June 15, 2015

To: ACHD Commission
Bruce Wong, Director

From: Maureen H. Gresham
Commuteride Manager

Rideshark Rideshare Platform Procurement

Subject: Staff Report for May 13, 2015 Commission Meeting

Executive Summary

ACHD Commuteride is seeking to update the existing online enterprise rideshare matching service, to include all alternative transportation modes, to allow for additional administrative capacities, to increase the user friendly capabilities and to incorporate several vanpool program functions.

Facts & Findings

On April 15, 2015 ACHD formally opened bids for the procurement. Five firms obtained the Contract Documents from ACHD Contract Administration Office. Four firms submitted bids, shown in the table below.

<table>
<thead>
<tr>
<th>Vendor</th>
<th>Total Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>RideShark</td>
<td>$58,500</td>
</tr>
<tr>
<td>RideAmigos</td>
<td>$50,000</td>
</tr>
<tr>
<td>TripSpark</td>
<td>$48,010</td>
</tr>
<tr>
<td>ZimRide</td>
<td>$10,000</td>
</tr>
</tbody>
</table>

The proposals were reviewed by Contract Administration Office and found in compliance with Idaho law and ACHD Policy. Commuteride personnel along with personnel from VRT, Boise State University, Idaho Transportation Department and COMPASS evaluated the proposals and found that the Rideshark proposal was most responsive and received the highest scores. Specifically, the Rideshark proposal was the only one to fully address the multi-modal functionality requested in the RFP. In addition, the Rideshark proposal provided for more robust administrative capabilities, also requested in the RFP.

<table>
<thead>
<tr>
<th>Vendor</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>RideShark</td>
<td>630.3</td>
</tr>
<tr>
<td>RideAmigos</td>
<td>612.3</td>
</tr>
<tr>
<td>TripSpark</td>
<td>541.8</td>
</tr>
<tr>
<td>ZimRide</td>
<td>465.9</td>
</tr>
</tbody>
</table>
Fiscal Implications

The Idaho Transportation Department has committed to paying 50% of the cost to develop a statewide system. In addition, ACHD Commuteride and VRT successfully applied for FTA funds to pay 80% of the development costs. The total cost to ACHD Commuteride is $5,850 out of $58,500. Administrative fees will be $16,500 (starting in FY16), an increase of $5,500 from the current rideshare platform; however ITD has committed to paying the licensing fee resulting in no cost to ACHD.

Recommendation

Staff recommends that the Commission approve and the President execute the Purchase Agreement with RideShark in the amount of $58,500 to develop a statewide rideshare platform.

Attachments:
Rideshark Statewide Rideshare Platform Purchase Agreement
RIDEMATCH PLATFORM SERVICES AGREEMENT

This AGREEMENT for ACHD Commuteride RideMatch Platform (hereinafter "AGREEMENT") is made and entered into this 9th day of June, 2015, by and between ADA COUNTY HIGHWAY DISTRICT, a body politic and corporate of the State of Idaho (hereinafter "ACHD"), and RideShark Corporation, (hereinafter "CONTRACTOR").

RECITALS

WHEREAS, ACHD is a single countywide highway district located in Ada County, Idaho, and is responsible for all secondary county and city highways within Ada County; and
WHEREAS, ACHD has all powers necessary and incidental to the statutory powers granted to it under title 40, Idaho Code; and
WHEREAS, ACHD requires RideMatch Platform services; and
WHEREAS, CONTRACTOR offers services required in RideMatch Platform (hereinafter “SERVICES”); and
WHEREAS, ACHD seeks to engage CONTRACTOR to provide assistance in RideMatch platform as well as perform other activities as may be desired by ACHD relevant to this AGREEMENT; and
WHEREAS, this AGREEMENT and the SERVICES provided by CONTRACTOR have been competitively procured in accordance with Idaho Code 67-2806; and
WHEREAS, ACHD seeks to engage CONTRACTOR to provide such SERVICES; and
WHEREAS, CONTRACTOR is willing to work for ACHD in the provision of SERVICES;

NOW, THEREFORE, for and in consideration of the mutual covenants and conditions hereof, the services to be rendered hereunder, and the payments to be made hereunder, the parties agree as follows:

AGREEMENT

SECTION 1. SCOPE OF WORK.

1.1 CONTRACTOR agrees to perform the Scope of Work for this AGREEMENT. The Scope of Work is more particularly described in Exhibit “A”, attached hereto.

1.2 CONTRACTOR will perform any additional work as desired by ACHD by means of a written Change Order signed by a person authorized by ACHD to execute such Change Order in accordance with ACHD policy. Such prior written authorization by ACHD shall be a condition precedent to any claim of CONTRACTOR for payment.

SECTION 2. TIME FOR COMPLETION and EXTENSIONS.

2.1 CONTRACTOR and ACHD herein agree that the Scope of Work as set forth in the foregoing section is required to be completed by CONTRACTOR. The Work Schedule is more particularly described in Exhibit “B”, attached hereto.
2.2 ACHD will grant extensions for the following reasons: delays in major portions of the work caused by excessive time required to process submittal by ACHD, other delays caused by ACHD, or additional work requested by ACHD.

2.3 CONTRACTOR shall not be liable or deemed to be in default for any Force Majeure delay in performance under this AGREEMENT occasioned by unforeseeable causes beyond the control and without the fault or negligence of CONTRACTOR, including, but not restricted to, acts of God, fires, floods, epidemics, quarantine, restrictions, strikes, freight embargoes, or unusually severe weather, provided that in all cases CONTRACTOR shall notify ACHD promptly in writing of any cause for delay, and ACHD concurs that the delay was beyond the control and without the fault or negligence of CONTRACTOR. The period for the performance shall be extended for a period equivalent to the period of the Force Majeure delay. CONTRACTOR finances shall not constitute a Force Majeure.

SECTION 3. PAYMENT FOR SERVICES.

3.1 In consideration for the Scope of Work described in Section 1.1, ACHD agrees to pay CONTRACTOR an amount not to exceed Fifty-Eight Thousand Five Hundred United States Dollars ($58,500.00). The Payment Schedule is more particularly described in Exhibit "C", attached hereto.

3.2 CONTRACTOR shall submit invoices in accordance with Exhibit "C", Payment Schedule. Invoices shall detail dates of work, types of work performed, labor classifications that performed the work, and the length of time such work was performed. ACHD will pay each invoice net 30 days.

3.3 ACHD will pay CONTRACTOR for any additional work performed as agreed to by the parties in a written Change Order signed by a person authorized by ACHD pursuant to Section 1.2.

3.4 CONTRACTOR shall provide ACHD with IRS Form W-9 with appropriate Tax Identification Number or Social Security Number. If ACHD Accounting Division determines CONTRACTOR has a current W-9 on file, this requirement may be waived.

3.5 Upon completion of its work under the AGREEMENT, acceptance by CONTRACTOR of final payment or of any final payment due upon any earlier termination of this AGREEMENT shall constitute a full and complete release of ACHD from any claims, demands, and causes of action of any nature whatsoever that CONTRACTOR may have against ACHD in connection with this AGREEMENT. The making of partial payments or of any such final payment by ACHD to CONTRACTOR shall not constitute an acceptance of the services and/or work product of CONTRACTOR or a release of CONTRACTOR from any claims, demands, or causes of action that ACHD may, now or at any time, hereafter, have against CONTRACTOR.

SECTION 4. AMENDMENT OF AGREEMENT. This AGREEMENT may be amended as agreed to by the parties in a written Change Order signed by a person authorized by ACHD pursuant to Section 1.2. If such amendment includes additional work, ACHD will pay CONTRACTOR for any additional work performed.

SECTION 5. TAX ON MONIES. CONTRACTOR shall be responsible for all Federal and Idaho state tax considerations arising out the payment of the monies paid herein.

SECTION 6. INDEPENDENT CONTRACTOR. CONTRACTOR is an independent contractor and is not an employee of ACHD. CONTRACTOR acknowledges that ACHD does not have control over the time, manner, and/or method of how CONTRACTOR completes the Scope of Work required under the AGREEMENT. CONTRACTOR shall supply CONTRACTOR items of equipment to complete the Scope of Work required under the AGREEMENT.
SECTION 7. NOT AN EMPLOYMENT CONTRACT. CONTRACTOR acknowledges that this AGREEMENT is not an employment contract and that ACHD is only engaging CONTRACTOR to complete the Scope of Work described herein.

SECTION 8. ACKNOWLEDGEMENT OF SERVICES. CONTRACTOR represents and covenants to ACHD that its employees, representatives, and or subcontractors are duly licensed and/or registered under applicable Federal law and/or by the State of Idaho, and that CONTRACTOR has the present capacity and is experienced and qualified to perform the Scope of Work for ACHD as specified in this AGREEMENT. CONTRACTOR further represents and covenants to ACHD that the Scope of Work completed under this AGREEMENT require CONTRACTOR to have specialized skill and/or technical training and that CONTRACTOR has the requisite specialized skill and/or, if CONTRACTOR gained CONTRACTOR ability to render said work through class or training, CONTRACTOR has met all requirements in said class and/or training course(s), and, if required, CONTRACTOR is certified under applicable Federal and/or Idaho state laws to perform said work.

SECTION 9. ASSIGNMENT AND THIRD PARTIES.

9.1 CONTRACTOR understands and agrees that it may not assign this AGREEMENT or subcontract with respect to any of its rights, benefits, obligations or duties under this AGREEMENT except upon prior written consent and approval of ACHD to such assignment or subcontract. Any attempt by CONTRACTOR to assign or subcontract its rights benefits or obligations hereunder without such prior written consent of ACHD shall, at the sole option of ACHD, automatically terminate this AGREEMENT.

9.2 In the event any ACHD-approved subcontract is entered into by CONTRACTOR with a third-party, such action shall not be construed to create any contractual relationship between ACHD and such third-party, and CONTRACTOR shall be and remain responsible to ACHD according to the terms of this AGREEMENT.

9.3 It is expressly understood and agreed that enforcement of the terms and conditions of this AGREEMENT, and all rights of action relating to such enforcement, shall be strictly reserved to ACHD and CONTRACTOR, and nothing contained in this AGREEMENT shall give or allow any such claim or right of action by any other or third person under the AGREEMENT. It is the express intention of ACHD and CONTRACTOR that any person other than ACHD or CONTRACTOR receiving services or benefits under this AGREEMENT shall be deemed to be an incidental beneficiary only.

SECTION 10. BEST EFFORTS. CONTRACTOR shall expend CONTRACTOR “best efforts” to discharge CONTRACTOR duties hereunder and in successfully completing the Project, on schedule and within budget, throughout the duration of this AGREEMENT. CONTRACTOR further agrees that all of the work performed and services rendered under this AGREEMENT shall be performed in accordance with the standards of care, skill, and diligence provided by competent contractors who perform work or render services of a similar nature to the work or services described in Section 1.1 of the AGREEMENT and Exhibit “A” attached hereto.

SECTION 11. WORK PRODUCT. ACHD shall own all work product(s) of CONTRACTOR produced under this AGREEMENT. Work product is defined as the deliverables outlined in the “Scope of Work,” which is attached to this AGREEMENT.

SECTION 12. TERM, SUSPENSION, AND TERMINATION.

12.1 The term of this AGREEMENT will commence on the date of execution of this AGREEMENT and will continue, unless terminated by either party, with or without cause, which termination shall be effective following ten (10) days written notice. In the event of termination without cause, all services completed to date of delivery of the notice shall be paid.
12.2 ACHD may suspend, for the convenience of ACHD and with or without cause, all or any part of the CONTRACTOR performance under this AGREEMENT by written notice to CONTRACTOR signed by ACHD Director or ACHD Board of Commissioners. Upon receipt of such notice and not more than ten (10) working days thereafter, CONTRACTOR shall take all steps and perform all services necessary to: (i) protect and maintain work performed to date during the suspension period; and (ii) permit efficient resumption of services with minimal disruptions and remobilization effort. In the event of such suspension, ACHD shall have the right to extend suspension or performance for a period not to exceed one hundred twenty (120) days, at no additional cost to ACHD. If such suspension exceeds this period, CONTRACTOR shall have the right to terminate this AGREEMENT for convenience upon written notice to ACHD. All services completed to date of delivery of the notice to ACHD shall be paid to CONTRACTOR.

12.3 Failure or refusal of CONTRACTOR to perform any material obligation under this AGREEMENT shall constitute default. In addition to any other remedy available to ACHD, in the event of any default, ACHD may provide CONTRACTOR with written notice of default. Such notice shall provide for an effective date of termination that is not less than ten (10) days after the date of such notice. If CONTRACTOR fails to cure such default prior to the date of termination specified in the written notice, this AGREEMENT may be terminated by ACHD. No new performance will be undertaken after the date of receipt of any notice of termination. In the event of such termination, CONTRACTOR will be paid for those services performed in accordance with the requirements of this AGREEMENT up to the effective date of termination. Such termination shall not waive any other legal remedies available to ACHD, including, without limitation, claims for setoff or damages suffered by ACHD to remedy any such default.

12.4 ACHD may terminate this AGREEMENT for ACHD convenience and without cause at any time by giving CONTRACTOR not less than ten (10) days written notice of such termination. In the event of such termination, CONTRACTOR shall cease performance under this AGREEMENT on, but not before, the date specified in such written notice of termination (the "effective date"). Upon termination for convenience, CONTRACTOR will be paid for those services performed in accordance with the provisions of this AGREEMENT, up to the effective date of termination. In no event will ACHD be liable for any costs incurred by CONTRACTOR after the effective date of termination. Such non-recoverable costs include, but are not limited to, anticipated profits under this AGREEMENT, post-termination employee salaries, overhead, bonding and insurance costs, contract administration, and post-termination administrative expenses, or any other costs associated with this AGREEMENT or termination hereof.

SECTION 13. TIME OF THE ESSENCE. ACHD and CONTRACTOR agree that time is of the essence for the performance of this AGREEMENT. No waiver by either party of strict and timely performance of the other shall constitute a waiver of any subsequent breach or default.

Failure to complete the Scope of Work within the time stated in the Agreement, including extensions granted thereto, shall entitle ACHD to deduct from the monies due to the CONTRACTOR as "Liquidated Damages" of $100.00 for each calendar day of delay in completion of all contract work. Liquidated damage assessments shall be cumulative and concurrent.

SECTION 14. NEGLIGENCE/INDEMNITY. CONTRACTOR agrees to indemnify, defend, release and save and hold harmless ACHD and its respective officers, board, commission, employees, agents and contractors from and against: (1) any and all damages, including but not limited to loss of use, to property or injuries to or death of any person or persons (including but not limited to property and officers, agents and employees of ACHD), and (2) any and all claims, demands, suits, actions, liabilities, costs, expenses (including but not limited to reasonable attorney fees, expert witness fees and all associated defense fees), causes of action, or other legal, equitable or administrative proceedings of any kind or nature whatsoever, of or by anyone whomsoever, regardless of the legal theories upon which premised, including but not limited to contract, tort, express and/or implied
warranty, strict liability, and worker's compensation, in any way resulting from, connected with, or 
arising out of, directly or indirectly, the tortuous or negligent actions or omissions of the CONTRACTOR 
in connection with the operations or performance herewith or its use or occupancy of real or personal 
property hereunder, including actions or omissions of sub-consultants, and the acts or omissions, of the 
officers, employees, agents, representatives, invitees, or licensees of the CONTRACTOR; provided 
however, that CONTRACTOR need not indemnify ACHD or its officers, board members, agents and 
employees from the damages proximately caused by and apportioned to the negligence of ACHD or its 
officers, board members, agents and employees. This indemnity clause shall also cover ACHD defense 
costs in the event ACHD, in its sole discretion, elects to provide its own defense. This defense and 
indemnification obligation of CONTRACTOR shall survive the expiration or termination of this 
AGREEMENT.

SECTION 15. WORKMAN COMPENSATION, PUBLIC LIABILITY AND PROPERTY DAMAGE 
INSURANCE.

15.1 CONTRACTOR shall provide and maintain statutory Workers Compensation Insurance, Unem-
ployment Insurance and other insurance required to be maintained under the laws of the State 
of Idaho. CONTRACTOR shall provide a Certificate of Insurance to ACHD showing that it 
maintains such insurances.

15.2 CONTRACTOR shall acquire and maintain Comprehensive General Liability Insurance and 
Comprehensive Automobile insurance each having a minimum limit of $500,000.00 per claim 
and $1,000,000.00 aggregate. CONTRACTOR shall provide Certificates of Insurance to ACHD 
showing that it maintains such insurances.

SECTION 16. ACHD CONTACT. The ACHD primary contact point for CONTRACTOR shall be Maureen 
Gresham, Commuteride Manager, whose telephone number is 208-387-6163.

SECTION 17. NOTICES. Any and all notices required to be given by either of the parties hereto shall 
be in writing and deemed delivered when either: (i) delivered personally, or (ii) sent by fax to the other 
party at the fax telephone number set forth; or (iii) deposited in the United States Mail, certified, return 
receipt requested, postage prepaid, addressed to the other party at the address set forth, or such other 
fax telephone number or mailing address as may be provided by written notice of such change given to 
the other in the same manner as above provided.

For ACHD: Maureen Gresham, Commuteride Manager 
Ada County Highway District 
5714 Fairview Avenue 
Boise, Idaho, 83714 
Facsimile Number: 208-375-2582 
Telephone Number: 208-387-6163

For CONTRACTOR: Sharon Lewinson, President 
RideShark Corporation 
Street Address: 2031 Merivale Road 
City, State, Zip Code: Ottawa, Ontario, Canada, K2G 167 
Facsimile Number: 613-723-8275 
Telephone Number: 613-226-9845 
E-Mail Address: info@rideshark.com

SECTION 18. ATTORNEY FEES. In any suit, action or appeal therefrom to enforce or interpret this 
AGREEMENT, the prevailing party shall be entitled to recover its costs incurred therein, including 
reasonable attorney fees.

SECTION 19. DISCRIMINATION PROHIBITED. Notwithstanding the foregoing; in performing this 
AGREEMENT, CONTRACTOR shall not discriminate against any person on the basis of race, color,
religion, sex, national origin, age or non-job related handicap of because of prior military service of current military status, and shall comply with all applicable Federal and state laws and regulations and executive order of governmental agencies relating to civil and human rights.

SECTION 20. GOVERNING LAW AND VENUE. This AGREEMENT shall be governed by, construed, and enforced in accordance with the laws of the State of Idaho. The proper venue for any legal action that may arise under this AGREEMENT shall be the Fourth Judicial District of the State of Idaho, in and for the County of Ada.

SECTION 21. ENTIRE AGREEMENT: MODIFICATION. This AGREEMENT constitutes the entire agreement between the parties hereto, and shall supersede all previous proposals, oral or written negotiations, representations, commitments, and all of the communications between the parties. Any modifications must be in writing and executed by both parties.

SECTION 22. NON-APPROPRIATION. If ACHD is precluded from committing to make certain future payments due hereunder, this paragraph will apply. ACHD has appropriated the funds necessary to make all payments when due under the AGREEMENT during ACHD's initial fiscal period during the AGREEMENT term. ACHD agrees that in each succeeding fiscal year during the term of this AGREEMENT, ACHD will take all necessary steps to make a timely appropriation of funds in order to pay the payments due hereunder during that period, subject to the annual appropriations limitation imposed upon ACHD under state law. In the event that despite the best efforts of ACHD, ACHD determines that funds for any amounts under this AGREEMENT will not be available or cannot be obtained during any succeeding fiscal period, ACHD may terminate this AGREEMENT prior to the commencement of such succeeding fiscal period by giving written notice to CONTRACTOR of such determination at least 60 days prior to the first day of such succeeding period for which an appropriation has not been made by ACHD.

SECTION 23. ACHD OFFICIALS, AGENTS, AND EMPLOYEES NOT PERSONALLY LIABLE. It is agreed by the parties that in no event shall any official, officer, agent, or employee of ACHD be held in any way personally responsible for any covenant or agreement herein contained, whether expressed or implied, nor for any statement or representation made.

SECTION 24. ACKNOWLEDGEMENT OF NON-EMPLOYMENT. CONTRACTOR certifies, warrants, covenants, and agrees that in compliance with Idaho Code § 40-1309 and ACHD Policy Section 2033.4.4, no Ada County Highway District commissioner, director, employee and/or their family member is or shall be contractually or otherwise interested, directly or indirectly, in this Agreement nor in any business providing services under the Agreement whether as a prime, sub, or independent contractor, or employee thereof. For purposes of this paragraph, a family member is defined as any person related to an Ada County Highway District commissioner, director, employee by blood, adoption, or marriage within the second degree and shall mean a father, mother, son, daughter, brother, sister, grandfather, grandmother, grandson, or granddaughter, in full, half, step, or in-law.

SECTION 25. PUBLIC AGENCY CLAUSE. CONTRACTOR agrees that the SERVICES and their prices contained in this AGREEMENT shall be extended to other Public Agencies defined in Idaho Code 67-2327 and in accordance with the provisions of Idaho Code 67-2803(1). ACHD advises that it is the responsibility of the Public Agency to independently contract, issue purchase orders, et al., with the CONTRACTOR and/or comply with any other applicable provisions of Idaho Code governing public contracting.

SECTION 26. WARRANTY OF AUTHORITY TO EXECUTE.

26.1 The person(s) executing this AGREEMENT on behalf of ACHD represent(s) and warrant(s) due authorization to do so on behalf of ACHD in accordance with the applicable signing authorities under ACHD Code Section 4007.3., and that upon execution of this AGREEMENT on behalf of
ACHD, the same is binding upon, and shall ensure to the benefit of, ACHD. Any Agreement signed by an ACHD representative exceeding his/her authorized limit shall be null and void.

26.2 The person(s) executing this AGREEMENT on behalf of CONTRACTOR represent(s) and warrant(s) due authorization to do so on behalf of CONTRACTOR, and that, upon execution of this AGREEMENT on behalf of CONTRACTOR, the same is binding upon and shall enure to the benefit of CONTRACTOR.

IN WITNESS WHEREOF, the parties have executed this AGREEMENT, the day, month and year first above-written.

CONTRACTOR

By: [Signature]
(Name and Title)

ADA COUNTY HIGHWAY DISTRICT

By: [Signature]

The Ada County Highway District (ACHD) is committed to compliance with Title VI of the Civil Rights Act of 1964 and related regulations and directives. ACHD assures that no person shall on the grounds of race, color, national origin, gender, disability or age, be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any ACHD service, program or activity.
CONTRACTOR

Province of Ontario
City of Ottawa

On this 9th day of June, 2015, before me, Tomas Henrik Lewinson, a Notary Public in and for the Province of Ontario, personally appeared Sharon Lewinson, known or identified to me to be the President of the CONTRACTOR that executed the instrument or the person who executed the instrument on behalf of said CONTRACTOR, and acknowledged to me that such CONTRACTOR executed the same.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal the day month and year in this certificate first above written.

Tomas Henrik Lewinson, Notary Public, City of Ottawa, limited to the attestation of instruments and the taking of affidavits, for RideShark Corporation and its subsidiaries. Expires February 10, 2018.

ADA COUNTY HIGHWAY DISTRICT:

STATE OF IDAHO

On this ______ day of ________________, 20__, before me, ________________, a Notary Public in and for the State of Idaho, personally appeared ________________, known or identified to me to be the ________________ of the Ada County Highway District that executed the said instrument, and acknowledged to me that such Highway District executed the same.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal the day and year first above written.

Notary Public for Idaho
Residing at: ____________________________
My commission expires: ____________________________

(Rev. 11/6/14) SERVICES AGREEMENT
EXHIBIT “A”

Scope of Work

Ada County Highway District (ACHD) Commuteride requires a web-based, rideshare matching service which will include multi-modal commuter matching services and will offer users the ability to find other people who have similar transportation needs/routes. The CONTRACTOR is required to move records from ACHD Commuteride current rideshare matching platform to the new platform. To facilitate the transition, the following content outlines the Scope of Work requirements:

A. Enterprise-Wide Capable System: Describe how the proposed system will or will not achieve the following:
   1. Leverages stakeholders’ investments in a new ridematching system that is capable of being deployed and serving the entire state.
      a. Provide separate costs for a region wide system versus deploying it statewide.
   2. Prevents system data from being isolated in different information silos.
   3. Allows for multiple customized sub-sites and sub-site administrators.
   4. Measures and reports important program performance data.
      a. System must include reporting data required by National Transit Database.
      b. System must visually display same data through dashboards and custom reporting tools.
   5. Imports and exports data from/to Excel for additional evaluation.

B. Administrator Flexibility: Describe how the proposed system provides maximum flexibility for system and sub-site administrators to work on the following:
   1. Ridematching Criteria,
   2. Branding/Graphics,
   3. Incentive/Award Programs,
   4. E-Mail Functionality,
   5. Campaign Management, and
   6. Reporting/Metrics.

C. Transition Assistance: Describe how the proposed system provides a Transition Plan that includes associated costs and the following elements:
   1. Process and anticipated timeline to complete a transfer of all data, both within, and related to, the incumbent ridematching system and the vanpool database.
   2. Process and anticipated timeline to complete all necessary branding and messaging changes (overall customization).
   3. Process and anticipated timeline to help customize incentive programs.
   4. Process and anticipated timeline to import and customize administrative reporting tools.
   5. Process and anticipated timeline to complete development of a comprehensive Spanish-language version of the website.
   6. Overview of how ongoing or fixed period of time that support is provided.
   7. Overview of the transition team, percent time that will be allocated to this aspect of the project.
8. Availability of a users' group, to whom the ridesharing system providers offer ongoing training about upgrades and full utilization of the system's capabilities.

9. Contact information for two recent references who will attest to the transition support they received.

D. Multimodal Trip Planning: Describe how the proposed system will allow for multimodal ridematching and single-trip/special event transportation ideally without leaving the application, i.e., Google Maps Interface, including walking, biking, carpooling, vanpooling, and bus.

E. Search Methodology: Describe how the proposed system will or will not provide the following ridematching capabilities:
   1. Participants should be able to use Park and Ride Lots or other typical staging areas as their commute origin.
   2. Participants can use the employer's name only as their search destination.
   3. Pushes carpools/vanpools with existing vacancies to the top of the search results.
   4. Search protocol: both scalable concentric rings and corridor search capabilities.
   5. Participants can select their origin and/or destination by clicking on a map versus typing in the address.
   6. Delivers multimodal search results.

F. Technology/Flexibility Describe how the proposed system meets current and future technology needs.
   1. Identify system tools currently under development that will be included in the next system upgrade.
   2. Identify how frequently you upgrade the system.
   3. Identify any additional costs associated with these attributes.

G. User-Friendly: Describe and cost features of the proposed system that will create an intuitive, user-friendly experience for people visiting the site for the first time and/or coming back to use various tools or system features. Potential features could include:
   1. "Shop before you buy" capabilities.
   2. Trip Logging Calendars (TLC). Address administrators' capabilities to set TLC standards.
   3. Intra-site Guaranteed Ride Home Program management.
   4. Minimal registration information requirements.
   5. Integrates important related information including transit routes, park/ride facilities, Boise Bicycle Share station locations, and bike paths into the system to minimize instances where users must leave the system to access related information.
   6. Responsive design to deliver device-appropriate content and employ a "mobile first" philosophy.

H. Vanpool Driver's Toolkit or Management System: Describe and cost features of the proposed system that includes the following capabilities and attributes:
   1. Offers drivers the option to list their contact information, one of the alternate driver's contact information, or even a member who is responsible for rider recruitment on the ridematching site.
   2. Rider recruitment email template.
   3. Vanpool Roster.
   4. Vanpool Waiting Lists.
5. Vanpool membership directory/emergency contact information.
6. Sample Passenger Agreements.
7. ACHD Commuteride Vanpool Monthly Report (see Section XX).

I. **System Stickiness**: Describe and cost features and capabilities of the proposed system that encourage sustained user engagement. Explain how these features encourage and sustain regular system use. Potential features could include:
   1. Calls to action and push notifications.
   2. Refer-a-Friend Programs.
   4. Customizable Rewards Programs.
   5. Connectivity to social media platforms.
   6. Connectivity to related applications such as Strava.
   7. News Feed Announcements with postings subject to system administrators’ review and approval.
   8. Searchable Carpool and Vanpool Waiting Lists.
   9. Connectivity to other existing programs such as Boise Bike Share or Enterprise Car Share.
   10. Ability to promote available seats in a carpool or vanpool and push these to the top of relevant search results.

j. **American with Disabilities Act (ADA)**: Describe how the proposed system meets ADA requirements.

k. **Spanish-Language Capable**: Describe the ability of the proposed system to be provided in Spanish.

l. **Value-Added Considerations**: Describe any value-added tools of the proposed system that would be critical in helping ACHD Commuteride develop/expand its RideMatch System.
6.0 Project Approach and Scope Narrative

RideShark can fully meet the scope of work outlined in the RFP, as shown by text or screenshots under each of the identified work elements.

A. Enterprise-Wide Capable System

A1. Leverages stakeholders’ investments in a new ridesharing system that is capable of being deployed and serving the entire state.

RideShark is a multi-tenant enterprise level application that was designed to accommodate a hierarchy of data within one site. As such it is fully capable of launching a statewide system that allows for extensive use of custom subsites to allow branded city sites and employer sites. At the outset of project launch RideShark would set up the ACHD site to accommodate either initial or future State deployment.

A2. Prevents system data from being isolated in different information silos.

The RideShark system would provide all ACHD data in one consolidated database, whether launched for Boise or Statewide. Administrators would only be able to see the data for which they have authority. Registered users are able to search within their own employer or throughout the full database.

A3. Allows for multiple customized sub-sites and sub-site administrators.

RideShark allows unlimited custom subsites and administrators. Each custom subsite can be uniquely branded, and, if desired, functionality can be turned on/off by subsite. Administrator permissions are at the site, TMA or subsite level and also by specific actions (sample list shown in the screenshot below). This ensures that Administrators have access to only the data they have permission to view.

A4. Measures and reports important program performance data.

a. System must include reporting data required by National Transit Database.

b. System must visually display same data through dashboards and custom reporting tools.

RideShark has an extensive Administration Portal that provides clients with full access to all data within the system. Data is available in graphical and data form. Administrators can export to Excel any data which they have authority.
All data entered into the system is recorded and available within the administration portal provided to the ACHD. Data may be mapped, filtered and exported at any time. Integrated email tools and mapping functionality allows administrators to have full control of their data. Extensive filters in the Administration Portal provide comprehensive data access to administrators. RideShark can also generate custom reports for ACHD and these will be included within the Custom Reports tab, including NTD reporting.

A5. Imports and exports data from/to Excel for additional evaluation.

Administrators approved by ACHD can export data to Excel. RideShark is responsible for any data imports (extra costs may apply).

B. Administrator Flexibility

B1. Ridematching Criteria

The ridematching algorithm includes engineering level complexity (e.g. distance from origin, destination, travel route, schedule, preferences, etc.) and is built into the application system-wide. System and subsite administrators may view and export the data over which they have authority.

B2. Branding/Graphics

The RideShark site allows for extensive site and subsite customizations. As a white-labelled system, users will view the rideshare site as an ACHD solution. Branding options include a banner, colors, text, links, site map, navigation bar and images. The user interface is designed to allow Administrators to create their own content dynamically. From the administration portal they can edit custom content as often as desired. The integrated Content Management System allows for instant or scheduled content (e.g. an administrator could create content for a Christmas message in November, and schedule it to go live on December 25th).

B3. Incentive/Award Programs

Administrators set the points or credits that are attributed to each incentive. The highly sophisticated system allows ACHD to offer system-wide incentives, TMAs to offer incentives visible only to their members, and employers to offer incentives only visible to employees. Within this subsite model site wide incentives can be offered that are available to all users. Users belonging to a specific subsite will be able to participate in subsite incentives AND system wide incentives. Most of RideShark’s USA based clients are using the incentive module, to varying levels of intensity.

The RideShark Trip Calendar and Incentive Management modules allow users to enter their multi-modal trips. Emissions, health and cost benefits are calculated based on mode used, and points as defined by Triangle Transit are assigned. It is the most comprehensive incentive and reward management available on the market today. Incentives/rewards can be any combination of system-wide incentives, corporate park incentives, or employer incentives awarded based on a broad range of criteria including Calendar-based, User Action or both.

RideShark can accommodate three types of prizes and rewards:

1. **Contests/Draws** – Users enter contests for rewards. An automatic Winner Selection Tool is incorporated.
2. **Shopping Cart** – Users spend points like money.
3. **Plateau Rewards** – When a Points Plateau level is reached, prizes are awarded automatically.

The above combinations provide the flexibility to offer any type of incentive desired. Each administrator can establish their own incentives through their administration portal. This system has proven to be very successful, with employers creating their own incentives in addition to publically available...
incentives – thus helping them personalize and target their employees. The potential for innovation in this area is huge. This has been a significant area of growth and evolution for RideShark and is an evolving and dynamic area of growth for TDM practitioners.

The incentives are easy for administrators to set up and manage, fun for users and significantly increase traffic to the website. The Administrator is able to set all the contest details, including uploading an image.

B4. E-Mail Functionality
RideShark has a comprehensive contact management system included within the Administration Portal provided to each client. An integrated email tool allows administrators to filter and email users as often as desired. System data can be filtered, mapped and exported at any time.

B5. Campaign Management
RideShark campaigns, or commuter challenges, allows ACHD to define events like bike to work month, rideshare month, etc. to encourage team building and friendly competition. Campaign enrollment, leader boards and live metrics help raise awareness and encouragement of sustainable travel use. RideShark will set up each campaign for ACHD. The proposal assumes 4 campaigns a year.

B6. Reporting/Metrics
RideShark offers extensive and detailed reports and metrics. ACHD will be able to track, monitor, measure and report on the data in their site at all times through the Administration Portal.

C. Transition Assistance:
C1. Process and anticipated timeline to complete a transfer of all data, both within, and related to, the incumbent ridematching system and the vanpool database.
RideShark has conducted numerous legacy data transfers and, regardless of the legacy system, the process is straightforward and has proceeded without any issues for any client. The process is simple:

- ACHD provides RideShark with a sample legacy data output, containing all fields available
- RideShark evaluates data available and will notify ACHD of the missing data (latitude/longitude, ridematch mode, schedule, personal preferences, etc.
- RideShark/ACHD discuss legacy user communication strategy
- Assuming a Monday new system launch, ACHD provides RideShark with the full legacy dataset output for importing into the RideShark system. RideShark imports the data over the weekend for a Monday launch. An account in the new system is set up for every legacy user.
• Legacy users are sent an email asking them to reset their password and verify their profiles. Where available this information will be prepopulated.
• Users are now fully registered in the new RideShark system. ACHD will be assured that after data transfer only active verified data will be included in the database.

C2. Process and anticipated timeline to complete all necessary branding and messaging changes (overall customization).

The timeline for completing all branding is actually at the discretion and control of ACHD. Within 48 hours after receiving notification to proceed, RideShark will have launched a fully functional, unbranded, beta site available for testing and customization. Except for branding, the site is ready to be launched. RideShark will provide a detailed WebEx session where all the site customization elements are explained. ACHD will be customizing their site directly on the provided beta site. Administrators can either customize the site themselves or work with RideShark’s design team, as desired. Timelines for customization typically range from 3 to 8 weeks, depending on the client’s schedule.

C3. Process and anticipated timeline to help customize incentive programs.

The RideShark administration portal allows administrators to set up incentives instantly. Administrator training via WebEx would be provided on how to set up incentives. RideShark can provide strategic advice as to the types of incentives that have been successful and can help ACHD develop and incentive program.

C4. Process and anticipated timeline to import and customize administrative reporting tools.

RideShark has an extensive and detailed Administration Portal. It includes all the reports that currently being used by RideShark’s clients globally. RideShark would work with ACHD to develop custom reports if needed. The process for developing a custom report is for ACHD to specify exactly what information they are looking for in a particular report. The extensive filter options currently available on the RideShark reports will allow ACHD to easily export needed data.

C5. Process and anticipated timeline to complete development of a comprehensive Spanish-language version of the website.

The core RideShark functionality is available in English and Spanish. Once ACHD develops their desired custom text, the Spanish equivalent of this text would also be provided to RideShark for inclusion on the site. RideShark would provide ACHD an Excel spreadsheet containing ACHD custom English words or phrases that require Spanish translation. The timeline for launch of the Spanish version of the customized English ACDH is 3 business days after receiving the translated text from ACHD.

C6. Overview of how ongoing or fixed period of time that support is provided

RideShark support is included in the hosting fees and as such unlimited administrator support is provided for the duration of the contract with ACHD. This includes unlimited administrator WebEx training.

C7. Overview of the transition team, percent time that will be allocated to this aspect of the project.

During the transition period, the identified team members (see Section 5) would dedicate and prioritize their time to ACHD. It is estimated that 75% of the project team’s time would be focused on the transition period from project start, to launch, to hypercare during the first month post launch of the new RideShark system.
C8. Availability of a users' group, to whom the ridesharing system providers offer ongoing training about upgrades and full utilization of the system's capabilities.

RideShark offers unlimited site administrator training to ACHD. Ongoing training, notification on system upgrades are standard practice. Clients are also encouraged to suggest upgrades or improvements. RideShark is in the process of setting up a RideShark client user discussion group for facilitating discussion, knowledge exchange and best practices amongst RideShark clients.

C9. Contact information for two recent references who will attest to the transition support they received.
- Darrin Dressler, Employer Outreach Coordinator, 816-701-8203. ddressler@MARO.COR
- Paul Straw, Sustainable Travel Services Specialist. 919-485-7484. pstraw@triangletransit.org

D. Multimodal Trip Planning

The RideShark multimodal trip planner allows users to instantly see all of their available travel options, along with travel time, distance, emission and health benefits. While users may be searching for a carpool partner, it allows them to see that cycling, transit or walking partners, transit routes or vanpool routes are available to them that match their travel profile. It provides an instant multimodal travel planner that allows users to explore options without ever leaving the system.

Clicking on each of the travel modes above will result in a list of options available under that category, including detailed transit route information, both pictorially and via detailed directions.
E. Search Methodology

E1. Participants should be able to use Park and Ride Lots or other typical staging areas as their commute origin.

The RideShark Points of Interest Module allows ACHD administrators to include all relevant points (e.g. Park and Ride lots, Bikeshare stations, etc.) or routes (e.g. shuttle routes, etc.) in the system. Users can set a Park and Ride lot (or other points of interest such as a bikeshare station) as their origin or destination.

E2. Participants can use the employer’s name only as their search destination.

The RideShark system automatically allows users to search within their own organization based on email domain. Users may also search within the larger database.

E3. Pushes carpools/vanpools with existing vacancies to the top of the search results.

Search results automatically prioritize matches based on proximity to origin, destination, travel route, schedule match and personal preferences.

E4. Search protocol: both scalable concentric rings and corridor search capabilities.

Users are able to set their preference for distance from origin, destination and travel route.

E5. Participants can select their origin and/or destination by clicking on a map versus typing in the address.

Users can select their origin or destination by entering an address, selecting from a dropdown or clicking on a map.

E6. Delivers multimodal search results.

RideShark core search functionality provides multimodal trip options. See Section D above.

F. Technology/Flexibility

F1. Identify system tools currently under development that will be included in the next system upgrade.

The RideShark system is dynamic and upgrades are always being included in the system in response to external technology changes (e.g. new or upgraded browsers), TDM best practices or user/client feedback. The RideShark system always maintains state of the art software technology and TDM best practices. As a Microsoft Partner, RideShark is aware of and responds to external technology changes rapidly and seamlessly. The multimodal Find Commute Options is an example of a recent major system upgrade that clients are moving to. An upgrade under development is the ability for reward sponsor locations to be visible on the Points of Interest map.

F2. Identify how frequently you upgrade the system.

The system is upgraded at a minimum weekly without disruption to the client’s live production site. All non-user focused upgrades are done transparently and without user disruption. System upgrades or changes to the user-end experience are posted to the client’s beta site for client review and testing. A scheduled upgrade release date for such improvements are based on client approval to move into the
production (live) environment. Some clients choose to launch the upgrade immediately while others elect to wait for an ‘event’ to launch system upgrades. Each client is provided with a beta, production and Administration portal. Notification of system upgrades is provided to the client.

F3. Identify any additional costs associated with these attributes.

All upgrades to purchased modules are included without cost to the client.

G. Use-Friendly

G1. “Shop before you buy” capabilities.

The multimodal trip planner (screenshot shown in Section D), can be available, if desired, to website visitors who are not logged in or registered within the system. They would only be able to contact potential matches if they are logged in to the system.

G2. Trip Logging Calendars (TLC). Address administrators’ capabilities to set TLC standards.

ACHD administrators can set site-wide standards for the trip calendar. Users accumulate points based on trip logging activity. Incentives/rewards are redeemed based on point allocation and reward set up. The trip logging calendar and incentives have proven to be highly successful in encouraging ongoing use of the system, repeat visits and new users.

G3. Intra-site Guaranteed Ride Home Program management.

RideShark customizes the GRH program for each client based on specifications. The system allows for pre and post trip claims and provides an auto-generated form that can be provided to taxi or car rental agencies.
G4. Minimal registration information requirements.
Registration is streamlined to collect only the information needed to accurately and intelligently match users.

G5. Integrates important related information including transit routes, park/ride facilities, Boise Bicycle Share station locations, and bike paths into the system to minimize instances where users must leave the system to access related information.

The RideShark system includes a comprehensive Point of Interest module that allows for ACHD administrators to include park and ride locations, bike share stations, bike path, etc. RideShark is in the process of implementing the first rideshare system globally to incorporate dynamic bike share station status (e.g., available bike stations) within the Chattanooga rideshare site. The resultant client site becomes a single point of contact for all sustainable travel information.

G6. Responsive design to deliver device-appropriate content and employ a “mobile first” philosophy.

The RideShark system is accessible via all browser-enabled mobile devices. A dedicated mobile web app is included to facilitate and encourage dynamic trip logging and ridematching.

H. Vanpool Driver’s Toolkit or Management System
RideShark has an extensive vanpool management system currently in production – one that is used by cities and companies across the USA to manage thousands of vanpools. Key attributes are described in the following sections.

H1. Offers drivers the option to list their contact information, one of the alternate driver’s contact information, or even a member who is responsible for rider recruitment on the ridematching site.

ACHD can establish who the user contacts for joining a vanpool.

H2. Rider recruitment email template.

ACHD may customize the text included in the Join Vanpool or Join Waitlist email to include desired content.

The Administration Portal includes detailed information on the vanpool rooster.

<table>
<thead>
<tr>
<th>Name / Phone</th>
<th>UserID / Email</th>
<th>Status</th>
<th>Leader</th>
<th>Driver</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Heather Ryan</td>
<td><a href="mailto:heather@commutingsolutions.com">heather@commutingsolutions.com</a></td>
<td>Active</td>
<td>Leader</td>
<td>Driver</td>
</tr>
<tr>
<td>559-598-4847</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Tina Newman</td>
<td><a href="mailto:tina@commutingsolutions.com">tina@commutingsolutions.com</a></td>
<td>Active</td>
<td>Set</td>
<td>Driver Remove</td>
</tr>
<tr>
<td>555-897-5248</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Ed Bailey</td>
<td><a href="mailto:ed@exrad.com">ed@exrad.com</a></td>
<td>Active</td>
<td>Set</td>
<td>Driver Remove</td>
</tr>
<tr>
<td>555-546-4486</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Angela Fowler</td>
<td><a href="mailto:angela@exrad.com">angela@exrad.com</a></td>
<td>Active</td>
<td>Set</td>
<td>Driver Remove</td>
</tr>
<tr>
<td>555-656-7896</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. Lyle Bass</td>
<td><a href="mailto:lyle@rideshark.com">lyle@rideshark.com</a></td>
<td>Active</td>
<td>Set</td>
<td>Set</td>
</tr>
<tr>
<td>555-698-6868</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. Kim Stevenson</td>
<td><a href="mailto:kim@commutingsolutions.com">kim@commutingsolutions.com</a></td>
<td>Active</td>
<td>Set</td>
<td>Set</td>
</tr>
<tr>
<td>555-236-4689</td>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

Waiting List

<table>
<thead>
<tr>
<th>Name / Phone</th>
<th>UserID / Email</th>
<th>Status</th>
<th>Leader</th>
<th>Driver</th>
</tr>
</thead>
<tbody>
<tr>
<td>7. Spencer Gonzalez</td>
<td><a href="mailto:spencer@surveypeople.com">spencer@surveypeople.com</a></td>
<td>Active</td>
<td>Set</td>
<td>Set</td>
</tr>
<tr>
<td>555-657-8489</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

H4. Vanpool Waiting Lists.

Vanpool waiting lists can be viewed in the Administration Portal.

H5. Vanpool membership directory/emergency contact information.

Detailed vanpool membership data

H6. Sample Passenger Agreements.

ACHD can set and establish their desired passenger agreement. All text in the RideShark system is customizable by each client.

H7. ACHD Commuteride Vanpool Monthly Report

Reports are available within the Client Administration Portal and if/as needed a custom report can be developed that will be always accessible to ACHD administrators.

1. System Stickiness

11. Calls to action and push notifications.

RideShark includes the ability for ACHD administrators to send system wide emails, and to post calls to action on the users’ dashboard. The system facilitates and supports marketing of sustainable travel options.

12. Refer-a-Friend Programs.

The registration intake survey can include friend referral programs.


An integrated savings calculator is included. The Find Commute Options compares distance, emissions, travel time and health benefits of commute options.

14. Customizable Rewards Programs.

See Section B on the extensive and customizable rewards that can be offered through the RideShark system.
15. Connectivity to social media platforms.
RideShark connects and integrates with social media platforms. Users can post results (e.g. I logged 10 bike trips, or I won a reward...) to social media.

16. Connectivity to related applications such as Strava.
RideShark is in the process of connecting its cycling and walking trips to 3rd party platforms. Strava is on such platform that is being looked at.

17. News Feed Announcements with postings subject to system administrators’ review and approval.
An integrated news feed is available on the Users dashboard. ACHD administrators are responsible for the content of the news feed.

18. Searchable Carpool and Vanpool Waiting Lists.
The multimodal Find Commute Options allows users to quickly find compatible rideshare matches.

19. Connectivity to other existing programs such as Boise Bike Share or Enterprise Car Share.
The RideShark system allows for ACHD administrators to include bikeshare or carshare stations on the Points of Interest map. RideShark also provides for the integration of external data feeds (extra costs may apply).

10. Ability to promote available seats in a carpool or vanpool and push these to the top of relevant search results.
The RideShark system uses extensive algorithms to intelligently list carpool and vanpool matches in search results. If a carpool driver is no longer seeking passengers, that account would not be visible in matchlists.

J. American with Disabilities Act (ADA):
RideShark is ADA compatible. RideShark works with cities across North America and accessibility via ADA compliance is included in the application from initial design and development.

K. Spanish-Language Capable:
RideShark’s core functionality is available in English and Spanish as professionally translated text (not Google Translate). ACHD would be required to provide any custom text in both English and Spanish.

L. Value-Added Considerations
RideShark incorporates TDM industry-wide best practices in its rideshare system. Used by major public and private sector clients around the world, it is the only enterprise level system globally that commands the data protection and security that the corporate sector demands. In addition, it incorporates the comprehensive data reporting, monitoring and measurement needed for program audits and growth. In summary, the RideShark system works and provides the reporting information TDM professionals’ need. RideShark’s client benefit from being part of a network of TDM global leaders who are exploring and implementing cutting edge marketing and outreach programs to generate tangible results – and are using the RideShark technological platform to help them achieve their goals.
EXHIBIT "B"

Work Schedule

CONTRACTOR and ACHD herein agree that the Scope of Work as set forth in the foregoing section is required to be completed by September 30, 2015. See attached Schedule.
7.0 Schedule

The RFP and Addenda indicate that a launch schedule of between 3-5 months. As previously indicated, the RideShark system is an enterprise level system that includes all the needed ACHD functionality in its existing system. As such the time to launch is dependent upon ACHD’s timelines for providing direction and content for their new customized www.commuteride.com site. The schedule below assumes a launch timeframe of 12 weeks.

The proposed schedule includes flexibility and accommodation of ACHD’s internal timelines. Rideshark is a multi-tenant system and the process for setting up new clients is simple and straightforward.

Assuming a start date of May 15, 2015, the goal is to have the site ready to launch on or before August 15, 2015, provided ACHD delivers all the required site set-up direction and files in a timely manner. This timeline allows for system launch prior to the Fall University start timelines. An earlier launch date is also feasible, pending ACHD response timelines for information. The proposed work plan and methodology is as follows:

**Week 1 – Post-award meeting.** A post-award meeting held with Procuring Agency staff is assumed to be by teleconference and (if needed) WebEx.

**Week 1 – WebEx meeting; client establishment of set-up details.** RideShark provides details on the information needed to customize the site to ACHD’s look, feel and specifications. Presuming ACHD provides direction to RideShark by the allocated date, all timelines will be adhered to.

**Week 1 – Launch of unbranded Beta RideShark Application.** A fully functional, unbranded, uncustomized site will be launched as a template for customization and testing. From this point forward, ACHD administrators will have full access to both the user application and the administration portal.

**Week 2 – Legacy system data migration discussion.** WebEx meeting for discussing legacy system data transfer (actual data migration to occur immediately prior to launch).

**Week 2 – Client Administrator Initiation Training.** In order to develop custom reports needed/desired by ACHD, a strategic WebEx meeting will be held to train a select group of ACHD Administrators, as determined by the Client.

**Week 2 - 12 – Client Administrator Training.** WebEx training session(s) will be held for Client Administrators

**Week 4-12 – Client provides all required files and/or approvals identified in the set-up spreadsheet to RideShark.** Launch time can be accelerated if the Client provides the required direction, information or approvals sooner. This information includes the provision of a custom banner, colors, text, waivers, service area, custom addresses, custom sub sites, etc.

**Week 6-10 – Customized Beta Site launched.** A fully customized beta site and admin portal will be launched for client testing. This beta site will include all RideShark existing functionality with the new ACHD branding, colors and text. Custom development functionality will be integrated as developed.

**Week 12 – Fully customized site ready for launch**

**Week 12 – Legacy system data transfer complete** (final data transfer just prior to system launch).

**Week 12 – Launch of public site ~August 30, 2014.** The date of the public launch of the site is at the discretion of the client.
EXHIBIT “C”

Payment Schedule

ACHD agrees to pay CONTRACTOR an amount not-to-exceed Fifty-Eight Thousand Five Hundred United States Dollars ($58,500.00). See attached Cost Proposal – Statewide Costs.
### 8.0 Cost Proposal

The completed Cost Proposal form is included after the RideShark tables. The backup for the proposal form is provided below based on the RFP indicated contract period of one year, and stated scope of work requirements. The costs are indicated for Year 1 (set up and hosting) and costs for Year 2+ (hosting costs only apply). Boise versus Statewide costs are provided.

<table>
<thead>
<tr>
<th>Required RideShark Modules —</th>
<th>BOISE Costs Price (USD)</th>
<th>STATEWIDE Costs Price (USD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>RideShark Core Ridematching—Includes unlimited Custom Sub-Sites. Multimodal matching. Single trip matching. Social networking integration. Administration Portal. Web App for matching and trip calendar.</td>
<td>$10,000</td>
<td>$15,000</td>
</tr>
<tr>
<td>RideShark Commuter Tracking Module— to encourage people to log their daily commute, with cost and emission calculations</td>
<td>Included</td>
<td>Included</td>
</tr>
<tr>
<td>RideShark Incentive Management Module — to incentivize sustainable behavior change</td>
<td>$2,500</td>
<td>$5,000</td>
</tr>
<tr>
<td>RideShark Vanpool Management Module - Full featured, automated vanpool management Module allows users to join vanpools and vanpool waiting lists</td>
<td>$5,000</td>
<td>$5,000</td>
</tr>
<tr>
<td>RideShark Emergency Ride Home Module - integrated solution for users to claim an emergency ride home and for the administrator to track, monitor and approve claim submittals.</td>
<td>$2,500</td>
<td>$2,500</td>
</tr>
<tr>
<td>RideShark Points of Interest Module (Park and Ride, routes, bikeshare, etc.)</td>
<td>Included</td>
<td>Included</td>
</tr>
<tr>
<td>Legacy Data Transfer (one time cost)</td>
<td>$2,500</td>
<td>$2,500</td>
</tr>
<tr>
<td><strong>Total set up costs — One time fee</strong></td>
<td><strong>$22,500</strong></td>
<td><strong>$30,000</strong></td>
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</table>

<table>
<thead>
<tr>
<th>Maintenance/Hosting/Support/Upgrade Fees (based on a monthly fee)</th>
<th>Price/year (USD)</th>
<th>Price/year (USD)</th>
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</thead>
<tbody>
<tr>
<td>RideShark Core Ridematching – Metro Edition</td>
<td>$6,000</td>
<td>$15,000</td>
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<tr>
<td>RideShark Commuter Tracking Module</td>
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<tr>
<td>RideShark Incentive Management Module</td>
<td>$3,000</td>
<td>$6,000</td>
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<tr>
<td>RideShark Vanpool Management Module</td>
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<tr>
<td>RideShark Emergency Ride Home Module</td>
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</tr>
<tr>
<td>RideShark Points of Interest Module</td>
<td>Included</td>
<td>Included</td>
</tr>
<tr>
<td><strong>TOTAL Maintenance/hosting fees (cost/year)</strong></td>
<td><strong>$16,500/year</strong></td>
<td><strong>$28,500/year</strong></td>
</tr>
</tbody>
</table>

**TOTAL FIRST YEAR Set Up + Maintenance/hosting fees (cost/year)**

<table>
<thead>
<tr>
<th></th>
<th>BOISE Costs</th>
<th>STATEWIDE Costs</th>
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<tbody>
<tr>
<td></td>
<td>$39,000</td>
<td>$58,500</td>
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**Second (and subsequent years) — Fees**

<table>
<thead>
<tr>
<th></th>
<th>BOISE Costs</th>
<th>STATEWIDE Costs</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>$16,500/year</td>
<td>$28,500/year</td>
</tr>
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</table>