



October 6, 2023

Email: rlanders@ridelats.com

Mr. Ryan Landers
General Manager
Lawton Area Transit System
611 SW Bishop Rd
P.O. Box 286
Lawton, OK 73501

Dear Mr. Landers;

TripSpark Technologies Upgrade & Sole-Source Justification

TripSpark is pleased to present LATS with justification for sole sourcing the upgrade of your demand response scheduling system from Routematch demand response to NOVUS, as well as enabling the additional functionality it offers: Notifications, Passenger Portal, and Rides on Demand. These are direct extensions of Novus, and could not be substituted with 3rd party products. The functionality available through this upgrade include, but are not limited to, the following:

- ✓ **Browser Based** – Novus can be accessed through a browser (i.e. Google Chrome), making ease of use, remote access and future upgrades a breeze.
- ✓ **Passenger Information** - Allow passengers the ability to login through Novus' Passenger Portal and directly manage their accounts, request trips, check ETAs, see their vehicle approaching on a map and the potential to add money to their account.
- ✓ **Passenger Notifications** – Novus Notifications is able to push notifications to your passengers, in SMS, Email and Voice formats, such as reminders of upcoming trips (with the ability to cancel) and real-time updates regarding imminently arriving vehicles.
- ✓ **Rides on Demand**- As your services expand, TripSpark's Rides on Demand application allow general public riders to ride with LATS through downloadable apps, branded to your Agency, making it easily identifiable by providing a familiar interface for your riders.

By enabling these components within NOVUS, LATS will benefit from the following functionality:

- **Driver Initiated Call Outs** -The ability for the driver to initiate an IVR call from the MDT. Common uses would be on the way to the destination or while waiting at the pickup location.
- **Notifications** – Because our notification system is directly integrated with NOVUS, we can do much more than just estimated or scheduled time notifications. There is a long list of additional notification options that LATS can leverage, including but not limited to:
 - **Client No-Show**
 - **Driver Initiated**
 - **Dispatcher Update**
 - **Imminent Arrival Reminder**

- **Imminent Arrival Update**
- **Low Balance Notification**
- **Mass Notification**
- **Trip Booking Confirmation**
- **Trip Cancel Confirmation**
- **Trip Cancel Provider Notification**
- **Trip Reminder - Previous Day**
- **Trip Update - Previous Day**
- **Passenger Portal** – Because we can extend NOVUS out to your riders through a web-based portal, LATS can allow them to:
 - **Book/request, edit, clone or cancel trips.**
 - **Will Calls** – Automatically initiated by the passenger with the push of a button.
 - **ETAs** – The system will not only show your riders the real-time updated status of their arrival, but also allow them to see the vehicle approaching on a map.
- **Sole-Source Purchase Incentive** – By sole-sourcing new technology with TripSpark, we can offer significant financial incentives to meet possible budgetary constraints. As a current customer using Routematch, LATS can upgrade and continue writing the PO to Routematch.

In addition to the upgrade to Novus, TripSpark is thrilled to provide justification of sole sourcing the implementation of our fixed route Streets solution, including but not limited to:

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| <ul style="list-style-type: none"> ✓ Dispatch Module <ul style="list-style-type: none"> ○ CAD/AVL ○ Real-Time vehicle tracking ○ Real-time bus arrival times ○ Absence Management ○ Historical Review ○ Event Management ○ Driver Work Management | <ul style="list-style-type: none"> ✓ Schedule Module <ul style="list-style-type: none"> ○ GTFS real time feed generation ○ Service Interruptions (Detour) Technology ✓ Admin Module ✓ Streets Reports ✓ Traveler information (MyRide) |
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By utilizing both Novus and Streets, LATS will enable several key functionality benefits that only TripSpark can provide with a single vendor solution:

- **Consolidated Service Monitoring** -The ability to monitor all vehicles, demand response and fixed route within a single system.
- **Unmatched Integration** – Products designed by TripSpark have complete compatibility with one another in terms of integration, ensuring that all elements of your system will always be compatible as they are tested end to end with each other before being released. This ensures a seamless upgrade path as you can rest easy knowing that you will never run into incompatibility issues with the different components of our system.

- **Consistent and Reliable Rider Facing Tools** – TripSpark is stable and dependable with steady growth and development. Paratransit, fixed route, and general public riders will have access to a proprietary single app solution ensuring they will always be compatible with back office software.

Above and beyond the clear functional requirements that only TripSpark can provide there are countless operational advantages to a consolidated approach:

Upgrades – Every year TripSpark releases upgrades for the various modules mentioned above. Trying to coordinate these upgrades with various 3rd party vendors can be time consuming and costly. Not to mention incompatibility issues which may arise as a result of one vendor not upgrading their technology at the pace of another.

Support – In any deployment there will always be challenges, but when numerous 3rd party vendors are involved it can add a level of complexity and it can be unclear where the problem truly lies. This can result in finger pointing and delays. Not only does TripSpark have deep knowledge of your agency through our years of partnership, but we are able to seamlessly migrate your existing data and support your upgrade path for a smooth transition like no other vendor can.

TripSpark appreciates your time and previous investments with Routematch. As a valued customer the costs associated with this Novus upgrade are reduced by \$21,741, which is a 65% license discount. TripSpark is also providing a 65% licensing discount for the fixed route Streets solution, providing a reduction of \$103,151. This is a total cost savings of \$124,892.

If you have any questions or require additional information, please contact me directly.

Yours very truly,

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