



Via Transportation, Inc.  
10 Crosby Street, 2nd Floor  
New York, NY 10013  
www.ridewithvia.com

**Applicant:** NoMad Transit LLC (“*NoMad*”)

*NoMad uses the proprietary mobile apps and software of its parent company, Via Transportation, Inc. (“Via”). NoMad and Via provide the information below.*

### **NoMad’s Driver Training Program**

NoMad’s onboarding and driver training are focused predominantly on safe driving, obeying local traffic laws and preparing drivers for some of the most common ride-sharing challenges. Driver partners are required to participate in Via’s online trainings regarding how to use the Via system and a driver partner’s obligations to obey safety and traffic laws. These trainings also cover Via’s antidiscrimination and accessibility policies, as well as Via’s zero-tolerance policy for substance abuse.

### **Application**

Drivers must complete an in-person screening and criminal background check (including a check of their motor vehicle record). Drivers will also be screened to ensure they meet qualifications such as:

- At least 21 years old
- Valid California driver’s license
- Valid personal auto insurance
- Vehicle that meets inspection criteria

### **Background Check**

NoMad will conduct independent background checks of each candidate who passes the initial screening using an accredited third party background check vendor, Checkr. NoMad also periodically re-runs background checks on driver partners who remain active on the Via platform.

Using these background check reports, NoMad will screen for and disqualify candidates and drivers who have been convicted of the following within the past 7 years:

- Driving under the influence of drugs or alcohol,
- Fraud,
- Sexual offenses,
- Use of a motor vehicle to commit a felony,
- A crime involving property damage,
- Theft,
- Acts of violence,
- And acts of terror



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Additionally, NoMad will obtain and review each driver's driving record before he begins providing service. Drivers will be disqualified if their records show convictions for:

- Reckless driving
- Driving under the influence
- Hit and run
- Driving with a suspended or revoked license
- Having more than two points on their driving record.

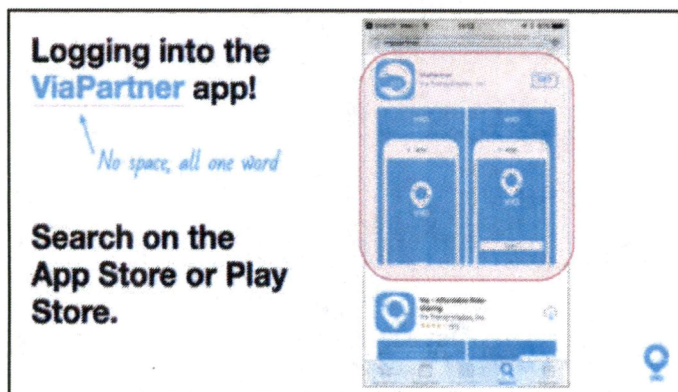
### Training

#### *A. Required training*

Via offers in-person and digital training as part of the Via registration process to ensure Via's high safety and customer service standards. The training includes the use of PowerPoint slides and tutorial videos, which are provided to drivers in hard copy and electronically for future reference. We also provide drivers the following video link, which they can continue to refer to for training refreshers: <https://vimeo.com/223357363/d2ef71d616>.

In addition to the video, the initial training course includes the following modules:

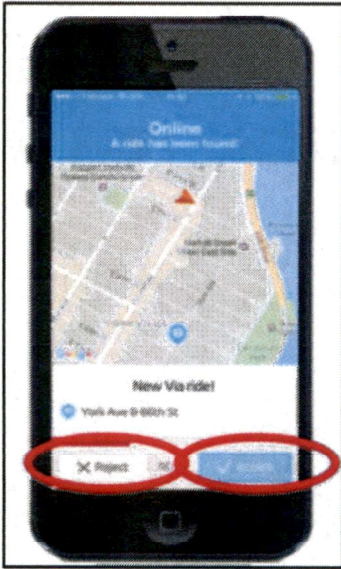
- How to download the Via app and sign in.



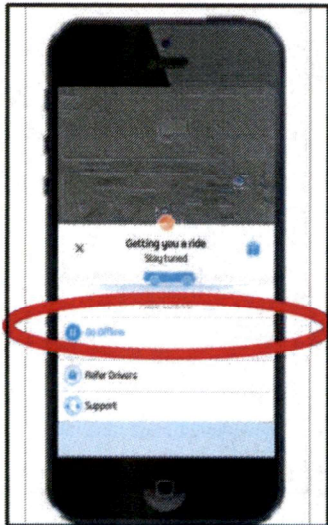
- How to confirm rides.



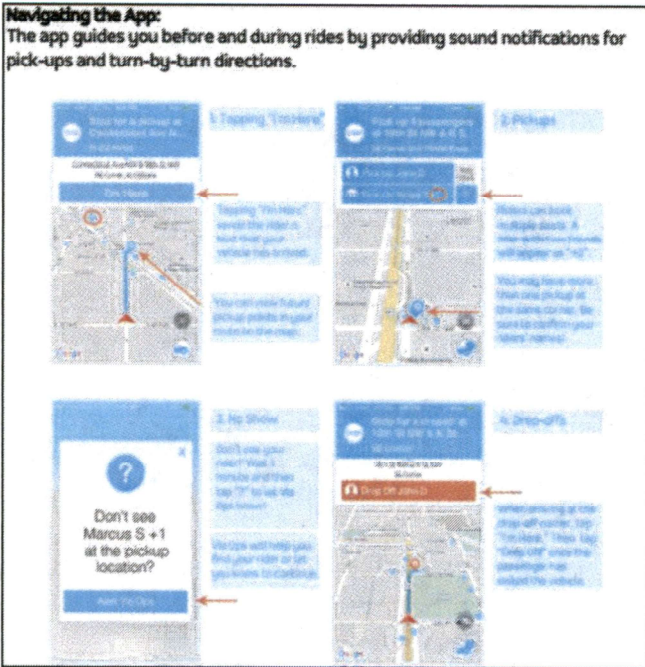
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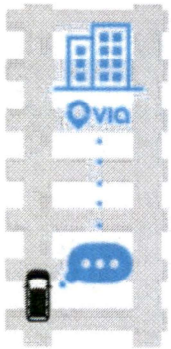
- How to go offline.



- How to navigate using the Via app—driving, pick-ups, and drop-offs.



- How to contact the operating center when a driver needs to report an incident or when a driver needs general assistance.



- Via prides itself on offering real time support to both drivers and riders
- If drivers have an issue on the road, they are encouraged to pull over to a safe location and to call or text Via Ops for further guidance.
- If a driver is involved in a safety altercation, Via mandates that the driver must contact Via with information so that an incident report can be completed

- Trainings for accommodating passengers with special needs—children, people with disabilities (mobility limitations, visual impairments, hearing impairments, and other types of disabilities), and people with service animals.



## Via Customer Service Policies



- + Children under 13 must be accompanied by an adult.
- + 13-18 year olds can ride with a parent's /guardian's consent.
- + All children count as a +1.



- + Please assist riders with disabilities.
- + If, for some reason, you are unable to, please call or text Via Ops immediately.



- + Service animals are welcome in Via.
- + Other animals must be in an airline-approved carrier.



### *B. Supplementary training—strongly encouraged*

After a new driver completes the first ride, to make sure that drivers have fully understood the functionalities of our app, we provide a troubleshooting guide via e-mail. It includes an audio guide and a summary table, with the most frequent issues drivers tend to encounter during their time online. As outlined above, we also provide 24/7 live support to our driver partners. As such, this guide is complementary to the other resources offered.

We also send periodic emails to drivers to remind them of best practices and how to deal with difficult situations. We also send a specific email that outlines the need to comply with city-wide regulations and specifying exactly what those regulations are in the specific city (we have included a New York City example below). Some of these emails also include snippets of Via's main training video trimmed down into more digestible chunks. This way drivers can easily undertake a 30-second refresher on key topics.

Finally, in the event that a driver has poor rider ratings or feedback, frequent occurrences of off-routes or other indicators that he or she may not fully understand the Via system, we ask that they come back into the Via office for an in-person re-training. This might include a one-on-one interactive demonstration on how to use the software, a personalized training on safety issues and traffic laws, or a ride-along with a more experienced driver partner. In other locations where we operate service, we also have a formal mentoring program, where new driver partners can opt-in to a program that pairs them with a more experienced driver partner, to provide safety tips and help them navigate their role in the sharing economy.

### **Example 1 – Summary table with most frequent driver issues answered**

This is the summary table we send to drivers with the most frequent questions answered as a troubleshooting guide. This provides drivers with a resource that they can continually refer back to.



Starting Shift / Login Issues	20	I log in to the ViaPartner App using my email address, license plate and password. If I receive an error message regarding the information I've entered; I erase all fields completely, re-enter my credentials without any spaces, and try to log in again. If I get any other error message, I text Via Ops.
Troubleshoot 1: No-Shows	60	<p>Unlike a private ride, with a shared ride I cannot wait very long at the pick up corner if the customer does not arrive on time.</p> <p>If I haven't seen the rider after waiting for 60 seconds, I tap this button on my ViaPartner App. This lets the Via Ops Team know that the rider has not arrived. Via Ops then reaches out to the rider to find out if they are close to reaching my vehicle.</p> <p>The rider may call me to coordinate the pick-up. The number they call is not my real phone number, just a temporary masked number, so I don't have to worry about the rider calling me later.</p> <p>After I've notified Via Ops, I wait another 60 seconds. If the rider still hasn't arrived, or the Via Ops Team has sent me a text that the rider cannot make it, I press "No Show" in the App.</p> <p>When I press "No Show" in the App, this cancels the ride from the system and charges the rider a cancellation fee. I wait until I have pulled away from the corner before pressing no show, as in some cases a rider will arrive at the very last minute.</p> <p>If the rider arrives after I press No Show, I let him or her in my vehicle and text the Via Ops team to let them know.</p>
Troubleshoot 2: Missed Pickup	31	<p>Safety is my top priority, so I always keep my eyes on the road. When I can safely look at it, I pay attention to the ViaPartner App and keep an eye out for upcoming stops so that I don't miss any pickups.</p> <p>If I realize I've missed a pickup, I pull over immediately and text or call Via Ops.</p> <p>The Via Ops Team helps me to figure out a solution to pick up the rider: if I am still nearby, they will communicate my location to the rider to and ask him or her to walk towards me. It is often faster to have the rider walk to me instead of looping around the block, especially if other riders are in the car.</p>



<p>Troubleshoot 3: Routing Issues</p>	<p>60</p>	<p>In a shared ride system like Via, I follow the suggested route in the App to ensure I make all pick-ups and drop-offs. The Via System is designed to allow people to share rides efficiently, and it helps me maximize the number of riders I can serve when working on the Via Platform.</p> <p>Via's superior technology ensures optimal routes: it takes into account turn restrictions, traffic, and known obstacles in order to find the most efficient route for all of the riders in the car.</p> <p>However, if I encounter an obstacle on the suggested route, such as a garbage truck, an accident, or an unexpected street closure, I use my skills as a driver and my knowledge of the city to find the quickest and most efficient way around the obstacle.</p> <p>If I do get stuck for several minutes behind an obstacle, I always let the Via Ops team know immediately, by sending them a text. They can then alert my next rider of the delay, which helps keep the rider aware of my expected arrival time.</p>
<p>Troubleshoot 4: Accidents</p>	<p>24</p>	<p>Hopefully this never happens, but if you do get into an accident, the safety of you and your riders is our #1 priority! Please make sure to check on all individuals involved and always call 911 if needed.</p> <p>Please always alert Via Ops of any accident, even if it is a minor accident without any injuries or damage. We want to make sure we can help you with filing a police report, an insurance report, and will follow-up with your riders if needed.</p>
<p>Troubleshoot 5: Rider Incidents</p>	<p>15</p>	<p>We're also ready to assist you in difficult rider situations, please use your best judgment and call/text Via Ops whenever you are in an escalated situation or feel unsafe. We are available for your support and can help remind riders of the Via Guidelines.</p>
<p>Positive feedback</p>	<p>19</p>	<p>Luckily, most drivers never experience any of these troubled events and have many happy rides with happy riders. We hear many great stories from both drivers and riders about wonderful conversations during Via rides and connections that are made. Whenever you have a Via story that you'd like to share, please let us know, we'd love to hear it!</p>



## Examples 2 and 3 – Email tips to complement training videos

These are weekly email tips that we send to new drivers to remind them of some of the information we cover in our training videos. The goal is to help new drivers with some of the common issues we get asked about.



Hi Via Hero,

Life on the road as a ViaHero can be busy, and we want to make sure your rides go as smoothly as possible! Here are some tips for completing rides in the ViaPartner App:

### Logging In:

- Trouble logging in? **Check the spelling of your email address and license plate.**
- Remember, in ViaBlue mode you have 1 hour to reach your first terminal
- When you're going online, check your app for high demand & rocket zones

### Pick-Ups:

- The ViaPartner App will direct you to a **specific corner of an intersection** (ex: South East) where your passenger will be waiting for you
- Remember, your **rider may call you** if they have trouble finding you
- **Confirm your rider's name** to ensure you've picked up the right person
- **Call or Text Via Live Support for unannounced +1s** or any other ride adjustment

### Drop-Offs:

- If a rider requests a different drop-off, please try to accommodate
- Remember, you may have a drop-off and pick-up on the same corner

### Going Offline:

- In ViaBlue mode, take a break by pressing the "Take Break" button, or press "End Shift" when you're ready to go home
- In ViaFlex mode, you can press "Go Offline" whenever you want to stop receiving rides

Questions? Check out our [Support Page](#) or reply to this email, we're here to help!

- Team Via



Hi Via Hero,

You are well on your way to becoming a Via Expert! We hope your experiences on the road so far have been great! To make sure you have the resources you need, check out our tips below:

### No Shows:

- When you do not see the passenger at the pick-up after 1 minute, please press the "T" button
- The rider may call you, keep an eye on your phone
- If the rider hasn't arrived after waiting another 60 seconds, press "no-show"
- **Always let the rider on board** if they show up after pressing "no-show" and call Via Live Support

### Missed Pick-Ups:

- If you realize you've missed a pick-up, always call Via Live Support
- Team Via will let you know if you should go back to the pick-up corner

### Routing:

- Follow the suggested route as much as possible
- If you encounter an obstacle, please re-route
- When you need to make a large de-tour, notify Via Live Support

### Incidents & Accidents:

- Always notify Via Live Support about any accident or tricky rider situation, we can help!
- Report accidents to the [B.C.F.](#), they can help with workers compensation

Questions? Check out our [Support Page](#) or reply to this email, we're here to help!

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#### Example 4 – Email focused on city regulations and Via guidelines (NYC example)

A specific email that we send to all drivers to remind them of Via guidelines and local regulations. This is an example email we have for New York City drivers. Per our enclosed description of our accessibility policies, this email includes a reminder to board service animals. Once we receive our California license, we will create a California-specific email to remind drivers of CPUC regulations and guidelines.



Hi Via Hero,

By now, you've interacted with many members of the Via Community. As you know, "Happy Riders" mean "Happy Rides"! Check out our rider guidelines and customer service pro-tips to help boost your rating!

#### Rider Guidelines:

Via riders are the best! Our riders know Via is a shared service and are committed to follow these rules:

- "Be ready and waiting"
- "Avoid phone calls"
- "Don't eat or drink"
- "Be considerate"

#### City Regulations and Via Guidelines

There are a few important Via Guidelines and City Regulations that are important to be aware of:

- Pets are welcome in airline-approved carriers and by TLC law you must accept service animals
- Via is a cashless systems, drivers should never ask for cash/tips. Remember that costs such as tolls will be automatically reimbursed
- TLC regulations state that you must accommodate rider requests for radio and car temperature

#### Customer Service Tips:

Via Partners go the extra mile to provide great service. Here are some pro-tips based on rider feedback:

- Make sure your car is clean
- Delight riders with some candy or a small treat
- Be Positive, a simple smile and "Hello" can leave a lasting impression
- Play relaxing music. Classical and jazz radio get great reviews
- Drive smoothly, avoid accelerations or braking

Reply to this email if you have any questions and we'll be in touch!

- Team Via





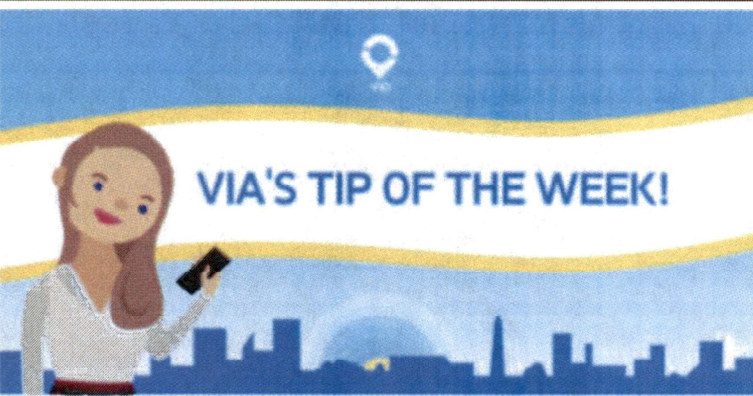
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**Example 5 – Email reminder of what to do in case of an accident**

This is an email reminder that we send to drivers periodically to remind them of the recommended steps for them to take when they are involved in an accident. Again, this is a New York City example. Once we receive our California license, we will create a California-specific email to remind drivers of the appropriate authorities to contact in case of an accident.



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**VIA'S TIP OF THE WEEK!**

### What to do if You Get into an Accident

Happy Friday!

We know that driving in the city can be challenging at times. We hope you will never be in this situation, but we know that accidents may happen. Your safety and the safety of those around you is always the first priority. Here are a few best practices for when you are involved in an accident while driving with Via, helping you recover as quickly as possible. - Let's hope you will never need them!

**What should I do when I get into an accident?**

1. Contact the necessary authorities; call 911 right away if needed.
2. Call and/or text Via Dispatch to notify us of your accident and the status of everyone involved
3. Take all the time you need to recover and get back to full health!
4. If a police report was filled out, email the report to [nycdrivers@ridewithvia.com](mailto:nycdrivers@ridewithvia.com)

**What kind of assistance can I receive after my accident?**

You can always email the Via team or visit us in person at the Via driver center with any concerns! If you are physically injured while driving with Via you should seek assistance from the [Black Car Fund](#). The Black Car Fund can provide you with medical benefits and workers compensation.

*Did you know that the Black Car Fund also provides BCF Wellness, Safety and Education training as well as State Certified Defensive Driving & Safety courses? You can even earn money whilst learning these valuable skills!*

As always, if you have any questions or comments please email Via Ops at [nycdrivers@ridewithvia.com](mailto:nycdrivers@ridewithvia.com)

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**Example 6 - Emails with smaller video extracts, which allow drivers to digest key information in smaller chunks.**

Our video tutorial is extremely comprehensive but can be overwhelming when watching the whole video in one sitting. As such, we complement the longer video with shorter training modules to help drivers address the most commonly raised concerns. Each video clip is less than 15 seconds, which make them an easy resource for drivers to continue to refer back to. The below are screenshots of those emails.



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Hi there,

Check out the below videos on logging into your ViaPartner App, going on and offline, and marking riders as picked up. These are important tips, make sure to watch these videos before driving with Via!

These tips will ensure your rides go as smoothly as possible.

#### Logging In:

- Trouble logging in? Check the spelling of your email address and license plate



#### Going Offline:

- You can press "Go Offline" whenever you want to stop receiving rides



#### Pick-Ups:

- The ViaPartner App will direct you to a street corner (i.e. South East) to pick-up your passenger
- Remember, your rider may call you if they have trouble finding you
- Confirm your rider's name to ensure you've picked up the right person

