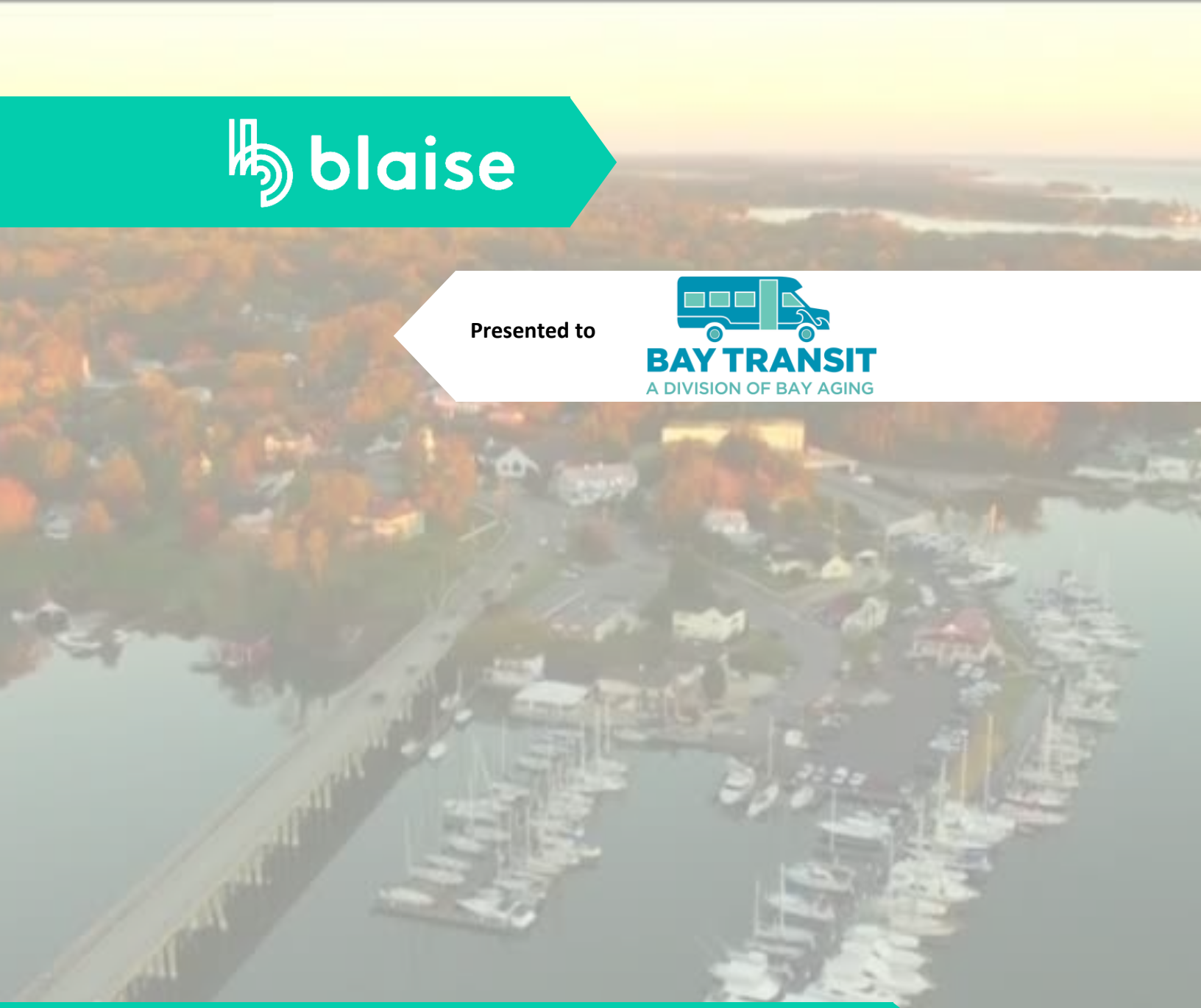

blaise

Presented to

BAY TRANSIT
A DIVISION OF BAY AGING

Response to Request for Proposal: Transit Scheduling Software

April 15th, 2024

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+1 514-581-9158
6276 des Mimosas St
St-Hubert, QC
J3Z 1J6, Canada
jhunt@blaisetransit.com

April 15th, 2024

Dear Bay Transit Staff,

On behalf of Blaise Transit, I would like to express our gratitude to Bay Transit for the opportunity to respond to the RFP: *Transit Scheduling Software*. Our mission at Blaise is to increase the efficiency, accessibility, and flexibility of sustainable transit services. We are motivated by a belief that convenient and affordable mobility should be available to all, regardless of age, ability, income, or place of residence. This is reflected in the transit systems with whom we work and the outcomes we have

meets the unique needs of our customers. Specifically, our clients benefit from our one-on-one communication with our team, including the Project Manager we have assigned to this contract, Paraskivie Murr. She will act as your main point of contact and will remain available to your agency throughout the project.

If you have any questions about anything in the proposal below, please don't hesitate to contact me. To this day, I remain accessible to all of our clients, no matter how big or small the question. We are excited to share our proposal with you and are eager to collaborate closely to help you achieve your goals for this project. Thank you for considering our team for this opportunity.

Sincerely,

Justin Hunt - *Authorized contract negotiator*
President and Chief Executive Officer - Blaise Transit Ltd.
6276 Ave des Mimosas St-Hubert, Quebec, Canada J3Z 1J6
+1 (514) 581-9158 - jhunt@blaisetransit.com
*The following proposal represents a firm binding offer for 120 days
**Blaise Transit nor its founders have ever filed for bankruptcy

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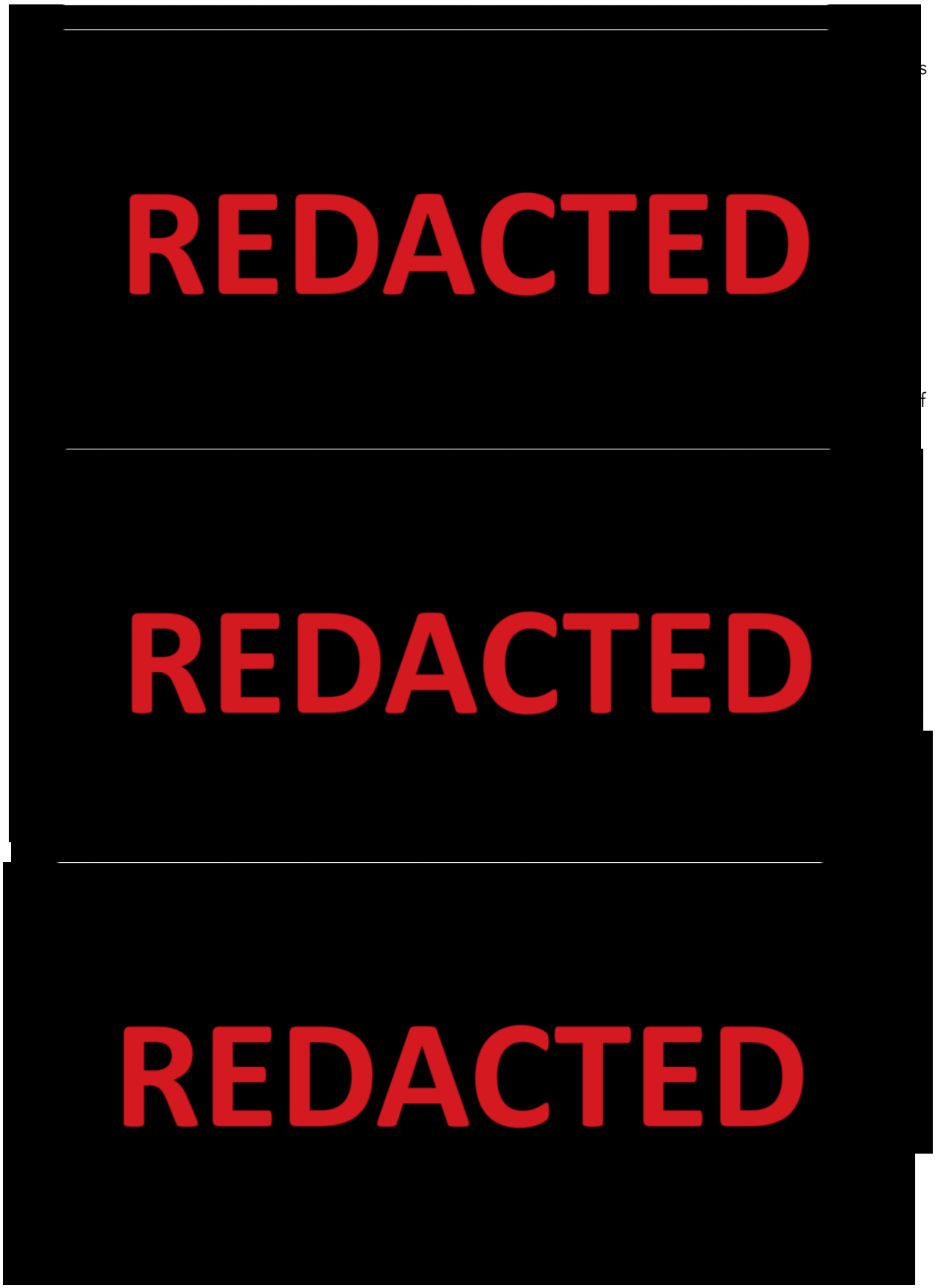
Table of Contents

1.0 Project Understanding and Company Overview

1.1 About Blaise

1.2 The Blaise Platform Solution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would be honoured to have the opportunity to work with Bay Transit and help you deliver on your ambitious plans. The following section details our unique differentiators, project team and project management protocol.

2.1 Differentiators of the Blaise platform

The Blaise Platform is a powerful tool for transportation organizations that can help them increase ridership and improve operations, but what truly distinguishes us is a combination of several features and characteristics. Based on a careful review of your needs, we are confident that we can deliver a best-in-class digital application for Bay Transit. Within this section, we summarize our firm's unique features and differentiators that make us suited to serve Bay Transit's needs:

more than just the technology.

2.2 Blaise Project Personnel

Paraskivie Murr - Lead Project Manager

Paraskivie Murr is Blaise's highly accomplished Head of Service Delivery who brings a wealth of expertise to the table. With a master's degree in Transportation Engineering, she has established herself as a skilled transit expert, having previously coordinated regional transit projects, including on-demand transit projects, in the Montreal public transit sector. Paraskivie will assume responsibility as the lead project manager for the implementation and support of the transportation solution, ensuring seamless communication among all stakeholders involved. Her extensive project management experience includes numerous on-demand and specialized transit projects with Blaise, where she managed successful initiatives for nearly all of Blaise's clients, including Perth County, the Municipality of Leamington, the Town of Tecumseh, the United Counties of Prescott and Russell and the Acadian Peninsula. Paraskivie's professional accomplishments and impressive portfolio make her an invaluable asset to this project.

Responsibilities for project:

- Oversee the overall progress and success of the project.
- Act as the primary point of contact between Blaise Transit Ltd. and the client.

- Coordinate and facilitate communication among team members.
- Ensure that project objectives align with client expectations and contractual agreements.
- Provide leadership and guidance to the project team.

Justin Hunt - Executive Sponsor
Justin Hunt, as the CEO of Blaise, brings a wealth of experience and expertise to the project, and will play a key role in overseeing the initiative and participating in important stakeholder meetings. As the founder of Blaise since 2018, Justin has established himself as a thought leader in the Canadian transit ecosystem, particularly in the area of on-demand transit. Before establishing Blaise, he worked primarily as a project manager in the tech and aerospace industries, supporting large organizations with their digital transformation projects. His invaluable contributions have been integral to all of Blaise's successful on-demand transit projects, and he is well-equipped to provide strategic guidance and advice for ensuring the seamless deployment of the software solution.
Responsibilities for project:

- Provide strategic oversight and support for the project.
- Advocate for the project at the executive level within Blaise Transit Ltd.
- Ensure that the project aligns with the overall goals and objectives.
- Allocate necessary resources and support to ensure project success.
- Engage with key stakeholders to address any high-level concerns or challenges

Kurt Blais – Project Coordinator and Customer Service Lead
Kurt Blais is an experienced project professional and civil engineer, holding a degree from the University of Calgary. His expertise lies in transportation project management, and he has honed his skills as a field engineer with Pomerleau on the REM project in Montreal, providing technical support to engineering and construction teams. Currently, Kurt serves as a project manager, responsible for project planning, execution, and completion by coordinating activities, resources, and stakeholders and he will continue in this capacity for the Bay Aging project. Kurt has also provided invaluable support to clients such as the Municipality of Leamington, the City of Dieppe, and the Acadian Peninsula in New Brunswick. With his technical background and extensive project coordination experience, Kurt is well-equipped to deliver successful outcomes for any project.
Responsibilities for project:

- Develop and maintain the project plan, including timelines and milestones.
- Coordinate activities and tasks among team members to ensure timely completion.
- Monitor and manage project budgets and resources.
- Act as a liaison between the project team and upper management.
- Mitigate risks and issues that may arise during the project.

Jean Roger Nigoumi Guiala – Tech Lead
Jean Roger Nigoumi Guiala is a highly skilled Senior Software Engineer with a Master's degree in Software Engineering applied to GIS. Currently a Senior Software Developer at Blaise Transit, Jean Roger excels in backend development, system architecture, and mentoring junior developers. With a strong background in companies like Pillar Financial Technologies and Moka Financial Technologies, he has expertise in technologies such as Ruby, Kafka, Typescript, AWS, and more. Jean Roger has successfully led independent projects, notably designing and implementing a cartographic visualization application for Inao and co-founding Findlabs, a team that developed a geolocation app for essential products in Cameroon.
Responsibilities for project:

- Lead the technical aspects of the project, including software development and implementation.
- Collaborate with the Project Manager to define technical requirements and specifications.

- Provide guidance and direction to the development team.
- Ensure that the technical solutions align with industry best practices and project goals.
- Oversee the testing and quality assurance processes.

Dr. Samuel Pelletier - Algorithms and Data Science Lead

Dr. Samuel Pelletier, in his capacity as Blaise's Chief Scientific Officer, is an internationally acclaimed expert in transportation operations research, who has provided consultation to all of Blaise's clients on their implementations. For this project, Dr. Pelletier will bring his unparalleled expertise to ensure that the parameters selected for Bay Transit are optimized to maximize the benefits for all stakeholders. He will leverage his extensive experience to provide recommendations on optimal parameters for the on-demand implementation, taking into account the key performance indicators most important to the Bay Transit and will help determine the essential parameters for the on-demand transit service.

Responsibilities for project:

- Lead the development and implementation of algorithms and data science components.
- Collaborate with the Tech Lead and Project Manager to integrate data science solutions into the software platform.
- Ensure the accuracy and reliability of algorithms and data models.
- Stay abreast of industry trends and advancements in data science.
- Provide expertise in data-related decision-making throughout the project

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Client
Simcoe County LINX +

Project Name
Simcoe County LINX + Paratransit Dispatching and Scheduling Software

Duration
August 2021 – present

Scope of Activities
Analyzing the existing paratransit service

Proposing parameters for the on-demand service (e.g., operating zone, number of buses, booking period)

Adapting the technology to the needs of Simcoe County

Managing the technology and system implementation

Training all of the relevant stakeholders on the service

Providing ongoing technical support and maintenance

On-Demand Transit Technology System Pilot Project

In partnership with Simcoe County, Blaise embarked on a comprehensive transformation of the LINX PLUS+ paratransit service. Our responsibilities spanned various crucial phases. First, we finalized the requirements for LINX PLUS+ Use Case. Collaboratively, we meticulously outlined and refined the specific requirements tailored to the LINX PLUS+ specialized transit service, ensuring it precisely aligned with the unique demands of door-to-door paratransit. We also customized Blaise's technology to LINX PLUS+ Needs as Blaise's technology underwent meticulous customization to seamlessly integrate with LINX PLUS+, optimizing ride booking, scheduling, and dispatch processes with precision. We were also responsible for testing the solution, training all stakeholders, and providing ongoing technical support.

Key results
Blaise's digital solution revolutionized the LINX PLUS+ paratransit service, streamlining trip management, reducing manual administrative burdens, and enhancing service quality. Since its launch in 2021, LINX PLUS+ routes have achieved an impressive average deviation of merely 1.62

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On-demand transit pilot project in Dieppe, NB

The City of Dieppe in New Brunswick, Canada has historically provided fixed bus routes within its municipality. The service was initially operated by a local private company, Codiac Transpo.

To modernize its operations, the City of Dieppe decided to work with Blaise to run an on-demand transit pilot project. The goal of the project is to improve the passenger experience and increase ridership by having fewer transfers, more direct access to some destinations, reductions in travel time, and more availability and reliability of service.

For the pilot project, on-demand service initially replaced all fixed bus routes on weekends, using the existing fleet of vehicles and stop network. It is offered as a stop-to-stop service. Stop selection is optimized in real-time based on incoming requests to increase the efficiency of the service (e.g., a passenger – except passengers with mobility issues – could walk up to 500 metres to the optimal stop for an efficient service). In November 2021, the on-demand service was then expanded to service weekday evenings.

Client
The City of Dieppe, New Brunswick

Project Name
On-demand transit pilot project in Dieppe, NB

Duration
Pilot: June 2021 – November 2021
Extension: December 2021 -ongoing

Scope of Activities
Analyze existing transit service

Adapt technology to the needs of the City

Manage technology and system implementation

Develop and deploy marketing plan

Training all stakeholders

Ongoing technical support and maintenance

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Client
Municipality of Leamington

Project Name
On-Demand Transit - LTGO
Duration
March 2022-present

Scope of Activities

Analyzing existing service and geography

Customizing technology to LTGO needs

Managing the implementation of the technology and service

Developing a full marketing plan

Training relevant stakeholders

Providing ongoing technical support

On-Demand Transit - LTGO

Blaise has partnered with the Municipality of Leamington to revolutionize its transit service through our proprietary on-demand transit software. The service launched in May 2022 and replaced all fixed bus routes with a closest stop model. Riders can request and pay for trips through the Blaise Transit mobile or web app, or by calling the dedicated call center, and are directed to the nearest pick-up and drop-off stop. The Blaise Drive app guides drivers along assigned routes while admins and dispatchers manage the service through the Blaise Engine web portal. Thanks to trip bookings with Blaise's platform, Leamington can now collect accurate origin-destination data, which is essential for making informed decisions regarding continuous service improvements. This data helps Leamington gain a better understanding of their customers' travel patterns, enabling them to make data-driven changes that will enhance the overall customer experience.

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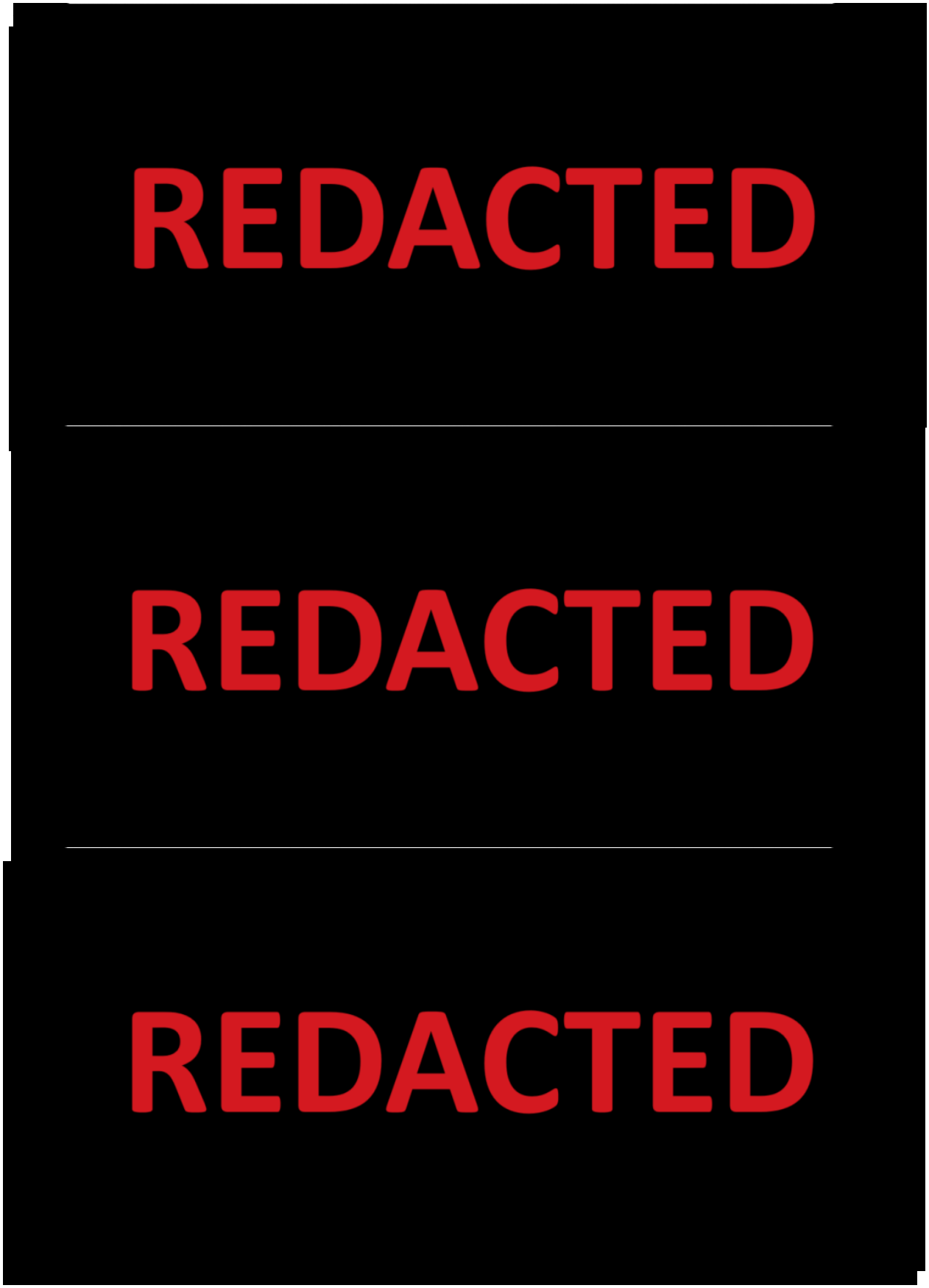
4.0 Scope of Work

Within this section, we have detailed a response to each part of the Scope of Work as indicated in the RFP.

4.1 Response to Scheduling Software Solution and Desired Features

4.1.1 Service Types

Blaise Transit utilizes a **universal software-as-a-service model** for the technologies it builds. This universal approach allows Bay Transit to manage, change, add, or consolidate Service Delivery Areas under a single app without the need for Blaise Transit to develop costly custom code. Each Service Delivery Area will have its own separate and discrete set of parameters that are easily customizable by Bay Transit. The universal approach also facilitates interoperability by ensuring passengers can use the app anywhere without the need to download additional apps. With this in mind, the Blaise software solution can be used to manage all the service types indicated in the RFP including Bay Transit's Demand Response Service, On-Demand (Microtransit) Service, Deviated Fixed-Route Service, and Fixed Route (Seasonal Trolley) Service.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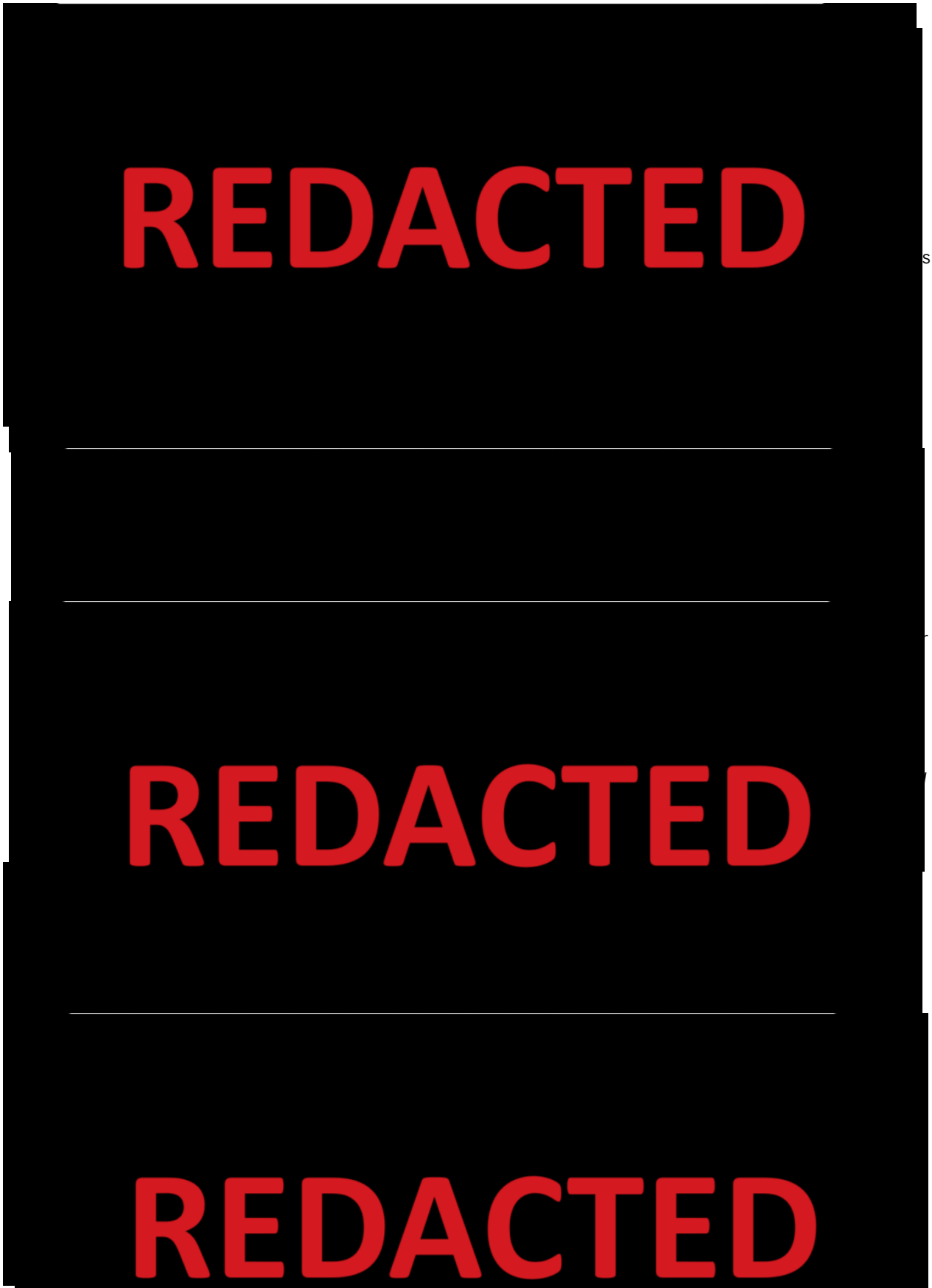
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New operating zones can be incorporated by uploading a GeoJSON file to describe the desired

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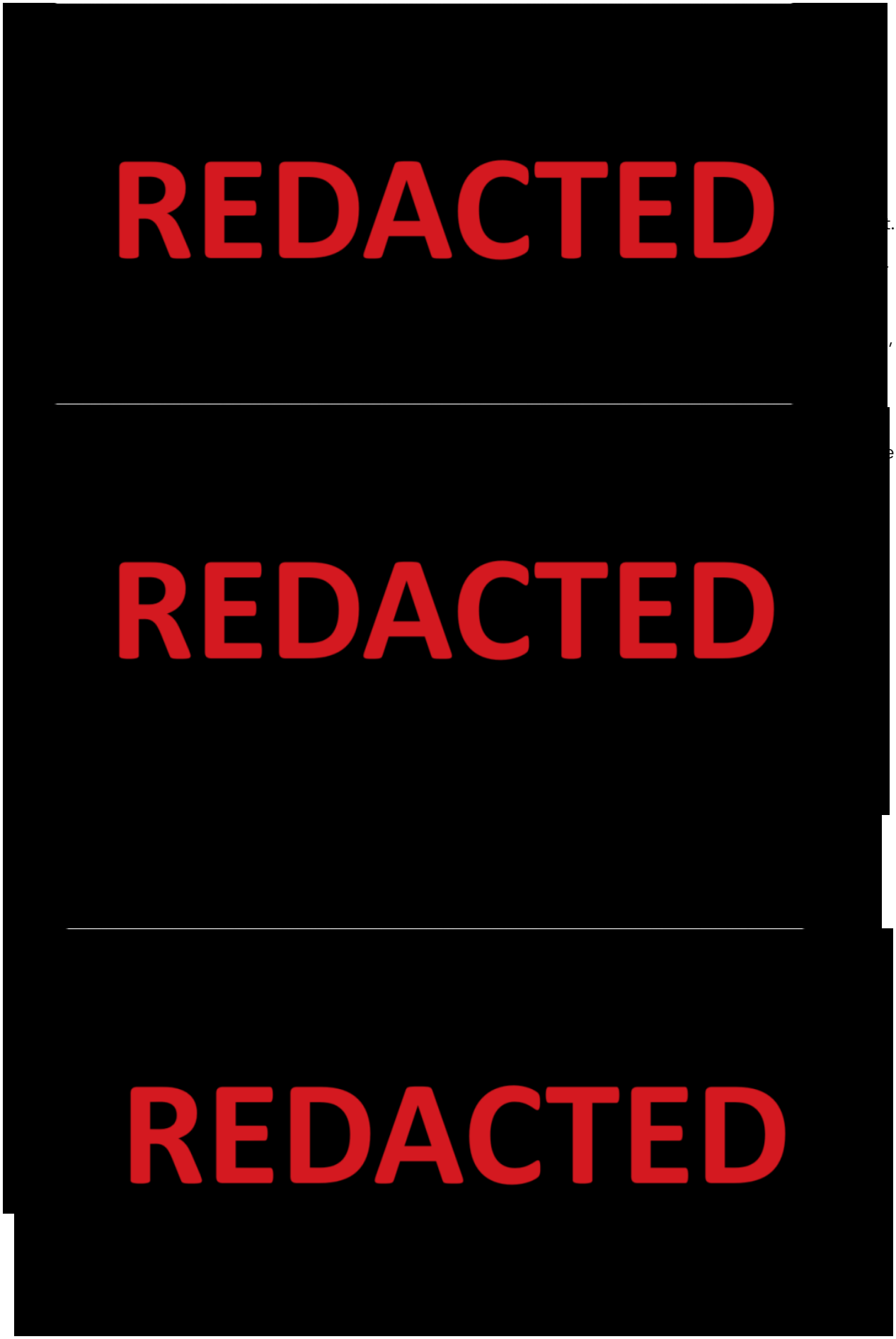
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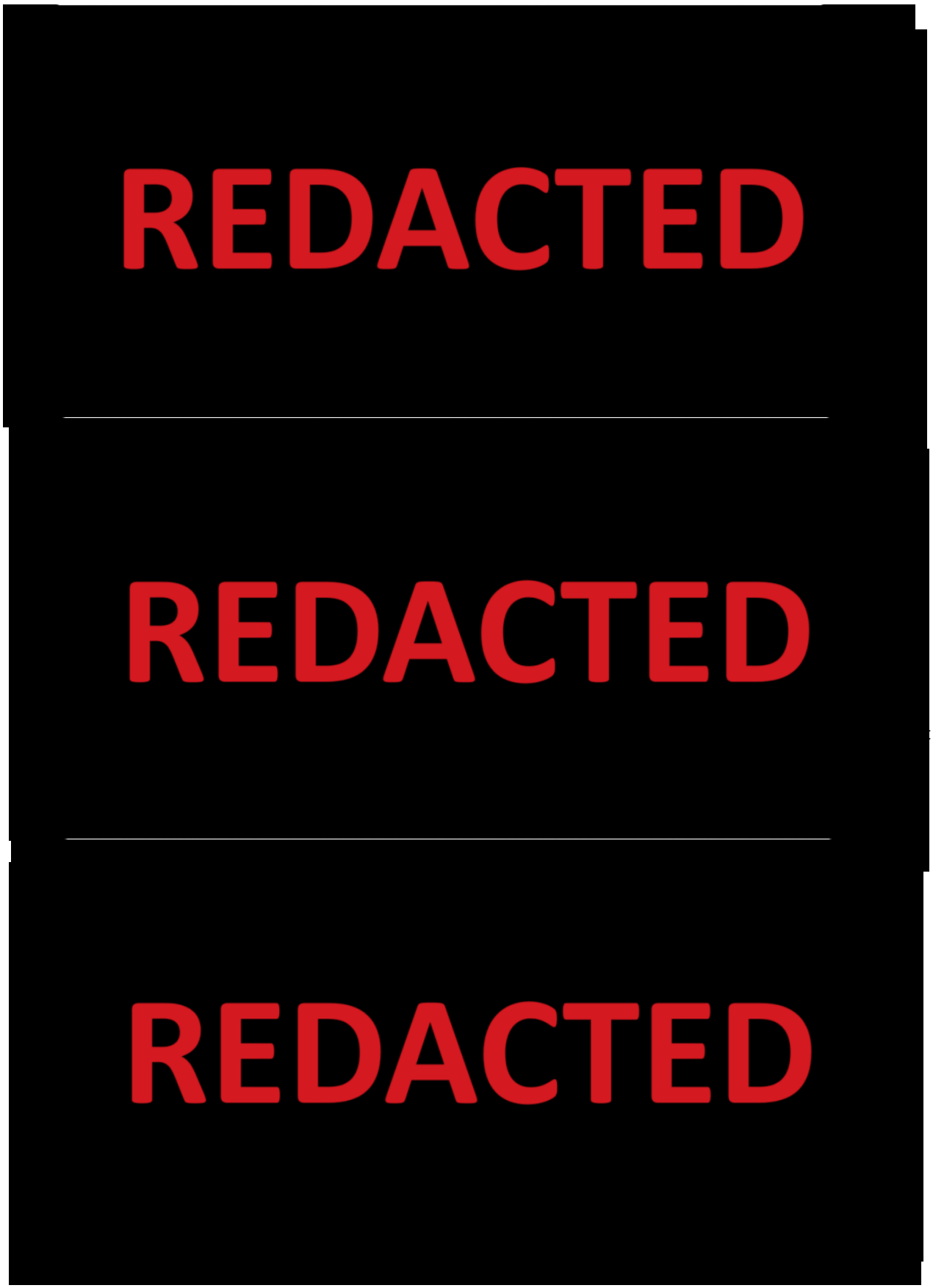
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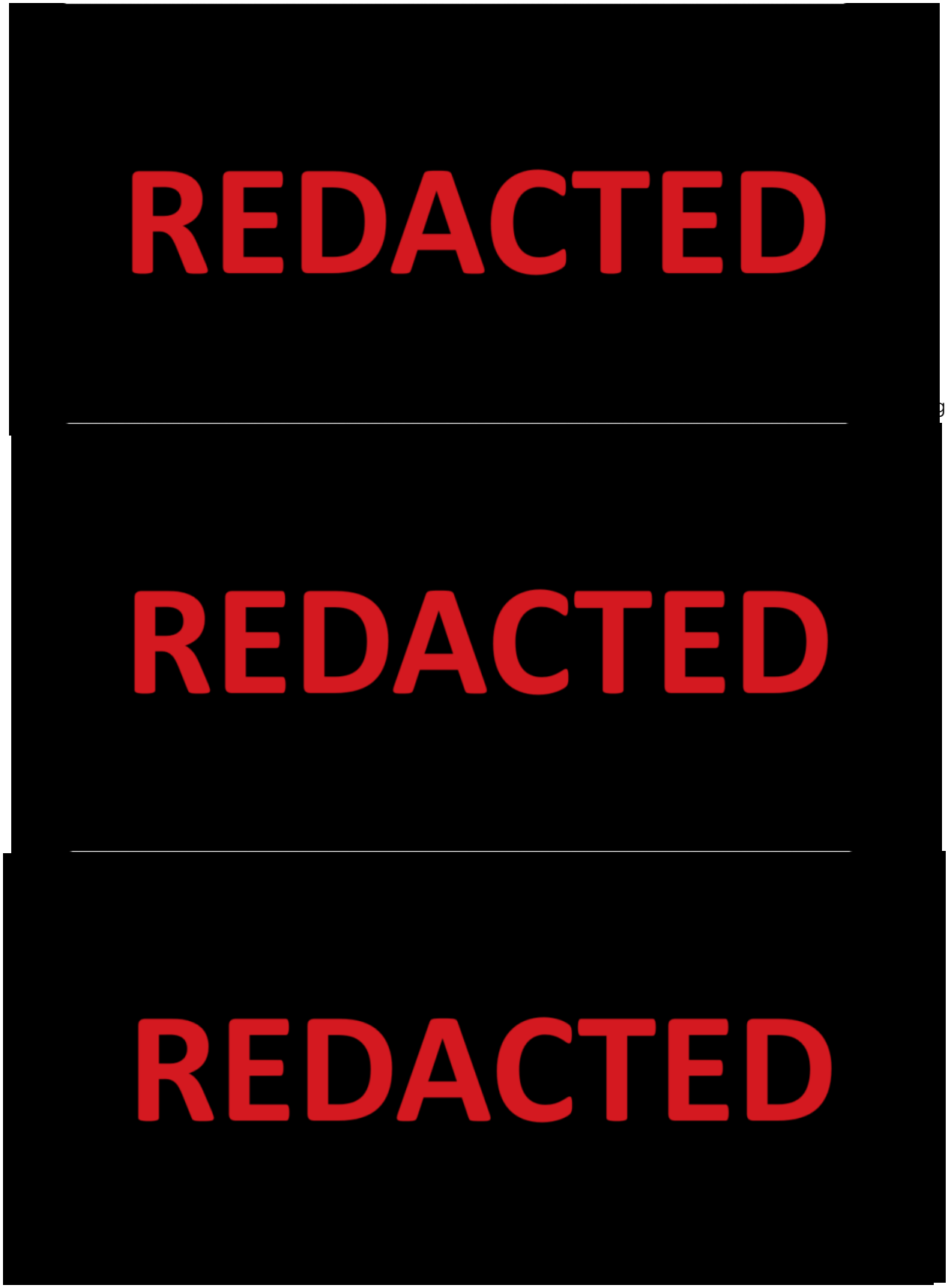
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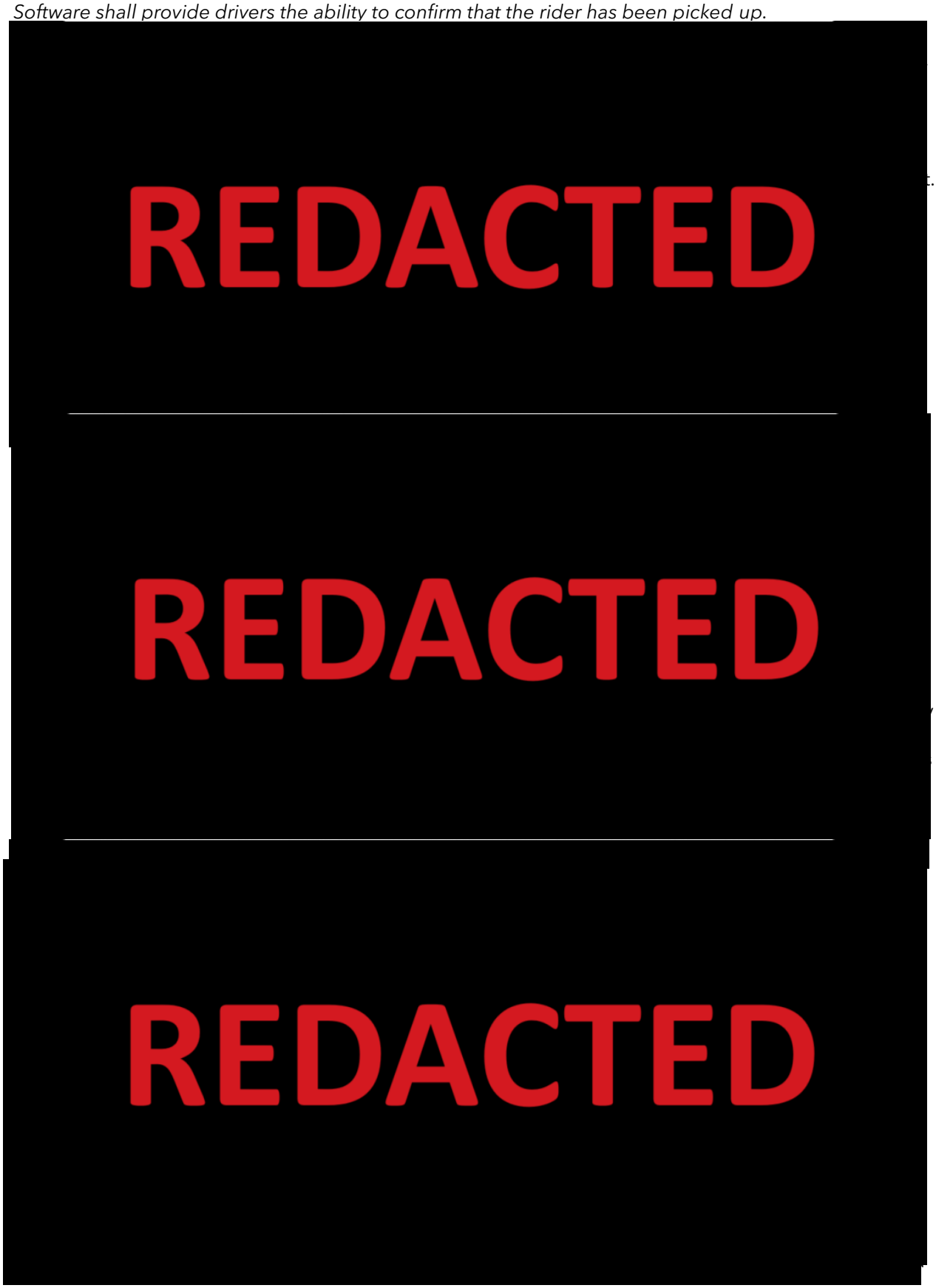
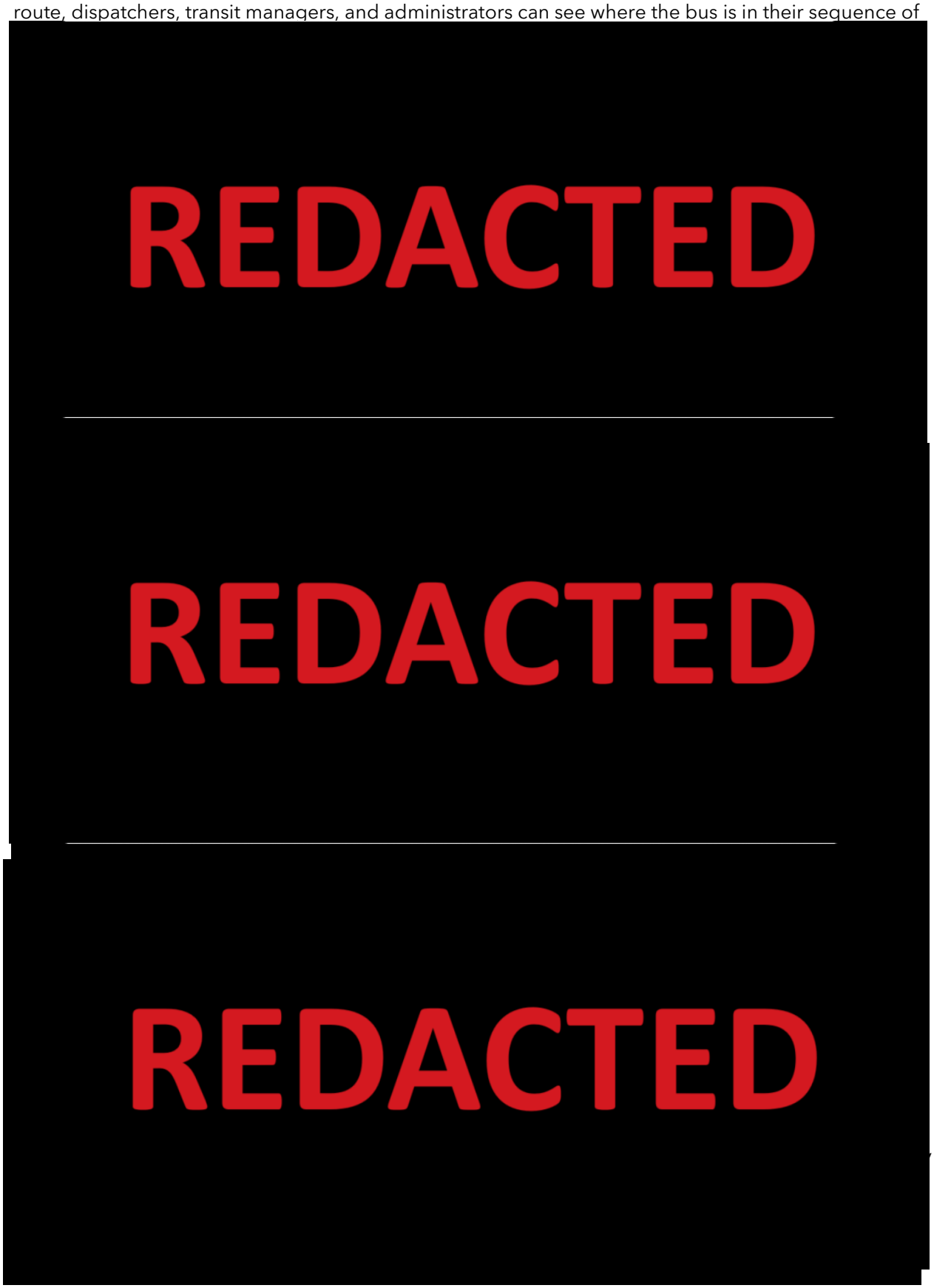
Software shall provide drivers the ability to confirm that the rider has been picked up.

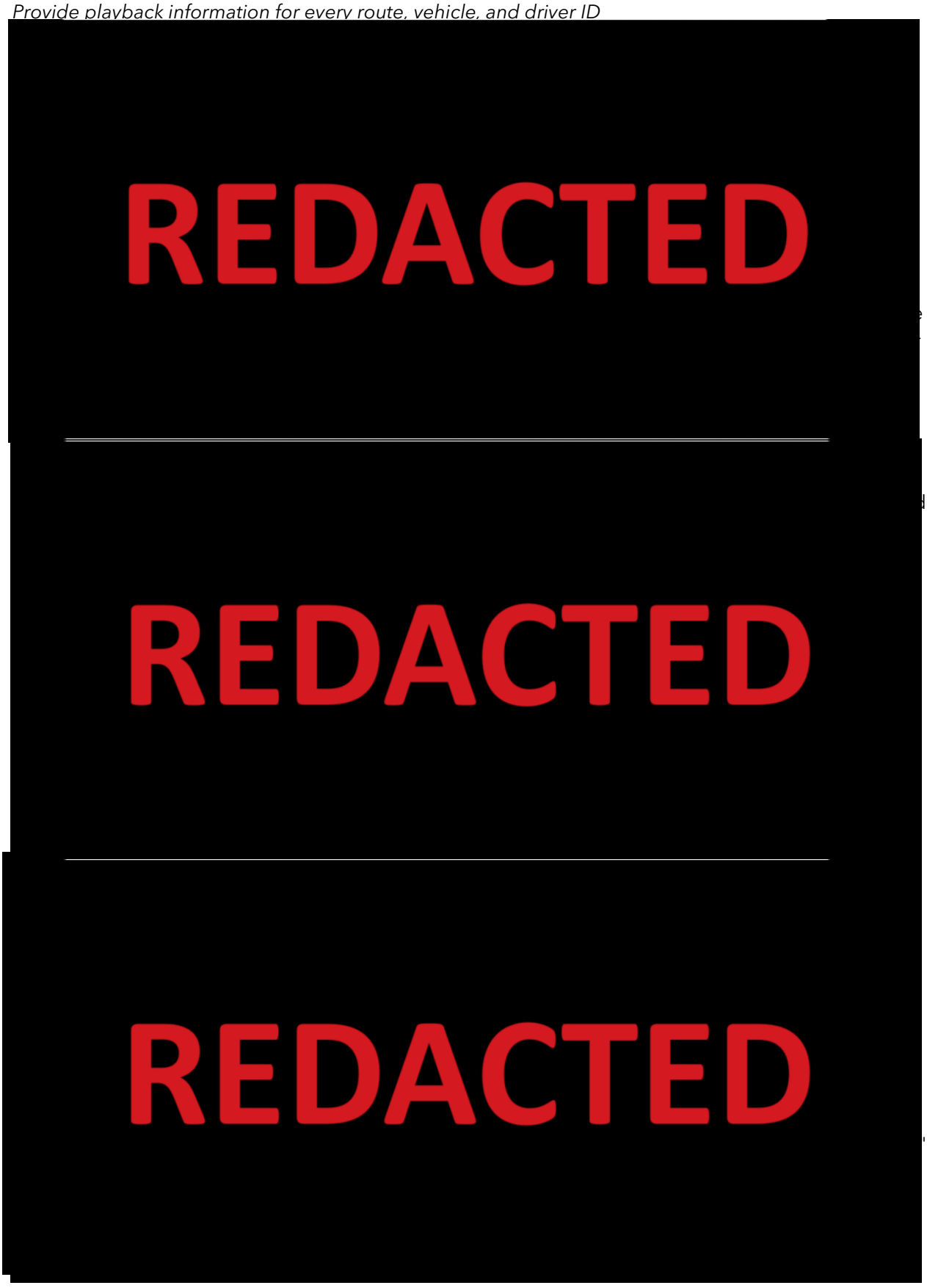


route, dispatchers, transit managers, and administrators can see where the bus is in their sequence of



feedback provided by riders, gaining insights into the quality of service and identifying areas for

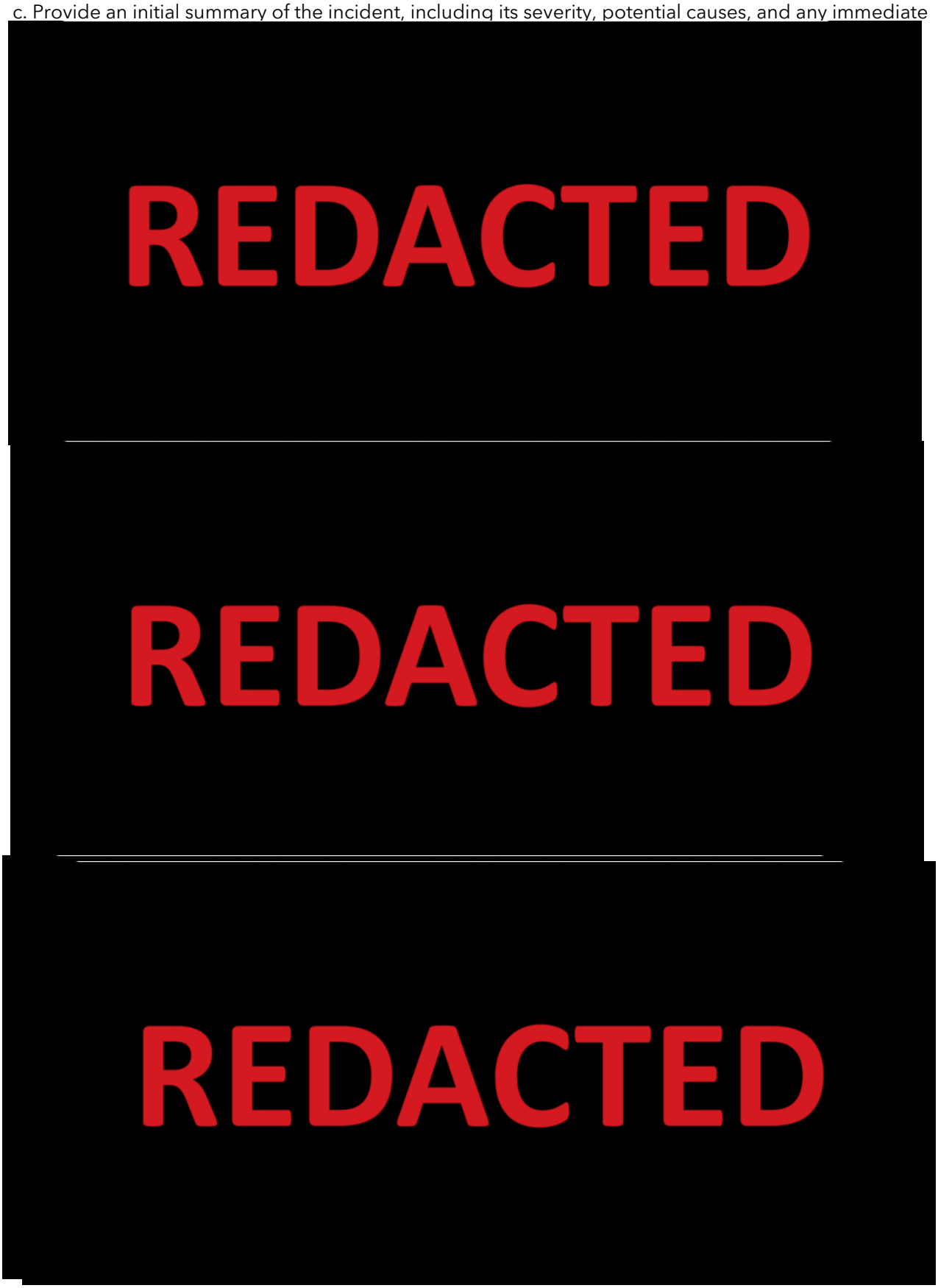
Provide playback information for every route, vehicle, and driver ID



4.1.3 Hardware Compatibility

average passenger and driver ratings. These metrics help assess user satisfaction and identify

c. Provide an initial summary of the incident, including its severity, potential causes, and any immediate



subscription is inclusive of all your staff and does not charge extra for additional members of your staff.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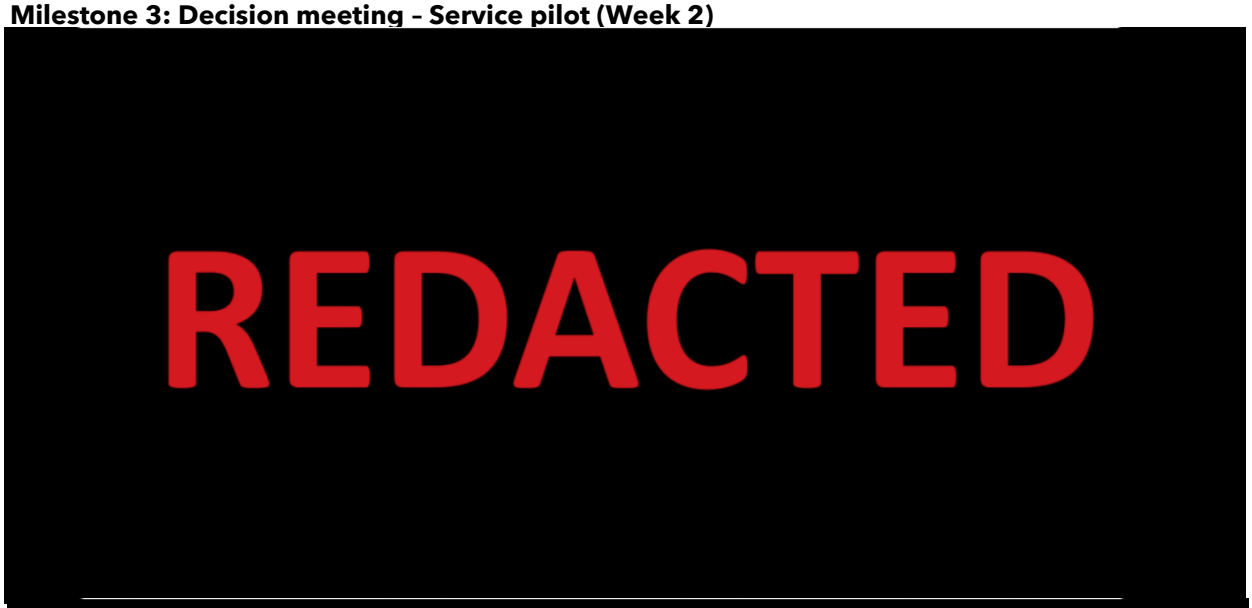
Milestone 3: Decision meeting – Service pilot (Week 2)

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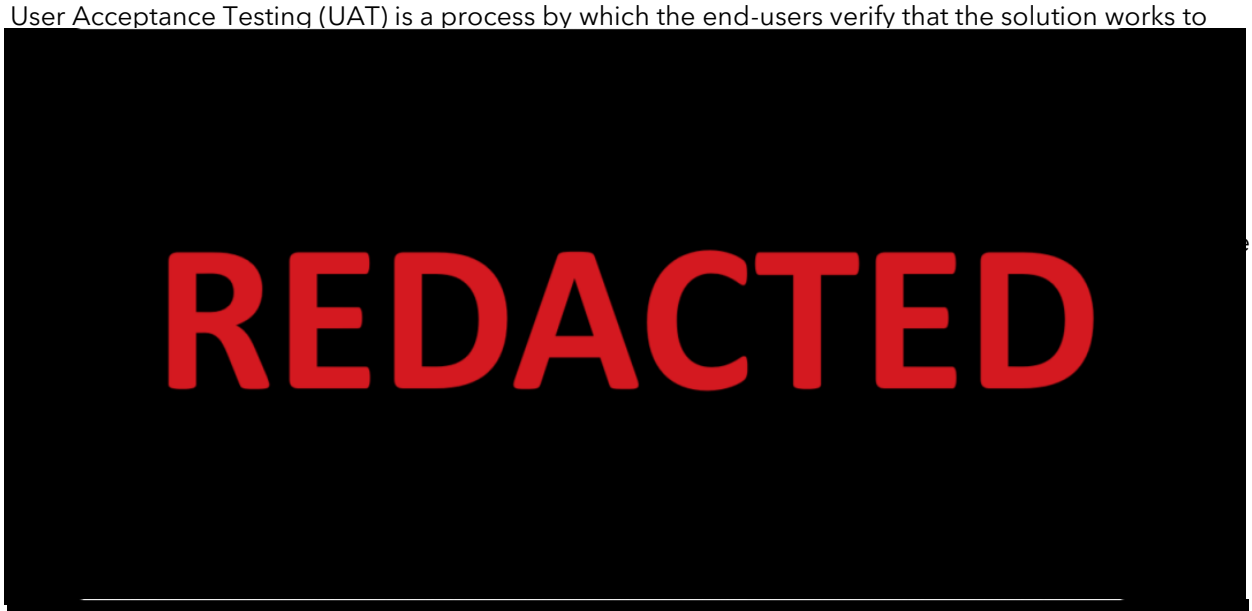
User Acceptance Testing (UAT) is a process by which the end-users verify that the solution works to



At Blaise, we pride ourselves on best-in-class technical support for our clients. Our mission is to ensure

people consume. Also, it gives people a sense of pride to see their local community