

## Labyrinth Smart Mobility

Labyrinth Smart Mobility Inc. is registered in the State of Missouri as a C Corporation. LSM provides safe, scalable, sustainable, and equitable mobility solutions married with technology. Utilizing zero-emission, fully electric, on-demand vehicles LSM provides a turn-key end to end mobility solution through designated areas/zones. This Horizontal Elevator™ to ease travel through the zones without concern of ability to pay for the service but instead it is built into the infrastructure as an equitable amenity.

### Mobility Services

- On-demand microtransit
- Turn-key solution
- All-electric vehicles

### Website

- <https://labyrinth-mobility.com/>

### Contact

- Mark Minden, Executive Vice-President of Business Development,  
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### References

- City of St. Louis, MO
- Busch Stadium, MO
- Downtown St. Louis CID

### Experience



Labyrinth Smart Mobility Inc. (LSM) has experience providing transport solutions in Missouri, Arizona and multiple districts throughout the U.S. In the City of Saint Louis, MO, LSM operated in Central West End North and South Community Improvement Districts, MX Development, Busch Stadium and other locations. LSM has a combined experience of over 25 years in the microtransit mobility

arena and its team has over 60 years of combined professional experience in organizing and executing contracts.

LSM’s system provides equitable mobility via a turn-key solution consisting of safe vehicles, trained operators and management with established protocols enabling everyone to fully utilize the service regardless of individual circumstances. LSM provided ADA/Paratransit transportation for disabled people attending events at Busch Stadium and other areas in St. Louis, MO.

## Services

Utilizing zero-emission, fully electric, on-demand vehicles, LSM provides a turn-key end to end mobility solution through designated areas/zones. Intelligent electric vehicles that connect mobility through designated areas provide a platform for operational enhancements and data collection.

LSM’s system provides:

- Intelligent, safe vehicles with equitable mobility platform
- Multifunctional reservation/dispatch systems
- Zero-emission, electric vehicle provider
- Fleet management
- Efficient routing technology
- Multimodal functionality
- Vehicle telematics and other hardware
- Data collection for operations enhancement

## Equity



### Engagement

LSM provides support to manage stakeholder relationships with residents, visitors, public agencies, non-profit and business entities. LSM will provide a community-based education and outreach campaign program.

### Language

LSM hires locally and ensures representation from the communities it serves. LSM ambassador drivers are equipped with language translation technology.

### Unbanked

LSM service is free to ride.

### Access without Smartphone

A mobile device is not required to access LSM service. People without a phone can wave the shuttle down at a service stop to access the service.

## Accessibility

LSM provides ADA compliant, wheelchair accessible vehicles. Drivers are trained and have protocols for assisting visual and hearing-impaired passengers.

## Financial



### Cost

Cost sharing should include a parking facility provided by the partner organization to support operation deployment. The CMO voucher funding should cover \$95 per vehicle per operating hour, covering vehicle, operator, insurance and management costs. LSM operations will be based on needs and can be adjusted according to

data in order to right-size for efficiency.

### Pricing

LSM provides a turnkey, equitable mobility solution that can be offered with a fare free model.

### Revenue

This will be determined when creating the plan for the program. Expectations are monthly payments at minimum. The level of revenue sharing will be determined by the needs of the program. LSM requires a minimum revenue guarantee of \$300,000 per year.

### Financial Sustainability

LSM is committed to all projects in an ongoing manner. With a history of providing solutions across multiple programs, the LSM organization is staffed and has the resources to manage long-term projects. LSM identifies, solves and executes transportation solutions through a community-based approach and comprehensive communication plan. LSM provides a platform where multiple stakeholders come together to facilitate ongoing funding and resources for real solutions.

### Data

LSM's system collects data for internal, external and vehicle areas in a customized fashion based on the information/data needed. LSM shares data with partners to support service efficiency. All shared data is anonymized with no personal identifiable information included.

LSM provides data through a protected dashboard platform. LSM service data ownership and rights and/or licenses can be granted to partners or other third-parties. Recipients of data will be identified prior to the program.

