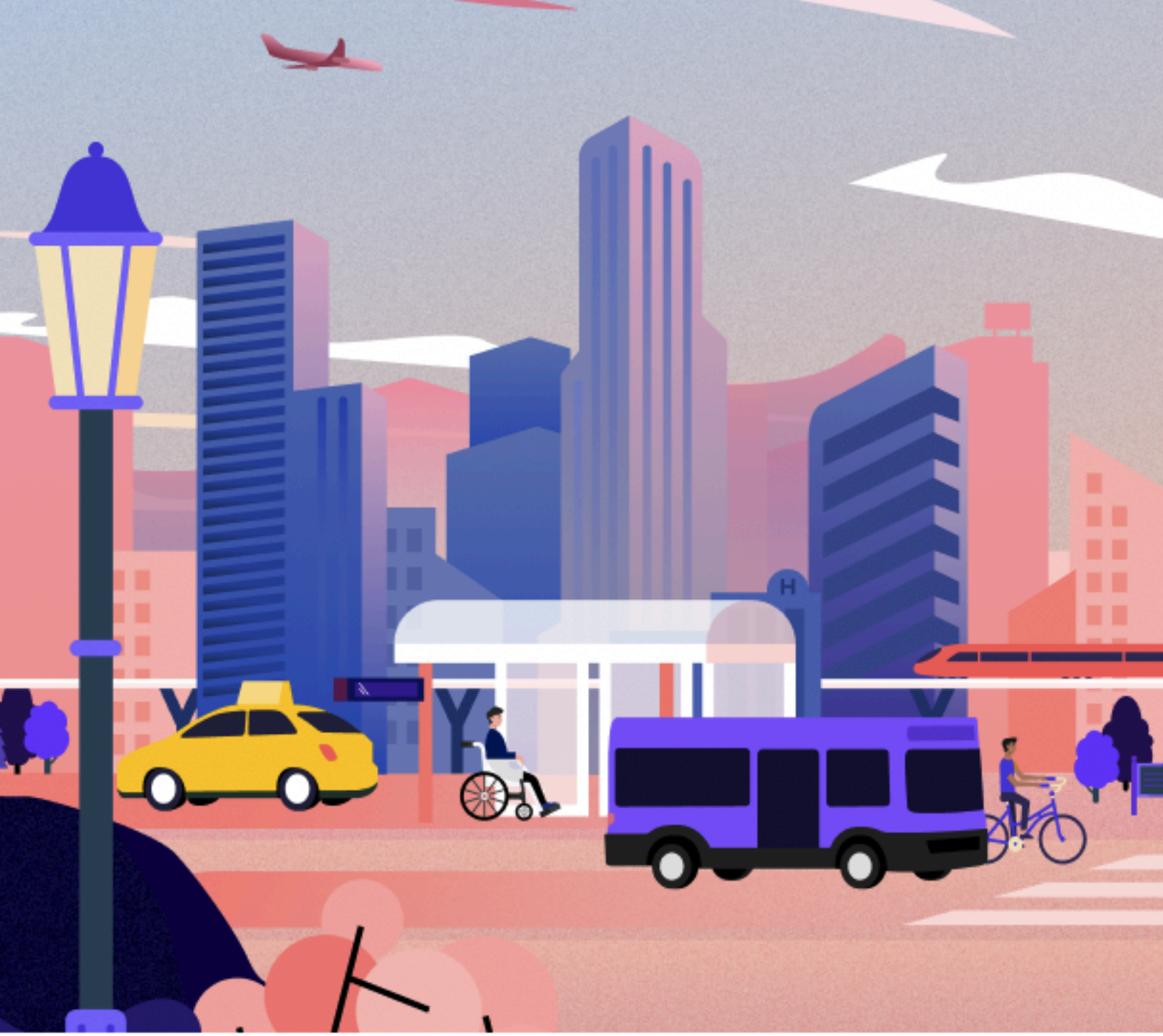


RFP 2024-01: Transit Scheduling Software

Bay Transit, a Division of Bay Aging
April 04, 2024

spare

810-815 West Hastings St
Vancouver, BC V6C 1B4
Canada

Section 1: Cover Letter

April 14, 2024

Bay Transit, a Division of Bay Aging
111 Commerce Pkwy
Warsaw, VA 22572
Attention: Michael B. Norvell, Vice President of Business Development and Marketing

RF# 2024-01 | Transit Scheduling Software

Spare Labs Inc. extends its heartfelt thanks to Bay Transit for the opportunity to participate in the Request for Proposal (RFP) for Transit Scheduling Software. Understanding Bay Transit's distinguished history of providing comprehensive transit solutions across the Northern Neck and Middle Peninsula regions, we are excited about the opportunity to enhance the efficiency and inclusivity of your operations with our state-of-the-art scheduling platform.

Bay Transit's mission to offer accessible transportation services to a diverse demographic, including the elderly, persons with disabilities, and the general public, resonates with Spare's commitment to fostering mobility for everyone. Your expansion from a single vehicle to a fleet of 60, serving over 140,000 rides annually, is a testament to your dedication to community service. We recognize the challenges and opportunities this growth presents, particularly in integrating intelligent transportation systems (ITS) to manage increasing demand and service diversification.

[redacted]

Our solution is inherently scalable and flexible, designed to adapt to Bay Transit's growing needs and service models. It simplifies operations, allowing your staff to efficiently schedule and dispatch vehicles across demand response, on-demand, deviated fixed-route, and seasonal trolley services. We are particularly excited about our platform's ability to support Bay Transit's goals for a scalable, secure, and user-friendly scheduling system that enhances interoperability and ensures data protection.

Given the broad scope of services Bay Transit provides, our platform offers a comprehensive suite of features, including [redacted] contributing to Bay Transit's goals of enhancing service efficiency and user satisfaction.

We understand Bay Transit's requirement for a partner with demonstrated technology deployment in similar service environments. Our experience with transitioning one of the largest ADA paratransit operations CapMetro in Texas to the Spare platform, coupled with our successful integrations with various transportation providers, positions us as an ideal candidate for this partnership.

In conclusion, we are eager to bring our expertise and innovative solutions to Bay Transit, supporting your mission to provide reliable, accessible transportation across Eastern Virginia. Spare Labs Inc. is committed to a partnership that champions sustainable mobility, inclusivity, and operational excellence.

For this project we have assigned Jonathan McKenzie to be the Project Manager. Jonathan will be the primary point of contact from transition through to service launch, training, and onboarding of your services. Once Bay Transit is up and running, he'll then work with the assigned Post-Launch Project Manager, to ensure that Bay Transit's goals and priorities are reflected in the customer service support phase. Please find Jonathan's resume in Appendix B - Marketing Material.

We look forward to the opportunity to discuss how our platform can meet and exceed Bay Transit's expectations for this critical initiative. Our proposal represents a firm binding offer for 120 days from the submission deadline. We acknowledge the receipt of addendum 1, 2 and 3.

Thank you for considering our proposal. We are ready and excited to support Bay Transit in achieving a new level of service excellence and operational efficiency.

Kind regards,

Section 2: Relevant Experience

Vendor Qualifications

200+
Service Implementations

4
Continents

3x
Ridership Growth (YoY)

Spare was founded in 2015 to **make every ride possible -** by empowering public transit agencies with better tools to drive operational efficiencies and a superior rider experience. [redacted] These are closely aligned with the services and requirements of Bay Transit. Below, we present a few case studies that showcase our expertise as an on demand software provider:

[redacted]

With Spare Platform, public transit agencies of any size and of any scale can plan, launch and manage ADA paratransit, microtransit, and any type of demand response service from a single modern platform.

Financial Stability

[redacted]

[redacted]

Staff Bandwidth

[redacted]

[redacted] or this project we have assigned **Jonathan McKenzie** to be the Project Manager. Jonathan will be the primary point of contact from transition through to service launch, training, and onboarding of your services. Once Bay Transit is up and running, he'll then work with the assigned Post-Launch Project Manager, to ensure that Bay Transit's goals and priorities are reflected in the customer service support phase. Please find Jonathan's resume in Appendix B - Marketing Material.

[redacted]

- [redacted]
- [redacted]

Our Partner Success Managers are assigned to oversee Spare's customer accounts, each manager handling specific regions in the United States. [redacted]

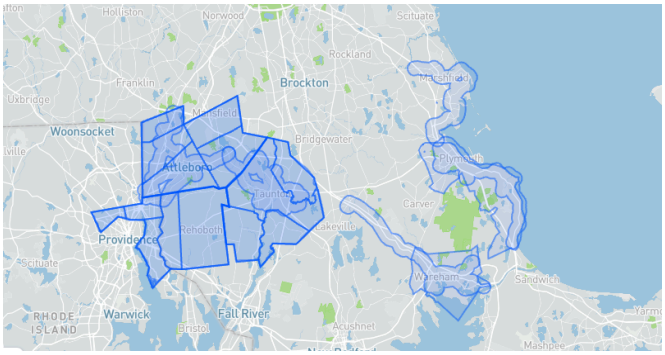
Spare Labs is committed to providing exceptional and responsive support to ensure Bay Transit's success. We emphasize quality customer service and project management founded on consistent communication, critical to building trust and quality software support services for partners. [redacted] well above the industry average - Spare showcases high regard for the services powered by its platform. [redacted]

Section 3: References

GATRA GO United for GATRA | Foxborough, MA

Contact: Stacy Forte, Director of Administration and Compliance, 508-823-8828, sforte@gatra.org

Description: Since 2020, GATRA has utilized the Spare platform, in partnership with National Express (NEXT), to enhance their GATRA GO United service. This collaboration has transformed local transit in Foxborough, Franklin, Norfolk, and Wrentham by replacing suspended services with on-demand, same-day transport that is both affordable and accessible. The success of Spare's software led GATRA to consolidate their various services—microtransit, ADA paratransit, university transit, and dial-a-ride—onto the Spare platform, reducing software use from five to one and increasing their fleet from five to over 40 vehicles.



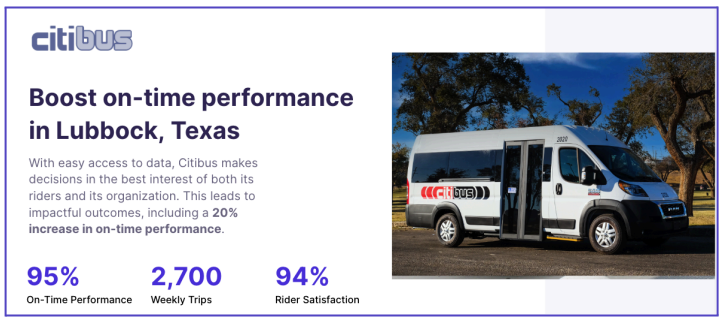
"The recent launch our microtransit services from TransLoc to Spare has been the easiest transition ever."
— Stacy Forte, Director of Administration and Compliance at GATRA

Results: The shift to Spare in December 2020 led to a significant ridership increase of 82%, with more than 2,500 monthly trips. This growth reflects an improvement in service reach and coverage. A targeted survey revealed that a majority of riders come from marginalized and low-income communities, underscoring the service's role in providing sustainable, convenient, and equitable transportation options. Since its inception, the partnership has delivered over 50,000 trips and covered more than 470,000 miles, with ridership growing by over 170%. Additionally, the introduction of Spare's trip optimization algorithm in January 2023 has effectively addressed driver shortages, improving service capacity and management.

Citibus On-Demand & CitiAccess for Citibus | Lubbock, TX

Contact: Chris Mandrell, General Manager, (806) 775-3435, cmandrell@mylubbock.us

Description: Citibus sought to modernize its paratransit and Non-Emergency Medical Transportation (NEMT) services, moving away from a legacy system towards a more automated, efficient model. The introduction of Citibus NiteRide addressed the immediate need for nighttime demand-response service, but broader challenges remained,



especially with the onset of COVID-19 necessitating reductions in fixed-route services.

Partnering with Spare, Citibus launched an on-demand system for the general public and simultaneously transitioned its CitiAccess paratransit service from the outdated Trapeze system. By leveraging Spare's optimization features and a shared vehicle fleet for both microtransit and paratransit services, Citibus achieved significant operational efficiencies and reduced wait times..

Results: The adoption of Spare's technology led to a 200% increase in peak ridership within the first four weeks, showcasing the effectiveness of automated booking and advanced dispatch algorithms. This transition not only improved on-time performance from 75% to 94% but also expanded service coverage to 100% of the city. Commingling 25% of their rides, Citibus realized a 3.8x return on investment and is projected to save approximately $3 per trip, greatly enhancing service efficiency and rider satisfaction during a challenging period.

Ride CK | Chatham-Kent, ON
Contact: Jeff Hagan, Manager of Transportation, (519) 360-1998, jeff.hagan@chatham-kent.ca

Description: Chatham-Kent's partnership with Spare aimed to revitalize its public transit system by introducing a commingled on-demand microtransit and specialized transit service. Starting with a four-vehicle on-demand service in early 2022, Spare's technology facilitated a seamless transition, allowing for a mix of conventional (bus stop-to-bus stop), specialized (curb-to-curb), and commingled trips across multiple service zones.

The initial phase focused on demand-responsive services through a Spare-powered rider app and web portal, enabling efficient trip requests and management. A planned second phase will introduce more flexible services, including deviated or on-demand transit in urban and inter-urban settings, enhancing integration with fixed routes and potentially partnering with third-party apps for multimodal trip planning.

Results: Ride CK experienced significant operational improvements, including efficient ride-matching that increased vehicle capacity without the need for additional resources. Data-driven insights from Spare Analyze showed that existing services could accommodate current ridership levels. With the introduction of a rider-facing app, 80% of bookings are now made via technology, improving access to the call center for specialized bookings. The initiative has enhanced the mobility of residents without access to private transportation, increasing transit use across three service areas with an average of 93 trips per weekday.

Section 4: Scope of Work

Bay Transit seeks a scheduling software capable of managing real-time and in-advance bookings, dynamic routing, and optimal scheduling for its transit fleet across eastern Virginia. [redacted] Our solution's scalability supports Bay Transit's requirement for a system that adapts to different transit service types and evolves with technological advancements and funding opportunities. Additionally, our platform's flexibility and ease of use cater to Bay Transit's diverse user base, including system administrators, drivers, and riders with various accessibility needs. [redacted] This strategic alignment with Bay Transit's requirements demonstrates Spare Labs' capability to enhance transit operations, improve accessibility, and support the agency's transition towards more demand-responsive transportation solutions.

Solution Description

[redacted]

I'd like to compliment Spare on the ease of the platform: I feel that if I knew nothing about Spare and was just given credentials, I would not need much training because it's very intuitive in the way it's laid out. It's really helped with the efficiency of this program."

Ryan McCutchan
Project Manager, DART

[redacted]

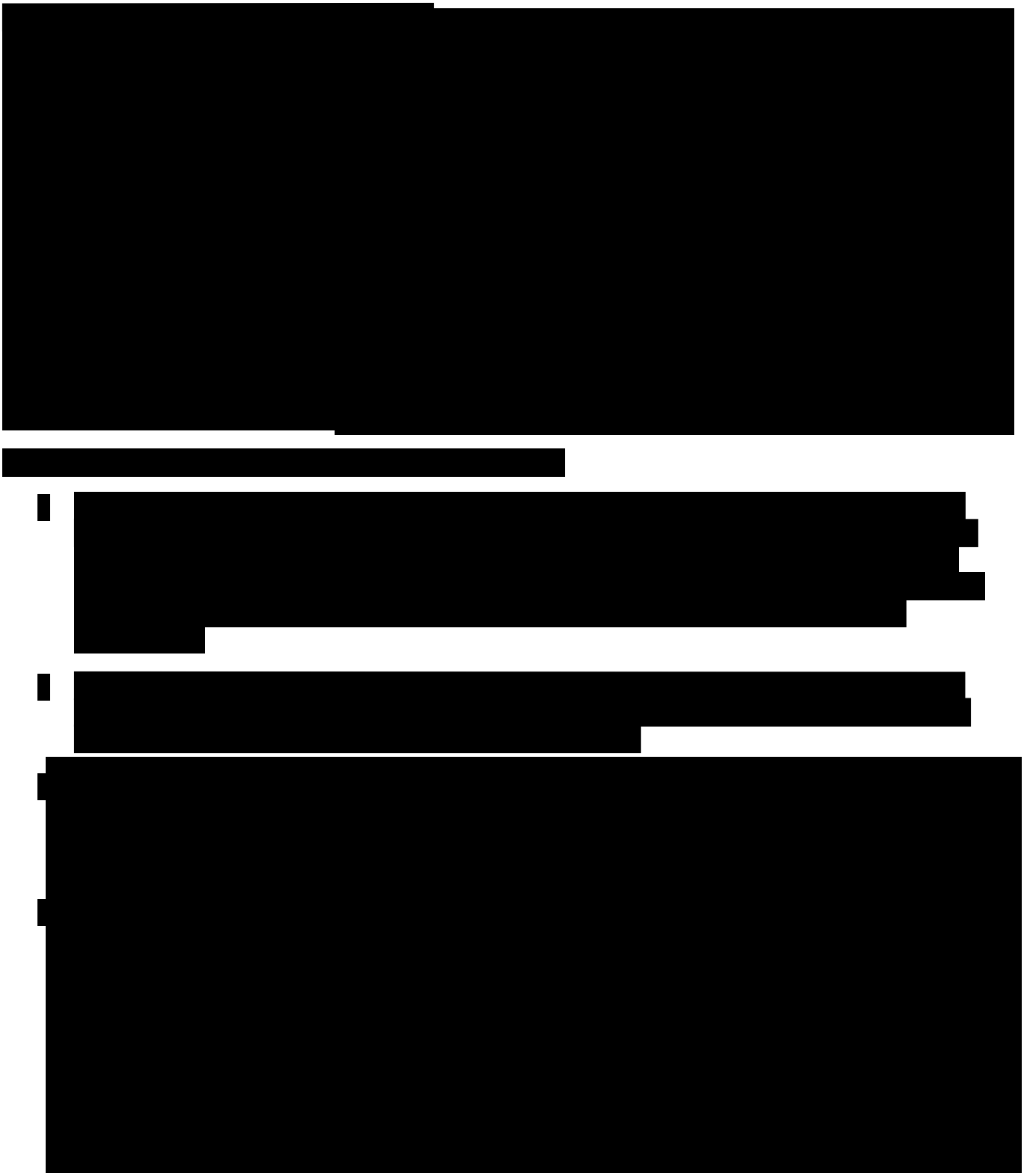
Operating Your Service : Spare Launch

[redacted]

- **Driver Management: Manage your drivers with ease**. Add, update, or remove driver profiles

Although the platform has been designed to not require any manual input on a daily basis, the module allows administrative users to confirm their transit network is operating just as designed with a single glance.

Reporting and Analytics : Spare Analyze



Quality/Ease of use for Riders

[redacted]

- [redacted]
- [redacted]
- [redacted]
- [redacted]

gathered on the rider and the region it's operating in.

[redacted]

Web Booker: Spare Rider Web

[redacted]

Calling In to a Reservationist

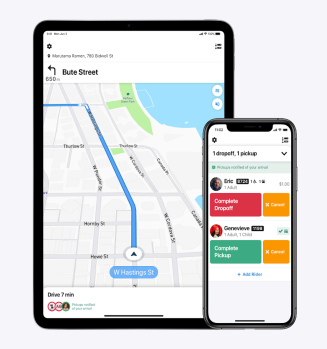
[redacted]

[redacted]

Fare Payment: Payments Options with Spare Pay

[redacted]

Driver App: Quality/Ease of use with Spare Driver



[redacted]

Hardware Requirements

Spare Platform is a cloud-based SaaS product, accessible via any modern web browser without the need for additional hardware or software. Clients need only an internet connection and a modern web browser (latest version recommended for optimal experience) like Google Chrome, Microsoft Edge, Mozilla Firefox, or Apple Safari, including Chromium-based browsers (Opera, Brave, Vivaldi). Vehicles using Spare require a data-connected tablet or phone to interact with the platform for trip and navigation data. It's compatible with Apple devices (iPad 6th generation or newer, iPad Air 3, iPad Pro 2, iPad Mini 5, and newer) and iOS 8+, and Android devices running Android 8 (Oreo) or above. Clients are advised to purchase tablets directly for potential savings and quicker procurement.

Response to Bay Transit's requirements

Requirement	Response	Comment
1. Demand Response Service		
The scheduling software solution must have functionality for Bay Transit's demand response service, which comprises the majority of the agency's ridership. Bay Transit provides a demand response service open to the general public as well as a demand response service specifically for seniors and those with disabilities. All demand response service is operated with cutaway vehicles that have wheelchair and lift capabilities and are equipped with Android tablets. Additional service characteristics are described below.		
2.3.2 Software Specifications		
1. Customer Interface		
a. Scheduling: The software shall allow riders to schedule demand response and/or on demand rides via smart phone application, web-based portal, or telephone (call taker).		
i. Software shall allow riders to schedule rides in advance outside of business hours (while ride confirmation will only occur within business hours).		
1. Configured to accept a reservation even if the optimal wait times are not available. Instead, it should provide the next available time for pick-up and avoid reporting 'No ride available'.		
2. Allow on-demand service riders to schedule same day rides allowing for shorter wait times (10-15 minutes)		
3. Allow demand response riders to schedule trips up to seven (7) days in advance of the requested trip date for subscription trips and four (4) days in advance to the requested trip date for regular trips		
ii. Software shall allow cancellations prior to pick-up time. The software shall monitor same day cancellations for demand response service as these may result in a penalty fee for the rider.		
iii. System shall provide functionality to prohibit riders from constraining demand response service scheduling resourcing (e.g., a rider cannot schedule multiple rides during the same date/time window).		
iv. Software shall allow riders to have subscriptions (standing orders).		
v. Software shall allow riders to book a return trip (for demand response service).		

Requirement	[redacted]
vi. Software shall provide name-entry ability for riders to include any Personal Care Attendants (PCAs) or other companions that will ride the service with the rider.	
vii. Software shall confirm that the booking was successfully entered into the system.	
viii. In case a call taker is scheduling the trip(s) for the rider, the software shall provide the call taker the ability to complete all functionalities detailed above.	
b. Real-Time Information:	
i. Demand Response and/or On-Demand Service: The software shall provide real time demand response and/or on-demand ride scheduling dispatched information to customers. This would include scheduled date/time, pick-up location, scheduled/anticipated pick-up time, actual pick-up time, origin and destination locations, route distance, fare payment information (if applicable), drop-off location, drop-off date/time, and real-time updates for each ride.	
1. Software shall provide such information via both customer facing app and web-based portal for riders without smartphones.	
2. Software shall provide real-time navigation from rider location (based on browser IP/mobile app geolocation) to pick-up location for rides.	
3. Software shall have the ability to provide riders with alerts/notifications in real-time, and these shall be accessible to non-English speakers (prioritizing Spanish speakers).	
4. Software shall provide alerts/notifications in real-time on waiting time and no shows tracking for riders, as these can result in penalties and fees.	
5. Software shall consider peak periods and available traffic information when reporting real-time route information, such as estimated time of arrival (ETA).	
ii. Deviated Fixed Route and/or Fixed Route Service (Optional): Software shall provide riders real time information on the agency's deviated and/or fixed routes (predictions, schedules, notifications and rider alerts) via smart phone application and web-based portal.	

Requirement	Response	Comment
1. Software shall allow live tracking, including recently updated drop-off locations.	[redacted]	
2. Real time predictions shall be calculated combining real time Global Positioning System (GPS) data and historical data to ensure accuracy.		
3. Software shall provide a customer facing app that riders can download on their smartphones. Application must support both iOS and Android users.		
4. In the case of Computer-Aided Dispatch / Automatic Vehicle Location (CAD/AVL) data is not available for vehicles, the software shall provide a solution to allow the rider to still receive real time information based on GPS and historical data.		
5. Software shall allow riders to receive real time arrival information via text message.		
6. Software must allow customer facing app to include a trip planning feature using real time information.		
7. Real-time information for riders should be ADA accessible; the software shall include audio announcements in the customer-facing app.		
8. System shall take into account pre-defined peak periods and available traffic information when reporting real-time route information.		
c. Fare Payment: The software shall allow demand response and/or on-demand riders to pay electronically in advance for any scheduled trips and/or subscriptions.		
i. Software shall allow a cash payment option for riders without credit card or other online payment methods.		
ii. Software shall indicate to the rider any applicable fare(s) to be paid by their Care Agency and/or any companions.		

Requirement	Response	Comment
d. Title VI Requirements: Software's customer facing interface for all service types shall be accessible to non-English speakers.	[redacted]	
i. Software shall allow capability for all customer app/web portal information to be translated to Spanish.		
ii. Software shall allow automated booking option for Spanish speakers in case Bay Transit cannot provide rider with Spanish speaking call takers.		
iii. Software shall have the ability to provide riders with real-time alerts/notifications accessible to Spanish speakers.		
e. ADA Compliance: Software's customer app/web-based portal shall make all information accessible to visually impaired riders.		
2. Dispatcher Interface		
a. Scheduling: The software shall be enabled for demand response and/or on-demand rides, including ride scheduling and dispatch.		
i. System shall provide configurable demand response service scheduling business rules, such as ride distance or advanced ride date restrictions.		
ii. Software shall allow transit provider dispatchers to see all rides scheduled and dispatched.		
iii. Software shall allow dispatchers to reschedule, cancel and/or reassign rides, as necessary.		
iv. Software shall have the capabilities to flag riders that consistently no-show for rides, provide a list/notification of these riders to Bay Transit, and limit these riders' access and ability to use the system.		
v. Software shall have the ability to identify operators' and vehicles' availability for scheduling (e.g., operators on break and vehicles not active due to vehicle service/maintenance), to reduce potential for mis-scheduling a ride to an unavailable operator or vehicle.		

Requirement	Response	Comment
vi. Software shall allow dispatchers to aggregate rides provided riders have a similar pick-up location or destination.	[redacted]	
vii. Software shall allow dispatchers to schedule rides for riders that have subscriptions (standing orders).		
viii. Software shall allow the ability to assign vehicles to multiple regions.		
ix. Software shall update estimated time of arrival as well as the rider manifest based on ride requests and real-time travel information.		
x. Software shall allow dispatchers to adjust geofenced service areas if/when necessary.		
b. Real-Time Information: The software shall provide real-time demand response and on-demand ride scheduling dispatched information.		
i. Demand Response and/or On-Demand Service		
1. Software shall offer live vehicle tracking, route optimization, and passenger information.		
2. Software shall offer two-way messaging capabilities to communicate with drivers regarding route changes or passenger requests.		
3. Software shall allow the dispatcher to identify any incidents along the route in real-time to create accurate recorded data for reporting.		
4. Software shall provide a real time up to date interactive map including every vehicle in the system and vehicles' current location.		
5. Vendors should identify any optional software enhancements or capabilities for a real-time dashboard where dispatchers can easily identify rides in real-time.		
ii. Deviated Fixed-Route and/or Fixed-Route Service (Optional)		
1. Software shall provide transit provider with route map and vehicle location, including scheduled and real-time stop information.		

Requirement
a. For the deviated fixed route service, software shall allow dispatcher interface to capture modified drop off locations in real time.
2. System shall take into account pre-defined peak periods and available traffic information when reporting real-time route information.
3. Software shall provide automated passenger counter (APC) capabilities, with associated reporting and analysis for future optimization of routes, schedules, and stop frequencies.
c. Daily Management: The software shall allow dispatchers to make required adjustments while vehicles are in service and will provide communication tools for interacting with drivers and passengers.
i. Demand Response and/or On-Demand Service capabilities:
1. Remove vehicles from the daily fleet roster on demand.
2. Adjust different service times for different service areas.
3. Field supervision interface to monitor and make changes to service plans for vehicles currently in operation.
4. Spatial Capabilities (GIS features) including heat maps of pick-ups and drop offs to preposition vehicles.
5. Play-back capability for trips and any vehicle up to 30 days.
6. Software must allow dispatchers the ability to easily print rider manifest in case the electronic manifest is disabled.
7. Software must allow dispatchers to record incidents and produce incident reports.
8. Software shall allow messaging between drivers and dispatchers and allow the dispatcher to identify messages that have not yet been acknowledged.
9. Communication tools shall also be available in the interface to allow drivers the ability to communicate with dispatchers and passengers in real-time; this includes two-way messaging capabilities to request assistance or communicate with passengers regarding trip details.

Requirement
10. Performance tracking such as trip completion rate and vehicle maintenance reminders and notifications for scheduled inspections and preventative maintenance and repairs are desirable for the software.
ii. Deviated Fixed-Route and/or Fixed-Route Service (Optional)
1. CAD/AVL software shall allow dispatchers and supervisors to handle unplanned situations such a road closure, accident, etc. through a set of live dispatching features.
2. Software shall allow configuration of each scheduled route, including assigned vehicles, assigned operators/drivers, vehicle capacity, and vehicle accessibility requirements/constraints (e.g., wheelchair access, bicycle mount, etc.)
3. Software shall allow configurable route operation days, start and end times, defined stops on route, defined route stop arrival times.
3. Driver Interface
a. Scheduling: Operators/drivers shall see their assigned demand response and/or on demand rides scheduled and dispatched.
i. Software shall provide key information such as trip assignments and route information.
ii. Software shall allow drivers to report no-shows and adjust drop-off locations for returning trips.
b. Real-Time Information: Software shall provide real-time navigation to and from rider location (based on browser IP/mobile app geolocation) and from rider location to final destination for demand response and/or on-demand rides.
i. Operators/drivers shall see their specific GPS location of riders (as long as riders allow sharing this information) to facilitate pick-ups.
ii. Drivers should also receive real time updates on passenger pick-ups, drop offs, and any other changes to their trip itineraries.

Requirement	[redacted]
iii. Software shall automatically send alerts/notifications in real-time on remaining waiting time once driver arrives at pick-up location.	
iv. Software shall allow driver to record no shows and total waiting time in case of receiving any rider complaints.	
v. Software shall provide driver information on rider's' payment in real time, allowing to driver to verify if rider pays for the trip before riding.	
vi. Software shall provide drivers the ability to monitor their own location as well as the locations of other vehicles in the fleet to help coordinate with other drivers and adapt their routes based on traffic conditions.	
vii. Real time information shall provide dynamic routing updates based on real time traffic information.	
viii. Drivers should receive turn by turn navigation instructions to optimize their routes and minimize travel time.	
c. Daily Management: Software shall allow drivers to notify dispatchers and operations on any modifications while vehicles are in service.	
i. Software shall allow drivers the ability to identify the rider as the account holder and person who booked the trip.	
ii. Software shall provide drivers the ability to confirm that the rider has been picked up.	
iii. Software shall offer drivers the ability to provide and receive canned messages from dispatchers.	
iv. Software shall provide drivers the ability to report issues with the ride or client to dispatchers.	
v. Software shall verify whether the driver could successfully login to the system using drivers' tablets/smart phones.	

Requirement
vi. Software shall provide the drivers the ability to mark trips as completed, update passenger status, and report any issues or delays.
4. Administrative Interface
a. Vehicle locations (AVL): Software shall allow AVL information tracking in real-time for customer, dispatcher, and driver interface for all service types.
i. Software shall be able to provide live vehicle tracking for Bay Transit's entire service area including known cellular dead-zones with no cellular coverage. Vendor should provide approach on how software will control AVL data transfer in such zones and how will this be recorded as historical data that will later be used for reporting.
ii. Software must provide a map display for all interfaces that provides an indication if the last reported location is older than the reporting interval.
iii. Time interval at which location reports are received shall be configurable by Bay Transit.
iv. Software shall provide real-time, up-to-date interactive map of every vehicle in the system and current location.
v. Software shall allow CAD/AVL data to be cloud based.
vi. Software shall ensure an auto refresh rate for every 5-10 seconds for vehicle GPS locations.
vii. Software shall provide GPS playback for all dispatchers' interfaces and allow Bay Transit to access playback data by route and stops, when applicable.
b. Software shall provide a Rider Complaints Module with enough information for Bay Transit to review and conduct investigations.
c. Vendor shall communicate with Bay Transit on any software updates at least 30 days in advance.

Requirement	[redacted]
d. Vendor shall describe how software updates will be performed so as to not interfere with service operations.	
e. Software shall provide Bay Transit with an electronic rider manifest and a print version in case electronic manifest is unavailable.	
f. Software shall provide a data portal having the ability to:	
i. Create customized and ad-hoc reports by selected periods (annually, monthly, weekly, daily, hourly), route, vehicle, driver, rider, and trips.	
ii. Retrieve data for any period.	
iii. Provide playback information for every route, vehicle, and driver ID (CAD/AVL data).	
iv. Provide a summary dashboard with year-to-date (YTD) totals for main metrics.	
v. Provide a dashboard with ability to support trip supervision in real-time.	
5. Other Specifications (Optional)	
a. Software customer interfaces for on demand (microtransit) and the demand response modules shall be compatible with Via's customer facing App.	
b. Software shall be compatible and able to integrate with security camera footage.	
c. Software shall allow commingling between on-demand (microtransit) and the demand response modules and databases.	
d. Software shall track and report the rider's method of fare payment and have fare reconciliation capability.	
e. Software shall have capability to track and report the cost of no-shows and late pick-ups for demand response and on demand trips.	
2.3.4 Data Requirements	

Requirement
1. Data Collection and Analysis: Software must allow for data collection, reporting, backend dashboard, and customized reports.
2. Federal Transit Administration (FTA)/National Transit Database (NTD) / DRPT Reporting: Software must allow data collection for all required metrics that Bay Transit must report to FTA and DRPT.
3. Data Ownership: The vendor and software shall provide Bay Transit with access to all back-end data and Application Programming Interface (API) to retrieve data.
4. Data Format: Software shall support multiple data formats to retrieve back-end data (PDF, Excel, etc.).
5. Historical Data Management: Software's database shall be compatible with Bay Transit's current database hosting historical data from RouteMatch and Via (optional).
2.3.5 Transition and Implementation
The transition process to incorporate the vendor's software will involve an assessment of current processes, data migration, and staff training to ensure minimal disruption to service operations.
1. Transition from current solutions
a. System Implementation Plan: The vendor shall provide a step-by-step process for deploying the scheduling software across Bay Transit's operations. This plan will include key milestones, responsibilities, resource allocation, and timelines for each phase of implementation. It will also detail the configuration and customization of the software to meet Bay Transit's specific requirements and operational workflows.
b. Integration Plan: The vendor shall supply an integration plan with the technical requirements, data exchange protocols, and timelines for integrating the scheduling software with Via's app, if applicable. This includes ensuring compatibility, real-time data synchronization, and a unified user interface for passengers accessing transit information and booking services.

Requirement
c. Data Conversion Plan: In the event historical data from Bay Transit's current database cannot be directly incorporated into the new scheduling software, a data conversion plan will be developed by the vendor. This plan will outline the process for extracting, transforming, and loading historical data into the new system format. Data integrity, accuracy, and completeness will be prioritized to ensure continuity of reporting and analysis capabilities.
2. Installation, training, and public information installation of the scheduling software will be coordinated with the selected vendor and Bay Transit's IT team to ensure smooth deployment across all relevant devices and infrastructure. Training sessions will be conducted for Bay Transit staff to familiarize them with the software's features, functionalities, and best practices for efficient use. Public information campaigns will be launched to inform passengers and stakeholders about the new scheduling system and any changes to service operations.
a. Installation Schedule: The Vendor’s installation schedule will detail the timeline and sequencing of activities related to software deployment, training sessions, and public information campaigns. The proposer shall indicate which activities will take place in-person versus virtual. Key milestones and deadlines will be clearly defined to ensure alignment with Bay Transits’ needs.
b. Testing Requirements (testing environment): Vendors shall include details for functional testing, usability testing, integration testing, and performance testing to identify and address any issues or defects before full deployment. Comprehensive testing will be conducted in a controlled environment to validate the functionality, performance, and reliability of the scheduling software.
c. Training Plan: Vendors shall provide a detailed training plan which will be used to educate Bay Transit staff on how to effectively utilize the scheduling software in their daily operations. Training sessions will cover software navigation, data entry, scheduling workflows, reporting functionalities, and troubleshooting techniques. The vendor is expected to organize the materials to align with the focused groups such as ‘Operators, Dispatchers, Schedulers, Administrative/Reporting, etc. All training materials and resources will be provided to support ongoing learning and skill development and include supplemental information related to software updates.

Requirement
d. Marketing Plan (to promote customer-facing products): Vendors shall propose their strategies for raising awareness among passengers, promoting app usage, and highlighting the benefits of the new scheduling system. Marketing channels may include digital advertising, social media campaigns, email newsletters, and on-site promotions at transit stations.
e. Demo Product and Features: Select vendors will be invited to demonstrate their products' capabilities, customization options, scalability, and integration capabilities.
2.3.6 Technical Support
The vendor must describe the level and types of support available post-implementation to ensure the system remains functional.
1. Vendors shall provide options for ongoing technical support throughout the course of the project, including the level of technical support and ongoing monitoring that will be provided in order to ensure the system is functioning properly. Technical support could include, but not be limited to, 24/7 technical assistance by phone, email, or online ticketing system to:
a. Address software failures
b. Respond to questions on use of approved software configuration and software version
c. Confer with experts on software installation and fixes to bugs
2. Vendors must describe the issue resolution tracking mechanism as well as the response and resolution time requirements for both critical and non-critical issues.
3. Vendor should indicate if the Agency will be paired with a Dedicated Account Manager, who will be available to provide support by phone and/or instant message chat.
4. The process and frequency of software upgrades must be provided, including a typical software maintenance schedule for in-vehicle applications and how updates are pushed out to users/devices.
5. Vendors must detail a transition strategy, including, but not limited to, notification timeframe, interoperability with existing Bay Transit systems and other technologies, in the case that the vendor may no longer able to provide the software or services procured.

Section 5: Timeline

Implementation Plan

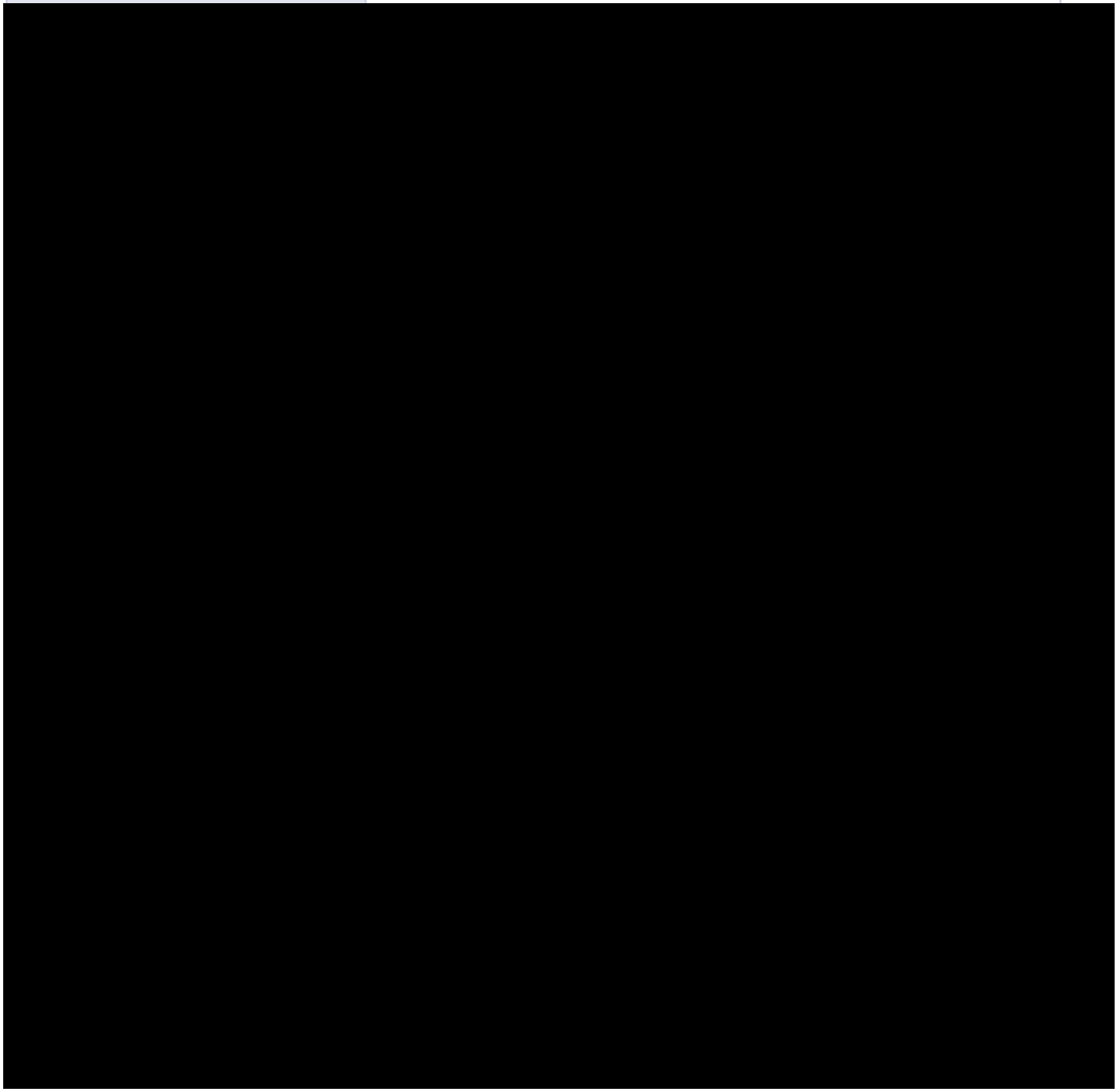
Spare's approach to installation, training, and ongoing support is comprehensive and tailored to ensure that agencies are equipped to utilize the platform efficiently and effectively. The methodology emphasizes a partnership model, where Spare works closely with agencies to provide the tools, knowledge, and support needed for a seamless integration and operation of the Spare platform.

Based on our experience setting up other similar services, Spare's planning and implementation program would [redacted] This timing allows for a sufficient period to identify challenges early on, refine service planning and delivery, minimize project risk, and ultimately provide a successful service launch–but is subject to change based on your team's availability and input.

Project Stage	Major Milestones
[redacted]	

Project Stage	Major Milestones
[redacted]	

Project Stage	Major Milestones

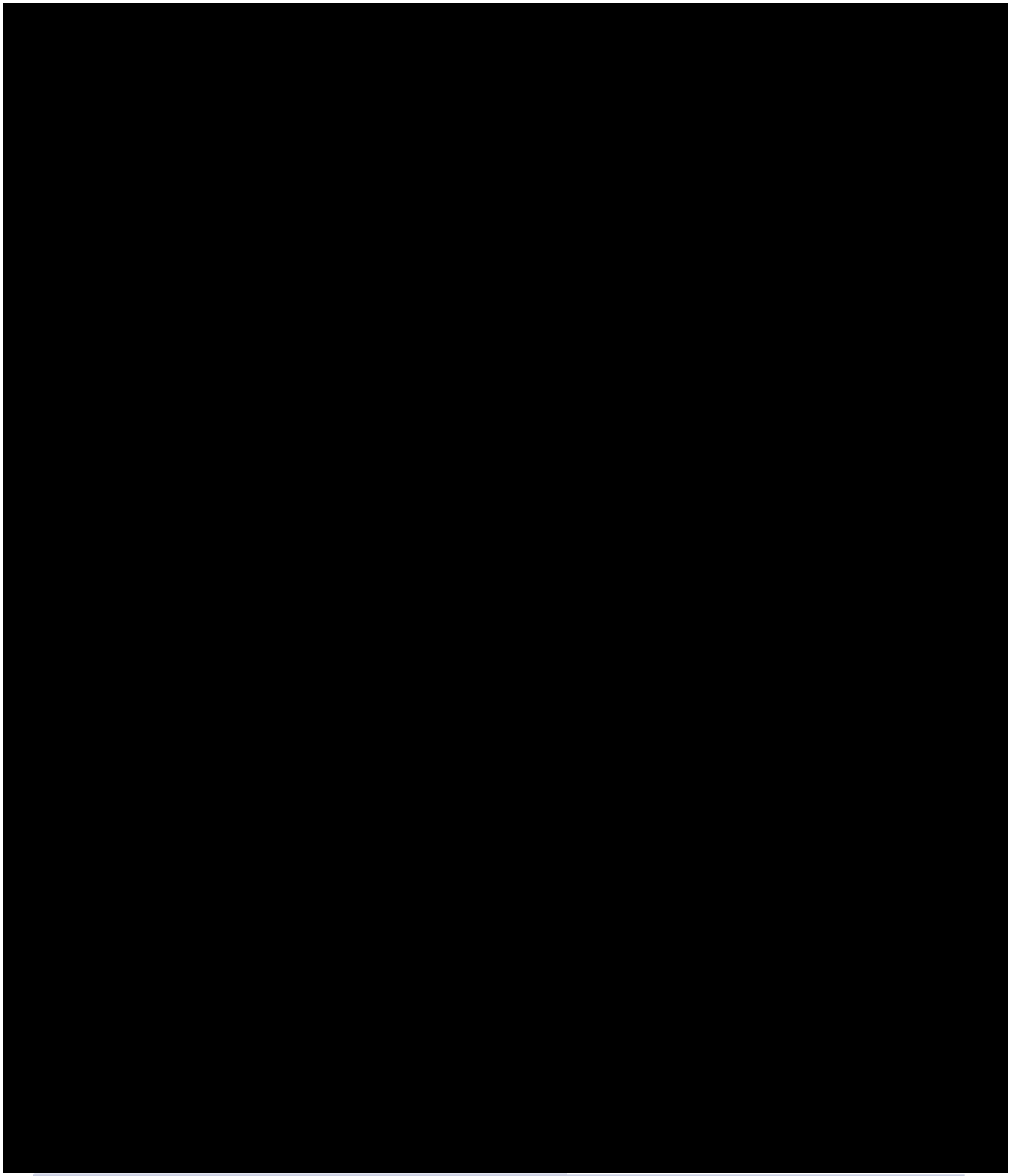


Training Program

Properly training staff is one of the most, if not the most critical part of new technology implementation. It features five detailed modules designed for various roles within Bay Transit as shown in the table below. The program offers extensive resources such as reading materials to ensure comprehensive knowledge transfer across executive, operations, customer service, and IT/business intelligence teams. This enables them to use Spare's software confidently and train others effectively. Training, tailored to Bay Transit's needs, is delivered by the Partner Success team, led by a dedicated Project Manager,

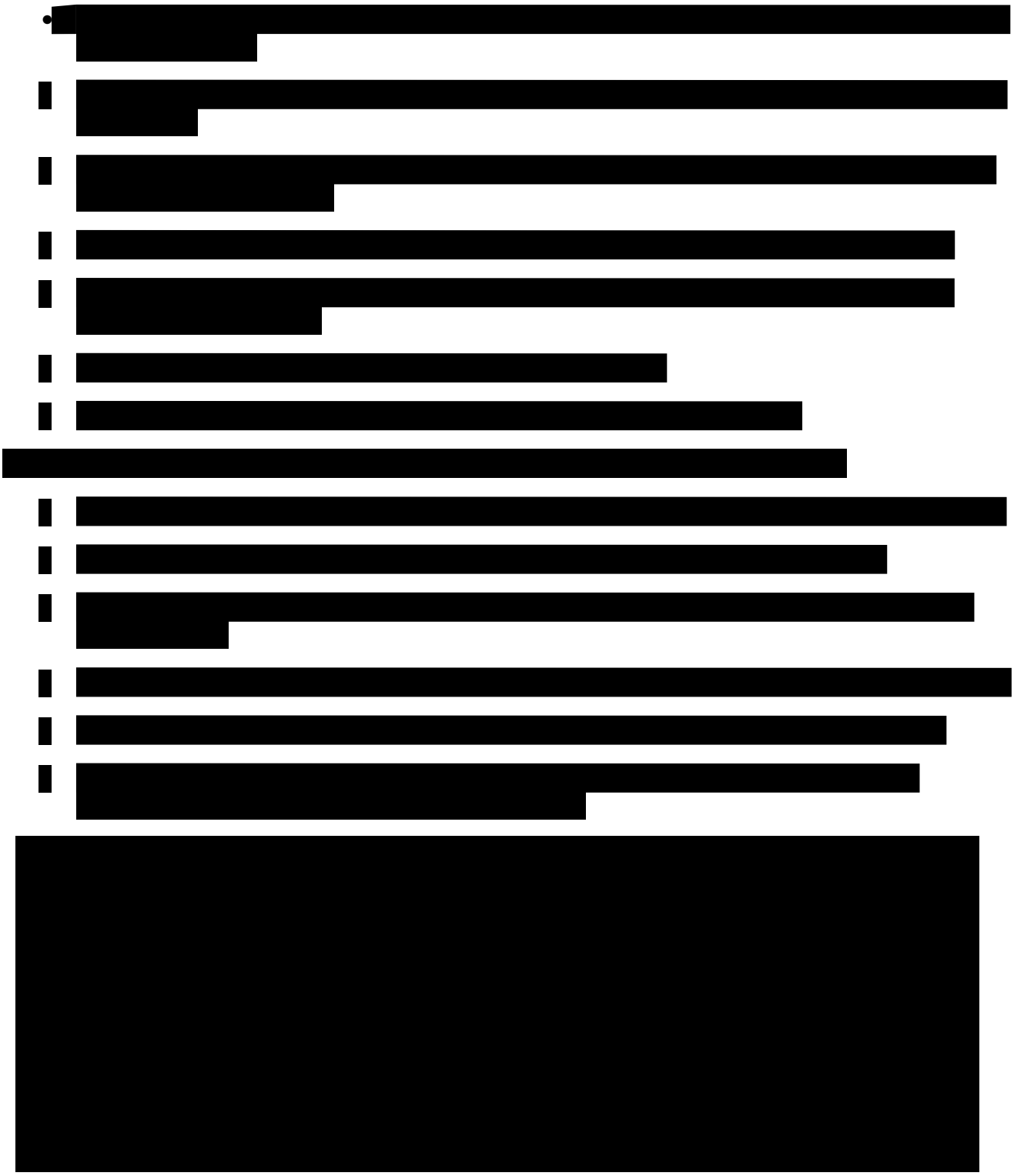
through virtual or in-person sessions. [redacted] Additionally, a suite of reference materials, including recorded sessions, FAQs, videos, and guides, is provided to enhance understanding of the Spare Platform and support successful integration into new workflows.

[redacted]



System Knowledge Base, Guides, and Help Documents

In addition to our comprehensive user guides, Spare offers extensive help docs and SOPs for our end-users. All help docs are available within an online portal accessible from within Spare Platform. These articles will guide your staff through their day to day tasks and workflows. Users will have access to the following SOPs (described at a high-level below):



In-App Support for Web Platform and Driver App

[redacted]

Data Migration

[redacted]

Support Services: What You Can Expect Post-Implementation

[redacted]

[redacted]

Software Solution Hosting and Upgrades

Spare's SaaS solution and technical infrastructure is

[redacted]

[redacted]

Long-Term Partnership & Transition Strategy

[redacted]

- [redacted]
- [redacted] regular updates to ensure transparency and alignment throughout the transition process.

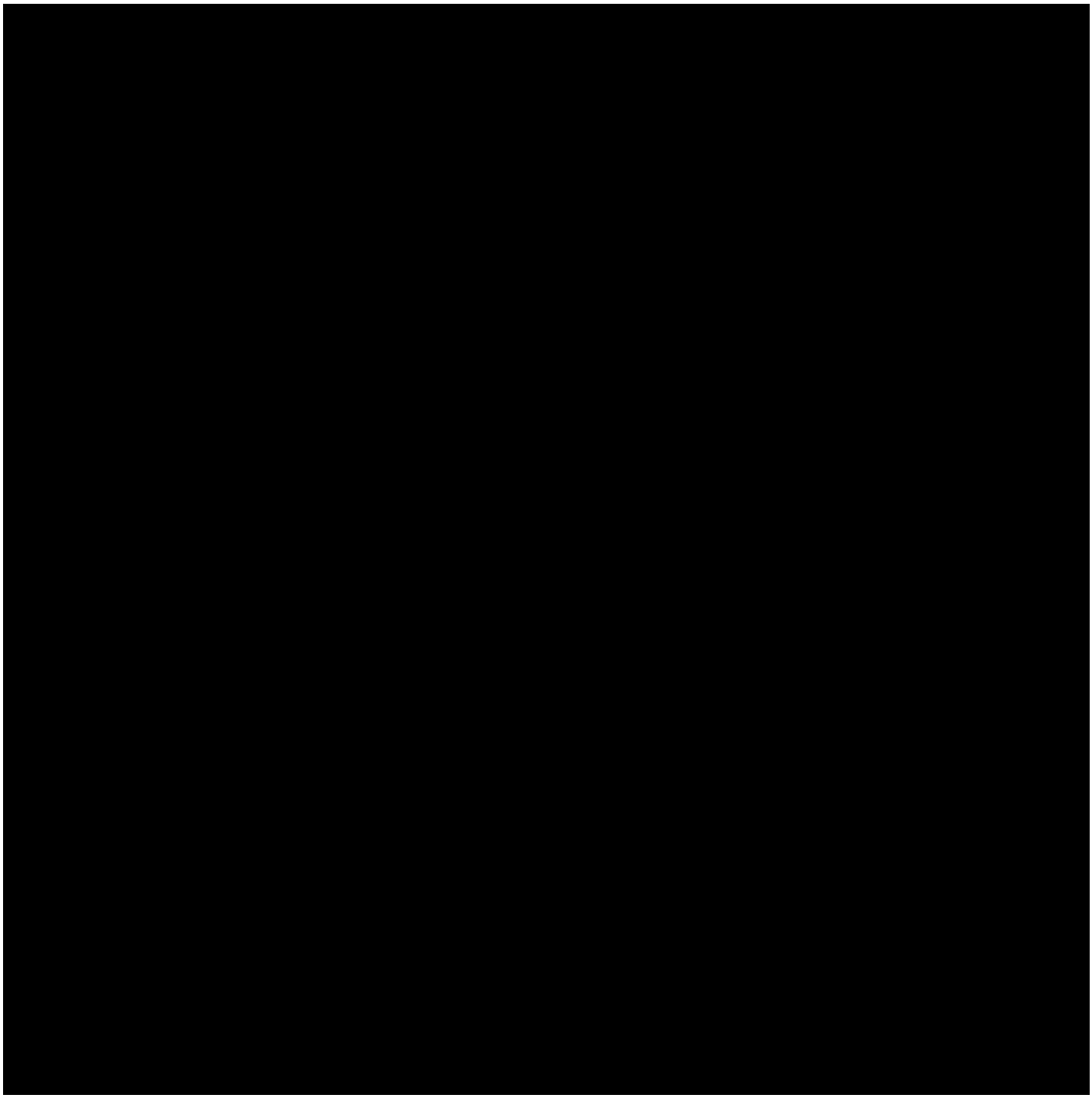
Marketing Support

[redacted]

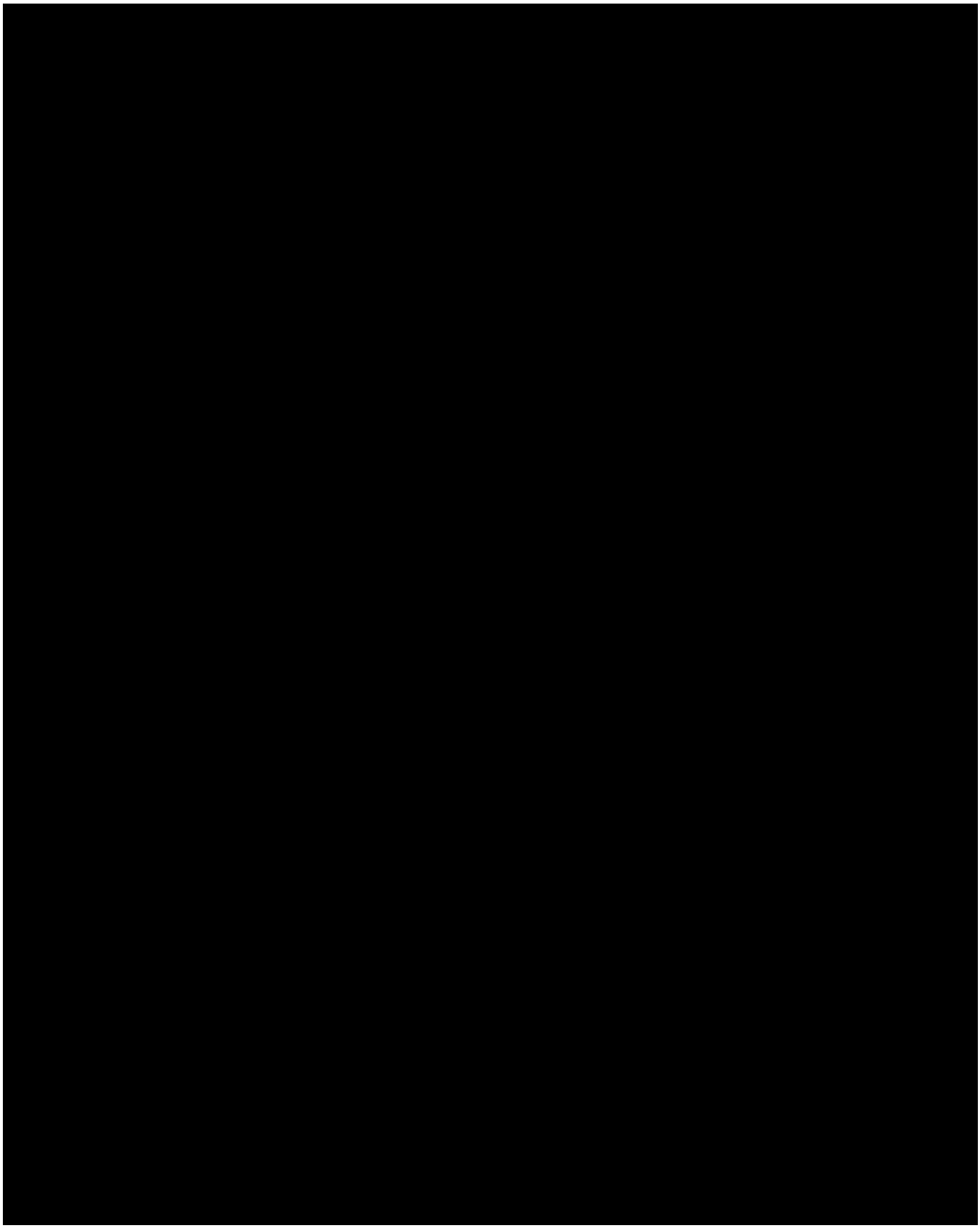
Section 6: Price Proposal

Option 1: 35 Vehicles (Demand Response Only)

The following cost breakdown reflects pricing for the 35 demand response vehicles as outlined in Bay



[redacted]



Section 7: License Agreement

[redacted]

[redacted]

[redacted]

[redacted]

[redacted]

[redacted]

[redacted]

[redacted]

[redacted]

[redacted]

[redacted] terms of use and privacy policy provided that they do not purport to override the foregoing.

3. RESTRICTIONS AND RESPONSIBILITIES

[redacted]

[redacted]

4. CONFIDENTIALITY; PROPRIETARY RIGHTS

[redacted]

[redacted]

[redacted]

are granted except as expressly set forth herein.

5. PAYMENT OF FEES

[redacted]

[redacted]

[redacted]

Form. 6. TERM AND TERMINATION

[redacted]

[redacted]

[redacted]

7. WARRANTY AND DISCLAIMER

[redacted]

8. INDEMNITY

[redacted]

9. LIMITATION OF LIABILITY

[redacted]

10. MISCELLANEOUS

[redacted]

[redacted]

[redacted] PAYMENT SCHEDULE]

Appendix A - Signed Forms and Addendums

Section 4: Attachments

4.1. Acknowledgement of RFP, Revision and/or Addenda

Bay Transit a Division of Bay Aging

RFP No.	2024-01

ACKNOWLEDGEMENT OF RFP, REVISION AND/OR ADDENDA

Acknowledgement shall be made of receipt of the Request for Proposal (RFP) and/or any and all revisions and/or addenda pertaining to the above designated project which are issued by the Agency prior to the Proposal date shown herein.

Failure to include this acknowledgement in the Proposal may result in the rejection of your RFP. By signing this form, the Vendor acknowledges receipt of the RFP and/or following revisions and/or addenda to the RFP for the above designated project which were issued under cover letter(s) of the date(s) shown hereon:

1.	Cover Letter of	Addendum 1 dated March 21, 2024.
2.	Cover Letter of	Addendum 2 dated March 27, 2024.
3.	Cover Letter of	Addendum 3 dated March 29, 2024.

	Apr 10,2024
Signature	Date
Kristoffer Vik Hansen	CEO
Printed Name	Title

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March 21, 2024

TRANSIT SCHEDULING SOFTWARE

RFP No.	2024-01

ADDENDUM NO. 1

The purpose of this addendum is to respond to questions submitted by potential proposers for clarification of the bid specifications:

QUESTION: Could you consider extending the page limit and/or allow the proposers to attach the responses to individual requirements as an Appendix to our proposals?

ANSWER: **Bay Transit hereby amends Section 3.1, Proposals, to allow up to 40-pages for the technical proposal excluding the pricing proposal. Additionally, proposers can submit up to 15-pages of marketing materials to supplement the written response if it assists in demonstrating the functionality of the software.**

All other conditions of this RFP remain the same.

Please acknowledge receipt of this addendum and include it with your submittal.

Signature: Kristoffer Vik Hansen

Signature: Manual

Typed or Printed

Company Name: Spare Labs Inc

Address: 810-815 W Hastings St, Vancouver, BC, V6C1B4 Canada

Date: Apr 10,2024

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March 27, 2024

BAY TRANSIT, A DIVISION OF BAY AGING

TRANSIT SCHEDULING SOFTWARE

RFP No.	2024-01

ADDENDUM NO. 2

The purpose of this addendum is to respond to questions submitted by potential proposers for clarification of the bid specifications:

QUESTION: Section 3.5 Rejection Criteria mentions a "Qualification package signature page" and a "Project Specific Reference" form. If these are required, can Bay Transit please provide them to vendors, or identify where they can be found?

ANSWER: **Signature page is included as Appendix 4.1 Acknowledgement of RFP, Revision, and/or Addenda**

QUESTION: Will Bay Transit accept electronic signatures on the forms, cover letter and addenda acknowledgements?

ANSWER: **Yes, both scanned copies of signed forms and electronic signatures are acceptable.**

QUESTION: We are unable to find any forms attached with the RFP. Can Bay Transit please provide us with all the necessary forms that need to be completed and submitted along with our proposal?

ANSWER: **Acknowledgement of RFP, Revision and/or Addenda form is included as Appendix 4.1.**

QUESTION: Due to the tight timeline from the "Bay Transit responses and addenda issued" date to the "Proposals due" date, we would like to request an extension of 1 week to the submission deadline.

ANSWER: **The proposal due date has been extended to Monday, April 15th, at 5 PM EDT. Bay Transit reserves the right to amend the award date as necessary.**

QUESTION: On page 22, Section 3.5 Rejection Criteria, it states the "Submittals may be rejected if the Qualification package signature page is not properly executed", can you provide the page number of the "signature page"?

ANSWER: **Acknowledgement of RFP, Revision and/or Addenda form is included as Appendix 4.1 on page number 33.**

QUESTION: On page 33 (Section 4: Attachments, 4.1) of the RFP package, the table states "Cover Letter of", what is required in the blank cells?

ANSWER: **Date of the respective RFP, revision and/or addenda is required in the blank cell(s).**

QUESTION: Would electronic signatures be acceptable on the forms?

ANSWER: **Yes, both scanned copies of signed forms and electronic signatures are acceptable.**

QUESTION: Will the License Agreement required be included in the page limit?

ANSWER: **No, the required License Agreement will not be included in the page limit.**

QUESTION: Can you clarify if you want pricing for microtransit included in this response OR if you just want the ability for microtransit in the future?

ANSWER: **Bay Transit would like the proposer to include pricing for microtransit service if they currently have this capability.**

QUESTION: What are the maximum vehicles at peak service for microtransit?

ANSWER: **For demand responsive services, Bay Transit has approximately 35 vehicles in service during peak periods. Vehicles in service with Bay Transit's microtransit service are not relevant to this RFP.**

QUESTION: What are the maximum vehicles at peak service for paratransit?

ANSWER: **For paratransit (demand responsive), Bay Transit has approximately 35 vehicles in service during peak periods.**

QUESTION: Do you currently have a fare payment provider (such as Masabi or token)?

ANSWER: **No.**

QUESTION: Hosting - Cloud based is mentioned in the RFP. Would you like the hosted environment or on your server?

ANSWER: **Cloud based is preferred.**

QUESTION: Could you please clarify the contract term? Section 3.1 of the RFP indicates a contract duration of 2 years, whereas section 2.2.2 suggests that the project spans 1 year with the possibility of two additional 1-year extensions.

ANSWER: **The term of the contract is expected to be two (2) years, including one (1) year of initial service plus one (1) year of pre- and post-deployment activities. There might be an option to renew for two (2) additional 1-year service extensions based on the success of the initial year of service and available funding resources.**

QUESTION: Can you provide detailed information regarding the onboard tablets currently installed in the buses?

ANSWER: **Tablet inventory is included as Appendix B of the RFP.**

QUESTION: Does Bay Transit express a preference to include SMS and/or IVR communication methods?

ANSWER: **Both text and IVR communication methods are preferred.**

QUESTION: Section 3.5 of the RFP specifies a completed Qualifications package. We were unable to locate it; could you please provide this package?

ANSWER: **Qualifications package refers to the overall RFP package.**

QUESTION: Regarding section 3.5 of the RFP, it states that written proposals are limited to a 25-page maximum. Could you please confirm if the requested software license agreement falls outside of this page restriction? Additionally, could you consider extending the page limit to 40 or allow us to attach the responses to individual requirements as an Appendix to our proposals, as the requirements list alone exceeds 10 pages?

ANSWER: **As stated in RFP 2024-01 Addendum No. 1, dated 03-21-2024, the maximum allowable page limit for the technical proposal has been increased to 40-pages excluding the pricing proposal and the license agreement. Additionally, proposers can submit up to 15-pages of marketing materials to supplement the written response including the software license agreement.**

QUESTION: Can you confirm that the deviated fixed route and fixed route functionality is optional, not required?

ANSWER: **Yes, deviated fixed route and fixed route functionality is desired but optional.**

QUESTION: Can Bay Transit please provide detailed information regarding the farebox, APC hardware that Bay Transit would like to integrate with a new software solution?

ANSWER: **No requirements for APC, but proposers are requested to provide information on what the software can integrate with for future considerations.**

QUESTION: Can Bay Transit provide more details regarding what marketing activities and support is expected from vendors?

ANSWER: **Marketing support available from vendors should be described for all customer facing elements of their transit scheduling software.**

QUESTION: Does Bay Transit have a target Productivity (Passengers per Vehicle Hour) for each / any of these services (Demand Response, New Freedom Mobility Management, Bay Transit Express)?

ANSWER: **No.**

QUESTION: Does Bay Transit envision 1 zone for the entire service area as well as smaller zones within the service area for the Bay Transit Express Service?

ANSWER: **Bay Transit will have 3 zones to cover the entire service area as well as smaller zones within each area for microtransit service.**

QUESTION: Can Bay Transit identify the number of zones in which this service would operate?

ANSWER: **Service is anticipated for the entire service area as well as outside the service area for New Freedom Mobility Management service.**

QUESTION: Are there any details that can be shared regarding the scope of the proposed service to be delivered by Bay Transit? (number of vehicles, service zones, number of users by role, etc.)?

ANSWER: **Details regarding the existing transit services and the service areas can be found in the Bay Transit Transportation Development Plan (TDP) FY 2016-2021 or baytransit.org.**

QUESTION: What is the maximum number of vehicles to be used for each individual service (Demand Response, New Freedom Mobility Management, Bay Transit Express)?

ANSWER: **For demand responsive services, Bay Transit has approximately 35 vehicles in service during peak periods. The number of vehicles operating during peak times for the New Freedom and Bay Transit Express services are not relevant for this RFP.**

QUESTION: How many vehicles are operating at peak times for each service (Demand Response, New Freedom Mobility Management, Bay Transit Express)?

ANSWER: **For demand responsive services, Bay Transit has approximately 35 vehicles in service during peak periods. The number of vehicles operating during peak times for the New Freedom and Bay Transit Express services are not relevant for this RFP.**

QUESTION: Are the Demand Response services, New Freedom Mobility Management services, Bay Transit Express services all door-to-door / curb-to-curb services?

ANSWER: **They are all door-to-door. More details regarding the transit services can be found in the Bay Transit Transportation Development Plan (TDP) FY 2016-2021 or baytransit.org**

QUESTION: Is there any limit to how far outside of the service area New Freedom Mobility Management trips can be taken?

ANSWER: **90-miles one-way outside the service area.**

QUESTION: How many trips per day/week/month do the microtransit vehicles complete? The demand response vehicles?

ANSWER: **Not applicable.**

QUESTION: Who does Bay Transit use as a cellular provider?

ANSWER: **Verizon.**

QUESTION: Does the 25-page proposal include attachments / appendices and resumes / case studies (etc.)?

ANSWER: **As stated in RFP 2024-01 Addendum No. 1, dated 03-21-2024, the maximum allowable page limit for the technical proposal has been increased to 40-pages excluding the pricing proposal and the license agreement. Additionally, proposers can submit up to 15-pages of marketing materials to supplement the written response including the software license agreement.**

QUESTION: What is the overall budget of the Bay Transit Express program? The Demand Response program?

ANSWER: **Bay Transit's overall operating budget is about $5 million. The Bay Transit Express budget is not relevant to this proposal.**

QUESTION: Can Bay Transit confirm the model tablets currently being used?

ANSWER: **Tablet inventory is included as Appendix B of the RFP.**

QUESTION: Does Bay Transit anticipate a large percentage of trips to and from work to be transportation to and from shift work / industrial complexes?

ANSWER: **No.**

QUESTION: Are there any integrations required for this project?

ANSWER: **Integration with the VIA customer facing App and security camera footage is desired but optional.**

QUESTION: Does the price proposal need to be in a separate document from the technical proposal?

ANSWER: **Not necessarily.**

QUESTION: Regarding price scoring methodology, how many years is the lowest price based on (i.e. one-year term, two-year term, three-year term)?

ANSWER: **Pricing should be offered for a minimum of two (2) years period, including one (1) year of initial service plus one (1) year of pre- and post-deployment activities. Pricing beyond the first year of initial service should also be provided, if capable.**

QUESTION: Is there a DBE requirement/goal for this project?

ANSWER: **DBE participation is desired but optional.**

QUESTION: Are there any benchmark datapoints that can be shared and targeted as goals for the Bay Transit Express Service? (i.e., Cost / Passenger, Ridership, PVH, etc.).

ANSWER: **Not applicable.**

All other conditions of this RFP remain the same.

Please acknowledge receipt of this addendum and include it with your submittal.

Signature:	Kristoffer Vik Hansen
Signature:	Manual 
	Typed or Printed
Company Name:	Spare Labs Inc
Address:	810-815 W Hastings St, Vancouver, BC, V6C1B4, Canada
Date:	Apr 10,2024

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March 29, 2024

BAY TRANSIT, A DIVISION OF BAY AGING

TRANSIT SCHEDULING SOFTWARE

RFP No.	2024-01

ADDENDUM NO. 3

The purpose of this addendum is to respond to questions submitted by potential proposers for clarification of the bid specifications:

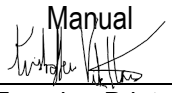
QUESTION:	Will Bay Transit please address the number of vehicles that are used daily, on average?
ANSWER:	**30**
QUESTION:	Being that Bay Transit operates in multiple counties, does reporting need to be separated by county?
ANSWER:	**Yes**
QUESTION:	Will Bay Transit please address if the on-demand vehicles are co-mingled with the demand response vehicles or are there dedicated vehicles for each service?
ANSWER:	**Currently they are dedicated because they operate on different platforms. We are interested in co-mingling when this RFP is awarded.**
QUESTION:	Will Bay Transit please address if the 2 seasonal trolleys, 2 fixed routes, and the urbana trolley are included in your vehicle count?
ANSWER:	**Fixed routes are included, trolleys are not.**
QUESTION:	Will Bay Transit accept a proposal through a dropbox link if submitted digitally?
ANSWER:	**Yes, assuming the vendor provides us the access we need to view/download the document.**
QUESTION:	Will Bay Transit accept digital signatures?
ANSWER:	**Yes**
QUESTION:	Does Bay Transit contract with any Medicaid Trip Brokers in the state (ie; ModivCare, MTM, Access 2 Care)?

ANSWER:	**Bay Transit has a contract with ModivCare, but provides very limited service.**
QUESTION:	Will Bay Transit please address how many office staff will need access to the software?
ANSWER:	**Approximately 25-30**

All other conditions of this RFP remain the same.

Please acknowledge receipt of this addendum and include it with your submittal.

Signature: Kristoffer Vik Hansen

Signature: 

Manual

Typed or Printed

Company Name: Spare Labs Inc

Address: 810-815 W Hastings St, Vancouver, BC, V6C1B4, Canada

Date: Apr 10,2024

Appendix B - Marketing Material

Below are some optional features (not priced) we think Bay Transit would find beneficial, enhancing both your on-demand service and the overall experience for your riders.

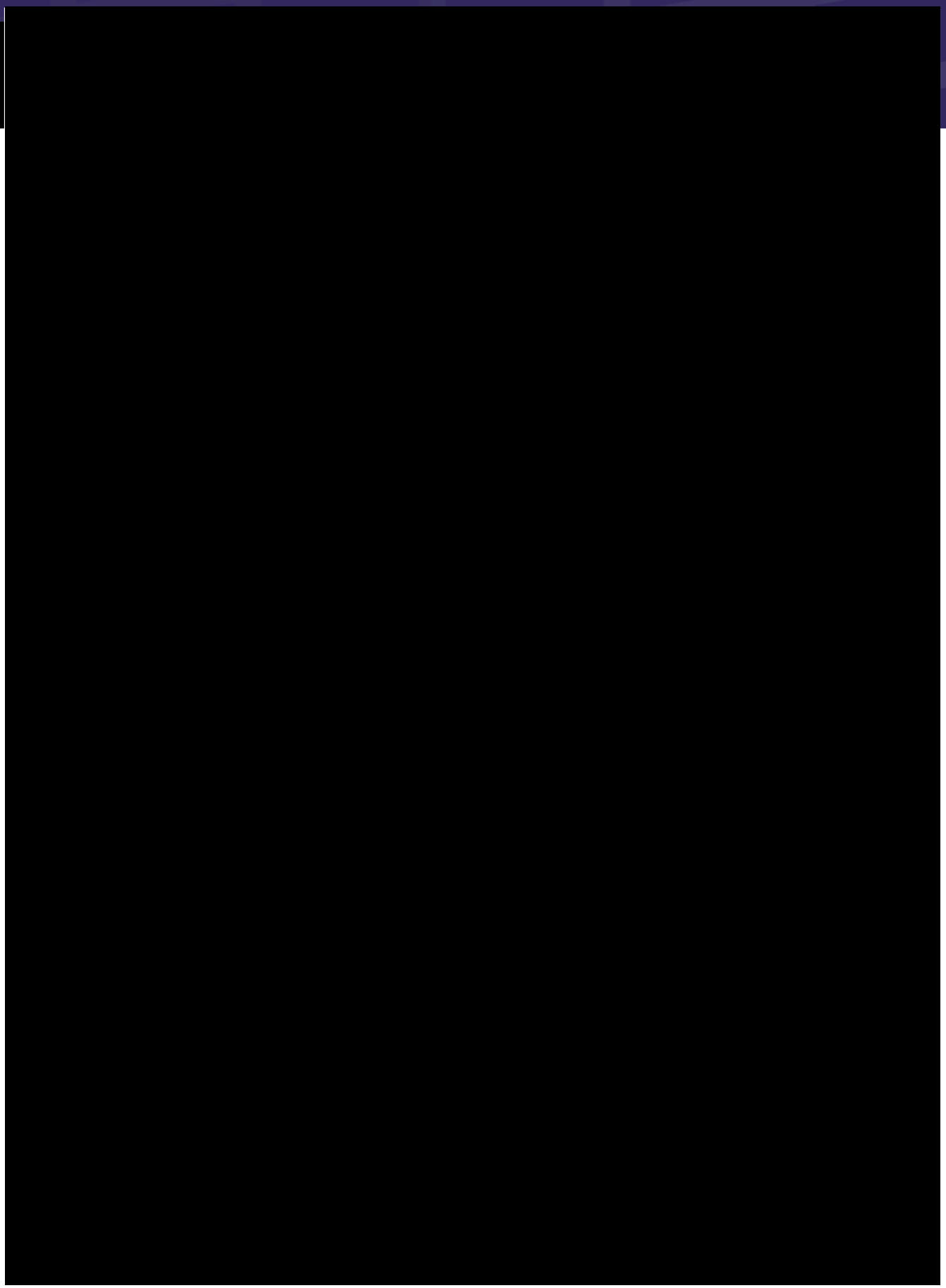
[redacted]

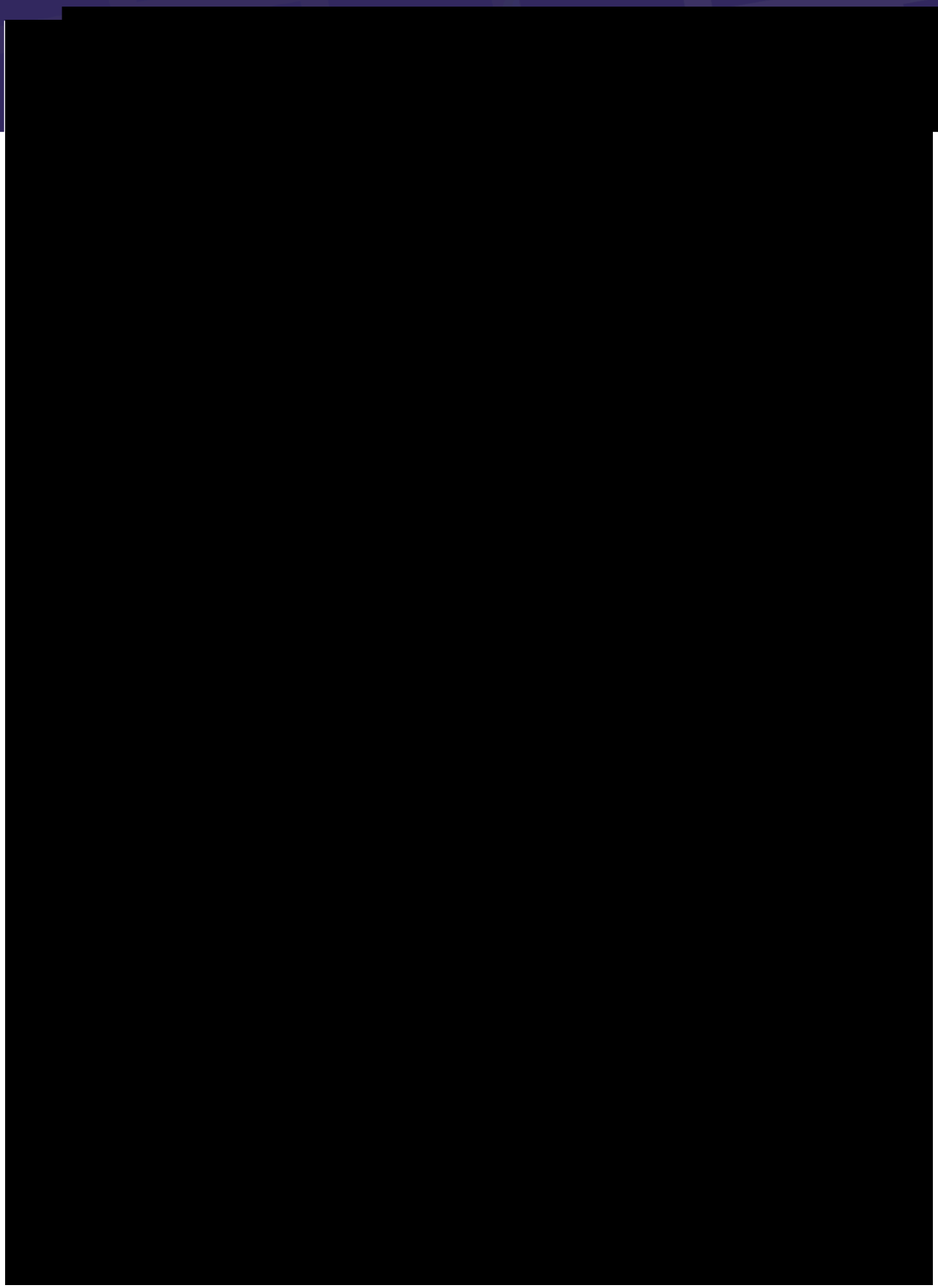
[redacted]

for customers

[redacted]

Resume Jonathan McKenzie





- Primary Contact: [redacted]