

River North will source Driver Partners to provide transportation services to Customer through the platform. River North will engage in a good faith effort to register Valdosta residents as Driver Partners.

River North will ensure that Driver Partners have appropriate licenses, permits, and insurance required for the type of service being operated. Prior to a Driver Partner operating on the platform, River North will ensure that each Driver Partner undergoes a comprehensive background check (including a search of criminal history, driving history, and sex offender registry) and meets applicable regulatory background check requirements. As part of Driver Partner registration for access to the Platform, all Driver Partners will be introduced to River North with the following areas covered: familiarization with the Program service areas; hours of service; Customer's expectations; use of the Driver App; and reporting incidents and delays in service.

River North will be responsible for ensuring that there is adequate driver supply for each service zone within designated hours to meet demand with optimal quality of service, given constraints.

#### **8. Rider and Driver Partner Support**

River North will ensure the provision of customer service and support for Driver Partners and Riders on issues that arise in connection with use of the Platform.

Following each ride, the Rider will be prompted to submit a ride rating with feedback in the app. If an issue arises for a Rider or Driver Partner before, during, or after a ride, these parties will be able to reach customer support staff by phone, or by submitting an email ticket, which will be replied to promptly by such customer support staff.

#### **9. Safety Plan**

River North shall report any alleged violation(s) of River North's Zero Tolerance Policy or passenger code of conduct, and incidents with safety implications that River North is made aware of, summarized in a monthly report. In addition to River North's regular reports summarizing any alleged violations related to service provision, as soon as made aware, River North is expected to promptly notify Customer of any incident or accident that results in: fatality; any property damage; any alleged bodily injury; allegations of sexual harassment or rape; assaults, thefts, and other wrongful acts; collision between Driver Partner's vehicle and another vehicle, person or object; and/or all incidents that occur inside the Driver Partner's vehicle or outside the perimeter of the Driver Partner's vehicle, including health emergencies; passenger incidents involving passengers who are in proximity to, entering, occupying, or exiting the vehicle; passenger complaints of discrimination, injury or property damage or other circumstances likely to result in the filing of claims against River North or Customer; and/or any passenger, driver, and/or service complaint arising from an accident. River North shall ensure all Driver Partners are made aware of the expectations and any protocols related to incident reporting.

River North shall collaborate with Customer and GDOT in the development and implementation of an Agency Safety Plan (ASP) in compliance with 49 CFR Part 673. It is understood that this ASP must be approved prior to the initiation of revenue service.

#### **10. Marketing, Promotions, & Press**

River North shall work closely with Customer to determine a unified marketing and promotional program that increases community awareness of the service and maximizes its success.

The Program, including the rider app will be co-branded as "powered by Via". The "powered by Via" banner must be used only in the exact format provided by Via, and will be prominent on all assets