

## RidePal Service Description

Effective date – 10/27/2012

### Rider Fares

Riders can purchase Unlimited Rides for a month, a 10-RidePak (a Ride is a one-way trip) or single Rides. The fares are shown to the Rider as they make their selection on the RidePal website.

### How to Get a New Bus Started

If there is currently no service to a company's area, or the existing routes are not optimal, a company is able to start a new route. To get such service started, the company contributes one month's worth of minimum commitment as a retainer into a 'New Bus Kitty<sup>TM</sup>'. This will start a 90-day clock for the new service at the company's location. Once service starts, the retainer paid will be credited toward the first month's ridership, and the company guarantees the monthly minimum to keep the bus stop near the company's location. Please contact RidePal at [info@ridepal.com](mailto:info@ridepal.com) for additional information.

Companies can accelerate this timeline by getting other neighboring companies or Riders to start using RidePal.

### Companies

Companies make sure that RidePal has access to their employees' commute preferences to ensure that the service suits the largest number of employees. Companies that have contributed a retainer will be given higher priority in route planning.

This retainer will be credited back to the company's account if the service does not start within 90 days. Companies can choose to keep the funds in the Kitty in order to restart the clock.

### Subsidies

Companies can choose to subsidize part or all of their employees' ridership cost. Subsidies are expressed in percentage of the cost of a ride, thus the actual cost per month to the company will vary with the number of rides purchased. Corporations can change their level of subsidy at any time. This change will be reflected the following month.

Subsidies only apply to all fares purchased by riders of your company when either origin or destination of the ride is your office location.

For example, if a company chooses to subsidize rides at 50%, the company will be invoiced 50% of the total value of the rides purchased by their employees at the end of the month, and the prices employees see when they log in to buy rides will reflect the subsidy in effect. If one rider adds a \$100 10-RidePak to their RidePass<sup>TM</sup>, the employee will see and pay a price of \$50, and \$50 will be added to the company's subsidy bill for that month.

## Route Planning and TDM

RidePal schedules and routes may vary periodically to remain optimized. RidePal regularly optimizes these routes, pickup points and schedules in order to maximize ridership.

## Optional Features

Companies may also take advantage of the following options:

[Dedicated runs](#)

[Block booking \('Bus Within a Bus'<sup>TM</sup>\)](#)

[Emergency Ride Home](#)

[Employee Working Late Flexibility](#)

### Dedicated Runs

A company has the option to book the entire capacity of a bus in each direction, on a given route and at a given time. Riders from other companies will not be allowed on that-bus. This is called a 'Run'.

If the company opts for a number of dedicated runs, additional cost may be incurred. This depends on the time of the dedicated runs and the distance they cover.

Dedicated runs must be booked for a minimum of 90 calendar days.

### Block Booking – 'Bus Within a Bus'<sup>TM</sup>

Companies can reserve capacity, i.e. a number of seats for their Riders on select existing runs. These seats will count as Rides taken whether they are used by the company's Riders or not.

Block Bookings are limited to a minimum of four consecutive weeks and have to fall on the same day of the week.

### Emergency Ride Home

Companies can choose to purchase insurance for employees who need to get home or to a key location in the event of an emergency. This will count just like a regular ride and will be charged as such provided the Rider did not spend more than \$50 on the trip beyond the cost of their regular ride.

The following events qualify as an emergency and will be covered – only employees who have used RidePal to get to work that day will be eligible:

- Illness or crisis of employee or immediate family member (fire of home, flooding, burglary - insurance or police report is required within 30 days)
- Sick child at school or daycare (doctor's note is required within 30 days)

This option is limited to one Emergency Ride per calendar quarter per Rider and costs \$2 per month per registered Rider within coverage of a RidePal bus.

Events that are not covered by this insurance include, but are not limited to:

- Pre-planned medical appointments
- Business-related travel
  
- In place of an ambulance
- Non-emergency side trips on the way home
  
- Inclement weather or unexpected acts of nature such as storms or earthquakes

### **Employee Working Late Flexibility**

Companies do not have to worry about employees not being able to work late because of bus pickup times. For \$8 per month per registered Rider, RidePal will share the cost of getting that employee home if he or she has to work late. This is capped at 4 missed Rides per calendar year per eligible Rider. Eligible Riders are those Riders at that location with a RidePal account, who have used RidePal to get to work that day. A supervisor's written notice is required.

The claimant is reimbursed by RidePal for the documented excess costs of the alternate transport actually used over the cost of their regular RidePal trip home. RidePal will reimburse for 80% of such properly-documented excess costs.