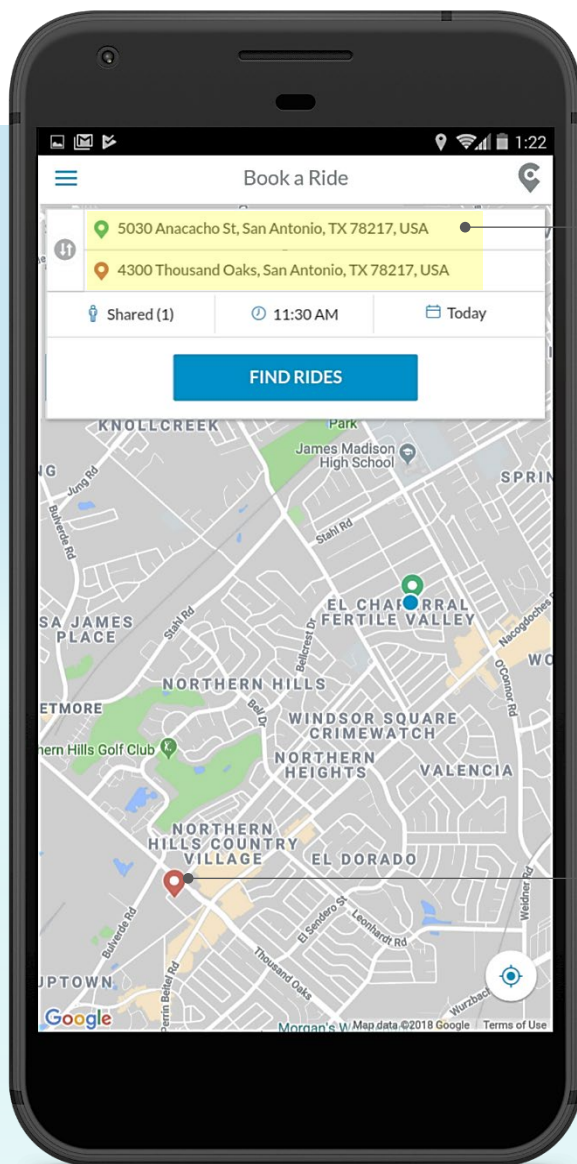


Appendix B – Our Passenger Mobile Application

RideCo's **customer interface technologies** are our Passenger Mobile Application (or "passenger app") and our Web Browser Based Passenger Application (or "web app"). The passenger app will be **white labelled to City of San Marcos specification** and available for free download from the Google Play Store (Android) and the Apple App Store (iPhone). The customer-facing apps will be customized and will include information about the service such as the service hours, FAQs, a support phone number, and in-app feedback tools. Our app supports multiple, flexible booking modes – as explained below.

The screen captures beginning on the following page demonstrate the process through which passengers will use the passenger app to book rides, designate pickup and drop-off locations, view real-time pickup and drop-off data, get to virtual stops, and enjoy demand responsive dynamic service with less walking, shorter wait times, and faster trip times. Each ride has a set pickup and arrive before time, which is our promise to get passengers to their destination on time.

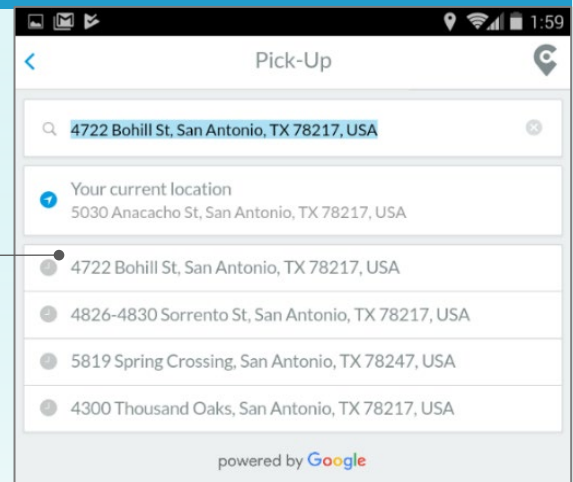


1

1. Type in your **pick-up** and drop-off locations. Specify the **time and date** of your trip. You can ride instantly on-demand or book rides days in advance.
2. Riders can select pickup and/or drop-off locations from their **recent history** or from a **list of saved "favourites."**
3. If you do not know your location address, simply tap on the map to select your pickup and drop-off locations.

3

2

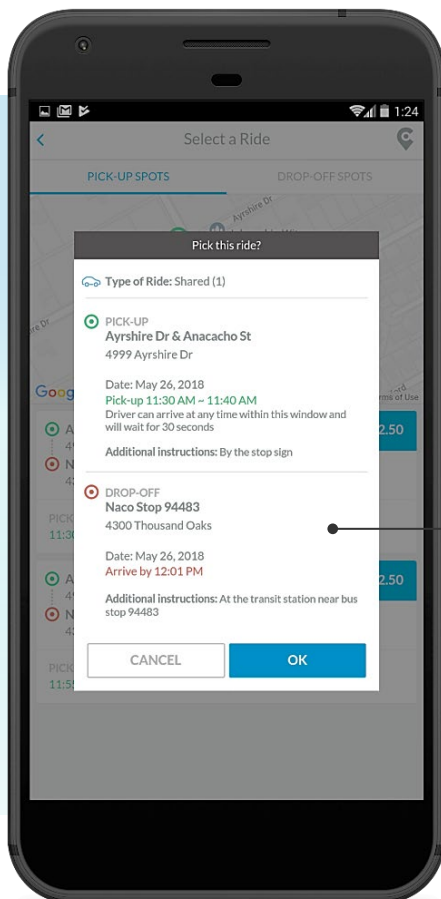


Ayrshire Dr & Anacacho St 4999 Ayrshire Dr Naco Stop 94483 4300 Thousand Oaks		\$2.50
PICK-UP 11:30 AM ~ 11:40 AM	ARRIVES BEFORE 12:01 PM	

Ayrshire Dr & Anacacho St 4999 Ayrshire Dr Naco Stop 94483 4300 Thousand Oaks		\$2.50
PICK-UP 11:55 AM ~ 12:05 PM	ARRIVES BEFORE 12:26 PM	

- The “arrives before” time ensures passengers can share the ride and arrive before a promised drop-off time.
- This is key to *effective ride sharing* in dynamically routed vehicles.

The RideCo platform incorporates both **predictive and real-time traffic in its dynamic routing engine**. The incorporation of accurate traffic data in real-time ensures that RideCo provides **accurate ETAs and travel time estimates** for passenger communications and operator route planning.



Pick this ride?

Type of Ride: Shared (1)

PICK-UP
Ayrshire Dr & Anacacho St
4999 Ayrshire Dr

Date: May 26, 2018
Pick-up 11:30 AM ~ 11:40 AM
Driver can arrive at any time within this window and will wait for 30 seconds

Additional instructions: By the stop sign

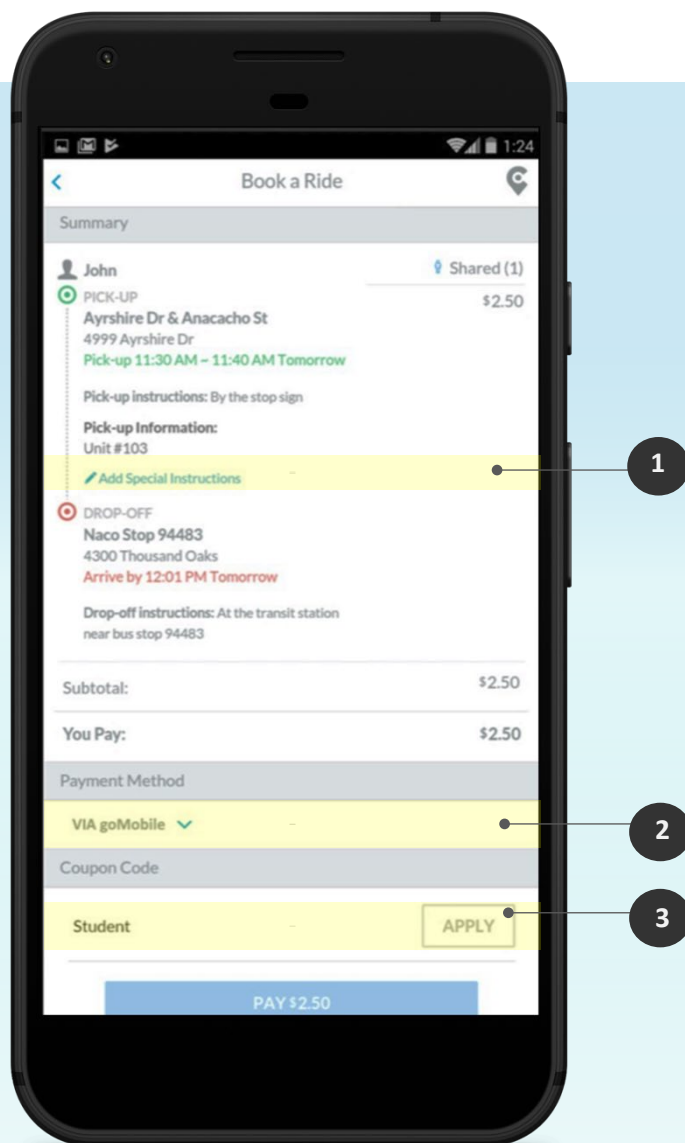
DROP-OFF
Naco Stop 94483
4300 Thousand Oaks

Date: May 26, 2018
Arrive by 12:01 PM

Additional instructions: At the transit station near bus stop 94483

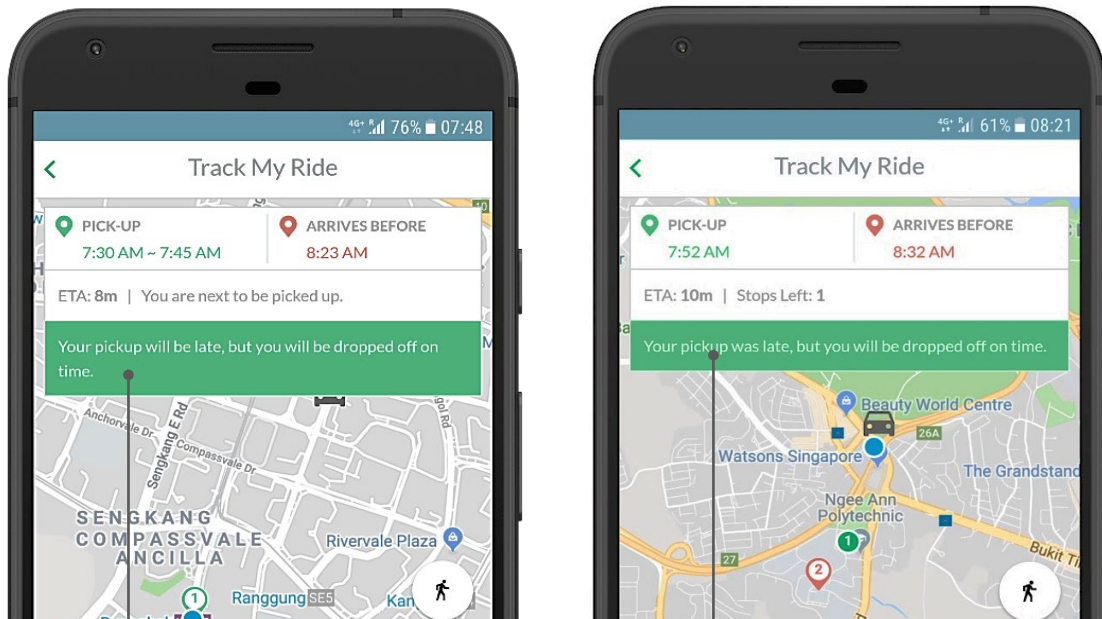
CANCEL OK

- Additional *descriptive information* is provided for each virtual stop

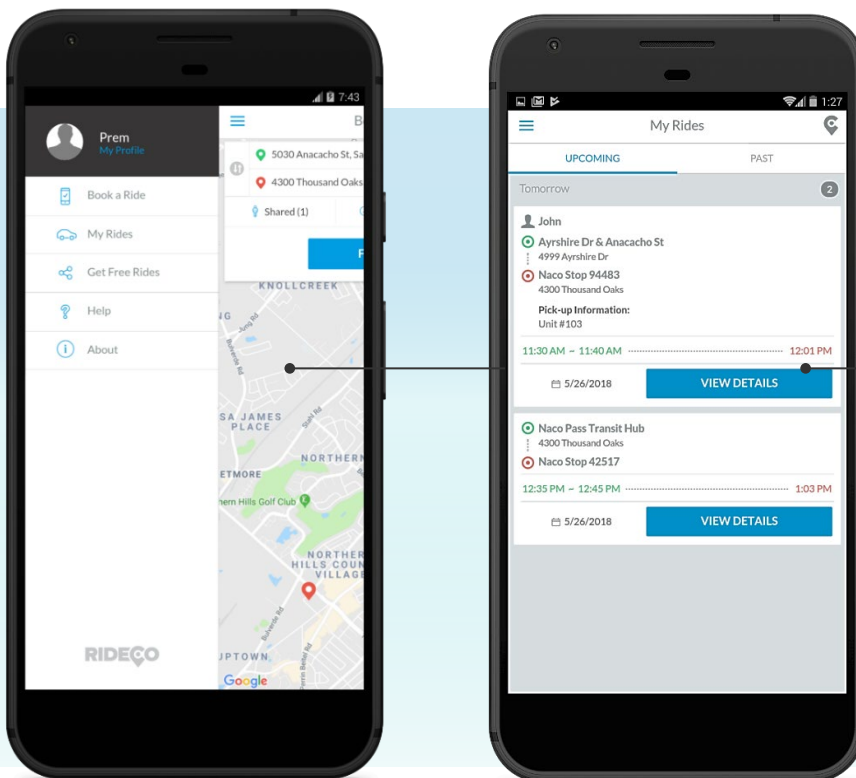


1. Riders requiring doorstep (if applicable/enabled) pickups can enter additional pickup information for the operator
2. If a fee is charged, riders pick their payment option – E.g. Credit Card, Monthly Pass, Cash, or Transfer
3. Enter a discount code to reduce the standard ticket price. Discount codes can be configured for employer paid rides, students, seniors, and special events

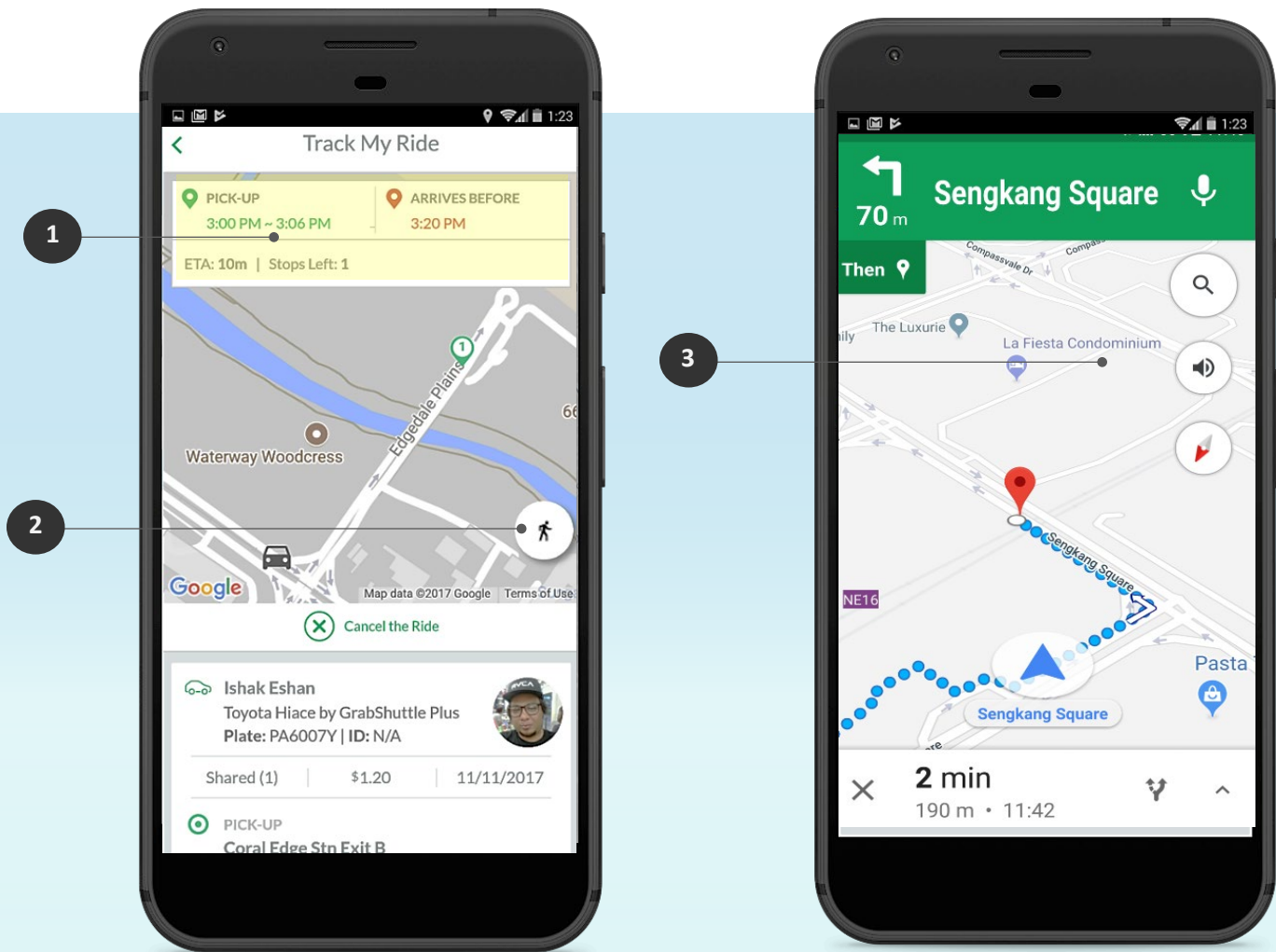
Once an operator has been locked to a specific passenger, the passenger will be able to track the movement of the vehicle in real time in the RideCo passenger app. The operator's ETA is also based on traffic conditions and the real-time location of the vehicle; this ETA is updated every few seconds in the passenger app.



- Get continuous updates regarding your pick-up or drop-off times, remaining stops, and potential delays

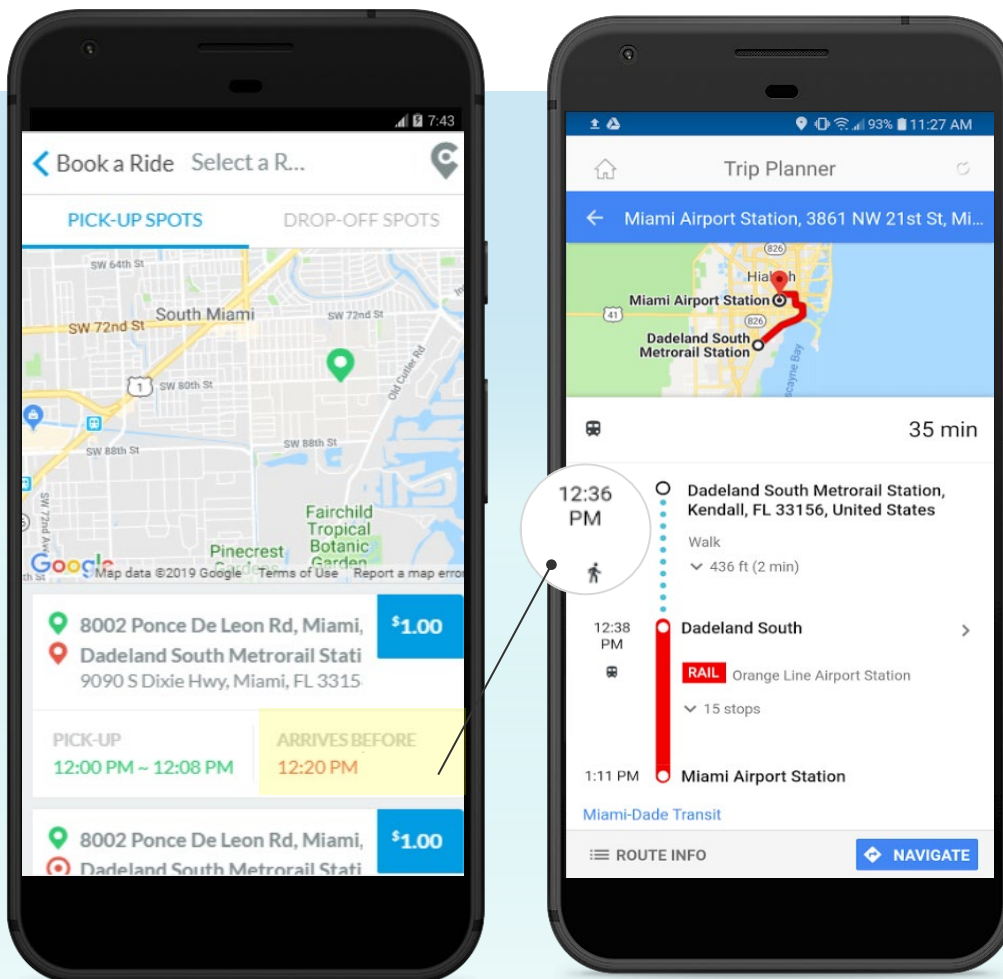


- Keep track of *upcoming pre-scheduled rides*, and completed rides



1. **Track** your vehicle / operator and **ETA**.
Call the operator (optional feature) for last minute coordination.
2. Press this button to get **walking directions** to your pickup location if you are going to a virtual stop.
3. Walking directions to your stop are then provided in Google Maps.

RideCo's dynamic routing platform ensures that service vehicles remain on schedule, which allows passengers to be dropped off in time to **transfer to fixed-route Capital Area Rural Transportation System (CARTS) buses or Amtrak trains at San Marcos Station**. The service regions will be restricted so that passengers are never more than a few minutes' walk from the nearest virtual stop and stops are never more than a specific distance from the destination transit hubs. Our service region restrictions can be updated as necessary in a matter of minutes with zero downtime, and we regularly use this feature in our other services as a proactive measure.



- Our guaranteed **"Arrives Before"** time allows riders to book with confidence, knowing they will make their connections, get to work, or get to school on time

When booking a ride, passengers can request specific seat types to accommodate special needs, additional space requirements, companions, or other unique services THE CITY is interested in offering. Examples of custom seat selection include:

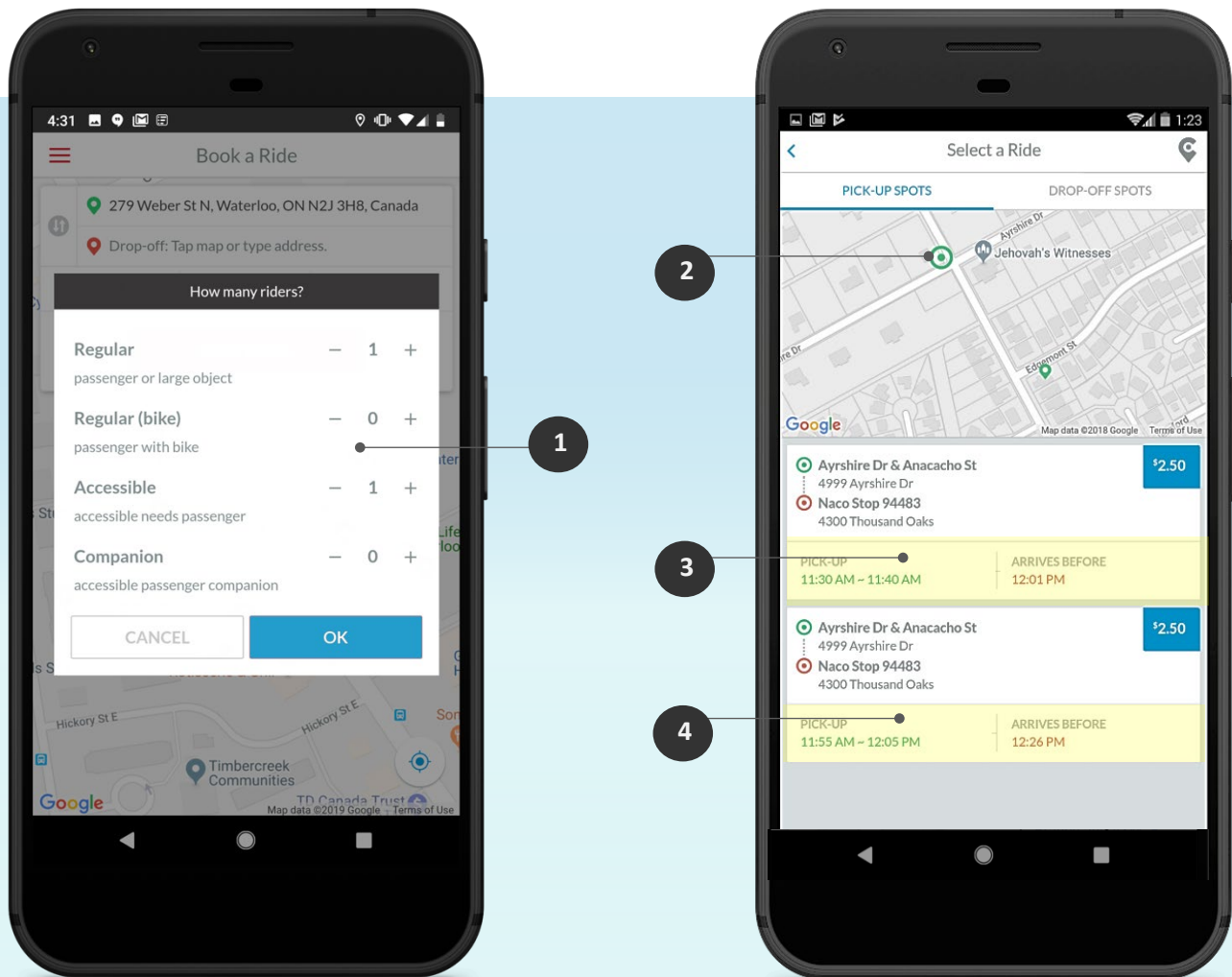
- Regular (passenger or large object)
- Accessible (lift or ramp equipped)
- Companion (accessible needs passenger companion)
- Pet-friendly (such as for service animals)
- Bike rack equipped
- Additional luggage or large object requirements

The booking screen of RideCo’s passenger app (as seen on the next page) will be customized to include the above-listed seat types as desired, or any additional seat types requested by the City. Our software can allow a single passenger to make a booking for more than one passenger (if the county so desires) so long as fare(s) for all passengers are valid.

The RideCo platform supports multiple payment models and fare structures, including **in-app fare payment**. Depending on what is desired by the City of San Marcos, the passenger can choose to pay via credit card, cash, or CARTS-approved transit pass or ticket during the booking process. To pay with credit card, the passenger enters their card details in the passenger app and have their payment processed and stored by our **third-party payment processor Braintree** (a division of PayPal). RideCo does not directly store credit card information.

At the time of ride booking, the passenger can also enter a special code to obtain a discount. For example, a student may enter “student” as the special code to obtain the student discount to the fare. These coupons can be created at the discretion of the City. They can be used during promotions to grow ridership and tracked to determine the success of specific marketing campaigns. Coupon codes are completely customizable and can be deployed in thousands of unique ways.

After each trip, passengers are prompted to give their trip/operator a rating out of 5 stars. Customers can also send trip feedback and other messages through the app, which creates a ticket in a digital support tool (such as [Zendesk](#), RideCo’s preferred CRM system). RideCo will provide training and regular performance feedback for customer care agents as part of pre-launch operations.



1. Select the **type and number of seats** you'll need.

2. This is your **virtual stop** or **doorstep** pickup location (as applicable).
3. We'll show you the best available trip options with specific **pick-up/drop-off times**.
4. Multiple options are **dynamically generated** based on existing ride bookings, vehicle locations, and feasible dynamic route changes. **Frequency of service is configured** to the operator's specification.