



**Business Plan**

**April 2013**

## Table of Contents

Overview .....	4
GoRide Products .....	5
Purpose .....	5
Objectives .....	5
Benefits .....	6
GoRide Trip Request System.....	6
GoRide Trip Confirmation System.....	6
GoRide Vehicle Pool.....	6
GoRide Driver Training.....	7
Pricing.....	7
GoRide Job Placement Services .....	7
Non-Work Transportation.....	8
Purpose .....	8
Objectives .....	8
Benefits .....	8
GoRide Community Link.....	8
GoRide Vehicle Sharing .....	9
Annual Donating Member .....	9
Pricing.....	10
Annual Participating Member .....	11
Pricing.....	12
Participating Member .....	12
Pricing.....	13
GoRide Volunteer Driver Program .....	13
Existing Pools of Volunteer Drivers.....	14
Pricing.....	15
Work Transportation.....	15
Purpose .....	15

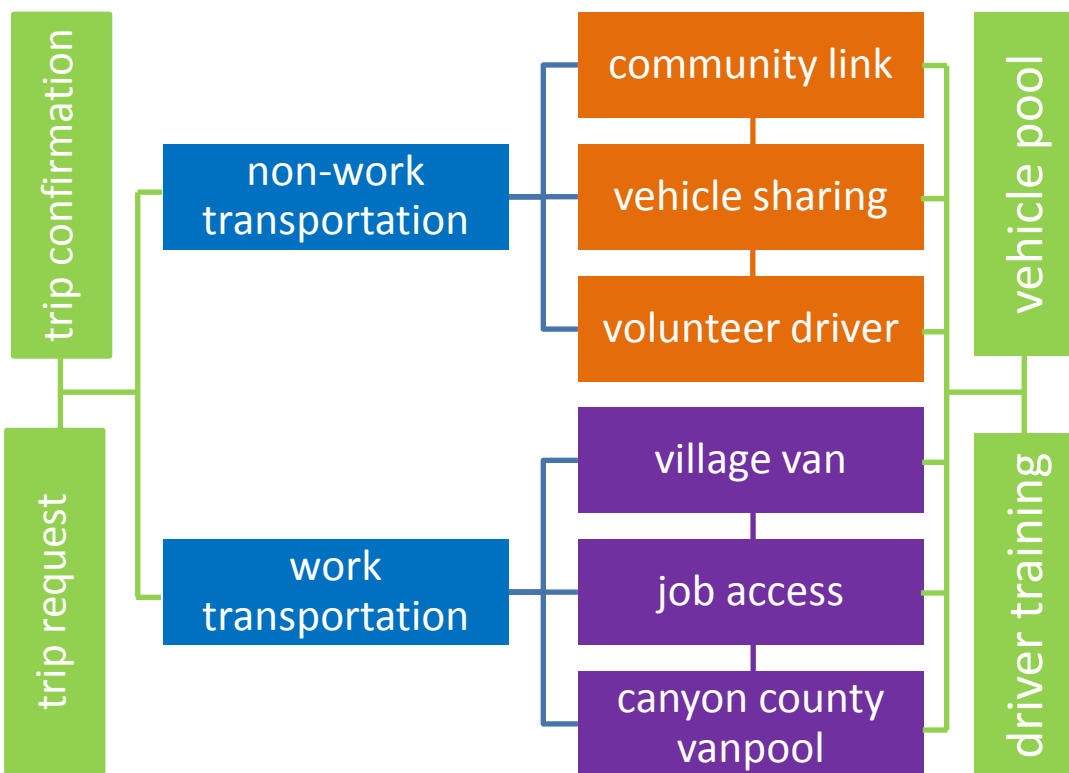
Objectives .....	15
Benefits .....	15
GoRide Village Van.....	15
Pricing.....	16
GoRide Job Access.....	19
Pricing.....	19
GoRide Sponsorships .....	20
GoRide Public Information and Outreach.....	20
Outreach To Organizations .....	20
Outreach To Individuals .....	21
Outreach To Individuals Needing Transportation.....	22
Outreach To Businesses .....	22
Appendix A – Program Forms .....	23
Appendix B – Budget and Pricing .....	24

## Overview

GoRide consists of a group of products and services to increase transportation options for low income individuals, persons with disabilities and older adults in Ada and Canyon counties. GoRide is designed to fill in the gaps in traditional transit and vanpool services.

The objective of GoRide is to maximize transportation options while making the most efficient use of regional resources that can be applied towards transportation for these groups. The GoRide products and services are, for the most part, designed to be self-sustaining when implemented in partnership with human service and non-profit organizations.

GoRide has options for both work related and non-work related trips. If needed any of the services can make use of the vehicle sharing and driver training products.



**Trip Request:** This software system allows individuals, and social service and non-profit organizations to request a trip or a vehicle by phone or on the web.

Trip Confirmation: This software system places automatic calls to individuals who requested trips and organizations that requested vehicles to remind them of their reservation and allow them to cancel if needed.

Community Link: Transportation for seniors and persons with disabilities within their community and to appointments in nearby communities.

Vehicle Sharing: Human service and non-profit organizations obtain a vehicle on an as need basis from the vehicle pool to transport their clients.

Volunteer Driver: Transportation for seniors and persons with disabilities with volunteers when no other options are feasible.

Village Van: Transportation for a group of clients from a human service organization to temporary jobs, job training or employment support services.

Job Access: A reduction in the monthly vanpool fare for a client of a human service organization.

Canyon County Vanpool: Vanpool transportation for work trips that touch Canyon County but do not touch Ada County.

Vehicle Pool: A group of vans and small buses maintained and insured by Valley Regional Transit that human service and non-profit organizations and service providers can access.

## **GoRide Products**

### **Purpose**

The purpose of the GoRide products is to provide the equipment and training needed to operate the GoRide services.

### **Objectives**

- 1) To make a variety of vehicles available to social service and non-profit organizations at a lower cost to the organization than purchasing and maintaining a vehicle.
- 2) To make it easy for individuals and social service and non-profit organizations to request a trip or a vehicle.

- 3) To allow transportation providers to request trips for customers on one another's services.
- 4) To reduce no-shows and last minute cancelations.
- 5) To provide initial training for individuals in the driving profession.
- 6) To provide drivers for the GoRide services if needed.

### **Benefits**

- 1) Reduces human service and non-profit organizations' cost of providing transportation.
- 2) Allows riders to be grouped on a vehicle rather than make individual trips for each request.
- 3) Allows a social service or non-profit organization to obtain the type and quantity of vehicles they need when they need them.
- 4) Simplifies the trip request and vehicle request system and eliminate the need for individuals and organizations to know which transportation provider to call for which type of service.
- 5) Trains individuals in the driving profession and helps with job placement.

### **GoRide Trip Request System**

The GoRide Trip Request system allows organizations or individuals to request trips on any GoRide service over the phone or on the internet. The system can take requests for trips for individuals or vehicles for organizations. The computer system is designed so that all services available in Ada and Canyon counties can be viewed regardless of the service provider. This allows a customer service representative at a transportation provider or a staff person at a human service agency to inform the individual of all their alternatives.

### **GoRide Trip Confirmation System**

The GoRide Trip Confirmation System is automatically call individuals who have trips scheduled or organizations that have vehicles scheduled the evening before their reservation to remind them and to confirm that they still need the service. The system also calls individuals just prior to their trip to remind them that the vehicle is on its way to pick them up. Individuals and organizations can choose not to be a part of the GoRide Trip Confirmation System. Both Spanish and English is available.

### **GoRide Vehicle Pool**

The GoRide Vehicle Pool is a group of vehicles that are available for use through the services outlined in this document. The vehicles are available on a first-come-first-served basis. The vehicles range in passenger capacity and accessibility. They are new or used,

however, all used vehicles will be assessed to ensure they are in good operating order before put into the pool. The pool vehicles are insured, licensed and maintained by Valley Regional Transit.

### **GoRide Driver Training**

Clients sponsored by a social service agency receive driver training and certification. The training includes a 16 week comprehensive training program, including an All About Safe Driving course, with on-the-road personalized training based on the participants starting skills and potential job requirements. Participants also receive basic job skills training. Participants are then certified to drive the GoRide Job Access vans. Drivers, who are initially accompanied by a driver trainer, continue developing their customer service skills while providing transportation through the Village Van Transportation Program. Please reference the Driver Training Manual for more detailed information. Human service organizations and government agencies that provide job placement or job training assistance can sponsor a client in the GoRide Driver Training Program. Costs to participate are show below.

#### *Pricing*

	Cost Per Driver
Administration Costs	\$107
Training Costs	\$170
Operation Costs	\$1,625
<b>Total Costs</b>	<b>\$1,902</b>

#### *GoRide Job Placement Services*

Valley Regional Transit staff will coordinate with the GoRide driver, the agency sponsoring the driver and the potential employers to help with job placement.

## Non-Work Transportation

### Purpose

The purpose of the GoRide non-work transportation services is to expand transportation options for seniors and persons with disabilities to enhance independent living.

### Objectives

1. Provide service to older adults and persons with disabilities in areas in Ada and Canyon counties that currently have limited or no service.
2. Reduce the costs to human service agencies and non-profit organization of operating their own vehicles and to make more efficient use of those vehicles.
3. Coordinate volunteer driver programs to fill in service gaps and meet special needs.

### Benefits

1. More efficient use of resources
2. Senior and persons with disabilities have access to more transportation options
3. Consistent training and back rounds checks for all drivers
4. Human service agencies can focus on core mission
5. Human service agencies don't have to maintain and insure vehicles
6. Human service agencies have access to lift equipped vehicles
7. Reduces volunteer burn out

### GoRide Community Link

GoRide Community Link will provide origin-to-destination service to seniors (65 and older) and persons with disabilities. As the program grows, the service will be open to the general public in additional communities. The general public will be picked-up and dropped-off at set locations throughout the community. Initially, reservations will be required no later than 4 PM the day before the requested trip. As the program grows, same-day scheduling will be added. Trip requests will be filled on a first-come-first-served basis. Trips for seniors and persons with disabilities will take priority over trips for the general public. No reservations can be scheduled on Sunday. Reservations can be made up to a month in advance. GoRide Community Link service will connect to the nearest regional public transportation service.

Ideally, Federal Transportation Administration 5310 funds will be used for operations, since such projects from this funding source can be done at a 20% local and 80% federal funding ratio. Other funding sources are done at a 50% local and 50% federal funding



ratio. Requests for proposals will be sent to solicit organizations to provide the service in identified service areas.

### **GoRide Vehicle Sharing**

The GoRide Vehicle Sharing Program is a pool of vehicles for human service agencies and non-profit organizations in Ada and Canyon counties to use when needed. The pool of GoRide vehicles includes a variety of vehicle sizes and does include vehicles with wheelchair lifts. This allows agencies and organizations to access vehicles that are appropriate for the trip they are making. Agencies and organizations can join the GoRide Vehicles Sharing Program and must have a least one driver certified. Vehicles will be allocated on a first-come-first-served basis. All drivers operating a GoRide vehicle must be approved prior to the agency or organization requesting a vehicle. Driver certification training, which takes approximately 2.5 hours, and the certification approval process, which takes approximately 2 weeks) is free. The certification is valid for 1 year. Some vehicles require a Commercial Driver's License (CDL) with passenger endorsement to operate. In this case, the organization must provide a copy of the CDL license of the person operating the vehicle.

There are three types of memberships:

- 1) *Annual Donating*
- 2) *Annual Participating*
- 3) *Participating*

#### *Annual Donating Member*

An Annual Donating Member is an human service or organization that currently has a vehicle but doesn't need it seven days a week, or only uses the vehicle either during the day or in the evenings. The Annual Donating Member donates their vehicle to the GoRide Vehicle Sharing Program. In exchange, Valley Regional Transit will insure and maintain the vehicle. GoRide staff will use Kelly Blue Book trade-in value for cars and vans and resale value for buses to determine the value of the donated vehicle. Valley Regional Transit will become owner of the vehicle. The value of the vehicle will be credited toward the cost of the Annual Donating Member's annual membership cost. In return, the Annual Donating Member retains use of the vehicle for the specific days or evenings identified and can also borrow an additional vehicle at no charge five additional days during the year for local use. GoRide staff retains the right to turn down a vehicle for inclusion in the vehicle sharing pool. The Annual Donating Member will receive the vehicle with a full tank of gas and must return the vehicle with a full tank of gas.

*Pricing*

For example, if an Annual Donating Member's vehicle is worth \$5,000, then:

Days Per Week Member Uses Vehicle	Annual Cost Plus Gas \$5,000 Vehicle						
	Base Annual Cost	1	2	3	4	5	TOTAL
7	\$10,367	\$5,367	\$10,367	\$10,367	\$10,367	\$10,367	<b>\$46,835</b>
6.5	\$9,635	\$4,635	\$9,635	\$9,635	\$9,635	\$8,894	<b>\$42,434</b>
6	\$8,894	\$3,894	\$8,894	\$8,894	\$8,894	\$8,894	<b>\$39,470</b>
5.5	\$8,153	\$3,153	\$8,153	\$8,153	\$8,153	\$8,153	<b>\$35,765</b>
5	\$7,412	\$2,412	\$7,412	\$7,412	\$7,412	\$7,412	<b>\$32,060</b>
4.5	\$6,670	\$1,670	\$6,670	\$6,670	\$6,670	\$6,670	<b>\$28,350</b>
4	\$5,929	\$929	\$5,929	\$5,929	\$5,929	\$5,929	<b>\$24,645</b>
3.5	\$5,188	\$188	\$5,188	\$5,188	\$5,188	\$5,188	<b>\$20,940</b>
3	\$4,447	\$0	\$3,894	\$4,447	\$4,447	\$4,447	<b>\$17,235</b>
2.5	\$3,706	\$0	\$2,412	\$3,706	\$3,706	\$3,706	<b>\$13,530</b>
2	\$2,965	\$0	\$930	\$2,965	\$2,965	\$2,965	<b>\$9,825</b>
1.5	\$2,223	\$0	\$0	\$1,669	\$2,223	\$2,223	<b>\$6,115</b>
1	\$1,482	\$0	\$0	\$0	\$928	\$1,482	<b>\$2,410</b>
0.5	\$741	\$0	\$0	\$0	\$0	\$0	<b>\$0</b>

If an Annual Donating Member's vehicle is worth \$10,000, then:

Days Per Week Member Uses Vehicle	Annual Cost Plus Gas \$10,000 Vehicle						
	Base Annual Cost	Year					TOTAL
		1	2	3	4	5	
7	\$10,367	\$367	\$10,367	\$10,367	\$10,367	\$10,367	<b>\$41,835</b>
6.5	\$9,635	\$0	\$9,270	\$9,635	\$9,635	\$8,894	<b>\$37,434</b>
6	\$8,894	\$0	\$7,788	\$8,894	\$8,894	\$8,894	<b>\$34,470</b>
5.5	\$8,153	\$0	\$6,306	\$8,153	\$8,153	\$8,153	<b>\$30,765</b>
5	\$7,412	\$0	\$4,824	\$7,412	\$7,412	\$7,412	<b>\$27,060</b>
4.5	\$6,670	\$0	\$3,340	\$6,670	\$6,670	\$6,670	<b>\$23,350</b>
4	\$5,929	\$0	\$1,858	\$5,929	\$5,929	\$5,929	<b>\$19,645</b>
3.5	\$5,188	\$0	\$376	\$5,188	\$5,188	\$5,188	<b>\$15,940</b>
3	\$4,447	\$0	\$0	\$3,341	\$4,447	\$4,447	<b>\$12,235</b>
2.5	\$3,706	\$0	\$0	\$1,118	\$3,706	\$3,706	<b>\$8,530</b>
2	\$2,965	\$0	\$0	\$0	\$1,860	\$2,965	<b>\$4,825</b>
1.5	\$2,223	\$0	\$0	\$0	\$0	\$1,115	<b>\$1,115</b>
1	\$1,482	\$0	\$0	\$0	\$0	\$0	<b>\$0</b>
0.5	\$741	\$0	\$0	\$0	\$0	\$0	<b>\$0</b>

*Annual Participating Member*

An Annual Participating Member is a human service or non-profit organization that needs a vehicle on a regular basis but does not have a vehicle they want to make part of the GoRide Vehicle Sharing pool. Annual Participating Members can reserve a vehicle for a set number of days per week for a year and pay a one-time upfront annual fee. Annual Participating Members will receive the vehicle with a full tank of gas and must return the vehicle with a full tank of gas.

## Pricing

### Annual Cost Plus Gas

Days Per Week Member Uses Vehicle	Base Annual Cost
7	\$10,367
6.5	\$9,635
6	\$8,894
5.5	\$8,153
5	\$7,412
4.5	\$6,670
4	\$5,929
3.5	\$5,188
3	\$4,447
2.5	\$3,706
2	\$2,965
1.5	\$2,223
1	\$1,482
0.5	\$741

### *Participating Member*

Participating Members can reserve a vehicle on a per-day cost based on the number of miles they put on the vehicle. Participating Members will receive the vehicle full of gas and must return the vehicle full of gas. They will report the odometer mileage when picking up the vehicle and again when returning the vehicle. The following chart shows the cost to a Participating Member to use a vehicle sharing vehicle. If the vehicle is driven more than 500 miles, the cost is figured on a per-mile basis.

*Pricing*

The formula is:

$$\text{Maintenance \& Insurance } (\$0.65 \times \text{Miles}) + \text{Administration } (\$4.80 \times \text{Days}) + \text{Gas}$$

**GoRide Vehicle Sharing Participating Member  
Cost Per Usage Plus Gas**

Within Ada and Canyon County

Days	Miles				
	0 to 50	51 to 100	101 to 150	151 to 200	201 to 500
0.5	\$10	\$17	\$24	\$31	\$61
1	\$15	\$22	\$29	\$36	\$66
1.5	\$20	\$27	\$34	\$41	\$71
2			\$39	\$46	\$77
2.5			\$44	\$51	\$82
3			\$50	\$57	\$87
3.5			\$54	\$61	\$92
4				\$67	\$97
4.5				\$72	\$102
5				\$77	\$107
5.5				\$82	\$112
6					\$118
6.5					\$123
7					\$128

**GoRide Volunteer Driver Program**

The GoRide Volunteer Driver Program is designed for trip needs that cannot be met by either GoRide Community Link service or an organization using a GoRide Vehicle Pool vehicle. The objective is to have a pool of volunteers available during a given “shift” that can be assigned trips. Passengers will make reservations through the RideLine Reservation System at least a day before their trip is needed. Reservations cannot be

made on Sunday. Volunteer drivers will be notified of their scheduled trips by 5 pm the evening before their scheduled shift.

All volunteer drivers will be certified before providing trips. Driver certification training, which takes approximately 2.5 hours, and the certification approval, which takes approximately 2 weeks, are free. The certification is valid for one year. Volunteer drivers can use their own vehicle or a vehicle from the GoRide Vehicle Pool. If using a pool vehicle, the volunteer driver will be responsible for picking up and returning the Pool vehicle to its primary location. If using their own vehicle, the driver will be reimbursed at the federal mileage reimbursement rate. Drivers can select one or more weekly shifts during which time they will be available to provide trips. The evening before their shift, drivers will receive a list of the trips they are scheduled to make. The more volunteers, the more effective the program can be. The goal for the program is:

	Drivers Per Shift						Total
	6:00 AM	9:00 AM	12:00 PM	3:00 PM	6:00 PM		
	9:00 AM	12:00 PM	3:00 PM	6:00 PM	9:00 PM		
Monday	2	4	4	4	2	16	
Tuesday	2	4	4	4	2	16	
Wednesday	2	4	4	4	2	16	
Thursday	2	4	4	4	2	16	
Friday	2	4	4	4	2	16	
Saturday	2	2	2	2	2	10	
Sunday	4	2	2	2	2	12	
<b>Total Volunteers Needed</b>						<b>102</b>	

*Existing Pools of Volunteer Drivers*

Organizations that are willing to have their volunteers become part of the GoRide Volunteer Driver Program will:

1. Have their volunteers reimbursed at the federal mileage reimbursement rate when using their own vehicle
2. Will have access to the RideLine Reservation System to schedule trips
3. Will receive \$50 worth of vouchers for trips for every 500 miles their volunteers drive

### *Pricing*

The cost to the passenger per one way trip will be:

Miles 1-8	\$3.00
Miles 9-16	\$6.00
Miles 17 -24	\$9.00

## **Work Transportation**

### **Purpose**

Finding reliable transportation is often a barrier to seeking employment. The purpose of the GoRide Village Van program is to provide transportation to low-income individuals and persons with disabilities to attend job training, get to temporary employment, and access employment support services at locations they cannot otherwise access. Service will be provided to clients referred to Valley Regional Transit by human service agencies. The purpose of the GoRide Job Access program is to provide discounted vanpool transportation to low-income individuals and persons with disabilities to full-time employment. This service will be provided to clients referred to Valley Regional Transit by an employer or human service agency.

### **Objectives**

1. Provide transportation for low income individuals to employment support services, job training, temporary jobs and on-going jobs when other options conducive to their traveling ability are not available or affordable.
2. To train individuals in the driving profession.
3. To help identify job opportunities for drivers trained in the program.

### **Benefits**

1. Low-income individuals can access the employment support services and training they need to enter the job market.
2. Low-income individuals can get to jobs via affordable transportation when other options are not available.
3. Human service agencies can leverage transportation funding
4. Human service agencies can focus on core mission
5. Human service agencies don't have to maintain and insure vehicles
6. Human service agencies have access to accessible vehicles

### **GoRide Village Van**

Village Van transportation is designed to transport low-income individuals to temporary jobs or employment support services, which may include job training, career counseling, or medical services necessary to help the individual be prepared to enter the job market. Service will be provided in a van driven by a person participating in the Driver Job Training component of the program. The van will be provided through Valley Regional Transit's GoRide Vehicle Sharing Program. The driver may be, but does not have to be, a client of the organization requesting the service. Service can be scheduled by the day, week or month. Vehicles and drivers are available on a first-come-first-served basis.

### *Pricing*

There is a cost of the Village Van is covered by a combination of federal funds, human service agency contributions and passenger fares. VRT can provide a dollar of federal funds for every dollar contributed by the human service agency. The amounts available from these funding sources impacts the fares charged. VRT has limited federal funds available and will match human service agency contributions on a first-come-first-serve basis. Fares for each person in the van can be paid by the individual, by the organization requesting the service, or a combination of the two. Below are examples of GoRide Village Van Transportation pricing. Actual pricing will depend on:

1. the length of the trip,
2. the number of passengers
3. the amount, if any, the organization is contributing toward the cost
4. whether the organization has a certified driver who is participating in the training or part time work or if a driver is needed



**GoRide Village Van - 12 to 15 Passenger Van  
Example 1**

One Way Miles Per Trip	10		
	Annual		
Total Cost	\$3,107		
Agency Annual Match	15%		\$466
	Monthly	Weekly	Daily
Adjusted Cost	\$220.00	\$51.00	\$10.50

Monthly		Weekly		Daily	
Passengers	Passenger Cost	Passengers	Passenger Cost	Passengers	Passenger Cost
2	\$110.00	2	\$25.50	2	\$5.50
3	\$73.50	3	\$17.00	3	\$3.50
4	\$55.00	4	\$13.00	4	\$2.50
5	\$44.00	5	\$10.00	5	\$2.00
6	\$36.50	6	\$8.50	6	\$2.00
7	\$31.50	7	\$7.50	7	\$1.50
8	\$27.50	8	\$6.50	8	\$1.50
9	\$24.50	9	\$5.50	9	\$1.00
10	\$22.00	10	\$5.00	10	\$1.00
11	\$20.00	11	\$4.50	11	\$1.00
12	\$18.50	12	\$4.50	12	\$1.00
13	\$17.00	13	\$4.00	13	\$1.00
14	\$15.50	14	\$3.50	14	\$1.00
15	\$14.50	15	\$3.50	15	\$0.50

**GoRide Village Van - 12 to 15 Passenger Van  
Example 1**

One Way Miles Per Trip	15		
Total Cost	Annual		
	\$4,661		
Agency Annual Match	50%		\$2,330
Adjusted Cost	Monthly	Weekly	Daily
	\$194.00	\$45.00	\$9.00

Monthly		Weekly		Daily	
Passengers	Passenger Cost	Passengers	Passenger Cost	Passengers	Passenger Cost
2	\$97.00	2	\$22.50	2	\$4.50
3	\$64.50	3	\$15.00	3	\$3.00
4	\$48.50	4	\$11.50	4	\$2.50
5	\$39.00	5	\$9.00	5	\$2.00
6	\$32.50	6	\$7.50	6	\$1.50
7	\$27.50	7	\$6.50	7	\$1.50
8	\$24.50	8	\$5.50	8	\$1.00
9	\$21.50	9	\$5.00	9	\$1.00
10	\$19.50	10	\$4.50	10	\$1.00
11	\$17.50	11	\$4.00	11	\$1.00
12	\$16.00	12	\$4.00	12	\$1.00
13	\$15.00	13	\$3.50	13	\$0.50
14	\$14.00	14	\$3.00	14	\$0.50
15	\$13.00	15	\$3.00	15	\$0.50

## GoRide Job Access

Job Access service is designed to transport groups to temporary jobs or job locations when other transportation options are not available or affordable. Service will be provided by a van driven by a person participating in the Driver Job Training component of the program. The van will be provided through Valley Regional Transit's GoRide Vehicle Sharing Program. The driver may be, but does not have to be, a client of the organization requesting the service. Service can be scheduled by the day or by the month. Vehicles and drivers are available on a first-come-first serve basis.

### Pricing

#### GoRide Job Access Example 1

Monthly Vanpool Cost	\$118
Number of Participants	2
Monthly Sponsorship Rate	\$10
Monthly Cost to Participant	\$98.00
Program Administration Fee	\$8.33
Monthly Cost To Sponsor	\$28.33

#### GoRide Job Access Example 2

Monthly Vanpool Cost	\$90
Number of Participants	4
Monthly Sponsorship Rate	\$20
Monthly Cost to Participant	\$50.00
Program Administration Fee	\$4.17
Monthly Cost To Sponsor	\$84.17

## GoRide Sponsorships

Businesses, foundations and other community groups or individuals can become a GoRide Sponsor. Sponsors can contribute toward a vehicle for the GoRide Vehicle Pool or can sponsor an organization that needs transportation for their clients. Valley Regional Transit will use the sponsorship funds as local match toward a vehicle or service. All sponsors will be recognized with a logo or acknowledgement on a GoRide vehicle, a press release and a posting inside all ValleyRide buses. Below are some examples of sponsorship opportunities.

<b>Sponsorship Type</b>	<b>Sponsorship Amount</b>	<b>Total Value</b>
GoRide accessible van	\$9,350	\$55,000
GoRide van	\$6,000	\$30,000
GoRide driver training	\$1,258	\$2,488
GoRide village van (30 miles per day for a year for 15 people at a time)	\$4,661	\$8,637
GoRide village van (60 miles per day for a year for 15 people at a time)	\$9,321	\$17,261
GoRide Job Access (monthly vanpool fare for one person)	\$920	\$1,416

## GoRide Public Information and Outreach

Valley Regional Transit will coordinate the public information and outreach of the GoRide services and products.

### *Outreach To Organizations*

The objectives of the information and outreach to organizations are:

1. Inform organizations of the availability of the GoRide services available to their clients and members.
2. Inform organizations of sponsorship opportunities.
3. Inform organizations of driver job training opportunities.
4. Inform organizations of the availability of volunteer drivers for their clients and members.

5. Inform organizations of the availability of the RideLine Information and Reservation system.
6. To train organizations on using the RideLine Information and Reservation system.
7. To give organizations recognition for participating in the programs.

Outreach and information strategies will include:

1. Information on VRT websites
2. Information on local jurisdictions' websites
3. Information webinars
4. Information packets for one-on-one meetings with organizations
5. Booths and presentations at community events and meetings
6. Outreach through associations
7. Training sessions
8. A link on the RideLine phone tree for organizations seeking information
9. Press release regarding each member organization when they join
10. Flyer for member organizations to distribute to their members about transportation options
11. Annual awards and recognition banquet

### *Outreach To Individuals*

The objectives of the information and outreach to individuals are:

1. Inform individuals of the opportunity to join the Volunteer Driver Program.
2. To train individuals on using the RideLine Information and Reservation system.
3. To give individuals recognition for participating in the program.

Outreach and information strategies will include:

1. Information on VRT websites
2. Information on local jurisdictions' websites
3. Information webinars
4. Information packets for one-on-one meetings
5. Outreach to businesses and jurisdictions about having employees volunteer
6. Booths and presentations at events or meetings potential volunteers attend
7. Outreach through associations
8. Training sessions
9. A GoRide Volunteer Driver program magnet on all volunteer driver vehicles
10. A link on the RideLine phone tree for individuals seeking information

11. Advertising on outside of buses for volunteer drivers
12. Press release regarding the program
13. Recognition program for volunteer drivers
14. Annual awards and recognition banquet

#### *Outreach To Individuals Needing Transportation*

The objectives of the information and outreach to individual riders are:

1. Inform individuals of the availability of the Community Link service.
2. Inform individuals of the availability of volunteer drivers for trips.
3. Inform individuals of the availability of the RideLine Information and Reservation system.
4. To train individuals on using the RideLine Information and Reservation system.

Outreach and information strategies will include:

1. Information on VRT websites
2. Information on local jurisdictions' websites
3. Information on participating organizations' websites
4. Travel training
5. Booths and presentations at events or meetings
6. Outreach through associations
7. Training sessions for RideLine reservations
8. Banners/posters and brochures at human service agencies and non-profit organizations

#### *Outreach To Businesses*

The objectives of the information and outreach to individual riders are:

1. To inform them of the availability of sponsorship opportunities.
2. To inform them of the availability of the GoRide Job Access service.
3. To inform them of volunteer opportunities for their employees

Outreach and information strategies will include:

1. Information on VRT websites
2. Information on local jurisdictions' websites
3. Booths and presentations at events or meetings
4. Outreach through associations

**Appendix A – Program Forms**



**ORGANIZATION**

Organization Name	ABC Organization
Is the organization a social service agency or non-profit organization?	Yes
Contact Name	Jane Smith
Contact Number	208-555-555
Please describe your transportation needs	Clients to and from appointmentns.

**VEHICLE**

Do you have a vehicle or are you considering purchasing a vehicle?	No					
Purchase price of vehicle		<u>\$0</u>	Match amount to buy a vehicle for the program			
Do you have an existing vehicle to donate to the vehicle sharing pool?	Yes					
What is the make and model of the vehicle?						
What is the year of the vehicle?						
How many miles are on your vehicle?						
What is the Blue Book value of the vehicle? (sell yourself option)						
What Blue Book condition rating did you use?						
What does VRT consider the Blue Book value of the vehicle?	\$10,000					<u>\$10,000</u>
What Blue Book condition rating did VRT use?						



**TRANSPORTATION NEEDS**

Do you need a vehicle on a regular schedule over the next year?

If yes, when do you need the vehicle?

	Morning	Afternoon	Evening	Night
Monday	Yes	Yes	No	No
Tuesday	Yes	Yes	No	No
Wednesday	Yes	Yes	No	No
Thursday	No	No	No	No
Friday	Yes	Yes	No	No
Saturday	No	No	No	No
Sunday	No	No	No	No

Number of vehicles needed for this schedule

Total days per week (two time slots = one day)

If not a regular schedule, how many days a month?



**GORIDE VEHICLE SHARING MEMBERSHIP OPTIONS**

	TOTAL	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Purchase Your Own Vehicle</b>						
Own and operate independently	\$79,850	\$31,970	\$11,970	\$11,970	\$11,970	\$11,970
<b>GoRide Vehicle Sharing Annual Donating Member</b>						
Donating <i>new</i> vehicle and using it on a <i>regular</i> schedule						
Donating <i>existing</i> vehicle and using it on a <i>regular</i> schedule	\$9,650	\$0	\$0	\$0	\$3,720	\$5,930
Donating <i>new</i> vehicle and using it on a <i>irregular</i> schedule						
Donating <i>existing</i> vehicle and using it on a <i>irregular</i> schedule						
<b>GoRide Vehicle Sharing Annual Participating Member</b>						
<i>Regular</i> schedule						
<i>Irregular</i> schedule						



**GORIDE VEHICLE SHARING PLAN**

ABC Organization

Jane Smith

Type of Membership Selected

Annual Donating Member

Vehicle donation

Existing

**\$10,000**

Schedule

Regular

**2.00**

Number of vehicles

**2.00**

Cost

Total

Year 1

Year 2

Year 3

Year 4

Year 5

**\$9,650**

**\$0**

**\$0**

**\$0**

**\$3,720**

**\$5,930**

Savings

**\$70,200**

Program Benefits

Five additional days at no charge

**GORIDE VEHICLE SHARING SCHEDULE**

Agreement Start Date

Jul-13

Do you want to apply the value of the vehicle donation up front or spread the value over five years?

Spread



Payment Schedule

Year 1

Date	Amount
Sep-13	\$483
Oct-13	\$483
Jan-14	\$483
May-14	\$483

Year 2

Date	Amount
Sep-14	\$483
Nov-14	\$483
Feb-15	\$483
May-15	\$483

Year 3

Date	Amount
Sep-15	\$483
Nov-15	\$483
Feb-16	\$483
May-16	\$483

Year 4

Date	Amount
Sep-16	\$483
Nov-16	\$483
Feb-17	\$483
May-17	\$483

Year 5

Date	Amount
Sep-17	\$483
Nov-17	\$483
Feb-18	\$483
May-18	\$483

**ORGANIZATION**

Organization Name	ABC Organization
Is the organization a social service agency or non-profit organization?	Yes
Contact Name	Jane Smith
Contact Number	208-555-5555

**VOLUNTEER DRIVERS**

How many drivers are currently in you volunteer driver program?	10
Do you volunteers work the same shift each week?	Yes
Do volunteers drive their own vehicle or an agency vehicle?	Both
How many trips per week do you provide with volunteer drivers?	30
How many miles per week do your volunteers drive?	420
Do you reimburse you volunteer drivers for expenses?	Yes
If yes, what is your reimbursement rate per mile?	\$0.55
Annual cost to organization	<b>\$12,012</b>

**ORGANIZATION'S NEEDS**

How many members does your organization have?

86

How many volunteer driver trips do members request per week?

24

Describe your clients trips?

To and from our location

**GORIDE DRIVER TRAINING PLAN**

How many drivers will be trained?

10

How many drivers need ESL training?

1

Minimum number of training sessions needed

3

Training session dates

# Drivers

Start

Group One

2

Monday, August 05, 2013

Group Two

6

Monday, September 09, 2013

Group Three

2

Monday, December 02, 2013

Group Four

Monday, January 06, 2014

Group Five

Monday, February 03, 2014

Training cost

**\$19,000**

Training value

**\$95,000**



**GORIDE VEHICLE SHARING SCHEDULE**

ABC Organization

Jane Smith

Agreement Start Date

8/5/2013

Payment Schedule

Date	Amount
September-13	\$15,200
December-13	\$3,800
March-14	\$0
Total	\$19,000



**ORGANIZATION**

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Organization Name	ABC Organization
Is the organization a social service agency or non-profit organization?	Yes
Contact Name	Jane Smith
Contact Number	208-555-5555

**VOLUNTEER DRIVERS**

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How many drivers are currently in you volunteer driver program?	7
Do you volunteers work the same shift each week?	Yes
Do volunteers drive their own vehicle or an agency vehicle?	Both
How many trips per week do you provide with volunteer drivers?	31
How many miles per week do your volunteers drive?	850
Do you reimburse you volunteer drivers for expenses?	Yes
If yes, what is your reimbursement rate per mile?	\$0.25
Annual cost to organization	<b>\$11,050</b>





### ORGANIZATION'S NEEDS

How many members does your organization have?

114

Describe where your clients trips?

To and from appointments.

### GORIDE VOLUNTEER DRIVER PLAN

Number of volunteers joining program

6

Number of shifts volunteers will fill

1

Estimated number of miles provided per year

**1,560**

Estimated value of volunteer trips earned for agency

**\$156**

Agency savings

**\$11,206**

## Appendix B – Budget and Pricing

GoRide Community Link	SERVICE INFORMATION			ONGOING EXPENSES				FUNDING			Fares
	Average Trips / Day	Average Trips / Annual	Total Expenses / Annual	Total Cost / Trip	Operations Cost / Trip	Admin Costs / Trip	Driver Cost / Trip <i>\$12 per hour</i>	Total Funding / Annual	Total Federal Funding	Total Local Funding	
Meridian / North Boise -- Local	54	13,824	\$300,893	\$15.71	\$6.50	\$1.71	\$7.50	\$300,893	\$262,084	\$20,761	\$18,048
Meridian / North Boise -- Regional	11	2,816		\$29.71	\$13.00	\$1.71	\$15.00				
Star / Eagle -- Local	32	8,192	\$239,020	\$18.96	\$9.75	\$1.71	\$7.50	\$239,020	\$221,476	\$17,544	\$0
Star / Eagle -- Regional	11	2,816		\$29.71	\$13.00	\$1.71	\$15.00				
Nampa / Caldwell / Middleton -- Local	76	19,456	\$461,774	\$18.96	\$9.75	\$1.71	\$7.50	\$461,774	\$385,220	\$76,554	\$0
Nampa / Caldwell / Middleton -- Regional	11	2,816		\$32.96	\$16.25	\$1.71	\$15.00				
Parma / Notus /Melba -- Local	22	5,632	\$208,778	\$18.96	\$9.75	\$1.71	\$7.50	\$208,778	\$193,453	\$15,324	\$0
Parma / Notus /Melba -- Regional	11	2,816		\$36.21	\$19.50	\$1.71	\$15.00				
Administration								\$50,000	\$50,000	\$0	\$0
<b>Total</b>			\$1,210,464					\$1,260,464	\$1,112,233	\$130,183	\$18,048

**GoRide Vehicle Sharing**

**ASSUMPTIONS**

<b>Large Van</b>	
Cost of Van	30,000
Expected Life miles	125,000
Expected Life Years	5
Residual Value	\$1,000
Total Number of Vehicles	10
Reservations Per Vehicle Per Week	1.5
Miles Per Vehicle Per Year	25,000
Total Number of Reservations Per Year	780
Total Miles Per Year	250,000
Donating Members	2.0

<b>Mini Van</b>	
Cost of Van	\$30,000
Expected Life miles	125,000
Expected Life Years	5
Residual Value	\$1,000
Total Number of Vehicles	5
Reservations Per Week	3.0
Miles Per Vehicle Per Year	25,000
Total Number of Reservations	780
Total Number Of Miles	125,000

<b>Accessible Mini Van</b>	
Cost of Van	\$55,000
Expected Life miles	125,000
Expected Life Years	5
Residual Value	\$1,000
Total Number of Vehicles	5
Reservations Per Week	1.0
Miles Per Vehicle Per Year	25,000
Total Number of Reservations	260
Total Number Of Miles	125,000

<b>CDL Van</b>	
Cost of Van	\$60,000
Expected Life miles	125,000
Expected Life Years	5
Residual Value	\$1,000
Total Number of Vehicles	2
Reservations Per Week	1.0
Miles Per Vehicle Per Year	25,000
Total Number of Reservations	104
Total Number Of Miles	50,000

## COSTS

Maintenance Costs	Frequency	Quantity	Cost Per	Total Cost
Oil Changes/Inspections	5,000 miles	5.00	\$80	\$400
Tires	30,000 miles	1.00	\$400	\$400
Cleaning/Carwash	2 weeks	26.00	\$20	\$520
Repairs	1 year	1.00	\$4,000	\$4,000
Glass and minor damage	life of vehicle	5.00	\$200	\$1,000
Insurance	1 year	1.00	\$2,500	\$2,500
Emissions inspection	2 years	0.50	\$20	\$10
Brakes	45,000 miles	0.56	\$400	\$222
Total Cost Per Year Per Vehicle				\$9,052
Cost Per Mile				\$0.36

Administration Costs	Quantity	Cost Per	Total Cost
Mobility Manager	0.25	\$58,000	\$14,500
Customer Service Specialist	0.5	\$36,000	\$18,000
GoRide Specialist	0.33	\$36,000	\$11,880
Marketing			\$25,000
Total Administration Costs			\$69,380
Cost Per Reservation			\$36.06

Driver Costs	Quantity	Cost Per	Total Cost
Driver Certification	50	\$100	\$5,000
Total Per Reservation			\$2.75

Vehicle Replacement Costs	Large Van	Mini Van	Accessible Van	CDL
Cost Per Vehicle	\$30,000	\$30,000	\$55,000	\$60,000
Residual Value	\$1,000	\$1,000	\$1,000	\$1,000
Total Replacement Cost	\$29,000	\$29,000	\$54,000	\$59,000
Cost Per Mile	\$0.23	\$0.23	\$0.43	\$0.47
Average	\$0.34			

## BUDGET

	Total	Federal	Local	Total Local	
Maintenance Costs	\$0.36	\$0.29	\$0.07	\$0.14	Per Mile
Vehicle Replacement Costs	\$0.34	\$0.27	\$0.07		
Donating Membership Free Days	\$0.64	\$0.51	\$0.13	\$10.26	Per Reservation
Driver Certification	\$2.75	\$2.20	\$0.55		
Administrative Costs	\$36.06	\$28.54	\$9.58		

<b>Total Costs Per Year</b>	\$423,841
<b>Total Fares</b>	\$0
<b>Federal Portion</b>	\$369,922
<b>Total Local Match</b>	\$97,190
<b>Revenue &amp; Sponsor Local Match</b>	\$55,867
<b>Local Match - Jurisdictions</b>	\$0
<b>Balance</b>	\$1,948

**GoRide Volunteer Driver**

**ASSUMPTIONS**

Estimated Number of Volunteers	50
Estimated Number of Trips	3,900
Trips with Volunteers Vehicle	3,640
Trips with Vehicle Sharing Vehicle	260
Ratio of Deadehead per Revenue	0.50
Miles With Volunteers Vehicle	58,240
Miles with Vehicle Sharing Vehicle	4,160

**COSTS**

<b>Operations Costs</b>	<b>Cost Per Mile</b>	<b>Cost Per Year</b>
Volunteer Vehicle	\$0.56	\$48,922
Pool Vehicle	\$0.70	\$4,394
<b>Total</b>		<b>\$53,315</b>

<b>Administration Costs</b>	<b>Quantity</b>	<b>Cost Per</b>	<b>Cost Per Year</b>
Mobility Manager	0.2	\$58,000	\$11,600
Customer Service Specialist	0.25	\$36,000	\$9,000
GoRide Specialist	0	\$36,000	\$0
Marketing			\$15,000
<b>Total</b>			<b>\$35,600</b>

**BUDGET**

	Total	Federal	Local	Percent of Total
Administration Costs	\$35,600	\$28,480	\$7,120	40%
Operation Costs	\$53,315	\$26,658	\$26,658	60%
<b>Total Costs</b>	<b>\$88,915</b>	<b>\$55,138</b>	<b>\$33,778</b>	

<b>Total Costs Per Year</b>	\$88,915
<b>Total Fares</b>	\$23,400
<b>Federal Portion</b>	\$40,627
<b>Total Local Match</b>	\$24,888
<b>Revenue &amp; Sponsor Local Match</b>	\$0
<b>Local Match - Jurisdictions</b>	\$24,888
<b>Balance</b>	\$0

**GoRide Village Van**

**ASSUMPTIONS**

Use Vehicle Sharing Vehicle 5 days a Week	\$3,702
Driver Through Driver Training Program	\$1,658
Hours of Service Per Day Per Vehicle	6
Number of Drivers Needed	12
Number of Months Van Operates	12
Trips Per Day Per Vehicle	3.8
Average One Way Trip Length	20
Total Miles Per Year	348,160
Riders Per Trip	7
Number of Vehicles	9
Average Organization Participartion Rate	20%

**COSTS**

<b>Administration Costs</b>	Quantity	Cost Per	Total Cost
Mobility Manager	0.25	\$58,000	\$14,500
Customer Service Specialist	0.5	\$36,000	\$18,000
GoRide Specialist	0.33	\$36,000	\$11,880
Marketing			\$25,000
Total Administration Costs			\$69,380
Cost Per Organization			\$346,900
Cost Per Mile			\$0.20

<b>Driver Costs</b>	Quantity	Cost Per	Cost Per Year
Driver Salary	9	\$8.50	\$119,680
Cost Per Mile			\$0.34

<b>Gas</b>	
Cost Per Gallon	\$3.48
Gas Mileage Per Gallon	15
Cost Per Mile	\$0.23



**BUDGET**

	<b>Total</b>	<b>Federal</b>	<b>Local</b>	<b>Local Cost Per Mile</b>
Vehicles	\$33,321	\$0	\$33,321	\$0.10
Administrative Costs	\$44,380	\$31,940	\$12,440	\$0.04
Information Materials	\$25,000	\$20,000	\$5,000	\$0.01
Drivers	\$139,576	\$59,840	\$79,736	\$0.23
Gas	\$80,773	\$40,387	\$40,387	\$0.23
<b>Total Costs</b>	<b>\$242,277</b>	<b>\$111,780</b>	<b>\$130,497</b>	<b>\$0.61</b>
		<b>46%</b>	<b>54%</b>	

<b>Total Costs Per Year</b>	\$242,277
<b>Total Fares</b>	\$85,680
<b>Federal Portion</b>	\$72,250
<b>Total Local Match</b>	\$84,347
<b>Revenue &amp; Sponsor Local Match</b>	\$0
<b>Local Match - Jurisdictions</b>	\$0
<b>Balance</b>	\$1,333

## GoRide Job Access

### ASSUMPTIONS

Projects Per Year	15
Riders Per Project	10
Total Riders Per Year	150
Months of Subsidy Per Rider	12
Average Monthly Vanpool Fare	\$118
Sponsor Annual Administration Fee	\$200
Sponsor Program Match Per Month	\$10

### COSTS

Program Costs	Quantity	Cost Per	Total Cost
Vanpool Fare	1,800	\$20	\$36,000
Total Program Costs			\$36,000

Administration Costs	Quantity	Cost Per	Total Cost
Mobility Manager	0.15	\$58,000	\$8,700
Customer Service Specialist	0.25	\$36,000	\$9,000
GoRide Specialist	0.00	\$36,000	\$0
Marketing			\$5,000
Total Administration Costs			\$22,700

## BUDGET

	Total	Federal	Local	Percent of Total
Administration Costs	\$22,700	\$18,160	\$4,540	39%
Operation Costs	\$36,000	\$18,000	\$18,000	61%
<b>Total Costs</b>	<b>\$58,700</b>	<b>\$36,160</b>	<b>\$22,540</b>	

<b>Total Costs Per Year</b>	\$58,700
<b>Total Fares</b>	\$0
<b>Federal Portion</b>	\$36,160
<b>Total Local Match</b>	\$22,540
<b>Revenue &amp; Sponsor Local Match</b>	\$21,000
<b>Local Match - Jurisdictions</b>	\$0
<b>Balance</b>	(\$1,540)

**GoRide Driver Training**

**ASSUMPTIONS**

Drivers Trained Per Year	54
Drivers Trained Per Session	3
Number Of Sessions Per Year	18
Staff Hours Road Supervision Per Driver	5
Staff Hours Scheduling Time Per Driver	5
Hours Driving Per Day	5
Days Per Week	5
Weeks Driving For Program	13
Total Driving Hours Per Driver	325
Driver Hourly Rate	\$8.50

**COSTS**

<b>Training Costs</b>	
ESL Class	\$250
Driver Training	\$500
Driver Certification	\$100
<b>Total</b>	<b>\$850</b>

<b>Administration Costs</b>	Quantity	Cost Per	Cost Per Year
Mobility Manager	0.15	\$58,000	\$8,700
Customer Service Specialist	0.25	\$36,000	\$9,000
GoRide Specialist	0.17	\$36,000	\$6,120
Marketing			\$5,000
<b>Total</b>			<b>\$28,820</b>

<b>Driver Costs</b>	Quantity	Cost Per	Cost Per Year
Driver Salary	17,550	\$8.50	\$149,175

**BUDGET**

	Total	Federal	Local	Cost Per Driver	Percent of Total
Administration Costs	\$28,820	\$23,056	\$5,764	\$106.74	13%
Training Costs	\$45,900	\$36,720	\$9,180	\$170.00	21%
Operation Costs	\$149,175	\$74,588	\$74,588	\$1,381.25	67%
<b>Total Costs</b>	<b>\$223,895</b>	<b>\$134,364</b>	<b>\$89,532</b>	<b>\$1,658</b>	

<b>Total Costs Per Year</b>	\$223,895
<b>Total Fares</b>	\$0
<b>Federal Portion</b>	\$134,364
<b>Total Local Match</b>	\$89,532
<b>Revenue &amp; Sponsor Local Match</b>	\$0
<b>Local Match - Jurisdictions</b>	\$0
<b>Balance</b>	\$0