



## **Section 1 – Project Description and Understanding**

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### **Section 1.1 MyCity Way**

MyCity is uniquely qualified to provide exceptional transportation for the City of Hollywood. We are a service provider with a proven track record of high quality transportation services and superior customer service approach in dealing with both our clients and riders. MyCity has proven itself, over and over, as a true community and business partner with deep knowledge, experience and total understanding of the diverse transportation service needs within the transportation industry, as well as the various communities we serve. Our approach to service delivery and quality is unique due to our effort to always tailor each service to the needs and challenges of the client and that particular local community. We are excited to bring this unique approach to the City of Hollywood for your “Transportation Circulator Services” project.

### **Section 1.2 Project Understanding**

The City of Hollywood through the City Commission is asking for a qualified public transportation provider to partner with the City of Hollywood in providing transportation services to Hotels, motels, parking facilities, restaurant patrons and abundant tourists and visitors coming to the City. Transportation services will be along the US-1 corridor (Ocean Drive) and effectively connecting Hollywood Beach and Downtown. Additionally, and as part of this project, the City is asking potential bidders to explore the viability and cost effectiveness of a parking lot circulator to connect patrons of these parking lots to their final destinations and representing the first and/or last mile legs of their trips.

It is our understanding that the City of Hollywood is interested in engaging a professional transportation provider to develop an effective, sustainable and inter-connected services to meet the needs of both local residents and tourists traveling to the Hollywood area. Equally important is that potential proposals and designs, take into account the possibility that funding and oversight for this project will be transferred to local businesses, hotels in the City of Hollywood, Hollywood Beach and surrounding areas.

MyCity acknowledges that proposers will include as part of this project, a recommendation that will provide bus transportation to all city-owned parking lots, effectively connecting users of the parking lot to their final destinations.

MyCity further understands that certain constraints to the project include; a). limited funding for service; and, b). a high-speed limit requirement between N. 13<sup>th</sup> Avenue and Hollywood Blvd bridge. This represents a four-block stretch of highway connecting downtown Hollywood and US-1 (Ocean Drive). Part of this proposal will include opportunities for “Special Events Transportation” supporting events such as fire works, concerts and other activities by city patrons, the City, Community Redevelopment Association (CRA), and local businesses.



City of Hollywood "Transportation Circulator Service" in any iteration will be open to all persons who reside, work and/or travel to downtown Hollywood or the Hollywood Beach area. Individuals patronizing businesses or special events in the area will have access to this service as well. The design of any such service will provide easy and effortless transition from one mode to the other, and represent a first and last mile option for individuals accessing the service. We understand that the City of Hollywood desires a service that is rooted in true customer service and appealing enough to attract choice riders and vacationers to utilize the service for the beginning and final legs of their planned trips.

Finally, MyCity understands that any service as designed must be cost effective and sustainable over time. It is the wish of the City of Hollywood to eventually transfer all operation and funding for this project to local hotels and businesses in the service area. A demonstrated return-on-investment (ROI) and unit costs, when compared to other transit options, will assist the city with justifying the program's value to the Commission, local residents and other interested parties.

### **Section 1.3 Project Approach:**

At MyCity Transportation Inc., our successes are rooted in our belief in being proactive, offering high quality service, and dogged dedication to continuous improvement. This vision will be foremost in our approach to deliver this service.

As part of guaranteeing the success for this project, MyCity has put together a group of highly qualified individuals and professionals to oversee the Hollywood Circulator. These individuals are not only some of the best in the industry, but possesses direct and first hand knowledge of the operations of Hollywood Trolley service, its unique characteristics and challenges. Our staff is poised to provide the right mitigation specifically designed to deal with all the issues and challenges being experienced by transportation providers in the area.

Furthermore, MyCity intends to undertake the following activities as part of providing an effective and successful service.

- Employ all personnel required to successfully deploy the service including;
- Hiring and training of all employees
- Uniforms and other equipments
- Driving record, FTA Drug and Alcohol testing
- Uniform and safety vests
- Provide all vehicles (revenue & non-revenue)
- Maintain all vehicles to federal and state standards
- Monitor safety according to System Safety Program Plan (SSPP)
- Maintain corporate oversight of division activities

Additionally, MyCity will provide to the City of Hollywood the following reports in support of operations.

- Weekly and Monthly Operations Reports
- Safety and Accident Reports



- Passenger Comments/Complaints
- Fleet Maintenance Report and Road Calls
- FTA & DOT Drug and Alcohol Testing Reports

## **Section 2 - Company Profile:**

### **Section 2.1 About MyCity**

MyCity Transportation, Inc., is an Ohio based, Disadvantage Business Enterprise (DBE) corporation founded in 2004 by Mr. James Crosby, President and CEO, to provide turnkey passenger transportation and call-center solutions to both public and private clients. We are a 24/7 passenger transport/Call-Center operation with over 250,000 annual revenue hours spread over numerous contracts throughout the country. These services are provided using both owned and leased vehicles. As one of the foremost DBE public transportation providers, MyCity is registered in all 50 states (including Florida), and possesses superior leadership, management expertise, passenger transport and call center experience necessary to successfully manage and support any transportation and/or call-center operation.

At MyCity, we understand and value the different and unique needs of our various clients. To that end, we make every effort to tailor and customize our service solutions specifically to meet the needs of our diverse clientele. Our belief in the use of technology to enhance service delivery and effectiveness has led to us including technology in all aspects of our business practices. In fact, we actively and proactively pursue new business methods, practices and emerging technologies for the purposes of maximizing our clients Return-On-Investment (ROI).

MyCity corporate head office located in Shaker Heights Ohio, a suburb of Cleveland, with satellite locations in Indiana, Maryland, Cleveland, Columbus, Licking County and Atlanta. Our success is deeply rooted in our core values of Safety first and Customer Service approach to service delivery. At MyCity, we believe that delivering service in a safe environment and providing top-notch customer service is the secret to maximizing customer satisfaction and appreciation especially in public transportation.

MyCity maintains a drug-free workforce and a drug-free workplace. To support this policy MyCity has programs, procedures and policies in place to educate our employees on this matter. These programs include our testing requirements for current and potential employees, consequences of non-compliance or positive results and available resources for employee needing assistance and/or rehabilitation.

MyCity recognizes that employees use of illegal drugs or abuse of alcoholic beverages would present a significant risk to public safety. Consequently, our drug and alcohol policy are designed specifically to:

- Create a work environment free from the effects of drug and alcohol abuse
- Designed to identify employees who use and abuse illegal drugs and/or alcohol

- Prohibit unlawful manufacture, possession, distribution or dispensing or use of any controlled substances
- Direct and encourage employees to seek professional help when dealing with substance abuse or other personal issues, through our Employee Assistance Program (EAP), that may negatively impact their job performance.

All the above are contained in our Drug and Alcohol Policy which could be found in our Employee Handbook consistent with the requirements of the U.S. DOT (49 CFR Part 40, 49 CFR Part 29) of Drug-Free Workplace Act of 1988), and the Federal Transit Administration (FTA 49 CFR 655) drug and alcohol testing regulations.

## 2.2 Equal Employment Opportunity (EEOC) Statement

MyCity maintains an Equal Employment Opportunity Commission policy which offers specific rules, guidelines and goals for a workplace free of discrimination and for hiring new employees. Also, we provide necessary aid to members of our disabled community, as well as sensitivity training for all employees regarding interaction and communications with disable persons. MyCity is totally committed to a work environment free of harassment of any form, covering all aspects of diversity and customer treatment. We will aggressively investigate and discipline any infractions relating to harassment in the workplace. Our plans are customized to meet the requirements of our client and/or any political sub-division and is an integral part of our onboarding training.

## 2.3 Confidentiality/HIPPA Rules and Regulations

MyCity actions, activities and employees comply with the information restrictions and other applicable requirements of the Privacy Act of 1974, 5 U.S.C. § 552a, and the Health Insurance Portability and Accountability Act (HIPAA). At MyCity, will make sure that our employees understand the implications of these federal rules and requirements, including reminding employees of the civil and criminal penalties for violation of any such Act.

## 2.4 Background/Drug & Alcohol Checks

MyCity prides itself with full compliance with any rules and regulations that are important to our partners. We present the company as a very safe and responsible provider who will invest in any community in which we serve and operate. This is evident in our actions and interactions with our various clients.

As part of our screening process,

MyCity utilizes the services of E-Screen, Concentra and Private Eye, to conduct our Drug & Alcohol



testing, employee physicals, random drug testing, employee background checks and Driver's License checks. Once hired, MyCity will deploy these resources to make sure we comply with all applicable guidelines, rules and regulations. As a check on our processes, we work with Sheakley HR, who would periodically audit our employee hiring processes. Because employee background and drug and alcohol testing activities and duration is controlled by the location and client, we work closely with the client to ensure we comply with their specific requirement for such activities.

It is worthy to note that MyCity will; every six months, order the State of Florida Motor Vehicle Record (MVR) for all drivers and safety sensitive employees working on this project. Because State level MVRs may not provide a comprehensive list of violations, MyCity will also research other applicable data sources to make sure we have complete driving record of all our drivers and those persons in safety sensitive positions.

Finally, MyCity have in place, a process of randomly checking driver's licenses and DOT cards as well as identifying and notifying drivers regarding the expiration dates of their driver's license. MyCity does not allow any drivers not in possession of their driver's license, DOT Card or using an expired license to drive any of our vehicles regardless.

Our drivers are required to notify MyCity immediately of any events or violations that may impede their ability to drive our revenue or any company vehicles. Occasionally, and depending on the type of infraction, MyCity will provide limited assistance to our employees when dealing with minor infractions.

### **Section 3 - Staffing Plan & Training**

#### **Section 3.1 Staff Training**

Successful transportation service providers rely heavily on employing, training and retaining qualified and dedicated staff to manage their daily operations. At MyCity, our unique and systematic approach to personnel selection, training and retention is unmatched in the industry. Rather than struggle singlehandedly to select and match personnel to the MyCity culture, we have opted to contract with Sheakley HR, a leader in Human Resources management and training. This relationship over the years has helped MyCity bring onboard and retain some of the best qualified transportation professionals in the industry. Furthermore, this relationship has served to ensure that our human resources programs are consistent and in compliance with all federal, state and local HR compliance laws, rules and regulations.



For transportation and Driver training, MyCity will utilize TAPCO training program, TAPCO training program is recognized in the industry as one of the best certified training program available to

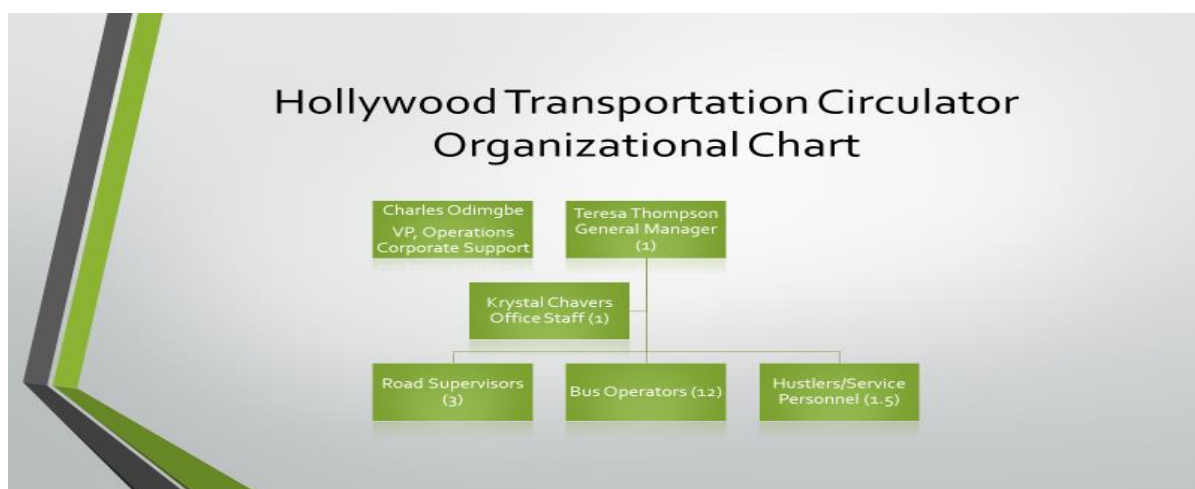
transportation professionals. It is worthy to note that the entire MyCity’s leadership team and General Managers are certified TAPCO transportation trainers and professionals.

In keeping with high quality staffing, all personnel selected for this project will undergo training based on the following and through our highly qualified HR service agencies.

- **Initial training/Orientation MyCity Way** – MyCity will train all new and incumbent employees in the MyCity way of doing business which is rooted in true Customer Service.
- **On-Going Training/Advanced Defensive Driving Training (ADDT)** – In addition to our monthly safety meetings, MyCity will provide ongoing training all to employees of this project. Particularly retraining Drivers using Advance Defensive Driver (ADD) training. this training will include presentations on emerging customer service trends and methodologies.
- **Safety Initiatives** – MyCity conducts mandatory monthly safety meetings for all Drivers. These safety meeting will be augmented with other training and safety related initiatives such as, “safety blitzes” and daily safety messages. While the focus of our safety meetings is safety, MyCity uses this opportunity to reinforce customer service and discussions on trends gathered through our customer contact processes, develop mitigation to improve service experience for our riders. Also, monthly meetings doubles as a feedback mechanism, providing opportunities for frontline employees to inform management and corporate personnel.
- **Customer Service Training** – MyCity will utilize third party consultants for initial and ongoing customer service training for all personnel attached to this RFP.

### Section 3.2 Staffing

For this proposal, MyCity has identified the following positions to enable us cost effectively and efficiently manage the services provided within.





**Staff Availability** - All personnel identified in the organizational chart and the table below will be one-hundred percent (100%) dedicated to the project. MyCity Vice President of Operations will be 35% dedicated to the project, however, he will be available by phone always and will be available in person to deal with any challenges that may arise and/or at the request of the City Project Manager.

Position	Number	Description
GM/Operations Manager Teresa Thompson	1	In charge of day-to-day management of the division.
Office Assistant/Data Analyst Krystal Chavers	1	In charge of office management, data collection and collating, file management and maintenance data analysis.
Utility & Service Personnel Incumbent/ New	1	Responsible for the maintenance of facility and amenities. Clean and fuel fleet, conduct preventive maintenance inspections and occasionally respond to road calls.
Repairs/PMI/Fuel Supply Alliance AutoGas	0	Outsourced – Alliance AutoGas
Drivers/Drivers Incumbent/New	12	Responsible for the safe operation of revenue vehicles
Road Supervisors	3	In charge of managing road operations, aid Drivers. Perform trail and ride checks and administer discipline.
Vice President of Operations	35%	Complete oversight of division. Will work with GM/Operations Manager to make all system goals are met
<b>Total</b>	<b>18</b>	

### 3.3 Staff Roles & Responsibilities

#### GM/Operations Manager

This position will report directly to the VP of Operations and is MyCity main point of contact for the project. As the main representative of MyCity, this individual will be empowered to partner with the City of Hollywood, CRA and the Commission with the view of achieving the objectives of the project.

The GM/Project Manager will be responsible for all day-to-day activities of the division and safe delivery of transportation services. This position will be responsible for regular and routine meetings with the City of Hollywood Project Manager, attend Commission meetings and oversight of all activities and performance of the project.

Other activities of this position will include training of MyCity personnel, safety, maintenance, data collection and reporting, community outreach, budgeting and adherence to all policies and procedures.

### Road Supervisors

The Road Supervisors will be responsible for monitoring route and Driver performance, perform trail and ride checks, timely pull-outs and respond to road calls. This position will also provide all field support to the Drivers including safety related matters, post-accident support and counseling, retraining and reporting of road and service incidences.

The road supervisors will serve as the liaison between management and Drivers. They will be charged with collecting and collating complaints and commendations and make recommendation for change. The road supervisors will report to the GM/Project Manager.

### Office Assistant/Data Analyst

This position will be responsible for managing the daily activities of the Hollywood office, including but not limited to, maintaining all personnel and maintenance files, taking customer phone calls, collecting, counting and delivering of division fares monies to the City of Hollywood. This position, in collaboration with the General Manager, will work to maintain good relationship with our client while managing public relations with the division. Occasionally, the incumbent will provide counseling and discipline to other personnel. This position reports directly to the General Manager.

### Utility/Service Personnel

This position will primarily be responsible for maintenance of MyCity fleet and facilities. Primarily, this position is charged with cleaning and fueling vehicles, keeping the vehicles and yard free of debris and hazard while maintaining facilities and amenities.



Additionally, Utility/Service personnel position will be responsible for parking all revenue vehicles after daily cleaning, inspect and flag any vehicle maintenance issues. This position reports to the General Manager.

## 3.4 Qualification of Key Personnel

MyCity is proud to present two highly qualified leadership pair to lead and manage the daily operations of the City of Hollywood Circulator. Our selection of these individuals was based wholly on our knowledge a current parallel project and all the challenges currently associated with delivering superior service. We assure you that these two highly skilled professionals are what this project needs to meet its goals and objectives. Both are very skilled and adept at the customer service applications, methodologies and delivery.





**TERESA THOMPSON**

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**PROFESSIONAL EXPERIENCE**

Stark Area Regional Transit Authority (SARTA), Director of Transportation 2008 – 2013

- Appointed FMLA point person, Responsibilities included ensuring compliance with SARTA's policies, procedures and local, state, and federal laws.
- Served as Chief Negotiator for SARTA, successfully negotiated a labor contract with AFSME local 1880 that enabled SARTA to continue to operate within their budgetary constraints.
- Oversight of the Massillon Transit Center building maintenance, repairs, and budget.
- Assisted with identifying available federal and state funding sources. Help with writing proposals to secure grants.
- Singlehandedly developed and produced procedures handbook for the Transportation Department consistent with the goals and objectives of the SARTA board.
- Selected as one of the transportation experts to embark on an International Transportation Study program sponsored by the Transit Cooperative Research Program. Details of this study program and associated study report could be accessed and reviewed at [http://www.tcrpstudymission.com/Reports/fal10tcrp\\_rrd\\_102.pdf](http://www.tcrpstudymission.com/Reports/fal10tcrp_rrd_102.pdf)
- Developed a Paratransit Ridership Guide Brochure for our riders to improve riding experience, communication and service quality.
- Took over management of the entire Paratransit and Customer Service Divisions to improve overall customer experience.
- Served as member and Treasurer of Ohio Transit Risk Pool Board (OTRP) charged with managing insurance risks for transit members.

Stark Area Regional Transit Authority (SARTA), Operations Administrator 2003 – 2008

- Developed program to help record, track and report accidents and incidents. This information was instrumental to developing, tailoring and prioritizing training for Drivers.
- Oversight of the grievance process – worked to resolve disputes and concerns from frontline employees.
- Held regular meetings with union officials – processed union grievances.
- Tracked and enforced SARTA policies and procedures. Managed attendance for Transportation Department staff.
- Graduated from Kent State University "Leadership Academy."
- Developed step-by-step guide for Dispatchers and Road Supervisors to enable them successfully to execute their job duties.

Stark Area Regional Transit Authority (SARTA), Lead Dispatcher 1990 – 2003

- Assigned daily work to drivers, supervisors for both fixed-route and Paratransit.
- Operated multi-line telephone system console, alerting system.



- Assessed and determined level of priority to calls coming into dispatch phone and radio console.
- Coordinated vehicle failures, road calls and stalls. Dispatched replacement vehicles to ensure continuity of revenue service.
- Resolved caller's emergency and non-emergency situations from riders and Drivers.
- Managed daily payroll for Transportation Department.

Stark Area Regional Transit Authority (SARTA), Road Supervisor 1997 – 1999

- Monitor routes, conducted Ride and Trail checks on Drivers and routes.
- Assisted with the development and/or adjustments with route layout, structure or deviations.
- Responded to accidents, road calls and disabled vehicles. Conducted On-Time-Performance (OTP) and safety checks.
- Provided coaching and constructive feedback to Drivers to improve overall customer service experience for riders.
- Responded to emergency and non-emergency road calls.

## **EDUCATION**

Stark State College, *AA Applied Business* 2004

Stark State College, *BS Business Administration* Pending

## **PROFESSIONAL AFFILIATIONS**

Vice President, Ohio Public Transit Association (OPTA)	2010 – 2012
Treasurer, Ohio Transit Risk Pool (OTRP)	2010 – 2012
Conference of Minority Transportation Officials Member	2005 -2009
United Way Loan Executive	2008
Counselor AFL-CIO	2000

## **KRYSTAL CHAVERS**

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## **PROFESSIONAL EXPERIENCE**

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MyCity Fleet & Management, Office Manager Hollywood Florida 2016 – Present

- Manage office and office personnel daily.
- Develop and schedule routes for the Hollywood Beach and parking routes
- Assign and schedule driver assignments daily.



- Collect, collage and file all documents for MyCity Fleet Hollywood division
- Conduct disciplinary hearing, issue discipline and recommend mitigation and corrective action for Drivers.
- Respond to stakeholder and customer calls record and document such calls including developing mitigation when necessary.
- Respond to road calls, stalled vehicles, accidents. Ensure that all relevant forms are filled out correctly. Work with General Manager to determine preventability.
- Conduct safety meetings monthly, document attendance and issue or recommend discipline whenever warranted.
- Maintain and manage all maintenance files consistent with Broward County specifications.
- Prepare files for Florida 1490 reviews including scheduling vehicles for maintenance inspections.
- Collect, count, package and deliver transit fare monies to the City of Hollywood.

Bags-To-Go (Southwest Airline), Florida

2015 – 2006

- Conducted customer service – line greeter for Southwest Airline traveling clients.
- Coordinate and assisted with ensuring that luggage is scheduled and delivered to the right flights.
- Maintain and manage luggage storage, counts and cash transactions.
- Manage curbside luggage count and deliveries.

Stretch Zone, Office Manager, Florida

2015 – 2016

- Managed all department activities with production, pricing and sales requirements.
- Oversight of all activities related to production, price marking and price checks.
- Prepare staff schedules and assign specific personnel duties daily.
- Assisted customers with purchases, floor sales activities, stocking merchandise and tracking inventory.

Canton Injury Center, Office Manager, Canton Ohio

2014 – 2015

- Recruit and train personnel for the center
- Communicate job expectations, plan, monitor and appraise job performance.
- Coach, counsel and apply discipline whenever necessary. Enforce company policies, procedures and set productivity measures and standards.
- In charge of Quality Assurance/Quality Control (QAQC) for the center.

VXI Global Solutions, Customer Service Representative Canton Ohio

- Monitor phones and provide information to customers regarding services.
- Take and enter customer orders.
- Take service complaint calls, investigate and mitigate for all complaints to the center.
- Conduct outreach to all customers on their order status, complaints resolution and/or any planned adjustment to service provided.



**Charles I. Odimgbe**

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**Professional Experience**

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**MyCity Fleet & Management – VP of Operations**

**2016 – 2018**

- Successfully created an Executive Team to assist company owners also, created the position of VP Maintenance to assist with maintenance challenges at the various divisions.
- Pushed for the establishment and use of Bid Models to Bid new contracts and for use in managing activities at the division level.
- Introduced monthly budget review at the division level.
- Re-engineered the entire Hollywood Trolley Service
- Singlehandedly worked with Ford Motors to repair all challenges with the Trolley fleet and return them back to revenue service.
- Created new driver schedule for service.

**MV Transportation – General Manager**

**2013 – 2016**

- Successfully re-engineered three divisions to stop loses of approximately \$50,000 each month.
- Initiate discipline to minimize the impact of absenteeism.
- Outreach to Fulton County and other stakeholders to ensure MV is meeting contractual obligations.
- Returned all MV division to profitability within six months of taking over the divisions.

**Rhode Island Public Transit Authority – Chief Executive Officer**

**2010 – 2013**

- Reduced budget deficits within weeks of taking over leadership of RIPTA.
- Reduced staffing from 844 to 825 with no service reduction or interruption.
- Migrated all activities of RIPTA to an electronic environment.
- Created the RIPTA Leadership Academy for all middle managers.
- Re-scoped and procured a surveillance camera system with live view.

Mr. Odimgbe managed Stark Area Regional Transit Authority, Chatham Area Transit, Tri-Met and C-Tran in Portland and Vancouver, Washington. He got his BA Business Management degree from Concordia University and his MBA from George Fox University.

**3.5 Employee Discipline/Personal Improvement Plan (PIP):**

Occasionally, it may become necessary to set corrective action or discipline employees and MyCity understands the challenges associated with attracting and retaining good employees. Consequently, our methods for dealing with discipline and working collaboratively with Sheakley HR, is designed to seek first to rehabilitate employees, and if our efforts fail, go to the more aggressive solutions up to and including discharge.



Depending on the gravity of the infraction, each employee undergoing discipline is first counselled on his/her infraction as a first step. Then the individual is given a written warning and any further infractions is followed with a Personal Improvement Plan (PIP) specifically designed for the individual and working collaboratively with the GM/Operations Manager. Only after exhausting these other options will we recommend suspension and/or termination of the individual. Egregious infractions such as assault, fighting, possession of firearms or weapons and other infractions specifically outlined in the employee’s handbook will be subject to immediate dismissal.

## Section 4 Route Planning & Methodology

MyCity staff possess extensive Fixed Route and Paratransit operations experience and knowledge. Specifically, some of staff assigned to this project are individuals with both private and public industry fixed-route knowledge. We intend to leverage these extensive industry experience in the development and execution of a comprehensive system capable of meeting all the needs of the City of Hollywood. Conceptually, Fixed Route services are easy to operate since they are based on revenue vehicles running along same routes with published schedules and time points. Bus stops and amenities are identified throughout the services areas, and buses deployed to follow the route and schedules. We intend to develop and deploy a very simple and predictable Fixed-Route service designed with the tourist crowd in mind. Our routing system will be such that it will be very easy for any tourists new to the area could easily map out their travel itinerary with little or no efforts.

Although the name “Transportation Circulator Service may denote a circuitous routing system, we are proposing a routing system that will allow buses to travel in opposing directions rather than going around in circles. Meaning, each route, the North, South, Beach and parking lot routes all run parallel and in opposite direction to each other with opposing starting and ending points.

Understanding that these routes, although they have different names and designations, do service the same basic geographic areas with a lot of overlapping and redundancy. Rather than going around in a circle, we are recommending starting each route from opposing ends of the other routes. This way, we not only provide riders with better opportunities to ride but will minimize the

### Daily, Saturday & Sunday Late Night/Owl Service 60

**Northbound (Approximate Times)**

LONG BEACH	Long Beach & Willow	Long Beach & Artesia	COMPTON	LYNWOOD	SOUTH GATE	VERNON	DOWNTOWN LOS ANGELES
Long Beach Transit Mall			Compton Station/ MLK Jr Transit Center	Long Beach & Imperial	Long Beach & Firestone	Pacific & Slauson	7th & Central Sunset & Figueroa
—	—	10:14P	—	10:30P	10:36P	10:46P	10:59P
—	—	10:46	—	11:00	11:06	11:16	11:29
—	—	11:39	—	11:53	11:59	12:09A	12:22A
12:05A	12:16A	12:29A	12:41A	12:53A	12:59A	1:09	1:22
12:55	1:06	1:19	1:31	1:43	1:49	1:59	2:12
1:55	2:06	2:19	2:31	2:43	2:49	2:59	3:12
2:55	3:06	3:19	3:31	3:43	3:49	3:59	4:12
3:55	4:06	4:19	—	4:31	4:37	4:47	5:00
4:55	5:06	5:19	—	5:31	5:37	5:47	6:00

### Daily, Saturday & Sunday Late Night/Owl Service 60

**Southbound (Approximate Times)**

DOWNTOWN LOS ANGELES	VERNON	SOUTH GATE	LYNWOOD	COMPTON	LONG BEACH
Sunset & Figueroa	7th & Central	Pacific & Slauson	Long Beach & Firestone	Long Beach & Imperial	Compton Station/ MLK Jr Transit Center
Long Beach & Willow	Long Beach & Artesia	Long Beach & Willow	Long Beach Transit Mall		
8:55P	9:17P	9:30P	9:42P	9:50P	—
9:32	9:48	10:01	10:13	10:21	10:06P
9:55	10:17	10:30	10:42	10:50	10:36
10:28	10:43	10:56	11:08	11:16	11:05
10:55	11:17	11:31	11:41	11:49	11:30
11:33	11:48	12:01A	12:12A	12:20A	11:43P
11:55	12:17A	12:31	12:41	12:49	12:02A
12:55A	1:17	1:31	1:41	1:49	12:34
1:55	2:17	2:31	2:41	2:49	1:00A
2:55	3:17	3:31	3:41	3:49	2:00
3:55	4:17	4:30	4:41	4:49	3:00
					4:00
					5:03



incidences of “Bus Bunching” meaning, two vehicles running close to one another. This phenomenon is very wasteful and make it very difficult to maintain established headways. We are imbedding a sample bus schedule to further clarify how we intend to deploy service on the routes and suggesting deploying a service with 30 to 35-minute headways. The City may determine whether to increase or decrease the headways based on ridership and success of the program

It is our intent to add “Time-Points” at major transfer locations, high ridership stops and city attractions instead of the current continuous circuitous service with no designated times along the routes. This will add some elements of predictability especially for tourists who may not be familiar with the service area and/or service system. Adding these methods of service deployment will provide a good basis for monitoring and measuring operations outcomes, benchmarks and success or failure of the operation over time. For the purposes of developing routes, times and time points, MyCity will utilize the services of RouteMatch as our preferred route design planning software.

MyCity will make available each day, enough drivers to ensure one hundred percent (100%) bus pullout using Extra-Board drivers. An Extra Board person is a driver that is not attached to any run service, whose sole purpose is to monitor driver attendance sheet (bus board) and stand ready to take over any service or run whose driver is either late to work or is unable to perform the service on any given day. Utilizing the services of Extra-Board operators will ensure there is no disruptions or loss of revenue service due to driver shortage.

MyCity will generate driver run-packages (bid-runs) utilizing RouteMatch, and with approximate run times of between 8.5 - 9 hours long. Nine-hour (9) long services should enable each driver to perform their pre and post trip inspections, take their scheduled breaks and lunch. The Extra-Board driver is responsible for providing driver breaks and lunch relief for those drivers in revenue service. This system will ensure continuity and eliminate any disruption or loss of service due to scheduled breaks and lunches.

**Section 5 - Performance Standards/Measures & Data Collection:**

To live up to our high-quality standards, MyCity employs strict performance standards and measures, and to maintain and sustain high service quality for our programs. To effectively maintain operational stability, superior performance and continuous improvements, we have adopted the following as our performance standards.

Performance Standards	Compliance Plan	Performance Measurement tool
Road Operations: <ul style="list-style-type: none"> <li>On-Time-Performance - OTP</li> <li>Vehicle Travel Time</li> <li>Missed Pickups</li> <li>Time Checks</li> </ul>	<ul style="list-style-type: none"> <li>Ride Checks</li> <li>Trail Checks</li> <li>Time Point Checks</li> <li>Complaints</li> <li>Phone Complaints</li> </ul>	<ul style="list-style-type: none"> <li>Supervisors Report</li> <li>Office Personnel Report</li> <li>Customer Complaint log sheet</li> <li>Trend Analysis</li> <li>GM Audit Checks</li> </ul>
Ridership Standard: <ul style="list-style-type: none"> <li>Vehicle Equipment Checks</li> <li>Wheelchair Securement</li> <li>Vehicle Comfort (HVAC)</li> </ul>	<ul style="list-style-type: none"> <li>Driver DVIs</li> <li>Wheelchair Failures</li> <li>Customer Complaints</li> </ul>	<ul style="list-style-type: none"> <li>Supervisor Report</li> <li>Office Personnel Report</li> <li>Customer Complaint log sheet</li> </ul>

<ul style="list-style-type: none"> <li>• Vehicle Comfort Cleanliness</li> <li>• Breakdowns</li> <li>• Customer Service</li> </ul>	<ul style="list-style-type: none"> <li>• Phone complaints</li> </ul>	<ul style="list-style-type: none"> <li>• DVI Review</li> <li>• Preventive Maintenance Inspections</li> </ul>
<b>Productivity Standards:</b> <ul style="list-style-type: none"> <li>• Productivity</li> <li>• Run Coverage</li> <li>• Lost Runs/Service</li> <li>• Equipment Failures</li> <li>• Vehicle Assignments</li> </ul>	<ul style="list-style-type: none"> <li>• Ridership</li> <li>• Adequate Personnel</li> <li>• Vehicle Failures</li> <li>• Service Disruptions</li> <li>• Use of Spares</li> </ul>	<ul style="list-style-type: none"> <li>• Ridership Count Sheets</li> <li>• Operator Schedule</li> <li>• Road Call Log</li> <li>• Supervisor Report</li> <li>• Monthly Report</li> <li>• Revenue Loss</li> </ul>
<b>Customer Service</b> <ul style="list-style-type: none"> <li>• 97.5% of calls answered within 120 seconds</li> <li>• 100% response to written inquiries within 7 days</li> <li>• 100% return of missed calls within 24 hours or next business day</li> <li>• Process all claims within 14 – 60 days of filing</li> </ul>	<ul style="list-style-type: none"> <li>• Phone and Call Logs</li> <li>• Rider letters</li> <li>• Claims, Lost &amp; Found Logs</li> <li>• Supervisor Reports</li> <li>• Ridership</li> </ul>	<ul style="list-style-type: none"> <li>• Phone Report</li> <li>• Correspondences</li> <li>• Lost &amp; Found Logs</li> <li>• Ridership</li> <li>• Supervisor Report</li> </ul>

### 5.1 Data Collection

MyCity’s approach to data collection and accuracy is based on the understanding of the importance of collecting data based on federal and state statutes and because accurate data is critical for planning, monitoring and mitigation purposes.

Reporting and regulatory requirements will dictate a certain number of performance measures that will have to be reported.

MyCity is committed to ensuring that those who use performance indicators data to make decisions can do so with the confidence that the data is reliable and valid. Developing policy to ensure data quality, establishing oversight authority through the expertise of MyCity’s Vice President, and using performance audits to objectively assess the reliability, validity and integrity of the data will provide the City of Hollywood management with needed assurances about the quality of the data reported by staff.

MyCity has established sound practices for data quality that would include among other things, standardization of data definitions; use of internal controls; data sources; and data reliability, validity, and integrity checks.

The following definitions are provided as the basis for determining successful implementation of data accuracy:

- a. Validity—does the data represent what happened;
- b. Reliability—is the data consistent and can they be replicated; and
- c. Integrity—can the data be changed or manipulated.

## Section 6 - Environmentally-Friendly Vehicles – Specifications/Maintenance

For this project, MyCity is proposing to use three (3) new Hometown Trolley Carriage Low Floor



Propane Powered Trolley as our preferred choice of environmentally friendly revenue vehicles. The vehicle model, chassis and engine specifications are Ford E450 series front engine with all the associated safety mechanisms. Our choice of this trolley chassis and engine specification is intended to minimize breakdowns inherent with heavy duty, heavy weight high floor vehicles with larger engine chassis. Also, using low-floor buses will

eliminate the numerous structural and mechanical issues associated with high floor wheelchair lift, the constant breakdown and difficulty deploying lift manually. MyCity’s understanding and recognition of the rider demographics of the City of Hollywood played a key role in our choice of low floor trolleys. It is our belief that this will facilitate easy boarding and deboarding of riders, especially our more fragile riders, senior citizens and members of our disabled community. MyCity will procure and deploy one (1) additional vehicle (trolley or Cutaway bus) to meet our proposed spare ratio. We believe that this combination will ensure that we adequately respond to requests for additional service, as well as augment and use our spares if the city decides to add the parking lot service. Depending on option of service selected, MyCity will deliver weekday and weekend revenue service utilizing only Propane Trolleys seven days each week (see service schedule). MyCity will perform weekday revenue services utilizing two (2), (three if providing parking lot service), propane trolleys (North and South Routes) connecting downtown, and three Trolleys for services on weekend covering the North, South and the Beach routes and again connecting the downtown area. Our spare vehicle will be utilized to provide additional or extra service if requested by the city and to support any road calls and/or special event transportation.



#	Year	Make	Model	Ramp/Lift	Seating Capacity	Wheelchair position/Tie-Down	Fuel Type
3	2018	Ford - E450	Carriage Trolley	Ramp	21 - 24	2/4	Propane
1	2008-2015	Ford - E450	Trolley/Bus	Lift/Ramp	18 - 24	2/4	Gasoline





MyCity, by proposing the above vehicle combination is compliant with APTA's sustainability plan which encourages minimizing environmental impact. We will continue to act in ways that will re-enforce to both our employees and stake-holders our commitment to sustainability. To that, we will always follow the below itemized actions:

- Continue to review our actions to minimize negative environmental impacts
- Make sure to encourage others on sustainability practices
- Develop practices, programs and activities that will reduce emissions
- Monitor or own actions regarding negative environmental impacts
- Document and evaluate our programs and activities as part of continuous improvement practices.

In keeping with the above and to demonstrate our deep knowledge of challenges associated with the use of propane powered vehicles, especially in hot climates, MyCity has decided to partner with Alliance AutoGas as our preferred vendor for the conversion, maintenance and fueling of our propane fleet. Our choice of Alliance AutoGas was predicated on their plug-and-play approach to propane conversion systems – in essence, Alliance conversion kit, does not require engine modifications, component replacements or additions, instead, it overlays the original engine with their proprietary interface, eliminating the necessity to make modifications and less opportunities for engine failures.

Also, using Alliance AutoGas as a one-stop shop for vehicle conversion, fueling and maintenance means we will have the most qualified technicians working on our fleet of vehicles. Essentially, we utilize the services of Alliance AutoGas for the initial conversion from gasoline to propane, fueling of our propane fleet, as well as provide all preventive, major and minor maintenance. This approach offers us continuity and will ensure consistent preventive and routine maintenance of all vehicles, while ensuring that the repairs and maintenance are properly documented both by Alliance AutoGas and MyCity. Because there are few maintenance shops willing to work on propane vehicles, MyCity is assured of a place to perform all maintenance for our fleet with no issues whatsoever.

## **6.1 Vehicle Maintenance Program & Fueling**

MyCity will comply with all requirements of the Federal Motor Carrier Safety Regulations in both the operation and maintenance of our fleet. By adopting a more aggressive maintenance and preventive maintenance schedule, we have purposefully chosen to go above and beyond your typical PMI recommendations. Rather than perform A, B, C and D PMIs, we have opted to perform D-level inspections every 30 days regardless. This recommendation entails replacing all fluids, as well as perform a thorough inspection (bumper-to-bumper) of the vehicle with the view of replacing any failing components or parts with the potential of failure prior to next scheduled inspection. This aggressive and unique approach to preventive maintenance is due to our firsthand knowledge of the challenges inherent with the maintaining propane powered vehicles. Since propane powered engines seem to run hotter and harder than gasoline engines, it has become pertinent to adopt this more aggressive approach to minimize vehicle failures and breakdowns. Furthermore, MyCity will apply our maintenance goals as itemized below for the maintenance of our fleet.

### Maintenance Goals

- Complete one hundred percent (100%) of all (D) Preventive Maintenance Inspections (every 30 days) for both revenue and non-revenue vehicles within 10% schedule adherence.
- Effectively repair all and/or take any corrective actions regarding any anomalies identified as part of our Preventive Maintenance Inspections.
- Maximize preventive maintenance effectiveness to minimize vehicle failures and breakdowns.
- Ensure all revenue and non-revenue vehicle HVAC systems are checked daily and are functioning properly always. Work to identify any potential failure prior to failing.
- Complete, record, review and store all pre-and-post trip Daily Vehicle Inspections (DVI) papers and other maintenance documents according to Broward County retention schedule.
- Partner with a maintenance provider knowledgeable in propane conversions, fueling and repairs to conduct all maintenance for our revenue fleet. Ensure all technicians assigned to work on our fleet are Automobile Service Excellence (ASE) certified.
- Establish clear performance standards to benchmark our maintenance.
- Ensure all communication equipment are working properly always.
- Inspect and cycle wheelchair and wheelchair components daily to ensure they are in proper working conditions.
- Repair all minor vehicle body scratches within 60 days of occurrence.
- Audit all maintenance functions and activities routinely for consistency and adherence to both MyCity, the City of Hollywood, CRA and Broward County maintenance standards.
- Ensure that all maintenance records are kept up to date internally, at Broward County and by our maintenance partners.

*Note: MyCity will remove any vehicle from revenue service that has HVAC issue, malfunction and/or defects which may be construed as a safety hazard; such vehicle will be immediately removed and replaced with a spare vehicle until the defect or malfunction is corrected.*

### Vehicle Fueling & Cleaning

All revenue vehicles within our fleet will be inspected, fueled and cleaned daily by our Utility staff or service personnel. The above activities are in addition to the drivers' mandatory pre-and-post trip inspections. We purposefully built in this redundancy to make sure we capture any potential failures that may have been missed by our drivers. We train our Utility and service personnel to understand that they are our first line of defense in troubleshooting maintenance challenges.

### Vehicle Cleaning and Fueling Goals

Each Utility or service personnel must meet the following goals daily as part of their job activities.

- Inspect all revenue fleet inside and out for any loose articles and/or components.
- Cycle vehicle wheelchair lift (electronic and manual) to make sure it is in proper working condition.
- Check all windows, windshield, horn, mirrors, light reflectors, fire extinguishers and first aid kits to ensure they are fully stocked and in proper working condition.



- Check all tires, seatbelts, doors to ensure they are properly inflated and in proper working condition.
- Check and top-off all fluids as required by the manufacturer.
- Inspect emergency equipment to confirm they are present and in proper working condition,
- Fuel and/or top off all revenue vehicles.
- Sweep vehicle floors, wipe down walls and windows and remove foreign objects such as gum and other stain materials.
- Wash and clean vehicles exterior daily in preparation for next day service.
- Schedule all revenue vehicles for their quarterly detail clean inside and outside utilizing a third-party cleaning service.

### Quality Assurance/Quality Control (QA/QC)

MyCity GM/Project Manager is responsible for the implementation of our QA/QC program. This individual is charged with conducting periodic maintenance audit of all vehicles. This audit will include review and inspection of the Daily Vehicle Inspection (DVI) papers, Preventive Maintenance Inspections (PMI) papers, as well as conduct a maintenance trend analysis. It is imperative that MyCity leadership conduct period inspection of our third facilities and paperwork to ensure they comply with City, County, MyCity and federal regulations. These audits will be documented for inspection and/or review by City staff and the MyCity Vice President of Operations.

MyCity staff will be responsible for ensuring that our maintenance partners comply with all activities listed in this proposal, and are conducting our Preventive Maintenance Inspections and repairs, fluid replacement and all other repairs as agreed upon and set forth in our partnership agreement.

### Road Calls

MyCity supervisors and our Office Assistant/Data Analyst will receive and respond to all request for routine and emergency road calls. A road call is defined as a distress call from a Driver regarding an issue or issues with a revenue vehicle. It is the responsibility of our professional road supervisors to assess each road call and take appropriate corrective action to mitigate the circumstance. MyCity supervisor will replace any vehicles involved in a road call with HVAC challenges or whose issues may represent a safety hazard to our riders and other road users and/or stalled for whatever reason.

Unfortunately, and despite our best efforts, vehicle breakdowns occasionally do occur. At MyCity, our modus operandi is to effectively replace all stalled vehicles in response to road calls immediately, and on time enough to limit any impact and/or loss of revenue service. Our on-duty road supervisor, GM/Operations manager is required to immediately dispatch a spare vehicle to replace any stalled revenue vehicles while they troubleshoot and evaluate the issues with the stalled vehicle. Any diagnostics and subsequent repairs will only occur after the vehicle has been duly replace and revenue service restored. All maintenance activities will be properly documented and filed as part of each vehicle's maintenance records.

*Maintenance Recovery Plan – Scenario Response*

*As previously stated, MyCity will promptly remove any revenue vehicle that experiences a breakdown, develops mechanical problems and/or is a subject of a road call from one of our professional drivers. MyCity supervisor will immediately dispatch our spare vehicle to transfer all passengers from one vehicle to another and continue providing service using the replacement vehicle. Since these activities do take time to complete, the supervisor if on a trail check should head directly to the breakdown location and provide cooling environment with the supervisor vehicle while they await the arrival of a replacement vehicle. MyCity does not condone or encourage troubleshooting and/or fixing any stalled vehicles with passengers onboard. The disabled vehicle will then be towed to either our garage or directly to the maintenance shop, depending on gravity of maintenance challenge. It is our expectation that these kinds of scenarios should be an exception, and not the norm, given our aggressive preventive maintenance and redundant pre and post trip inspections.*

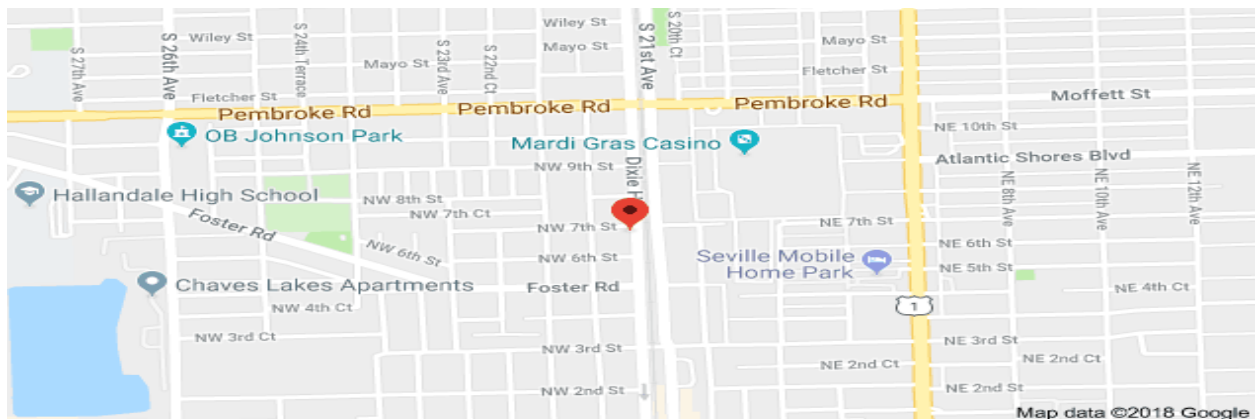
**6.2 Vehicle Availability**

To ensure we have adequate vehicles for revenue service, MyCity Supervisors and Office/Data Analyst will develop daily driver schedules for each quarter. Part of the job activities of our Utility and service personnel will be to assign vehicles to each route daily. These assignments will be following completion of their other daily activities comprising of inspecting, cleaning and fueling of revenue buses. It is the responsibility of the Utility and Service personnel to make sure we have enough vehicles available to adequately and without disruption cover our service needs each day. MyCity will make sure we retain enough vehicles in our fleet to cover service every day and adequate spare ratio in case of unforeseen circumstances.

**Section 7.0 Facility Locations:**

Tentatively, MyCity is proposing 617 N Dixie Highway, Hallandale Beach Florida as our preferred location to launch service daily. Our choice of this location due to it being situated along a major arterial and its proximity to the project service area. Please see facility map and address.

617 N Dixie Highway  
Hallandale Beach, FL 33009



Our preferred location is comprised of approximately 8024 sq. ft of total space and a 640 sq. ft office. Deadhead travel distance is only 6 miles from to either the North or South starting locations. This we believe is very well suited and an excellent match for this project. Other advantages include proximity to other major arterials, I-95 and a host of other amenities for use by our project staff. It is worthy to note that this location is zoned correctly to allow for propane fueling on the property.

On the rear chance that the above location is not available, MyCity has chosen a second alternative location for this project. Again, our choice for these locations are based on proximity to the project routes and easy access to both downtown Hollywood and US-1.



2216 N 20<sup>th</sup> Avenue  
Hollywood FL 33020

### Section 8 - Implementation/Transition Plan

MyCity’s understands that an effective well developed and executed transition will set a true first and lasting impression. Also, it will provide the client an opportunity and front row seats from where to observe the proposer in action. Having successfully conducted numerous startups and project transitions, we are confident that making this transition will be smooth and uneventful. Over the years, we have mastered the art of making successful transition and we will pull from our experiences and lessons learned from previous projects to ensure our transition leave the right and lasting impression with the City of Hollywood project manager. Our goal is to implement a transition that is seamless and have the least impact on the riding public through minimal effort.

Transition Table
Contract Award/Notice to Proceed
Kickoff Meeting – MyCity Transition/City of Hollywood Team
Generate Project Milestones/Time Lines
Meeting with Service Provider – Develop Coordination Touch Points
Begin Training & Other Activities Based on Time Line
Project Progress Meetings with City of Hollywood Project Manager
Begin Revenue Service – Based on Time Line



MyCity's approach is predicated on effective communication with the client. As listed in the above table, MyCity will conduct periodic transition meetings with the City team and based on previously agreed upon time line to ensure effective communication and dissemination of project progress. MyCity will make sure to inform the City of Hollywood Project Manager of progress and/or any challenges and possible mitigation. MyCity will be ready to meet more frequently with City staff should the Project team so desires.

MyCity has developed and will follow our detailed startup plan and schedule. This plan ratified during the kickoff meeting that identifies each task, subtask, dependent tasks, duration/timeline, and staff assignment. A sample comprehensive startup plan will be included in the appendix. MyCity President & CEO and the Vice President of Operations will be directly responsible for ensuring all task are completed in a timely manner, with any transit updates and/or changes added to the plan daily.

MyCity recommends that the transition team include not only City staff and MyCity team but should include other stakeholder and representatives from the Hotels, Motels, Parking Lot Managers and other stakeholders as may be deemed pertinent to a successful transition. The goal would be to familiarize stakeholders with each other while establishing a line of communication with all stakeholders.

MyCity President/CEO or VP of Operations will be on hand and physically available throughout the transition period.

#### **8.0 – A Kickoff Meeting:**

A smooth transition begins with the kickoff meeting and the development of project milestones and time lines that will fit the schedule of all stakeholders and affected individuals. This meeting should happen shortly after the award of the contract and the issuance of a Notice to Proceed.

MyCity will provide to the City team resources and a comprehensive listing of anticipated transition activities, complete with tentative time lines to begin initial conversations. During kickoff meetings the City of Hollywood team could add, delete, adjust the transition program and schedule as they see fit. The goal of this exercise is to set the initial pace and understanding for the project.

#### **8.0 – B Assembling out Team:**

MyCity intends to make our GM/Project Manager and data analyst available as part of the transition team. Both individuals, working in tandem with MyCity President and the VP of Operations, make a formidable team being that they have worked together both in Ohio and Hollywood Florida for years.

## **8.0 – C Capital Assets**

Since MyCity is proposing new Carriage Hometown Trolleys, part of the kickoff meeting will include setting final timelines in coordination with the Hometown Trolley manufacturers, Alliance AutoGas regarding the conversion, and Ford Motors for the chassis. MyCity will bring in temporary vehicles to begin initial service if the City is unwilling to wait for the delivery of our trolleys. Vehicle manufacture lead time is approximately 12 to 16 weeks from the date ordered to complete manufacture and delivery.

Once established, MyCity will purchase all the office equipment needed for a successful project including desk computers (2) for supervisors and data analyst, (MyCity Project Managers use laptops), workgroup printer and a printer for the Analyst, two-way radios, secure file cabinets, files and filing amenities. MyCity has a potential office equipment list that we use of most of our project divisions. We anticipate having all office equipment delivered and set up within three (3) weeks of notice to proceed.

All third-party contractors are currently under tentative contracts and will be available and in place as soon as we get a notice to proceed. MyCity has thoroughly examined all elements of this transition and we are confident that we have all the resources in place to minimize any challenges or pitfalls that sometimes may affect any transitions. MyCity has the experience, financial stability, performance record, and committed professionals dedicated to work on this project.

## **Section - 9 Implementation Timeline**

MyCity has provided a sample transition plan in the Exhibit list detailing each task, subtask, duration of the task, and staff assignment for each task. This transition plan will be populated during the initial kickoff meeting with the City of Hollywood team.

## **Section 10 - MyCity Clients/Partners/Similar Projects**

### **Cleveland Regional Transit Authority**

MyCity is currently providing complementary Paratransit for the Greater Cleveland Regional Transit Authority, a political subdivision providing both Fixed-Route, Paratransit and Rail service to the entire Cuyahoga County and the surrounding areas. MyCity corporate headquarters although based in the local area, this service is run out of GCRTA location in Cleveland Ohio. MyCity is currently in discussions with GCRTA regarding expanding our current services to include all Paratransit and some Fixed-Route.



### MARTA Mobility

MARTA Mobility is a shared curb-to-curb Paratransit transportation service serving the Atlanta area and the surrounding counties. Project activities include providing complementary service for eligible individuals who are not able to use the regular fixed route bus service. Part of this service include deviated service to transport some members to Transit Centers and bus stops as a first or last mile connecting the individuals to either their destination or homes. Currently MyCity provides more than 90,360 annual revenue hours for this service annually, using a variety of vehicles equipped for individuals with various disabilities. MARTA mobility service is normally provided between 5:30 A.M until 1:30 A.M.



- Metro Atlanta Regional Transit Authority (MARTA) - Subcontractor to MV Transportation
- Term: 2018 – 2021 with two extensions
- Hours: 90,360 Annual Hours
- Budget: \$2.7 million

### Indygo - Open Door Service

Indygo's Open Door is a complimentary Paratransit currently being provided by the Department of Transportation located in Indianapolis. MyCity is currently providing Paratransit services as a subcontractor with Transdev. It is worthy to note that MyCity has been on this contract for the last seven (7) years and have always been the preferred subcontractor for all the subsequent prime contractors providing the service. MyCity was a subcontractor with MV prior to the renewal and now is subcontracting with Transdev to provide same service.



- ADA Paratransit Transportation
- Indiana Public Transportation Corporation (Indygo) – Subcontracted to Transdev
- Term: 2018 – 2021 with two extensions
- Hours:
- Budget: \$3.2 million

### Hampton Roads Transit

MyCity is currently working with MV Transportation on a Fixed-Route and Paratransit service in Hampton Roads Virginia. Our focus is on the door-to-door demand response service for the entire Hampton Roads. MV selected MyCity for this project specifically due to our work with MV in both MTA and Indiana. MV is working with MyCity and GCRTA to take over the entire operation of all operations excluding rail service.

- ADA Paratransit Transportation
- Hampton Roads Transit Indiana (HRT) – Subcontracted to MV





- Hours: 80,000 revenue hours
- Budget: \$3.6 million

**Section 11 – MyCity Budget/Pricing**

**NOTE: CREATIVE PRICING IS ENCOURAGED AND WELCOMED BY THE CITY**

			Monthly Fixed Rate	Total 12 Months
-	Est. Hrs. per Month	Rate per Hour		
<u>Circulator Service:</u>				
Downtown	278.67	\$ 71.48	\$ 19,919.33	\$ 239,031.98
Hollywood	278.67	\$ 71.48	\$ 19,919.33	\$ 239,031.98
<u>Circulator Service:</u>				
US1 Corridor	278.67	\$ 71.48	\$ 19,919.33	\$ 239,031.98
<u>Circulator Service:</u>				
Hollywood Beach	173.33	\$ 71.48	\$ 12,389.63	\$ 148,675.54
<u>Circulator Service:</u>				
Special Events		\$ 71.48		
<b>TOTAL BASE YEAR</b>				\$ 865,771.48

Option Year 1: June 1, 2019 to May 31, 2020

			Monthly Fixed Rate	Total 12 Months
-	Est. Hrs. per Month	Rate per Hour		
<u>Circulator Service:</u>				
Downtown	278.67	\$ 73.53	\$ 20,490.61	\$ 245,887.26
Hollywood	278.67	\$ 73.53	\$ 20,490.61	\$ 245,887.26
<u>Circulator Service:</u>				
US1 Corridor	278.67	\$ 73.53	\$ 20,490.61	\$ 245,887.26
<u>Circulator Service:</u>				
Hollywood Beach	173.33	\$ 73.53	\$ 12,744.95	\$ 152,939.46



<u>Circulator Service:</u>				
Special Events		\$ 73.53		
<b>TOTAL OPTION YEAR 1</b>				\$ 890,601.24

Option Year 2: June 1, 2020 to May 31, 2021

	Est. Hrs. per Month	Rate per Hour	Monthly Fixed Rate	Total 12 Months
-				
<u>Circulator Service:</u>				
Downtown	278.67	\$ 75.66	\$ 21,084.17	\$ 253,010.07
Hollywood	278.67	\$ 75.66	\$ 21,084.17	\$ 253,010.07
<u>Circulator Service:</u>				
US1 Corridor	278.67	\$ 75.66	\$ 21,084.17	\$ 253,010.07
<u>Circulator Service:</u>				
Hollywood Beach	173.33	\$ 75.66	\$ 13,114.15	\$ 157,369.77
<u>Circulator Service:</u>				
Special Events		\$ 75.66		
<b>TOTAL OPTION YEAR 2</b>				\$ 916,399.97

Option Year 3: June 1, 2021 to May 31, 2022

	Est. Hrs. per Month	Rate per Hour	Monthly Fixed Rate	Total 12 Months
-				
<u>Circulator Service:</u>				
Downtown	278.67	\$ 77.88	\$ 21,702.82	\$ 260,433.84
Hollywood	278.67	\$ 77.88	\$ 21,702.82	\$ 260,433.84
<u>Circulator Service:</u>				
US1 Corridor	278.67	\$ 77.88	\$ 21,702.82	\$ 260,433.84
<u>Circulator Service:</u>				



Hollywood Beach	173.33	\$ 77.88	\$ 13,498.94	\$ 161,987.28
<u>Circulator Service:</u>				
Special Events		\$ 77.88		
<b>TOTAL OPTION YEAR 3</b>				\$ 943,288.79

Option Year 4: June 1, 2022 to May 31, 2023

			Monthly Fixed Rate	Total 12 Months
-	Est. Hrs. per Month	Rate per Hour		
<u>Circulator Service:</u>				
Downtown	278.67	\$ 80.61	\$ 22,463.59	\$ 269,563.06
Hollywood	278.67	\$ 80.61	\$ 22,463.59	\$ 269,563.06
<u>Circulator Service:</u>				
US1 Corridor	278.67	\$ 80.61	\$ 22,463.59	\$ 269,563.06
<u>Circulator Service:</u>				
Hollywood Beach	173.33	\$ 80.61	\$ 13,972.13	\$ 167,665.58
<u>Circulator Service:</u>				
Special Events		\$ 80.61		
<b>TOTAL OPTION YEAR 4</b>				\$ 976,354.77

**Pricing details & assumptions will be provided in the Exhibits**

Revenue Hours		12,112.00	12,112.00
Direct Wages		355,018.23	365,668.77
CapX + Interest		152,043.68	152,043.68
Occupancy	4,000.00	12.00	48,000.00
Payroll Taxes			



FICA	7.65%			27,158.89	27,973.66
SUTA (\$378)/ FUTA (\$56)	\$434.00			5,208.00	5,208.00
Work Comp	6.50%			23,076.18	23,768.47
Auto Liability	10,000.00	3.00		30,000.00	31,500.00
Comp / Collision	3,000.00	3.00		9,000.00	9,450.00
	Miles	MPG	Cost		
			\$		
Fuel	128,024.00	8.00	2.00	32,966.18	34,614.49
			\$		
Maintenance	128,024.00	1.00	0.47	60,171.28	63,179.84
			\$		
A/C Maintenance	128,024.00	1.00	0.03	3,840.72	4,032.76
Uniforms	600.00	1.00	12.00	7,200.00	7,560.00
Misc. Expenses @ 3%				22,610.50	23,261.99
Margin @ 7.5%				62,942.73	64,756.35
				<hr/>	<hr/>
				<u>839,236.39</u>	<u>863,418.02</u>



**Section 12 MyCity Transportation General Information**

My City Transportation Inc.	
Legal Name	MyCity Transportation Inc.
Company Name & Primary Address	<p>MyCity Transportation            16781 Chagrin Blvd            Shaker Heights, OH 44120</p> <p>Office: 1-216-662-2430</p> <p><a href="http://www.mycitytransportation.com">www.mycitytransportation.com</a></p>
Service Provided	Fixed-Route, Paratransit, Call Center/Turn-Key Customer Service and Call Center
Years in Business	13 Years
Principle Officers	<p>James Crosby            16781 Chagrin Blvd            Shaker Heights, OH 44120</p> <p><a href="mailto:james@mycitytransportation.com">james@mycitytransportation.com</a></p> <p>Charles Odimgbe, Vice President of Operation            16781 Chagrin Blvd            Shaker Heights, OH 44120</p> <p><a href="mailto:Charles@mycitytransportation.com">Charles@mycitytransportation.com</a>  <a href="mailto:Chazorlee@gmail.com">Chazorlee@gmail.com</a></p>
Legal status of the Proposer.	Ohio Limited Liability Company with satellite offices in Virginia, Georgia, Maryland, Cuyahoga and Licking Counties, Indiana. DBE certified in 50 states including Florida
Federal Tax ID number and Florida or other state business license number.	<b>58-267824</b>



### MyCity Contract Record

MyCity is proud to announce that we have never been in bankruptcy or lost any of our contracts for default. Our ability to sustain our contractual obligations is based on our realistic pricing and effective program designs, execution and delivery. MyCity does not believe in price adjustments unless it involves a project scope change initiated by our clients.

In addition, MyCity is currently under contract with almost all major transportation prime contractors in the country for Paratransit Fixed-Route and Non-Emergency Medical Transportation Services.

### Bankruptcy/ Litigation

MyCity has not been involved or currently involved in any litigation processes or any investigations against MyCity related to service delivery ever. MyCity has never filed for bankruptcy since its inception.

### Financial Statement

MyCity has been financially solvent since its founding in 2003. The company has generated positive cash flow from the start. Our business model calls for pricing our projects correctly and by providing efficient and reliable services consistent with our pricing model. This has been the major contributor to our resilience in the industry and the reason most transportation primes want to partner with us for their prime bids.

We have included our Audited Financial Statements for years 2015 and 2016. We invite the opportunity to provide further information regarding our financial stability.

## 13.0 Disadvantage Business Enterprise (DBE)

MyCity is a Florida Certified Disadvantaged Business Enterprise (DBE) provider as well as being certified in 50 states in the US.

At MyCity we understand the importance of supporting small business. So, the concept of providing opportunities for local small businesses and DBE firms is central to MyCity's corporate philosophy.

Our choice of Florida business partners for this project was intended to continue with our understanding of helping local small business development in the area. If selected, we will work with other small businesses in Hollywood and mentor them in our industry peculiarities.

We will also partner with the City of Hollywood in outreach efforts and we will have quarterly small business open houses to provide contracting opportunities and program information.



MyCity will seek local merchants, preferably S/DBE certified, to provide other supplies, computer maintenance, facility maintenance, employee awards, and other goods and services needed to provide administrative services to the transportation operations.

Our use of local retail merchants not only expands the expertise available to us through vendor relationships, but also offers opportunities for local business to succeed with a regular revenue stream from our contract services. Unlike the large transportation operating firms, we want the community to succeed.

### Section 14 - Value Add Services

MyCity understand the budget constraints of transportation agencies around the country as they seek to provide much needed quality transportation services to the community. Based on the RFP, the City of Hollywood intends to eventually transfer funding and oversight of this service to businesses, hotels and motels in the area. MyCity Vice President of Operation has direct knowledge on making such transitions. While working as Executive Director of Chatham Area Transit in Savannah Georgia, Mr. Odimgbe directly supervised the transfer funding of the Downtown Shuttle or DOT service to area hotels. This service although part of the Chatham Transit service was designed to service all area hotels and motels and select downtown restaurants.

MyCity will willingly transfer our knowledge of these transfers to the City of Hollywood, including assisting with setting up funding structure for the service.

As is evident in our employee resumes, MyCity is poised to assist the City of Hollywood with procuring the best and most effective technologies to help with executing and monitoring service in the street.

Proposed Added Value	Strategy
Beach Ambassadors/Passenger Liaison	Usability/Quality services
Travel Training	Customer Service
Oversight/Funding Transfer	Financially Sustainable/Service Structure

#### Passenger Liaison

MyCity Supervisors will act as Beach Ambassadors for the service with unique and identifiable uniforms. In addition to providing information to tourists on attractive destinations within our service area, these individuals will convey customer issues and concerns to MyCity and work with the City to develop solutions, it is our expectation that their role will serve as the first step to resolving most customer contact complaints adding to the enjoyment of the service by our riders.

### Travel Training

MyCity's staff will assist in facilitating individual, group and bus system transit instruction. MyCity will be responsible for monitoring our riders who are disabled and may require additional help and training to better maneuver our service with ease. Also, riders who may be unfamiliar with the system or who may require general transit knowledge will be instructed by our staff supervisors.

Staff will be properly trained in the required techniques to ensure that an individuals' disability is properly assisted, and that the rider learns how to better use the system. It is our job to make sure they are comfortable to travel independently throughout our routes. MyCity staff will serve to mentor some passengers and may conduct post-instruction contact with riders to determine how well they are doing with our service.

### Oversight/Funding Transfer

MyCity understands the importance of securing funding to continue and maintain service quality and levels, and based on our understanding, it is the intent of the City of Hollywood to transfer oversight and funding for this project to Hotel and business operators in the area. MyCity has extensive experience in negotiating inter-agency agreements to facilitate such transfers when necessary. In fact, Mr. Odimgbe as the Executive Director of Chatham Area Transit, negotiated such an interagency agreement between Chatham Area Transit and downtown hotel proprietors for the funding for their DOT service. A service that is provided by CAT but funded by local hotels and business owners in downtown Savannah.

### 15 - Local Preference:

While MyCity is headquartered in Ohio, we do intend to set up offices in Hollywood Florida area to enable us to service this contract. Additionally, we are working with Keolis North America as a partner and subcontractor for the rebid of their Fort Lauderdale Airport Shuttle service. Regarding this project, we have partnered with several local vendors for the purposes of this proposal. Our selected team members for the City of Hollywood's Transportation Circulator Service include.



- Alliance AutoGas.
  - The only nationwide fuel and fleet company that offers propane conversion, fuel supply and vehicle maintenance all in one.
  - Alliance AutoGas is registered to provide services in Florida.
  - Alliance will conduct all our propane conversions, provide propane fueling service, maintain and service all the revenue fleet for this project.





- Westway Towing Inc.
  - A Florida registered towing company, based in Davie Florida and provides services throughout Broward County.
  - Westway Towing is a 24/7 operation.
  - Westway will provide all towing and/or road call services for this project.



- Unifirst Uniforms.
  - A Florida uniform and office supply outfit located in Pompano Beach Florida.
  - They will provide uniforms, vests and office supply for MyCity.
  - Will supply bus and building cleaning materials for MyCity.



## B. Safety and Risk Mitigation Plan

Our System Safety Program Plan affects all levels of our company's activities, to include: contract start-ups, vehicle/fleet planning, employee training and testing, service operations and vehicle maintenance for all MyCity Divisions. Therefore, all employee and sub-contracted vendors are charged with the responsibility for ensuring the safety of passengers, employees, company property and the general contractors/government agencies that have a contract agreement with MyCity.

**It is with pride that we report MyCity has never had a reportable accident, as defined by TA, during its 5 years of service to the Licking County.**

Safety is our number one priority, because it is our Client's number one priority. The collective attitudes of our employees make up our safety culture, and we provide the reinforcement to develop a positive attitude, through training, development and valuing our employees. Our culture of safety is a way of life, not an event or a program. Our safety culture also promotes honesty, including the intellectual honesty of identifying problems so they can be solved.

The essentials of our successful safety program begin with an examination of the risks and hazards presented by the activities conducted and the equipment and facilities utilized. This examination is part of a five-step safety process in which we take the following actions:

Assess hazards.

Take measures to eliminate or develop procedures to reduce hazards.

Devise training to communicate hazards and procedures.

Provide training to our workforce.

Provide oversight from Supervisors and Managers to ensure adherence to procedures.



Safety on board vehicles is monitored with numerous methods including:

Open communication with dispatch through the radio systems. Information is transmitted to the operators from dispatch of traffic problems, slowdowns, accidents on route and construction programs.

Supervisors monitoring performance of operators and vehicle routes to ensure all safety issues are identified and corrected as necessary.

All vehicle operators are trained during the initial training process on the proper techniques to load and unload passengers.

Vehicle operators are trained to be aware of the proper braking and acceleration principles to ensure the safety of the passengers

Safety outside of revenue service includes:

Radio communication with dispatch as the vehicle moves from the operations facility to the beginning of the assigned route;

Radio communication upon shift changes and completion of daily route service;

Monitoring of vehicles as the return to the operational facility;

Posted routes to return to the operational facility; and

Road supervision with dispatch support for returning vehicles.

MyCity's SSPP is in full compliance with Florida regulations as it applies to public bus and transit systems.

Every MyCity paratransit operations employee received a full copy of our SSPP during training and all our operational policies flow from this document and are integrated in our corporate culture. We meet or exceed every requirement in the document, and in fact, use the document as the benchmark for our other paratransit operations.

Finally, we will have dedicated a Safety and Training Manager whose only duties are driver and consumer safety related. He is directly responsible for developing and maintaining our safety culture and ensuring a safe work and operating environment. We have implemented reward systems that encourage safe driving. MyCity has never failed a Texas or Florida DOT terminal inspection. In addition, the safety manager will lead a safety committee that will be composed of drivers, management, and representative of the riding public to address any safety concerns, review incidents and accidents and formulate corrective actions is needed.

**Responding to Vehicle or Passenger Accidents/Incidents** - Anytime a vehicle or driver is unable to provide service, MyCity quickly responds. Of course, passenger and driver safety are our first concern. We will immediately dispatch EMS (if required) and police in the event of an accident. Then our next priority will be to provide any passengers are on board with immediate transportation upon collection of necessary contract and witness information.

We will utilize our Road Supervisors to immediately respond and transport the passengers in the safest manner possible to their vehicle, or nearby revenue vehicle. We will also immediately dispatch a contracted wrecker service to the scene. We will ready a reserve vehicle and driver if either able to continue. Our goal will to have the route recovered in a maximum of 30 minutes, and



by utilizing our road supervisors, we believe that there will be a minimal impact on the level of service.

In the event of a vehicle accident, we have implemented a system which has worked well for us. Our Road Supervisors have all been trained in accident investigation procedures. Any time a MyCity operated vehicle is involved in an accident a Road Supervisor is dispatched to the scene, and the appropriate notifications are immediately made to the Control Center, Management Team, and our Safety and Training Manager. The Supervisors are equipped with the necessary paperwork and accident reporting forms, courtesy cards as well as a digital camera. They work with the police agency on scene to obtain all information and take photographs of the accident scene and vehicles involved. After the on-scene investigation is complete the Road Supervisor immediately returns to our office and complete the remainder of the paperwork. The “packet” is assembled and turned into our Safety and Training Manager within one hour. The Driver is immediately removed from service and required to submit to a drug and alcohol test. The driver is not allowed to drive, until completing an interview with the Safety and Training Manager.

The Safety and Training Manager enters the information into our Incident Management Software. Our Corporate Manager of Safety & Quality Assurance then reviews the entries, and our safety committee determines if a driver can continue. We have set a corporate policy, that no-one in our organization has the authority to over-ride the committee’s decision regarding the fitness of a driver. Their ruling is final, again a testament to the priority we place on operating safely at any cost.

As an experienced transportation company, MyCity is adept at handling insurance and claims related matters. Our local Safety Manager enters all claims into our Incident Management Software, which will directly interface with our insurance provider’s on-line claim reporting system. This enables a rapid response to claim processing and a secure database in which to store claims. We have developed an excellent relationship with our claims handling company and work with them on maintaining that balance of paying off a nuisance (which ultimately draws more nuisance), versus working quickly to “right the wrong” when claims are legitimate and proven.

Hard files are kept by date with a reference to the vehicle operator number and an internal code designating the type of accident. These files are maintained in a secure and locked cabinet in the local Safety and Training Manager’s office. Files include the operator’s report of accident/incident; the standard investigation report and photos; the supervisor’s report with Drug and Alcohol Addendum; the police report, if applicable; documentation of repairs performed because of an accident, documentation of any actions taken against drivers and all correspondence concerning the accident or incident with our insurance carrier or others involved.

### Safety Record

It is with pride that we report MyCity never had a reportable accident, as defined by the Licking County, for 5 consecutive years of service to the JTA. We will put the processes in place to be able to claim the same level of safety for our CITY OF HOLLYWOOD operation.

Our Accidents per 100,000 miles record for the last three years reflects our focus on safety and safety training and develop safety as a part of our culture within the organization, not just another task to be performed.



Passenger and Driver Safety have been and will continue to be the priority of MyCity. Our demonstrated history of only operating save vehicles with safe drivers is the focus of all our operations. Our safety record (accident/incident rate) for three (3) of MyCity's current public transportation contracts listing any insurance claims valued over \$25,000 that was paid by MyCity.

Emergency Response/ Hazardous Material Plan - MyCity has the understanding, experience, resources, and ability to provide services in the event of a declared emergency. MyCity has based our Declared Emergencies Plan on both the National Response Plan (NRP) and the National Incident Management System (NIMS) which provided guidelines for the FTA and transportation agencies for preparing for, preventing, responding to and recovering from domestic incidents to include Hazardous Materials. In addressing requirements in the NRP and NIMS, MyCity has:  
Reviewed NRP/NIMS requirements and identified those elements most relevant to public transportation agency coordination with emergency response communities at the local/regional/state level.

Reviewed protocols developed by local/regional/state emergency management agencies and emergency response agencies to support implementation of NIMS.  
Identified potential impacts on transit activities due to various disaster/incident scenarios and emergency response functions.

Worked with local/regional/state emergency management agencies and emergency responders to understand NIMS requirements and to formalize mutual aid protocols (required in both NRP and NIMS).

Developed a system for 24/7 emergency notification from/communication with the local/regional/state emergency management agencies.  
Verified resources and documented emergency management capacity.

Participated in training conducted by the local/regional/state emergency management agencies.  
Designated a representative from MyCity to serve as a liaison with the local/regional/state emergency management agencies and to report to the local/regional/state emergency operations center upon activation.  
Obligated to provide (at the incident scene) a representative, if requested, to assist in coordinating the provision of transportation services.

In the event of an emergency, MyCity will make available all personnel and resources to assist and/or help facilitate a systematic and orderly evacuation. The purpose of the MyCity Emergency Response plan is to establish policies, procedures and an organizational structure for response to emergencies in coordination with local, state and federal agencies and emergency response personnel.

Life Threatening Emergency Incidents - MyCity maintains the following policies and procedures for critical incidents

*Violence on board* - The operator is to protect himself and the passengers on board then immediately contact dispatch through two-way communications. MyCity dispatch immediately contacts local police to describe the event.



*Violence directed towards a revenue vehicle* – Whether a weapon is discharged, or an object is thrown at the vehicle, the operator is trained to immediately move the vehicle out of harms' way and contact dispatch through the above procedures.

*Severe weather events* – Advance knowledge of impending weather events allows for the proper, appropriate and timely response to weather events, which include hurricanes, snow, and ice. Tornadoes are much more difficult to plan for. However, during threatening severe weather, monitoring of a national weather television channel is maintained throughout the day.

*Bomb threats* – Threats on board, or called into dispatch or other communications means, will be immediately reported to the local police department, and our General Manager will be notified. Threats, whether genuine or not, will be taken seriously and the appropriate response, as per the local police, will be implemented.

*Suspicious Packages* – We are keenly aware of the need to be vigilant and observant of packages brought out board. If there is a package left, and the owner is not identified immediately, the operator shall contact dispatch, which in turn will contact the local police for corrective action. While this maybe extreme in most cases, in the world we are operating in, safety and caution is the best procedure.

*Facility fire* – All employees will be evacuated to a designated area outside of the threat zone. If the fire is in our dispatch area, the senior staff member will implement cellular telephone notification.

*Threats in the workplace* – Upon notification or observation of the threat, appropriate notification to the police department by the on-duty supervisor will precede any other actions. If the threat involves the display of a weapon, all employees will be evacuated to the designated area outside of the facility.

*Medical emergency on board* – Operator will immediately contact dispatch, and dispatch will contact 911 with a description of the on-board medical emergency and location of the vehicle. Dispatch will stand by until assistance is on the scene. The operator will provide any emergency first aid, up to the level the operator feels comfortable with.

*Evacuation of operations facilities* – A designated area for personnel to meet outside of the facilities has been established. A roll call of employees will be taken.

Each planning process has taken into consideration the delicate balance between operational safety, passenger needs, the safe operations of our system and the overall safety of our employees who provide the service.

#### *Emergency Evacuation and Recovery*

MyCity will work closely with CITY OF HOLLYWOOD staff to develop a set of protocols relating to natural disaster, inclement weather, and other emergency situations. In the event of a hurricane, MyCity will provide staff to assist CITY OF HOLLYWOOD in the evacuation of disabled individuals in the county. MyCity's proposed phone system will have call out capabilities, which could be used to call individuals to inform them of procedures for evacuations. MyCity will also make personnel available at designated locations to assist in the evacuation process. MyCity is experienced in managing services in hurricane-prone environments and has worked with many of its customers to provide necessary transportation during storms and other weather emergencies. As necessary MyCity will deploy support from our current Texas or Florida locations to support these efforts.

Once the all clear sign has been given and the city or county have declared that it is safe to resume services, MyCity will enact its plan to resume service, beginning with the most essential routes and ramping up over a period to full service. The length of the phased in restoration will depend on the



severity of damage to the community, the fleet, and the facility, as well as direction from CITY OF HOLLYWOOD.

Mr. James Crosby has extensive experience in the procedures to safely evacuate citizens in the case of emergencies. He will be deployed to the area as essential personnel to oversee the operation during the emergency.