



P.O. Box 1749  
Halifax, Nova Scotia  
B3J 3A5 Canada

**Item No. 13.1**  
**Executive Standing Committee**  
**June 24, 2019**

**TO:** Mayor Savage and Members of the Executive Standing Committee

**-Original Signed-**

**SUBMITTED BY:** \_\_\_\_\_  
Julia Bremner, Chair, Advisory Committee for Accessibility in HRM

**DATE:** June 18, 2019

**SUBJECT:** MUVE Inclusive Technology Solutions – Integrated Mobility Alternative Business Model

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**ORIGIN**

June 3, 2019 Special Meeting of the Advisory Committee for Accessibility in HRM, Item No. 7.3.1.

**LEGISLATIVE AUTHORITY**

Administrative Order 2017-005-GOV, respecting the Advisory Committee for Accessibility in the Halifax Regional Municipality section 6 (c):

**Duties of the Committee**

6. The Committee shall advise Council, through the Executive Standing Committee, on matters related to persons with disabilities as follows:

(c) advise and make recommendations about strategies designed to achieve the objectives of the Committee

**RECOMMENDATION**

The Advisory Committee for Accessibility in HRM recommends that the Executive Standing Committee schedule and receive a presentation from MUVE Inclusive Technology Solutions on its Integrated Mobility Alternative Business Model.

## **BACKGROUND**

Peter Grande, Co-Founder of MUVE Inclusive Technology Solutions provided a presentation to the Advisory Committee for Accessibility in HRM at its meeting held on June 17, 2019 respecting an integrated mobility alternative business model that includes accessible, on-demand, pre-booked transportation services solution through mobile, desktop, and kiosk applications.

For further information, please refer to the attached presentation request and presentation provided to the Advisory Committee for Accessibility in HRM at its June 17, 2019 meeting.

## **DISCUSSION**

The Advisory Committee for Accessibility in HRM received the presentation at its meeting held on June 17, 2019 and forwarded the recommendation to the Executive Standing Committee as outlined in this report.

## **FINANCIAL IMPLICATIONS**

There are no financial implications associated with this report.

## **RISK CONSIDERATION**

There are no significant risks associated with this report.

## **COMMUNITY ENGAGEMENT**

Meetings of the Advisory Committee for Accessibility in HRM are open to public attendance. The agenda, reports and minutes of the Community Planning & Economic Development Standing Committee are posted on Halifax.ca.

## **ENVIRONMENTAL IMPLICATIONS**

Not applicable.

## **ALTERNATIVES**

The Advisory Committee for Accessibility in HRM did not discuss alternative recommendations.

## **ATTACHMENTS**

1. Presentation Request – June 17, 2019 Advisory Committee for Accessibility in HRM.
2. MUVE Inclusive Technology Solutions Presentation – June 17, 2019 Advisory Committee for Accessibility in HRM.

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A copy of this report can be obtained online at [halifax.ca](http://halifax.ca) or by contacting the Office of the Municipal Clerk at 902.490.4210.

Report Prepared by: Liam MacSween, Legislative Assistant, 902.490.6521

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**MacSween, Liam**

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**To:** Peter Grande  
**Subject:** AAC- contact

-----Original Message-----

From: Peter Grande <peter@gomuve.com>  
Sent: Thursday, June 13, 2019 3:48 PM  
To: MacSween, Liam <macswel@Halifax.CA>; Spicer, Mike <spicerm@halifax.ca>  
Subject: [External Email] RE: AAC- contact

MUVE - Connecting Communities through Universally Designed Transportation Technology.

MUVE is an industry leader in innovation, development and implementation of the first universally built and fully inclusive technology solution, serving people of all abilities and their extended family and caregivers. Our core values are rooted in the mindfulness and compassion that is crucial in tackling the many unique and important transportation inclusion issues which our communities are facing worldwide.

MUVE technology solutions focus on universal design. We offer accessible, reliable on-demand and pre-booked transportation services through our mobile, desktop, and kiosk applications, for door-to-door, arm to arm assistance. We aggregate accessible seats, from individuals with sedans & accessible vehicles, private transport providers including taxi, contractors, non-profits, as well as para-transit authorities into one seamless experience.

Our focus is on building communities with like minded needs, integrating with small business, non profit/charities, as well as corporate entities to offer social re-integration avenues through innovative initiatives & programs for people for all abilities.

Best regards,

Peter Grande  
MUVE



The first ride sharing service built for a fully accessibility friendly, door to door experience.



We Believe.

- ▶ Accessible transportation on-demand is a right, not a luxury.
- ▶ We all have the right to live a socially inclusive life, without barriers.
- ▶ Technology will help facilitate life for the 10-15% of the population living with disabilities.



## State Of Accessibility.

- ▶ Poor customer experience & human rights non-compliance.
- ▶ Taxi & private transport industry disrupted.
- ▶ Governments & cities seeking new solutions globally.



## Problems.

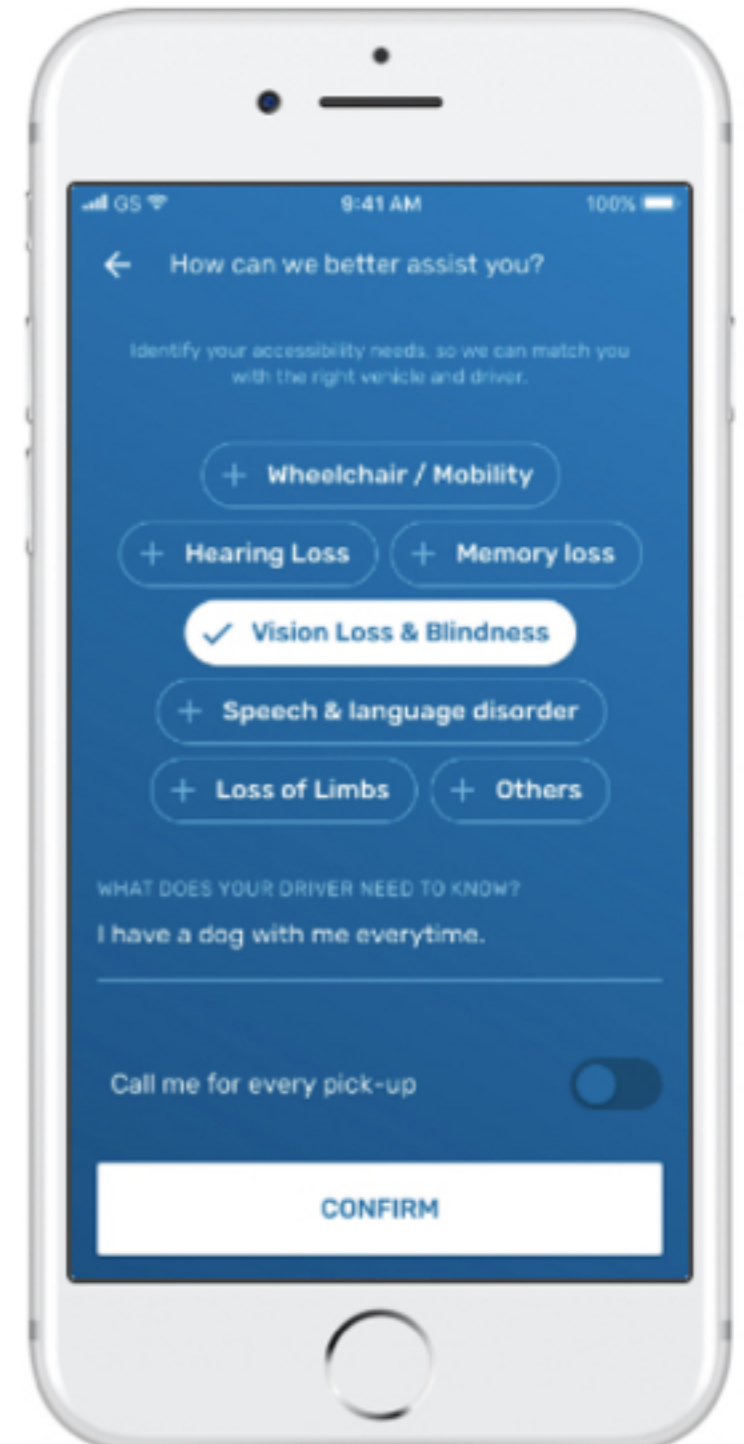
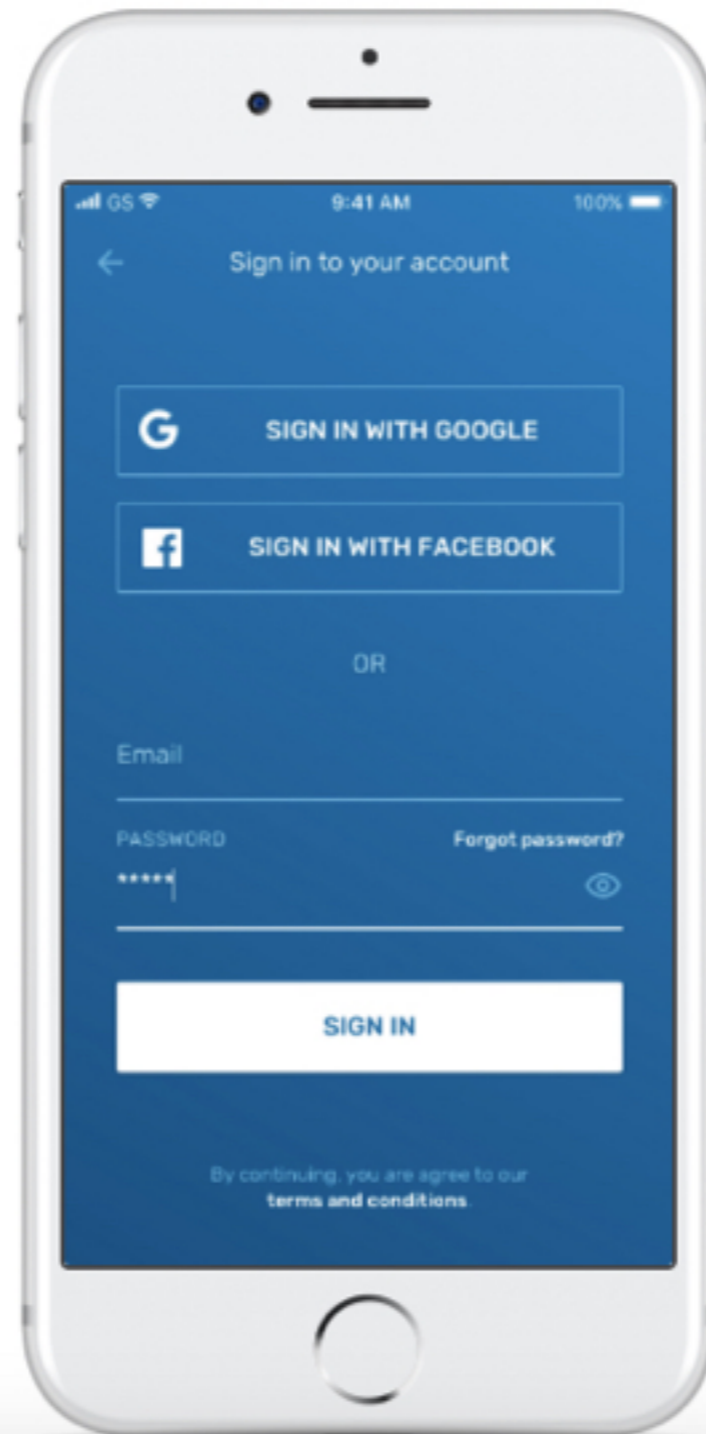
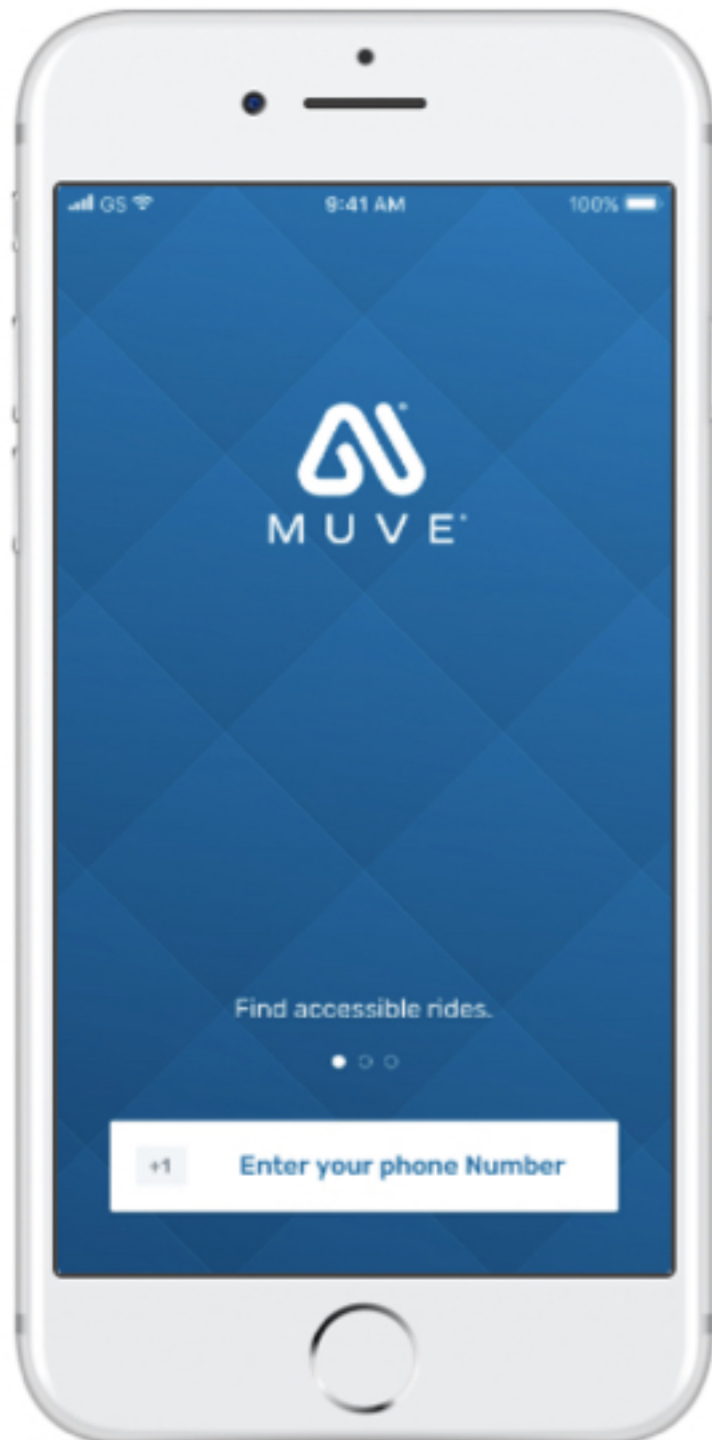
- ▶ No technology company offers a universally designed on-demand transportation solution.

### **Accessible Transportation Alternatives:**

- ▶ Expensive (45\$ on Average For Customers + Gov Subsidies)
- ▶ Inconvenient, booked 24-48H in advance by telephone.
- ▶ Dangerous, Lack of Driver Training.



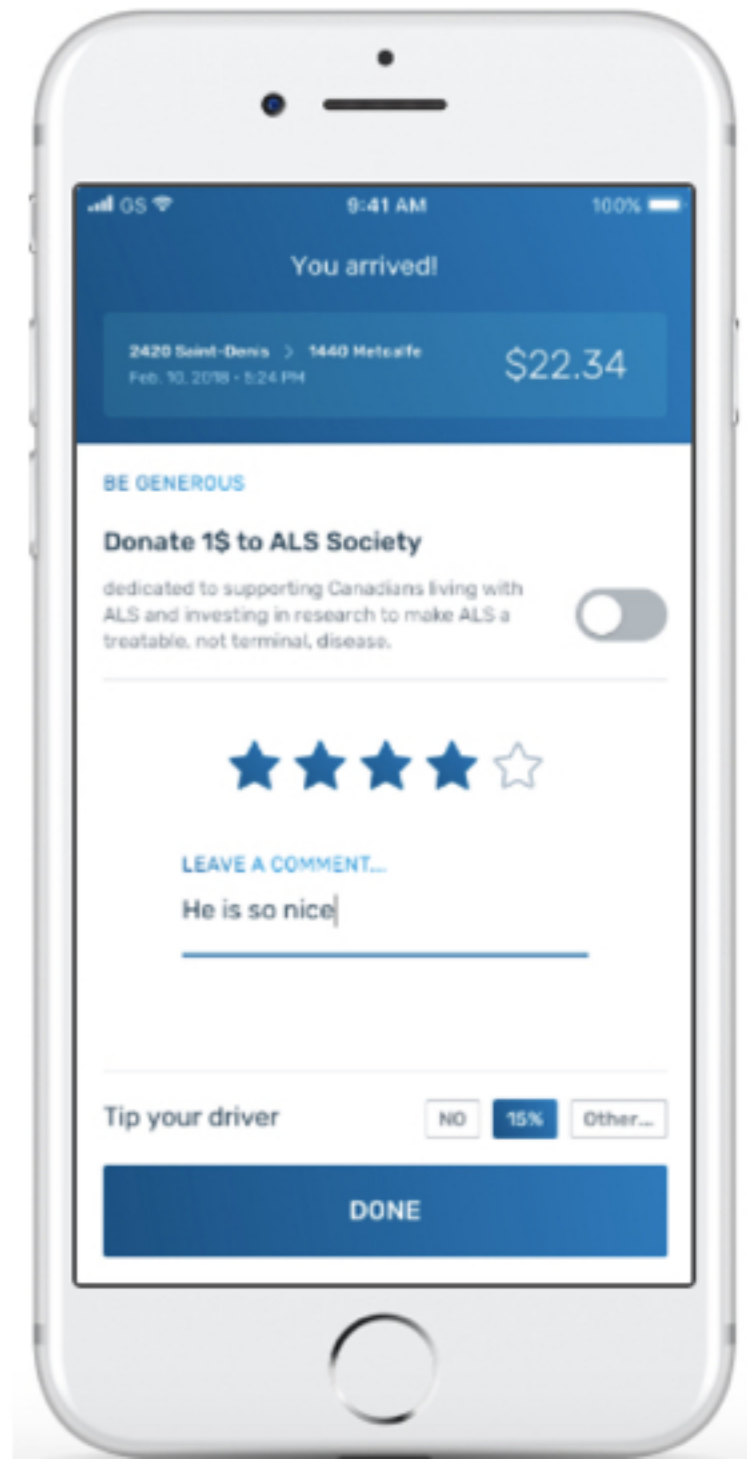
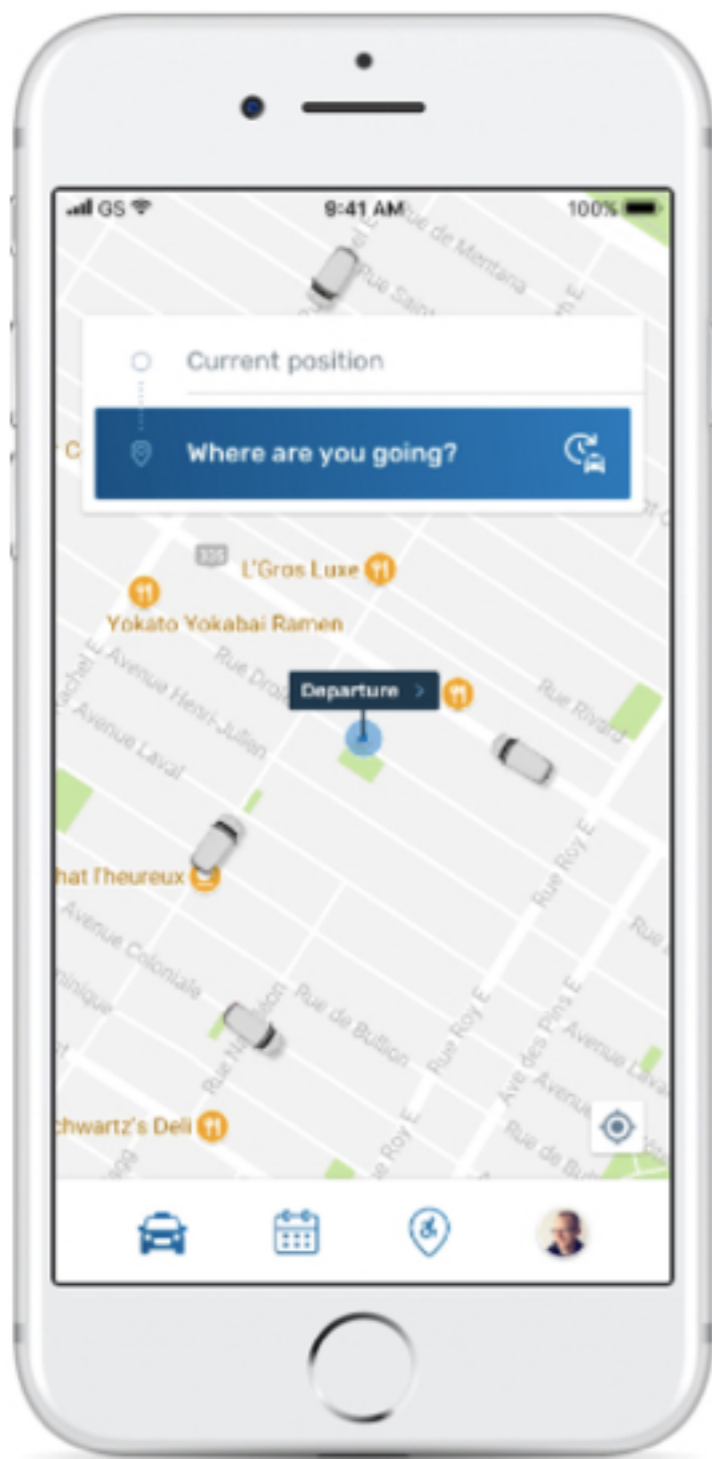
# Accessibility First.





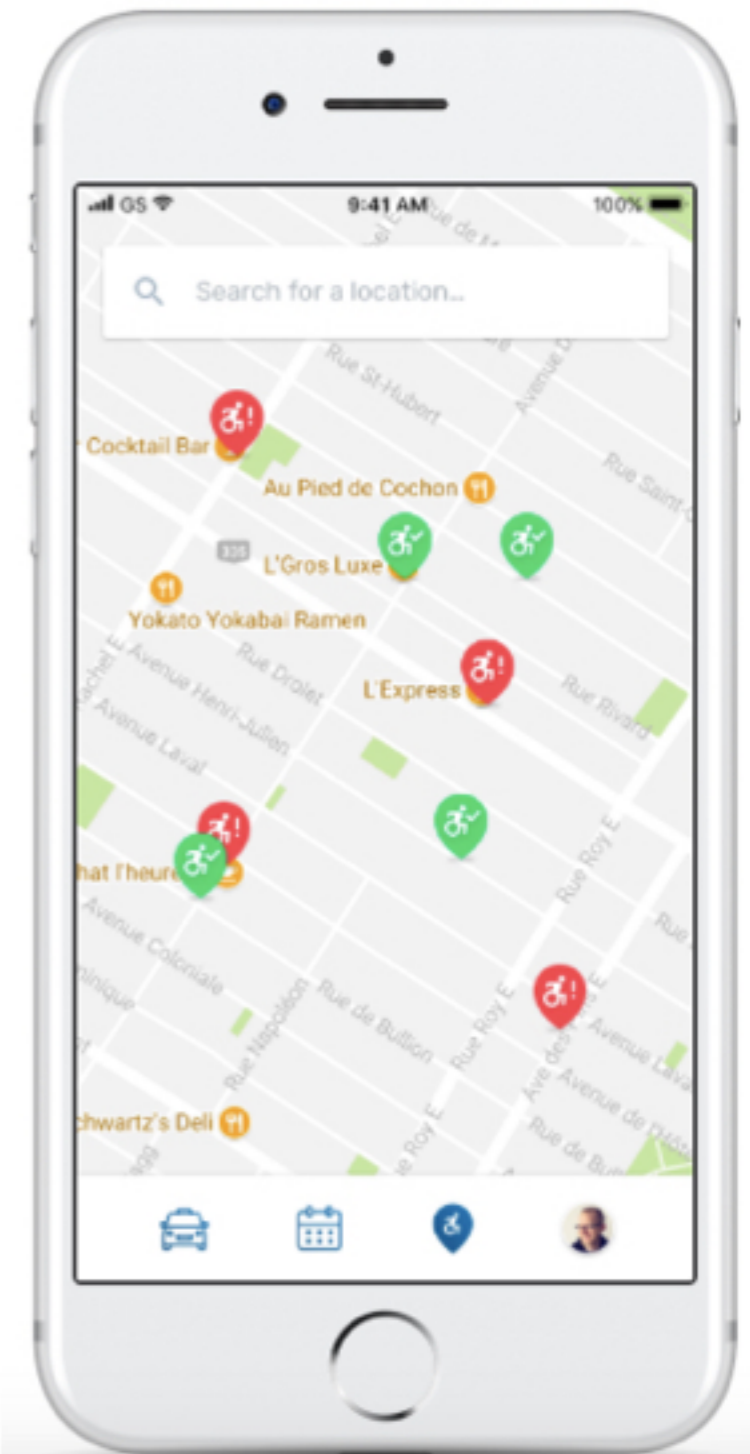
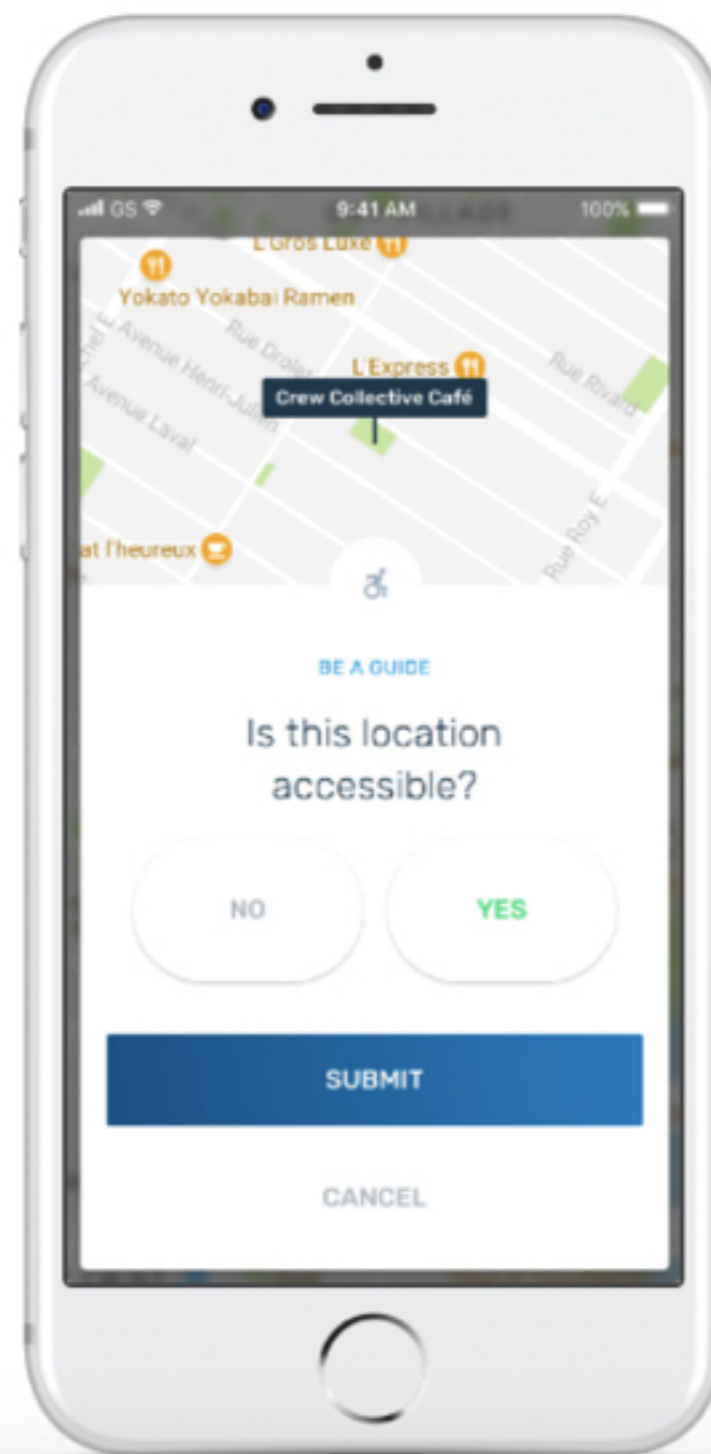
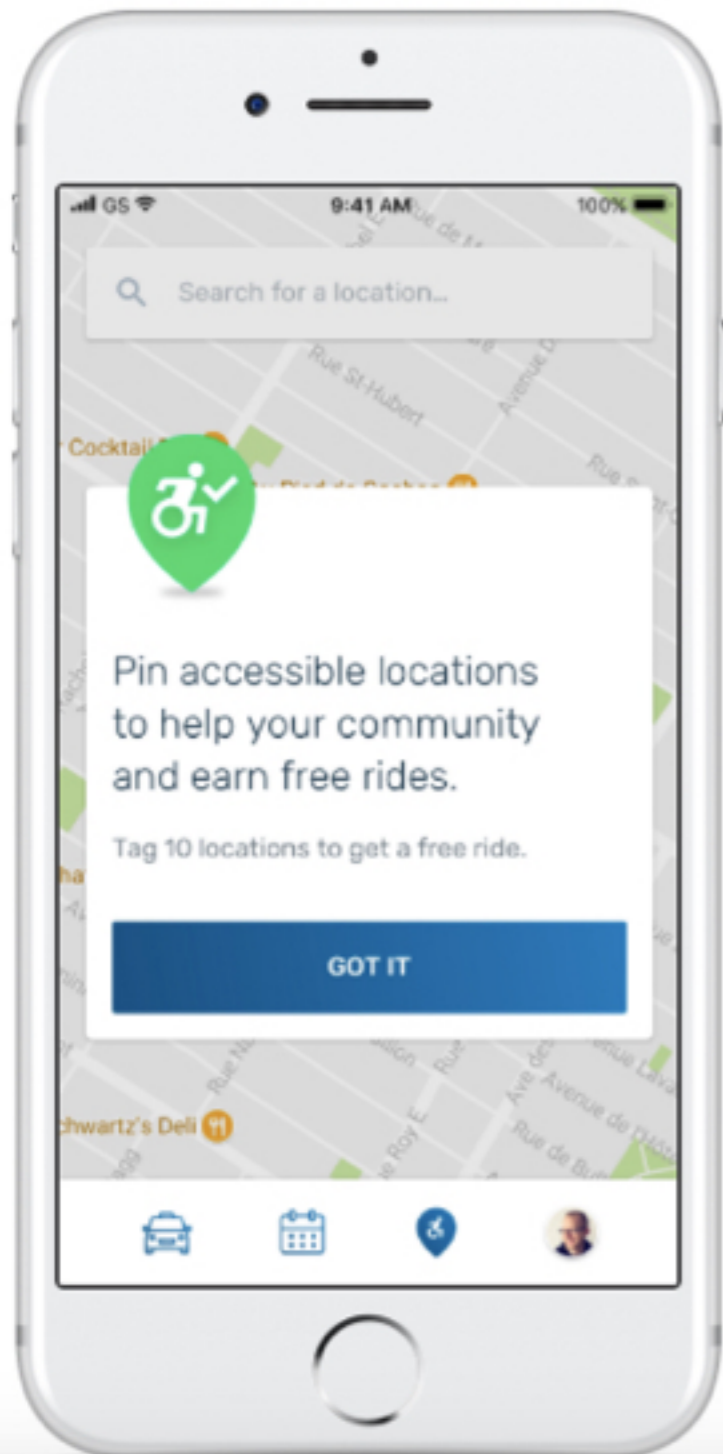


# Transportation Reinvented.



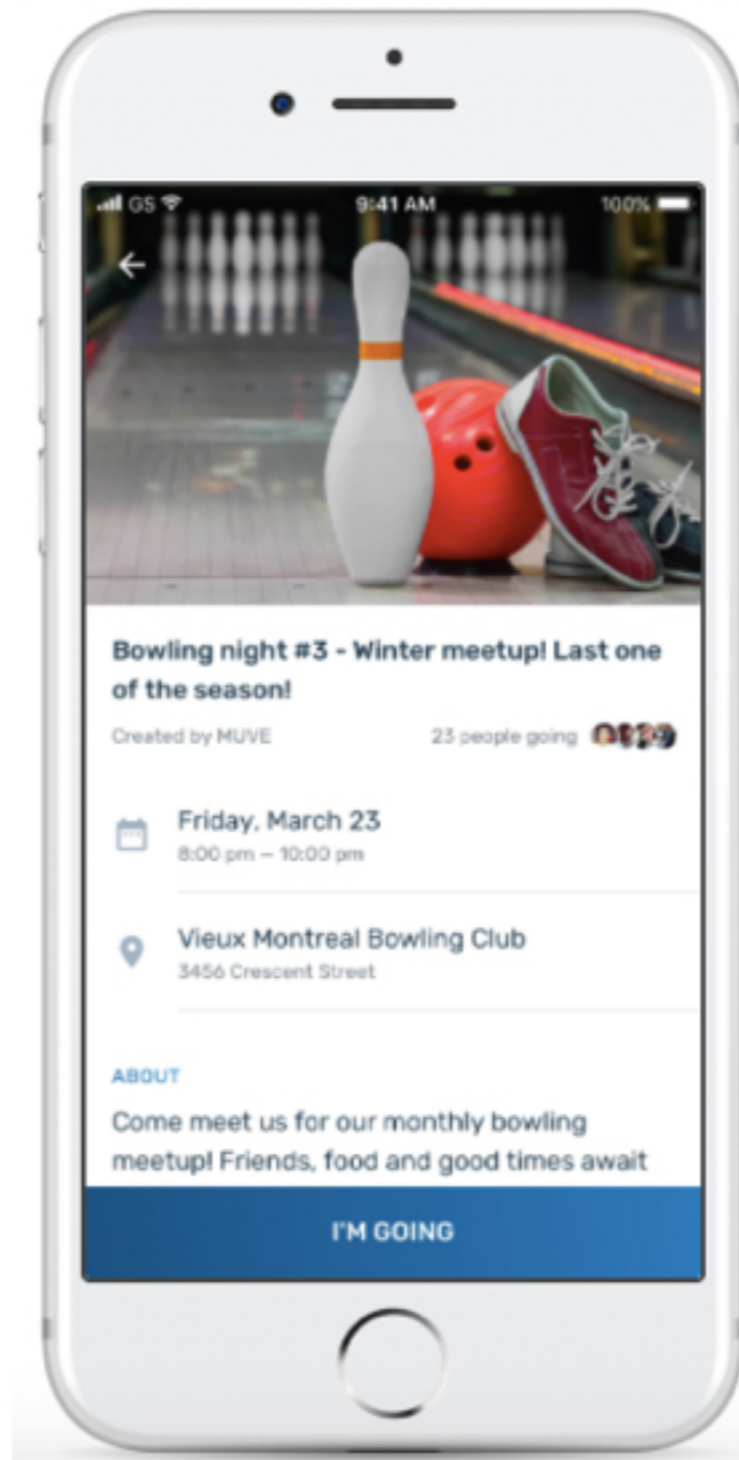
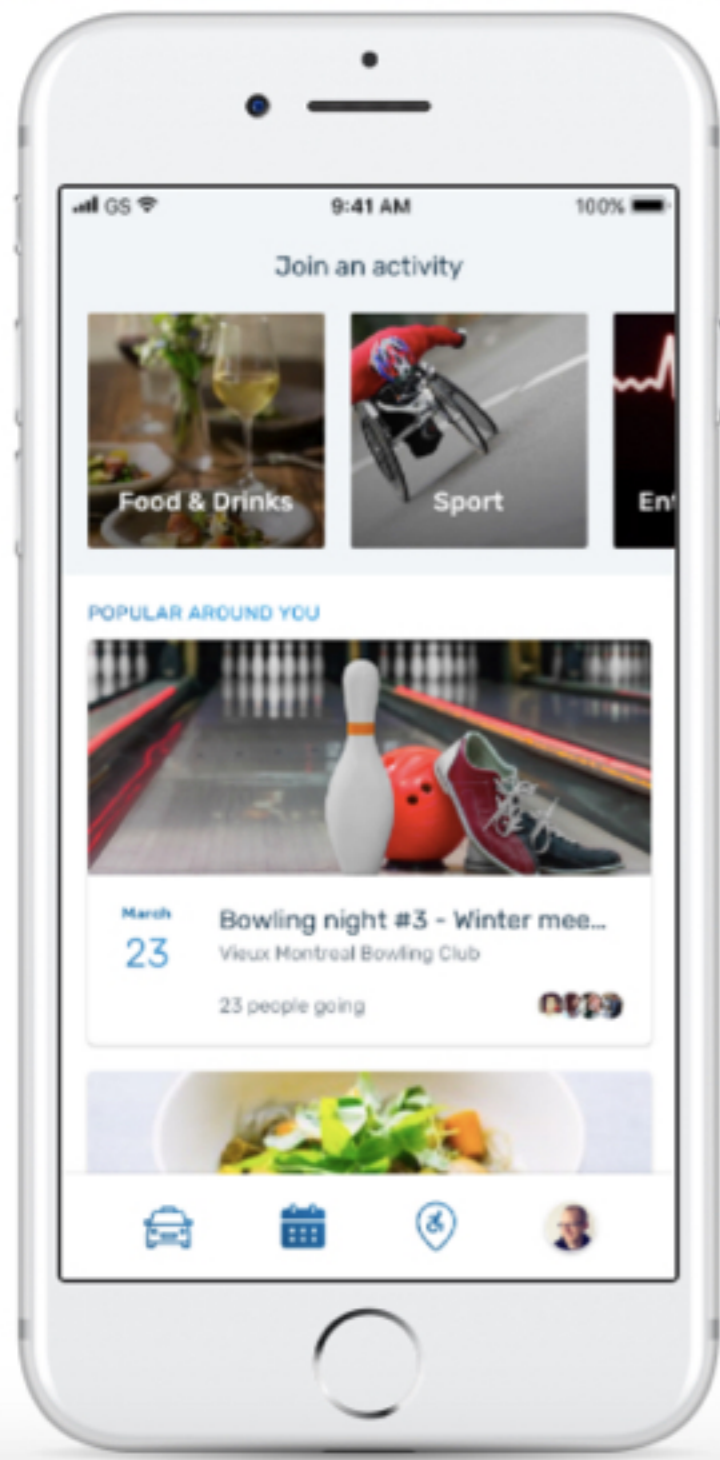


# Remapping Accessibility.



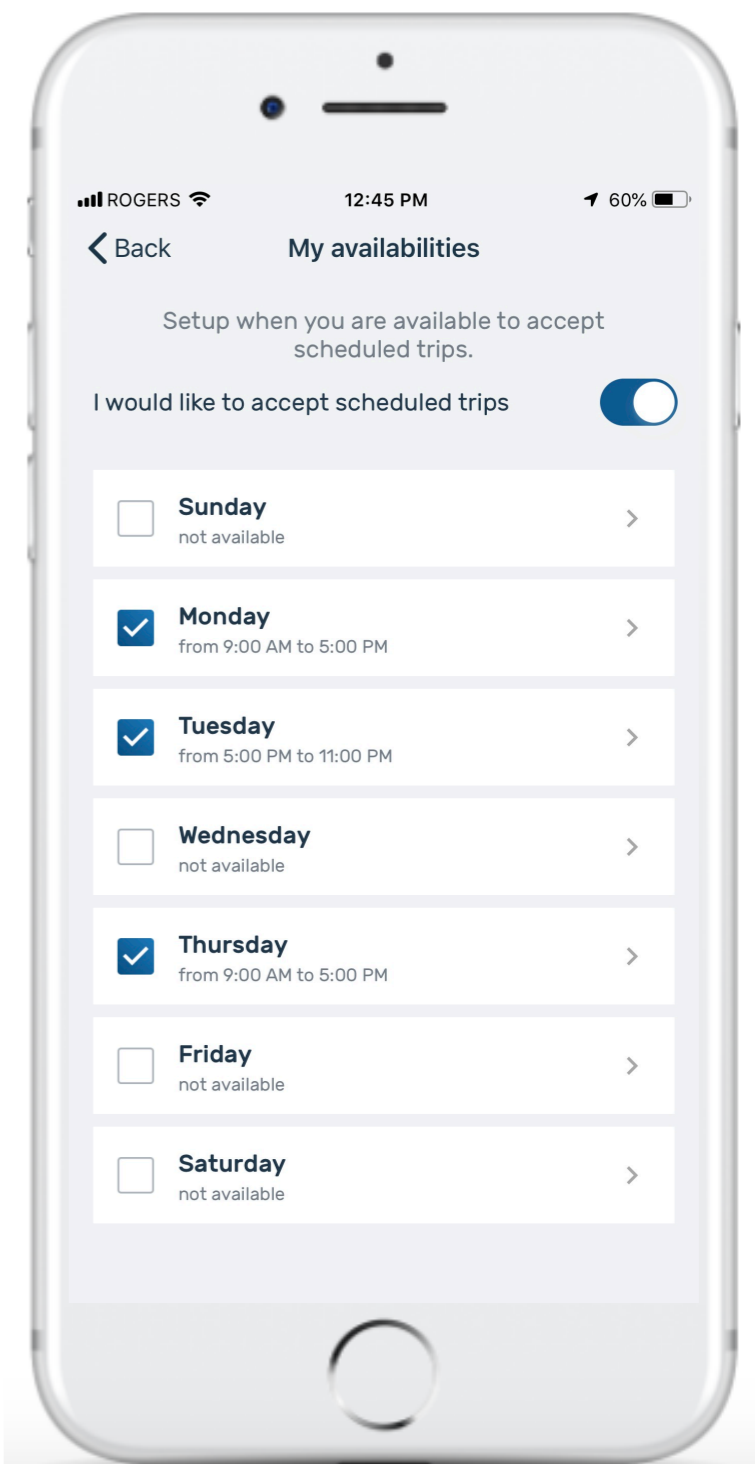
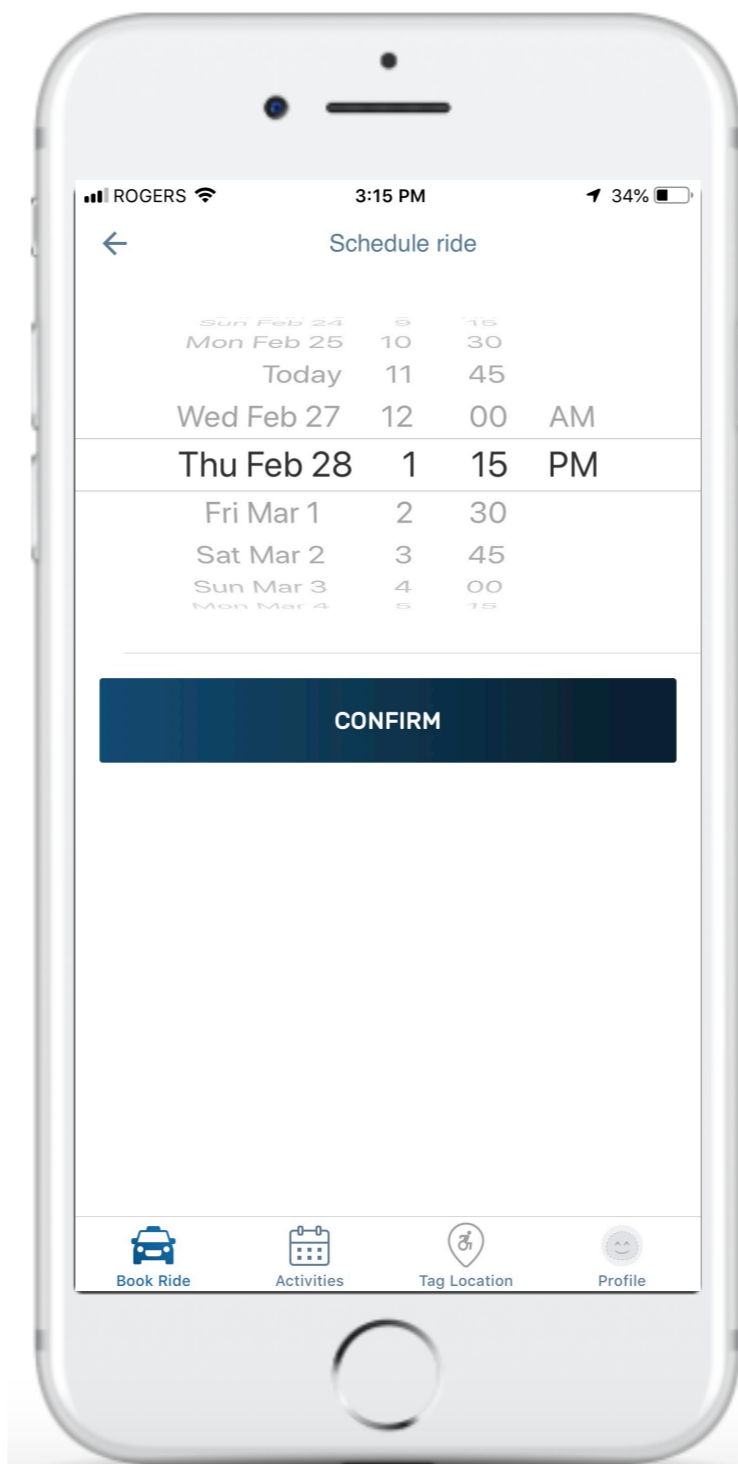
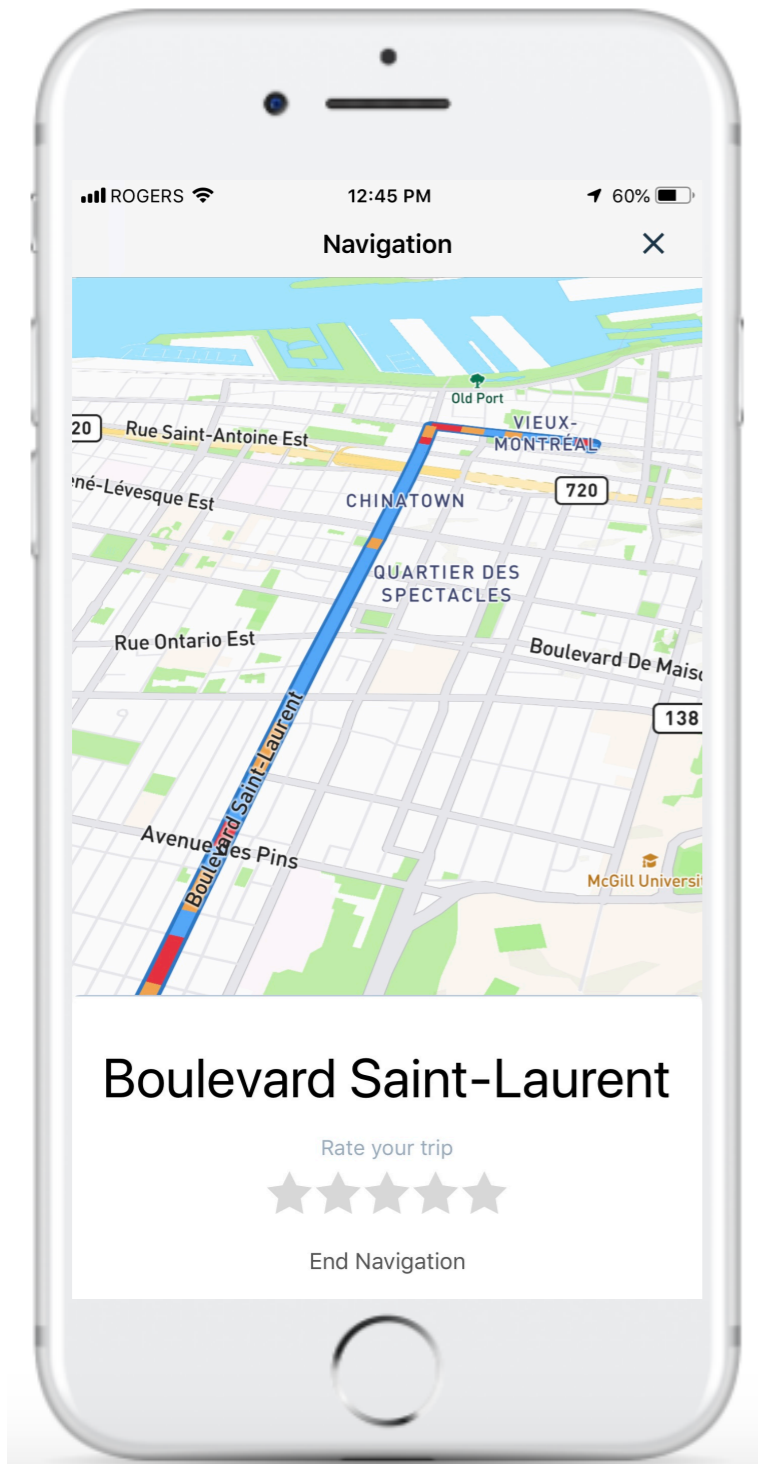


# Community Engagement.





# Pooling, Scheduling & Driver Efficiencies.





# Dispatch & Transit Platform.



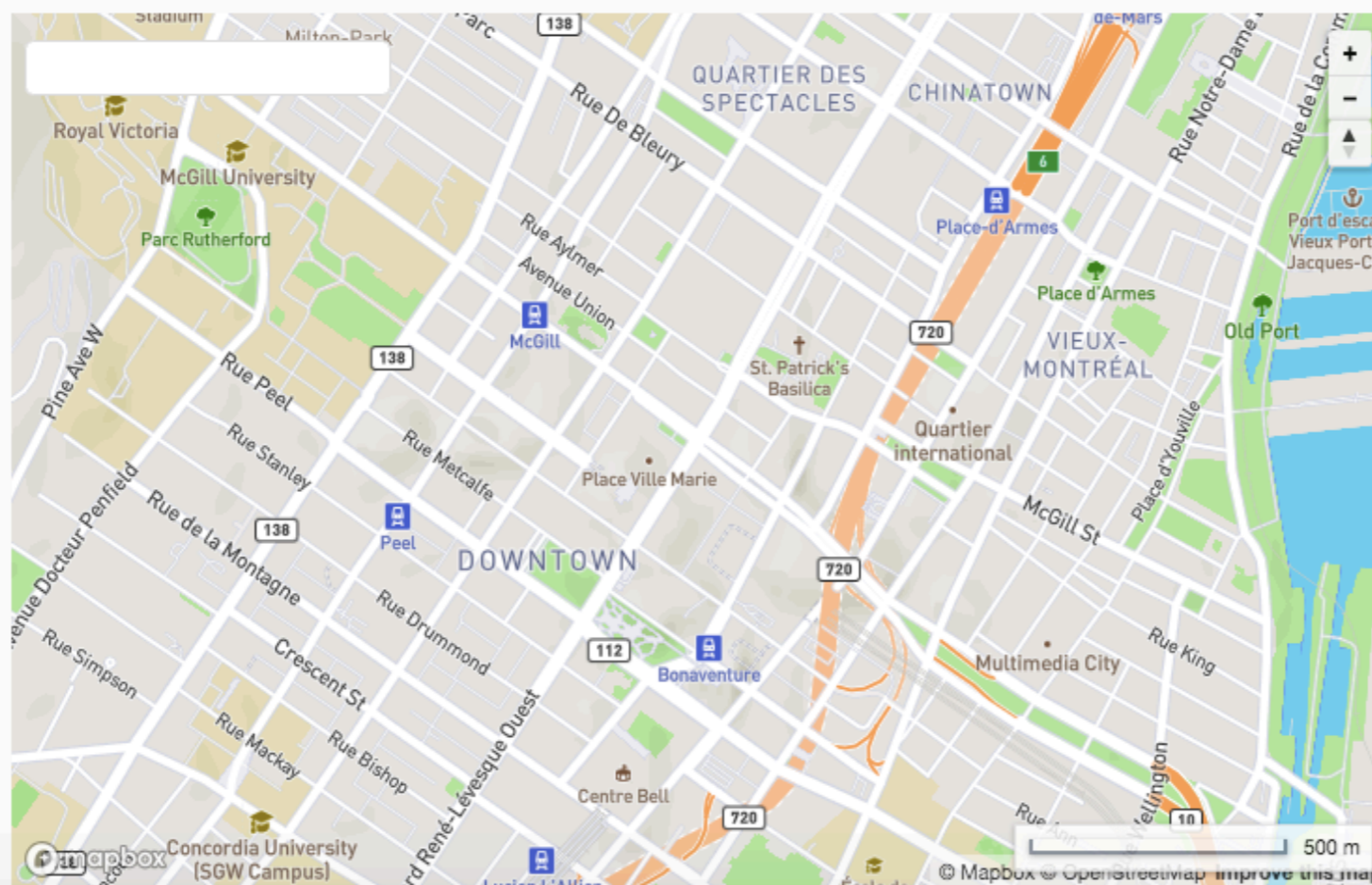
Muve Admin



- Dashboard
- Trips History
- Dispatch ▲
- Events
- Riders
- Drivers
- Admins
- Product Lines ▼
- Places

## Dispatch

+ TRIP

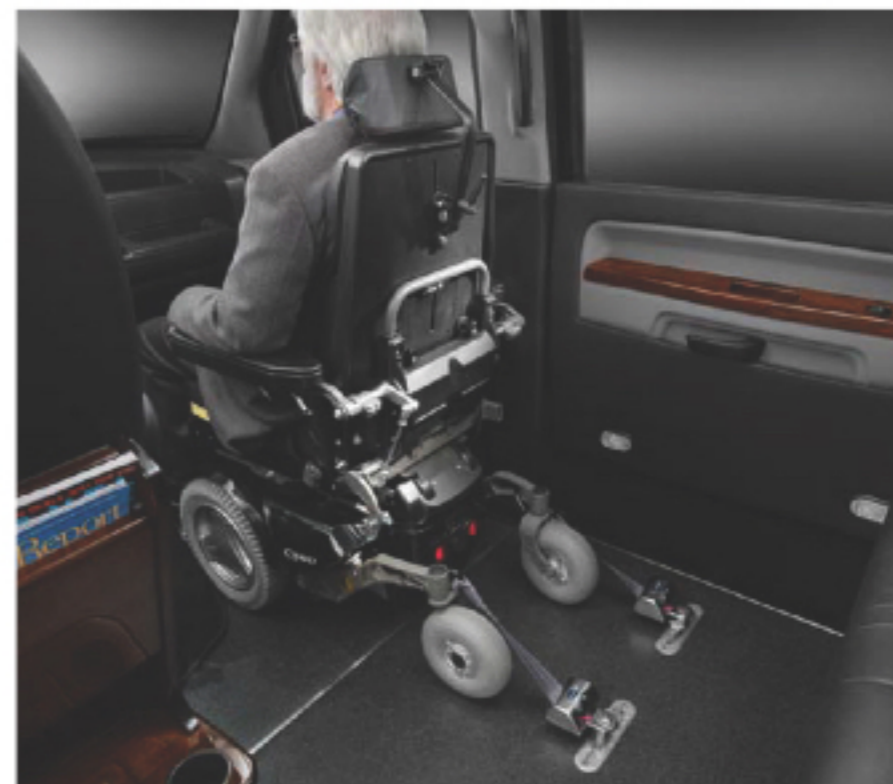


Rider2  
Anthony Driver  
scheduled

Anthony  
Driver 1  
accepted



# Fully Accessible Vehicles.





Converted Mini-Vans.





# Paratransit Buses & Public Transit.







## Milestones Achieved.

- ▶ Strategic Seed Financing Round Complete
- ▶ MVP Technology Built
- ▶ Awarded “Mobility Startup to Watch in 2018”, at National Shared Mobility Summit
- ▶ Awarded Government Funded Pilot Project, State of Michigan



# Strategic Alliances.

## **Governments**



Pilot Projects Launch, Subsidies, Transit

## **Investors**



Operations Funding, Expansion, Value Add

## **Partnerships**



Automotive, Ride Sharing, Transportation, Non-Profits, Smart Cities



Team.



Peter & Nick Grande  
*Co-Founders*

- ▶ Accessibility Industry Veterans, 15 years+
- ▶ MV1 Canada President & Chairman



Anthony W. Shannon  
*Co-Founder*

- ▶ Serial Technology & Start Up Entrepreneur
- ▶ Senior Technology Team Lead



M U V E<sup>®</sup>

LEARN MORE

[www.gomuve.com](http://www.gomuve.com)

[anthony@gomuve.com](mailto:anthony@gomuve.com)