



rideplus

MOBILITY FOR LIFE

# Introducing RidePlus

## An Innovation in Senior Transportation

Affordable private door-thru-door sedan service provided a Driver/Personal Attendant, able to offer a helping hand, assistance or even companionship to clients as desired.

Everything is different.

- Service Levels & Available Options
- Passenger Experience
- Vehicles
- Drivers
- Training & Skills
- Price-point
- Genuine care – for the cost of a taxi
- Predictable – without complex charges or hidden fees



# Our Driver / Aides

- **Caring, capable Drivers are the cornerstone of the RidePlus experience.**
  - Graduates of Medical Assistant Programs
  - Red Cross CPR and First Aid Certified
  - Tuberculosis tested
  - Background checked, MVR and Drug Screened
  - Senior Mobility training with Registered Nurse
  - PASS (Passenger Assistance, Safety and Sensitivity) training



# Aide and Accompaniment

- While some clients only need to be driven, many appreciate the standard aide and optional accompaniment our Drivers can provide. Options include:
  - Carrying bags to and from vehicle
  - General errand assistance
  - Grocery shopping
  - Church service accompaniment
  - Lifting of walking devices
  - Navigating stairs safely
  - Post-surgical accompaniment
  - Help with coats and jackets
  - Assistance into and out of vehicle



# Operations / Pricing

## **Hours of Service:**

We operate 24 hours a day, 7 days a week. Our reservation line is toll-free and is available from 9:00 AM – 5:00 PM, Monday through Friday.

## **Charges:**

Our service is based upon time. This allows us to spend as much or as little time with our clients as they need. We charge a \$3.00 pick-up fee and \$9.00 for the first 15 minutes of service. Thereafter, we bill \$0.60 per minute.

## **RidePlans:**

We offer clients who have regular needs for transportation, accompaniment, and aid a discount on our service when they pre-purchase time at the beginning of each month. Plans start at 4 hours a month and can be customized to fit the needs of the client.

# RidePlus & NEMT Company: A Service Comparison

	Local NEMT Company	RidePlus
Vehicle Type:	Commercial Multi-Load Vans	Private Sedan
Load Policy:	Individual & Group; Reserves right to multi-load passengers if going in the same direction	Individual/Private/One-on-One; Direct from pickup to destination
Service Guarantee:	Have 30 minute window to arrive from appointed time. No refund or discount policy if later.	Arrives within 15 minutes of appointed time or ride is half price.
Pricing:	Pick-Up Fee: \$21.00 Per-Mile Fee: \$ 3.50	Pick-Up Fee: \$3.00 Per Minute Fee: \$0.60
Level of Service:	Door-thru-Door available but, not guaranteed. Stand-by for up to 15 min.	Door-thru-Door, Assistance & Unlimited Accompaniment (at same low per minute rate)
Training & Screening	Commercial Drivers CPR Training “Some elderly care training”	Medical Assistant Graduates Red Cross CPR & First-Aid Senior Mobility & PASS Training Background & Drug Screening Driver Training & MVR Check Tuberculosis Testing

# NEMT / Taxi / RidePlus: Pricing Comparison

**Question:** What do clients get with RidePlus?

Actual Client Trips	Miles	NEMT	Discount Cab	RidePlus
Client A	3	\$31.50	\$9.00	\$9.00
Client B	5	\$38.50	\$13.00	\$12.00
Client C	13	\$66.50	\$29.00	\$18.00
Client D	20	\$91.00	\$43.00	\$19.50

**Answer:** More service, training, and care – all at lower price.

## RidePlus Pricing Overview

A La Carte Pricing		RidePlan Monthly Subscription	
Pick-Up Fee	\$3	4 Monthly Service Hours	\$159
First 15 Minutes of Service	\$9	6 Monthly Service Hours	\$235
Each Additional Minute	\$0.60	8 Monthly Service Hours	\$299

# RidePlus Press

- **202 Magazine** – March 2011
- **Mesa Talking** with Scott Anderson – February 23, 2011
- **Phoenix Republic** – February 9, 2011
- **Azcentral.com** – February 8, 2011
- **Phoenix Business Journal** – February 4, 2011
- **KJZZ Interview** – February 2, 2011
- **Glendale Star** – March 30, 2011
  - ❖ **Soon to be featured on:**
    - **KTVK - Channel 3 - Phoenix**
    - **Today in America With Terry Bradshaw**

# Customer Satisfaction

- 500% increase of riders within the past 90 days
  - Very little marketing or publicity
  - Increase mostly due to repeat customers, word-of-mouth and repeating referrals
- Customer Service Feedback
  - “I’ve had poor experiences in the past but, you did not exaggerate your service 1 iota.”
  - “I have passed your flyer on to a concierge service as a referral.”
  - “Your driver... even went into the airport and saw that someone brought me a wheelchair. Above and beyond the call of duty.”
  - All metrics of customer satisfaction rate extremely high and we have over 90% of first-time riders book additional services.
  - Consistently rated as “exceeded expectations” by first-time clients.
  - Pricing is generally rated as “fair value for the service.” or better.
  - 100% positive rating from clients regarding prompt and courteous service, vehicle cleanliness and satisfactory driver appearance.

# RidePlus: The Providence Service Corporation Relationship

- **Providence Service Corporation (Nasdaq: PRSC) is:**
  - Based in Tucson, Arizona.
  - A publicly traded provider of non-emergency transportation management services and social services programs.
  - The owner of the largest transportation management company in the country (LogistiCare Solutions, LLC).
  - LogistiCare Solutions, LLC maintains a 20,000 square foot operations center in North Central Phoenix.
  
- **RidePlus is:**
  - A subsidiary of Providence Service Corporation and launched in Phoenix.
  - A consumer transportation service designed to address the growing need for appropriate, affordable transportation for seniors and special needs passengers.
  - Growing. Service expansion to Tucson, AZ; Southwest Florida and Cleveland, OH in 2011.