Technology - How Far We Have Come 😊

Remember When This Used to be This?

LOOKING FOR BUS

NOT FINDING IT

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Technology - How Far We Have Come 😊

Remember When This Used to be This?
Today’s Discussion

• Introduction to WeDriveU
• Benefits of Technology
• How Technology is Used
• Challenges of Technology
• Next Steps
Introducing WeDriveU

- Transportation solutions – corporate and university shuttles
- Austin, Boston, Denver, Los Angeles, Portland, San Francisco Bay Area and Seattle
- Focus on technology and innovation – leveraging analytics, TDM and proven program strategy
- Making a difference – Serving 6.1 million passengers annually and eliminating 16,000 SOVs daily
Benefits of Technology

- Greatly improves the passenger experience
- Data to drive decisions
- Used as a planning tool
- Real-time operational data
Passenger Experience

- On-demand rides in geofenced areas
- Mobile trip planning & intelligent alerts
- Multimodal digital wayfinding
- Onboard wifi boosts productivity
- Power and comfortable work desks
Regional Data Analysis

- Employee Population Data/Urban Planning
  - Look at updated maps to validate routes
  - Monitor quarterly to validate
- Ridership Data
  - Analyze ridership data to determine bus size
  - Supplement smaller vehicles for greater value
  - Growth opportunities
- Flexibility
  - Move routes and vehicles as needed to improve efficiencies or reduce cost per rider
Route Stop Planning Using Zip Code Data
Routes and Stops in Real-Time
# Real-time Operations Data

## Shifts

<table>
<thead>
<tr>
<th>YARD TIME</th>
<th>NAME</th>
<th>VENDOR</th>
<th>DRIVER</th>
<th>VEHICLE</th>
<th>STATUS</th>
<th>CHECK-IN</th>
</tr>
</thead>
<tbody>
<tr>
<td>2:50 PM</td>
<td>Caltrain PM</td>
<td>WeDriveU</td>
<td>Heaven Bishop</td>
<td>08463</td>
<td>Device Up</td>
<td>Check-in</td>
</tr>
<tr>
<td>3:00 PM</td>
<td>Marina 1 PM</td>
<td>WeDriveU</td>
<td>Kesha Wilson</td>
<td>89078</td>
<td>Device Up</td>
<td>Check-in</td>
</tr>
<tr>
<td>3:30 PM</td>
<td>South Bay PM</td>
<td>WeDriveU</td>
<td>Tasha Williams</td>
<td>89192</td>
<td>Device Up</td>
<td>Check-in</td>
</tr>
<tr>
<td>3:30 PM</td>
<td>Tri-Valley/Hayward PM</td>
<td>WeDriveU</td>
<td>Alicia Smith</td>
<td>89077</td>
<td>Device Up</td>
<td>Check-in</td>
</tr>
<tr>
<td>4:00 PM</td>
<td>GGP PM</td>
<td>WeDriveU</td>
<td>Edward Robinson</td>
<td>89080</td>
<td>Device Up</td>
<td>Check-in</td>
</tr>
<tr>
<td>4:30 PM</td>
<td>Marina 2 PM</td>
<td>WeDriveU</td>
<td>Mark Zerrilla</td>
<td>89079</td>
<td>Device Up</td>
<td>Check-in</td>
</tr>
</tbody>
</table>

## Alerts

<table>
<thead>
<tr>
<th>WHEN</th>
<th>VEHICLE</th>
<th>RIDE</th>
</tr>
</thead>
<tbody>
<tr>
<td>08/20 9:01:12 AM</td>
<td>08463</td>
<td></td>
</tr>
<tr>
<td>08/20 9:01:06 AM</td>
<td>08463</td>
<td></td>
</tr>
<tr>
<td>08/20 9:53:19 AM</td>
<td>08463</td>
<td></td>
</tr>
<tr>
<td>08/20 9:49:56 AM</td>
<td>08463</td>
<td></td>
</tr>
<tr>
<td>08/20 9:49:56 AM</td>
<td>89192</td>
<td></td>
</tr>
<tr>
<td>08/20 9:48:53 AM</td>
<td>89192</td>
<td></td>
</tr>
<tr>
<td>08/20 9:44:38 AM</td>
<td>89192</td>
<td></td>
</tr>
<tr>
<td>08/20 9:43:45 AM</td>
<td>89192</td>
<td></td>
</tr>
<tr>
<td>08/20 9:40:51 AM</td>
<td>89192</td>
<td></td>
</tr>
<tr>
<td>08/20 9:40:41 AM</td>
<td>89192</td>
<td></td>
</tr>
</tbody>
</table>

**STOP / DESCRIPTION**

- Vehicle 08463 stopped speeding after 6 sec with a max speed of 47.73 mph
- Vehicle 08463 started exceeding speed limit of 35 mph (47.73 mph) near Holly St & US-101
- Vehicle 08463 stopped speeding after 54 sec with a max speed of 84.05 mph
- Vehicle 08463 started exceeding speed limit of 35 mph (84.05 mph) near US-101 & Bay
- Vehicle 89192 stopped speeding after 12 sec with a max speed of 54.08 mph
- Vehicle 89192 started exceeding speed limit of 35 mph (54.08 mph) near US-101 & Bay
- Vehicle 89080 stopped speeding after 12 sec with a max speed of 56.39 mph
- Vehicle 89080 started exceeding speed limit of 35 mph (56.39 mph) near US-101 & Bay
- Vehicle 89192 stopped speeding after 10 sec with a max speed of 54.28 mph
- Vehicle 89192 started exceeding speed limit of 35 mph (54.28 mph) near Holly St & US-101

## Drivers

## Vehicles

### Fixed Route Rides

<table>
<thead>
<tr>
<th>ROUTE</th>
<th>START TIME</th>
<th>DRIVER</th>
<th>VEHICLE</th>
<th>DEVICE STATUS</th>
<th>RIDE STATUS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Golden Gate Park/Mission AM</td>
<td>7:02 AM</td>
<td>Kesha Wilson</td>
<td>89078</td>
<td>Up</td>
<td>Complete</td>
</tr>
<tr>
<td>Golden Gate Park/Mission AM</td>
<td>9:30 AM</td>
<td>Mark Zerrilla</td>
<td>89079</td>
<td>On Time</td>
<td>Complete</td>
</tr>
<tr>
<td>Golden Gate Park/Mission AM</td>
<td>5:15 PM</td>
<td>Edward Robinson</td>
<td>89080</td>
<td>Assigned</td>
<td>Complete</td>
</tr>
<tr>
<td>Golden Gate Park/Mission AM</td>
<td>9:42 AM</td>
<td>Heaven Bishop</td>
<td>89192</td>
<td>Assigned</td>
<td>Complete</td>
</tr>
<tr>
<td>Hillsdale Caltrain AM</td>
<td>6:56 AM</td>
<td>Heaven Bishop</td>
<td>89463</td>
<td>Assigned</td>
<td>Complete</td>
</tr>
<tr>
<td>Marina 1 AM</td>
<td>6:35 AM</td>
<td>Mark Zerrilla</td>
<td>89079</td>
<td></td>
<td>Complete</td>
</tr>
<tr>
<td>Marina 1 PM</td>
<td>5:15 PM</td>
<td>Kesha Wilson</td>
<td>89078</td>
<td></td>
<td>Complete</td>
</tr>
<tr>
<td>Marina 2 AM</td>
<td>8:06 AM</td>
<td>Edward Robinson</td>
<td>89080</td>
<td></td>
<td>Complete</td>
</tr>
<tr>
<td>Marina 2 AM</td>
<td>6:45 PM</td>
<td>Mark Zerrilla</td>
<td>89079</td>
<td></td>
<td>Complete</td>
</tr>
<tr>
<td>San Carlos Caltrain AM</td>
<td>7:06 AM</td>
<td>Heaven Bishop</td>
<td>89463</td>
<td></td>
<td>Complete</td>
</tr>
<tr>
<td>San Carlos Caltrain AM</td>
<td>7:32 AM</td>
<td>Heaven Bishop</td>
<td>89463</td>
<td></td>
<td>Complete</td>
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<tr>
<td>San Carlos Caltrain AM</td>
<td>8:06 AM</td>
<td>Heaven Bishop</td>
<td>89463</td>
<td></td>
<td>Complete</td>
</tr>
<tr>
<td>San Carlos Caltrain AM</td>
<td>8:32 AM</td>
<td>Heaven Bishop</td>
<td>89463</td>
<td></td>
<td>Complete</td>
</tr>
</tbody>
</table>

Map: Show Traffic, Show Labels, Show Legend, Show Restricted Areas
Operational Data Analysis
Centralized Operations Control Center

- 24/7 operations
- Proactive monitoring of national fleet
- Driver management
- Maintenance control
- Analytical support
  - Performance analysis
  - Trending and decision tools
Today’s Technology Challenges & Opportunities

• Integration
  o 27 transit agencies in the Bay Area alone
  o 100s of private shuttles
  o Uber, Lyft, Enterprise Rideshare, Scoop, RideAmigos, Lime Bike

• Data, data, data
  o Analysis paralysis
  o IT support

• Mobile (Cell) wifi
  o Expensive
  o Limited bandwidth
Shared Pay Applications

1. Add Balance to Your Wallet
Your wallet balance is used to buy tickets and is stored securely within the Tripshot app. Add balance to your wallet securely using Apple Pay, Android Pay or debit / credit card and you’re ready to:

2. Purchase A Ticket
Riders purchase tickets using their wallet balance by either scanning the vehicle’s QR code, or via Bluetooth connection to the vehicle’s Tripshot Driver app.

3. Show Your Boarding Code
Purchased tickets display as unique and clearly identifiable boarding codes, which riders present to the driver for quick visual validation as they board.
Thank you!

Kevin Mathy
Managing Director of Customer Success

kevin.m@wedriveu.com

www.wedriveu.com