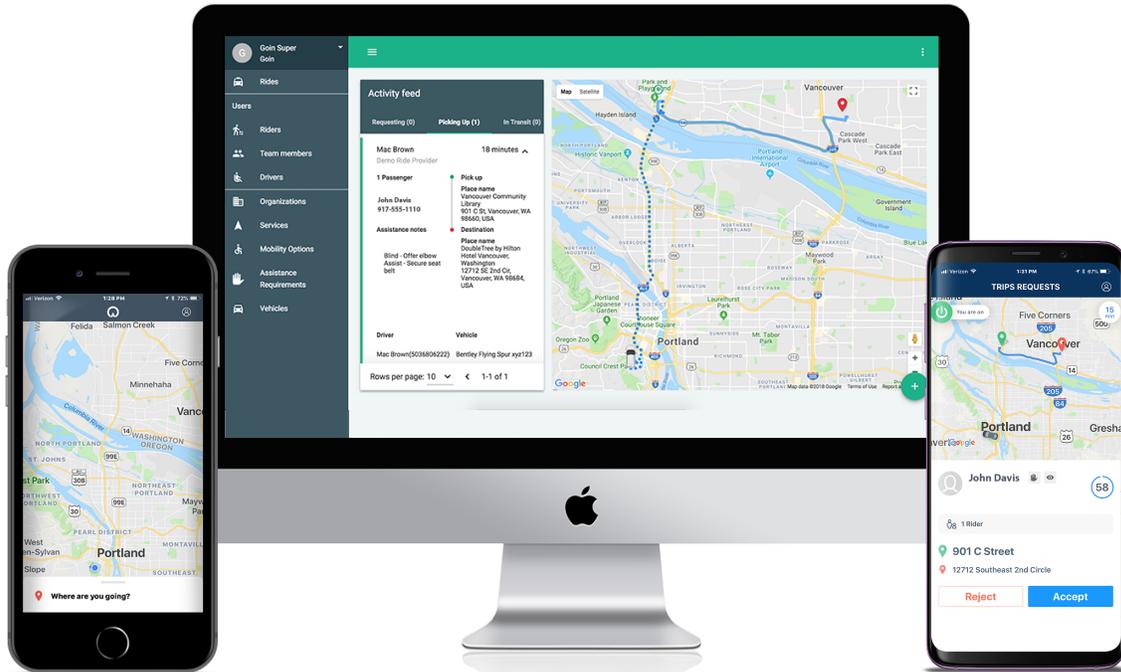


City of Santa Monica Shared Use Mobility Center



Shared Mobility Pilot Program RFA ***July 27, 2018***



Goin - Rides for all
PO BOX 34628 #74747 Seattle, WA 98124

July 27, 2018

City of Santa Monica
1685 Main Street, Room 115
Santa Monica, CA 90401

Attn: Peter Dzewaltowski, Transportation Planner Mobility Division, Planning and Community Development

Dear Mr. Dzewaltowski,

Please accept this proposal from Goin for the City of Santa Monica's Shared Mobility Pilot Program RFA. Goin is a cloud-based transportation integration platform, specializing in providing mobility access for all.

While we are not an e-scooter or an e-bike provider, we do believe the Goin platform is ideally suited for the City of Santa Monica because it provides mobility information and reduced travel costs through third-party partnerships with services and ride providers. The Goin platform also helps the City achieve its long-term strategic initiatives such as lowering the cost of operations, optimizing service increasing access and equality, and increasing patronage and making happier citizens.

Implementing a mobility integration platform will encourage adoption of the City of Santa Monica's emerging MaaS ride provider ecosystem. Our technical expertise, transportation industry experience, and company mission align with the City of Santa Monica's strategic objectives, fostering a mutually beneficial relationship that advances both of our shared goals.

Our proposal includes a description of our intent with this project, a detailed overview of Goin's cloud-based transportation integration platform's capabilities, a summary of our team's extensive experience, and supplementary information on additional services and solutions we provide.

Goin's platform for transit monitoring, third-party partnership capabilities, and data insights provides a straightforward means of mobility management for the City of Santa Monica, reducing overall costs while increasing rider autonomy and provider transparency. The result will bring the City closer to their customers and the data required for the evolution of additional transportation services. Furthermore, our partnership will help ensure there are equality and access for our communities, setting an important example for the industry.

Goin's software platform includes the following:

- **Goin Rider App** - The rider app for mobile devices allows users to select from provider products including Lyft, Uber, NEMT providers, ambulatory and wheelchair providers, and private businesses (nursing homes, private care facilities, etc.) These services can be requested through Goin regardless of smartphone or internet access.
- **Goin Operator App** - The Operator App provides a centralized resource for drivers and providers to manage regulation compliance, smart ride manifests, and availability.
- **Mobility Management Dashboard** - The cloud-based supervisor dashboard provides an effective transportation system and data management services for cities, allowing them to create and manage geo-zones, subsidies, eligibility, availability, providers, billing verifications, and policies.

We look forward to meeting with the City of Santa Monica team about how to best serve your transportation integration needs. Thank you for the opportunity to present this proposal and look forward to forming a mutually rewarding relationship.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Justin Bergener". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Justin Bergener
CEO

Intent of this Proposal

Goin was founded in 2011 with the mission to increase access and equality for all riders while improving efficiency and lowering costs through great service and superior technology. It is our belief that well-designed technology can improve how people travel and commute and helps increase the quality of life and mobility for people in cities everywhere.

Fundamentally, we believe the technologies that serve transit and urban mobility customers must be simple, seamless, and fast. They must leverage the power and capabilities of the mobile device that your customers know and love. They must also be cost-effective, secure, and interoperable for client agencies and allow for incorporation of new and emerging technologies.

We understand that The City is seeking partners in a 16-month pilot program to effectively address challenges associated with operating a new mobility device within an active city environment. We acknowledge that the City will select up to four operators of e-bike and e-scooter sharing to provide citywide services in the City of Santa Monica as part of a Shared Mobility Pilot Program and that the pilot program seeks to have two e-bike and two e-scooters systems in operation.

Our intent with this proposal is to introduce the City of Santa Monica to Goin's solutions and services and propose that the City consider implementing our platform to integrate and manage all forms of transportation within the City including e-scooter and e-bike services and integration of additional services in later phases including TNC's, taxi services, ADA paratransit, NEMT, and ambulatory services. By implementing Goin's platform, the City will be able to monitor all e-bike and e-scooter activity, provide customer service and capture key data, and lay the foundation to expand the platform to include services for all City of Santa Monica citizens.

We envision this deployment as a means to improve the customer experience for young, mobile e-bike and e-scooter users but also eventually for a large - and growing - group of people who are over the age of 65, transit dependent, and oftentimes have special needs that require specialized care and knowledgeable staff. The solution we are offering will likely introduce many City of Santa Monica customers to On-Demand paratransit services for the first time, and it is critically important that their experience be a positive one.

We are proposing the City use Goin's platform during this pilot project to integrate e-bike and scooter mobility services but we do not believe this should be a stand-alone effort. This project should be the first step on a logical path that will introduce a new level of efficiency, equality, and access for the City of Santa Monica and its customers. We are proposing the City implement our easy-to-use platform that will eventually provide unprecedented convenience for customers, and a new level of flexibility and control for the City of Santa Monica allowing the City to manage all their transportation providers, services, and riders for compliance and stewardship.

We believe that we are uniquely positioned to assist the City of Santa Monica in integrating all of the City's mobility providers contributing significantly to the goals of equity, accessibility, and efficiency. We have demonstrated expertise that provides a seamless solution for the City of Santa Monica's paratransit and mobility integration strategies both now and in the future. We have the most comprehensive back-office mobility dashboard that is scalable and allows for rider and City user management and controls, customer service, and proven dispatch tools.

Goin is currently working with Pinellas Suncoast Transit Authority, area ride providers, and the Center for Urban Transportation Research (CUTR) as part of the FTA's innovative sandbox grant to develop and demonstrate an innovative business model aimed at increasing the efficiency and cost-effectiveness of paratransit services while providing flexible and responsive transportation. We have also been invited to participate in a grant with BART in San Francisco as part of the Mobility On Demand On-Ramp Program to develop an on-demand ride-hailing van service for passengers using wheelchairs for use when elevators are taken out of service. We are in discussions with several other large agencies about solutions for mobility services integration.

Operator Information

To effectively and efficiently fulfill the requirements of this project RFA, Goin will allocate appropriate and sufficient resources from the key team members included below.

Justin Bergener, CEO, Project Manager

Justin Bergener is the Chief Executive Officer of Goin LLC. Goin's integration platform introduces ride-sharing companies to the markets of flexible transit, ADA paratransit, and medical transportation to fund greater access and equity in smart cities. The company is part of Medstar Transportation, a Washington-based paratransit company.

Prior to leading Goin, Justin served as CEO of Medstar Transportation, a privately owned company with over 33 years of experience in making a difference in the lives of community members throughout the Northwest by providing safe and reliable transportation services. Medstar Transportation is both a paratransit and a fixed-route transportation system offering ADA compliant, wheelchair accessible vehicles, and highly trained and professional drivers. Since 1984, Medstar has provided reliable ADA, non-emergency medical and private transport throughout the Pacific Northwest. Medstar is known as a top-tier transportation provider in Washington State for its compassionate and reliable service. Medstar currently provides 500+ rides a day with over 90 employees.

During his time as CEO of Medstar, Mr. Bergener served as a Public Transportation Plan Committee Member and Partner for the Washington State Department of Transportation (WSDOT) where he helped guide decisions and drive the effort to integrate all modes of public transportation to better meet community needs over the next 20 years.

Prior to this, Mr. Bergener was an entrepreneur founding several successful startup companies including Instago.com and SchoolTipline.

Justin graduated with a B.A in Sociology with a minor in Business, Organizational Behavior, Entrepreneurship, Grant Writing and Research from Brigham Young University.

When not increasing awareness of Goin's technology, Justin can be found exploring Washington State's backcountry and spending time with his wife and four children.

Patrick Downs, Account Manager

Patrick serves as our premier Account Executive and Account Manager at Goin. Patrick is responsible for the expansion and management of sales activities. Before joining Goin, Patrick was a tester of pilot sales programs at HouseCall Pro. This experience was preceded by a long stretch at Yelp as a

Senior Account Executive and tester of the no-contract advertising program which now accounts for 95% of sales at the company. Patrick is an experienced Account Executive and innovator in the space of sales and account management programs in the tech sector with experience both in successful startups and large corporations.

Cory D. Martin, CFE, Chief Financial Officer

Originally from the Yakima Valley, Cory has spent most of his life working to assist the public and solve life's puzzles. His experience allows him to manage the full spectrum of accounting for Medstar companies. Setting responsible financial policy and direction while also being an active participant and driver of the organization's overall strategy, Cory leads all financial administration, business planning, analysis, reporting, and budgeting of the organization. Cory has a background in fleet management including fleet management software, transportation management, and enterprise paperless organization. Cory is also a certified supervisor for drug and alcohol training and a licensed fraud examiner through the Association of Certified Fraud Examiners.

Casen Davis, Director of Engineering

Mr. Davis is Director Of Engineering at Goin overseeing development on the company's core systems, helping to write code for the most critical ones, and building out the team to scale and support future growth. He has a decade of experience building web systems, specializing in the latest javascript technologies. Prior to Goin, Casen was Senior Software Engineer at The Minerva Project and SoundHound where he focused on building a team of experienced engineers, and setting the direction for technical infrastructure. Casen was an early Senior Software Engineer at UBER and worked with the company as it went from 100 employees to nearly 5,000. During this time he worked alongside many of the leading technologists in Silicon Valley and had his hand in designing and building software systems that scale to millions of requests per hour.

Betsy Dunbar, Director of Transportation Success

Mrs. Dunbar is the Director of Transportation ensuring the safe and efficient transport of clients. With over 18 years of experience, Betsy has a solid understanding of day-to-day operations including scheduling, dispatching, data entry, resolution, and reporting. She specializes in broker relations and contract management ensuring all aspects of every contract are carried out in a successful and professional way. Betsy is the Lead Passenger Assistance Safety and Sensitivity Instructor and is a certified safety and security officer. She has also earned certifications from Q'Straint for securements and is a Certified Supervisor for Drug and Alcohol Training for Suspicion, as well as a Certified Community Transit Supervisor.

Mac Brown, Director of Business Development/Account Communications

Mr. Brown is Director of Business Development at Goin focusing on growing the company's reputation and business profile with transit agencies and ride providers in the U.S. Mac is a former Senior Director of Business Development at moovel, a leading mobile ticketing provider to the transit industry. While at moovel he was responsible for sales strategy development, program implementation and execution of client initiatives, and delivering results to the client organizations. Prior to moovel, Mac was Director of Communications at GlobeSherpa where he was responsible for all communications, public relations, and advertising activities designed to build the GlobeSherpa brand. Before that Mac was an Account Director at Waggener Edstrom providing strategic public relations service to Microsoft.

Shared Mobility Systems Operated

Pinellas Suncoast Transit Authority (PSTA) is currently partnering with Lyft, United Taxi, CareRide, the Center for Urban Transportation Research (CUTR), and Goin Software. The goal of this partnership is to develop and demonstrate an innovative business model aimed at increasing the efficiency and cost-effectiveness of paratransit services while providing flexible and responsive transportation.

By utilizing the new technology available through transportation network companies (TNCs), this team aims to provide on-demand service for transit agencies and riders of all levels of ability. Leveraging the growing influence and demand for these types of services in Pinellas County allows PSTA to expand its existing partnerships with United Taxi and CareRide and develop a new key partnership with Lyft. This will both develop and demonstrate a model that provides a more efficient on-demand paratransit service.

Through the grant, PSTA has created new partnerships with the Center for Urban Transportation Research (CUTR), Lyft, and Goin Software. CUTR will develop performance measures, gather data, and evaluate the effectiveness of transportation provider partnerships both leading up to and throughout the demonstration. Lyft will participate as an additional on-demand ambulatory and wheelchair accessible vehicle platform to complement the other existing three partners. Goin Software will be used as a demonstration systems integration platform, aimed at creating a single-user interface for agency staff to deploy paratransit trips to multiple providers from one software platform.

The primary goal of the P4-MOD demonstration is to demonstrate and deploy a more cost-effective and efficient means for paratransit customers with disabilities to gain access to activities throughout Pinellas County. PSTA currently provides service to over 12,500 eligible ADA paratransit customers, performing over 275,000 annual paratransit trips through its Demand Response Transportation (DART) Program. As reported in the 2013-2017 Pinellas County Transportation Disadvantaged Service Plan, this represents more than 10% of the total population who qualify for paratransit service through the Americans with Disabilities Act.

The proposed P4-MOD demonstration will decrease paratransit costs while greatly improving DART riders' mobility by providing on-demand trips.

The demonstration start and end dates depict the period over which demonstration data collection is expected to take place. This data would be shared with the Independent Evaluation (IE) team for evaluation purposes. The PSTA team will collect data relevant to this MOD Sandbox Demonstration

M: PSTA Transit Update - Friday, May 11, 2018 + TAG



Making History: On May 10, 2018 TRAC Committee's Elisabeth Olden became the first real-time dispatched rider using a wheelchair-accessible vehicle in Pinellas County History - thanks to PSTA's Federal Innovative Sandbox Program

as outlined in this Evaluation Plan and will share the data with the IE team for conducting the evaluation.

With PSTA, Goin has been providing on-demand integrated ambulatory rides since September 2017 and recently completed the first on-demand wheelchair rides using integration with traditional paratransit providers in Pinellas County's history and likely the United States. The trip was made possible using on-demand technology implemented through the Federal Transportation Administrations innovative Mobility On Demand Sandbox grant. More information about this project is available upon request.

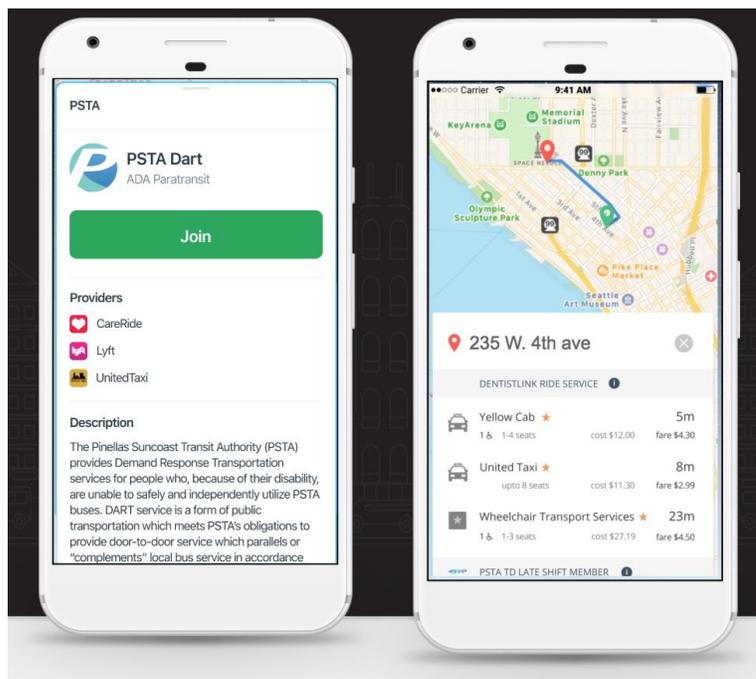
As the current provider for the cities of Union Gap, Selah, and Yakima's Dial-A-Ride services, the company provides local residents with disabilities access to opportunities including medical, dental, nutritional, social, community, shopping, government, and employment opportunities. All of our services run at a 99.87% on-time performance percentage.

Medstar runs six fixed-route buses for the cities of Union Gap and Selah, Monday through Friday and two buses on the weekends. It also runs several special-event shuttles to support local events such as the Central Washington State Fair, sporting events, summer school activities, and a shopping shuttle during the holiday season. After taking over the fixed-route contract in 2014, Medstar surveyed the riders which led the company to add a reverse route Monday through Friday, resulting in a significant increase in ridership and rider satisfaction. Routes were also modified according to feedback in order to better serve the needs of the community and its residents.

Length of Corporate Operation

Goin is a software company based in Yakima, Washington with key personnel located in Vancouver, WA; Portland, Oregon; and Tampa, Florida. We specialize in providing innovative, competitively priced on-demand transportation services to transit agencies. Goin's foremost goal is to be the most innovative provider of integrated flexible transit, ADA paratransit, and medical transportation mobility solutions. Together, we aim to help cities and transit agencies transform public transit and urban commuting services into a seamless network of intelligent transportation options. With this, we extend transportation to all riders, especially to those with disabilities, empowering their mobility and providing new opportunities.

Founded in 2015, Goin began as a research and development project and now offers a secure integration platform that provides riders, drivers, and transit operators with increased transportation options. These give riders choice, facilitate access to ride subsidies and incentives, and use real-time updates to accommodate riders' preferred communication styles.



As daily consumers of transit services ourselves, our team holds a very high standard for user experience and design. We expect transit apps to be clean, functional, and simple to use, yet highly sophisticated in the background.

With Goin, riders do not have to schedule transportation in advance. Instead, they are able to book on-demand rides. Goin provides riders with the choice of multiple service providers, which decreases wait times, improves customer satisfaction, and reduces their cost of transportation. Importantly this also decreases the providers' deadhead time and miles, something ride provider programs often list as a major issue. Goin's methodology of on-demand requests to the nearest available vehicle allows providers to remain competitive on price and provide high-quality service.

Ancillary Business Operations

Goin is an affiliate organization of Medstar Transportation. Medstar Transportation is a privately owned company with over 33 years of experience of providing 24/7 service while making a difference in the lives of community members throughout the Northwest with safe and reliable transportation.

From 2011 to 2015, Goin CEO Justin Bergener took Medstar from one location with 20 vehicles to five locations with 125 vehicles that provide over 150,000 yearly paratransit and medical rides.

As a research and development project, Goin's software was built and tested during this time and increased both efficiency and growth, especially for ADA paratransit. Yakima's costs are now the lowest in Washington State and half the price of Yakima's "sister city" of Everett, WA.

In addition to medical rides, Medstar Transportation is both a paratransit and fixed-route transportation provider. Both systems offer ADA compliant, wheelchair accessible vehicles and highly-trained drivers. We provide contracted transportation services for several state Medicaid brokers, transit agencies, and facilities throughout Washington and Oregon.

Medstar Transportation is committed to its mission of providing safe, reliable, and economical transportation services. Goin makes the same commitment to the City of Santa Monica. This is the promise we make to our riders as well as to the brokers and agencies we work with.

Justin Bergener owns 100% of Medstar Cabulance LLC, Medstar LLC, and Goin LLC.

Equipment

Goin's Rider App and Driver App support the latest versions of iOS and Android and our Mobility Management Dashboard is optimized for Google Chrome. Goin would be happy to provide the City with a demonstration of our platform to clarify and confirm any device details and functionality.

The Goin Integration Platform is designed to allow riders to select transit options from a list of prequalified ride providers including scooters and e-bikes. To do this, the rider must first download and install the Goin Rider App. They must create an account by entering a phone number. The rider will then receive a code for verification sent to their phone or selected email account. After they verify their credentials by entering the code, they then enter their full name and email and provide

basic information about mobility needs. Options for wheelchair and ambulatory services include walkers, folding chairs, scooters, leg rests, and/or ramp/lift services.

Once this is complete, the rider is asked to enable location services to discover their current location. Opting in for location services is not required, but allowing location services significantly streamlines the rider experience. Once location services are enabled, the rider is taken to a map view with their location included.

At this point, the rider has the opportunity to enter their payment and benefit options. To do this, the rider simply enters the full name on the credit card, card number, expiration month and year, and CVV number for security purposes. Furthermore, the rider is not limited to adding a single card and can input and save multiple options.

To load value to their account, the rider selects the card to which they would like to add funds and then taps “add funds”. The rider then enters the dollar amount they would like to add and confirms the order.

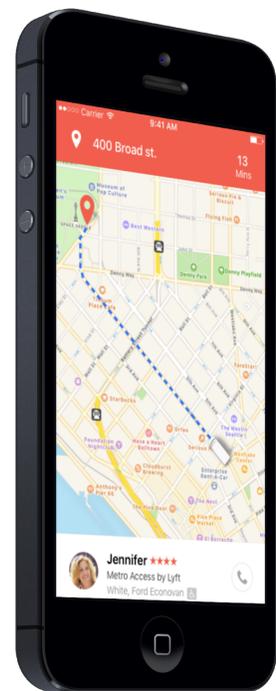
In future versions of the Goin Multi-Modal Rider App, the customer will be able to open the app, view the available e-bike and e-scooter options on a map, select the option that best meets their needs and pay for the ride with just a few clicks. In order to enable this functionality, Goin commits to working with the e-bike and e-scooter providers to enable the appropriate API's and allow GPS updates to be sent to our server. Goin looks forward to discussing this functionality with the City of Santa Monica.

For single-passenger on-demand rides, riders open the app, tap on the question at the bottom of the map view, “Where are you going?” This brings the rider to the destination screen where they input their desired address or landmark. They then select the number of passengers (ranging from one to four) and selects “next.”

Following this, the rider is presented with a map of their route and available ride provider options in a list view. The list will include more than one ride provider including transportation network companies (Lyft, Uber), taxi services, flexible transit, ADA paratransit and medical transportation services. Estimated arrival time and estimated cost are displayed with each ride provider in the list view.

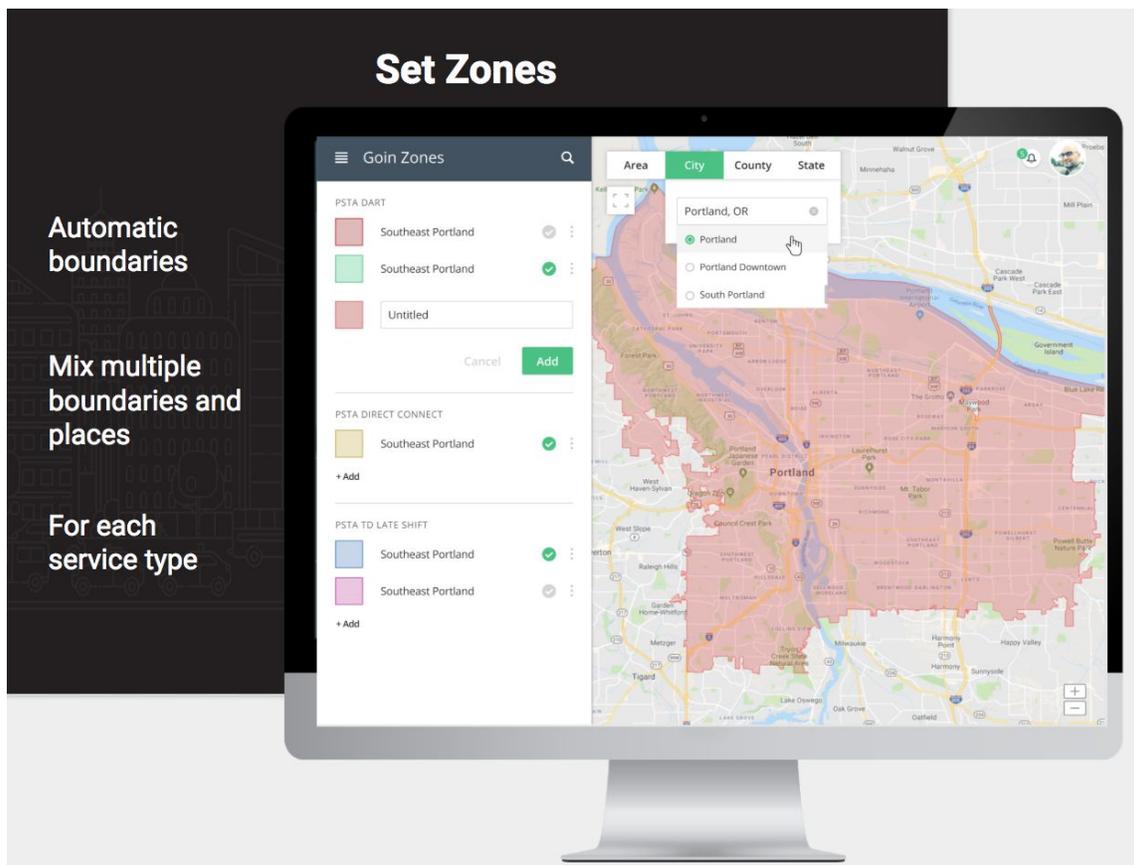
The rider selects their preferred service by tapping on the provider name in the list. Estimated fare, estimated pickup time, and estimated time of arrival at the destination are shown in the expanded view. To request the ride, the rider taps the “request” button.

Once the rider requests the ride or selects the service that meets their needs, the request is sent to the selected service provider using Goin's Mobility Integration Platform. The Mobility Integration Platform connects with the dispatcher and/or vehicle operator depending on the business rules required by the provider and to allow the easiest, most efficient connection to the mobility community as possible.



Once the operator receives the request, the operator proceeds to the rider location or authorizes the purchase of the service. The operator then accepts and completes the ride while the supervisor dashboard receives GPS and status updates.

- **Goin Rider App**
The Goin Rider App for mobile devices allows users to select from provider products including Lyft line, MV Wheelchair (within program services), ADA Paratransit, and Medicaid transportation services and eventually multi-modal services. These services can be requested through Goin regardless of smartphone or internet access. Available on iOS and Android
- **Goin Operator App**
The Operator App provides a centralized resource for drivers and providers to manage regulation compliance, smart ride manifests, and availability. Available on iOS and Android
- **Mobility Management Dashboard**
Our cloud-based supervisor dashboard provides an effective transportation system and data management services for cities, allowing them to create and manage geo-zones, subsidies, eligibility, availability, providers, billing verifications, and policies. This increases efficiency while reducing costs associated with manually managing multiple providers.



Goin's platform is an account-based system allowing riders to create accounts and manage their accounts by telephone, an online website, or using their smartphone. Our platform includes tools which customers can use to monitor and manage their use of the City of Santa Monica's services. These tools include options for creating a profile with a home address, contact information, preferred provider(s), service needs, and favorite destinations. Riders can also check trip and fund balances from our website or app. Adding funds to their Goin wallet, requesting and scheduling trips, checking on the status and ETA of a requested trip, reporting a problem and/or commenting on service and reviewing recent account history are also included functionalities on both rider interfaces.

Goin's solution supports text notifications and reservations for those without data plans as well as voice messaging notifications and an IVR for ride management.

Operations

Goin is a cloud-based transportation integration platform, specializing in providing mobility access for all. The platform uses integrations to various transportation options to give riders choice, facilitates access to ride subsidies and incentives, and uses real-time updates using both on and offline technologies to connect with riders how they prefer.

Our solution also provides the City with an easy-to-use platform to manage all their transportation providers, services, and riders for compliance and stewardship. It also gives ride providers a place to increase awareness of their services, expand their ridership to publicly subsidized rides, and integrate seamlessly with transit, ADA paratransit, and medical transportation.

The platform includes a Rider App, an Operator App, and a cloud-based Mobility Management Dashboard that provides the city with the ability to manage a wide variety of daily tasks for the administration and management of the City's mobility services.

Goin currently processes all payments for application purchases using a tokenized payment solution provided by Stripe. Stripe has been audited by an independent PCI Qualified Security Assessor (QSA) and is certified as a PCI Level 1 Service Provider. This is the most stringent level of certification available in the payments industry.

Goin will ensure that all personal and financial data, as well as the transmission of data, will be safeguarded from unauthorized access or use through the employment of strong encryption methodologies and industry best practices.

All of our servers are hosted on Amazon Web Service's Cloud, which adheres to the physical security requirements of PCI-compliance Level 1. Goin uses the Prioritized Approach templates from the PCI Security Standards Council to understand, track, implement, and verify each of the applicable items needed to ensure compliance. The overarching approach is designed to minimize the level of audit needed for the Goin system. Trusted, well-known PCI-certified third parties are utilized as part of the application and system architecture where appropriate.

In order to provide additional accountability and resolution services for HART, Goin will provide HART with the optional call center support for its customers and partners. This allows customers to contact our staff to receive support conduct HART transportation service business. The optional Goin call centers are operated in Phoenix, AZ; Los Angeles CA; Cebu, Philippines; and Yakima, Washington. These call centers provide ride management and support services to multiple paratransit, fixed route, and medical transportation providers.

With more than 20 customer service representatives, our professionally trained call center staff includes dispatchers (available during working hours and overnight), office managers, and IT help professionals.

Goin is committed to ensuring that all call center agents who support the HART service are fully trained and dedicated to the HART program. We currently provide similar services for cities of Union Gap and Yakima's Dial-A-Ride service. These include over 80,000 yearly rides with 99.87% on-time performance rate and over 100,000 phone calls with an average wait time of 26 seconds. There were zero calls with a wait time of over a minute in 2017.

Calls to the HART service support call center will be available free of charge for all area codes within the Greater Hillsborough metropolitan area. All calls will be answered 24/7, 365 days a year. Additionally, we utilize cloud-based technology for phone calls, core operations, and documents in multiple locations to prevent single points of failure or downtime due to geographic outages or natural disasters.

Goin trains staff in all aspects of call center operations. Our agents are trained to speak clearly and communicate in a professional and courteous manner. For this purpose, staff will answer all calls as "Hillsborough Area Regional Transit," and the on-hold messages will be customized for the HART program. Turn-key call center services for people with disabilities, seniors, and ADA paratransit have been our specialty since 1984.

Parking, helmets & roadway safety compliance

We acknowledge the requirements outlined in this section. Goin is not a provider of e-bike or e-scooter services. We have a strong desire to see the Shared Mobility Pilot Program succeed. If selected to participate in this RFA, or in future phases, we will partner with the e-bike and e-scooter providers and the City on any appropriate activities necessary to ensure compliance with the requirements outlined in this section.

Goin's Mobility Management Dashboard does support geofencing so we are able to set automatic boundaries, mix multiple boundaries and areas, and set zones for each service type. We look forward to speaking with the agency more about the requirements and providing a demonstration of our features and functionalities.

Engagement

As part of our contract with the City of Santa Monica, we will work with the agency to develop and deliver training programs, including user manuals and other written materials, for City of Santa Monica employees including management and administration officials, operations, customer

service, marketing, finance, IT and other personnel. To facilitate broader learning among agency personnel, a “train-the-trainer” model will be used.

Goin works with our agency and city partners to support the development of marketing materials, educational materials, and media materials designed to drive awareness of our shared mobility services with users and nonusers alike. We will partner with the City and selected ride providers to develop community engagement plans, integrated marketing campaigns, service launch plans that drive usage of the City’s services. We will partner with the City or any participating mobility providers on the development of safety plans. Goin leverages owned, earned, and paid channels to engage directly with customers increasing trust and improving rider happiness.

Goin has demonstrated the ability to achieve interoperability or integration with other modes of transportation.

Data

Goin is an easy-to-use platform where our city partners can manage their data, routes, providers, and policies in one place. The increased efficiency gained by combining all services within one integration platform reduces the overall cost of managing multiple ride networks individually.

Our Mobility Management Dashboard provides the ability for cities agencies to manage a diverse range of tasks including monitoring ride status, rider and operator account management, operator profile management, service and organization management, mobility options, and rider assistance requirements, all from one easy-to-use interface. It also functions as a dispatch and customer support tool for the agency.

In order to ensure that only the properly permitted users may access these services, our mobility dashboard is built and organized by user roles. These roles include a set of permissions which determine what data can be viewed and which tasks can be completed for a given role.

Goin is a web-based platform that uses Amazon Web Services for all our hosting. Goin’s platform currently saves all data regarding rides given (including time, number, origin, destination, distance, duration) along with rides canceled (by which party, for what reason, at what time). Goin will provide this information to the City of Santa Monica through a shared database that is possible to run queries and report on. We do not sell user data or information.

Goin will work with the City to establish a data portal that will enable authorized City of Santa Monica representatives to access and review data. We will also generate reports to assist in the analysis of the transportation management service. Goin will work with the City to determine and update the data requirements necessary to meet the needs of the City.

Goin confirms that we are able to meet the requirements outlined in the LADOT Mobility Data Specification.

Goin will comply with all financial privacy laws and best practices required by the City. Goin uses Amazon Web Services for all our hosting. Amazon Web Services provides powerful tools that allow Goin to manage and store content, secure content in transit and at rest, and manage access to AWS services and resources on behalf do the City. AWS also allows Goin to implement responsible and

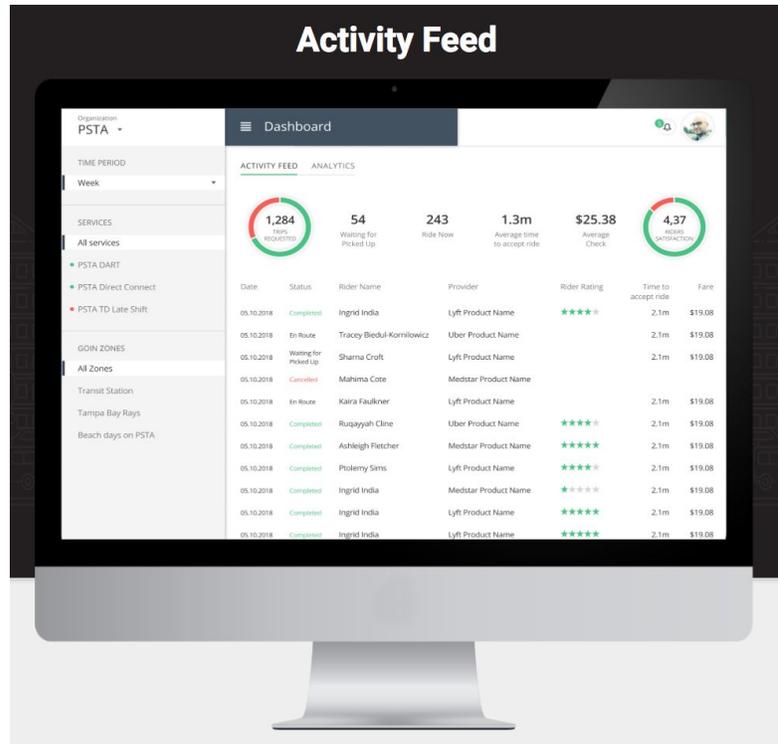
sophisticated technical and physical controls that are designed to prevent unauthorized access or disclosure of your content. We are happy to discuss more details regarding our security and privacy protection policies with the agency.

Goin will work diligently to accept and resolve all customer concerns in a timely and efficient manner. Goin currently provides all customers with feedback requests after each ride completion that allow them to submit complaints and feedback directly to the company. All feedback that is submitted is reviewed following completion to ensure customer satisfaction.

We are able to provide the City with data similar to:

- Individuals enrolled
- Individuals who took trips
- One-way trips provided
- Total cost of service for the passengers
- When and where trips were provided
- Types of trips provided, e.g. ambulatory and non-ambulatory trips
- Response time-measured from request to pick-up
- Total miles operated

We are happy to speak with the City about your specific needs.



Requirements

- **Permitting** - Goin agrees to obtain and maintain all required licenses and permits during the duration of the project. We acknowledge that required permits and licenses must be obtained prior to commencing operations.
- **Insurance** - Goin will maintain the insurance coverage set forth in Exhibit "D".
- **Indemnification** - Goin looks forward to discussing this requirement with the agency.
- **User release** - Goin looks forward to discussing this requirement with the agency.
- **Compliance Liaison** - Goin looks forward to discussing this requirement with the agency.

Additional information:

Goin is committed to delivering market-leading innovations in next-generation rider technology. We take pride in consistently improving our product to best serve riders, agencies, and our partners. As part of our commitment to the City of Santa Monica, we recommend meeting with the City on a semi-annual basis to discuss enhancements and innovations that are applicable to the City of Santa Monica.



JUSTIN BERGENER

GOIN CHIEF EXECUTIVE OFFICER



509.307.7365



justin@goin.org



www.goin.org

SUMMARY

Experienced Chief Executive Officer with a demonstrated history of working in the computer software industry. Skilled in sales, entrepreneurship, management, transportation management, and Software as a Service (SaaS). Strong business development professional with a Sociology & Business Minor focused in organizational behavior, entrepreneurship, grant writing and research from BYU.

EXPERIENCE

| | |
|--|---|
| <p>GOIN CEO October 2015 - Present</p> | <p>Goin provides demand response system management for transportation providers and transit authorities. Bridging the gaps in a new transportation era. FTA Sandbox grant winner in partnership with Pinellas Suncoast Transit Authority in Tampa bay/St. Petersburg, FL</p> |
| <p>Medstar Transportation CEO 2010-2017</p> | <p>Manage day-to-day activities and ensure proper management of resources. Align operational teams with long term company strategy. Lead management of information systems. Oversee logistics innovation and processes</p> <ul style="list-style-type: none"> • Doubled Medstar employment and revenue since 2010 • Launched a separate organization for Yakima Dial-A-Ride services, employee count of 50. |
| <p>Public Transportation Plan Committee Member & Partner, WSDOT - Member 2014 - 2016</p> | <p>This plan guides decisions to integrate and improve all modes of public transportation over the next 20 years. Justin modeled a plan supporting emerging trends like ride and data sharing while supporting disadvantaged rider groups</p> |
| <p>Founder & CEO, SchoolTipline Founder & CEO 2005 - 2010</p> | <p>SchoolTipline has reached national and international media attention for preventing suicides, violence and bullying. It is used in schools to provide safety alerts, anonymous reporting, and surveys via online and text messaging.</p> <p>Accomplishments</p> <ul style="list-style-type: none"> • Used in over 250 schools • SchoolTipline has been licensed to MobyQ |
| <p>Keller Williams Real Estate Agent 2004 - 2007</p> | <p>Realtor specializing in foreclosures and residential home investments.</p> <p>Accomplishments</p> <ul style="list-style-type: none"> • Top producing agent over several months |
| <p>Junto partners Entrepreneur 2004 - 2006</p> | <p>Startup incubator like Y Combinator / Techstars. Started and worked with several companies some of which are large venture back companies like Lendio and Hirevue.</p> <p>Accomplishments</p> <ul style="list-style-type: none"> • Gained hands-on experience with collaborative partnerships, investors, and software development. |

EDUCATION

Brigham Young University - Business Management & Sociology, 2006
Yakima Valley Community College - Associate Science, 2001



CORY D. MARTIN

CHIEF FINANCE OFFICER



509.588.1411



cory@goin.org



www.goin.org

SUMMARY

Proudly born and raised in the Yakima Valley. Returned home to my roots with my family and married my high school sweetheart. Father of 3 children including twins who keep our life entertaining. Customer relationships and service are what I strive for. Building congenial relationships and helping a friend or colleague out. I have spent as long as I can to remember working to assist the public and solve life's puzzles. Success is only an end product of your approach. Growing up in family owned businesses I have taken this concept to heart. My accounting/finance background consists of experience in agriculture, logistics-transportation, non-profit, fraud, sports representatives, and wineries. I also have a background in fleet management including software, transportation management, and enterprise paperless organization.

EXPERIENCE

**Maryhill Winery
Media and Publicity
Goldendale, WA — 2013**



Worked in publicity, media & information, involving distribution support, custom label operations, winery tours, competition wines, and customer service for all aspects of the wine operation. Specializing in wine culture, customer & public relations, concert series, and public rapport. Worked with the public daily and loved everything about it.

**Rowe and Deming, CPA
Staff Accountant
The Dalles, OR — 2013-2014**



Provided team support for The Dalles and Hood River Oregon office locations, this includes preparing tax returns for corporations, partnerships, non-profits, and individuals. Also assisting with bookkeeping, financial statement preparation, consulting for on-site financial services, compilations, and state and regulatory reporting for clients. Served as the Network Administrator for the firm and associate Fraud Examiner.

**Maryhill Winery
Media and Publicity
Goldendale, WA — 2013**



As CFO responsibilities include full spectrum of accounting for Goin, DAR Medstar LLC & Medstar Transportation. Setting financial policy and direction while also being an active participant in, and driver of, the organization's overall strategy. Leading all financial administration, business planning, operational analysis, reporting, and budgeting.

Accomplishments

- Developed a paperless accounting and fleet department
- Developed a sustainable operational model through inter departments on the basis of accuracy, workmanship, and pride in deliverables.
- Converted FTA Pre and Post Trip Inspections to paperless through Software and innovation for real time reporting and analytics.

EDUCATION



Bachelor of Science in Accounting & Bachelor of Science of Business Administration with emphasis in Finance, Central Washington University, 2012

Certified in Fraud Examination, Association of Certified Fraud Examiners, 2015.- Member in Good Standing.

SKILLS



Experienced in paperless system development. Customer Service Financial Statements, Tax, Forensic Accounting, Internal Control, Budgeting, Fleet Management, Fraud Examination, Network Administration. Certified for Pass Training for ADA. Certified Supervisor for Drug and Alcohol Training for Suspicion.



Goin

MAC BROWN

DIRECTOR OF BUSINESS DEVELOPMENT



503.680.6222



mac@goin.org



www.goin.org

SUMMARY

Based in Portland Oregon, Mac serves as the Director of Business Development at Goin overseeing the expansion and growth of the company in North America. Before joining Goin, Mac was Senior Director of Business Development at moovel, a leading mobile ticketing vendor. Prior to that Mac was Director of Communications at GlobeSherpa. Mac is an experienced account director and manager skilled at planning and implementing creative and impactful strategic communications campaigns for transit agencies, early stage startups, and large international corporations.

EXPERIENCE

Goin
Director of Business Development
2018 - PRESENT

moovel North America
Senior Director of Business Development
2016 - 2018

Globesherpa
Director of Communications
2013 - 2016

Responsible for sales strategy development, program implementation and execution, and delivering results to the organization. Performs full spectrum of business development duties. Sets sales strategy and direction while also being an active participant in, and driver of, the organization's overall corporate strategy.

Managed a highly successful global business development team in the rapidly emerging and competitive field of mobile ticketing and mobility service solutions.

Accomplishments

- Built strong relationships with potential clients to influence the RFP development process and requirements definition, laying the crucial groundwork for successful proposals.
- Developed sales platform and successful sales strategies to meet annual sales goals
- Identify potential market partners that add value to the product solution and the organization.

Responsible for development and management of all brand assets and properties, development and execution of a cohesive media strategy, and manager of all executive communications designed to differentiate this start up in a dynamic market.

Accomplishments

- Developed communications strategies for governmental agencies and consumer audiences that advance the GlobeSherpa brand, drive application downloads, and impact the company's bottom line.
- Providing consultative services to transit clients to support mobile application launches and drive momentum.
- Developing product messaging, press releases, and other PR materials that drive business objectives.

Waggener Edstrom
Account Director
2011 - 2013



EXPERIENCE

Responsible for the development and execution of communications campaigns around IP, licensing, and litigation for Microsoft.

Accomplishments

- Created PR programs that support business objectives including long-term campaigns focusing on proactive storytelling, social media, and digital media.
- Delivering results including coverage in a wide variety of top-tier business outlets (WSJ, NYT), tech trades (AllThings D, CNET, eWeek) and vertical outlets (Law 360, IAM Magazine, Managing IP Magazine).

EDUCATION

Lewis & Clark College - 1994
Bachelor of Science in Political Science

Marylhurst University - 2000
Bachelor of Science in Political Science



BETSY DUNBAR

DIRECTOR OF TRANSPORTATION SUCCESS



509.588.1411



betsy@goin.org



www.goin.org

SUMMARY

Experienced Transportation Success Manager ensuring the safe efficient transport of clients. Possesses over 17 years of experience and solid understanding of day to day operations which include scheduling, dispatching, data entry, resolving issues, and reporting. Specializes in broker relations and contract management ensuring that all aspects of every contract are carried out in a professional manner.

EXPERIENCE

Medstar Transportation Transportation Manager/CHRO Yakima, WA - 1999 to Present



In 1999, I started as a part time dispatcher and scheduler. In 2002 I also became the Accounts Receivable Manager responsible for invoicing and deposits. Throughout the years I have been responsible for driver records and certifications, fleet management as well as dispatcher, scheduler, Customer Service Representative and driver trainer. In 2012, I was promoted to the position of Transportation Manager and CHRO of the company.

As the Transportation Manager, responsibilities include overseeing operations, training, safety, as well as implement policies, procedures, goals and objectives to aid in effectively fulfilling all contract and service responsibilities.

Accomplishments

- Responsible for the acquisition of several transportation contracts.
- Created an updated driver training manual

EDUCATION

Scottsdale Community College - Fine Arts
Ricks College - Fine Arts
Central Washington University - Psychology



PATRICK DOWNS

ACCOUNT EXECUTIVE & MANAGEMENT



603.312.8758



patrick@goin.org



www.goin.org

SUMMARY

Based in Tampa, Florida, Patrick serves as our premier Account Executive and Manager at Goin. Patrick is responsible for the expansion and management of business on the east coast. Before joining Goin, Patrick was a tester of pilot sales programs at HouseCall Pro. This experience was preceded by a long stretch at Yelp as a Senior Account Executive and tester of the no contract advertising program which now accounts for 95% of sales at the company. Patrick is an experienced Account Executive and innovator in the space of sales and account management programs in the tech sector with experience both in successful startups and larger corporations.

EXPERIENCE

Goin
Account Executive & Manager
2018 - PRESENT

Responsible for sales outreach, strategic program implementation and execution alongside our Director of Business Development. Responsible for the implementation and management of the PSTA account with duties that stretch from communication to testing and implementation and beyond.

HouseCall Pro
Sales
2017-2018

Implemented a consultative selling approach on all inbound and outbound calls. Contacted new and existing customers to discuss how their needs could be met with specific products and services. Averaged 30 transactions per month with an average closing ratio of 56%. Created and authored a training module on objection handling. This module is now a part of the training program for the growth team in the San Diego office. Tasked with the testing and implementation of multiple pilot programs to increase overall revenue growth including: weekend inbound lead testing, referral sourcing/outreach testing, and a recent run as the premier Upgrade Specialist for existing clients (AKA Local Client Partner). Consistently in the top percentage of metrics such as appointments attended and transaction assists per month.

Yelp
Senior Account Executive
2015-2017

Built and sustained relationships with business owners via Cold Calling to increase exposure with targeted online advertising. Promoted to inbound sales after completion of the no contract advertising pilot which now accounts for a vast majority of sales productivity at the company. Consistently a top sales performer at the Scottsdale Yelp branch with numerous attendances to century club.

EDUCATION

University of New Hampshire - 2015
Bachelor of the Arts in English

EXHIBIT A



City of Santa Monica Non-Discrimination Policy Acknowledgment

A. Discrimination.

Discrimination in the provision of services may include, but not be limited to the following:

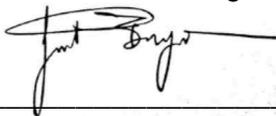
- (a) Denying any person any service, or benefit or the availability of a facility.
 - (b) Providing any service, or benefit to any person which is not equivalent, or in a non-equivalent manner or at a non-equivalent time, from that provided to others.
 - (c) Subjecting any persons to segregation or separate treatment in any manner related to the receipt of any service.
 - (d) Restricting any person in any way in the enjoyment of any advantage or privilege enjoyed by others receiving any service or benefit.
 - (e) Treating any person differently from others in determining admission, enrollment, quota, eligibility, membership, or any other requirement or condition which persons must meet in order to be provided any service or benefit.
- (1) Consultant shall take affirmative action to ensure that intended beneficiaries of this Agreement are provided services without regard to race, color, religion, national origin, ancestry, sex, age, sexual orientation, marital status, AIDS or disability.
- (2) Consultant shall further establish and maintain written procedures under which any person applying for or receiving services hereunder, may seek resolution from Consultant of a complaint with respect to any alleged discrimination in the provision of services by Consultant's personnel.

At any time any person applies for services under this Agreement, he or she shall be advised by Consultant of these procedures. A copy of these procedures shall be posted by Consultant in a conspicuous place, available and open to the public, in each of Consultant's facilities where services are provided hereunder.

B. Non-discrimination in Employment

- (1) Consultant certifies and agrees that it will not discriminate against any employee or applicant for employment because of race, color, religion, national origin, ancestry, sex, age, sexual orientation, marital status, AIDS or disability in accordance with the requirements of City, State or Federal law. Consultant shall take affirmative action to ensure that qualified applicants are employed, and that employees are treated during employment, without regard to race, color, religion, national origin, ancestry, sex, age, sexual orientation, marital status, AIDS or disability, in accordance with the requirements of City, State and Federal law. Such shall include, but not be limited to, the following:
- (a) Employment, upgrading, demotion, transfer, recruitment or recruitment advertising, layoff or termination, rates of pay or other forms of compensation.
 - (b) Selection for training, including apprenticeship.

- (2) Consultant agrees to post in conspicuous places in each of Consultant's facilities providing services hereunder, available and open to employees and applicants for employment, notices setting forth the provisions of this non-discrimination policy.
- (3) Consultant shall, in all solicitations or advertisements for employees placed by or on behalf of Consultant, state that all qualified applicants will receive consideration for employment without regard to race, color, religion, national origin, ancestry, sex, age, sexual orientation, marital status, AIDS or disability, in accordance with the requirements of City, State or Federal law.
- (4) Consultant shall send to each labor union or representative coworkers with which it has a collective bargaining agreement or other contract or understanding a notice advising the labor union or workers' representative of Consultant's commitments under this non-discrimination policy.
- (5) Consultant certifies and agrees that it will deal with its sub-consultants, bidders, or vendors without regard to race, color, religion, national origin, ancestry, sex, age, sexual orientation, marital status, AIDS or disability, in accordance with the requirements of City, State and Federal law.
- (6) In accordance with applicable State and Federal law, Consultant shall allow duly authorized representatives of the County, State, and Federal government access to its employment records during regular business hours in order to verify compliance with this non-discrimination policy. Consultant shall provide other information and records as the representatives may require in order to verify compliance with this non-discrimination policy.
- (7) If City finds that any of the provisions of this non-discrimination policy have been violated, the same shall constitute a material breach of agreement upon which City may determine to cancel, terminate, or suspend this Agreement. While City reserves the right to determine independently that this nondiscrimination policy has been violated, in addition, a determination by the California Fair Employment and Housing Commission or the Federal Equal Employment Opportunity Commission that Consultant has violated State or Federal non-discrimination laws shall constitute a finding by City that Consultant has violated the provisions of this non-discrimination policy.
- (8) The parties agree that in the event Consultant violates any of the non-discrimination policies set forth herein, City shall be entitled, at its option, to the sum of five hundred dollars (\$500) pursuant to Civil Code Section 1671 as liquidated damages in lieu of canceling, terminating or suspending this Agreement.
- (9) Consultant hereby agrees that it will comply with Section 504 of the Rehabilitation Act of 1973, as amended (29 U.S.C. 794), all requirements imposed by applicable Federal Regulations, and all guidelines and interpretations issued pursuant thereto, to the end that no qualified disabled person shall, on the basis of disability, be excluded from participation in, be denied the benefits of, or otherwise be subjected to discrimination under any program or activity of the Consultant receiving Federal Financial Assistance.



Signature/Date

Justin Bergener

Name of Proposer



EXHIBIT B

NON-COLLUSION DECLARATION TO ACCOMPANY PROPOSALS OR BIDS

STATE OF CALIFORNIA }
COUNTY OF LOS ANGELES }

Justin Bergener, being first duly sworn, deposes, and says: that He/She is:

Chief Executive Officer

(Insert "Sole Owner," "A Partner", "President," "Secretary," or other proper title)

of _____
Goin

(Insert name of proposer)

Who submits herewith to the City of Santa Monica the attached proposal; that He, She, It, or They is (are) the person(s) whose name(s) is (are) (strike out words not appropriate) signed to the hereto attached proposal; that said proposal is genuine; that the same is not sham or collusive; that all statements of fact therein are true; that such proposal was not made in the interest or on behalf of any person, partnership, company, association, organization or corporation not therein named or disclosed.

Declarant further deposes and says: that the proposer has not directly or indirectly by agreement, communication or conference with anyone attempted to induce action prejudicial to the interests of the public body which is to award the contract or of any other proposer, or anyone else interested in the proposed contract; that the proposer has not in any manner sought by collusion to secure for himself, herself, itself, or themselves, an advantage over any other proposer. (strike out words not appropriate)

Declarant further deposes and says that prior to the public opening and recording of proposals the said proposer:

- (a) Did not, directly or indirectly, induce or solicit anyone else to submit a false or sham Proposal;
- (b) Did not, directly or indirectly, collude, conspire, connive or agree with anyone else that said proposer or anyone else would submit a false or sham proposal, or that anyone should refrain from proposing or withdraw his/her proposal;
- (c) Did not, in any manner, directly or indirectly, seek by agreement, communication or conference with anyone to raise or fix any overhead, profit or cost element of his, her, its, their price, or of that of anyone else; and
- (d) Did not, directly or indirectly, submit his, her, its, or their proposal price or any breakdown thereof, or the contents thereof, or divulge information or data relative thereto, to any corporation, partnership, company, association, organization, depository, or to any member or agent thereof, or to any individual or group of individuals, except to the awarding authority or to any person or persons who have a partnership or other financial interest with said proposal in his, her, its, or their business. (strike out words not appropriate)

I declare under penalty of perjury that the foregoing is true and correct.



Signature/Date

Justin Bergener

Name of Proposer



EXHIBIT C

CITY OF SANTA MONICA OAKS INITIATIVE NOTICE

NOTICE TO APPLICANTS, BIDDERS, PROPOSERS AND OTHERS SEEKING DISCRETIONARY PERMITS, CONTRACTS, OR OTHER BENEFITS FROM THE CITY OF SANTA MONICA

Santa Monica's voters adopted a City Charter amendment commonly known as the Oaks Initiative. The Oaks Initiative requires the City to provide this notice and information about the Initiative's requirements. You may obtain a full copy of the Initiative's text from the City Clerk.

This information is required by City Charter Article XXII—Taxpayer Protection. It prohibits a public official from receiving, and a person or entity from conferring, specified personal benefits or campaign advantages from a person or entity after the official votes, or otherwise takes official action, to award a "public benefit" to that person or entity. The prohibition applies within and outside of the geographical boundaries of Santa Monica.

All persons or entities applying or receiving public benefits from the City of Santa Monica shall provide the names of trustees, directors, partners, and officers, and names of persons with more than a 10% equity, participation or revenue interest. An exception exists for persons serving in those capacities as volunteers, without compensation, for organizations exempt from income taxes under Section 501(c)(3), (4), or (6), of the Internal Revenue Code. However, this exception does not apply if the organization is a political committee or controls political committees. Examples of a "public benefit" include public contracts to provide goods or services worth more than \$25,000 or a land use approval worth more than \$25,000 over a 12-month period.

In order to facilitate compliance with the requirements of the Oaks Initiative, the City compiles and maintains certain information. That information includes the name of any person or persons who is seeking a "public benefit." If the "public benefit" is sought by an entity, rather than an individual person, the information includes the name of every person who is: (a) trustee, (b) director, (c) partner, (d) officer, or has (e) more than a ten percent interest in the entity. Therefore, if you are seeking a "public benefit" covered by the Oaks Initiative, you must supply that information on the Oaks Initiative Disclosure Form. This information must be updated and supplied every 12 months.



CITY OF SANTA MONICA
OAKS INITIATIVE DISCLOSURE FORM

In order to facilitate compliance with the requirements of the Oaks Initiative, the City compiles and maintains certain information. That information includes the name of any person or persons who is seeking a "public benefit." If the "public benefit" is sought by an entity, rather than an individual person, the information includes the name of every person who is: (a) trustee, (b) director, (c) partner, (d) officer, or has (e) more than a ten percent interest in the entity.

Public benefits include:

- 1. Personal services contracts in excess of \$25,000 over any 12-month period;
2. Sale of material, equipment or supplies to the City in excess of \$25,000 over a 12-month period;
3. Purchase, sale or lease of real property to or from the City in excess of \$25,000 over a 12-month period;
4. Non-competitive franchise awards with gross revenue of \$50,000 or more in any 12-month period;
5. Land use variance, special use permit, or other exception to an established land use plan, where the decision has a value in excess of \$25,000;
6. Tax "abatement, exception, or benefit" of a value in excess of \$5,000 in any 12-month period; or
7. Payment of "cash or specie" of a net value to the recipient of \$10,000 in any 12-month period.

Name(s) of persons or entities receiving public benefit:

Goin, LLC

Name(s) of trustees, directors, partners, and officers:

Justin Bergener

Name(s) of persons with more than a 10% equity, participation, or revenue interest:

Justin Bergener

Prepared by: Mac Brown Title: Director of Business Development

Signature: [Handwritten Signature] Date: July 24, 2018

Email: mac@goin.org Phone: (503) 680-6222

FOR CITY USE ONLY: Bid/PO/Contract # Permit #



Procurement
1717 Fourth Street, Suite 250
Santa Monica, CA 90401
Telephone: 310-458-8241
Fax: 310-393-6142

Date 7/11/18

RFP #181

ADDENDUM NO. 1

This addendum includes updated information pertaining to the Bidder's Conference on Friday, July 13, 2018 at 9am. Details and access information is provided below:

Friday June 13th
9 am PST
Call in number – 866-272-6951
URL -- www.uberconference.com/santamonicacity
Access Pin -- 27751

If there are any questions regarding this addendum, please submit to Peter Dzewaltowski at Peter.Dzewaltowski@smgov.net.

Acknowledged By:

Mac Brown

COMPANY

Mac Brown

NAME OF REPRESENTATIVE

Director of Business Development

TITLE OF REPRESENTATIVE



Procurement
1717 Fourth Street, Suite 250
Santa Monica, CA 90401
Telephone: 310-458-8241
Fax: 310-393-6142

Date 7/18/18

RFP #181

ADDENDUM NO. 2

This addendum includes updated information pertaining to the posted audio recording of the Bidder's Conference that took place on Friday, July 13, 2018 at 9am. Details and access information is provided below:

The audio recording of the Bidders Conference that took place on Friday, July 13, 2018 at 9 am can be accessed at www.smgov.net/sharedmobility.

If there are any questions regarding this addendum, please submit to Peter Dzewaltowski at Peter.Dzewaltowski@smgov.net.

Acknowledged By:



COMPANY

Mac Brown

NAME OF REPRESENTATIVE

Director of Business Development

TITLE OF REPRESENTATIVE