

City Solutions, LLC  
1170 Haynes Bridge Road  
Suite 205-382  
Alpharetta GA 30009

May 19, 2017

James Drinkard  
Assistant City Administrator  
City of Alpharetta  
2 Park Plaza  
Alpharetta GA 30009

RE: Letter of Intent to provide temporary transportation services with Polaris GEM Cars for a 56 day period (32 actual operating days) in the City Center of Alpharetta. This service will include a technology package that can be enhanced as the shuttle service develops or expands past the Pilot Program period. We plan to deploy an introductory technology package during the initial pilot phase to allow for business and customer input prior to full release. Examples of features will be – request a ride feature, shuttle tracking and locator service, social media sharing, and location of available parking.

Dear Mr. Drinkard,

We are pleased to present a Letter of Intent to you for transportation services for the City Center of Alpharetta. Our operating brand, Easy Ride Alpharetta, will boast a “free ride” at the sponsorship of the City of Alpharetta. We look forward to providing the best technology and transportation services available for the City of Alpharetta. Our hope is that we can grow the services into a larger service area connecting multi points of “mixed-use” developments and reducing the traffic between these points of destination. The Easy Ride Alpharetta service is beyond a free ride between two points, it’s an experience to enjoy an eco-friendly ride through the city while connecting through technology and sharing that fun filled moment with friends on social media. We’d enjoy the opportunity to share our program with you in greater detail. Please find below the highlights of the Intent for your pilot program.

Branded Name: Easy Ride Alpharetta

Operator: Jeremy Scott (an Alpharetta resident with 16 years’ experience in the parking and transportation industry with AmeriPark)

Shuttles: 2 x 6 passenger Polaris GEM Electric Car (see attached photos). These two cars are both 100% electric, zero-emission vehicles.

Operating Hours: 8-week trial program, 8 hours of operation a day. Initial plans project days/hours of operation as Thursday-Sunday (Lunch 11:30am-1:30pm)

(Evening 4-10pm). Lunch service is one shuttle, Evening service or “peak” hours with two shuttles running. Exact days and hours of operation can be refined and adjusted based on meeting anticipated demand for city activities while complying with operational parameters of the pilot program.

**Service Area:** City to provide a defined route of service in the downtown corridor with multiple designated stops of service points. The City is responsible for any additional signage along the route for public awareness of route and stops. Additionally, the City will provide space within the parking garage for storage and charging of vehicles.

**Costs:** 8-week program includes 32 days of operation.  
\$27,200

**Operations:** Easy Ride will provide all staffing and operational support which includes insurance coverage to operate the vehicles. Easy Ride will provide the two eco-friendly GEM Cars as detailed earlier.

**Website:** WWW. EASYRIDEGA.COM “COMING SOON’  
We are happy to provide details of the program in an interactive demonstration session.

**Smartphone App:** The customized Alpharetta-specific application compatible for both iPhone and Android technology is currently in BETA. It will be a multi Feature- business and consumer friendly application providing value to the community. This allows a rider to download an APP, request a ride and visually see where the shuttles are located in their route.

We look forward to working with you and the City of Alpharetta to offer this exciting transportation and technology platform. We wanted to create a unique ride service that boasts eco-friendly ride, technology engagement, advertising for downtown businesses, and a fun social media integrated experience.

Thank you,



Jeremy Scott  
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# EASY RIDE Alpharetta

