



**Reston Community Center
Board of Governors Monthly Meeting
April 7, 2014
8:00 p.m.
Meeting Agenda**

8:00 – Call to Order	Beverly Cosham, Chair
8:02 – Approval of Agenda	Beverly Cosham, Chair
8:03 – Approval of Minutes and Board Actions <ul style="list-style-type: none"> • Approval of March 10, 2014 Board Minutes (As Reviewed and Approved by the Board Secretary) • Approval of March 10, 2014 Board Actions (As Reviewed and Approved by the Board Secretary) 	Beverly Cosham, Chair
8:05 – Chair's Remarks	Beverly Cosham, Chair
8:07 – Introduction of Visitors	
8:08 – Citizen Input	
8:12 – Committee Reports <ul style="list-style-type: none"> • March 10 Community Relations and Program/Policy Joint Committee Meeting Supplemental Report 	Vicky Wingert, Program/Policy Committee Chair
8:20 – Approval of Committee Reports	Beverly Cosham, Chair
8:22 – Board Member Input on Activities Attended	
8:30 – Executive Director's Report	Leila Gordon, Executive Director
8:34 – Old Business	Beverly Cosham, Chair
8:40 – New Business	Beverly Cosham, Chair
8:45 – Adjournment	

Reminders:

Event	Date	Time
Best of Reston	April 10	5:00 p.m. Reception 6:30 p.m. Dinner
Finance Committee Meeting	April 21	6:00 p.m.
May Monthly Meeting	May 5	8:00 p.m.



RESTON COMMUNITY CENTER



SUMMARY OF MINUTES RESTON COMMUNITY CENTER BOARD OF GOVERNORS MEETING MARCH 10, 2014

Present:

- Bill Bouie
- John Mendonça
- Michelle Moyer
- Bill Penniman
- Cathy Vivona
- Vicky Wingert

Absent and Excused:

- Beverly Cosham, Chair
- Lisa Sechrest-Ehrhardt
- Gerald Zavala

Attending from the RCC Staff:

- Leila Gordon, Executive Director
- Cristin Bratt, Public Information Officer

Bill B. (Vice Chair) called the meeting to order at 8:05 p.m. and noted that this meeting was rescheduled from March 3 due to inclement weather.

MOTION #1:

Approval of the Agenda

Bill B. noted that the agenda date should be changed to March 10 and that we should also add the March 10 Community Relations and Program/Policy Meeting report. Cathy moved that the Agenda be approved, pending those changes. Vicky seconded the motion. The motion passed unanimously.

MOTION #2:

Approval of the February 3, 2014 Board Minutes

Bill P. moved that the Board approve the February 3, 2014 Board Minutes. Cathy seconded the motion. The motion passed unanimously.

MOTION #3:

Approval of the February 3, 2014 Board Actions

Cathy moved that the Board approve the February 3, 2014 Board Actions. Vicky seconded the motion. The motion passed unanimously.

Chair's Remarks

Bill B. noted that our chair is absent this evening, but that everyone has been busy with meetings and events this month. He also hopes everyone is getting excited for Reston's upcoming 50/100 anniversary.

Introduction of Visitors

None.

Citizen Input

None.

Committee Reports

February 10 Community Relations and Program Policy Joint Committee Report

Vicky said the Community Relations and Program/Policy committees met February 10 and heard requests for continued partnerships and expansion of services, as well as some new endeavors. All information has been documented in the report for the February 10 meeting.

March 10 Community Relations and Program Policy Joint Committee Report

March 10, 2014 Board of Governors Meeting Minutes

Vicky said the Community Relations and Program/Policy committees met on March 10 at 6:30 p.m. The Board reviewed and received the staff report in response to the February 10 meeting. The detailed report from that meeting – including handouts – will be included in the April 2014 Board Package.

MOTION #4:

Approval of the February 10 and March 10 Committee Reports

Bill P. moved that the Board approve all committee reports. Michelle seconded the motion. The motion passed unanimously.

Board Member Input on Activities Attended

John went to the GRACE exhibit reception and had meetings with Reston Soccer.

Vicky attended Reston Historic Trust meetings and has been working on *The Reston Story*.

On January 28, Bill P. spoke at the Fairfax County Board of Supervisors' public hearing on the staff's recommendations concerning the Reston Master Plan Special Study Plan Amendment. This staff report recommending amendments to the comprehensive plan resulted from the staff's work with the Reston Master Plan Special Study Task Force and largely adheres to the Task Force's recommendations.

Cathy attended the February 10 meeting and also shoveled far too much snow.

Michelle was able to cross country ski, but also made it to the Diva Central Prom Dress Giveaway. She was impressed by the event, inventory and volunteers, but is happy that her girls are past the prom stage.

Bill B. went to Park Authority and IPAR meetings, as well as many meetings regarding the County budget.

Executive Director's Report

Leila said that the County's internal audit came through with no significant findings. RCC was given a good report so we can maintain our three-year audit cycle. She and the staff have been working on ideas from the February 10 meeting. There were great programs in February including the Diva Central Prom Dress Giveaway and the 55+/Community Events bus tour experience for Black History Month, both of which were very successful. Reston Community Players finished their run of *Les Mis*. Despite the snow they only had one canceled show; the box office was able to move those ticket holders to other nights. The AARP Tax Aide program started in February. Leila has detailed meetings she attended in the Executive Director's Report. She was one of three judges for "Ms. And Mr. Seahawk" – a talent contest at South Lakes High School. She said there is a lot of talent in our community.

Old Business

There was no old business.


New Business

Bill B. reminded everyone about the Finance Committee Meeting on March 17 at 6:00 p.m. He also noted that the Park Authority Baron Cameron Park Public Input Meeting will be held on March 27 at 7:00 p.m. at Buzz Aldrin Elementary School.

MOTION #5:

To Adjourn the Meeting


Vicky moved to adjourn the meeting at 8:17 p.m. Bill P. seconded the motion. The motion passed unanimously.


William Penniman,
Board Secretary

____3/25/14____
Date

BOARD ACTIONS TAKEN AT BOARD OF GOVERNORS MEETING ON MARCH 10, 2014

- 14-0310-1 Bd That the Board approve the Agenda**
- 14-0310-2 Bd That the Board approve the February 3, 2014 Board Minutes**
- 14-0310-3 Bd That the Board approve the February 3, 2014 Board Actions**
- 14-0310-4 Bd That the Board approve the February 10 and March 10 committee reports**
- 14-0310-5 Bd That the meeting be adjourned.**



William Penniman,
Board Secretary

____3/25/14_____
Date



**BOARD OF GOVERNORS
COMMUNITY RELATIONS AND PROGRAM/POLICY JOINT COMMITTEE MEETING
SUPPLEMENTAL REPORT
MARCH 10, 2014**

Present:

- | | |
|------------------|-----------------|
| ▪ Bill Bouie | ▪ Bill Penniman |
| ▪ John Mendonça | ▪ Cathy Vivona |
| ▪ Michelle Moyer | ▪ Vicky Wingert |

Absent and Excused:

- Beverly Cosham, Chair
- Lisa Sechrest-Ehrhardt
- Gerald Zavala

Attending from RCC Staff

- | | |
|---|--|
| ▪ Leila Gordon, Executive Director | ▪ Brian Gannon, Booking Manager |
| ▪ Thomas Ward, Deputy Director | ▪ Karen Brutsché, 55+ Program Director |
| ▪ BeBe Nguyen, Media Director | ▪ Cheri Danaher, Arts Education Director |
| ▪ Cristin Bratt, Public Information Officer | ▪ Kevin Danaher, Community Events Director |
| ▪ Eileen Boone, Leisure and Learning Director | ▪ Mike Rothenberg, Assistant Aquatics Director |
| ▪ Renata Wojcicki, Finance Director | |
| ▪ Joe Leary, Aquatics Director | |

Welcome and Introductions

Vicky welcomed everyone at 6:38 p.m. and announced that the purpose of the meeting was to receive the staff report (see attached) in response to the February 10 meeting. Leila and the staff reviewed the report with the Board. Below is a list of the report items with which Board members had questions or concerns:

- **Expanded Lake Anne Sponsorships** - John asked about RCC's current sponsorship of the Ukulele Festival. Leila said RCC funds other Lake Anne festivals, but this is the first sponsorship of that festival. Bill P. asked when it is held, and Kevin Danaher responded that it takes place in July.
- **Partner with GRCC on "Destination Reston" Marketing Program** - Bill P. asked if we would be contributing staff or monetary resources. Leila said we're trying not to overload the staff, but to combine community resources. He asked how much we give to GRCC. Leila said RCC gives \$15K to Ethics Day and \$10K to community engagement activities (non-profit organizations in Reston). Leila reiterated that we would not be the sole sponsor. John suggested we add "contingent upon" language to any forthcoming agreement. Leila said we would ensure that there are other sponsors.
- **Expand Partnership with Reston Town Center Association through increased sponsorship of holiday activities** - Michelle asked if RTCA requested the \$25K dollar amount and Leila confirmed that was so. Vicky added that RTCA represents both the residences and businesses at Reston Town Center. John asked what we received in return. Leila said the increased funding would result in additional signage, print collaterals and a larger web presence; it is great branding for RCC.
- **RideScheduler Program** - Board members had concerns about liability; Eileen and Karen said that they would review the liability document. Bill P. asked if the idea was that we would partner with several other organizations. Eileen and Leila agreed and said it would serve a larger

March 10, 2014 Community Relations and Program/Policy Joint Committee Meeting Report

audience than Reston and RCC programs. The Board members reiterated the importance of investigating the liability issues. Bill P. asked if this program could be included in part of the Destination Reston concept. Leila and the Board members said they didn't think the demographics of the targeted beneficiaries were similar. Bill P. asked if airports would be included. Eileen said the primary destinations are doctor's offices, grocery stores and community centers, but she'll check the fine print for exclusions. John also asked about the number of people served. Eileen said if we provide ten rides a week, that's 520 rides a year. She will do some research to see how those numbers compare to other ride share programs and calculate the resulting cost per ride. Leila said the costs laid out in the staff report would be a placeholder for funding in FY16, in case there is a need for the program and it does very well. Bill P. added that he thinks the Jewish Community Center (which is spearheading the program) would be a great partner for RCC.

- **Aquatics Program Challenges** - It was noted that the Goldfish Swim School will be opening in Reston to serve children only. It is a 25M pool that is neither competitive nor therapeutic.
- **Cost Recovery Recommendations** - Michelle asked that the proposed cost increases be reviewed to ensure their viability. If RCC raises fees to match that of the Park Authority, she's concerned we could out-price ourselves because many of the Park Authority's aquatics facilities are more up-to-date than RCC's.

Bill P. also asked for an update on the new website. Leila said that staff will receive training in late March/early April and then will work to update content on the site before launching.

Public Comment

None

The meeting concluded at 7:49 p.m.



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Joint Committee Meeting: Program/Policy and Community Relations Committees March 10, 2014

STAFF REPORT

Background

The public input meeting held on February 10, 2014 focused discussion around these areas of strategic planning concern to RCC:

1. Partnerships/Collaboration
2. Connectivity/Communications
3. Program Challenges
4. Cost Recovery

Inputs from the community were informative and presented opportunities for continuing efforts that have proven successful in these areas as well as innovations that bear further exploration. The staff presents the following recommendations to the committee members for action related to current and FY16 budget and program execution plans.

PARTNERSHIPS/COLLABORATION

Community Inputs/Ideas for RCC Support or Involvement

1. Expand sponsorships at Lake Anne to include new sponsorship of the Ukulele Festival.
2. Participate in a leadership role with Greater Reston Chamber of Commerce exploration of "Destination Reston" effort to brand and market Reston as a premier tourist/visitor experience.
3. Continue and expand cooperative programming with Osher Lifelong Learning Institute of George Mason University.
4. Continue partnership with Reston Historic Trust; focus on attracting family audiences.
5. Continue and expand Green Living series programming in cooperation with Sustainable Reston and Nature House.
6. Continue partnered programming with Reston Association: particularly the Drowning and Education Program, summer socials, Kids Triathlon (with YMCA-Reston), Reston Camp Expo, and Reston Multicultural Festival.
7. Continue strong partnerships with IPAR and GRACE to promote and expand fine art and public art activities.
8. Connect to students of Al Fatih; provide avenues for others to share diversity and different traditions (faith, culture) as well as host activities in Al Fatih.
9. Continue and grow RCC partnership with Reston Town Center Association to provide more Town Center social experiences, such as the current Family Fun Entertainment Series and Holiday Concerts.

Staff Recommendations

1. Expand Lake Anne sponsorships: Can add Ukulele sponsorship support to our inventory of sponsor opportunities at Lake Anne.

Fiscal impact: \$5,000; would support expansion to include "folk" music elements.

Budget impact: Would absorb in existing Arts and Events budget.

2. Participate in GRCC effort to establish a "Destination Reston" marketing program.

Fiscal impact: up to \$10,000. Presumes other civic organizations make similar commitments to support the effort.

Budget impact: Add \$10,000 to FY16 Media department budget.

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3. Continue and expand OLLI programming.
Fiscal impact: 0; instruction is provided by our partner.

Budget impact: 0; absorb in existing Leisure and Learning budget.

4. Continue partnering with Reston Historic Trust.
Fiscal impact: 0

Budget impact: 0; absorb in existing Community Partnerships budget.

5. Continue and expand Green Living programming.
Fiscal impact: Cost of instruction.

Budget impact: 0; absorb in existing Leisure and Learning budget.

6. Continue partnered programming with Reston Association/YMCA.
Fiscal impact: Costs are born by partner organizations' core budgets and other community sponsors of various activities.

Budget impact: 0; absorb changes to formats and materials within existing budget resources.

7. Continue IPAR and GRACE joint programming.
Fiscal impact: Partner expenses related to exhibits, artist talks, and public art projects (e.g. 2015 Patrick Dougherty public art project).

Budget impact: 0; absorb within existing Community Partnerships and Arts Education budget resources.

8. Continue exploration of opportunities to partner with Al Fatih.
Fiscal impact: TBD; anticipate none but research ongoing.

Budget impact: 0; absorb if needed within existing Leisure and Learning budget.

9. Continue and grow RCC partnership with Reston Town Center Association.
Fiscal impact: TBD; anticipate new costs to be identified with expanded RCC role in presenting social and entertainment activities at Reston Town Center.

Budget impact: Recommend adding \$25,000 to Arts and Events budget.

CONNECTIVITY/COMMUNICATIONS

Community Inputs

1. Moving people around is already and will be an even greater challenge in the coming years particularly for those enjoying 55+ program offerings and for getting young people to and from enrichment activities.
2. Sharing information and knowledge about the community's calendar remains a challenge that RCC can help address. Beyond the idea of "Destination Reston" how could RCC help realize an ongoing calendar that's available to the community and organizers of activities?
3. Can RCC provide assistance in recruitment of volunteers?

Staff Recommendations

1. Moving people around.

RCC has been exploring transportation pilot options for a couple of years. In 2011, RCC began requests to consider providing an Activity Shuttle service to lessen transportation challenges for patrons (particularly teens and senior adults). A pilot carpooling program was implemented to encourage community members to sign up through RCC to serve as a volunteer driver or as a rider, if they needed

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transportation services. This program continued through 2013 but it was not well-utilized by the public.

RCC then began exploring the possibility of creating a pilot program with Reston for a Lifetime to facilitate the use of an electric car known as an “eCruiser”. The eCruisers company leases a fleet of electric cars, which resemble a large golf cart and can hold up to five ambulatory passengers. This proposal was shelved for two reasons. First, the electric cars are open-air and not appropriate for use during inclement weather and, secondly and most importantly, the existing fleet is not ADA-compliant or accessible.

In late 2013, RCC was invited by Reston for a Lifetime and the Giving Circle of Hope to participate in a steering committee to support a volunteer transportation program using automated online software called RideScheduler. The committee, led by the Jewish Council for the Aging (JCA), named this new pilot program the Northern Virginia Rides Program or “NVRides”.

RideScheduler is as a web based application (see supplemental handout) that maintains records of all registered volunteer drivers, schedules rides, tracks usage, emails reminders to drivers, provides driving directions and a map for the driver, and much more. It was developed in 2005 specifically for the Rides & Smiles organization and has since facilitated more than 100,000 rides. The cost to implement the RideScheduler software is based on the number of rides routed through the website each month.

The program is currently being successfully implemented by the Shepherd Center of Oakton-Vienna. It employs a part-time site transportation coordinator to handle its volume of participants. The Jewish Community Center and Jewish Council for the Aging are spearheading this effort and have agreed to underwrite the salaried position of a Transportation Coordinator to manage the overall, County-wide program. They have also applied for a 3-year grant to fund the RideScheduler software to allow other sites to implement the NVRides program using the same scheduling system at no cost aside from staffing requirements. RCC would serve as a program site of NVRides and employ a part-time ride coordinator who would process the Reston ride requests and schedule all rides through RideScheduler.com.

RCC can absorb the costs related to the ride coordinator within our current personnel allocation for FY15, and if the grant is not awarded, RCC will need to fund the costs related to using the RideScheduler.com software which we believe we can also absorb within current resources.

Recommendation

Continue to support and endorse the NVRides program and launch a 6-month pilot after the JCA/JCC grant has been awarded. Assign the transportation coordination scheduling efforts to a current RCC exempt employee as an expansion of current duties due to the expectation that the initial public utilization will not result in an excessively high volume of users. After six months of utilization, review usage and determine if the program should continue and if more employee hours are needed to support the program. If the program is considered a success, as evidenced by at least 10 rides being scheduled each week, prepare to fund the coordinator position to allow for a part-time benefit earning (i.e. 20 hours/week; up to 1,040 hours) Status E position in the agency.

Budget impact FY16:

Annual Operating Cost for RideScheduler = Absorb in existing budget (small cost)

Personnel Cost for RCC Ride Coordinator

\$18.00 per hour x 1040 hours x Fringe (16%) = \$ 21,715.20

Projected Revenue = \$0 (Fully Subsidized/Soul of Agency)

2. RCC support to communication efforts around a “community calendar.”

Fiscal impact: TBD; dependent on partner organization support.

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Budget impact: TBD

Recommendation

We are currently working with our partners on the Reston 50/25 Committee to support a pilot “Reston Celebrates” web site with listings of community events associated with Reston’s 50th Anniversary year (2014) and Reston Town Center’s 25th Anniversary year (2015). We recommend continuing our participation in this effort and then convening with the partners to examine the effort’s success/challenges. It could prove to be a launching platform for an ongoing effort and/or provide for our working group of organization communicators to arrive at adapted solutions for ongoing implementation.

In addition, the new RCC website will have a “community information” page that will list Reston organizations and contact information on them. This would not be an exact replica of the old “Reston Directory” but could be easily duplicated across our partner platforms and at least provide the web pointers to sites frequently requested by patrons.

3. RCC support to volunteer recruitment.

Unfortunately, the new software product for volunteer management that will be deployed by the County doesn’t contemplate or incorporate a way for outside non-profits to attach to our agency to take advantage of the portal. We will explore its attributes to assure that we can make the most use of its features with respect to our partner offerings.

PROGRAM CHALLENGES

Community Inputs

1. Provide programs for disadvantaged youth and families and continue to provide low-cost options for seniors.
2. Add to deep-water impact exercise programs enjoyed by older patrons and those with rehabilitation needs.
3. Seek program options associated with NoVA Labs to support more “tinkerer” types of program options.
4. Continue working on facility solutions to theatre and water program concentrations on weekends.

Staff Recommendations

1. RCC will continue its Fee Waiver program and program funding for activities and offerings in neighborhoods where needed. Specifically, we will continue to work collaboratively with our local schools to assure that youth have access to our and our partners’ offerings. The partnership between RCC and Southgate Community Center continues to provide opportunities for shared programs to benefit the neighborhoods around SCC.

Fiscal Impact: Various costs of operation for partners; continued support to program costs of RCC offerings in alternative locations.

Budget Impact: 0; absorb in RCC program departments.

Note: RCC’s Fee Waiver program impact is an unrealized revenue impact that we will continue to report and monitor. Currently it represents approximately 12 percent of total revenue from program enrollments and fees.

2. RCC Aquatics department will continue to explore options to add to programmed exercise classes. This may require partial or full elimination of lap lanes during times of popular exercise classes. Lap lane utilization of fewer than four people per lane may be eliminated in favor of extending service to a higher number of water exercise patrons during the timeframes we offer those options.
3. RCC staff members are exploring the potential for partnered program offerings with respect to

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the NoVA Labs and their related event activity, Maker Faire. We are assisting with marketing for the Maker Faire this upcoming weekend and Leisure and Learning staff members will visit the Labs and discuss options with them if they seem like an appropriate fit.

Fiscal Impact: TBD; need to explore further with NoVA Labs.

Budget Impact: TBD; need to explore further with NoVA Labs. However, whatever costs are associated with implementation, they should be offset by fees to participate in the same way that use of our studios in RCC facilities are operated.

4. RCC will continue to pursue new facility options per our Strategic Plan.

COST RECOVERY

Community Inputs

The input on this front, not surprisingly, has been that as much as possible, RCC should maintain low rates for use of our facilities and low fees for programs and services. Per our discussions last year, we are committed to reexamining our pricing annually. Specifically, that review was to be expanded from our typical review of pricing in relation to cost of instruction and supplies (which has always happened as sessions are planned) to include the review of pricing for gate fees for drop-in activities and pricing for rental of facility space.

Staff Recommendations

1. RCC will institute a new hybrid approach to land-based fitness and wellness programming to support adding a drop-in daily access fee to these offerings for adults. This can be accomplished by establishing an enrollment cap for registered patrons who commit to the entire session and a small number of spaces then available to drop-in attendees. This would not create any added costs and could result in added revenue while providing patrons with flexible options. Pricing for the drop-in component would be established based on the cost of instruction and a comparable drop-in fee charged at other public recreation facilities.

Drop-in fees for 55+ fitness programs will also be adjusted to keep the price for the patron aligned with the cost for instruction.

2. Aquatics Fees will continue to be escalated on an annual basis until they are within a more rational discount relationship. We plan to increase the gate fee by \$2 per year for the next two years to achieve a 10 percent discount on the pricing charged at Fairfax County Park Authority facilities. In addition, we plan to discontinue the option of purchasing a three-month pass beginning with the fall 2014 season. That type of pass is underutilized. Overall, the most attractive pricing for use of the RCC Aquatics facility will be the 20-visit passes which will be priced at a rate that achieves a 20 percent discount from the equivalent number of single visit pricing.
3. Rental rates for all Founding Partner users (Aquatics, CenterStage and other RCC facility space) will be reexamined and established within a more sustainable and rational framework. Our current research suggests that an added discount from the Reston non-profit rental rates would be an appropriate approach. Staff recommends we undertake these steps toward achieving the best balanced outcome for our Founding Partners and other Reston users:
 - a. Establish a calendar of focus group meetings to discuss the current and future rental fee schedule changes with our Founding Partners. MARCH/APRIL 2014.
 - b. Determine a rationale for rental rate pricing that offers a fee schedule based on the similar charges by the Park Authority and McLean Community Center for similar types of facility utilization with a discounted fee approach for Reston users. MARCH/ APRIL 2014.

- c. Deliver new fee schedules for Board consideration in the April calendar of meetings; likely at the Finance Committee meeting which would occur on April 21. That will enable the full Board to consider fee changes and their impacts in the context of May planning for the completion of FY16 budget preparation activities.

SUMMARY OF BUDGET IMPLICATIONS - FY16 Budget

1. New sponsor funding: Destination Reston – Media Budget	\$ 10,000.00
2. New Reston Town Center programming – Arts/Events Budget	25,000.00
3. NVRides staffing – Leisure/Learning Budget (personnel)	21,715.20
TOTAL NEW EXPENSES	\$ 56,715.20

New revenue projected to occur from changes in rental and drop-in rates will be provided in April.



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Presented to Reston Community Center (Reston, Virginia) | March 2014



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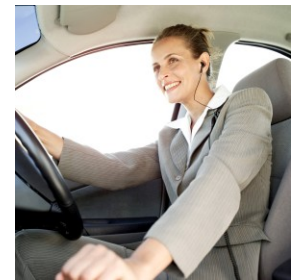


Easy rider management.

Transportation coordinators easily manage riders, drivers and ride requests. Each rider has his/her own profile in the system. The data your agency chooses to manage in the rider profile is configurable and the number of fields is not limited. All current and former client history is readily available for use in daily, weekly, monthly and annual statistics. History includes, but is not limited to, past rides, ride types, ride statistics, communications.

Easy driver management.

Each driver has his/her own profile in the system. The data your agency chooses to manage in the driver profile is configurable and the number of fields is not limited. All current and former driver history is readily available for use in daily, weekly, monthly and annual statistics. History includes, but is not limited to, past rides, ride types, ride statistics, communications.



Caregivers can easily log on and make ride requests.

Integrated with Google Maps to provide directions, duration, distance and street view.

Regardless of location or business hours, drivers can securely access needed information 24/7 from any web browser with unique user name and password.



Drivers easily log on, view rides assigned to them and choose rides to accept. Rides are displayed as a daily, weekly, monthly or tabular view. The system is also integrated with Google Maps which provides directions, duration and distance as well as street view allowing the driver to see the destination location going before departing.



Ride details can be sent to MS Outlook.

Drivers can also send rides to their MS Outlook calendar. Confirmation emails are sent to the drivers and to the transportation coordinator. Drivers can report ride statistics to the agency via an integrated mileage report. This further empowers the agency to track ride completion, mileage, hours, extra stops and extra passengers.



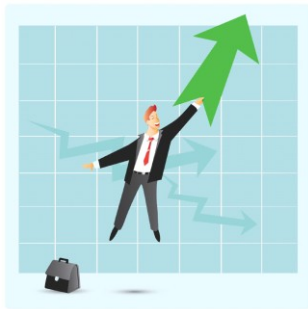
Automated reminders via email, text and phone.

Reports, data and statistics empower you to understand your organization at the macro-level.

Numerous Report Generation Capabilities for Agency Management:

This is particularly beneficial for activities such as applying for grants and additional fundraising. Visual tools and graphical tools include ride types and historical data for rides, riders or drivers. Addresses of rides, riders and/or drivers can be displayed on map format allowing for service area analysis.

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| Unlimited simultaneous users | |

No high cost or burden of managing IT.

No technical knowledge or expertise is required by your agency. Your agency does not need to worry about server setup, maintenance, data backups, domain name registration, server hosting, server security patches, server environment, electrical backup, secondary backup servers, automated phone reminders, outgoing emails, new versions of software, etc. It is all included in the service that we provide. We have our own private, dedicated servers hosted and managed by our partner, Ewart Technologies, Inc. The system is based on commercial non-proprietary solutions including Microsoft SQL Server Enterprise Database, Windows Server 2008, and Microsoft ASP.net. The servers are hosted in private space leased in a 30,000 sq. ft. data center with redundant services capable of providing power for weeks in the event of a power outage. The facility employs armed security and is fortified in case of a natural disaster. We also have a secondary backup facility that is always available and located 1,200 miles away in another part of the country. Since 2004, we have provided superior system availability and support.

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RideScheduler™ is the program of choice for 55+ leading transportation management organizations throughout the US and Canada.

Company Background:

In 2005, a San Diego-based, Jewish Family Services Rides & Smiles® volunteer became increasingly frustrated when attempting to volunteer for rides. The constant response: "Sorry, that ride has already been chosen by another driver!" It was clear: To be effective, and to retain volunteers, managed transportation information needed to be current, accurate and easy for volunteer drivers to access. To this end, *RideScheduler™* met the challenge. For San Diego-based Rides & Smiles®, the formerly unmanageable 80-rides-per-month now boasts a very manageable 2,300 rides a month with hundreds of happy drivers serving over 1,200 happy client riders. As word traveled, demand has rapidly grown and organizations across the United States and Canada now rely on *RideScheduler™* to effectively manage their volunteer transportation agency. With continual research and interviews of numerous organizations, *RideScheduler™* has created a feature-rich, web-accessible management system.

Steve Ewart – President, EdgeFish, Inc., the creator of *RideScheduler™*, has over 25 years experience in software development and a decade in transportation management. Steve holds top secret clearances and has worked as chief engineer on the U.S. Marines Expeditionary Forces web-based scheduling system, and the Global Hawk Mission Planning System. Steve is a member of the City of San Diego Maintenance Assessment District, San Diego Volunteer Driver Coalition, Los Angeles Volunteer Driver Coalition, and the FACT Advisory Committee. Steve has also served as past vice president of the Rancho Bernardo Community Council, and led the initiative for the Rancho Bernardo Corridor Beautification Project. In October 2012, Steve was awarded Special Recognition by the American Cancer Society for his dedication and outstanding service. Steve Ewart lives in San Diego with his wife and two sons.

About the Company:

EdgeFish, Inc., the creators of *RideScheduler™*, is a San Diego-based small business and S Corporation, incorporated in California in 2009. Over the past decade we have worked with over 40 agencies across the United States and Canada to streamline transportation management and coordination. We are a financially stable company with no outstanding debt or liabilities. We rely on small businesses for support such as IT, legal and accounting.

RideScheduler™ The system of choice for leading transportation management agencies

CASE STUDY: Rides & Smiles® Jewish Family Services

"JFS considers RideScheduler a trusted employee working diligently and faithfully 24/7."

RideScheduler™ was first introduced in 2004 to boost Rides & Smiles®, a Jewish Family Services transportation service based in San Diego,



California. Rides & Smiles® is a volunteer-based transportation service and the individual ride component of the **On the Go: Transportation Solutions for Older Adults**. Initially, Rides & Smiles® relied on email to communicate the needed rides with a cadre of dedicated volunteers and found the communication back and forth to be repetitive, time-consuming and inefficient. One very special volunteer, Steve Ewart, approached Jewish Family Service of San Diego. Steve Ewart and the Rides & Smiles® staff collaborated on the development process, combining transportation best practices and innovative service design along with user-friendly web-based technological capabilities. The RideScheduler™ system attracts volunteers who required a flexible, easy to use system in which they determine who, when, where, and how often they drive. RideScheduler™ now offers the ability for riders and family members/caregivers to place ride requests electronically.

On the Go
Transportation
Solutions for Older Adults™

It is not hard to imagine why RideScheduler™ has had tremendous success! To date, 40+ organizations throughout the United States and Canada rely on RideScheduler™ for their day to day operations. Since 2004, RideScheduler™ has successfully matched 250,000 of rides through these agencies in North America! JFS considers RideScheduler™ a trusted “employee” working diligently and faithfully 24/7 to coordinate rides for individuals, age 60 and over, with screened and trained volunteers. This represents over a \$150,000 agency value per year for JFSSD alone.

CASE STUDY: Drive Oceanside*City of Oceanside, CA*

Its so intuitive and easy to use!

As a basic requirement, RideScheduler™ provides ease of use and lack of steep learning curve for both the drivers/ride providers and the agency office staff. To us, this is paramount to successful implementation. Experience has proven our effectiveness in achieving this goal. As an example, the **City of Oceanside** was given a brief demonstration of the system and went live soon after. We provisioned the server and emailed the coordinator on a Friday afternoon. Monday midmorning, we called to schedule a training session and the coordinator stated that it was actually not necessary as she was able to figure everything out. The City of Oceanside has been active and another successful RideScheduler™ agency for almost three years. The level of support required has been minimal.

RideScheduler™ The system of choice for leading transportation management agencies



LOVE RideScheduler!

*Reviewed on May 01, 2013 by Liz Plane,
Volunteer Ride Coordinator at American
Cancer Society - Road to Recovery*

Overall	★★★★★
Ease of Use	★★★★★
Customer Service	★★★★★

Pros: I cannot imagine how I kept all the ride requests and assigned rides organized before I started using RideScheduler. **It has cut down the time I spend finding drivers so much I could not imagine not using it.** Entering data is easy and once a rider is in the database entering any further rides take only a minute or so. I really like that my volunteer drivers can also go onto the web site to see what is available. Steve was very accommodating in tweaking it to suite my needs and continues to be very responsive to any questions we may have.

Cons: None that I can think of.

Overall: Great easy to learn and use program. I would find it very hard to go back to "the old way" and could not imagine doing this volunteer position without it.

Very positive experience with RideScheduler

Reviewed on May 01, 2013 by Jamie McCann, Health Initiatives Representative at American Cancer Society

Overall	★★★★★
Ease of Use	★★★★★
Customer Service	★★★★★

Pros: RideScheduler is very user-friendly for both our PhillyPatientRide volunteer drivers and program administrators. **We love that you don't have to be a "techie" to use the software, and I think that definitely helps broaden our pool of potential volunteers.** Before RideScheduler, we used a spreadsheet to coordinate rides, and thanks to RideScheduler, our program was able to grow in a way that never would have been possible with the old system. Ride entry is very efficient thanks to the "duping" feature, and our volunteers love having the ability to schedule their own rides through the software. The emailing and reporting features are also extremely helpful and easy to use. Steve has always been very responsive and accommodating to our program needs and was especially helpful during our transition to using RideScheduler.

Cons: None to report!

Overall: Overall, RideScheduler has been a huge asset to our program. Changing from manual/spreadsheet coordination to the software was a huge game-changer in terms of our ability to sustain and grow PhillyPatientRide. Steve obviously cares about his consumers and supporting the work that RideScheduler allows us to do!

RideScheduler Recommendation

Reviewed on April 25, 2013 by Catherine Hollarn, Transportation Specialist at City of La Mesa Rides4Neighbors

Overall	★★★★★
Ease of Use	★★★★★
Customer Service	★★★★★

Pros: I can't imagine running our Rides4Neighbors program without RideScheduler! We simply enter all info for riders and drivers into the system, including appointment requests. Our volunteer drivers can access and accept RideScheduler™ The system of choice for leading transportation management agencies

themselves. This is a very easy to use, web-based system. It's easy to train our new drivers, it's easy to enter or edit information. Steve Ewart is quite responsive to requests for changes, fixes, etc., very easy to work with, and very fun and pleasant. If he can't get to something right away, he will let us know when to expect a response from him. If he can't "do" a requested fix, he will often have a suggestion for a different way to do things that works just fine. In addition, there are literally dozens of reports that we run from RideScheduler - statistics, queries, charts and graphs, etc. - most of which are required reporting documents by our grant funding agency.

Cons: I can comfortably report I have no cons to report!

Overall: I definitely recommend RideScheduler. All data entry and scheduling was previously done with Excel spreadsheets and phone calls, which I can't imagine at this point in time! RideScheduler is cost effective, as previously noted super easy to use, including running reports, and the staff is great. I know many volunteer driver agencies that use this program, and we all comment on how we just can't do our jobs without it! Thank you, RideScheduler - and Steve + staff, of course!

I Love This Program!

*Reviewed on April 20, 2013 by Joyce Hostetler,
Volunteer Driver, **Rides & Smiles** at Jewish
Family Service of San Diego*

Overall	★★★★★
Ease of Use	★★★★★
Customer Service	★★★★★

Pros: When I was choosing an organization to become a volunteer driver in January, my main concern was that it be organized and efficient. **Upon attending orientation and learning about RideScheduler, I knew this was the right place for me** because of the absolute ease of choosing my own schedule online, being notified immediately of my 'accepted' ride, and then having a reminder via email the day prior. I can click on My Appointments at any time and know where I'm going at what time, and have the ability to easily find driving directions as well. I can't even imagine trying to run a volunteer driver program without RideScheduler. It makes my volunteer experience so easy, enjoyable and uncomplicated!

Cons: I have no complaints whatsoever. Steve thought of everything.

Overall: I would highly recommend RideScheduler to any organization wishing to remain competent in the volunteer driver arena. You will love the feedback from your drivers!

Rides & Smiles Supervisor

*Reviewed on January 30, 2011 by Marilyn
Greenblatt, **Rides & Smiles Supervisor** at
Jewish Family Service of San Diego*

Overall	★★★★★
Ease of Use	★★★★★
Customer Service	★★★★★

Pros: Very user friendly for both administrators and volunteer drivers, allows the ability to effectively coordinate my program, collection of statistical information made easy, ability to personalize the information that is conveyed to my volunteers. **Volunteers love using RideScheduler. It is a "selling" point to volunteer with Rides & Smiles.** Volunteers are always impressed with the capabilities of RideScheduler. It allows them the ability to design their own volunteer experience and accept rides according to their availability. With the click of a button they are able to retrieve exact driving directions & report monthly mileage information. Volunteers won't forget about a scheduled ride as RideScheduler will remind them ahead of time! Creating rides in the system is a breeze, view rides by day, week or month. Monitor all transactions keeping you "in the know"

Cons: I haven't found any "cons" to using RideScheduler.

Overall: I highly recommend RideScheduler. I have been using it since 2005 with insignificant down time. Initially RideScheduler was used for coordinating 1 volunteer driver program and now it is used for 3 separate volunteer driver programs. RideScheduler is responsible for allowing me to effectively coordinate/supervise over 1600 riders, 225 volunteers & more than 40,000 rides to date.













Volunteer Transportation Made Simple
PROPOSED RATE SCHEDULE

Each and every day, agencies just like yours, across the United States and Canada, rely on RideScheduler to get them through their business day.

Let us empower your agency!

RideSchedulerTM is please to offer the following reduced rates to:
Reston Community Center (Reston, Virginia)

Rides per month, per agency:

Up to 100	
101-250	 
251-500	  
501-750	   
750+	

Rates reduced to:
per month/per agency

\$145

\$195

\$295

\$395

(please call)

As low as (per ride):
before group discount

\$1.45*        

\$0.78*        

\$0.59*      

\$0.52*     

In addition, RideSchedulerTM is please to offer the following reduced group rates at any time, should you choose to affiliate/form a coalition with your local volunteer transportation agencies:

Group Pricing (Separate Information, Same Database)with 4 agencies	additional 10% discount
with 8 agencies	additional 25% discount
with 12+ agencies	additional 30% discount

* with flexibility for combining later

**The Industry-defined ride is a one way trip to one destination for one consumer

Example: 8 agencies qualifying for reduced group rate

Agency 1, month 1: 100 Rides	\$145
Agency 2, month 1: 100 Rides	\$145
Agency 3, month 1: 100 Rides	\$145
Agency 4, month 1: 100 Rides	\$145
Agency 5, month 1: 100 Rides	\$145
Agency 6, month 1: 100 Rides	\$145
Agency 7, month 1: 100 Rides	\$145
Agency 8, month 1: 100 Rides	\$145
Less 25% Group Discount: (Example) Only \$108.75 per agency!	

**Quote good through May 1, 2014

Call (866)234-5567 to take advantage of this excellent pricing opportunity!

Sincerely, 

Steve Ewart, President, EdgeFish, Inc., maker of RideSchedulerTM

RideSchedulerTM The system of choice for leading transportation management agencies