



Measure M2 Project V Transit Operator Vendor Fair

October 30, 2023

10:00am – 11:30am

[Zoom Meeting](#)

Agenda

- | | |
|---|-------------------|
| 1. Welcome and Opening Remarks | 10:00am |
| 2. Overview | 10:05am |
| 3. Vendor Presentations | 10:10am – 11:00am |
| <ul style="list-style-type: none">• Uber• Transdev, Inc.• Via Transportation, Inc.• MV Transportation, Inc.• Circuit Transit Inc.• RideCo Inc.• Butterfli Technologies Inc. | |
| 4. Vendor Breakout Rooms (<i>Q&A with Individual Vendors*</i>) | 11:05am – 11:25am |
| 5. Closing Remarks | 11:25am – 11:30am |

**See Vendor Fact Sheet for list of participating companies.*



Measure M2 Project V

Transit Operator Vendor Fair

October 30, 2023



Agenda

- Opening Remarks
- Overview
- Vendor Presentations
- Vendor Breakout Rooms
- Final Questions & Concluding Remarks

Types of Services





Vendor Presentations



Main Session Room

Meet at 11:25am



Final Questions

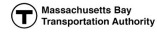
OCTA Transit Operator Vendor Fair

October 2023

Uber Transit



Uber Transit 70+ public agency partnerships



How cities & agencies are working with Uber Transit

Complement paratransit



Replace inefficient fixed-routes



Late night rides



Community-based programs
(i.e. working parents,
low-income, senior, etc.)



How public agencies have leveraged Uber Transit to enhance mobility in their communities

First/last mile rides



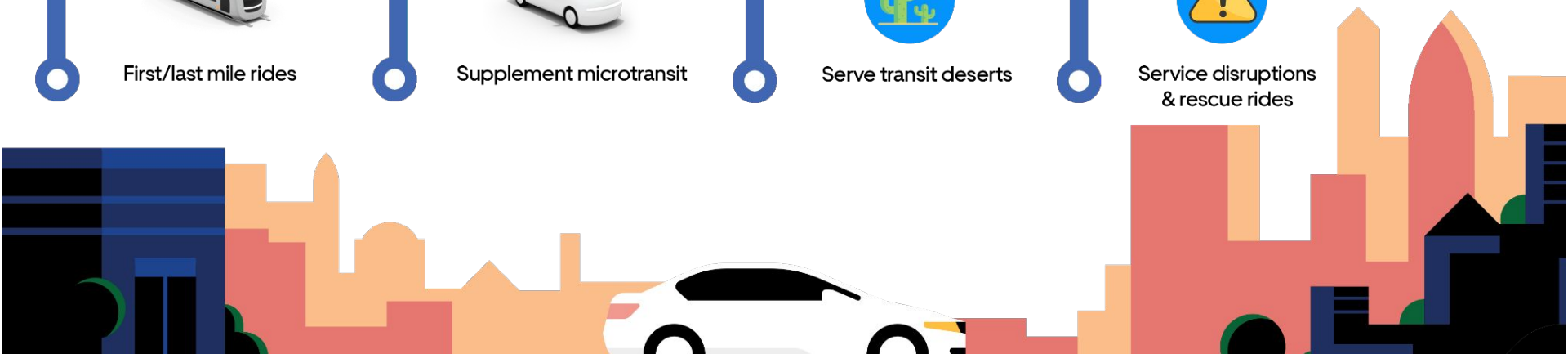
Supplement microtransit



Serve transit deserts



Service disruptions
& rescue rides



Kyle-Uber 3.14

Launch year: 2020

Goal:

Provide a cost effective on-demand transit option for residents and visitors

Cost to rider:

- \$3.14 within city limits (+over \$13.14), including Austin Veterans Administration Clinic (outside city limits)
- 3.14% off to/from Austin-Bergstrom Airport

Cost to city: no more than \$10 per trip



Kyle
Entire city



262
Sq. kilometers



100%
Uber



10
Trips per month

\$8.11

Average
subsidy per
trip (USD)

9.2 km

Average
travel
distance

11 min.

Average
wait time



Riders redeem Uber Vouchers in the City of Kyle's government app each month

Independent living for seniors

Omnitrans RIDE program offers a monthly subsidy to use Uber for medical appointments, work, grocery shopping, and other trips.

Eligibility

- Seniors (age 62+) and individuals with disabilities who reside in the Omnitrans service area are eligible to participate in the program.



Take an Uber ride!

Eligible residents of Rancho Cucamonga and the San Bernardino Valley now can use Uber for up to half of the cost, thanks to Omnitrans' Uber RIDE program!



CAN I RIDE

Community members who are 62 years or older, or have a disability, can take advantage of the Uber RIDE program.



WHAT'S THE COST

Uber RIDE users can have half of the cost or their ride subsidized, up to \$15 per trip and 15 trips per month.



WHERE CAN I TRAVEL

Uber RIDE can take you anywhere in Omnitrans' service area, as long as your trip begins or ends in one of the 15 cities it serves. Get details at omnitrans.org.



More information
909-379-7341

Scan QR to
complete your
application online.



Pilot programs starting at \$50K



Get where you need to go Tolleson Transit Pilot Program

On demand transportation option in the Tolleson area powered by Uber.

? Trips to select destinations must arrive and/or depart from Tolleson City Limits to be eligible

\$ Rider pays \$2.00 Base Fare
City pays \$15.00 Maximum*
Rider pays the difference over \$17.00

📍 No maximum trips per person at this time

All rides must BEGIN and/or END within Tolleson City

Feedback or questions?
email transit@tolleson.az.gov
Tolleson Transit Hotline (623) 478-8758

Scan QR
for more
information.



Get where you need to go Move WC

On demand transportation option powered by Uber.

- 🚗** · Travel within the city limits
- Up to 3 miles outside the city for medical-related trips
- Up to four (one-way) trips per day
- \$** · Rider pays first \$3 per trip
- City will subsidize up to \$20 per trip
- Rider pays any overage, tips, cancellation/no-show fees

Limited to West Covina residents, 65 years and older.

Questions? - (626) 331-5366

Scan QR
for more
information.





Direct Connect first-mile/last-mile

- Partners since 2016
- \$5 discount for trips that start or end at 26 eligible bus stops/transit stations within Pinellas County
- 5am to 12am, 7 days a week
- Uber supports over 1,500 trips per week



“

We are solving age-old transportation barriers with technology, innovation, and Uber.

Brad Miller
Chief Executive Officer, PSTA
[Passenger Transport](#)



Catch a ride. Before you ride.



Direct Connect is simple

This program lets you get a discounted ride to/from a PSTA Direct Connect location, so you can skip the walk to/from the PSTA bus while staying safe and comfortable. Direct Connect makes using the PSTA system easy and saves money. With 26 locations across the county, there is a convenient Direct Connect stop near the start and end of your bus ride. Choose from one of PSTA's innovative partnerships with Uber, Lyft, United Taxi and Wheelchair Transport to get you where you need to be quickly and affordably. Direct Connect is available from 5:00 a.m. until 12:00 a.m., 7 days a week.

Uber

Click on this voucher link to add the voucher to your Uber app account (t.uber.com/pstadirectconnect). Then enter the Direct Connect location as described on the map, or use current location when at a Direct Connect location to get \$5 off your of your trip.

PSTA Overview Map



Metrolink service disruption mitigation

Uber Vouchers

Metrolink provides up to \$50 Uber Voucher during unplanned service disruptions

Metrolink distributes between 1,000 - 2,000 Uber Vouchers per event

Outcomes

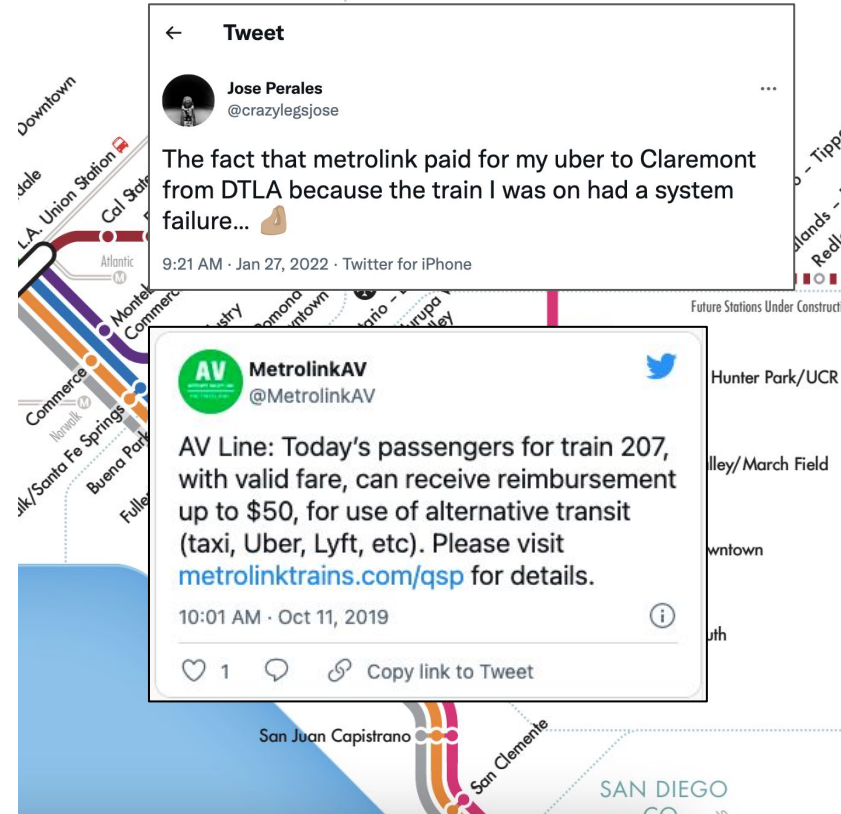
Reduced reimbursement requests by 50%

Improved customer experience and loyalty



ANGELES
CO.

62 stations and 534 miles of rail



Contact us

Chris Margaronis,
Transit Partnerships Executive
chris.margaronis@uber.com

uber.com/transit/



**Empowering *freedom to move* for everyone, every day;
thanks to *safe, reliable, and innovative solutions* that
serve the common good**



Transdev Group – Sharing Best Practices

5 Continents

20 Countries

100+ Years of Passenger Transport Experience

83 K Employees

\$8 B Revenue



Transdev + First Transit = Strong and Stable Partner

Transdev's Financial Strength:

- Ensuring unparalleled stability.
- Adequate funds to support all operations and maintenance throughout the agreement.
- No existing conditions (like bankruptcy or litigation) that could hinder commitments.

Transdev's Acquisition of First Transit:

Industry Transformation:

- Rapid evolution in passenger transportation, driven by tech advancements and sustainability.
- Commitment to helping our clients innovate, prepare the future workforce and boost ridership.

Shared Values and Expanded Resources:

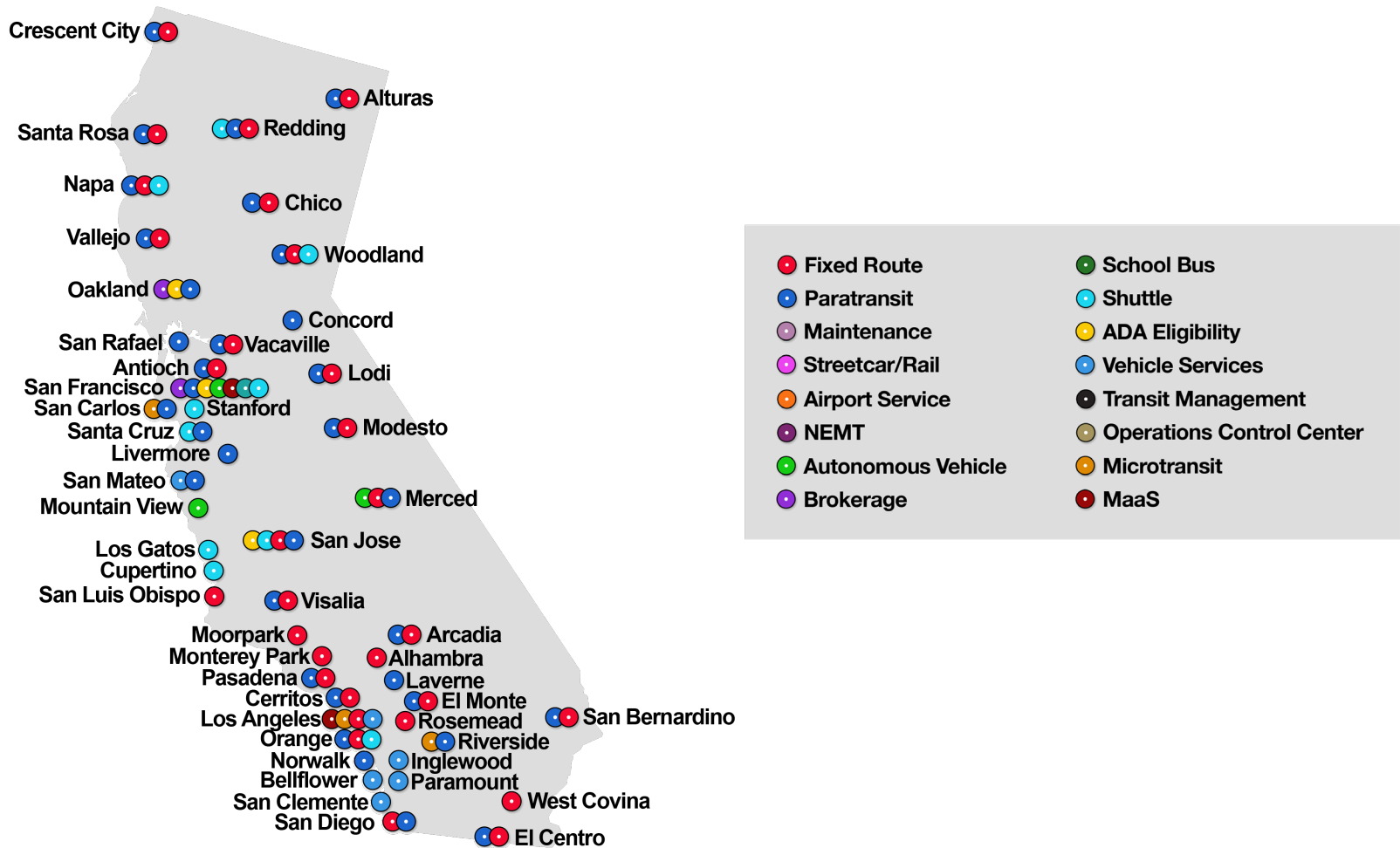
- Acquisition by Transdev North America amplifies shared safety, reliability, and innovation values.
- Enriched passenger resources, benefiting all of our clients.



U.S. Operations:

- 32,000 employees
- 17,000 vehicles
- 400 operating locations in 48 states

California's Preferred Transit Partner



Multi-Modal Expertise

Transdev is an Operator and Integrator of **Multiple Modes**



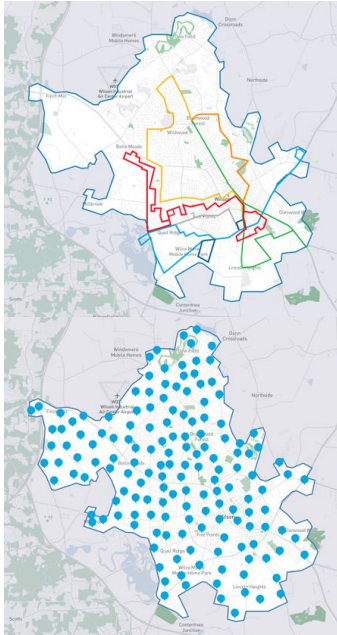
- Whether coordinating a paratransit service with fixed route buses or managing a complex interconnected network of transit options, Transdev has the expertise and resources to help our clients succeed.
- Transdev is a pioneer in the creation and development of public-private partnerships in the transportation sector.



Via believes in a world
where everyone has
access to efficient,
affordable mobility



We have spent the past decade reinventing public transit



Via is the world's leading provider of public mobility solutions

650

Partners

125M

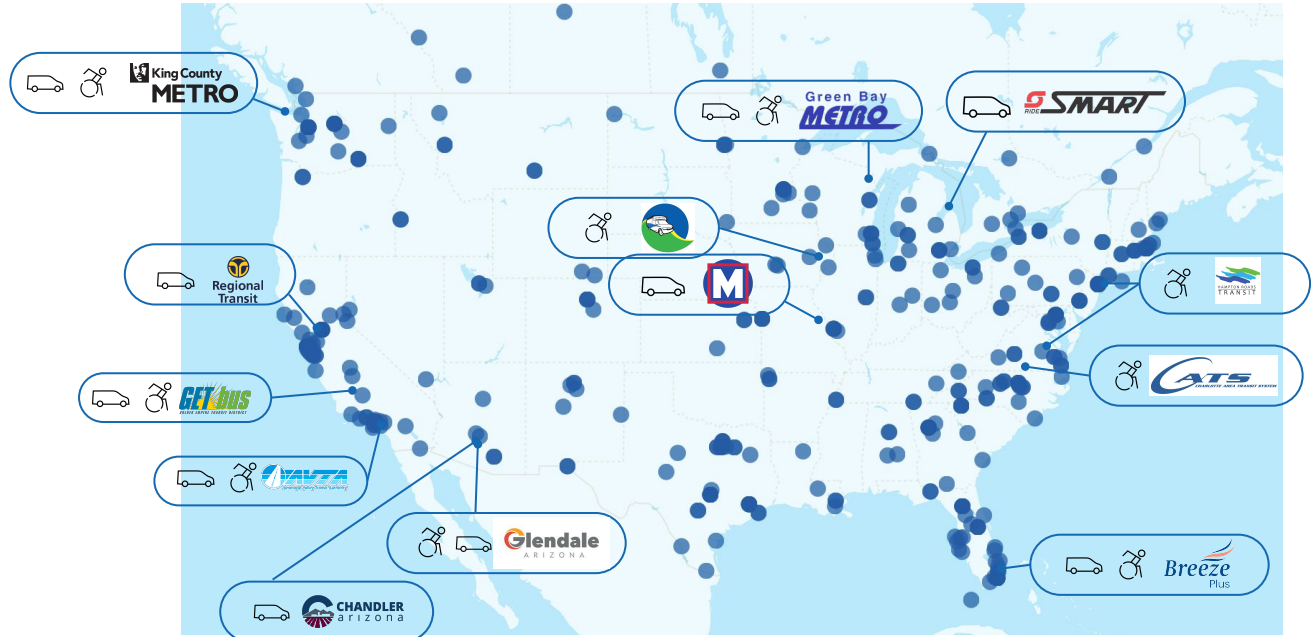
Rides served

65+

Paratransit Services

25+

Commingled Services



Via background and experience

Via has a deep commitment to transit in California

50+

Partners since 2015

2.8M+

Rides

70

Local CA employees



Via supports our partners to plan, fund, and operate shared, accessible, zero-emissions public transit



Cupertino, CA

- Service expansion and fleet electrification funded by CalSTA's TIRCP grant
- First ever microtransit service to be funded through TIRCP



Imperial Valley, CA

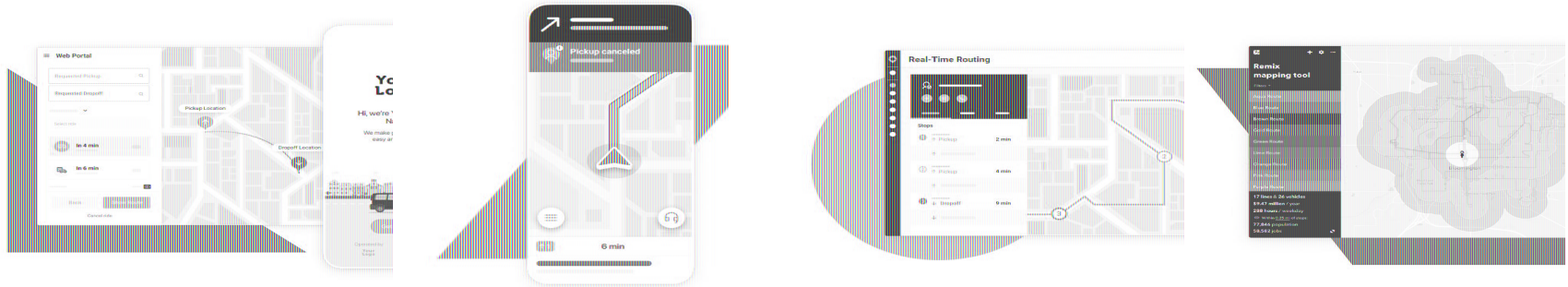
- Service funded by Clean Mobility Options Voucher grant
- Launched with PHEVs, transitioning to full EVs
- 6.3 avg utilization



Jersey City, NJ

- FMLM service incorporates both ICE and electric vehicles, with phased approach to increasing EVs over time
- 60% of rides connect to fixed route hubs; 50% of rides are shared

Via's platform: one-stop-shop for service planning and delivery



Customer-facing application

Driver-facing application

Operations Center (Scheduling and dispatch tools)

Planning Tools



Thank you.

Krista Glotzbach
VP, Partnerships
krista@ridewithvia.com
415-275-2453

2023

Transportation Today



Who We Are & What We Do

Founded 1975

Over 45 years of transportation expertise

Full Service

Provide paratransit, fixed-route, corporate, university and airport shuttles, and school transportation services

110 M Passengers

Served while driving over 300 million miles annually

150 Transit Agencies

Supported and corporations in 25 states and two Canadian provinces

10,000 vehicles

Maintained vehicles in 100+ maintenance shops

\$1B in Annual Revenues

with 15,000 dedicated transit professionals

10 Years +

Focused on long-term relationships

Safest Operator

Named industry's safest operator with the lowest accident rate of major fixed route and paratransit service providers

On-demand

Operate more on-demand, advanced reservation-based transportation than any other North American company

MV is American-owned and the largest privately-owned transportation contract services company in North America





PARATRANSIT

Providing specialized on-demand ADA-compliant transportation of persons with disabilities and the elderly

Uniquely serve diverse metropolitan areas as well as rural and suburban locations

Offering unique blended model to maximize efficiency and reduce costs, increase service

Operate more on-demand, reservation-based transportation than any other company



FIXED ROUTE

Operate fixed-route, flex- route, commuter bus, and shuttle services throughout North America

Provide some of the largest privately operated services in the nation

MV operates more fixed route and shuttle services than any other contractor in Southern California

Increasing on-time performance & reducing cost through Optibus analytics approach



SHUTTLE

Operate campus circulator and on-demand services for corporations, universities and airports

Connect employees, students and passengers from commuter train stations, transfer centers, park-and-ride lots, and other origins

Provide additional route optimization and ridership planning support

Optimize services with both proprietary and leading industry on-demand platforms



SCHOOL TRANSIT

Expertise with both traditional school transportation and special needs transit

Deploying advanced technology for safety, route optimization, and mobile parent application for bus tracking.

A market leader providing safe and reliable school bus operations since 2001



PROFESSIONAL SERVICES

Providing expert transit-oriented technology and professional services

Optimizing customer's investments leveraging the latest transit platforms

Enhancing customer experience and operational efficiency with services including Zero Emission Rollout Planning, Run Cuts, Route Optimization, Trapeze Consulting, and Call Center Services

Powered by the MV Alliance for Innovation in Mobility (AIM)



Core Capabilities



Operational Expertise

45-years of expertise across the full operations and systems planning lifecycle: scheduling, dispatch, maintenance, and driver operations

Local general manager ensures customer focus and transparency

Demand management and route optimization

*Maintain 10,000 vehicles
Drive 300+ million miles per year
More than 150 active contracts*

Safety & Training

Rigorous integrated cross-MV system of policies, procedures and programs

Regimented driver development curricula with 60-110 hours of learning

Central safety team monitors all preventable/non-preventable accidents, each onboard filmed event is reviewed with driver by coach within 24 hrs

MV is the largest user of DriveCam onboard safety event capture system

Maintenance

Provide safe, reliable, and clean fleet of 10,000 vehicles

MV best practices for preventative and *predictive* maintenance

Deep insource skills for PMI, brake, tune-up, and engine overhauls

Competitive cost structure through national procurement relationships

*1,400 professionals / 100+ Maint. Depots
1,100 engine overhauls per year
AI-based predictive maintenance*

Technology Management & Integration

Leader in leveraging advanced technology to optimize safety & efficiency

Expertise with leading transit management platforms technologies

Hosted and distributed solutions for reservations, scheduling, dispatching

Leading innovation in predictive analytics and remote virtual assistance

Collaborative partnerships with leading technologies: Microsoft, Trapeze, TripShot, Syncromatics, and others



Zero Emission Vehicle and Sustainable Transportation Leadership

MV is helping customers cut through the hype to develop practical and sustainable alternative fuel and electric vehicle strategies

Expertise in Zero Emission operations, maintenance, charging strategy, route optimization and ZE rollout planning

Strategic partnerships with leading EV and CNG manufacturers and ecosystem specialists

Operate and maintain 2,000 alternative fuel vehicles across the MV fleet, including some of the industry's largest and most complex EV deployments

LADOT

 **METRO**



MV Safety Performance

lytx
INNOVATION
AWARD 2020
WINNER



MV's data-driven approach to safety analyzes DriveCam data to identify risk by behavior, operator profile, times and days of week, and locations. These key insights continually shape our safety program.

AS A RESULT OF OUR DATA-DRIVEN FOCUS ON SAFETY, MV ACHIEVED A RISKY behavior severity rate 56 percent lower than our transit industry peers.



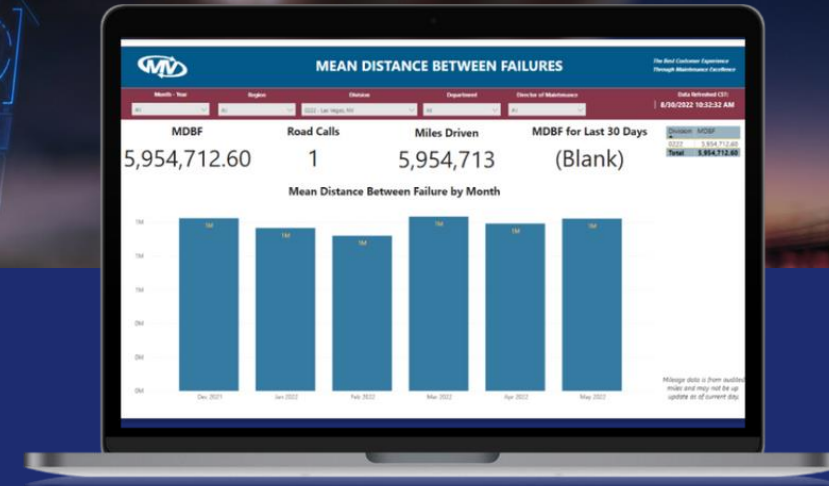
MV INNOVATION TO INCREASE PERFORMANCE



Fully Digital
Maintenance
Shop

HoloLens2 for
OEM and SME
Support

MV Insights
Predictive
Maintenance
Analytics



Trapeze EAM Maintenance Management
Information System and SME support



Seamless Service Transition



For more than 45 years, there is no transition scenario that we have not experienced. From transitioning services within hours to minimize disruption in emergency scenarios, to seamlessly transitioning large and complex services, we have managed it all.

MV expertise, methodology and best-in-class tools ensure seamless, predictable and controlled service transition

Transition Experts

Specialized transformation & change management experts

Dedicated start-up team

World-class driver and safety trainers

Local, regional and national recruiting partnerships

Start-up readiness, cutover and service continuity planning

Transition Methodology

Proprietary best practice repository

Proven runbooks and performance management models

Governance

Union transition management plans

Functional process methodologies: safety, driver training, maintenance, recruiting, facility management, IT

Best Practice Toolkit

Project initiation tracking tool

Daily task boards / standardized project schedules

Applicant tracking system

Employee, agency and community communications plans

Customized start-up information microsites



MV in the Community

- For over 45 years, MV has embraced the communities where we live and work with a spirit of involvement, service, and caring
- We raise awareness of local services for our clients, attend and support community events, and mobilize in times of need or crisis
- Our customers can count on MV to represent their community with dignity, honor, and respect
- MV teams support food drives, shuttling groups of homeless children to the movies, community safety programs, and provide various transit services for community events.
- In 2017 MV mobilized before Hurricane Harvey made landfall to help people evacuate the region
- In 2018 & 2019 MV supported community evacuation and first responder transportation during CA wildfires



Our Vision

We Will Deliver
The Best Customer Experience
with Industry-leading Safety,
Reliability, and Innovation



Our Promise

We will always place the **safety and security** of our passengers, our employees and our communities above all else.

We will work **collaboratively** within our workplace, our business partnerships, and our community to improve the **quality of life**.

We will strive to pursue **new ideas** that will bring value to our customers.





WE ARE MVMNT

**THANK
YOU**

To learn more about MV, visit www.mvtransit.com.

Circuit

A Turnkey, Electric & Shared Solution

We eliminate inefficiencies, align with user-behavior, and complement existing infrastructure.

It's Plug & Pay, and Cheaper

“ Over 1 million rides & may solve a problem that even Uber can't...
- Business Insider

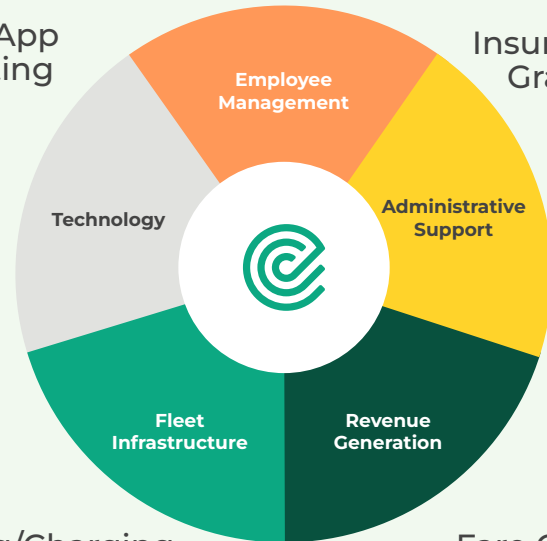
“ How this electric vehicle ride-share company won the trust of cities without 'disrupting' them.
- Fast Company

“ This is a proven solution that should immediately benefit transit-limited (city dwellers) and expand access to zero-carbon mobility.
- Micah Kotch, BMW Mini Strategy Team

On-Demand App
Ops & Reporting

Management
W2 Employee Drivers

Insurance/Permits
Grant Writing



Parking/Charging
100% Electric Cars

Fare Collection
Advertising Sales

Electric Vehicle Options

NEV (Neighborhood Electric Vehicles)

- Waev GEM E6 - Made in USA
- 5 passengers
- 80+ miles per charge
- ADA configurations
- Branding opportunities



Sedans

- Kia Niros, Teslas, Hyundais, etc.
- 4 passengers
- 300+ miles per charge
- Branding opportunities



Vans

- 8-15 passengers
- 150+ Miles per charge
- ADA configurations
- Branding opportunities



Case Study 1: Huntington Beach

MARKET HIGHLIGHTS

- On-demand neighborhood electric shuttle service launched July 2021
- \$2-\$4 fare per person
- 80,000+ rides, 142,000+ passengers, and 5 vehicles
- Circuit is one of just two vendors with on-demand services currently operating with OCTA funding and aligned with necessary data reporting requirements.



Case Study 2: Chula Vista

MARKET HIGHLIGHTS

- Circuit helped the City of Chula Vista to apply for grant funding through the The Clean Mobility Options Pilot Program (CMO), receiving \$998,377.
- Launched a successful Senior Only on-demand ride service (55+) which led to expansion of the program to the general public for a small fare.



Case Study 2: Chula Vista

MARKET HIGHLIGHTS

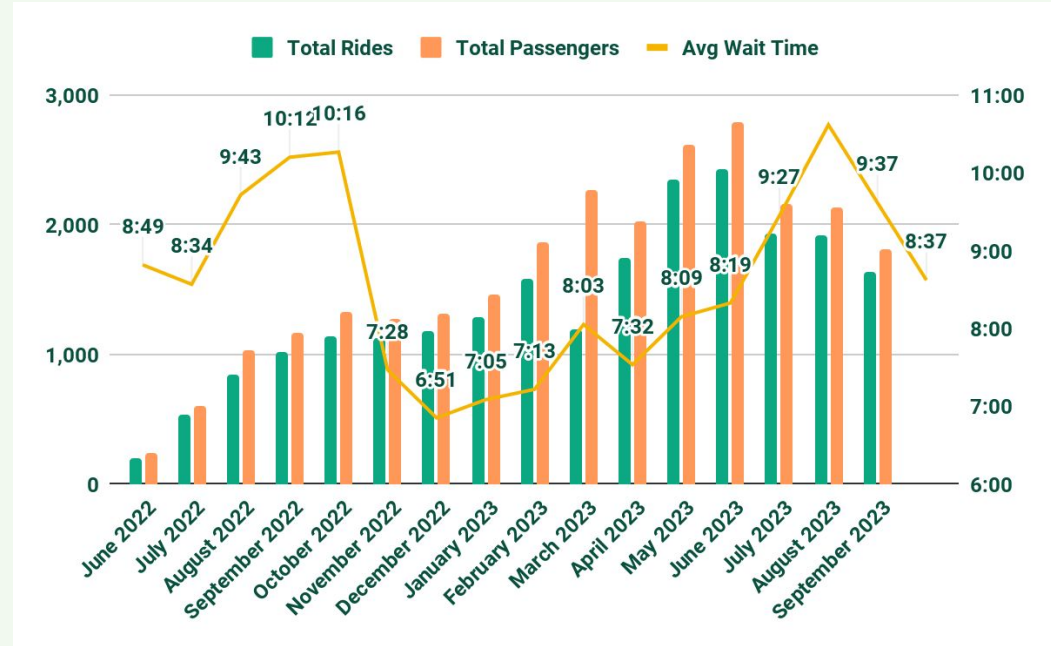


Each month:

1,500+ Seniors served

150+ WAV rides completed
(Wheelchair-Accessible Vehicles)

1.3 tons GHG emissions saved





Ready to get moving?



Connect with our SoCal team
daniel@ridecircuit.com
perry.holmes@ridecircuit.com



ridecircuit.com
@ride_circuit



Appendix slides



National Operations

New Jersey

- Asbury Park
- Belmar Beach

South Florida

- Ft. Lauderdale
- Hollywood
- Miami
- Palm Beach/West Palm Beach
- Pompano
- West Palm Beach
- Boca Raton

Washington, D.C.

- Southwest DC

Massachusetts

- Boston
- Plymouth

New York

- East Hampton
- Montauk
- New Rochelle
- Southampton
- Williamsburg

Texas

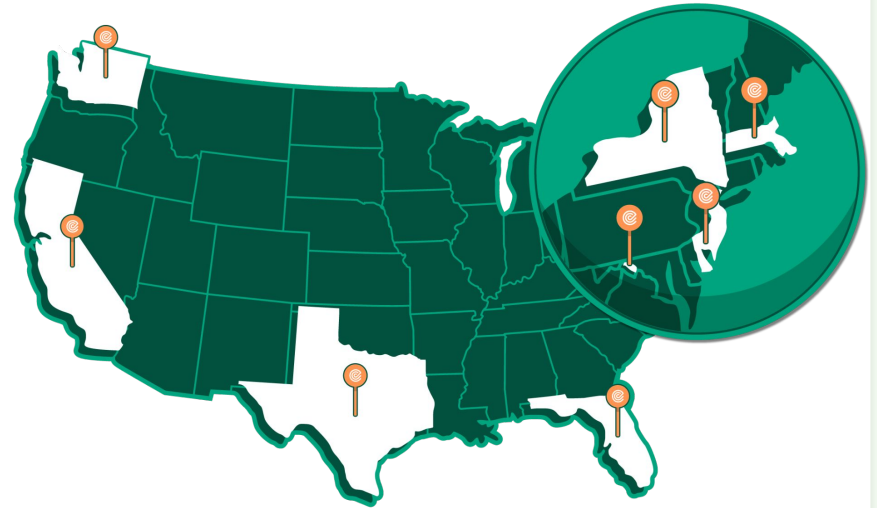
- Austin
- Dallas
- Houston
- West Dallas

Washington

- Bellevue

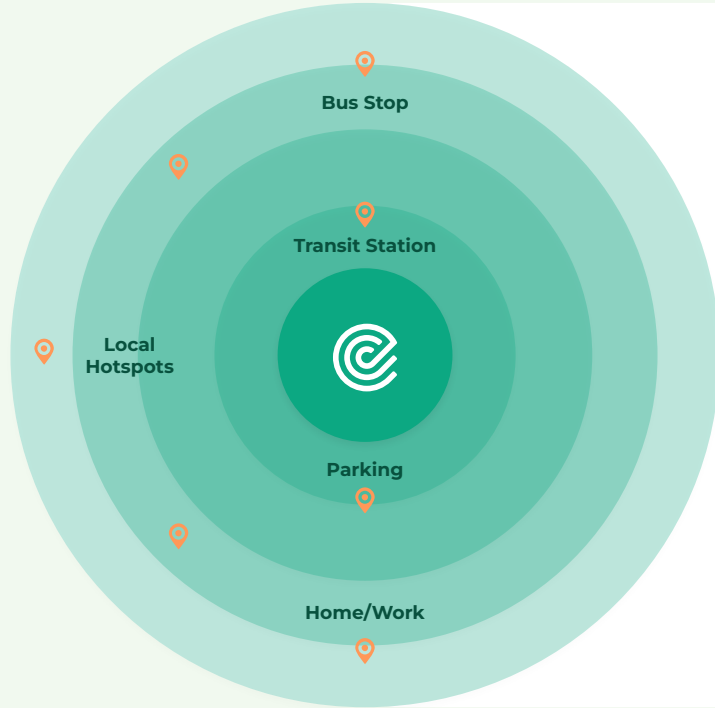
California

- Culver City
- Chula Vista
- Carlsbad
- Huntington Beach
- Inglewood
- Leimert Park
- Marina Del Rey
- National City
- Newport Beach
- Oceanside
- Pacific Beach
- San Diego
- Santa Monica
- Venice



Where to next?

Structural Last Mile Solution



EFFICIENCY = COST SAVINGS

\$2 - \$8 Cost/Rider; Others = \$10 - \$40 /Rider



SUSTAINABILITY

100% Electric Services



JOB CREATION AND QUALITY CONTROL

W2 Local Workforce



CONTROL AND DATA

Employee Drivers, Fleet & Rider Demand Management

Optional Revenue Share Programs

Reduce costs with fares and advertising



Nominal fares keep service accessible to all



Award winning OOH media campaigns



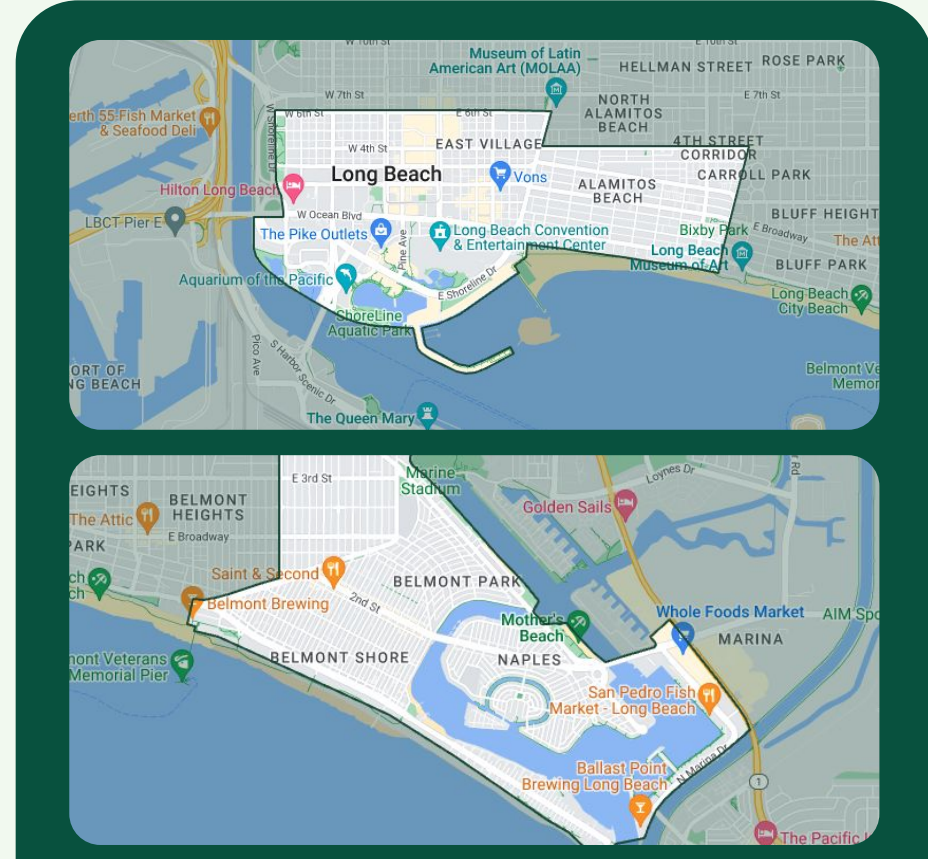
Support local businesses with local advertising

City of Long Beach

CITY OF LONG BEACH

MARKET HIGHLIGHTS

- Paid for using City's American Recovery Act grant to help stimulate local economy
- Downtown Long Beach and Belmont Shore service areas will be combined in Q1 through a recent AQMD grant



MARKET HIGHLIGHTS

- **50%+** of total rides are pooled/shared for efficiency
- **5,000+** riders in July with just 4 days of service per week!
- Circuit's virtual stops are placed at bus stops and other key destinations to promote transit ridership



Continuous MoM Ridership Increase

Circuit Fact Sheet

Circuit offers a **turn-key solution for on-demand microtransit**. All-electric vehicles with low gross per vehicle hour operating cost.

EXPERIENCE

- Founded 2011; offices in LA, NYC, and South FL.
- Programs in 30+ cities, 200+ vehicles, 350+ employee drivers
- Chosen for DC Mobility Innovation District and NYSERDA Electric Mobility Challenge.

REFERENCES

- City of Chula Vista
- Los Angeles Cleantech Incubator
- City of San Diego
- City of New Rochelle

SERVICES

- Rider app
- 100% electric vehicles
- Hiring & mgmt (W2 drivers)
- Software & infrastructure
- Data reports & analysis
- Systems & insurance
- Back-end management
- Revenue share from fare and 3rd party ads (optional)

EQUITY

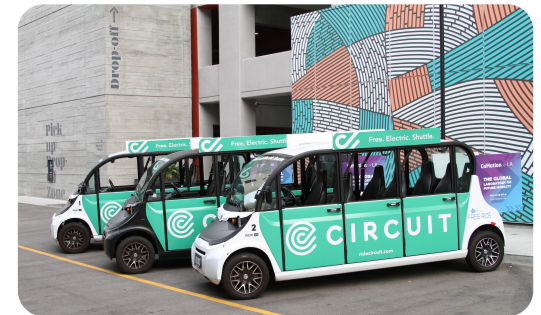
- Community engagement
- Multilingual app
- Unbanked and non-smartphone access
- ADA accessible vehicles



If you're a senior and need a ride in Chula Vista, this free new service can help



Chula Vista resident Joanie Corey got a first-hand look last week at the city's free, on-demand shuttle for seniors. (Tammy Murga / The San Diego Union-Tribune)



RIDECO

The logo for RIDE CO is displayed in a bold, white, sans-serif font against a dark blue background. The word "RIDE" is followed by a stylized location pin icon that forms the letter "O". The pin has a red circular center and a white triangular base pointing downwards. The final "O" is a standard white circle.

Transform Mobility for Today and Tomorrow

RideCo is the most adopted cloud-based paratransit and microtransit solution among the 10 largest cities in the United States.

95%

customer retention rate

60+

deployments in North America

95%

on-time performance

4.8/5

star strip rating



▶ HOUSTON, TX



▶ LOS ANGELES, CA



▶ PHILADELPHIA, PA



▶ LAS VEGAS, NV



▶ KANSAS CITY, MO



▶ SAN ANTONIO, TX



▶ CALGARY, AB



▶ ORANGE COUNTY, CA



▶ RIVERSIDE COUNTY, CA

RideCo Has the Leading Market Share across the Largest U.S. Cities

Among the 10 largest cities in the U.S., 7 transit agencies have adopted app-based on-demand public transit, and RideCo serves 57% of them.



LARGEST CITIES IN U.S.	ON-DEMAND TRANSIT SERVICE
New York City, NY	—
Los Angeles, CA	
Chicago, IL	Competitor A pilot program
Houston, TX	
Phoenix, AZ	—
Philadelphia, PA	
San Antonio, TX	
San Diego, CA	—
Dallas, TX	Competitor B
Austin, TX	Competitors A & B

WHY AGENCIES CHOOSE RIDE CO

Performance and Service Excellence



▶ 4.9/5 ★★★★★



▶ 4.8/5 ★★★★★



▶ 4.7/5 ★★★★★



▶ 4.7/5 ★★★★★

“It’s like Uber but on time and a better driver experience. Faster service, better customer service. Thank you!”

– Matt Jacobs, San Antonio VIA Link, Microtransit

“Very handy and fast. Really recommend the Calgary Transit OnDemand app.”

– Tijesuni Adegunju, Calgary On-Demand Transit, Mirotransit user

“Metro Micro is a great tool to get you to a variety of places that maybe you didn't think you were going to use transit for. Go Metro Micro!”

– Dorothy, Los Angeles Metro Micro, Microtransit user

“This is an awesome service. The drivers are great, super convenient and only \$2.”

– Benjavy, RTC On-Demand Las Vegas, Mirotransit user

Product Suite



Passenger App

User-facing smartphone app, web portal, and concierge tool for trip reservation and management that provides a seamless rider experience.



Driver App

In-vehicle driver-facing application for automated vehicle location, mobile data communication, and real-time dispatch and data collection.



Operations Center

Dashboard suite designed to streamline operations and service monitoring for your dispatch center.



Data Insights

Standardized and custom reporting to provide the operational and business intelligence required to monitor your deployment.



Profile Manager

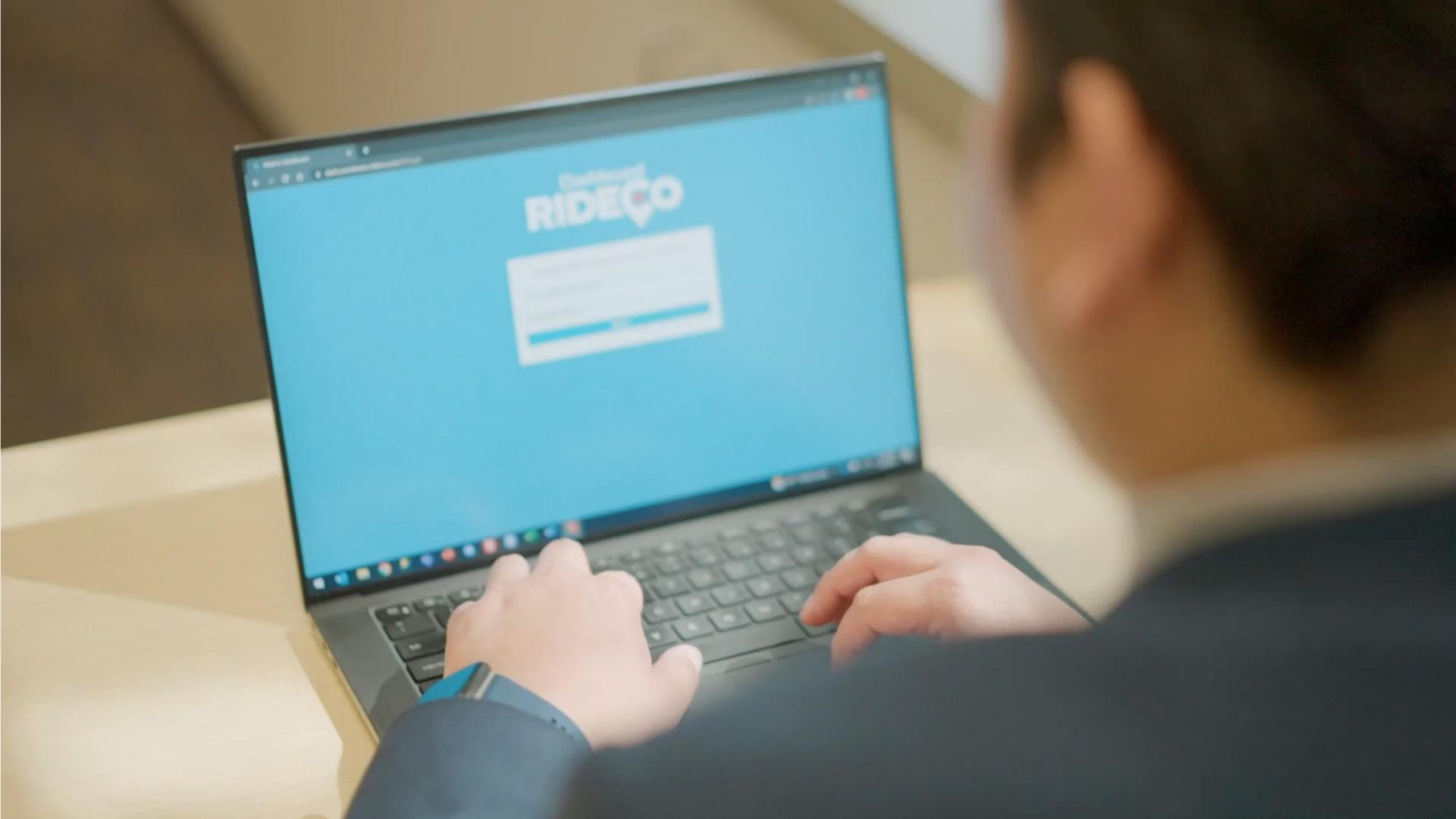
A centralized space to store all your rider information including ride preferences, emergency contacts, standing orders, and more.

ABOUT RIDECO

RideCo in California

- City of Gardena
- City of Inglewood
- LA Metro
- City of Milpitas
- City of Moorpark
- City of Morgan Hill
- Humboldt Transit Authority
- OCTA
- RTA
- OmniTrans
- City of San Gabriel
- Sunline Transit Agency
- City of West Hollywood





RIDECO

Form fields for login or registration, including a text input field and a button.

Transform Mobility for Today and Tomorrow

RideCo partners with innovative and progressive transit agencies and organizations to strive for what's possible, delivering on-demand transit that enables more equitable, accessible, efficient, and cost-effective mobility.

- ▶ rideco.com
- ▶ letschat@rideco.com

Butterfli

Freedom Leading to Independence



OCTA Vendor Fair Presentation

Presenters:

- **Diego Hernandez- Business Development Coordinator**
 - **Skyy Fisher- Business Development Manager**
 - **Medford Auguste- General Manager**



Meet Our Leadership Team

Freedom Leading to Independence



Delilah Lanoix, Co-founder & CEO

20+ Years in ADA/Specialized Transportation Industry
Co-Founder of SMS Transportation with



John Harris, Co-founder & COB

- 20+ years in ADA/Specialized Transportation
- Corporate & Transportation Law
- Principal at Harris & Associates
- J.D. from UCLA



Andrew Downard, Co-founder

- Multiple exits (Including StyleWhere)
- Extensive Product Development Experience
- Ph.D. Chemical Engineering from Caltech



Geri Willis, COO

- 25+ years experience in Operations
- Certified in Operational Change, training and Quality assurance
- Studied Business Administration, University of Riverside



Sebastian De Vivo, CFO

- Focus on the social impact space, including partnerships with City of LA, Mayor Eric Garcetti, and SBA
- \$25M+ raised for various start-ups and minority entrepreneurs
- Ph.D. from Stanford

ButterFLi incorporated in 2016- The ButterFLi Story:

Company Mission:

ButterFLi: Our Mantra Fli is "Freedom Leading to Independence."

We change lives by providing safe and affordable transportation to those whose access to mobility options is severely limited or non-existent.

We are disrupting and democratizing transportation in this industry!

How Butterfly Works

Freedom Leading to Independence

Network of Transportation Companies:

- Access to ALL Levels of Assisted Transportation
 - Ambulatory
 - Wheelchair accessible
 - Gurney accessible
 - Gurney & Wheelchair Bariatric
- Certified drivers who go through strict compliance
- On-demand & scheduled pick-up times



ButterFLi's Technology Platform

Freedom Leading to Independence

- ✓ Our Technology Platform is solving a big problem in the market and supports B2B/B2C Customers:
 - **Driver App & Customer App** (Android and iOS)
 - **Web portals**
 - Enterprise
 - Provider
 - Administration
 - **Book a Ride-On-Line** Via our Website

Client Solutions:

“Butterfli Technologies is dedicated to delivering excellence in a world where customers expect service continuity 24/7 and experiences that are fast, efficient, and solve issues the first time”

- Delilah Lanoix



Thank you for your time!

Diego Hernandez- BD Coordinator diego@gobutterfli.com

213-561-2740

Skyy Fisher- BD Manager skyy@gobutterfli.com

Medford Auguste- General Manager Medford@gobutterfli.com

**Measure M2 Project V Transit Operator Vendor Fair
October 30, 2023**

Vendor Fact Sheet

Company Name	Services Provided	Current and Past Areas/Agencies Served	Offer Vehicle Leases/Purchases?	Years in Business	Company Contact
Butterfli	On-demand rideshare, On-demand assisted transportation, Fixed route	Orange County, Los Angeles County, San Bernardino County, Riverside County, Ventura County	-	7	Diego Hernandez <i>Business Development Coordinator & Strategic Initiatives</i> diego@gobutterfli.com (213) 561-2740
Circuit Transit Inc.	On-demand rideshare, Fixed route	40+ cities nationally, including Huntington Beach, San Diego, Long Beach, Carlsbad, Oceanside, Pacific Beach, Chula Vista, Culver City, Santa Monica, and Palm Desert	Yes	10+	Daniel Kramer <i>VP, Business Development</i> daniel@ridecircuit.com (562) 252-6680
Keolis Transit Services	Fixed route	Irvine and Anaheim	-	20+	-
LAZ Transportation	Fixed route, On-demand rideshare	Dana Point, Mission Viejo, Laguna Beach, Irvine, Laguna Niguel, San Juan Capistrano	-	41	Kristin Martinez <i>National Director of Transportation</i> kmartinez@lazparking.com (714) 420-9437
Lyft, Inc.	On-demand rideshare	San Clemente	-	11	Calli Cenizal <i>Head of Transit and Governmental Partnerships</i> ccenizal@lyft.com
MV Transportation Inc.	Fixed route, On-demand rideshare, Microtransit	Irvine, Multiple Cities throughout Orange County with the provision of OCTA fixed route services	Yes	48	Scott Neeley <i>VP Business Development</i> scott.neeley@mvtransit.com (817) 600-8896
RideCo Inc.	On-demand rideshare	OCTA, LA Metro, Gardena, San Gabriel, Riverside Transit Agency, OmniTrans, SunLine Transit Agency, Moorpark, Milpitas, Morgan Hill, and many more	-	10	John Denefeld <i>Senior Account Executive</i> john.denefeld@rideco.com (519) 572-0003
Transdev, Inc.	Fixed route, Microtransit, NEMT, On-demand rideshare, Paratransit, shuttle, Fleet services	Over 70 operating locations in California, including OCTA and cities in Orange County	-	100+	W.C. Pihl <i>Senior Vice President Business Development</i> bd@transdev.com (630) 571-7070



Company Name	Services Provided	Current and Past Areas/Agencies Served	Offer Vehicle Leases/Purchases?	Years in Business	Company Contact
Uber	On-demand rideshare	We currently operate in all OC cities	-	13	Chris Margaronis <i>Transit Partnership Executive</i> chris.margaronis@uber.com
VIA Transportation, Inc.	On-demand rideshare, Transit planning software and services (Remix)	Orange County, City of Irvine, Calexico CA, Bakersfield CA, Venice CA, LA Metro, AVTA (50 total in CA)	Yes	12	Krista Glotzbach <i>Vice President, Partnerships</i> krista@ridewithvia.com (415) 2752453
Cabco Yellow Inc	On-demand rideshare	Entire County of Orange	Yes	30	Melissa Gomez <i>Project Manager</i> melissa@cayellow.com (714) 559-8300



Transit Operator Vendor Fair - Zoom Registration Tracker

Name	Agency/Organization	Attendance
Charles Kim	County of Orange	Present
Cat Helmstetter	Rancho Mission Viejo	Present
Michael Litschi	City of Laguna Beach	Present
Jonathan Lightfoot	City of San Clemente	Present
Iris lee	City of Seal Beach	Present
Jennifer Rosales	City of Costa Mesa	Present
Mike Davis	City of Irvine	Present
Eric Loke	City of Newport Beach	Present
John Nguyen	City of Huntington Beach	Present
Jennifer Anderson	City of Dana Point	Present
John Denenfeld	RideCo	Present
Raf Batista	Curt Pringle & Associates	Present
Chris Margaronis	Uber	Present
Adeline Chien	RideCo	Present
Pete Gould	RideCo	Present
David Smith	Transdev	Present
Scott Neeley	MV Transit	Present
Kristin Martinez	LAZ Parking	Present
Paula Henry	LAZ Parking	Present
Diego Hernandez	ButterFLi	Present
Perry Holmes	Circuit	Present
Krista Glotzbach	Via Transportation	Present
Carloyn Chu	Nelson\Nygaard	Present
Amanda Bajhart	City of Mission Viejo	Present
Sonica Kohli	County of Orange	Present
Kelli Everett	City of Laguna Niguel	Present
Joe Alcock	City of Anaheim	Present
Jimmy Armenta	City of Dana Point	Present
Charvalen Alacar	OCTA	Present
Vanessa Esparza	City of Anaheim	Present
Adrian Salazar	OCTA	Present
Mark Chagnon	City of Mission Viejo	Present
Nabila Guzman	City of Laguna Beach	Present
Kurt Brotcke	OCTA	Present
Jisela Martinez	Keolis	Present
Eric Hoch	OCTA	Present
Zach Rehm	City of San Clemente	Present
Ron Noda	City of Los Alamitos	Present
Jorge Duran	OCTA	Present
Adriann Cardoso	OCTA	Present
Melissa Gomez	Cabco Yellow	Present
Skyy	ButterFLi	Present
Nylinne Nguyen	OCTA	Present
Jimi Mitchell	Nelson\Nygaard	Present
Jana Ezell	Keolis	Present
Fatana Temory	City of San Clemente	Present
Andre Chism	City of Laguna Beach	Present