System Upgrade

GENFARE

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- **Training Budgetary pricing – Includes management reserve, will not be invoiced unless used. Budgetary line item.**

Description of upgrade

This quote is for budgetary purposes. Quote is based on current knowledge of system with the information provided by Key West. A full system evaluation and survey would need to be completed before Genfare can provided Firm Fixed Pricing. This document and pricing includes all functionality possible. Key West can descope portions. Genfare has provided the hardware in a separate Budgetary quote to assist Key West the ability to extend functionality, assist riders with the ease of options to pay their fare.

The Genfare hardware upgrade allows for Key West the ease of a seamless transition, knowledge of the system and how to maintain. This budgetary quote will allow CATS to capitalize on their existing and future investment to provide future functionality.

GENFARE

Genfare's Mission

Genfare elevates public transit by building mobility solutions that **simplify** the rider experience, **empower** equity, and **connect** communities.

Meeting community needs

The mobility ecosystem must anticipate all the ways that travelers want and need to move by understanding the community and their preferences.

Building multi-vehicle end-to-end solutions

Support all types of mobility solutions no matter the type of vehicle and enable and accept whatever payment type is in the rider's pocket.

Realizing value and being cost-effective

For transit to be valuable it must provide value to riders. Deliver cost effective value-added solutions to meet any sized agency's needs, schedules, and budgets.
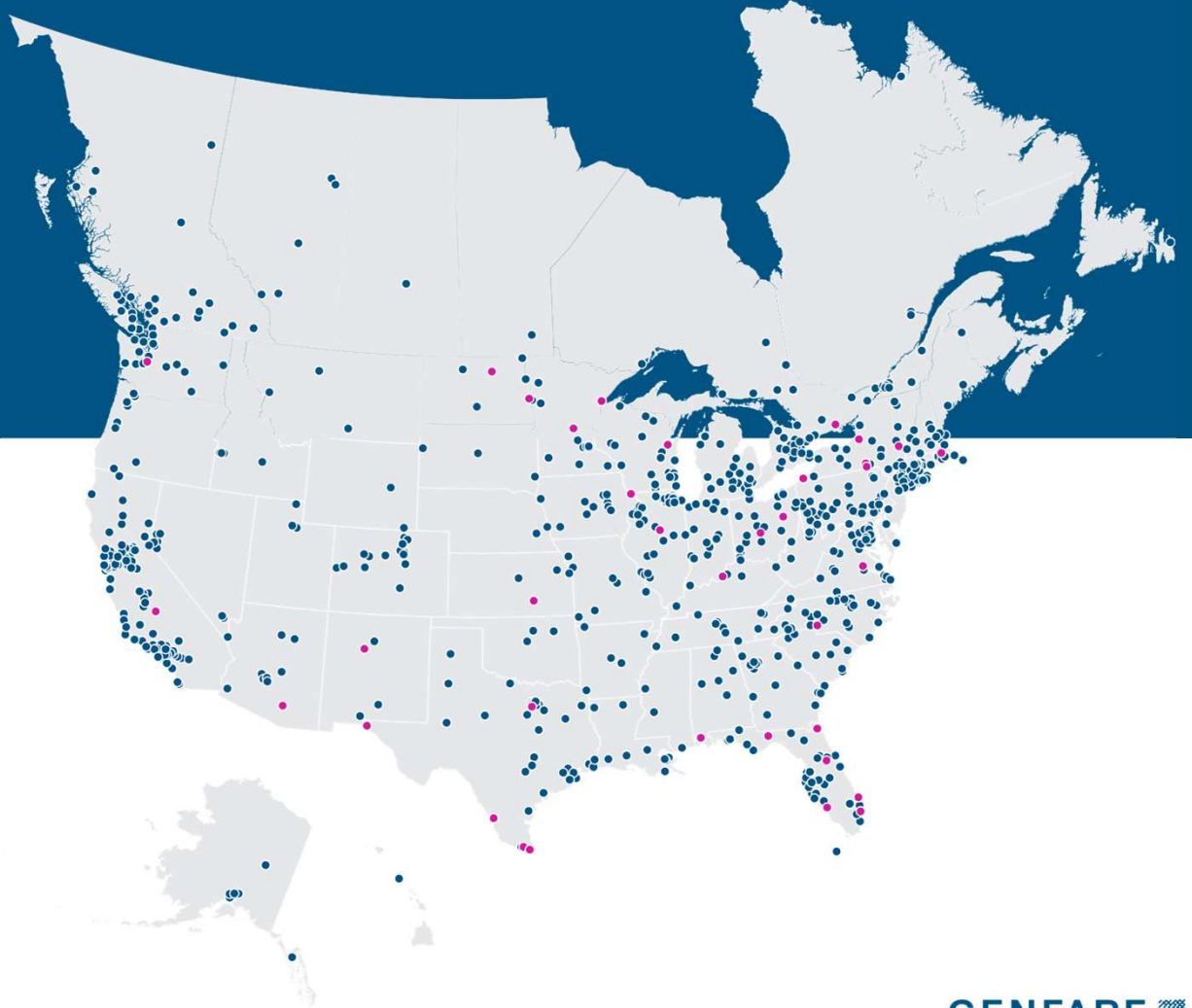
Genfare proprietary information.

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Genfare's Customers

Current Genfare Customers
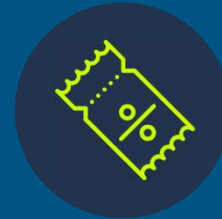
Genfare Link & Mobile Link Customers

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Drive Equitable Mobility

Connections with partners

Cash digitalization solutions

Fare capping programs

Anonymous accounts

GENFARE

Backoffice

- Cloud-based fare collection system
- Single configuration point
- Configure partner organizations
- Comprehensive reporting engine
- Manage fares and sales channels
- Real-time monitoring of hardware
- Tap-and-go processing
- Integration point

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Reporting

Information on pass usage by route, stop, etc. Insights into where additional replenishment channels may be needed for cash heavy locations.

Single point of truth around all fare collection information across all modes.

Hosting Environment Benefits

- 99.9% system up time availability
- Reduced IT burden
- Reporting and data visualization tools accessible from any web-enabled device with proper credentials
- Ongoing software updates and new features at no additional cost
- PCI-DSS and EMV certified

"Warm Site" kept ready for disaster recovery

- Continuous RDS/DB replication between East and West
- No data loss if U.S. East goes down

Link's cloud architecture provides multiple levels of redundancy

East – Production Site

- Database instances distributed over 3 availability zones in U.S. East region (Virginia)

West – Disaster Recovery Site

- 1Zone – U.S. West (Oregon)

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Fast Fare Farebox

The Fast Fare farebox allows you to easily introduce or expand use of electronic fare media

- Supports tap-and-go (Visa, Mastercard, Discover)

- Accepts cash and coin

- Supports smart cards, mobile ticketing, and print and digital barcodes

- Frequent cellular probing via mobile router while en route to support account-based validation

- Wi-Fi probing—obtain latest Master Status List on morning pullout, upload remaining transactions, events at day's end

- Attractive design—user-friendly interface

Mobile Ticketing

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Mobile Link

- Custom branded experience
- Account setup
- Maps
- Multi-modal trip planning
- Routing

✓ **Alerts**

✓ **Select pass type**

✓ **Purchase pass**

✓ **Visual validation**

✓ **Electronic validation**

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Open Payment

Open Payment

Genfare's farebox and open link validator technology allows for contactless payments.

- Most secure way to prevent against fraud due to ongoing PCI-DSS certification and bank card standards

- Supports tap-and-go contactless fare payment (Visa, Mastercard, Discover)

- Account-based supported

- Fare capping supported

- Reduces dwell time due to faster boarding

- Familiar driver and rider operations

- Attractive design and user-friendly interface

- Data can be transmitted to backend via on board cellular or Wi-Fi communications

| Genfare proprietary information.

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Payment Processing

GenPay Payment Processing

Single payment processing service to handle all credit and debit card transactions

One stop shop for all payment transactions through Chase Merchant Services

- Supports Visa, Mastercard and Discover

- Web portal availability to support customer transaction lookup, disputes and all Customer Service Representative (CSR)-related use cases

Tap-and-go

- Open Link Validators (OLVs) and Fast Fare fareboxes

- Contactless EMV (cEMV) transactions

  - Physical bank cards

  - Mobile wallets (Apple Pay, Google Pay, Samsung Pay)

E-commerce and retail transactions

- e-Fare

- Administrative point-of-sale (APOS) and retail point-of-sale (RPOS) terminals

- Ticket vending machines (TVMs)

- Handheld inspection devices (HHIDs)

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GenPay

Open payment devices

e-Commerce
e-Fare

Retail
GENFARE

Encrypted transaction data

GENFARE link.

Full payment processing

GEN pay

CHASE
Merchant Services

GENFARE

Retail Solutions

GENFARE

e-Fare Rider Portal

Benefits and Value

- Rider account management, anywhere any time through any web-enabled device

- Custom agency branding

- Reduces the burden of buying and selling tickets face to face

- Immediate fare product availability once purchased

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APOS

Administrative Point-of-Sale Device

- All-in-one customer service terminal

- Web order fulfillment

- Expansion of sales network

- Customer account management

- Cash digitization

- Bulk encoding

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RPOS

Retail Point-of-Sale Device

- Easy expansion of sales network
- Customer account management
- Cash digitization
- Offload cash handling to retail partner
- Small footprint

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3 Year Pricing

Optional Budget Items