

**SERVICE ORDER NO. 9 UNDER THE
ON-DEMAND TECHNOLOGIES AND INNOVATIVE MOBILITY SERVICES
MASTER SERVICES AGREEMENT
UTA Contract No. 20-03399-9**

**SERVICE ORDER NO. 9
UTA ON DEMAND – NORTH UTAH COUNTY SERVICE AREA**

1. Purpose

On September 1, 2021, each of River North Transit, LLC (“**Via**”) and the Utah Transit Authority (“**UTA**” or “**Customer**”), hereinafter collectively referred to as the “**Parties**,” entered into an agreement entitled On-Demand Technologies and Innovative Mobility Services (the “**MSA**”). Through this Service Order No. 9 (the “**Service Order**”), with an **Effective Date** of April 1, 2026, the Parties have agreed to collaborate towards the initiation of UTA’s demand response transit service (hereafter the “**Deployment**”) in Northern Utah County through June 30, 2027.

Via will provide UTA with technology and technology-enabled integration services (the “**Services**”), acting as a broker coordinating the services of third party service providers to effectuate the Deployment. Via will contract with third party service providers to effectuate such integration, including with fleet managers, vehicle suppliers, driver partners, background check providers, customer service support agencies, a payment processor and insurance brokers and underwriters. Via’s Services will include:

- A Transportation as a Service (TaaS) solution as defined within the MSA;
- Localization of a proprietary cloud-based dynamic vehicle routing and real-time passenger aggregation system;
- Access to the Via mobile rider application (iOS and Android) for individuals using UTA’s service (“**Riders**”) to book and pay for rides through a smartphone;
- Access to booking via a dedicated phone line for Riders who do not have access to a smartphone;
- Access to the Via mobile driver application for drivers to route and service rides through a smartphone or tablet;
- Establish relationship with vehicle rental company (“**Vehicle Partner**”) to provide access to vehicles on a rental basis to independent contractor driver partners (“**Driver Partners**”) who shall provide transportation services;
- Accompanying technical and operational support service;
- Marketing and outreach initiatives as described herein.
- Data sharing and reporting as described herein.

Conflicts between this Service Order and any other terms and conditions or written agreements between the Parties, including the MSA, shall be resolved in favor of this Service Order.

2. Duration & Launch Date

The duration of the Deployment shall last for a period of 11 (eleven) months, until June 30, 2027, inclusive, following the Effective Date (the “**Initial Term**”).

Service operation of the Deployment will begin on UTA’s August 2026 change day, scheduled for August 15, 2026, unless Via and UTA define an alternative mutually agreeable date in writing (“**Launch Date**”). UTA will provide to Via written notice to proceed no later than June 15, 2026 in order to Launch the Deployment on the intended Launch Date. For the avoidance of doubt, notice to proceed can only be written by UTA once the contract and appendices (including the Service Order) are final and signed, and any necessary local and regulatory approvals have been received or registrations completed. Upon receipt of such written notice to proceed, Via will commence local preparation for launch (“**Launch Preparation Period**”).

3. Fees

Any new regulatory fees imposed by a governmental entity related to the Services will be charged as a pass-through cost contingent on UTA’s advance agreement which will not be unreasonably withheld or delayed. UTA will have the option of decreasing other Services or expenses in order to off-set these additional fees. Any remaining contingency funds will remain with UTA and will decrease the not-to-exceed amount at the end of the contract.

4. Service Parameters

Pursuant to the MSA and in accordance with Appendix A and B, Via will provide access to a platform service (the “**Platform**”) through which Riders will be able to book and pay for rides on a shared and on-demand basis and dedicated vehicles will be offered by the Vehicle Partner to Driver Partners on a rental basis. The Parties may add additional service zones through future amendments to Appendix A, B and/or C of this Service Order. Customer may expect per vehicle hour pricing for additional service zones to align with the pricing laid out in Appendix C, provided that the service details in the additional service zones are not significantly different from existing service zones, such as vehicle type, geography, and driver requirements. Additional service zones will also require implementation fees.

Rider Fares: Rider fares and rider fare discounts will be set by UTA. During the duration of the Deployment, discounted and promotional rider fares may be implemented upon mutual agreement between the Parties.

Fare Revenue: UTA shall maintain its partner Braintree (or follow-on commercial vendor) account throughout the Deployment and shall collect and own all revenue from service fares (“farebox revenue”), net of Braintree service fees, in the account.

Payments: Via will ensure acceptance of Rider payment through the Rider app via credit cards, Apple Pay, Google Pay, pre-paid debit cards, FAREPAY cards, and all electronic pass cards accepted by UTA. Riders may also book trips using a “paper ticket” payment method and will be permitted to ride if the Driver Partner serving that Rider’s trip deems the paper ticket valid. Via will also provide a concierge booking service for Riders without smartphones. The concierge service will include a customer payment option which meets Payment Card Industry Data Security Standards (PCI DSS).

Via will ensure the execution of any necessary registrations and licensing to perform the Services, with UTA’s cooperation and assistance.

Parking: UTA shall identify and make available a UTA facility, depot, or parking lot (“Depot/Lot”) with ample overnight parking for the Vehicle Fleet. The Depot/Lot must be in a safe and lighted area inside the boundaries of the service zone and may be owned by UTA or by a UTA partner. Such parking shall not interfere with, nor disrupt, UTA or UTA partner operations. Routine Vehicle Fleet cleaning may be performed at the Depot/Lot and no vehicle maintenance will be performed at the Depot/Lot that would otherwise require mechanical services. In the event the Depot/Lot has secured access, Vehicle Partners and Driver Partners will comply with UTA or UTA partner standard operating procedures when accessing and using the Depot/Lot.

Additional Waiver of Claims and Indemnification Regarding Stored Vehicles

In addition to the agreements and obligations undertaken in Section 19 of the MSA, Via agrees to waive any claims against UTA or a UTA partner as applicable, its employees, agents, and assigns, and to also obtain waivers from its independent contractor Driver Partners for any claims against UTA or a UTA partner as applicable, its employees, agents, and assigns, for damage to vehicles stored in Depot/Lot, provided that the requirements in Section “Parking” above are met by UTA or a UTA partner as applicable.

5. Project Team & Governance

Via will be responsible for the integration of all relevant elements of the Deployment on a continuous basis during the course of the Deployment and will designate a project manager for this purpose (the “Via Project Manager”) who will lead Via’s Project Team. UTA will designate a project manager to be the primary point of contact with Via throughout the duration of the

Deployment (the “**UTA Project Manager**”). The Via Project Manager will be in regular contact with the UTA Project Manager through informal and scheduled project meetings.

The Via Project Manager will be empowered to enact day-to-day decisions related to the Services and will serve as the primary point of contact with the UTA Project Manager on an ongoing basis. The Via Project Manager will appoint members to the Project Team to assist in the integration of the various elements of the Deployment, to include personnel with expertise in service scoping, independent contractor driver outreach and registration to the Platform, fleet maintenance procurement, marketing, and data analytics. For the avoidance of doubt, the Via Project Manager will have no power to serve notice or amend the Agreement, or this Order.

During the course of the Deployment, Via’s Project Team, led by the Via Project Manager, will liaise with the UTA Project Manager over the key deliverables of this Order and to endeavor to maximize ongoing service optimization.

6. Driver Partner Registration & Supply Management

Via will source Driver Partners to provide transportation services to UTA through the Platform.

Via will ensure that Driver Partners have appropriate licenses, permits, and insurance required for the type of vehicles being operated as defined within the MSA. As part of Driver Partner registration for access to the Platform, all Driver Partners will be introduced to Via with the following areas covered: familiarization with the Deployment service areas; hours of service; UTA’s expectations; use of the Driver App; and reporting incidents and delays in service.

Throughout the Deployment, Via will review comments and ride reviews from customers submitted through the UTA On Demand application to identify opportunities for service improvements and address concerns over Driver Partner behavior and performance.

Via will be responsible for ensuring that there is adequate driver supply for each service zone within designated hours to meet demand with optimal quality of service, given constraints.

7. Rider and Driver Partner Support

Via will ensure the provision of customer service and support for Driver Partners and Riders on issues that arise in connection with use of the Platform. In addition, Via will provide live translation services to customer using their call center in order to communicate with those who have limited English proficiency. Live support for Driver Partners and riders will be provided during service days/hours. Driver Partners and riders may call or text into the service during service days/hours

and will receive prompt response to their inquiry. Riders may also email into the center 24/7 with inquiries about the service and will typically receive a response to their inquiry within 24 hours.

Following each ride, the Rider will be prompted to submit a ride rating with feedback in the app. If an issue arises for a Rider or Driver Partner before, during, or after a ride, these parties will be able to reach customer support staff by phone, or by submitting an email ticket, which will be replied to promptly by such customer support staff.

8. Marketing, Promotions, & Press

Via shall work closely with UTA to determine a unified marketing and promotional program that increases community awareness of the service and maximizes its success.

The Deployment, including the rider app, will be co-branded as “powered by Via”. The “powered by Via” banner must be used only in the exact format provided by Via and will be prominent on all assets promoting the Deployment, including (but not limited to) printed collateral, digital materials, websites, and any vehicle wraps. The “powered by Via” banner will have equal prominence on all marketing materials to any additional partner logos or trademarks. Via may provide pre-approved brand assets and guidelines that must be complied with in all marketing communications distributed by UTA.

All UTA-developed content that pertains to Via’s brand, technology, and operations must be reviewed and approved in writing (i.e. email) by Via before distribution. Via requests a minimum review time of five (5) working days for all such requests.

9. Service Goals and Objectives

The Parties agree to collaborate towards the achievement of service goals and objectives. Via agrees to use commercially reasonable efforts to meet the goals and objectives, but the parties acknowledge that failure to meet the goals and objectives shall not constitute a breach of the MSA or this Service Order.

The Parties agree to hold regular performance reviews throughout the duration of the Deployment to review progress toward their agreed goals and objectives.

10. Data Sharing & Reporting

Via will share data from the Deployment, including data required for the National Transit Database (NTD) Form S-10. Deployment Data shall be made available in formatted numerical and graphical reports. The Parties recognize that in order to determine the effectiveness of this Deployment,

UTA may have the need to collect additional data (“**Additional Data**”). Via agrees to cooperate with UTA in obtaining and compiling such data as requested by UTA.

Deployment Data is considered Via-proprietary and confidential and is subject to the confidentiality and other protective provisions set forth in this Service Order and the MSA unless such protection is not allowed under the Utah Government Records Management Act.


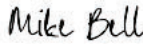
Any Additional Data shall be considered Via-proprietary and confidential unless otherwise mutually agreed by the Parties in writing. The Parties agree to consider in good faith whether or not such data is public or proprietary and cooperate in appropriately protecting any data which is considered to be Via proprietary.

11. Timing; Scope

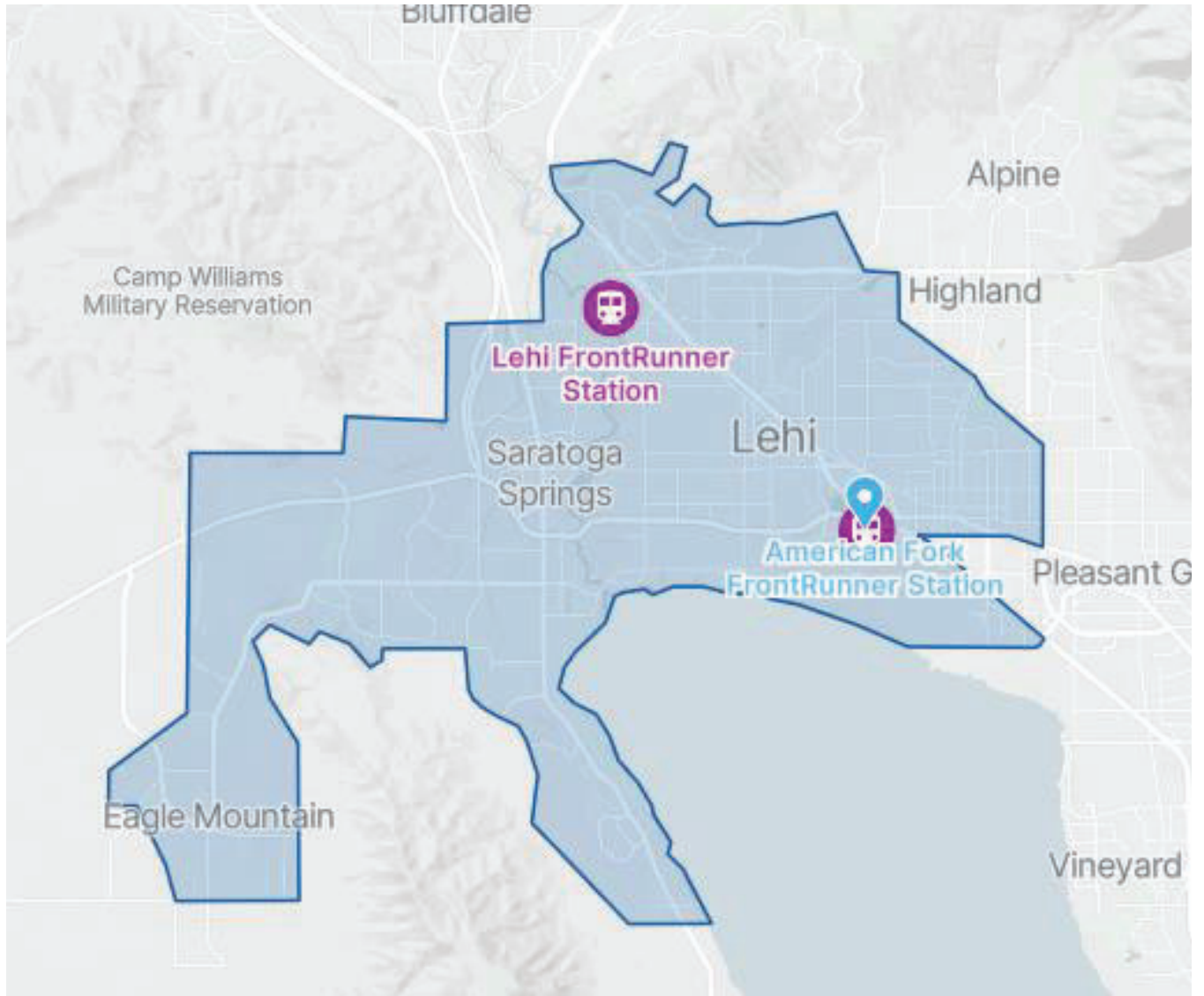
This Service Order shall enter into effect on April 1, 2026. All terms and conditions contained in the MSA are also applicable to this Service Order. If a term contained in this Service Order is in conflict with the general terms of the MSA, the specific term in this Service Order shall take precedence. This Service Order does not change any other provision of the MSA. The MSA and all amendments and addendums remain in full force and effect.

This document contains business information which Via claims to be confidential and will be protected from release or disclosure to the full extent permitted by applicable laws (including, without limitation, the Utah Government Records Access and Management Act, UCA 63G-2-101. Et. Seq.)

IN WITNESS WHEREOF, the Parties hereto have caused this Service Order No. 9 to be executed in duplicate as of the date first herein written.

Via: River North Transit, LLC	Customer: Utah Transit Authority
<p>Signed by:  3/17/2026 <hr/><small>04EC418E293B4AE...</small> Alex Lavoie Manager of River North Transit, LCC</p>	<p><hr/>Jay Fox Executive Director</p> <p><hr/>Nichol Bourdeaux Chief Planning and Engagement Officer</p> <p><hr/>Hal Johnson Director, Innovative Mobility Solutions</p> <p>DocuSigned by:  3/17/2026 <hr/><small>70E33A415BA44F6...</small> Mike Bell Assistant Attorney General UTA Counsel</p>

Appendix A
UTA On Demand by Via – Northern Utah County
Deployment Service Area



Appendix B: Deployment Parameters

The Parties agree to the following Deployment Parameters. Upon mutual agreement, the Parties may agree to subsequent modifications of these Parameters during the term of this Agreement.

- **Deployment Service Zone:** Approximately 77.2 square miles coverage zone in North Utah County, Utah.
- **Service Days/Hours:** The Deployment's operating hours shall be Monday through Saturday, 6:00am to 9:00pm in North Utah County.
- **Vehicle Fleet:** For North Utah County, Via's Vehicle Partner will offer a fleet of up to sixteen (16) branded, licensed, and insured vehicles, eight (8) of which will be Americans with Disabilities Act (ADA)-compliant Wheelchair Accessible Vehicles (WAV), to be made available to independent contractor Driver Partners, who will be able to gain access to these vehicles after being registered onto the Platform. Of the sixteen (16) total vehicles, four (4) vehicles shall be treated by Via as spares in the event that a regular service vehicle requires maintenance or replacement. Fleet size and composition of WAVs and non-WAVs may be adjusted based upon mutual agreement of the Parties as the service grows. As electric charging infrastructure becomes available, Via agrees to transition to a mix of electric or hybrid vehicles, with all associated vehicle costs included in the current hourly rate service fees.
- **Distance Caps:** UTA may implement distance caps, which limit how far a rider can travel, to optimize the service based on parameters set at its discretion.
- **TNC Overflow:** UTA may direct ride requests to brokered TNC services based on parameters set at its discretion.

**Appendix C:
Service Fees**

The table below outlines the payment structure, in which UTA would be charged a price per driver hour. Any new regulatory fees imposed by a governmental entity related to the service will be charged as a pass-through cost contingent on UTA advance agreement provided such agreement will not be unreasonably withheld. UTA will have the option of decreasing other services or expenses in order to off-set these additional fees. The Deployment shall include a fleet of vehicles as described in Appendix B, subject to extension by mutual agreement of the parties on terms to be agreed (including any change in fees). The total contract value shall not exceed that listed in this Appendix C, "Not-to-Exceed Fees," of \$3,463,509 including contingency and marketing for the 11-month duration of this Service Order (through June 30, 2027).

The table below also documents a contingency budget, which the Parties may agree in writing to use in the event that the demand for the service exceeds forecasts.

Via | Expansion Proposal for UTA



Via will separately invoice UTA for marketing expenses incurred and as authorized by UTA under Section 8 of the Service Order. Via will charge its standard labor rate of \$150.00 per hour for internal marketing labor cost. All other marketing expenses will be passed through at cost. The total combined marketing expenses incurred by Via and UTA shall not exceed \$20,000 per year.

The values in the table above are Not-to-Exceed (NTE) amounts and are subject to downward adjustment based on actual revenue hours achieved.

UTA will be billed for the above fees as described below. Driver hours will be billed as incurred at the end of each month. UTA shall pay the following fees to Via:

Ongoing Invoice Fees

UTA shall pay the following fees to be invoiced monthly by Via on or around the 15th of each month:

2026 (September 1, 2026 – December 31, 2026): [REDACTED] per driver hour in ongoing project costs, to include driver partner pay, vehicle rental and wheelchair-accessible vehicle (WAV) costs, live customer support, and project operations

2027 (January 1, 2027 – December 31, 2027): [REDACTED] per driver hour in ongoing project costs, to include driver partner pay, vehicle rental and wheelchair-accessible vehicle (WAV) costs, live customer support, and project operations

The above per vehicle hour amounts includes and account for fixed costs incurred in the provision of the services. Such costs will be treated as a pass-through and identified in the invoice statement provided to Customer for transparency but does not constitute an increase in the per vehicle hour rate amounts set forth above. Examples of these costs may include, but are not limited to (i) fuel, (ii) vehicle cleaning and/or (iii) the portion of a Driver partner's compensation which corresponds to their vehicle rental costs.

Should changes in inflationary environment, applicable federal, state, or local law result in a significant change in Via's costs, either an increase or decrease, Via or UTA may opt to renegotiate the ongoing on-demand service hour fees or level of service obtained.

Appendix D: Service Goals and Objectives

UTA and Via will collaborate towards the service goals and objectives for the Deployment as noted below. Via agrees to use commercially reasonable efforts to meet the goals and objectives, but the parties acknowledge that failure to meet the goals and objectives shall not constitute a breach of the MSA or this Service Order.

The Parties agree to hold regular performance reviews throughout the duration of the Deployment to review service performance metrics, track progress toward the goals listed below, and, as appropriate, to jointly re-assess strategies to ensure the Deployment's long-term success.

Objectives:

- Attract and build new ridership to promote the use of public transit rather than single-occupancy vehicle automobile trips
- Provide new mobility options for residents of the Northern Utah County
- Support connections to UTA fixed route services and other popular locations for the residents of the neighborhoods served
- Provide support to UTA and local jurisdictions inside the Deployment Service Area to stimulate the local economy and small businesses
- Build brand recognition and awareness for UTA On Demand

Goals:

- Ridership growth: Estimate between 2% and 10% growth each year, each zone
- On-time performance: 90% of bookings "picked up" no later than 5 minutes after the planned pickup time provided to the customer at the time of booking ("Actual Planned Pickup Time" compared to "Original Planned Pickup Time")
- Service quality: No more than 3% of customer booking requests receive a "seat unavailable" error, on average (at least 97% average "Met Demand")
- Service efficiency: Average service utilization between 2.0 and 5.0 (customers per vehicle hour) based on completed passenger trips per driver shift hour
- Cost efficiency: Average cost per ride \$20.00 or lower
- Wait time: Average wait time between 15 and 20 minutes from booking to pickup