

**SERVICE ORDER NO. 1 UNDER THE
ON-DEMAND TECHNOLOGIES AND INNOVATIVE MOBILITY SERVICES
MASTER SERVICES AGREEMENT
UTA Contract No. 20-03399-1**

**SERVICE ORDER NO. 1
UTA ON DEMAND - SALT LAKE CITY DEPLOYMENT
ROSE PARK, POPLAR GROVE, GLENDALE SERVICE AREA
DATE: SEPTEMBER 30, 2021**

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**”). By this Service Order No. 1 under the MSA, the parties agree to collaborate towards the initiation of UTA’s demand response transit service (hereinafter the “**Deployment**”) in Salt Lake City for one year (12 months), subject to extension by mutual agreement of the Parties.

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.

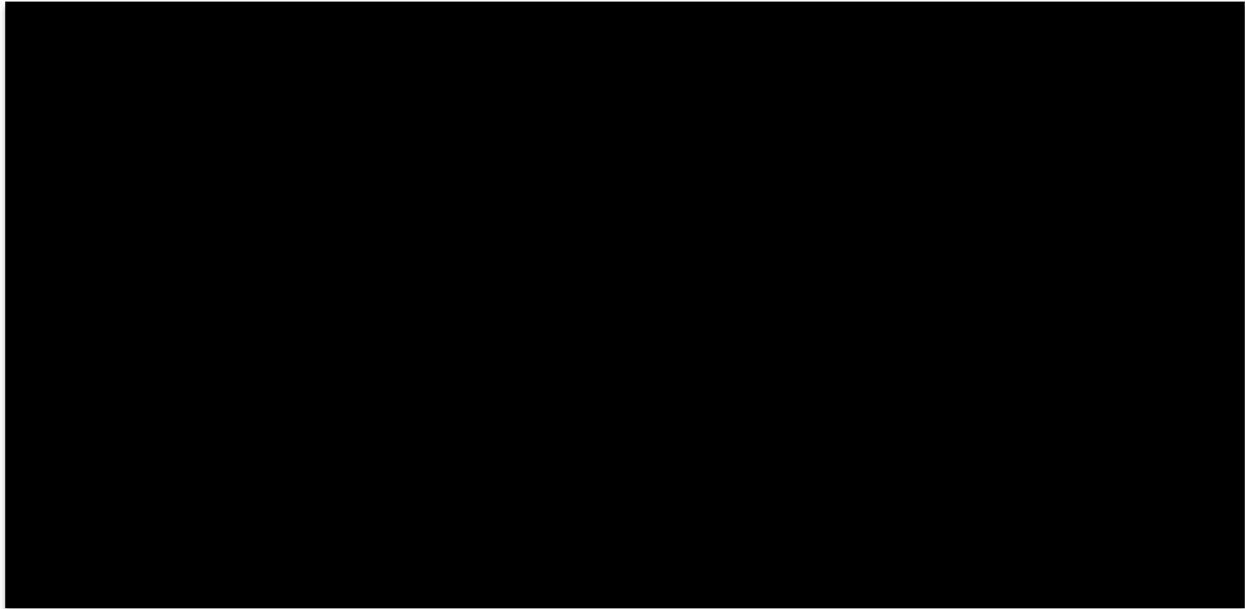
2. Duration & Launch Date

The duration of the Deployment shall last for a period of 12 (twelve) months following the launch date (the “**Initial Term**”), subject to year-by-year extensions based on mutual agreement of the Parties.

UTA will provide to Via written notice to proceed at least eight (8) weeks prior to service launch. 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**”). Service operation will begin on a mutually agreeable date, no earlier than November 1, 2021, unless Via and UTA define an alternative mutually agreeable date in writing (“**Launch Date**”).

3. Fees

The table below outlines the payment structure, in which UTA would be charged a price per driver hour and a fixed monthly price for Technology and IT Operations. 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 Section 4, Service Parameters, 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 \$1,740,000. for the Initial Term.



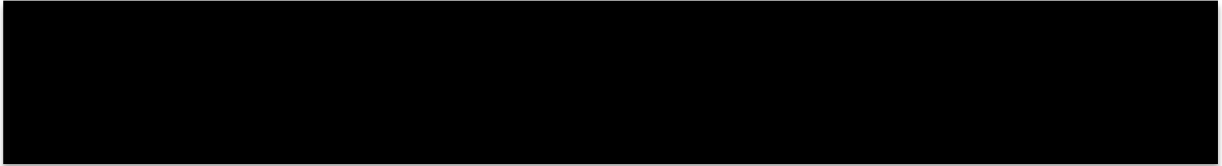
Via will separately invoice UTA for marketing expenses incurred and as authorized by UTA under Section 8 of this Service Order. Via will charge its standard labor rate of [REDACTED] for internal marketing labor cost. All other marketing expenses will be passed through at cost. The total combined marketing expenses incurred by Via and UTA shall not exceed [REDACTED]. This amount is not included in the pricing table shown above.

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, starting upon launch of the Deployment:



These fees are exclusive of fuel. UTA will continue to provide fuel through UTA’s fuel card network at no additional cost to Via for the UTA On Demand vehicle fleet as defined within Exhibit C of this Service Order.

Should changes in applicable federal, state, 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.

Fare Revenue

UTA shall maintain its partner Braintree account throughout the Deployment and shall collect and own all revenue from service fares (“farebox revenue”), net of Braintree service fees, in the account.

4. Service Parameters

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 Provider to Driver Partners on a rental basis.

- **Geographic Coverage Zone:** Approximately 15.1 square miles coverage zone in Salt Lake City, Utah, USA. See Appendix A for a map of the service zone boundary. UTA and Via may mutually agree to modifications of the Geographic Coverage Zone.
- **Service Days/Hours:** Monday through Saturday, 4:00am to 12:15am (midnight, following day); and Sunday, 6:00am to 9:00pm. UTA may determine to expand service hours at the same rate per revenue hour.
- **Rider Fare:** Rider fare 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.
- **Payment:** Via will ensure acceptance of Rider payment through the 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 customers without

smartphones. The concierge service will include a customer payment option which meets Payment Card Industry Data Security Standards (PCI DSS).

- **Vehicle Fleet:** The Vehicle Partner will offer a fleet of up to nine (9) branded, licensed and insured vehicles, including three (3) 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 nine total vehicles, one (1) WAV and two (2) non-WAVs shall be treated by Via as spares in the event that a regular service vehicle requires maintenance or replacement.

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 mechanic 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 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.

Leading up to the launch of, and 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 engage in a good faith effort to register Salt Lake City residents as Driver Partners.

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

UTA and Via will collaborate to work 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 No. 1.

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 neighborhoods served.
- Support connections to UTA fixed route services and other popular locations for the residents of the neighborhoods served
- Provide support to UTA and Salt Lake City for stimulating the local economy and small businesses
- Promote more fuel-efficient vehicle usage, including the use of electric vehicles where circumstances allow
- Build brand recognition and awareness for UTA On Demand by Via

Goals

- High quality customer experience, 15-20 minute ETA, 90% on time
- Equitable service for WAV riders, 15-20 minute ETA, 90% on time
- Safety, avoidable accidents <1/100,000 miles
- Customer satisfaction, > 4.8 ride rating
- Weekly ridership of 2,100 passengers, or 106,000 passengers during the 12-month Deployment, with ridership increasing throughout the Deployment year on a month-by-month basis
- Average cost per ride of \$15.50 throughout the 12-month Deployment, with average cost per ride decreasing throughout the Deployment year on a month-by-month basis
- Incentivize shared rides, with an average of 30% of all rides shared

10. Data Sharing & Reporting

Via will share data from the Deployment, including any required National Transit Database required (NTD) data as set forth in Exhibit B (the "Deployment Data"). 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 No. 1 shall enter into effect immediately. All terms and conditions contained in the MSA are also applicable to this Service Order No. 1. 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 Amendment No. 1 to be executed in duplicate as of the date first herein written.

VIA: <u>RIVER NORTH TRANSIT, LLC</u>	CUSTOMER: <u>UTAH TRANSIT AUTHORITY</u>
AUTHORIZED SIGNATURE	AUTHORIZED SIGNATURE
<small>DocuSigned by:</small> <i>Alex Lavoie</i>	
<small>EF1CSB8915AA496</small> ALEX LAVOIE MANAGER OF RIVER NORTH TRANSIT, LLC	NICHOL BOURDEAUX CHIEF PLANNING AND ENGAGEMENT OFFICER
DATE SIGNED:	DATE SIGNED:
9/10/2021	
	AUTHORIZED SIGNATURE
	MARY DELORETTO INTERIM EXECUTIVE DIRECTOR
	DATE SIGNED:
	APPROVED AS TO FORM AND CONTENT
	MIKE BELL ASSISTANT ATTORNEY GENERAL UTA COUNSEL
	DATE SIGNED:

Exhibit A
UTA On Demand by Via – Salt Lake City
Deployment Service Area

UTA On Demand

Rose Park – Poplar Grove – Glendale service area

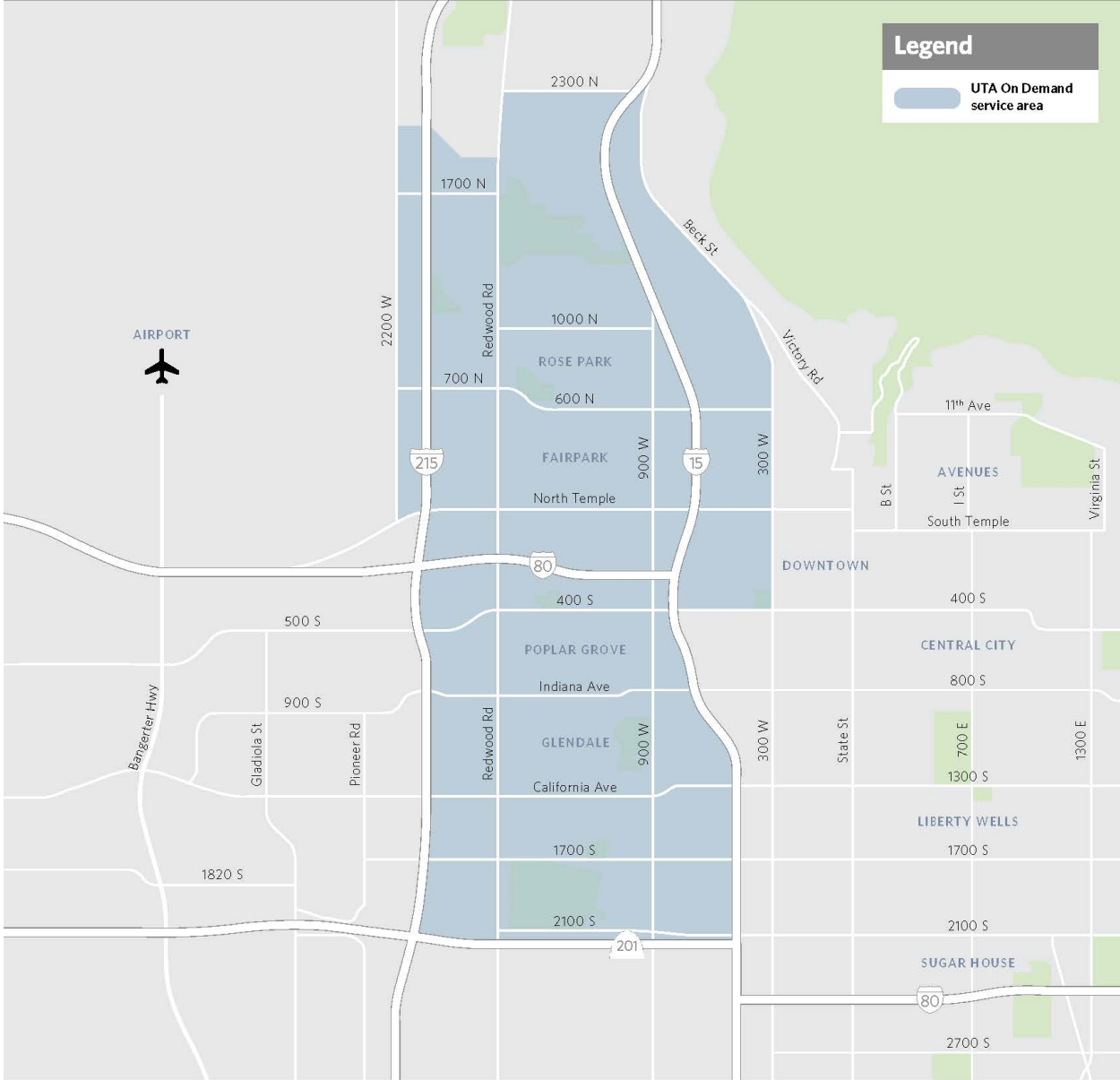


Exhibit B
UTA On Demand by Via – Salt Lake City
Deployment Data

STANDARD REPORTING SET	
Data Point	Level of Detail
rider ID	[REDACTED]
ride ID	
request date + time	
request origin lat/long	
request destination lat/long	
pickup date + time	
dropoff date + time	
wheelchair accessible vehicle (WAV)	
number of riders per request	
ride distance (miles)	
ride duration (minutes)	
ride rating	
fare paid	
ride status (completed, no-showed, cancelled, not accepted, seat unavailable, out of zone, or out of hours)	
completed rides	
no-showed rides	
cancelled rides	
non-accepted rides	
non-accepted rides with ETA<5min	
non-accepted rides with ETA between 5 and 10min	
non-accepted rides with ETA>10min	
seat unavailable requests	
out of zone requests	
out of hours requests	
sessionized requests	
utilization	
ETA (waiting time) (minutes)	
ETA error (lateness) (minutes)	
avg. walking distance to pickup (meters)	
supply hours	
unique riders	
new unique riders (for the period selected)	
rider signups	
riders with no requests made	


riders with no ride taken	
riders with 1 and 2 rides taken	
riders with 3 to 5 rides taken	
riders with 6 to 10 rides taken	
riders with 10+ rides taken	
riders with at least one ride taken	

Exhibit C

UTA Fueling Card Network

UTA and Via agree to collaborate towards the use of UTA's contract with US Bank and the Voyager Fuel Card Network (hereafter "Fuel Card") to reduce overall Deployment expenses and use of the Fuel Card by Via's Driver Partners for the purpose of fueling the Vehicle Fleet. For the avoidance of doubt, both parties agree that Via's Vehicle Partner will be the administrator of the Fuel Card Program and that Via is merely responsible for collaborating with UTA and its Vehicle Partner as needed. However, as between UTA and Via, Via is responsible for the actions or inactions of its Vehicle Partner and Driver Partners.

UTA will provide Via and its Vehicle Partner and Driver Partners access to the Fuel Card network and establish an independent "Via Account" for the sole purpose of fueling the Vehicle Fleet as part of the Deployment:

- UTA will pay the monthly fueling expenses incurred by the Via Account
- UTA may review, monitor, and/or report any fueling discrepancies or concerns to Via regarding use of the Fuel Card by Driver Partners
- UTA will support Via with any set up or on-boarding required to implement the Fuel Card and/or assist with any issues or concerns during the Deployment
- If the Vehicle Partner flags to UTA issues related to the card malfunctioning or not being usable for any reason not due to the Vehicle Partner or the Driver Partner, then UTA will support the Vehicle Partner with troubleshooting as necessary to ensure resolution of the issue. Via's Vehicle Partner will administer the day-to-day usage of the Fuel Card by Driver Partners and establish appropriate measures which limit risk of Fuel Card misuse or fraud
- Via's Vehicle Partner will establish standard operating procedures for Fuel Card usage
- Via's Vehicle Partner will monitor and review monthly fuel usage and address any issues or concerns with Driver Partners
- Via and Via's Vehicle Partner will work with UTA to determine the best fueling locations within the service area which offer maximum fuel pricing discounts including the types of fuel used with the Vehicle Fleet
- Via will reimburse UTA for any charges made to the card due to either loss or misuse of the fuel card by the Via's Driver Partners based on comparison of the revenue hours driven by each driver with the amount of fuel charged to the Fuel Card

UTA and Via agree that it is in the best interest of the Parties to minimize the use of a Driver Partner fueling a Fleet Vehicle with a personal card. However, in the event a Driver Partner experiences an issue with the Fuel Card which cannot be resolved, either a Driver Partner may fuel a fleet vehicle with a personal card or the Vehicle Partner may fuel a Fleet Vehicle at its own cost, and in each case be reimbursed:

- If a Driver Partner fuels a fleet vehicle with a personal card, Via will make all reasonable efforts to notify the issue to UTA in order to resolve the issue in a timely manner as to mitigate future Driver Partner fueling a fleet vehicle with a personal card
- Via will reimburse any Driver Partner who fuels a fleet vehicle with a personal card, ultimately passing through such expense to UTA
- Via will invoice UTA as part of the monthly service billing and provide a detailed summary for any Driver Partners or Vehicle Partner fuel reimbursements

UTA and Via acknowledge that Via is free to delegate certain responsibilities to its Driver Partners. Such delegation does not affect privity between UTA and Via.