access source data instantly for board reports, executive summaries, or NTD reporting; use AI-powered queries in plain language to uncover insights; modify dashboards for different audiences (staff, executives, boards); and collaborate with RideCo data engineers for complex requests.

Daily KPI Reporting includes trip-level (pick-ups/drop-offs, fares, discounts, payment type); driver-level (shifts, miles, revenue); monthly summaries (demand, trip stats, revenue, efficiency metrics). Business intelligence-style dashboards and ready-to-submit FTA NTD reporting

RideCo Profile Manager (RPM)

The RideCo Profile Manager (RPM) is a centralized system for managing passenger profiles, ensuring safe, personalized, and efficient on-demand transit service.

Key features include:

- **Passenger Data Management:** Stores essential passenger information, including ride preferences, mobility needs, emergency contacts, fare type, standing orders, special notes, and eligibility/compliance status. Supports full visibility for drivers and operational staff to deliver informed, tailored service. It is built on salesforce cloud architecture for high availability, security, and scalability.

The screenshot shows the 'Profile Manager' interface with a table of passenger records. The table has columns for ID, Name, Client, City, State, and Account email. There are also some filters and search options at the top of the table.

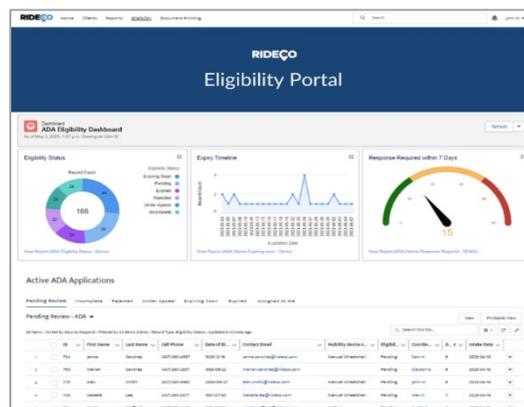
ID	Name	Client	City	State	Account email
1	Serge	Client	Berkeley	CA	serge@rideco.com
2	Serge	Client	Berkeley	CA	serge@rideco.com
3	Adam	OFFER	King of Prussia	PA	adam@rideco.com
4	Adam	OFFER	King of Prussia	PA	adam@rideco.com
5	Katherine	OFFER	Berkeley	CA	katherine@rideco.com
6	Katherine	OFFER	Berkeley	CA	katherine@rideco.com
7	Adam	OFFER	Berkeley	CA	adam@rideco.com

- **Customization & Security:** The City can define custom datasets, layouts, and conditional fields. Supports file attachments (medical forms, verifications) and integration with document-management systems. Role-based access control ensures users see/edit only relevant data. Tracks field history for traceability.
- **Standing-Order Booking:** Enables single recurring trip records for regular riders. Automatically updates all linked future trips if a standing order changes, reducing administrative burden and errors.
- **User Group Applications:** Supports enrollment workflows for specialized populations (students, people with disabilities). Automatically propagates eligibility and status updates into reservations and dispatch modules. Maintains strict data security and regulatory compliance (e.g., HIPAA).

Eligibility Management Portal

RideCo's Eligibility Management Portal digitizes and automates the paratransit eligibility lifecycle, improving experiences for applicants and agency staff. While the eligibility information stored in the RPM enables the platform to determine how rides are serviced, the Eligibility Management Portal streamlines the application, review, and determination stages, turning a manual, paper-driven process into an efficient, automated workflow. Its key features include:

- **Automated Workflows:** Customizable workflows manage all stages from application to approvals and renewals, applying consistent eligibility rules and reducing manual review.
- **Eligibility Applications:** Online applications track progress, meet the 21-day review window, generate approval/denial letters automatically, and allow controlled access for external evaluators.
- **Digital Forms:** Customizable, accessible forms support medical verification, assessments, appeals, and renewals. Data updates profiles automatically and triggers workflow actions.
- **Assessments:** Online scheduling, role-based access, and direct upload of assessment results streamline eligibility determinations.
- **Conditional Eligibility:** Service restrictions (time, location, or mobility needs) are applied automatically to trip planning, ensuring appropriate service options.
- **Automated Communications:** Customizable templates generate letters and notifications electronically or in print, supporting language and accessibility needs.
- **Application Metrics:** Timestamps and performance metrics track processing times, approval rates, and compliance with regulatory timelines.
- **Appeals Management:** Supports eligibility and no-show appeals with full audit trails, automated workflows, and integrated service adjustments.
- **Optional Features:** Include Suspension & Compliance Management (track incidents, manage warnings, suspensions, and reinstatements) and AI OCR for automatic reading and data entry of handwritten forms.



Multimodal Trip Planning

RideCo's multimodal solution enables riders to plan, book, and pay for journeys across **paratransit, microtransit, fixed-route transit, commuter trains, and TNCs** through a single platform, either via the **Passenger App** or **Reservationist Portal**. It seamlessly integrates different transit modes into one optimized trip, improving accessibility, efficiency, and rider choice while minimizing resource duplication.

Benefits include providing a **personalized, efficient transit experience** for each rider, ensuring **equitable access** while reducing unnecessary duplication of services, enabling the City to **optimize resources** and enhance operational efficiency, while leveraging **real-time data** and standards-based GTFS to improve reliability, transparency, and rider satisfaction. Key features include:

- **Conditional Eligibility:** Displays only eligible service options per rider (e.g., paratransit for medical trips, conventional transit otherwise, or dusk-to-dawn restrictions), ensuring personalized journeys and protecting agency resources.
- **Feeder Services:** Automatically surfaces trips connecting riders to the nearest accessible fixed-route stops, supporting flexible, cost-effective travel.
- **Service Standards & Network Design:** The City can define maximum wait times, access distances, and adjust parameters based on demand, fleet, budget, or geography to maintain equitable coverage.
- **GTFS-Flex & Real-Time Integration (GTFS-RT):** On-demand and fixed-route options are discoverable in real time, with up-to-date arrival/departure info, fare visibility, and seamless connections.
- **Solver Optimization Engine:** Tailors trip suggestions based on rider preferences, conditional eligibility, walking time, transfers, geography, fleet prioritization, and agency-defined rules.
- **Active Stop Eligibility:** Validates ADA service compliance at trip origin and destination using live GTFS feeds while allowing controlled overrides by staff when needed.

Productivity Boosters – Premium Features

RideCo offers **premium features** designed to enhance service quality, operational efficiency, and rider and driver experiences. These features include:

- **Dynamic Driver Breaks:** Assigns drivers to safe, optimized break locations based on their route, reducing deadheading and ensuring on-time pick-ups. Integrates EV charging needs and ensures cell coverage for communication.
- **Frequency Variation:** Adjusts service frequency based on demand across different zones and times of day using a single fleet. Optimizes vehicle occupancy, ride-sharing rates, and overall system capacity.
- **Schedule Optimization (Run-Cutting):** Automated and professional services optimize vehicle and operator schedules. Reduces revenue hours and shifts, lowering operating costs while improving on-time performance.
- **Driver Alerts & Dashboards:** Real-time alerts monitor driver behavior, including route deviations, delays, and GPS issues. Alerts dashboard allows dispatchers to track, investigate, and resolve incidents efficiently. Aggregated data supports performance scorecards, trend analysis, and proactive behavior improvements. Monitoring alone encourages better driver performance and accountability.

H. Pricing Models and Budgetary Estimates

RideCo proposes the following pricing estimate for the City of Farmer Branch Microtransit and ADA Paratransit program:

Service	Estimated Fees	Notes
RideCo Implementation Fee (Para & Micro)	\$200,000	One-time, upfront fee.
RideCo Subscription Services (Para & Micro)	\$254,000	For up to 286,800 completed trips over a 12-month project. Paid upfront after service launch.
Uber (Micro + Para TNC)	\$2,970,072	For up to a ridership of 271,800/yr.
Paratransit Call Centre (zTrip)	\$240,000	Paratransit call center is 24/7.
zTrip (WAV)	\$282,355	Fixed revenue hours. Ridership of 15,000/yr.
Subtotal Cost Estimate	\$3,217,922	For up to 500,000 completed trips over a 12-month project timeline.
Fare Recovery Estimate	(\$771,000)	Based on \$2.50 per ride fare.
Net Cost Estimate	\$2,446,922	
Circuit (Micro OPTION)	\$800,000	Fixed revenue hours. Service and fees configurable.

Assumptions and Notes:

As we are proposing a flexible, hybrid-method service delivery model, the pricing assumptions are based on the following considerations:

- **All pricing assumptions are flexible and subject to revision** based on final service design and operational requirements.
- The pricing reflects a **12-month project** and is provided as an estimate. Final costs may vary based on service configuration and related operational requirements. For example, leveraging Circuit’s service may reduce Uber-related costs.
- DART’s ridership numbers on Page 16 on the Approval of a Call for Public Hearing document. That data will need to be verified.
- Excluded LRT ridership can easily be included with additional service planning.
- Uber’s average fare of approximately **\$10 per ride** across the City of Farmers Branch.
- zTrip and Circuit pricing models are based on cost per revenue hour.
- zTrip’s call center operating cost is estimated at **\$240,000** annually.
- A proposed **flat rider fare of \$2.50 per trip**. This may be adjusted through a **tiered pricing structure** to account for variables such as travel distance, zone-to-zone trips, airport service, and out-of-city travel.
- Circuit’s estimated pricing is based on one zone 4 **branded vehicles**, operating 7 days/week for 12 hours/day.
- RideCo will collaborate with the City to further negotiate and refine service parameters and finalize pricing for the project. For example, the city may determine that a tiered fare structure is needed to better control or offer more options.
- Marketing costs are not included and can be configured based on the needs of the City.

Proposed Direct Contracting Model

As RideCo proposes a hybrid service model for the City that leverages a partnership with Uber, Circuit, and zTrip to deliver scalable microtransit and paratransit operations, we would propose the City of Farmers Branch establish direct contracts with RideCo and each of these key vehicle service partners for this project separately. This contracting approach ensures that the City has clear, independent relationships with each partner, enabling more effective oversight, accountability, and operational flexibility. Additionally, the proposed contract language will provide the City with the ability to independently manage or cancel agreements with any partner if necessary, safeguarding municipal interests and allowing for responsive adjustments to service delivery.

I. Service Improvement Path (After Continuity is Stabilized)

RideCo proposes a phased, data-driven approach that first guarantees no-gap continuity, then steadily improves service quality, accessibility, and efficiency for Farmers Branch riders.

Day 1: Minimum Viable Service

On Day 1, RideCo and our partners would deploy a turnkey on-demand service that mirrors existing coverage and hours, with special emphasis on protecting ADA riders and key connections such as Farmers Branch Station and major local destinations. A single demand-response platform would manage both general microtransit and ADA-eligible trips, supported by ADA-compliant vehicles, and immediate access via app, web, and a staffed call center to ensure riders without smartphones or bank cards can continue to travel. Operating parameters, including fleet size, wait-time targets, and pick-up locations, would be calibrated conservatively to handle known demand and reduce risk of missed trips, while a focused communications effort (web content, print materials, rider scripts) explains in clear terms how to book and ride on Day 1.

Days 30–90: Stabilization and Optimization

From days 30 to 90, RideCo would concentrate on stabilizing operations and refining service based on real-world performance data and rider feedback. Weekly reviews of demand patterns, wait times, on-time performance, completion rates, complaints, and call-center performance would guide incremental adjustments to zones, and vehicle deployment, with the aim of shortening waits and improving directness without sacrificing coverage or ADA access. During this period, RideCo would also fine-tune driver scheduling and ongoing training, strengthen incident-response practices, and formalize a recurring reporting package so the City begins to see clear trends and can collaborate on data-driven service changes.

Year 1: Enhancements and Growth

Once continuity and basic performance are stable, RideCo would work with the City to deliver a Year 1 enhancement program that expands useful coverage, improves reliability, and elevates the rider experience. Service zones and connections would be refined to better serve residential areas, job centers, and regional hubs, while fleet deployment by time of day would be optimized to reduce average wait times and improve on-time performance, including tools like standing-order bookings for frequent and ADA riders. Customer-facing improvements, such as clearer ETAs, proactive notifications,

streamlined phone workflows, and structured feedback channels, would be paired with stronger ADA eligibility and cross-jurisdiction trip procedures, and complemented by partnerships with employers, health providers, and social-service agencies to support targeted mobility programs where the City sees the greatest need.

Measuring and Communicating Improvement

Improvement over time would be managed against a transparent performance framework and communicated in formats tailored to both staff and the public. RideCo would track core operational metrics (wait times, on-time performance, completion and cancellation rates, safety incidents), access and equity indicators (share of trips by ADA riders, priority neighborhoods, and first/last-mile connections), and customer experience measures (complaint rates, resolution times, satisfaction scores) to show progress from Day 1 through Year 1. These data would be summarized in monthly dashboards and narrative reports for staff, discussed in quarterly review meetings to guide upcoming adjustments, and translated into concise, visual public updates that help residents and decision-makers see how service is improving over time and where the next set of enhancements will focus.

J. Cooperative Contracts

RideCo is registered with the following cooperative contracts.

791 Purchasing Cooperative (791 Coop)

791 Coop is a government cooperative purchasing program authorized by the Central Texas Council of Governments.

Contract number: 791202505001 Transportation Technology and Services.

Expiration date and renewal options: In effect from 07/09/2025 through 07/09/2030. There are three (3) automatic contract renewal one (1) year term options.

Scope and how it would apply to Farmers Branch:

- The scope of the contract is for Transportation Technology and Services, including but not limited to: Technology As A Service, Transportation Technology Equipment, Supplies and Services, Physical Technology, Software, Cloud Based Technology, Telematics, Payment Systems, Routing Software and Services, Mobility Software Providers, Rideshare Services and Demand Response, Transportation Network Companies, Communications Equipment including Cellular and Wi-Fi Products and Services, Consulting and Planning, training, installation, or anything related to the category may also be included and other Transportation Technology and Services Solutions.
- The contract covers all RideCo Software (SaaS), ancillary products and services. All RideCo offerings can be purchased through this contract.

TIPS-USA

The Interlocal Purchasing System ("TIPS"), a government purchasing cooperative and Department of Texas Region 8 Education Service Center.

Contract number: 250106 Technology Solutions Products and Services.

Expiration date and renewal options: 2030-05-30 with a one-year option for renewal.

Scope and how it would apply to Farmers Branch:

- The scope of the contract is for Technology Solutions, Products, and Services, including but not limited to: Software as a service– all types; Cloud based technology services; Technology for transportation equipment, buses, cars, etc.
- The contract covers all RideCo Software (SaaS), ancillary products and services. All RideCo offerings can be purchased through this contract.

RideCo Software is also available in other purchasing cooperatives, such as NASPO ValuePoint, OMNIA, ITES-SW2 and NASA SEWP V, through the reseller Carahsoft.

Appendices

Documents included on the following pages:

- Uber, Circuit, and zTrip Profiles and Qualifications
- Case Studies

Uber Transit Profile and Qualifications

Uber is a global technology company that connects consumers with independent providers of transportation, delivery, and logistics services through its digital platforms. The company has also developed a specialized Transit division that partners with public agencies to provide on-demand mobility and paratransit solutions.

Uber was founded in 2009 and is headquartered in San Francisco, California, operating across North America, Latin America, Europe, the Middle East, Africa, and the Asia-Pacific region. The platform has powered more than 64 billion trips globally since 2010 and serves millions of riders and drivers each month.

Uber Transit focuses on integrating with public transportation agencies, cities, and operators to provide same-day, on-demand microtransit and paratransit services. As of the mid-2020s, Uber Transit works with around 100 public agencies worldwide, including major riders' choice and paratransit programs in cities such as Boston, Washington, D.C., Dallas, Phoenix, and Houston.

Uber's marketplace model relies on independent contractors who own and operate their vehicles, with Uber providing the matching, routing, payments, and safety technology through its apps and APIs. For transit agencies, tools such as Guest Rides API, Central, and Vouchers allow seamless cross-dispatching of trips, overflow management, and subsidy administration directly from existing transit or microtransit platforms.

Uber as a Non-Dedicated Service Provider

Below are a few benefits of utilizing Uber as a non-dedicated service provider for the City of Farmers Branch:

- **Peak overflow and seasonal demand:** Effectively address increased demand during peak periods and navigate fluctuations in seasonal ridership more efficiently.
- **Low demand and remote areas:** Serve periods of reduced demand when dedicated vehicles may not be as efficient and reach remote locations within the county not easily accessible through dedicated services alone.
- **Long trips to remote areas:** Enhance coverage of extended journeys to distant parts of the county, which could be complex to coordinate with exclusively dedicated services.
- **Cost efficiency:** Reduce the overall costs of providing paratransit services by integrating more cost-effective non-dedicated options.
- **Service disruption management:** Improve the ability to manage disruptions in service by having additional alternative resources available.
- **Rider satisfaction:** Elevate rider satisfaction levels by offering more on-demand and flexible alternatives, catering to a broader range of preferences and needs.

Monitoring and Driver Screening

All drivers and vehicles on the Uber platform are owned, operated, and maintained by independent contractors. For drivers to access and use the Uber platform, they must meet the following requirements.

Minimum Vehicle Requirements

All vehicles that are available on the Uber platform for trips have passed a vehicle inspection as required by state law. In addition, riders can provide feedback about the quality of a vehicle after each trip. When a driver receives consistently poor ratings (and thus has a low rating), access to the Uber app may be removed. In addition, rider reports of safety issues with a vehicle will lead to immediate deactivation of the vehicle until a driver provides documentation that it has addressed the issue.

- 16-year-old vehicle or newer.
- 4-door vehicle.
- Good condition with no cosmetic damage.
- No commercial branding.

Provide a Valid Driver's License and Proof of Residency

- An in-state driver's license is required.
- Proof of residency in state.
- New drivers who have not activated prior to August 12, 2024, must be 25 years or older to transport passengers, but can still sign up to deliver with Uber.
- Drivers under 25 years old who activated prior to August 12, 2024, can continue to drive with Uber.
- Have at least one year of licensed driving experience in the US (3 years if you are under 25 years old),

Pass a Motor Vehicle Record (MVR) Check

Given the importance of an individual's driving record, our screening process starts with a thorough MVR check. This includes:

- Verification of the individual's license status.
- A review of their driving history for any violations or crashes.
- A check for any driving-related restrictions on their license.

Pass the Criminal Background Check

If an individual passes the MVR check, they then proceed to the criminal background check. Uber continues to work with Checkr, a third-party background check provider accredited by the Professional Background Screening Association.

Drivers are required to provide their full name, date of birth, Social Security number, and driver's license number, which Uber provides to its third parties to use in record collection. Based on this information, Checkr runs a Social Security trace and checks the potential driver's driving and criminal history in a series of national databases from all 50 states, DC, and territories; sex offender lists; the federal Public Access to Court Electronics Records (PACER) database; and several databases used to flag suspected terrorists.

Uber Transit Projects

Below are microtransit and paratransit programs Uber has supported as a non-dedicated service provider (NDSP) over the years.

Agency	Program Summary
 <p>Massachusetts Bay Transportation Authority</p> <p>Boston, MA Since: 2016</p>	<p>Uber, along with Lyft, provides on-demand TNC service to complement paratransit services in the greater Boston area. Customers who are eligible for “The RIDE” service, the regional paratransit program, receive a limited number of subsidized on-demand rides per month. On July 1, 2021, MBTA’s “The RIDE” pilot program became a permanent program called “The RIDE Flex” after a 5-year long pilot.</p> <p>This program is funded by FTA’s Section 5310 Enhanced Mobility of Seniors and Individuals with Disabilities Program.</p>
 <p>Washington, D.C. Since: 2019</p>	<p>Abilities-Ride is a safe, easy, and flexible on-demand alternative to MetroAccess, Washington Metropolitan Area Transit Authority’s (WMATA’s) traditional paratransit program. Abilities-Ride gives eligible riders the option to have their trips cross-dispatched to Uber or a taxi when WMATA’s dedicated fleet of vehicles is overwhelmed or is experiencing service disruption.</p> <p>Currently, the Uber platform facilitates about 800 Abilities-Ride trips every weekday, about 10% of the program’s daily total. By tapping into non-dedicated services, WMATA has been able to reduce operational expenses, improve on-time performance, and serve more riders.</p>
 <p>Pinellas County, FL Since: 2019</p>	<p>The Pinellas County Transportation Authority (PSTA) utilizes Uber and a variety of non-dedicated service providers to provide an extra layer of assurance for its ADA paratransit program. When a rescue ride or a last-minute trip is needed, PSTA opts to send the trip to an alternative provider to maintain operational excellence.</p> <p>Uber and PSTA’s paratransit technology platform are integrated via Uber’s Guest Rides API.</p>
	<p>The Dallas Area Rapid Transit (DART) system acknowledged the constraints of conventional public transportation in adapting to the changing demands of its community. In response, DART initiated a significant transformation by integrating Uber into its GoLink microtransit service and the GoPass app. Presently, when DART’s GoLink vehicles are stretched thin, GoLink</p>

Agency	Program Summary
<p>Dallas, TX Since 2017</p>	<p>passengers have the opportunity to opt for an Uber ride within the GoPass app.</p> <p>This innovative approach enables DART to expand its service coverage to more than 30 microtransit zones and operate a fiscally sustainable microtransit program.</p> <p>DART’s third-party operator utilizes a variety of Uber tools to support DART’s OnDemand paratransit program and delivers non-dedicated service. DART’s third-party operator utilizes the agency’s paratransit platform which is integrated with Uber’s Guest Rides API to seamlessly send overflow trips to Uber.</p>
 <p>Dayton, OH Launch Year: 2019</p>	<p>The Greater Dayton Regional Transit Authority (GDRTA) enhances public transportation access in the Miami Valley area through its RTA Connect On-Demand service. Operating daily between 5 am and 1 am, this service offers a flexible way for riders to travel within four designated microtransit zones and connect to the greater public transportation network using Uber or Lyft.</p> <p>When riders request rides via the Uber app, they receive vouchers that cover up to \$30 per trip.</p>
 <p>Denver, CO Since: 2020</p>	<p>The Regional Transportation District (RTD) partners with Uber, Lyft, zTrip, and Metro Taxi to provide eligible paratransit riders curb-to-curb service through its Access-on-Demand program, 24/7. Eligible riders can schedule up to 4 trips per day or 60 trips per month through the providers of their choice.</p> <p>Uber Vouchers also allow riders to access RTD’s \$25 subsidy directly through the Uber app. RTD subsidizes the first \$25 of the trip cost, and the remaining portion is paid by the rider through the provider’s payment platform.</p>
 <p>Phoenix, AZ Since: 2021</p>	<p>Uber and MJM Innovations (MJM), a third-party operator, partnered to deliver Valley Metro’s RideChoice program. RideChoice is for ADA paratransit-certified people with disabilities and seniors aged 65 and above who reside in participating communities. RideChoice offers riders 20 trips per month through the provider of their choice. RideChoice costs the rider \$3 for each trip up to eight miles, with any additional miles costing \$2 per mile.</p> <p>The program includes Uber, taxis, and other wheelchair-accessible vehicle providers. MJM seamlessly cross-dispatches call-in bookings and manages payments by integrating Uber into its software system via Uber’s Guest Rides API.</p>

Agency	Program Summary
 <p>Dupage County, IL Since: 2022</p>	<p>The DuPage Access Program is a pilot project with Uber and GoGo Grandparent designed to improve service and reduce costs for Pace. Modeled after Pace’s longstanding Taxi Access Program, which uses non-dedicated service providers to complement existing resources, the pilot aims to reduce demand for Pace’s ADA paratransit service and lower Pace’s overall operating costs while providing riders with greater independence.</p> <p>Seniors can request subsidized Uber rides in two ways: through the Uber smartphone app, riders can use Uber Vouchers to access their \$30 trip subsidy and pay a \$2 co-pay, and by phone, riders can call and request a ride through Uber’s call center (1-833-USE-UBER)</p>
 <p>New Jersey, New York, Philadelphia Since: 2023</p>	<p>Spanning an extensive region of 5,325 square miles, NJ TRANSIT stands as the third-largest operator of bus, rail, and light rail transportation systems nationwide. It effectively connects significant destinations within New Jersey, New York, and Philadelphia. The Access Link Riders’ Choice Program Pilot officially launched with Uber and Lyft in 2023, and the early results are impressive. In its first month of the pilot with TNCs, Access Link improved its on-time performance (OTP) by more than 20 percentage points, bringing it from ~70% to ~90%.</p> <p>NJ Transit's third-party paratransit operator, utilizes Uber’s Central tool to cross-dispatch eligible paratransit riders who opt into the program to Uber.</p>
 <p>Wellington County, CAN Launch Year: 2024</p>	<p>RIDE WELL is an on-demand, door-to-door service operating in Wellington County with connections to neighboring city Guelph. Located in a rural area with no fixed route transit options, RIDE WELL is an essential service within the community. Through integration with microtransit partner RideCo, Uber offers both overflow and rescue rides for RIDE WELL.</p> <p>When requesting trips in the white-labeled app or through the call center, riders are offered rides with dedicated vehicles and Uber. Since its launch, the program has led to month-over-month ridership increases and lower wait times.</p>
 <p>Houston, TX Since: 2025</p>	<p>The Metropolitan Transit Authority of Harris County (METRO), one of the largest public transportation agencies in the U.S., sought an innovative solution to enhance its dial-a-ride service amid operational challenges. To address these needs, METRO partnered with RideCo and Uber to deploy an automated, on-demand transit solution across Missouri City, Kashmere, Acres Homes, and the recently launched Hiram Clarke zone—improving service reliability and flexibility across a large and diverse service area.</p> <p>Uber and Metro’s paratransit technology platform are integrated via Uber’s Guest Rides API.</p>

Circuit Transit Inc. Profile and Qualifications

Circuit Transit Inc. is a wholly owned subsidiary of TFR Holdings Corp. and a national leader in the design, launch, and operation of turnkey all electric microtransit and on demand mobility services. Since 2011, Circuit has delivered more than 11 million rides in more than 45 service areas across the United States. The company specializes in efficient, clean, community centered mobility programs that focus on reliability, safety, and strong user experience.

Circuit provides full operational management. This includes the hiring and training of W2 drivers, fleet management, maintenance, safety oversight, customer service, and daily execution of on demand mobility services. Circuit employs more than 360 trained W2 Driver Ambassadors. Circuit continues to expand through its strong reputation for dependable service, professional operations, and community engagement.



Experience Operating On Demand Microtransit Services

Circuit has more than 13 years of experience operating on demand microtransit programs across a wide variety of environments. These include urban cores, suburban employment districts, beach communities, entertainment destinations, university areas, tourism zones, and mixed-use neighborhoods.

Circuit has launched and managed programs that include point to point on demand microtransit service, short range shuttle operations, fixed route electric circulators, employee and business district shuttles, event, and seasonal mobility services. Circuit delivers consistent performance across all markets. Typical outcomes include short average wait times, often under 11 minutes, high customer satisfaction ratings, commonly 4.8 to 4.9 out of 5, industry-leading cost per ride, driven by electric fleet operations, high vehicle uptime with dependable fleet readiness, and steady ridership growth supported by community engagement.

Circuit operates a wide range of fleet sizes, from small pilot services with only a few vehicles to larger multi zone systems with dozens of vehicles. The company has extensive experience scaling service up or down based on demand and community need.

Operations Excellence and Workforce Model

Circuit uses a W2 driver model that supports high levels of service quality, consistency, and accountability. Driver Ambassadors receive structured training that includes customer service and communication, defensive driving, local road and service area knowledge, vehicle operations and charging procedures, daily inspection requirements, field evaluation, and performance coaching. This workforce model creates strong driver retention and high service consistency. Because Circuit operates with employees rather than contractors, the company can maintain uniform standards, schedule

flexibility, and continuous oversight. This also allows Circuit to scale staffing rapidly during service expansion.

Circuit's on-site operations teams include supervisors, dispatch leads, safety managers, trainers, and support staff. These teams provide daily quality control and ensure that every shift meets operational standards.

Circuit in a Joint RideCo and Circuit Solution

In a combined offering, RideCo provides the software platform, and Circuit supplies the complete operational layer. This creates a single integrated mobility solution. Circuit provides drivers using a W2 model, vehicle operations and maintenance, charging and fleet readiness, daily service execution, on site supervision and safety oversight, and consistent KPI performance and field quality control. Together, the partnership offers a full turnkey mobility system that combines best in class technology with an experienced national operator of electric microtransit services.

Circuit Projects

City of Long Beach, CA - On-demand EV Microtransit (November 2022 to Present)

Cost Per Rider: \$8.59
Performance: 5.2 PPVH
Avg. Wait Time: 12-minute
Avg. Driver Rating: 4.96/5
27 MT of GHG avoided, ~10k passengers/month

The Long Beach program began with the goal of connecting residents to the local beaches and downtown businesses during the busier weekend centered days (Thursday - Sunday) as a small pilot with 6 NEVs. Since then, the Long Beach City Council has voted twice to increase service and expand the coverage area, growing the program significantly.

Today, the major Microtransit program is seen as an investment in the community, driving economic growth by improving people's low-cost transportation options to local businesses.

West Dallas, Texas

In January 2023, Dallas Area Rapid Transit (DART) joined the existing partnership between Toyota and Circuit, an on-demand rideshare service, to increase accessibility about West Dallas, a historically underserved community.

After joining the project, the West Dallas Circulator has seen unprecedented ridership. Circuit's flexible fleet of electric shuttles have been a perfect complement to the existing DART transit infrastructure. With the success of the initial partnership, DART announced in late October 2023 that they extended the contract through 2024



Closing Last Mile Gaps and Plugging into DART

Circuit has been operating the West Dallas Circulator on-demand service since September 2020, and the expansion of the program with DART's involvement has shown to be a forward-thinking example for public-private partnerships in the transportation industry.

One of the key metrics for success in the DART pilot was connections to existing DART infrastructure. Microtransit, like Circuit's operations, are best positioned to fill last-mile gaps in existing infrastructure because of their flexibility and adaptability.

Fixed route transit, like DART's existing bus and train routes, serve to move many people longer distances at an efficient rate, but getting to and from those routes becomes difficult in less-central regions of the transportation network where transit is sparser. These regions are known as transit deserts.

The West Dallas Circulator has seen notable connections between Circuit users and DART transportation. There are eight total DART stations (two rail, six bus) in the West Dallas Circulator service area.

Since September 2020, approximately **45% of total rides** have either started or ended nearby one of DART's bus stops or rail stations. As a result, DART West Dallas fixed-route services are among the top performing routes across the entire system.

Efficiency in Scale: Small is better

Circuit's neighborhood electric vehicles (NEV) provide a less-expensive fleet alternative to full scale buses and trains. By using Circuit's on-demand app, riders can request a ride in the service area to come directly to them, instead of having to walk or drive to a transit connection.

The DART subsidy per rider is approximately \$4.06, significantly less than the \$16.63 average of comparable microtransit programs.

Additionally, the program's shuttles are appropriate for shared rides, which increase the overall efficiency of the system. 70% of total rides in West Dallas in 2023 were shared rides.

More than a ride: Connecting to the larger Dallas community

The microtransit program offers additional benefits to the community, like job creation (both direct and indirect), improved access to essential services, and reduced emissions. Since its inception, the West Dallas program has created over 14 local W2 jobs and reduced carbon dioxide emissions by 130 metric tons.

The Circulator's benefits are more than just numbers. Circuit connects people to the important places and people in their lives, without the burden of automobile ownership or the surge-pricing models of other ride hailing apps.

"It was wonderful and convenient! It is important for our family to save gasoline, emissions, and reduce pollution as possible. This is a great option for our neighborhood!" - West Dallas Rider

WHC Worldwide, LLC, (WHC WW) dba zTrip Profile and Qualifications

WHC Worldwide, LLC, (WHC WW) was formed to execute transportation related acquisitions. As of September 2019, WHC WW acquired zTrip®.

zTrip is the largest taxicab company in North America, operating more than 3,500 vehicles in 26 markets. zTrip is a national leader in passenger ground transportation, and specifically as a provider of paratransit and special needs transportation.

Company Key Facts

- Fleet of 3,500+ vehicles.
- 26 Operating cities in 14 states.
- 500 Company employees.
- 3,800 Contracted drivers complete more than 22 million trips annually.
- Total annual net revenues of \$90+ million.

Beyond impressive numbers, zTrip's most important component is their personnel. zTrip's pride themselves on their diverse team of professionals. Customer satisfaction, safety, and accountability are themes that are constantly reinforced throughout the organization.

zTrip Projects

zTrip, widely recognized as the largest taxicab company in the United States, is renowned for its broad reach. However, zTrip's commitment to public transit services is equally substantial and has earned a strong reputation in the markets we serve. What sets us apart is our unique blend of experience and expertise in both FTA and ADA regulations and compliance, which differentiates us from traditional taxi firms. Unlike ride-sharing platforms (TNCs), zTrip upholds rigorous standards, including mandatory drug and alcohol testing for our drivers and the provision of wheelchair-accessible vehicles.

Our proficiency spans across various transit services, encompassing fixed route, ADA paratransit, Medicaid, NEMT transportation, and on-demand and microtransit solutions. We currently provide services for several esteemed public transit agencies, including:

- Rock Region in Little Rock, AR (ADA paratransit).
- Transfort in Fort Collins, CO (fixed route, ADA paratransit, dial-a-ride, Medicaid and microtransit).
- COLT in Loveland, CO (ADA paratransit and dial-a-ride).
- Mountain Metro in Colorado Springs, CO.
- Regional Transportation District in Denver, CO (Medicaid).
- Kansas City Area Transportation Authority in Kansas City, MO (ADA paratransit, dial-a-ride, Medicaid and microtransit).
- Independence, MO (ADA paratransit).
- Johnson County, KS (ADA paratransit and microtransit).
- Transit Authority of River City in Louisville, KY (ADA paratransit and microtransit).
- Via Metropolitan in San Antonio, TX (microtransit).

- Round Rock, TX (microtransit).
- Harris County, TX (microtransit).
- Hampton Roads Transit, VA (paratransit).

RELATED PROJECTS & REFERENCES

zTrip is delighted to showcase the following projects and references that exemplify our commitment to public service and our ability to provide responsive, rider-friendly, and cost-effective transportation services:

VIA Metropolitan, San Antonio, TX

David Vidal, Mobility Services Manager
123 N. Medina St. San Antonio, TX 78207
(210) 243-6036; David.vidal@viainfo.net

zTrip operates VIA San Antonio's VIA Link program, an on-demand microtransit service, which was designed to replace underperforming bus routes. By harnessing a unique on-demand service model and transit technology, zTrip and VIA have delivered an app-based service that offers efficient trip options in areas underserved by traditional transit. Since its inception in 2019, VIA Link has expanded its coverage and frequency, with recent growth plans including additional zones and an expanded service area spanning 100 square miles. Notably, continuous schedule optimization has enabled VIA Link Northeast to maintain consistent service levels even during the challenges posed by the COVID-19 pandemic. Key outcomes include improved frequency, reduced wait times, and elevated customer satisfaction.



City of Fort Collins (Transfort)

Kaley Zeisel, Capital Planning & Grant Compliance Manager
215 N. Mason St. Fort Collins, CO 80522
(970) 224-6067, kzeisel@fcgov.com

zTrip's partnership with the City of Fort Collins, and the public transit service known as Transfort, has a history that dates to the year 2007 when we partnered to provide Dial-a-Ride/Paratransit services. Building on this foundation, our commitment to excellence in service continued with the launch of the Foothills Gateway Shuttle in March 2015, closely followed by the successful introduction of the Dial-a-Taxi program in April 2015. Our expertise played a pivotal role in the seamless integration of COLT Paratransit Service in April 2018, further solidifying our reputation as a reliable and innovative service provider. zTrip's other contract with the City includes Fixed Route services (Foothills Shuttle and GOLD), as well as a successful Microtransit program (Bus Stop to Bus Stop).



Transit Authority of River City (TARC)

Carrie Butler, Executive Director
1000 W. Broadway; Louisville, KY 40203
(502) 561-5199; cbutler@ridetarc.org

For a period spanning over 15 years, zTrip and its predecessor organizations have consistently delivered a broad array of public transportation services to the Transit Authority of River City, or TARC. This service portfolio includes both ADA paratransit and general paratransit services. While we have previously entered into direct contractual agreements with TARC, our current role sees us as subcontractors operating under MV Transit, reaffirming our enduring dedication to the advancement of public transportation services within the region.

RideCo Case Studies



CASE STUDY



PHILADELPHIA, PA

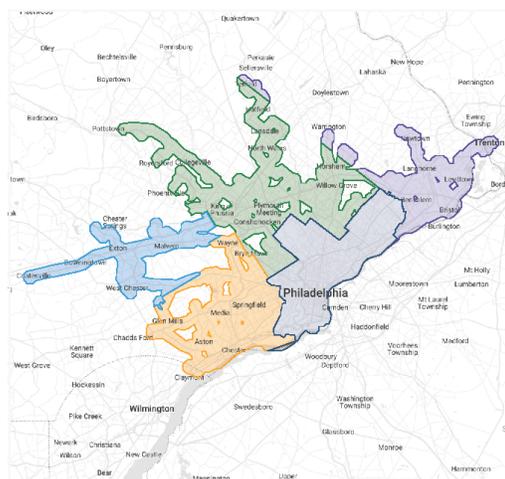
Using Next-Generation Technology to Transform Large-Scale Paratransit Service Delivery: How SEPTA Saved \$8.8M+ in Annual Costs and Improved Vehicle Productivity by Nearly 9%

The completed implementation of SEPTA Access in February 2024 represented a significant milestone for the public transit industry—the definitive point when one of the largest transit systems in the United States, **Southeastern Pennsylvania Transportation Authority (SEPTA)**, and RideCo set a preeminent example for how seamless the transition from legacy to next-generation, on-demand transit technology could be.

Prior to their partnership with RideCo, SEPTA operated their paratransit service using legacy software. With limitations in the previous software’s capabilities, alongside ongoing vehicle and driver shortages that systems across the country are facing, the agency was experiencing challenges delivering a level of service that met the needs and expectations of customers today. **In a bold step, SEPTA set out to future-proof their transit system by adopting an industry-leading paratransit solution powered by RideCo’s on-demand transit technology.**

SERVICE GOALS

- ✓ Enhance customer service levels through improved overall service delivery
- ✓ Seamless software transition with uninterrupted customer experience
- ✓ Automate manual processes to modernize paratransit operations
- ✓ Increase operational and cost efficiency



SEPTA Access Service Zones

- Bucks County
- Philadelphia
- Chester County
- Montgomery
- Delaware County

Throughout their partnership, SEPTA and RideCo have proudly set new industry standards for paratransit service delivery with the:

- Unprecedented 4.5-month implementation of one of the largest on-demand transit services running on a cloud-based platform in the United States
- Gains in operational efficiencies that resulted in \$8.8M+ in annual cost savings, 18 months into using RideCo industry-leading paratransit solution
- Adoption of continuous optimization technology, leading to improved productivity with an 8.8% increase in passengers per vehicle hour

SERVICE DETAILS

4.5-month implementation timeline **716 sq. mi.** service area **411** total vehicles available

- 3** direct carriers
- EASTON COACH
- KRAPP
- TOTAL TRANSPORTATION CORP
A First Student Company

Service Results

SEPTA has seen a complete transformation of their paratransit operations across eligibility, reservations, scheduling, and dispatching functions. Automation and continuous optimization enabled by RideCo's platform has allowed the agency to reallocate resources that were once required with manual processes, to long-term efforts that align with SEPTA's goals of improving operational and cost efficiency, as well as overall service delivery.

1.49 average passengers per vehicle hour
8.8% increase* ▲

12.4 minute average trip negotiation time

3209 average passengers per weekday
8.9% increase* ▲

4.6/5 average ride rating

*Comparing service delivery with RideCo from March 1st to August 31st, 2025 to service delivery with the legacy provider from July 30th, 2023 to January 27th, 2024.

Legacy Provider	RIDECO
Manual eligibility management using paper forms increased administrative workload and caused long processing times.	Streamlined eligibility management using automated, customized workflows and digital forms improve tracking and shorten processing times.
Manual reservation process meant customers needed to book through the call center, and could only access their trip details and status by calling in. Reservationists were also only able to negotiate pick-up times with a singular result.	Independent booking options and enhanced communication through the Passenger App and web portal, as well as through the call center. Automated negotiation provides multiple options for pick-up times, offering customers greater choice.
Manual scheduling using static itineraries that were difficult to amend as new reservations were booked. Vehicle utilization and productivity were poor as a result.	All reservations, whether booked in advanced or on demand, are instantly assigned to an itinerary and continuously optimized to achieve high vehicle utilization and productivity.
Manual dispatching relied on inefficient routing and reactive decision making to address new reservations and service anomalies, impacting service reliability.	Continuous optimization enables dynamic routing that is responsive to new reservations and service anomalies, while respecting guaranteed Arrives Before times provided to customers.

18 months into using RideCo's industry-leading paratransit solution, the operational efficiencies gained have resulted in **\$8.8M+** in annual cost savings.

	Prior to Phase One Launch	March 1 st to August 31 st , 2025	Annual Improvement with RideCo	RideCo Products and Features Driving Improvement
Annual Overtime Hours	7229*	4937	\$0.1M	Comprehensive product suite, including Profile Manager, Passenger App and web portal, AI Agent, Operations Center, Partner Portal, and Data Insights
Employee Resource Reallocation	Benchmark‡	Benchmark‡ - 10	\$1.8M+	
Annual Operating Cost	\$55.2M‡	8.8% increase in passengers per vehicle hour	\$4.8M	Continuous optimization with Solver
Annual Revenue Collection Increase	Benchmark‡	7.9% increase	\$2.1M	Integration with SEPTA's fare payment system

*Data captures January 1st, 2023 to December 31st, 2023.
‡Benchmark data captures service delivery with the legacy provider from July 30th, 2023 to January 27th, 2024.
‡Data captures operating cost from SEPTA's 2023 National Transit Report.



METRO Partners with RideCo to Modernize Public Dial-A-Ride Throughout Houston

Operating a public dial-a-ride service that primarily relied on manual intervention, The Metropolitan Transit Authority of Harris County (METRO) was searching for an alternative solution that could optimize service delivery and improve the overall passenger experience. To address the challenges with the existing service, METRO partnered with RideCo to implement a modernized service that had the capabilities to automate operations using their industry-leading on-demand transit platform.

PROBLEM

Legacy dial-a-ride platform required manual intervention that impacted efficient and scalable service delivery

KEY CHALLENGES



Manual scheduling and optimization through call center



Trips booked through the call center and at least 60 min. in advance



SERVICE ZONE STATS

- Acres Homes: 7 sq. mi.
- Missouri City: 18 sq. mi.
- Hiram Clarke: 22 sq. mi.
- Kashmere Gardens: 17 sq. mi.

The RideCo Solution

Using RideCo's on-demand transit platform, METRO replaced its existing public dial-a-ride service with the curb2curb program. RideCo's patented routing algorithm, Solver, ensures efficient routing through continuous optimization, delivering an autonomous solution for METRO's challenges with manual dispatching. Passengers have the flexibility to book trips on demand, in advance, or pre-book for multiple days through the Passenger App on their smartphones, web booking portal, as well as through the call center.

Initially providing convenient door-to-door service for Houston residents living in the Missouri City and Kashmere zones, curb2curb has since expanded to two additional service zones in Acres Homes and Hiram Clarke.

FLEET IMPLEMENTATION

5 cutaways **16 minivans**

- ▶ 14 passengers each
- ▶ 5 passengers each
- ▶ Wheelchair accessible

FLEET OPERATOR



View next page to see how RideCo improved operational efficiency and delivered a **54% reduction in call center bookings.**

Service Results

The increase in convenient booking options through RideCo's platform has delivered significant reductions in call center bookings for METRO and wait times for passengers. Through enhanced service delivery, curb2curb continues to achieve steady ridership growth across all service zones, increasing an average 15% quarter over quarter, and moving an average 492 passengers per day.

54%

reduction in call center bookings

67%

increase in passengers per vehicle hour

58%

average shared rides

11 min.

average wait time

88%

average on-time performance

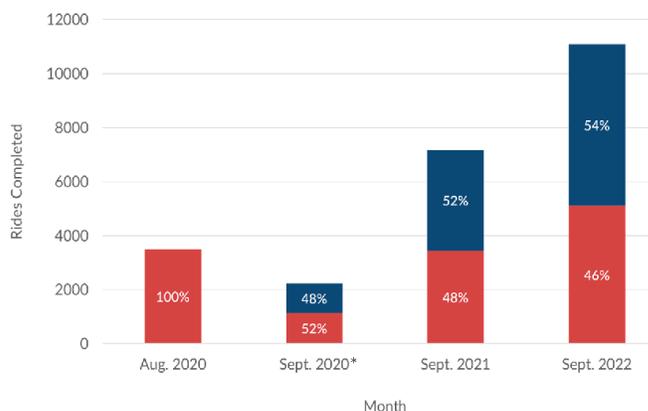
4.8/5

average star trip rating

BEFORE	AFTER
Manual scheduling and dispatching	Automated scheduling and dispatching
Static itineraries difficult to amend during service	Dynamic service responsive to real-time changes
No vehicle tracking	In-app and real-time vehicle tracking

RideCo's automated on-demand transit platform eliminated METRO's reliance on manual booking and scheduling, resulting in more efficient and scalable service delivery.

Completed Rides by Source



Legend: Call Center Bookings (Red), App Bookings (Blue)

*Partial data. The curb2curb service launched September 8th, 2020.

METRO | Houston, Texas

“ With the RideCo app, operators are able to onboard customers on their own. In the past, they would have to call in over the radio and a dispatcher would have to schedule that trip ... and place it on the schedule. This new service has allowed more freedom for the customer and ... the operators to manage their own trips. ”

— Michael Andrade
Director, Paratransit Services, METRO



Learn how your agency can modernize operations to improve service delivery by contacting letschat@rideco.com or by visiting rideco.com.



KCATA

KANSAS CITY, MO

CASE STUDY

Tech-Enabled Regional Transit Systems: How Kansas City Delivered Cost-Efficient Multimodal Connectivity Between On Demand and Fixed Routes



Kansas City Area Transportation Authority (KCATA) is a bi-state agency serving the Kansas City metropolitan area and with that comes the unique responsibility of coordinating and providing public transit services that meet the differing needs of communities across both Missouri and Kansas state lines. In their vision to bring together regional partners and their communities with convenient and efficient mobility, KCATA set out to build an interconnected multimodal system, one that included adopting innovative technology to improve the delivery of their existing public transit services.

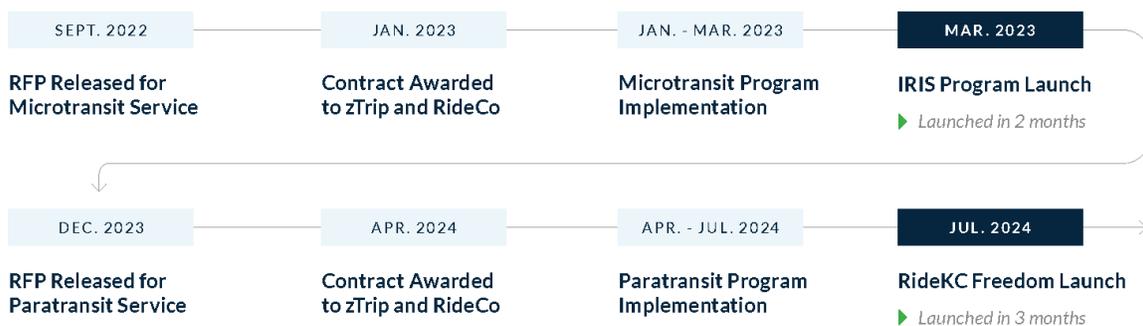
Having experience with previous microtransit pilots, the agency recognized the potential in expanding access to and throughout the entire system. By connecting residents living in underserved communities to fixed-route transfer points, KCATA

could effectively close the mobility gaps that existed across the region. Moving forward with lessons learned and a renewed strategic plan, the agency released a request for proposal for a microtransit service covering all 318 square miles of Kansas City.

Against many competitive bids, one stood out in meeting all the essential criteria. From demonstrating their capabilities to deliver multimodal connectivity and improve both operational and cost efficiencies, to enhancing customer convenience and overall satisfaction, the bid between zTrip as the prime contractor and fleet operator with RideCo as the technology partner was the clear choice. This marked the beginning of a successful long-term partnership with KCATA, with the implementation of the IRIS microtransit service and soon after, the KC Freedom paratransit service.

KCATA x RideCo x zTrip Partnership Timeline

KCATA | RIDECo | zTrip



IRIS Microtransit

IRIS Service Goals:

- ✓ Expand public transit access by increasing connectivity to fixed-route system
- ✓ Optimize cost efficiency and reduce overall cost per trip
- ✓ Deliver higher quality passenger experience through improving service efficiency and decreasing wait times

“For years and years, our Northland transit and bus connections [weren’t] where they needed to be. ... Through the IRIS program, we’re taking that important and indeed bold step to make sure that no matter where you live in Kansas City, you have access to the doctor, to work, to a job. ... [We’re] making sure that’s something available for everyone at a good and fair cost.”

– Quinton Lucas, Mayor, Kansas City

In partnership with RideCo and zTrip, KCATA launched IRIS in Northland within two months of the contract award and continued to expand the microtransit program using a phased approach. Within the first year, the agency expanded IRIS to the Downtown/Midtown and South communities, successfully implementing on-demand transit throughout the entire city.

KCATA brought on four regional partners that could also benefit from the service. Operating as pilot programs in Gladstone, Riverside, Raytown, and Liberty, IRIS effectively closes the mobility gap for residents living in these communities, providing a cost-efficient public transit option that connects them to the fixed-route system running throughout Kansas City.



IRIS FLEET IMPLEMENTATION:

30 total vehicles available

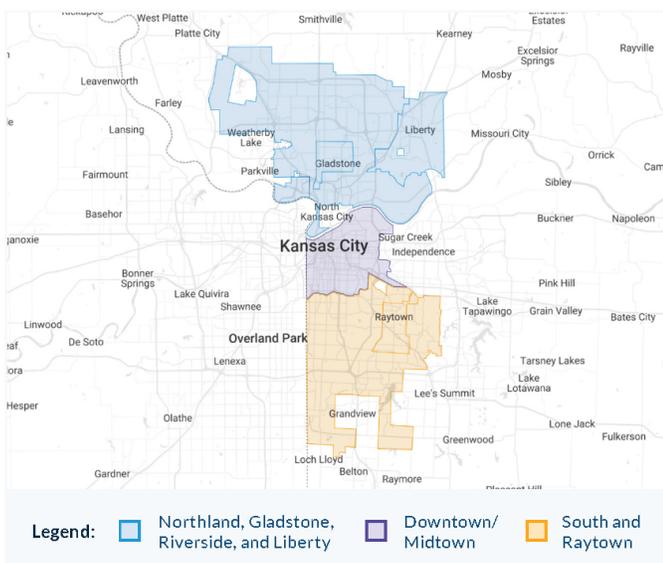
Vehicle Types: Sedan, minivans, and ADA-compliant minivans

FLEET PARTNER: **zTrip**

IRIS SERVICE ZONE STATISTICS:

318 square mile service area

2000+ Flex Stops



How Kansas City Delivered Cost-Efficient Multimodal Connectivity

"[IRIS] is absolutely an enhancement to public transportation. Very much like we see with scooters and bicycles, now you have the ability to use cars to connect to transit."

— Michael Shaw, Director of Public Works, Kansas City

*IRIS data captures September to November 2024.

IRIS Service Results*:

\$23.00

cost per passenger

✓ Goal: < \$25.00 cost per passenger

64%

average shared rides

✓ Goal: 50% average shared rides

17%

of trips originated or ended at fixed-route connection

10 min.

average headway

✓ Goal: < 30 min. average headway

26 min.

average on-board time

✓ Goal: < 30 min. average on-board time

4.7/5

average ride rating

✓ Goal: 4.5+/5 average ride rating

How Regional Connectivity Drives Ridership Growth

Since implementing the microtransit program throughout both Kansas City and the neighboring communities, IRIS is serving an average 868 passengers per day*. When comparing September to November 2024 to the same three-month period the year prior, the agency has seen continued adoption of IRIS with a significant 61% increase in ridership.



With 2000+ Flex Stops strategically placed in convenient and safe locations, and service that operates 19 hours a day and seven days a week, IRIS has established itself as an essential mode within KCATA's existing public transit system. It offers an accessible and reliable option that residents can use to not only travel throughout their local communities, but across the entire region.



Delivering Higher Quality Passenger Experience

"The driver was nice and helpful since this was my first time using IRIS. You are providing a valuable service and it's one I will definitely use now that I've tried it!" — IRIS Passenger

"Once again on time and polite, good driver. IRIS is my preferred mode of travel!" — IRIS Passenger

"I would highly recommend using this service! It was convenient and I appreciate the help picking up my elderly father from the hospital. Thank you!" — IRIS Passenger

How Kansas City Delivered Cost-Efficient Multimodal Connectivity



RideKC Freedom ADA Paratransit

RideKC Freedom Service Goals:

- ✓ Streamline manual, paper-based processes for eligibility management and documentation
- ✓ Automate scheduling and dispatching functions to improve responsiveness to operational event
- ✓ Increase vehicle productivity and optimize cost efficiency
- ✓ Improve passenger experience through enhancing customer communication and increased trip transparency

Prior to their partnership with RideCo and zTrip, KCATA operated their ADA paratransit program using the same legacy software that had been implemented more than a decade ago. Reliant on manual processes across eligibility management, reservations, scheduling, and dispatching, the inefficiencies in delivering the service resulted in poor service levels that significantly impacted customer satisfaction.

In addition to the challenges with operations and delivery, the previous software made it difficult to adapt to changing consumer trends, unable to provide an improved passenger experience that included enhanced customer communication and increased transparency.

Recognizing the immediate need to modernize the service and meet the goals in their strategic plan, KCATA made the decision to expedite the implementation process once the contract was awarded. Building on the established and trusted partnership with RideCo and zTrip—proven with the success of the IRIS microtransit program—the agency wanted to realize the improvements in operations, delivery, and the passenger experience as soon as possible.

With a targeted three-month timeline, the teams worked in close collaboration all throughout the planning, training, and implementation processes to ensure a seamless software transition, leading to the successful launch of the **80-vehicle ADA paratransit program, RideKC Freedom, within three months as planned.**

Just three months into launching RideKC Freedom, KCATA experienced a complete transformation in operations and delivery, hitting significant efficiency milestones that would not have been possible using the previous software. With a **19% increase in passengers per vehicle hour** and **16% decrease in cost per passenger**, these efficiency gains have resulted in **\$2.64M annualized cost savings** for the agency.

RIDEKC FREEDOM FLEET IMPLEMENTATION:



80 total vehicles available

Vehicle Types: ADA-compliant minivans, cargo vans, and cutaways; as well as ambulatory sedans and minivans with low-ground clearance

FLEET PARTNER:

zTrip

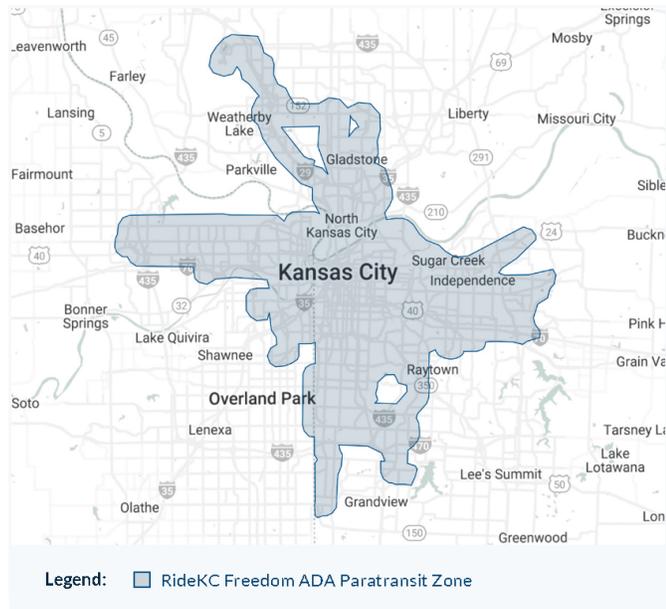
RIDE KC FREEDOM SERVICE ZONE STATISTICS:



292 square mile service area



Door-to-door service model



RideKC Freedom Service Results*:

19% increase in passengers per vehicle hour†

✓ 1.27 average passengers per vehicle hour

16% decrease in cost per passenger†

✓ \$50.24 average cost per passenger

939 average passenger per day

62% average shared rides

87% average on-time performance

Leveraging Automation and Continuous Optimization Technology to Increase Operational and Cost Efficiency

With RideCo’s modern cloud-based paratransit software, KCATA has realized significant improvements across operations, delivery, and the passenger experience. From eligibility management and reservations, to scheduling and dispatching, each functional department at KCATA leverages automation and continuous optimization technology, alongside strategic data-driven decision making, to increase both operational and cost efficiency.

In addition, the reduction in staff workload and fundamental shift from completing routine and repetitive tasks to supporting operators and passengers has led to improved job satisfaction for agency staff.

* RideKC Freedom data captures September to November 2024.
 † When comparing legacy provider data capturing September to November 2023 to RideCo data capturing in September to November 2024.

“There’s been a reduction in staff workload and improved job satisfaction because our eligibility management process is now automated through RideCo. Previously we needed two to three people and during busy periods, we had to pull staff from other departments to ensure we ... responded to potential customers within 21 days, as required by federal law. Automating this process has been a huge advantage.

RideCo also sends customers notices when their eligibility is about to expire, ensuring staff don’t have to manually manage those notices and keeping the process running smoothly so no one misses a trip.”

— Tyler Means, Chief Mobility and Strategy Officer, Kansas City Area Transportation Authority

Legacy Provider	RIDE ^{CO}
Manual, paper-based eligibility management and documentation process	Automated eligibility management and workflows, including digitized and paperless documentation, that increase processing efficiency
Manual, time-consuming trip negotiation with inefficient scheduling and low vehicle utilization	Automated trip negotiation with ride options optimized against all booked trips to ensure efficient scheduling and high vehicle utilization
Passengers required to contact call center to get information and updates on booked trips	SMS and interactive voice response (IVR) system send automated trip notifications such as call-out reminders
Limited data capture and reporting capabilities	Comprehensive data reporting suite with Data Insights, including Performance Dashboard, a visualization tool; standardized and customized reports; and raw data exports that enable strategic decision making

RIDE_{CO} | **Solver**

Continuous optimization through RideCo's industry-leading optimization engine, Solver, has also increased vehicle productivity and decreased vehicle revenue hours.

This has resulted in a **19% improvement in passengers per vehicle hour**, when comparing the RideCo to the legacy provider during the same three-month period the year prior and since launching RideKC Freedom.



Five months into launching RideKC Freedom, KCATA achieved:

▶ **\$2.64M** in annualized cost savings due to increased productivity using RideCo's industry-leading paratransit software.

Metric	Legacy Provider	RIDE_{CO}	Improvement with RideCo
Average Passengers per Vehicle Hour	1.07*	1.27†	19% increase in passengers per vehicle hour
Average Cost per Passenger‡	\$59.64	\$50.24	16% decrease in cost per passenger

* Legacy provider average passengers per vehicle hour captures September to November 2023.

† RideCo average passengers per vehicle hour captures September to November 2024.

‡ Average cost per passenger calculated using \$63.81 operating cost per hour.



Tech-enabled, on-demand transit can seamlessly integrate with and complement existing public transit services.

As a cost-efficient solution that helps agencies expand mobility options and increase access, get in touch at letschat@rideco.com or visit rideco.com to learn how your agency can successfully build an interconnected multimodal system.

