



**A look at our
programs and services
and the story of
Rideshare
through the years.**

GSA Contract Holder
FTS Contract GS-35F-121AA

A history of innovative thinking and doing ○ an executive summary

The Rideshare Company — Moving people together for 35 years. When The Rideshare Company was created, the goal was to develop services and programs that would make it easier for people to get to and from work. Do it in a way that helps them save money while reducing some of the hassles and headaches related to transportation and commuting. And at the same time, provide measurable reductions in road congestion and energy consumption while helping to enhance the quality of our environment. Today that focus continues to be the momentum behind all that we do for government and private clients throughout the country.

Award-winning innovation focused on delivering value. Many know The Rideshare Company for our outstanding easy street[®] vanpool program. And while it has garnered much acclaim, we have many programs and services that are bringing value-based commuter and transportation solutions to our clients and ultimately their 'customers.'

The secret of our success is really simple. From day one, The Rideshare Company has focused on the end result or 'value' that people realize from our programs and services. In other words, instead of simply fulfilling a program or service need based on a specification, we also look at the value that it needs to provide to those who will be utilizing the solution we develop and implement.

Today, this focus has fueled the creation of a number of programs and services that make The Rideshare Company the unique and innovative resource it is today. Our programs and services include:

- easy fleet program — hassle free long term and short-term lease program for transport and shuttle vehicles.
- easy commute – comprehensive web-based incentive program to help an organizations' commuters save money and energy.
GSA Schedule Contract # GS-35F-121AA.
- easy green carpools[®] — full service, energy efficient, organized carpools.
- Customer service call center — dedicated support for customers and partners.
- Comprehensive operational support.

Structured to maintain focus on our customers. As a Connecticut-based not-for-profit organization, our mission has centered on reducing single occupant vehicles on the roads by providing comprehensive rideshare services and support to government agencies, corporations and individuals. And from our volunteer board of directors to our highly experienced management, sales and service teams, everyone shares the same passion — to encourage and provide transportation services that enable a higher quality of life, reduce traffic congestion and encourage business growth and development. That's The Rideshare Company mission.

How we make it happen o easy fleet

A unique vehicle lease program that helps organizations transport people with ease.

Many businesses and organizations need transport vehicles to get people from point A to point B or shuttles. What they don't need or want for that matter, are headaches and hassles associated with the vehicles. That's where the easy fleet program comes in. This unique, **all-inclusive** lease program provides vehicles that range from full sized passenger and lift equipped vans to smaller passenger vehicles. All without tying up an organization's capital, and without the headaches associated with owning or private-leasing vehicles.



Gas, insurance and maintenance, made simple. With easy fleet, organizations pay one monthly fee for each vehicle they need. Rideshare takes care of the rest. We first start with a needs analysis of the organization. We then provide a detailed cost comparison to show the economics and competitive pricing associated with the easy fleet program. With Rideshare managing the logistics and accounting associated with all routine maintenance, gas, insurance and more, organizations quickly see and experience the value that truly makes easy fleet, easy.

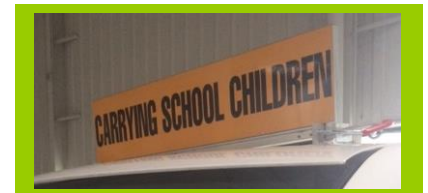


Vehicle options make it a perfect fit. Depending on the transport needs of an organization, easy fleet offers a range of lease vehicles to support anywhere from 4 to 15 passengers. The options include large and small passenger vans, specialized lift-equipped vehicles, and compact passenger vehicles.

GPS tracking for safety and monitoring. All vehicles come equipped with a comprehensive GPS monitoring system. Rideshare monitors usage for risk management and maintenance so you can be secure knowing easy fleet vehicles always receive prompt attention. In addition, clients have access to their own dashboard to monitor and track their vehicle usage, location and more.

Maintenance worries are a thing of the past. With a standard lease program, organizations are responsible for managing everything from routine oil changes and tune-ups to tires. Rideshare's easy fleet takes this burden off the organization. With just one phone call, easy fleet coordinates all service needs; the logistics of pick up and drop off, and even provides a temporary replacement vehicle to ensure seamless transport capabilities.

Short-term lease options are an added feature. For organizations that already have their own vehicles but perhaps need a temporary replacement vehicle due to capacity needs or maintenance issues, easy fleet offers a short-term lease program. It includes the same hassle-free service and single-cost simplicity that make all vehicles in easy fleet, the easiest way to go in leasing.



Student Transportation Vehicle Compliance Program. For organizations that provide transportation for students with an IEP (Independent Education Plan) all vehicles must comply with State of Connecticut requirements. We will convert existing vehicles to meet requirements or provide new compliant vehicles. We also provide the on-going inspections and maintenance. It's easy, fast and simple.



How we make it happen o easy commute

A commuter benefits and incentives program that goes a long way with employees. Commuting is a fact of life, part of the daily work routine for millions of employees. And while the idea of going to and from work has remained constant for decades, the ways it can be made better for employees and the environment they live and work in, have changed. Enter easy commute. As a turnkey solution for companies, this program brings together federal tax incentives, mass transit options, innovative commuter incentives, ridematching and vanpool services in an engaging program for employers to sponsor and employees to take advantage of.



A highly interactive solution. easy commute is a fully managed incentive-based, customizable employer web site that combines sophisticated ridematching tools and trip tracking tool, commute calculators and an environmental and cost-savings impact dashboard, monthly news and helpful information content. The site serves as the all-in-one portal where employees register, keep track of their commuting, and even see the overall impact they and their company are making to improve of our environment. And all accessible from your mobile device or smart phone.

Concerned about sustainability? A green program with the power of proof. As more and more organizations develop and implement sustainability programs or initiatives, the challenge becomes one of tangible proof. Are the efforts really working? This is where easy commute shines. It provides real-time impact measurement and results for both employees and employers to see. From tons of emissions eliminated to total vehicle miles eliminated, people can see their own impact and that of the entire organization on a daily, monthly and yearly basis.



The power of attraction and retention. Finding great employees and keeping them satisfied is always a challenge for public or private sector organizations. easy commute helps make that task easier by providing HR departments with a unique program that complements what every employee already does, commute. Because easy commute is fully managed we provide on-going outreach to employees to continually increase participation and deliver success. And in situations where resources related to compensation are tight, the tax benefits that are integrated into the program can have a beneficial affect on the attitudes of current or prospective employees.



Fit for the way your organization works. While being a turnkey program for employers, easy commute is also adaptable to a company or organization's specific needs and goals. Rewards and incentives are just one example of the options that can be integrated into this easy to implement and use commuter program.

Federal Government Procurement. GSA Federal Supply Schedule contract #GS-35F-121AA



How we make it happen ○ easy green carpools®

A carpool program that preserves your car. For a fraction of the cost of driving alone, the benefits are numerous for the carpooler. The fare is calculated on round trip miles.

Environmental & Parking Benefits. Each carpool (4 riders) will reduce greenhouse gases by 12,000 pounds annually, the equivalent of 500 gallons of gasoline. Land is at a premium everywhere. Each carpool provides employers with the potential to reduce parking by three vehicles.



This table demonstrates other equivalencies.

| Number of Carpool Vehicles | Pounds of Greenhouse Gas Reduction | Gallons of Fuel Conserved | Equivalent to Tons Recycled Waste Saved from Landfills | Equivalent Number of Households Annual Electricity Consumption |
|----------------------------|------------------------------------|---------------------------|--|--|
| 1 | 12,000 | 500 | 2 | 1 |
| 4 | 48,000 | 2000 | 8 | 3 |
| 8 | 96,000 | 4000 | 6 | 6 |



Employee Satisfaction & Retention. Employers are confronted every day with a more competitive environment to attract and retain employees. This unique rideshare opportunity will aid retention by offering employees a simple and flexible solution to their commuting needs. This program will attract new employees entering the workplace, therefore providing a recruiting benefit as well.

All inclusive fare includes: Fuel Efficient Vehicle ○ Insurance ○ Registration ○ GPS Monitoring ○ All maintenance and repairs ○ 24/7 Customer Service ○ 24/7 Roadside assistance ○ Emergency Rides* ○ Incentives* ○ Payroll Deduction* Volunteer driver receives 250 bonus miles per month. Driver must meet our minimum driving requirements. In addition, riders protect their personal vehicles from road wear, parking dings and dents, fuel expense and frequent tire and brake replacement. Carpoolers may attain lower insurance rates and less stress from not driving.



*Available in some areas



How we make it happen ○ Rideshare Sales

Helping organizations get the word out and the participation up. When people hear the word ‘sales’, they may think of someone who’s selling a product or service. At Rideshare, our Sales Services Team takes on quite a different meaning. As a non-profit organization, we’re ultimately selling the idea that there are better ways to go. From commuter programs and money-saving tax benefits, to fleets and rewards programs, there are many ways for commuters and employers to improve not just the commute, but the environment as well. The sales team at Rideshare does all the work of getting the word out so that more people take advantage of the commuter programs or services available.

A turnkey approach makes it easy for employers and organizations. Whether it’s an existing set of commuter programs or services, or a new program developed in partnership with Rideshare, our sales team manages all aspects focused on employee awareness and participation. The only thing an employer really has to do is say ‘yes’ to the idea that they want to help their current and future employees find better and more cost effective ways to get to and from work.

A unique team that helps solves unique challenges. In most sales environments, the goal is often to sell you what someone has. At Rideshare it’s quite different. Our sales team takes a needs-driven approach, meeting with and listening to the challenges and goals an employer or services organization may have. From the geographic location of employer and employees to the special needs of people being supported by a social services program, we look at everything. Rideshare puts together a customized commuter solution for each client. We then bring all the information, resources and capabilities together with commuter solutions that can include:

Tax benefit programs ○ Short-term & long-term vehicle leasing ○ Shuttle Programs
○ Fleet maintenance Commuter subsidy programs ○ Commuter rewards and incentives
○ Vanpool programs Carpool programs ○ Ridematching ○ Telecommuting information and program support Online commuter tools ○ Commuting options information and support

On the road and in the field, sharing and educating. While technology enables everyone to share information faster and more efficiently, the Rideshare Sales team knows there are a number of instances where face-to-face communications and presentations simply work better. From launch events and employee presentations designed to help people get up to speed on all that is available, to collaborative sessions with employment agencies to create innovative workforce commuter solutions, our sales team provides a level of one on one support that is both engaging and highly effective.

How we make it happen ○ Rideshare Marketing Services

Multiple capabilities to help clients maximize market potential. Developing and launching commuter programs is never a case of build it and they will come. Having a strategically driven marketing program is like fuel to a vehicle. The challenge today is that with so many ways of connecting with key target audiences and influence groups, what's the optimum solution? Rideshare has answers. Our marketing services programs are the culmination of years of experience and a forward thinking approach to marketing. They also combine a unique understanding of how public and private sectors work and prefer to operate in the commuter program and services marketing arena. The result — both launch and ongoing programs that achieve effectiveness with greater efficiency.

The value of understanding your specific needs. At its core, Rideshare is a company with 35 years of experience in developing and implementing effective and innovative commuter transportation programs. Having worked directly with State government and NGOs, we have a unique understanding of the structure, requirements and goals of these organizations. This perspective gives Rideshare the ability to interpret and manage needs and expectations related to virtually all aspects of marketing including budgeting and implementation, right down to what is and isn't acceptable in terms of campaign tone and style. Being able to vet a number of questions and decisions in the marketing process on behalf of our clients also helps save time and effort while achieving the ideal marketing solutions.

From strategy to implementation and everything in between. As part of Rideshare Marketing Services, we collaborate with our clients to develop integrated marketing strategies, review new media options, identify creative and production resources, and establish and manage budgets — all with a focus on ensuring an effective and consistent marketing presence. Then we implement.

Rideshare provides turnkey marketing development solutions that includes:
Sales and marketing collateral ○ e-newsletter development and distribution
Advertising- new and traditional media ○ Event planning and implementation
Interactive multi-media strategy and execution ○ Direct mail and email marketing programs ○ Video development, production and distribution ○ SEO- Search strategies and implementation

Driving robust interactive and social media solutions for clients. Facebook®, Twitter®, YouTube® and Instagram® are just a few of the names that have become much more than a novelty for private and government organizations. These and other social media platforms are being used on a daily basis as effective and efficient tools for marketing and ongoing support for programs and services. Having developed and implemented robust social media campaigns, Rideshare brings this expertise to our clients by creating and implementing effective social media strategies that first and foremost, put into consideration the exceptional requirements and standards that state agencies and departments have operating in the public realm. We then integrate these campaigns seamlessly with the overall marketing programs. Rideshare also provides measurement and reporting to help ensure our clients are achieving the social media impact they want.

How we make it happen ○ Rideshare Customer Service

Keeping people moving with greater satisfaction. What differentiates one company from the next are not just the products, programs or services they offer. It's how they support them. More specifically, how they take care of existing and potential customers. At The Rideshare Company, customer experience is central to everything we do. Considering how integral commuting or getting from one place to the next is for all people, it has to be. Whether its helping someone find a more cost effective and energy saving way to get to work or helping them get home for a family emergency, one call to Rideshare is all it takes.

Knowledge and experience is key. Most people never think about the variables that can impact an individual commuter or an organization that transports people on a daily basis. Rideshare Customer Service does on a daily basis. By combining extensive resource knowledge with years of customer support experience, our dedicated team has the unique understanding and ability to manage any customer service need that comes their way. This includes placement of customers on various transit solutions, maintenance coordination with our lease customers, and even conflict resolution. Our customer service team is available 24/7/365 with 800 and direct number access, call monitoring and bi-lingual capabilities.

Connecting commuters with the right answers. For many customer service departments, people and their requests follow a routine. At Rideshare, we go beyond the routine to carefully listen to each person and their request. If a commuter is looking for an alternative way to get to work, we go the extra mile to help find them the best solution that fits their location, schedule and individual needs. By doing so, Rideshare Customer Service has been able to break down many of the barriers and perceptions people have when it comes to leaving the car at home and going a better way.

Kicking into gear for situations management. In addition to all the customer service requests directed to Rideshare, our customer service department is also trained and equipped for situation management. A good example is when a commuter needs to leave work due to a personal or family emergency. Rideshare's customer service team coordinates an emergency ride home as part of the Guaranteed Ride Program offered for vanpoolers and other commuters who qualify for the service. The logistics support capabilities of our customer service also extends to organizations that participate in our easy fleet program.

Supporting more than just the individual. While managing a range of individual requests and needs, Rideshare Customer Service also serves a number of key functions that go beyond the typical Q&A to support the bigger picture related to commuting and or transport services. This includes comprehensive data tracking for our customer call center.

How we make it happen o Rideshare Operations

We don't just think of everything, we do everything, too. Most people never think about all the moving parts that work together in a vehicle to get them from one place to another. Nor should they have to. At Rideshare, that's the same way we feel about all the vehicles, programs and services we provide to our clients. With Rideshare Operations, you never have to. From vehicle comparisons and special needs modifications, to maintenance and safety programs, to cost containment monitoring, logistics and more, we take care of everything to deliver a level of simplicity that defines the word 'turnkey'.

Driven by a focus on safety. With Rideshare Operations, being safe and managing risks on behalf of our clients drives everything we do. Take the way we handle the vehicles we provide to employers and service organizations. With our proactive vehicle management and GPS monitor program, Rideshare doesn't wait for things to happen, we constantly monitor and maintain every vehicle in our fleet as we like to say, "from the first mile to the last." This goes beyond scheduled oil changes. With every service, Rideshare Operations coordinates an 85-point inspection with our vehicle maintenance partners. This includes brake and tire checks, key mechanical and safety systems checks and more.

24/7/365 support adds peace of mind. Rideshare Operations works in sync with our customer service department to ensure our customers are never without a vehicle. We handle all the logistics associated with maintenance and also provide replacement vehicles to keep everyone moving. Even in the rare event of an emergency, it takes just one phone call to Rideshare to put our operations team to work coordinating a replacement and repair.

A model of cost containment and efficiency. Within the fleet management industry, everything centers around the 'cost-per-mile' and how to keep it as low as possible. With Rideshare Operations, we've managed to keep ours below regional and national averages. In fact it's one of the lowest anyone has ever seen — a welcomed benefit for our clients. This success involves multiple components. First, we're tough yet fair negotiators with all our vendors, and we consistently renegotiate contracts with every renewal. We also manage every aspect of the vehicle right up to the point that it is removed from our fleet.

Proprietary fleet information system. For many companies, fleet management is considered an afterthought. With Rideshare Operations our proprietary fleet information system proves that it's central to everything we do. It brings together all departments at Rideshare including customer service, finance and even sales. It incorporates highly sophisticated vehicle tracking software that helps us monitor and maintain vehicles to get the best operational and cost performance, without every sacrificing safety. Our fleet information systems also enable us to manage everything from insurance to vehicle registration. Like all the services and support provided by Rideshare Operations, it's just one of the many ways we keep our clients always moving with confidence and reliability.

The Rideshare Company o a history of moving forward with innovation

- February 1980** **Greater Hartford Rideshare Corporation is formed.** Originally created to promote and educate ridesharing and commuting options available in the Greater Hartford area.
- July 1980** **Jon Colman becomes first full-time employee of The Rideshare Company.** Hired as President, he was charged with assembling a team of transportation professionals to educate commuters about ridesharing through public service communications.
- August 1983** **Rideshare creates a new commuter matching system.** Originally called The Commuter Register, this monthly publication provides commuters with available bus routes, carpools and vanpools. Printed in tabloid form, it is distributed in many locations including supermarkets and convenience stores
- November 1987** **The Rideshare Company helps organizations and the State setup vanpools.** Through a combination of low interest loans and private funding, Rideshare helps companies and the State purchase vans and establish vanpools for their employees.
- October 1995** **The Rideshare Company purchases the vans and creates easy street[®].** Working with the companies and the State, Rideshare buys back the vans and adds to the fleet. The easy street[®] brand and vanpool program is born.
- February 1996** **Rideshare develops and implements a proprietary Fleet Management System.** This unique system integrates all aspects of Rideshares capabilities including operations, sales and customer service.
- April 1997** **Rideshare expands its coverage and support for vanpooling and commuter services.** To support commuters and organizations that cross over to Rhode Island, Massachusetts and New York, Rideshare expands the coverage and logistics needed to make it possible.
- September 1998** **Customer Service is officially added to Rideshare.** Having successfully managed requests of information and support, Rideshare decides it's time to officially expand its customer service capabilities to support the growth of the company and its expanding base of customers and organizations.
- July 2000** **Rideshare introduces a vanpool partnership program for group homes.** Organizations that provide transport services in Connecticut can now access to Rideshare's hassle-free vehicle lease and support programs. The program now known as easy fleet provides a range of vehicles including multi-passenger and lift vans as well as smaller transport vehicles.

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| November 2006 | Rideshare launches a comprehensive marketing and communications strategy. Rebranding, website development and social media are the beginning of Rideshare becoming award-winning transportation-marketing leaders. |
| January 2007 | Rideshare expands business development efforts. Initiatives commence to develop new lines of business outside of the core business. |
| October 2007 | Rideshare embarks on a nationwide consulting business line. Thirty years of commuter knowledge and expertise become the framework of a new consulting business to employers around the country. |
| January 2008 | Rideshare develops easy green carpools®. The first organized, corporate sponsored carpool program in the country is formed. |
| January 2009 | Rideshare introduces an integrated commuter program. Officially called the 'easy commute', this interactive based solution brings together a range of resources and capabilities for the good of employees and the environment. easy commute includes tax savings programs, trip tracking and positive impact calculators, rewards programs and more. |
| July 2009 | Rideshare signs five-year contract with FOX groups. Fox sports, entertainment and film are the first client to implement easy commute. The first two locations to have the program are the Big Ten Network, Chicago and the National Geographic Channel, Washington, DC. |
| November 2010 | Rideshare expands vehicle offering to its partners. To meet the growing needs of partner organizations, Rideshare adds the Scion XB to its fleet offering. This compact yet roomy vehicle helps a number of organizations manage trips that involve just a couple or more people while saving money and energy in the process. |
| July 2011 | Rideshare expands to Los Angeles. Launches <i>easy commute</i> for FOX and takes over the management of their vanpool program in partnership with Enterprise Holdings. |
| December 2012 | Rideshare's easy commute is awarded GSA Schedule Contract #GS-35F-121AA, allowing them sales to the Federal Government. |
| September 2013 | GPS tracking system installed in all vehicles for TRC risk management, maintenance and to provide tracking capability to clients. |
| November 2013 | easy commute proprietary software developed and launched with all customers. |
| January 2014 | Multi media ad campaign for easy street® and easy green carpools®. |
| August 2014 | Vanpool program sold to vRide to make way for new endeavors! |


the **RIDESHARE**
company

easy  fleet

easy  commute

easy  greencarpools

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