

# Newport Mesa Unified School District

**Bid No. 103-24**

**Non School Bus Home to School  
Transportation Services**

September 14, 2023



Submitted by Nomad Transit LLC

(A wholly owned subsidiary of Via Transportation, Inc.)

## 1. Executive Summary

We are delighted to put forward our qualifications for the Newport Mesa Unified School District's non school bus home to school transportation services.

Via is the world's leading provider of TransitTech solutions, including school transportation, microtransit, ADA paratransit, senior transportation, and Non-Emergency Medical Transportation (NEMT). We partner with more than 650 cities, transit agencies, and school districts across the globe, providing software and operations to improve efficiency, rider experience, and accessibility. The result is **safer rides with fewer vehicle miles traveled and less time spent in the vehicle**.

Via's highly experienced operations teams will provide safe, reliable, and cost-efficient student transportation, leveraging a high-quality and customer-centric pool of thoroughly vetted drivers. Our powerful software will enable the district to benefit from more efficient and cost effective routing, easy-to-access reporting, and seamless communication and information transmission between drivers, parents, and schools.

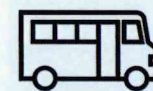
We are confident that Via has the operational and software expertise to deliver an outstanding solution to the District. We bring the following advantages:

### 1.1 Cutting-edge software

Our proprietary Via for Schools platform is next-generation software that can help the District manage their complex transportation needs. The Via for Schools software is included at **no extra cost** to power our student transport operations. We can also offer the platform to the district to manage its entire system within a single software platform, including multiple operators. If the district is interested in this option, we would be happy to provide pricing. In either scenario, NMUSD will benefit from the following key features:

#### Powerful routing optimization

The Via for Schools cutting-edge technology has a demonstrated track record of achieving an extremely cost-efficient per-ride rate. Our proprietary algorithms and mapping infrastructure are designed to increase vehicle utilization, reduce both travel time and vehicle miles traveled (VMT), and deliver a high-quality service for students. Via's software uses machine learning and artificial intelligence to analyze data from the almost 115 million trips it has already provided to make routing decisions based on both real-time traffic speeds and historic demand, enabling vehicles to circumvent congested areas and slower roads.



New York City's Department of Education was able to consolidate more than a dozen independent tools into **a single fully integrated software system to intelligently power the NYC DOE's 10,000+ vehicle fleet**.

Extensive experience transporting passengers with special needs

We have a decade's experience transporting passengers with disabilities and operate a number of large-scale ADA-paratransit services in the US. We understand the operational challenges at stake in transporting vulnerable populations: delivering high on-time performance, ensuring compliance on routing and pickups, maintaining clean and reliable vehicles, and sourcing and training empathetic drivers. For the New York City Department of Education, we power a student transportation solution for both General and Special Education populations and our system is designed to adapt to the diverse routing, trip, and vehicle needs of different student populations.

Fleet

We propose to deliver service with a fleet of non-smoking vehicles **equipped with GPS tracking at no additional cost**. Wheelchair-accessible vehicles (WAVs) will also be available for passengers requiring them. Via has established rigorous processes for ensuring vehicle cleanliness and passenger safety including thorough driver training, strict vehicle requirements, and a comprehensive vehicle inspection.



A sample vehicle from Chandler Flex service

We would be happy to provide as many vehicles as NMUSD requires for the service. We already operate **thousands of vehicles** across our US operations.

Cost Effective Service

Via's software delivers maximum value by delivering the industry's most efficient routing and trip optimization. For services such as the ADA-paratransit service we operate in Hampton Roads Virginia, Via was able to reduce trip durations by 44%. We anticipate that similar efficiency gains in Newport Mesa USD will ensure that students and the District will benefit from reduced miles traveled. We have priced our proposal at \$2.50 per one-way trip mile, with a route minimum charge of \$60.00. Via's reporting suite is designed to keep Via accountable to Newport Mesa's ridership and budget targets, helping ensure that funding dollars are used in the best possible way.



Source: Seattle Transit Advisory Board

In the pages that follow, we provide additional information about our proposed solution for Newport Mesa Unified School District. We hope this response demonstrates our enthusiasm to partner with you and welcome any future opportunities to discuss. We look forward to working with you on this exciting opportunity.

## 2. Company Profile

Via builds innovative software to enable our partners to transform their legacy transportation systems into smart, data-driven, technology-enabled networks. Using their software, our partners achieve a greatly enhanced level of visibility and control over their operations, simultaneously lowering operating costs and increasing quality of service. We offer solutions for student transportation, ADA paratransit, senior transportation, and other demand responsive modes of travel. To date, **we have powered more than 115 million rides around the world.**

Via also offers our partners the most advanced transportation planning, design, and fixed route scheduling software through Remix. Via Strategies, our dedicated in-house transit planning and consulting practice, helps transit agencies, cities, operators and other clients develop and optimize multimodal transportation networks uniquely tailored to their local needs.

We have operated transportation services for more than a decade and have deployed transit solutions in partnership with over **650 cities and transit agencies in nearly 50 countries around the world.** This project will be backed by the entirety of Via's global resources:

- Over **500 full-time employees** focused on partner success, marketing, community engagement, rider growth, service planning, service operation, and business development.
- Over **550 full-time software engineers** with deep experience in advanced algorithms, data science, digital mapping, database architecture, product management, and app development.

### Via in California

While Via is a global company, NMUSD will experience us as a local partner. Via maintains a very strong presence in California, with 70 team members based in our San Francisco office. Our partnerships in Southern California include microtransit services in Los Angeles, Antelope Valley, and Callexico. For Golden Empire Transit in Bakersfield, we provide an integrated platform to manage paratransit, non-emergency medical transportation, and microtransit operations. A growing roster of Bay Area cities and technology companies, including Google, LinkedIn, and Genentech, also continue to choose Via to power their public transit and corporate shuttles.

Via operates in California as a transportation network company rather than a taxi company. By partnering with Via, NMUSD will join more than 50 major public transit agencies, cities, and universities in California that rely on us to provide high-quality transit services.



### 3. Detailed Proposal Overview

#### Vehicles

For Via's partnership with the Newport Mesa Valley Unified School District, we propose to deliver service with a mixed fleet of sedans, SUVs, and/or minivans. Wheelchair-accessible vehicles (WAVs) will also be available for passengers requiring them.

Our proposed fleet will adhere to all vehicle licensing, inspection, and maintenance requirements as set forth by the State of California and for any federal, state, county, or local applicable laws for licensed transportation services. Via will also ensure that all vehicles are inspected and approved in compliance with the laws of the State of California.

Before authorization for the Via Platform, and at an annual interval, each vehicle must meet model year, vehicle make, and trim requirements. We typically require that vehicles be no older than 10 years, suit the service type to be provided (sedan, SUV, or minivan), and appear clean and in good repair. Before authorization and at an annual interval, each vehicle must also pass a 19-point vehicle inspection by a licensed mechanic, including the following:

- Foot brakes (check stopping: at 20 mph, vehicle must be capable of stopping within 25 ft)
- Emergency brakes (engine stall test)
- Steering mechanism
- Windshield
- Rear window and other glass
- Windshield wipers
- Headlights
- Tail lights
- Turn indicator lights
- Brake lights
- Front seat adjustment mechanism
- Doors (open, close, lock)
- Horn
- Speedometer
- Bumpers
- Muffler and exhaust system
- Condition of tires, including tread depth
- Interior and exterior rear view mirrors
- Safety belts for driver and passengers

Prior to providing service each day, drivers must complete a safety certification covering various aspects of their vehicle including tire pressure, mechanical condition, affirming necessary equipment is on board, and more.



## 2. Detailed Proposal Overview

### Driver Recruitment and Screening

Via understands the challenges of the current labor market and we have adapted our recruitment, retention, and pay practices to ensure high-quality service for our partners. Via's transit services have increased driver supply by more than 100% in the past year, even as the broader transit industry has been impacted by major labor shortages.

For NMUSD, we will leverage our local driver recruitment operations, including a local operations team, and extensive driver marketing we do in the Sacramento market to procure a network of high quality independent contractor drivers. Drivers will be subject to local, state, and Federal licensing and strict screening requirements, including fingerprinting and training to ensure safe and empathetic service for students. While other providers rely on a static shift-based approach to manage driver and vehicle supply, Via's technology and operating model allows us to successfully match vehicle and driver availability to changing student ride demand.

In addition to offering a competitive rate of pay, our Operations team — who have recruited tens of thousands of drivers across Via services — has developed a playbook of incentives and support systems, including driver "office hours" and other community-building activities, to support our drivers. Our drivers appreciate the flexibility of our model — many deliver services on a part-time basis while completing their education or caring for family members — and are eager for ways to serve their communities.

The key features of our driver model include, but are not limited to the following:



Driving history and criminal check before joining, and every 12 months thereafter



Minimum years caregiving experience: 5 (as a parent or professional caregiver)



FTA-compliant mandatory drug & alcohol testing



Minimum years driving experience: 5 years



Minimum age: 25 years



Full English proficiency

Reasons for rejection include:



Failed background and/or driving record check



Insufficient childcare experience

### 3. Detailed Proposal Overview

#### Safety

Via has an extensive record providing safe transportation services. Our results exceed safety benchmarks set by the Federal Transportation Administration for public transit. It is Via's belief that every collision, injury, and security incident is preventable, and that it is our responsibility to provide safe and responsible conditions for drivers and passengers. Below, we provide a high level overview of Via's safety practices:

- **Vetted and trained drivers:** Via thoroughly vets and trains each driver to consider the safety needs of every student. Any drivers with an unsafe driving history are not permitted to drive with Via.
- **Live customer support:** During all service hours, families can contact Via's live support representatives, in real time, to address any incidents that may arise. Our support agents are trained to respond immediately to any reported incident that involves student safety.
- **Minimized driving distractions:** The Driver App provides hands-free directions. In-app tasks are limited in order to minimize distractions and allow drivers to concentrate on driving safely.
- **Safe stopping points:** Drivers follow strict guidelines on safe stopping points, such as never picking up or dropping off a student from the opposite side of the road and ensuring that students are safely secured in their seats during the rides.

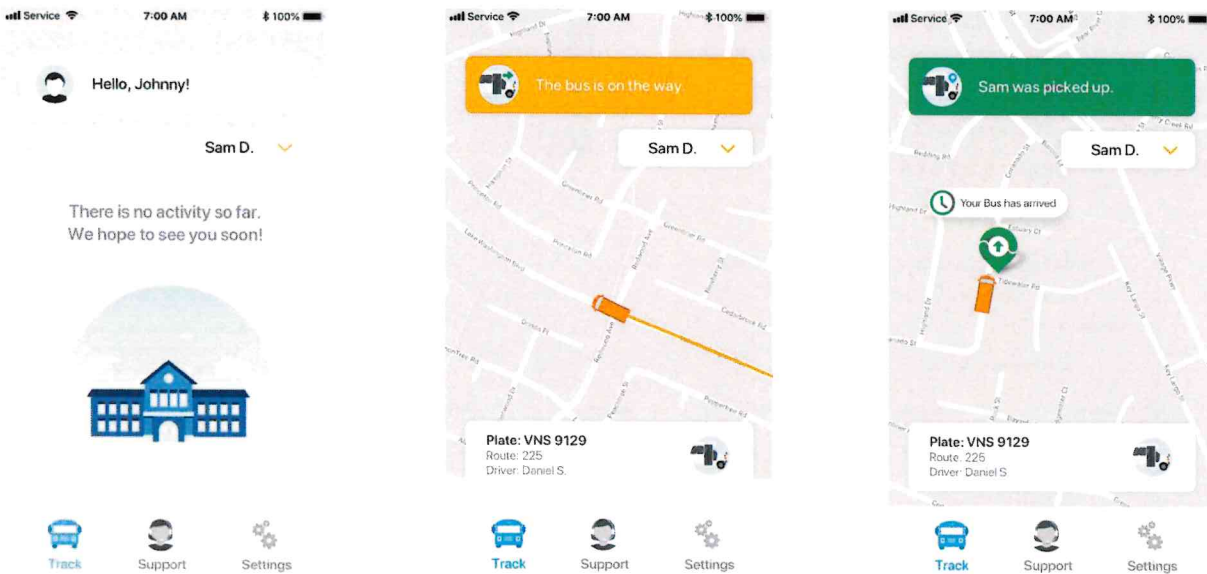
#### Accident Rate

Since January 2021, when data became available, Via's turnkey services have an accident rate of just **0.33 accidents** per 100,000 vehicle revenue miles: in 16,625,082 miles driven, there were just 175 accidents. In 2023, **only 0.006%** of Via-provided rides have had a substantiated safety-related incident.

### 3. Detailed Proposal Overview

#### Caregiver App

Via can also offer the District our Parent and Caregiver app **at no additional cost to NMUSD**. The Parent and Caregiver App will be branded for the District and accessible for free download by all authorized parents and guardians on both iOS and Android devices. Using data from the Via system, our Caregiver App includes real-time GPS information for caregivers, giving parents a turn-by-turn visualization of the vehicle route, and the vehicle's live location as it nears stops and school dropoffs or pickups.



In the app images above, “Johnny” is the parent or caregiver using the app, and “Sam D.” is the student. If a parent/caregiver has multiple students in the same district, they can easily toggle between them using the dropdown menu. Johnny can check when Sam is picked up and dropped off, view the location of the vehicle, see information about the driver and the vehicle, and contact support whenever needed.

For parents and caregivers who choose not to use the caregiver app, we will communicate information and updates via SMS and calls.

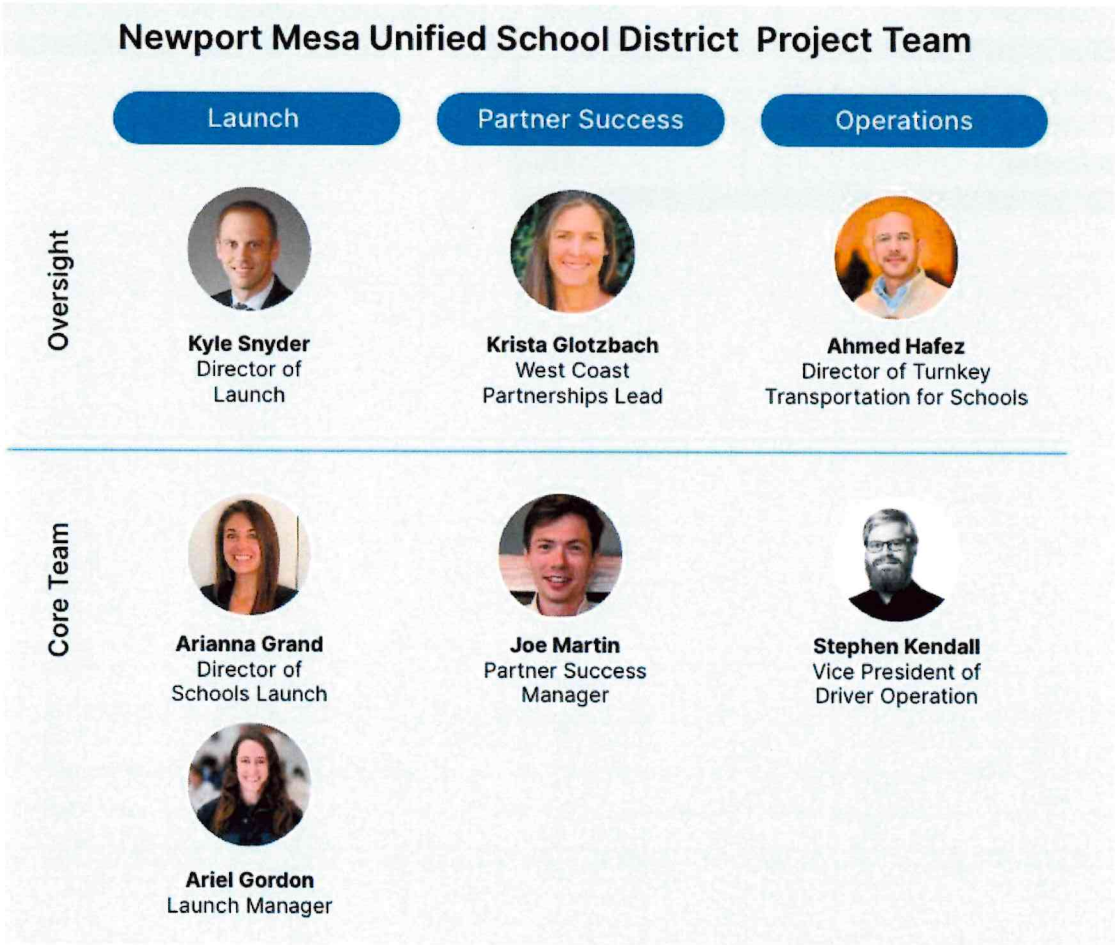
Project Team

Via will provide the District with a dedicated team to manage, supervise, and advise on every aspect of service design and delivery. Below, we include an overview of Via team member roles and an organizational chart. All project members will be scheduled with the appropriate capacity for their function to support NMUSD's short and long term project goals.

**Launch:** Kyle Snyder will oversee Via's launch team, which will directly be supported by Arianna Grand and Ariel Gordon who are extremely experienced in the school transportation space having delivered a successful launch on projects such as the NYC DOE.

**Partner Success:** Partner Success work day-to-day with the M-DCPS team, orchestrating business review meetings, continuously monitoring service performance, and driving iterative improvements. Joe Martin, the District's dedicated Partner Success Manager, will remain dedicated to the service for the life of the partnership.

**Operations:** The Operations team will assume full responsibility for the end-to-end management of daily operations including vehicle supply and maintenance, driver recruitment and staffing, service delivery, and customer support. Ahmed Hafez oversees our turnkey transportation for schools and will be dedicated to the project.



## 5. References

| Name and Location of Partner                      | Dates and Type of Service Provided | Requested Details                                                                                                        | Contact Information                                                                                                             |
|---------------------------------------------------|------------------------------------|--------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|
| <b>City of Chandler, AZ</b>                       | On-demand student transportation   | <b>Partner Size:</b> Pop. 279k<br><b>Riders transported daily:</b> 96 (2023 average)<br><b>Number of Drivers:</b> 26     | <b>Contact Name:</b> Jason Crampton<br><b>Email Address:</b> jason.crampton@chandleraz.gov<br><b>Phone Number:</b> 480-782-3402 |
| <b>Hampton Roads Transit</b><br>Norfolk, Virginia | ADA paratransit operations         | <b>Partner Size:</b> Pop. 1.7 m<br><b>Riders transported daily:</b> 1011 (2023 average)<br><b>Number of Drivers:</b> 195 | <b>Contact Name:</b> Keith Johnson<br><b>Email Address:</b> kjohnson@hrtansit.org<br><b>Phone Number:</b> (757) 592-4415        |
| <b>City of Cupertino, CA</b>                      | On-demand microtransit operations  | <b>Partner Size:</b> Pop. 58k<br><b>Riders transported daily:</b> 134 (2023 average)<br><b>Number of Drivers:</b> 31     | <b>Contact Name:</b> David Stillman<br><b>Email Address:</b> davids@cupertino.org<br><b>Phone Number:</b> 408-777-3249          |

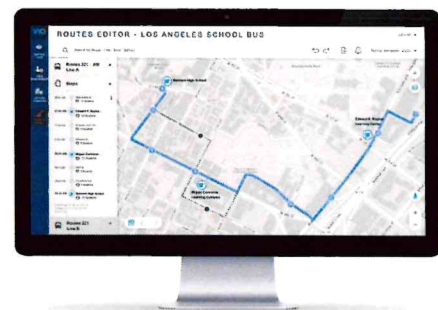
## Deep Dive: Via's School Transportation Software

### NYC Department of Education

In August 2019, Via was awarded a highly competitive 5-year contract with the NYC DOE to provide a fully integrated software system to intelligently power the NYC DOE's fleet and **8,500 total drivers**. To date, Via's contract with the DOE is the largest contract for pupil transportation technology awarded in the US.

Via for Schools offers the DOE a comprehensive view of its nearly **2000 schools and 70+ vehicle operators**. The operations console makes filtering and accessing routes by school or operator simple, facilitating comparative analyses and ensuring DOE staff can access information quickly in an emergency. Individual schools and operators receive access profiles that allow them to see only the information they need to monitor and deliver service.

Our software also provides routing optimization software and planning, GPS data-tracking, student, vendor, and fleet databases, and the ability to update routes in real time. We also provide customized add-on modules including the Student App and Caregiver / Parent App, and enhanced student tracking via QR code-based bus passes.



## 6. Appendix

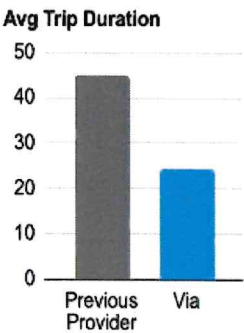
### Case Studies

#### Hampton Roads Transit (HRT)

Via has operated Hampton Roads Transit's paratransit service since 2020, providing ADA-compliant rides that connect 3,200+ riders to jobs, health care, and their community. Via provides both the technology and operations of the service.

Via immediately provided passengers with a reliable, safe, and convenient paratransit experience upon converting the service to our software system and operations. Within the first month of service, we exceeded previous on-time performance (OTP) and our IVR technology reduced call volumes by 30%. Trip durations have decreased by 44%.

We migrated datasets with over 100,000 different data points from the legacy vendor, performing extensive data validation in the process. Via then deployed intelligent routing algorithms, customized driver and rider Web and Mobile Apps, and a call center to give customers flexibility.



NEWPORT MESA UNIFIED SCHOOL DISTRICT

BID FORM

BID NO. 103-24

NON SCHOOL BUS HOME TO SCHOOL TRANSPORTATION SERVICES

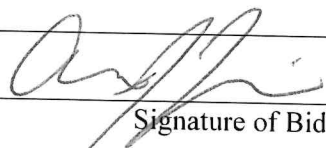
1. Pursuant to and in compliance with this bid, and all other documents relating thereto, the undersigned bidder, having familiarized himself with the terms of the contract, the local conditions affecting the performance of the contract and the cost of the work at the place where the work is to be done, hereby proposes and agrees to perform, within the time stipulated, the contract, including all of its component parts, and everything required to be performed and to provide and furnish any and all of the labor, materials, tools, equipment, and all utility and transportation services necessary to perform the contract and complete in a workmanlike manner all of the work required in connection with this contract.  
All in strict conformity with the specifications and other contract documents including any addendums for the amounts as set forth below.\*
2. It is understood that this bid, once approved by the Newport Mesa Unified School Dist. Board of Education, is an annual contract to provide services to the District per this bid for a period of one year from the Board approval date. Any extension beyond the initial year must be Board approved.
3. It is understood that the District reserves the right to reject this bid as specified in the Instructions For Bidders and that the bid shall remain open and not be withdrawn for a period of sixty (60) days.

Date: 9/12/2023

Nomad Transit LLC

Proper Name of Bidder

By \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
  
Signature of Bidder

Note: If a bidder is corporation, the legal name of the corporation shall be set forth above together with the signature of authorized officers or agents; if a bidder is a partnership, the true name of the firm shall be set forth above together with the signature of the partner or partners authorized to sign contracts on behalf of the partnership; and if a bidder is an individual, his full signature shall be placed above.

\*Subject to the proposed modifications attached hereto.

## 6. Appendix

### Attachment to Bid Form: Contract Exceptions

Our legal team has reviewed the contractual requirements included in Bid No. 103-24 and we have received assurance that they are generally acceptable. If selected, we look forward to promptly executing a contract with the District as we have with hundreds of school districts and other partners. There are only a small number of provisions which we'd seek to negotiate as follows: (1) tying the indemnification to contractor's gross negligence or willful misconduct, and adding a liability cap commensurate with the size and scale of the project; (2) revising the Failure to Provide Service provisions to clearly identify performance metrics in lieu of including liquidated damages; (3) removing the provision for a vehicle surveillance system.

**NONCOLLUSION DECLARATION TO BE EXECUTED BY**  
**BIDDER AND SUBMITTED WITH BID**  
(Public Contract Code section 7106)

The undersigned declares:

I am the Manager of Nomad Transit LLC, the party making the foregoing bid.

The bid is not made in the interest of, or on behalf of, any undisclosed person, partnership, company, association, organization, or corporation. The bid is genuine and not collusive or sham. The bidder has not directly or indirectly induced or solicited any other bidder to put in a false or sham bid. The bidder has not directly or indirectly colluded, conspired, connived, or agreed with any bidder or anyone else to put in a sham bid, or to refrain from bidding. The bidder has not in any manner, directly or indirectly, sought by agreement, communication, or conference with anyone to fix the bid price of the bidder or any other bidder, or to fix any overhead, profit, or cost element of the bid price, or of that of any other bidder. All statements contained in the bid are true. The bidder has not, directly or indirectly, submitted his or her bid price or any breakdown thereof, or the contents thereof, or divulged information or data relative thereto, to any corporation, partnership, company, association, organization, bid depository, or to any member or agent thereof, to effectuate a collusive or sham bid, and has not paid, and will not pay, any person or entity for such purpose.

Any person executing this declaration on behalf of a bidder that is a corporation, partnership, joint venture, limited liability company, limited liability partnership, or any other entity, hereby represents that he or she has full power to execute, and does execute, this declaration on behalf of the bidder.

I declare under penalty of perjury under the laws of the State of California that the foregoing is true and correct and that this declaration is executed on 09/12/2023 [date], at New York [city], New York [state].

Signed \_\_\_\_\_





## **NEWPORT-MESA UNIFIED SCHOOL DISTRICT**

### **ADDENDUM NO. 1**

Non School Bus Home to School Transportation

**BID No. 103-24**

NEWPORT MESA UNIFIED SCHOOL DISTRICT  
2985 BEAR ST., BLDG.-A  
COSTA MESA, CALIFORNIA 92626

August 21, 2023

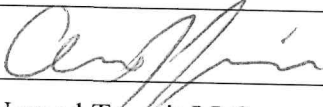
The following revisions and/or clarifications shall be made to the BID documents for the above-named work. All work described in the original BID documents and all applicable Sections of the original BID documents shall be included in the contract, except as herein modified: Acknowledgement of this Addendum shall be made below and submitted with the BID submission. If acknowledgement is not made the proposal may be considered non-responsive.

- ***Change: RFI due date to August 30, 2023 at 4:00PM PST***
- ***Change: Bid due date to September 7, 2023 at 3:00PM***

All other provisions of the BID remain unchanged.

BELOW, PLEASE ACKNOWLEDGE RECEIPT OF THIS ADDENDUM AND SUBMIT IT WITH YOUR PROPOSAL.

Name: Alex Lavoie

Signature: 

Firm Name: Nomad Transit LLC

Address: 10 Crosby Street, Floor 2, New York, NY 10013

Telephone #: (888) 501-7511 ext. 4

(END OF ADDENDUM NO.1)



## NEWPORT-MESA UNIFIED SCHOOL DISTRICT

### ADDENDUM NO. 2

Non School Bus Home to School Transportation

**BID No. 103-24**

NEWPORT MESA UNIFIED SCHOOL DISTRICT  
2985 BEAR ST., BLDG.-A  
COSTA MESA, CALIFORNIA 92626

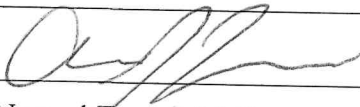
September 1, 2023

The following revisions and/or clarifications shall be made to the BID documents for the above-named work. All work described in the original BID documents and all applicable Sections of the original BID documents shall be included in the contract, except as herein modified: Acknowledgement of this Addendum shall be made below and submitted with the BID submission. If acknowledgement is not made the proposal may be considered non-responsive.

- ***Change: Bid due date to September 14, 2023 at 3:00PM***

All other provisions of the BID remain unchanged.

BELOW, PLEASE ACKNOWLEDGE RECEIPT OF THIS ADDENDUM AND SUBMIT IT WITH YOUR PROPOSAL.

Name: Alex Lavoie  
Signature:   
Firm Name: Nomad Transit LLC  
Address: 10 Crosby Street, Floor 2, New York, NY 10013  
Telephone #: (888) 501-7511 ext. 4

(END OF ADDENDUM NO.2)