

promoting the Program, including (but not limited to) printed collateral, digital materials, websites, and any vehicle wraps. The “powered by Via” banner will have equal prominence on all marketing materials to any additional partner logos or trademarks. Via may provide pre-approved brand assets and guidelines that must be complied with in all marketing communications distributed by the Customer.

All Customer-developed content that pertains to Via’s brand, technology, and operations must be reviewed and approved in writing (i.e., email) by River North before distribution. A minimum of five business days review time must be provided in advance to River North for its review.

River North shall provide marketing strategy for the River North, including the following activities and tactics:

- Develop a marketing plan to guide the overall strategy and tactics to drive Rider awareness, acquisition, and growth.
- Design key marketing collateral (print and digital).
- Design vehicle branding/graphics in coordination with the Customer.
- Create virality by providing an intuitive and frictionless referral program with customizable incentive structures that creates opportunities for Riders to become the service’s biggest ambassadors.
- Propose and implement in-app promotional programs to drive Rider activation, retention, growth.

Customer shall assist with the execution of the marketing plan and promotion of the Platform to Riders, and will coordinate closely with River North in all respects, including the following activities:

- Develop a media relations plan to drive publicity for the service unique to this area, including a press release and kick-off event that is planned in conjunction with River North. All key project messaging used for public relations purposes is to be developed in collaboration with River North. Any media announcement on the Program will be made available for River North’s review and approval prior to the Launch Date.
- Implement community outreach plan by meeting with key organizations and community members ahead of Launch Date and throughout the Duration of Program to educate, build awareness, and garner support for the service.
- Engage with local city leaders and politicians; request support in reaching out to their communities through their own communication channels.

The Customer shall provide River North with a detailed marketing plan for the portions of marketing that the Customer is leading at least 4 weeks before the launch of the service. River North and Customer will work collaboratively to refine the plan as needed. For the avoidance of doubt, River North will have the flexibility to execute similar marketing initiatives as the Customer at its own expense. In such cases, River North will coordinate with the Customer in advance.

11. Data Sharing & Reporting

River North will share data from the Program as set forth in Appendix 1 (the “Program Data”).

The Program Data shall be made available in formatted numerical and graphical reports.

River North shall provide the Customer with the data required to report to the National Transit Database (NTD) in compliance with FTA requirements.