

# Routematch

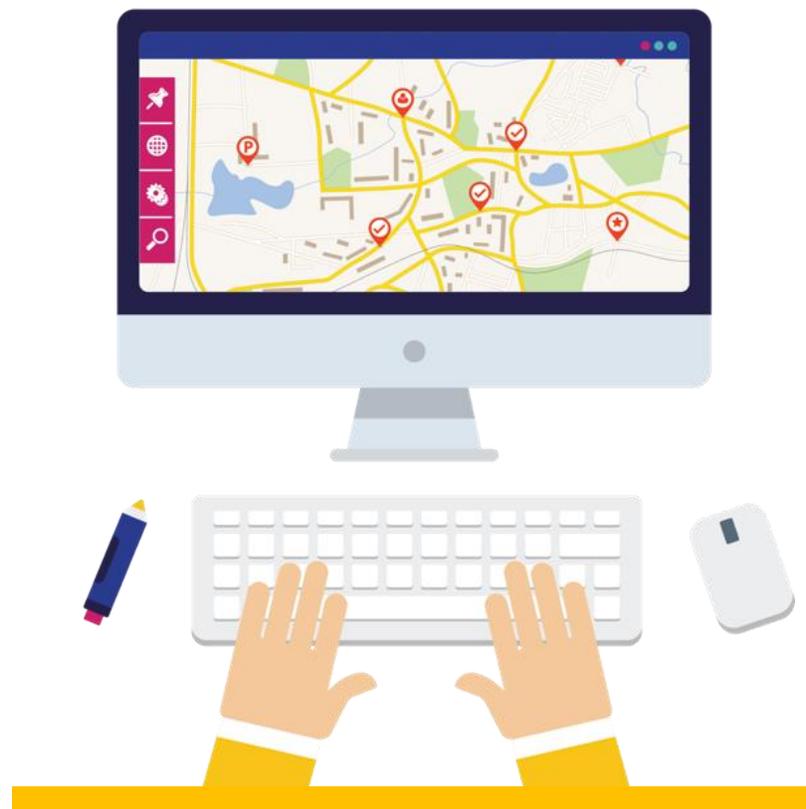
## **Routematch Proposal for: Humboldt Transit Authority**

*Extensible Modules: Notifications, Paratransit App & Fare Collection*

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## 1.0 Introduction

RouteMatch is pleased to provide the following product descriptions and pricing to Humboldt Transit Authority. All technologies proposed are extensible modules to the currently deployed RM Demand solution, providing additional features and functionality.

- ➔ **Notifications:** The Notification Module automates the dissemination of passenger and trip information through a telephony-based interactive voice response (IVR) system. This includes night-before reminders, pre-arrival alerts and general floodgate phone calls and emails to riders and/or partnering providers.
- ➔ **Mobile App for Paratransit:** This mobile app and corresponding web portal allows new and existing customers to register, book, confirm, or cancel reservations, update their personal and account preferences, reserve and request transportation, and receive trip notifications.
- ➔ **Automated Fare Collection:** RM Pay is designed to provide an account based fare management system, allowing riders to easily self-manage trip payment, and provides agency staff full visibility and control over the complete process. The system is accessed through a secure mobile app and/or web portal for both the agency as well as the riders. The system integrates directly with an appointed Payment Service Provider (PSP) for all credit card processing. The system fully integrates with existing RouteMatch products and on-vehicle hardware, delivering a complete solution quickly and efficiently.



RouteMatch understands importance of a successful deployment of a supported solution. All products are deployed using our **RouteMatch Implementation Methodology (RIM)**, a proven, pragmatic and adaptable implementation methodology that capitalizes on our collective experience with Go Lives at over 600 locations. This internally developed methodology considers the proper staffing to meet the client’s timelines and the proper procedures and documentation results in a successful implementation of our systems. Our **Support & Maintenance Program provides** a live 24/7, U.S.-based Support Staff, and includes all product upgrades and updates to protect your investment and ensure that Humboldt Transit Authority is using cutting-edge technologies.

We are truly excited about the chance to partner with you on this important and strategic project. Please do not hesitate to contact me with any questions or concerns.

Regards,

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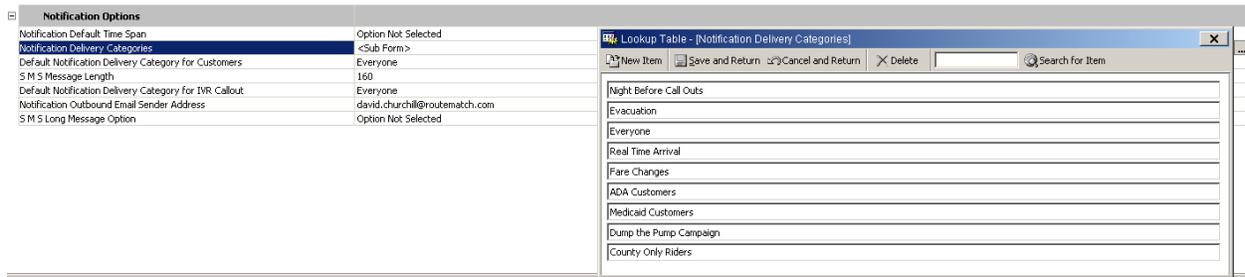
## 2.0 Product Description

### 2.1 Notification Module

The Routematch Notification Module automates the communication and notification of key transportation, passenger, and service information without the need for additional computer infrastructure, additional third-party software, or integration into the physical phone system. The Notification Module uses a flexible, customizable approach to proactively manage agency initiated messages to riders about trips or general service updates. Easily provide your customers and regional mobility partners with:

- ➔ Cancel and Confirm Trip Requests
- ➔ Service Change Alerts
- ➔ System Change Alerts
- ➔ Real Time Trip Arrival
- ➔ Night Before Reminders
- ➔ Build Unlimited Alerts
- ➔ Monitor all Alerts

**Notification Configuration:** Easily configure your notification and alert options in the Settings Module.



**Notification Plug-in to Customers Module:** The Notification module extends functionality in the Customer Module to allow organizations to assign specific notifications and alerts to customers. Users can specify which alerts are assigned and how the message will be delivered to the user. Delivery options include: phone, email, SMS text, or Post to Web Portal.

**Create Notification Groups:** The Notification module is used to create "Notification Groups" that allow you to schedule and send your notifications based on the options you have set for each recipient. When you set up a group, you have the ability to use a Criteria Editor to build criteria that Routematch Demand uses to choose which recipients the notification is sent to. The message itself is template-based and uses a combination of entered text and tags that populate the message from data from the Routematch database.

**Build Notification Targets:** Easily build, maintain, and manage all your alerts and notifications in a centralized management tool. Manage your groups, messages, content, notification recipients, notification schedules, and categories. Use the Notification module to craft the message, the message schedule, and the message criteria that identifies who



the message should be sent to. Messages can be sent on demand, according to a calendar, or on a recurring basis. They can also be sent as needed when the message pertains to a trip.

**Message Content Editor:** The Notification Module provides canned and User-Define message creation capabilities.

**Message Scheduling:** The Notification Module allows for messages to be pre-scheduled, start on a date, time, end date, recurrence pattern, and time window to notify. There are two ways of thinking about recurring scheduled messages. For customers and addresses, this is how often a single message is sent to that entity. You should be careful to not send too many messages as this could frustrate the customer and could cost them money in terms of data and message charges from their mobile carrier. The message criteria is fairly loose for these message types, so they system sends your message to everyone that matches the criteria you set up.

**Message Monitoring:** The Notification Module also provides a console to track the status of your notification and the status of each messages delivery. All notification information and data is stored in your Routematch Database for reporting, auditing, and trouble shooting. The Monitor Notifications tab lists all notification messages that have been sent or are in the message queue during a given date range.

**Major Benefits include:**

- ➔ Unlimited Messages or Alerts to Your Customers
- ➔ Improve Customer Communication by efficiently integrating alerts into your phone, email, fax, or SMS services.
- ➔ Reduced No Shows and Late Cancellations through Night Before Reminders
- ➔ Improved Customer Satisfaction
- ➔ Target Specific Customer Groups for Messaging
- ➔ Build notifications and alerts for your facilities and community partners
- ➔ Foundation for Improved Customer and Passenger Information Systems
- ➔ Integrate into the RouteMatch Mobile Data System for real time notifications and vehicle arrivals
- ➔ Extend and scale the solution to support inbound interactive voice response (IVR), telephony screen pops, and automated call distribution (ACD)
- ➔ Fast and Easy Startup. No IVR or complex telephony hardware or integration required.

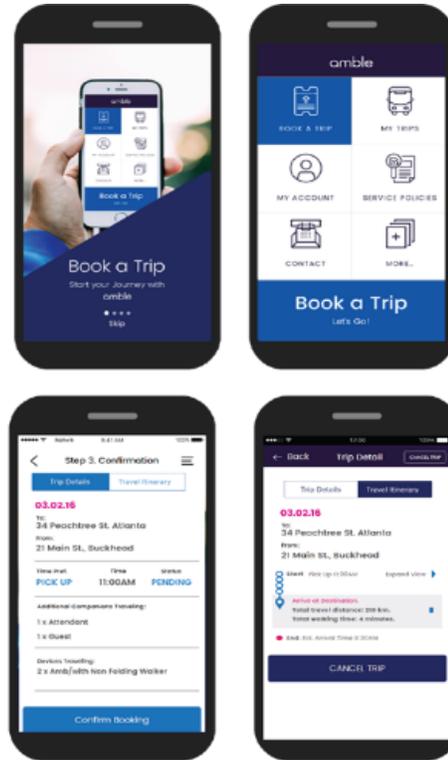
## 2.2 Mobile App for Paratransit

Rider engagement is the future of all forms of passenger transportation and providing riders with the individualized information they want through the media they prefer. **The riders of today and tomorrow are interested in accessing their trip information from anywhere.** Agencies can now provide a stronger connection with their riders through mobile applications. Imagine riders being able to access vehicle location and ETA predictions from their smartphone? A Rider receiving the entire trip itinerary in real



time at a click of a button? The possibilities are endless and the future of transportation is leveraging technology to further engage riders.

The Mobile App for Paratransit allows new and existing customers to access a secure smartphone app for riders to book and manage their rides. **The app lets riders register, book, confirm, or cancel reservations via an intuitive smartphone app interface**, update their personal and account preferences, reserve and request transportation, and receive trip notifications.



Once the required fields have been completed, the customer can send the order to the scheduling server. The system will return with a solution found within the default negotiation window defined by department policy. This creates instant, compliant feedback to inform the client if the trip has been approved or denied that is consistent with the response that would have been received over the phone from a CSR.

Once trip requests are submitted via the smartphone, Schedulers are immediately notified of the pending request and can approve, deny or modify trips to match business rules. The app is fully integrated into the Routematch scheduling and dispatching technologies so bookings and cancellations are automatically communicated and changes can be optimized and assigned to schedules. Additionally, the rider will be able to see their current and future reserved trips, a history of their rides and account, as well receive "where's my ride" and estimated time of arrival information. This will not only allow the system to capture all the necessary rider information and parameters in an automated fashion but will increase customer satisfaction and on-time performance while reducing "where's my ride" calls and no shows.

Included with the Mobile App for Paratransit is a fully-secure **Online Web Portal, providing all the functionality described above**. This added benefit allows riders without a smartphone to have the same real-time opportunities to book, cancel and confirm trips, as well as receiving real-time trip notifications.

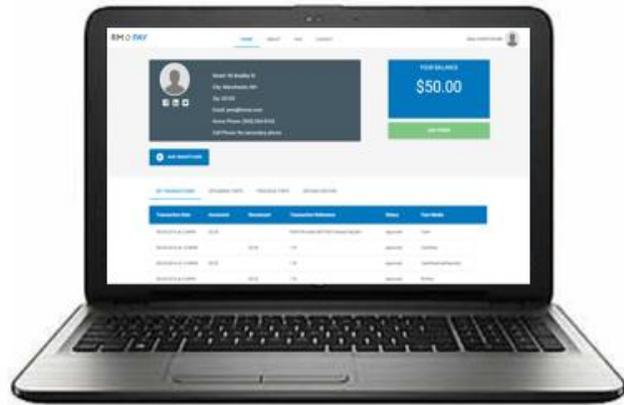
### 2.3 Automated Fare Collection

The RMPay solution is a cloud based system designed to provide a **secure, robust 24/7/365 payment platform to both the agency and its riders**. The system is accessed through secure web portals for both the agency as well as the riders. The system integrates directly with an appointed Payment Service Provider (PSP), Axia Payments, for all credit card processing. Agencies with an existing payment service provider can continue to use the PSP in lieu of a RouteMatch recommended partner. Additionally, the



system fully integrates with existing Routematch products and on-vehicle hardware, delivering a complete solution quickly and efficiently.

**Hosting:** RouteMatch is proposing a completely hosted solution, residing in our high-class 24/7/365 strategic data center. The system is both robust and scalable, and provides all required tools for transit operators to plan, monitor, analyze, and improve performance. The hosted solution is designed to provide a highly secure PCI and HIPPA compliant environment that the Routematch team can maintain and keep certified.



**Demand Response Integration:** RMPay fully integrates with the existing RouteMatch demand response system, adding a robust back-office system for fare management. Presenting both staff and riders with a clear view and suite of tools, specific to their needs.

**Smartphone App & Web Portal:** RMPay customer smartphone app and web portal gives riders an abundance of account management options. It allows riders to see their balance, view rides and transactions have occurred against their account, and make payments or buy a product all from the same secure portal.

**Caretaker Portal:** For some riders, appointing another person as their Caretaker will allow that person to add funds and manage their account. In the case of group environments, a single Caretaker account can be linked to multiple user accounts.

**Fare Management:** The RMPay system provides a range of fare management tools, including full reporting and itemized media inventory, enabled through the back office. These tools provide the flexibility to add and remove fare types from the system, instantly and easily.

**Payment Service Provider (PSP):** Integrating directly with a credible PSP for all credit and debit card clearing is important. Axia Payments is RMPay's recommended payment service provider; however, RMPay can easily link to an agency's existing PSP.

**Security:** At the heart of the system and all its components is a robust security framework, with extensive protection in place to ensure that any risk of fraud or data breaches are mitigated. Using a world class hosting center with robust protection systems and techniques, utilizing encryption standards such as 3DES and SSL to ensure that data is protected at all times, and delivering a PCI and HIPPA compliant solution.

**Finance:** Routematch understands the needs for your agency's accounting and finance teams to track where funds are at any given moment. RMPay offers logging and full traceability of agency funds, and reports on banking reconciliation of funds.