

High-touch transportation for vulnerable populations

Supporting City, County, State
Governments and their Communities

🕒 March, 2025





GoGo for Government

1. Introductions
2. GoGo Background
3. Use Cases
4. Next Steps

Origin Story

GoGo was started to help this grandmother (Betty) maintain her independence.



- **Hundreds of thousands** of clients from over 26,000 U.S. cities have followed in her footsteps.
- **Expanded to manage** older adults' mobility and pharmacy delivery needs.
- **Over half our clients** report GoGo has kept them from assisted living and Grandma still uses us to this day!

*No Smartphones or
Apps required*

GoGo is available across
the **United States,**
Canada and **Australia.**



TRANSPORTATION

Presence across
26,000 cities and
50 states

Coordination for
110,000 members

Over **7,000,000**
requests per year

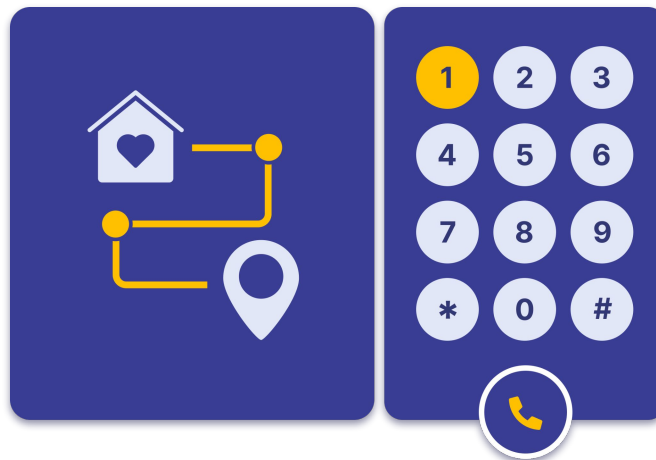
94% of scheduled rides
picked up on time

Ways to Use GoGo

Proprietary 1-touch dial phone system

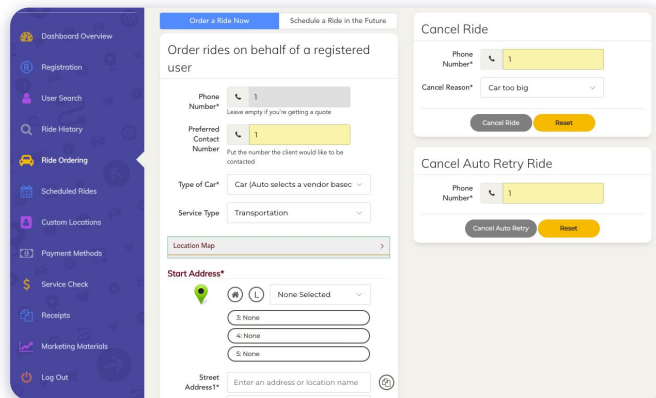
- Available **24/7, 365**
- Bilingual operators available

(Android & Apple Apps coming soon!)



Admin Dashboard

- On-demand or schedule in advance
- Control over how rides are ordered
- Reporting and insights



GoGo Guardian: Safety & Reliability

- ✓ Partnered with Uber, Lyft, Local Taxi & WAV
- ✓ Drivers must have 4.7 rating to qualify
- ✓ Background checked every 6 months
- ✓ Support Impairments: Elbow assist, etc.
- ✓ Real-time monitoring of all active rides



Why Partner with GoGo

- ✓ **24/7 call center** operations to better support transportation programs
- ✓ **Detailed reporting** for tracking program engagement and spend
- ✓ **Outsource program operations** with geofence and subsidy enforcement
- ✓ **Dedicated account team** with direct phone and email support
- ✓ **Partner with TNCs** to expand service coverage and rider flexibility

Onboarding Overview



Week 1

Week 2

Week 3

Weeks 4–6

Kickoff Call

- Finalize Program Details
- Set Go-Live Date
- Taxi & WAV Vendors

Dashboard Configuration

- Approved Rider Upload
- Subsidy Tiers
- Geofence Restrictions

Team Training

- Admin Dashboard
- Reporting
- GoGo Resources

Go-Live!

- Bi-Weekly Check-ins
- Dedicated Support
- Direct Phone & Email

Fresno COG: Senior Scrip & GoGo

- Partnered with GoGo in 2019
- Funded by **Measure C**: half-cent sales tax for transportation projects
- Initially supported by taxi companies
- Significant admin burden on staff and process not always reliable
- GoGo provides ride ordering and support alongside legacy taxi vendors
- Reduced the admin burden while expanding program accessibility

Refer Senior Scrip + GoGo and Get \$20

SENIOR SCRIP



You already know the perks of using Fresno's Senior Scrip program with GoGoGrandparent: convenience and huge savings on rides!

Now share us with a friend, and you'll get \$20 in GoGo credits when they register for Senior Scrip.

GIVE YOUR FRIEND YOUR REFERRAL CODE:

CUY8098620H

TO QUALIFY, YOU MUST BE:

- ☒ A resident of Fresno County
- ☒ At least 70 years old



Rides are available 24-hours a day, 7-days a week.

For more information on your Senior Scrip referral code
Call (559) 233-4148, email mcstaff@fresnocog.org or visit www.ValleyRides.com

GoGo for Government

www.MeasureC.com



Appendix

GoGo Timeline



GoGo Launched

Grandma's first ride



Expansion

White House Covid Task Force:
Established nationwide vaccine appointment-setting and transportation program in conjunction with CVS and Walgreens.



Enhanced Access

New service lines: Added hot meals, groceries, and home services.



Government Success

Available in 32 counties across NY state

Partnered with DPHHS in MT proving rides and groceries to seniors

Supporting 30+ cities & counties in CA & MA

Rider Experience

A Real Work Example

Hana, (85yo, female) requests a ride to her cardiology appointment.

- Hard of hearing
- Uses a walker and can't get into big cars
- Lives on a fixed income
- Doesn't carry a cell phone

*GoGo maintains a profile for each member to ensure they're unique needs are met by our team, their driver and vehicle.



Hannah's GoGo Experience



Requests Ride

Either from Hana directly, a family member or authorized staff.



GoGo Assigns Driver

GoGo Guardian reviews requestvet's potential drivers and vehicles in real time and makes sure the driver knows about her walker.



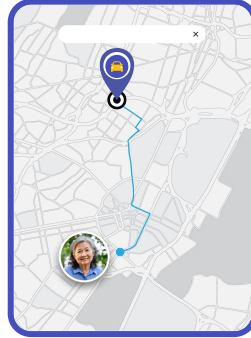
Driver Pickup

Driver arrives at Hana's location ready and able to assist.



Time from request to ride starting is typically less than **10 minutes**.

Problem: Hyper Communication Kicks In



Our **Guardian** follows the trip and communicates with Hana, the driver, and the clinic every step of the way.

Trip Completed!

All is well! The pick up and trip home goes smoothly. Our GoGo Guardian calls Hana after and ask for her to rate the ride. She gives it a five.

Notifications:

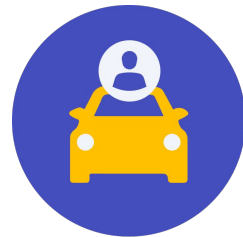


Members can add a trusted contact to receive real time text notifications.

Email confirmations can be sent to the same contacts.



**GoGo
Guardian**



Hana's son notified!

The GoGo Advantage

Phase	Coordination	Transportation Vendor (Secret Shopper Experience)	GoGo Guardian
Ride Requested	Confirms program eligibility	✓	✓
	Gathers passenger info and trip destination	✓	✓
	Crosscheck destination and pick-up profile	✗	✓
Driver Assigned	Crosscheck car type	✓	✓
	Crosscheck driver profile	✗	✓
	Schedule ride	✓	✓
Trip Pick-up	Notification with arrival details	Text	Call
	Wayfind driver to correct pick-up location	✗	✓
	Calls passenger to communicate arrival/delays	✗	✓
	Proactively re-orders ride if canceled	✗	✓
	Broker driver and passenger communication	✗	✓
Trip Completed	Experience call to administer Satisfaction Survey	✗	✓
	Notify loved ones if consented	✗	✓

What Members Are Saying



I have a disability and cannot get into a SUV. GoGo is always sure to send a vehicle that I can get into safely. I feel secure using their services to get to my frequent physical therapy appointments.



Liz M.



I love that GoGoGrandparent makes transportation possible for my wheelchair bound father...It's reliable and affordable. Being able to call for a ride anytime of day is so helpful.



S. Bethea



I have been using GoGo for a year and it is excellent. They are always on time and are there for me when I need them.

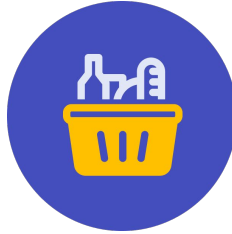


D. Jackson

Additional GoGo Services



Meals



Groceries



Pharmacy

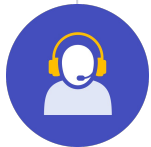


Home Services

Beyond rides, GoGo supports delivery services for nutrition and medication, and in-home services with vetted contractors



Designed to serve
Older Adults



Extend hours of operation while improving safety and reliability with GoGo Guardians



Meet the unique needs of your senior residents with vetted drivers and vehicles

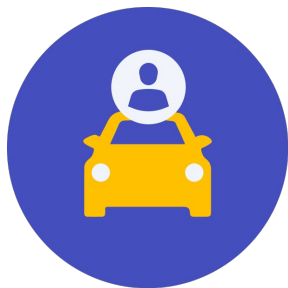


Reduce administrative effort by automating geofencing, subsidies and ride limits



Improve transparency and control over the program while improving rider experience

Your Eyes & Ears on the Ground



Our Guardian team member checks in with the driver after the trip. The driver shares Hana is struggling with her walker more than he thinks is normal.

Our GoGo Guardian team member passes that information back to your Member Services team.

GoGo's Differentiators

1

Accessible, no tech required

2

24/7, 365 availability,
bi-lingual operators

3

Real time, high-touch
coordination throughout trips

4

Additional Services:
Grocery, warm meal,
pharma delivery
and home services



GoGo's NMT + NEMT Differentiators

Senior Accessible: One Number, No App required

- 24/7/365 ride coordination via GoGo Guardian operators
- Webportal also available to schedule rides for staff and members alike

- ✓ Extends hours of operation to Fulton seniors & improves rider experience through high touch Guardian team

Social Worker-like Guardian Coordination

- End-to-End, high-touch coordination through the entirety of trip
- Riders and drivers are matched based on real-time and long-term needs

- ✓ Members receive the most appropriate level of transportation for their needs
- ✓ Improves rider experience

On-time arrival

- Same-day or Scheduled pick up
- Fulton County avg. NMT wait time: 5.04 minutes

- ✓ Reduces late and no-show rates, transportation-related grievances
- ✓ Increases care gap closures and improved health outcomes
- ✓ Improves member satisfaction
- ✓ Improves provider satisfaction

Enriched Social & Structural Drivers of Health Data

- Guardians are trained to be "eyes and ears on the ground" – we hear and see SSDOH

- ✓ GoGo's social worker provides a feedback loop to health plan's care team to further wrap-around member needs

Pharmacy-to-Home Delivery

- Coordinated convenience from member's preferred pharmacy

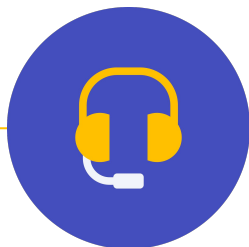
- ✓ Enables medication adherence

Hannah's GoGo Request



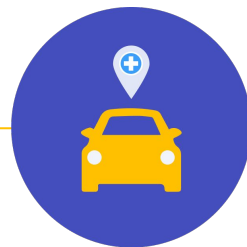
Requests Ride

Either from Hana directly, a physician's office or the health plan.



GoGo Assigns Driver

GoGo Guardian reviews request, vets potential drivers and vehicles in real time and makes sure the driver knows about her walker.



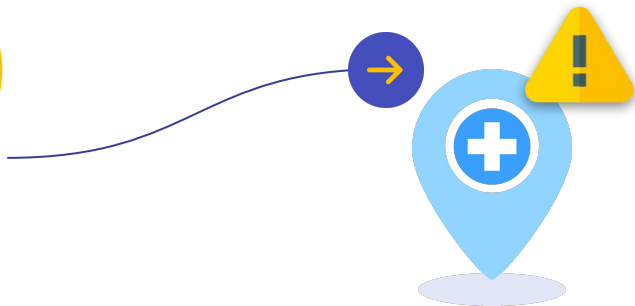
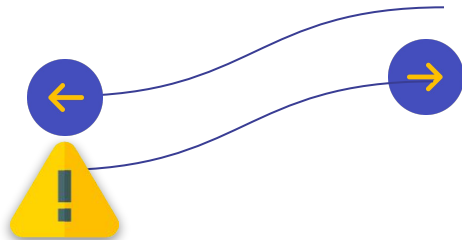
Driver Pickup

Driver arrives at Hana's location ready and able to assist.



Time from request to ride starting is typically less than **10 minutes**.

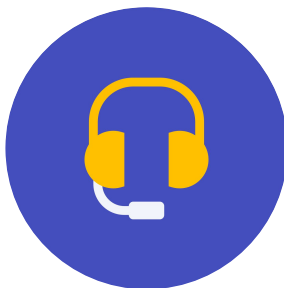
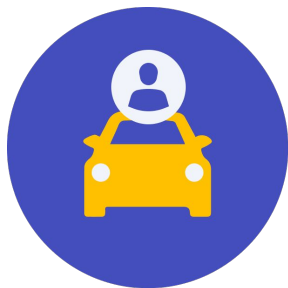
Your Eyes & Ears on the Ground



Our Guardian team member checks in with the driver after the trip. The driver shares Hana is struggling with her walker more than he thinks is normal.

Our GoGo Guardian team member passes that information back to your Member Services team.

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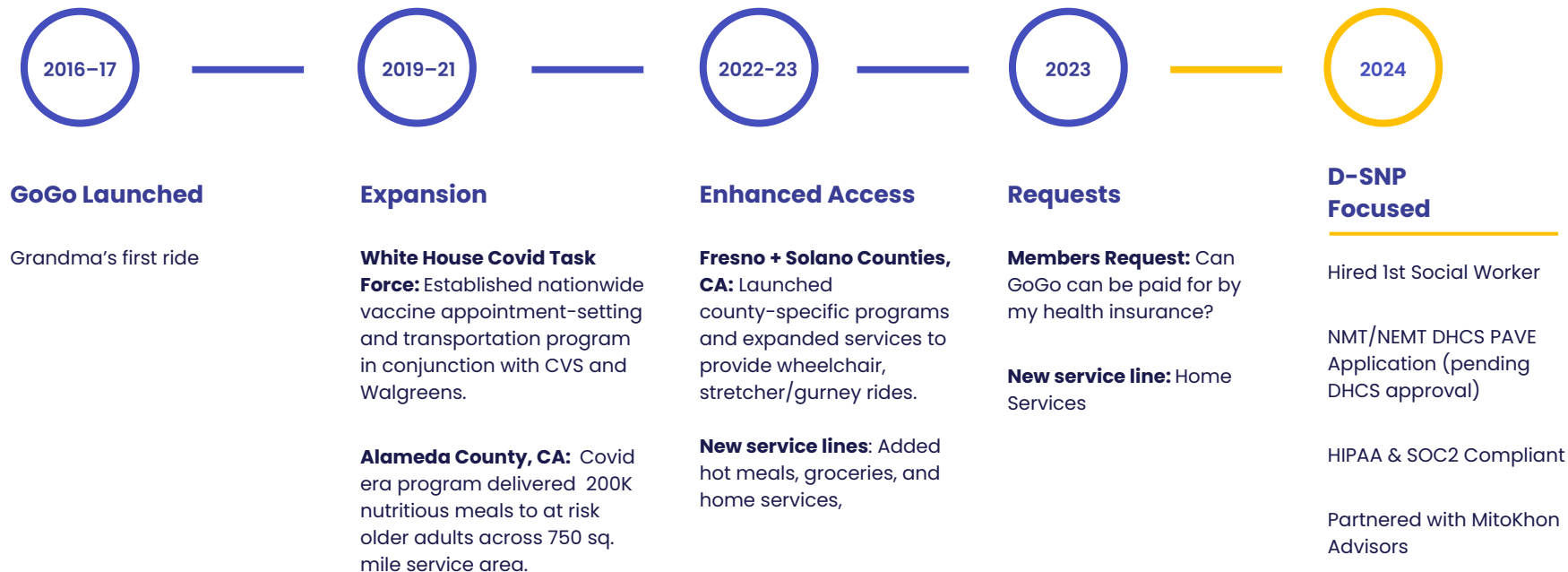
Our GoGo Guardian team member passes that information back to your Member Services team.

Ride Request



- GoGo receives requests for ride (either from Hana directly, a physician's office or the health plan)
- GoGo Guardian reviews request, vets potential drivers and vehicles in real time & makes sure the driver knows about her walker
- Driver appears at Hana's location ready and able to assist.
- Time from request to ride starting is typically less than 10 minutes.

GoGo Timeline



Ride Request



Requests Ride

Either from Hana directly, a physician's office or the health plan.



GoGo Assigns Driver

GoGo Guardian reviews request, vets potential drivers and vehicles in real time and makes sure the driver knows about her walker.



Driver Pickup

Driver arrives at Hana's location ready and able to assist.



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GoGo's NMT/NEMT Differentiators

✓ Potential Outcomes

<p>Equitable Access:</p> <ul style="list-style-type: none">• 24/7/365 ride coordination via CHW-like Guardian. Providers can use GoGo dashboard to order rides, deliveries <p>Real Time, high-touch coordination</p> <ul style="list-style-type: none">• Drivers and vehicles vetted to ensure members' specific needs are met. 12 human to human touch points• Pharmacy-to-Home Delivery: Coordinated convenience from member's preferred pharmacy <p>-On time appointment arrival</p> <ul style="list-style-type: none">• Same-day or Scheduled pick up	<ul style="list-style-type: none">✓ Techquity enables engagement for hard to reach populations✓ Reduces burden on provider office staff to coordinate return-home rides
<ul style="list-style-type: none">• San Francisco avg. NMT wait time: 4.04 minutes <p>Enriched Social & Structural Drivers of Health Data</p> <ul style="list-style-type: none">• Guardians are trained to be "eyes and ears on the ground" - we hear and see SSDOH	<ul style="list-style-type: none">✓ Members receive the most appropriate level of transportation at the lowest cost✓ Enhances ability to engage hard to reach members✓ Reduces late and no-show rates, transportation-related grievances and audit findings✓ Enables medication adherence
	<ul style="list-style-type: none">✓ GoGo's social worker provides a feedback loop to health plan's care team to further wrap-around member needs

San Francisco County

- ✓ 2,308 rides completed in 2023, 1,789 YTD 2024, 11.5% to/from medical destination
- ✓ Most Common Medical Destinations: UCSF (450 Stanyan), Kaiser (1600 Divisadero), Sutter (2100 Webster)
- ✓ 18.5% of SF population is 65 years and older. 18.8% of San Francisco residents 65 years and older are living in poverty
- ✓ Working with city of Oakland over past 5 years to provide subsidized transport to underserved communities, adding support for Cantonese speakers in 2025
- ✓ Over 99% of scheduled rides started within 10 minute promised window
- ✓ 89% of on-demand rides started within 10 minutes of call
- ✓ Median trip length: 23 minutes



Getting Hana To The Clinic

Hana's ready to get to her appointment.

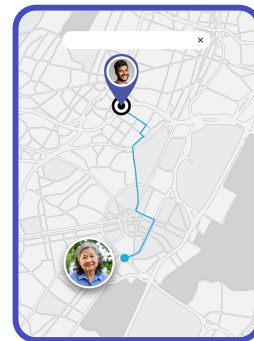
She calls GoGo from her landline to get picked up.



CHW-Like Team Member Assigned



The third driver, José , drives a Toyota Camry, This is the first time we've been assigned José. The system calls him and connects him to one of our team members, Ivan.



Ivan asks him a few questions designed to see if José is easy to communicate with, and determine if he'd be comfortable loading Hana's walker in his vehicle. José is, and the system monitors the trip as José approaches Hana.

Driver Assigned



We know Hana has a walker based on her profile with us.



The first driver, Mark, drives a Hyundai Tucson. A car Hana can't get into. **We cancel and rerequest.**

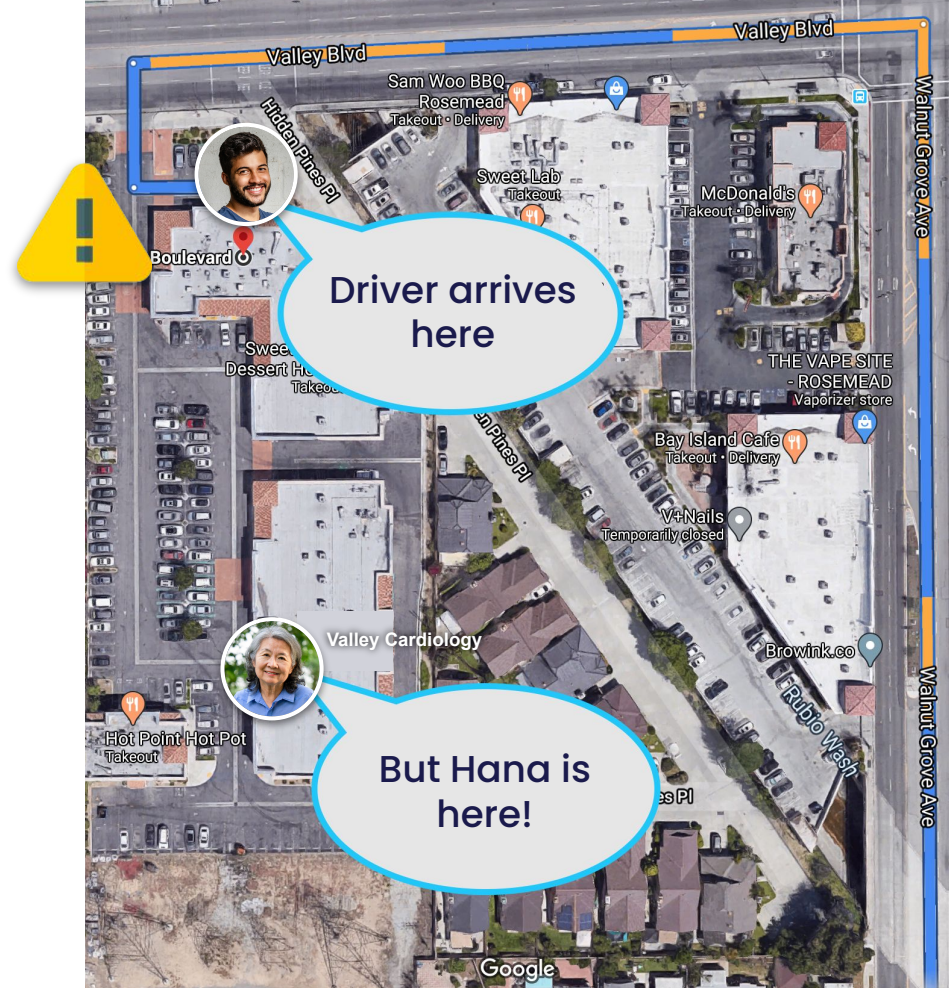


The second driver, Carol, drives a Nissan Sentra, but Carol shared that she can not pick up any additional luggage. **We cancel and rerequest.**

Trip Pickup

Her cardiologist's office is at a tricky pickup address. The entrance is in a strip mall – but the address for the office leads to the back side of a different building on the lot.

While Hana is on the phone, we work with her to reroute the driver's vehicle to where she needs to be picked up. We provide notes as to what she's wearing, and the name of the office to give to the driver.



Problem Delay

Construction slows José down and he falls way behind schedule.

After a set amount of time, 7 minutes of no change in eta in this area, the system detects a problem and asks a Guardian to give him a call.

Ivan calls José and discovers the situation. He does not need help finding Hana, but he is running behind.

We call Hana's cardiologist's office, ask for Hana and let her know about the delay.



GoGo Experience

- ✓ This whole process took between 30 and 60 seconds, and happened while Hana was on the phone
- ✓ GoGo screened two drivers and contacted a third
- ✓ Our GoGo Guardian found best matched driver for Hana
- ✓ Our GoGo Guardian shared the driver's name, the color, make and model of his vehicle, the last three digits of his license plate, and his eta
- ✓ Hana hangs up and takes a successful trip while our GoGo Guardian monitors trip completion



Hana's GoGo Experience



Hana Requests Ride



GoGo Assigns Driver



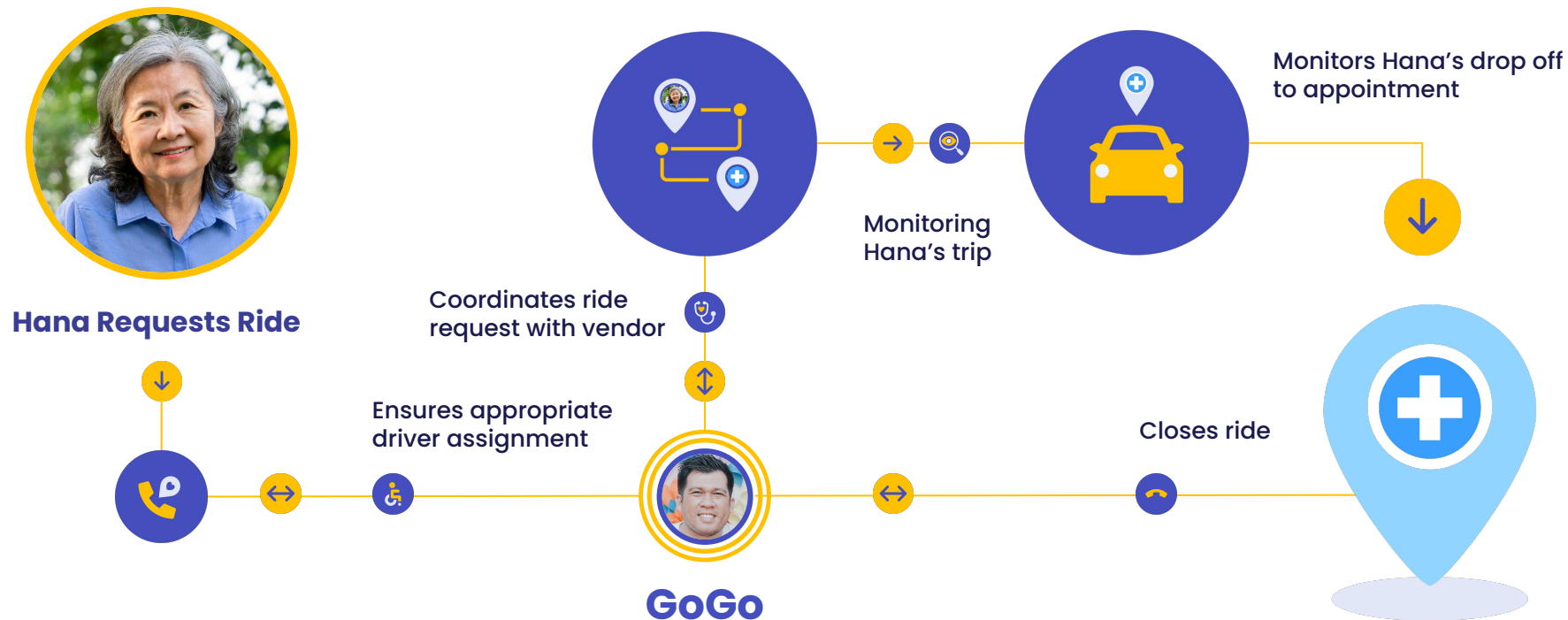
Driver Pickup



TRIP COMPLETED



GoGo's Guardian Support





GoGo's NMT + NEMT Differentiators

Equitable Access: One Number, No App required

- 24/7/365 ride coordination via CHW-like Guardian
- Webportal also available to schedule rides for providers and members alike

- ✓ Reduces burden on provider office staff to coordinate return-home rides

CHW-like Guardian Coordination

- End-to-End, high-touch coordination through the entirety of trip
- Members and drivers are matched based on real-time and long-term needs

- ✓ Members receive the most appropriate level of transportation at the lowest cost
- ✓ Enhances ability to engage hard to reach members

X% on-time appointment arrival + Y% fulfillment rate

- Same-day or Scheduled pick up
- San Francisco avg. NMT wait time: 4.04 minutes

- ✓ Reduces late and no-show rates, transportation-related grievances and audit findings
- ✓ Increases care gap closures and improved health outcomes
- ✓ Improves member satisfaction
- ✓ Improves provider satisfaction

Enriched Social & Structural Drivers of Health Data

- Guardians are trained to be "eyes and ears on the ground" – we hear and see SSDOH

- ✓ GoGo's social worker provides a feedback loop to health plan's care team to further wrap-around member needs

Pharmacy-to-Home Delivery

- Coordinated convenience from member's preferred pharmacy

- ✓ Enables medication adherence



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Hana's GoGo Experience



No Smartphones or
Apps required



Non Medical Transportation + Non Emergency Medical Transportation

GoGo provides D-SNP members with high-touch, real-time coordinated, **NMT/NEMT services via *CHW-like* Guardians**, allowing people to maintain their independence, dignity and freedom in their homes and communities for as long as possible.



Driving Safety, Quality & Reliability

Members dial one number to reach a live, **CHW-like Guardian within 30 seconds, 24/7/365** and don't have to rely on an app or technology to coordinate services (techquity).

Same-day or scheduled pick-up; average wait time is 4.04 minutes (Uber/Lyft).

Within 30-60 seconds, rides are coordinated with the right driver and vehicle to ensure the most appropriate level of service at the lowest cost.

Real-time member + driver support reduces late and no-show occurrences, resulting in: fewer missed appointments, improved health outcomes, higher member satisfaction, and fewer grievances and potential audit findings.

Pharmacy-to-Home delivery: Coordinated convenience enables medication adherence.

Guardians are trained to be your eyes and ears on the ground, trained in communication, interpersonal and relationship building, service coordination + navigation, and engage GoGo's Social Worker who can connect with the health plan's team of choice when a need or barrier is identified.



Independence, Freedom, & Dignity

Members dial one number to reach a live, **CHW-like Guardian within 30 seconds, 24/7/365** and don't have to rely on an app or technology to coordinate services (techquity).

End-to-End Coordination

Real-time member + driver support:

- Reduces late and no-show occurrences
- Fewer missed appointments,
- Improved health outcomes,
- Higher member satisfaction
- Fewer grievances and potential audit findings.

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Driving Safety, Quality & Reliability

- No app required: one number to reach a live, *CHW-like* Guardian within 30 seconds,
- 24/7/365 techquity
- Same-day or scheduled pick-up - average wait time is 4 minutes (Uber/Lyft)
- Guardians **match members and drivers based on real-time and long-term needs**; within **30-60 seconds**, rides **are coordinated with the right driver and vehicle to ensure the most appropriate level of service at the lowest cost**
- **End-to-end coordination + support:** Our transportation technology follows every driver and delivery from request, to pick up, to drop off. **We call the driver if we detect an issue, and keep the member informed**
- Real-time member + driver support **reduces late and no-show occurrences**, resulting in: **fewer missed appointments, improved health outcomes, higher member satisfaction, and fewer grievances and potential audit findings**
- **Pharmacy-to-Home delivery:** Coordinated convenience **enables medication adherence**
- **We don't just work with your members, we work with your team. Let us be another pair of eyes & ears on the ground, trained in** communication, interpersonal and relationship building, service coordination + navigation, to connect **with the health plan's team of choice when a need or barrier is identified**





GoGo's Differentiators



One number: 24/7/365, no app required (techquity)

Same-day pickup: Average wait time is 4.04 minutes (Uber/Lyft)

Rides are coordinated: Vehicles are vetted and drivers are screened

Pharmacy-to-Home delivery: Coordinated convenience enables medication adherence

Real-time member + driver support: Fewer grievances, improved health outcomes, higher member satisfaction

Guardians are trained to be your eyes and ears on the ground and engage GoGo's Social Worker who can connect with the health plan's team of choice when a need or barrier is identified

**Plus partnerships with local WAV and
gurney/stretchers transportation**



GoGo



Hana's Experience with



GoGo



Guardian ensures appropriate driver assignment



Guardian coordinates ride request



Guardian monitors trip pick-up



Guardian closes the encounter on the completed ride

Carla needs a ride to her cardiology appointment this afternoon

Calls to request ride



Carla requests ride from vendor



Carla receives scheduled ride and driver details



Carla is picked-up



Carla is dropped off at her MD appt

Driving safety, quality & reliability

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SAFETY, SECURITY & RELIABILITY

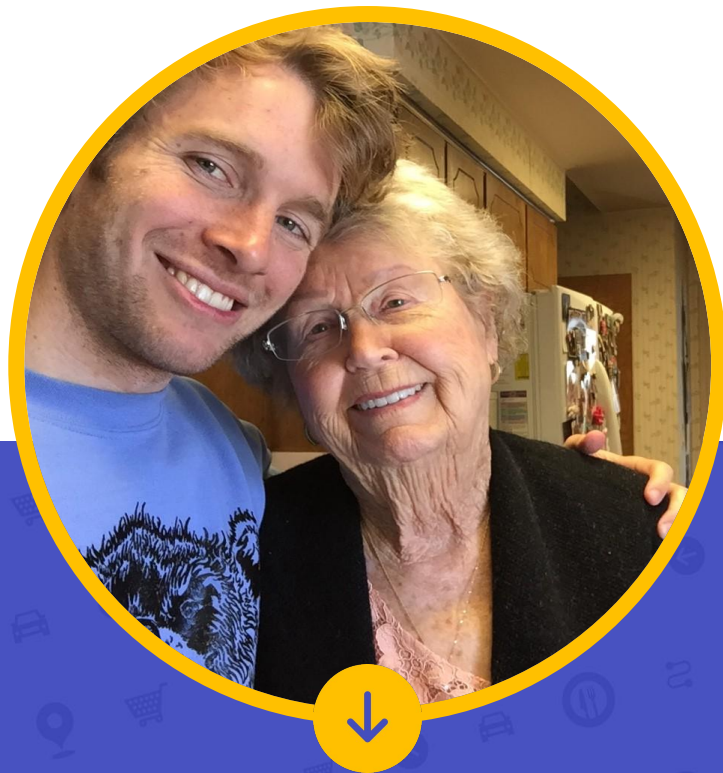
GoGo Guardian Program

Our Approach

The most important part of GoGo is what happens behind the scenes.

We screen and monitor each request to make sure it meets our customers needs and preferences.

GoGo monitors over a million trips a year and as a result has had multiple interactions with thousands of drivers. This has allowed us to build an extensive driver database we use to identify the right driver for the individual passenger. This profile is based both on detailed analysis from our client's rides as well as elicited driver input.



*GoGo's Co-founder Justin,
with his Grandma Betty*

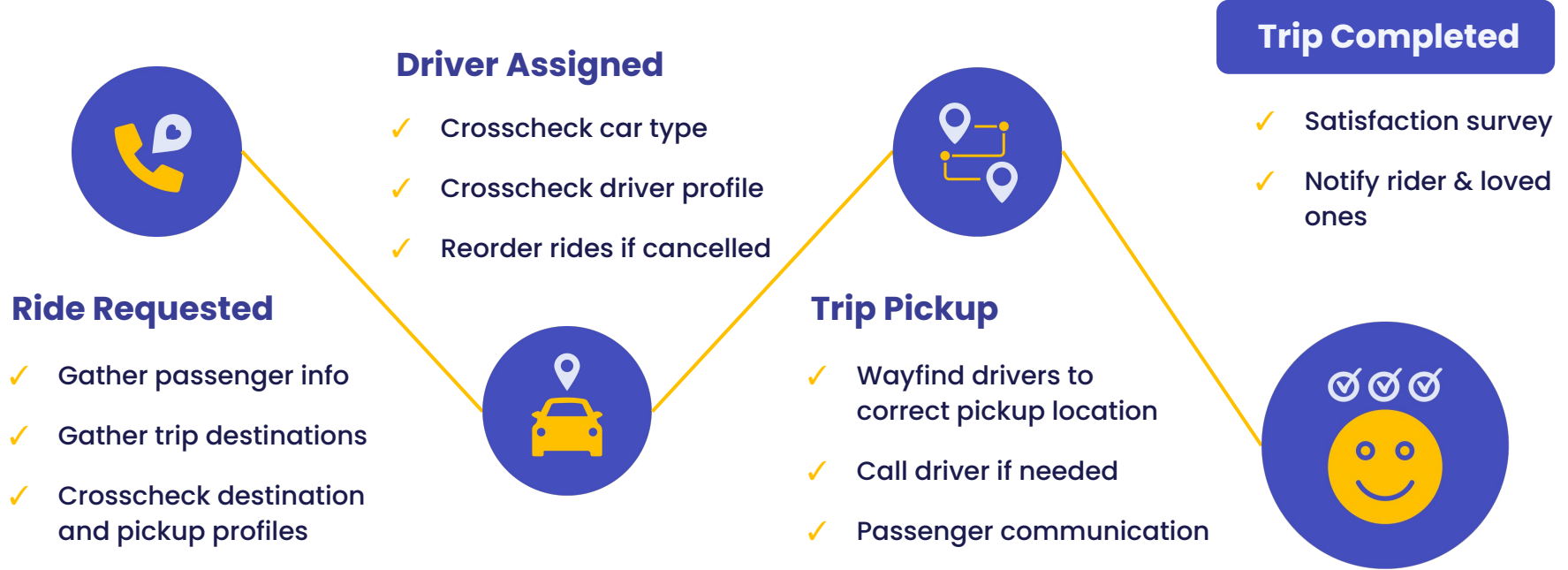
GoGo *for* Business

GoGo Guardians

- ✓ 24/7 Amenity Bilingual Support, 365 Days Per Year
- ✓ Everyone Background Check 7 Years
- ✓ Real-Time Monitoring on all service requests
- ✓ Filter more than 30% of service providers
- ✓ Proprietary 1-touch dial phone system
- ✓ Supports 20+ unique impairments
- ✓ Realtime Emergency Support



GoGo Guardian Process



Commitment to Seniors

- ✓ The system monitors the entire trip
- ✓ Alerts are triggered for deviations, stops, or changes in ETA
- ✓ Customers can call for priority support during active trips
- ✓ After the trip, Hana is asked to rate her ride
- ✓ Drivers rated below 5 stars are not used again for GoGo rides



Driver Assigned



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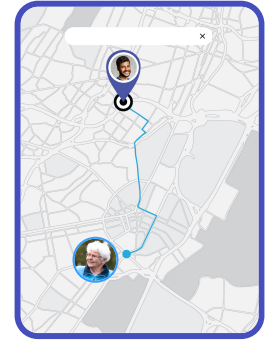


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Ivan asks him a few questions designed to see if José is easy to communicate with, and determine if he'd be comfortable loading Hana's walker in his vehicle. José is, and the system monitors the trip as José approaches Hana.

Trip Pickup

Her hair salon is at a tricky pickup address. The entrance is in a strip mall - but the address for the hair salon leads to the back side of a different building on the lot.

While Hana is on the phone, we work with her to reroute the driver's vehicle to where she needs to be picked up. We provide notes as to what she's wearing, and the name of the Studio to give to the driver.



Problem Delay

Construction slows José down and he falls way behind schedule.

After a set amount of time, 7 minutes of no change in eta in this area, the system detects a problem and asks a Guardian to give him a call.

Ivan calls José and discovers the situation. He does not need help finding Hana, but he is running behind.

We call Hana's salon, ask for Hana and let her know about the delay.



IVAN

 GoGo



Trip Completed!

Because we adjusted the pin José's phone shows him exactly where to go.

We call the salon when he is two minutes away and ask for Hana. We let her know to start heading outside.

All is well! The pick up and trip home goes smoothly. We call Hana with the cost of her ride after and ask for her to rate the ride. She gives it a five, then presses 0 to speak to an operator and schedule her next trip.



GoGo Experience

- ✓ This whole process took between 30 and 60 seconds, and happened while Hana was on the phone.
- ✓ GoGo screened two drivers and contacted a third.
- ✓ We found the driver.
- ✓ GoGo shared his name, the color of his vehicle, the make and model of his vehicle, the last three digits of his license plate, and his eta.
- ✓ Passenger hangs up & takes a successful trip.



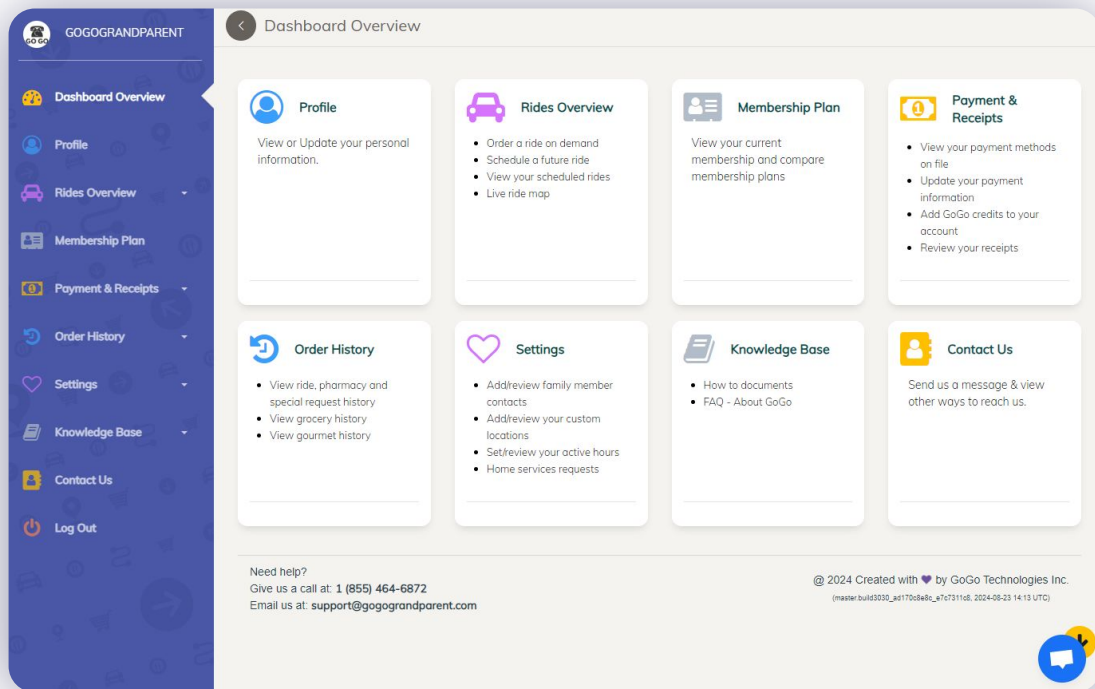


YOUR MANAGING EXPERIENCE



Your Dashboard

- ✓ Look up different users
- ✓ Ride history
- ✓ Scheduled rides
- ✓ Approved pickup locations
- ✓ Receipts



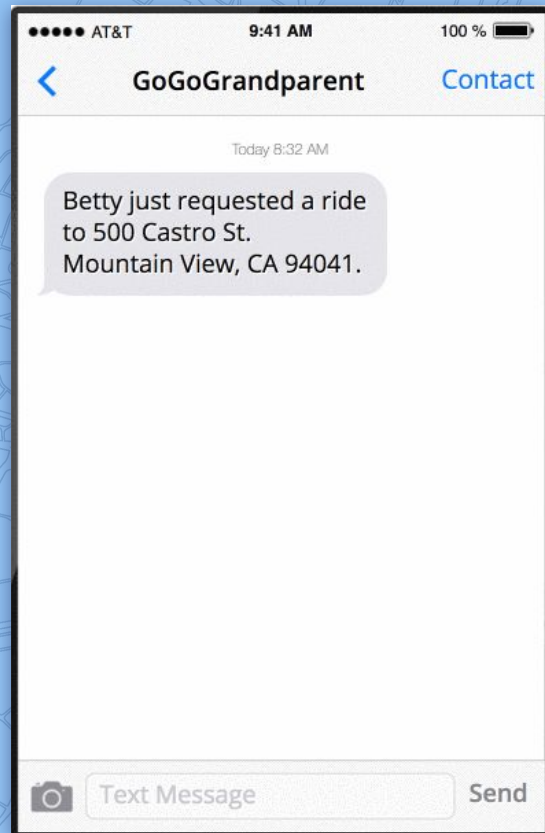
Ride Ordering

- ✓ Contact Details
- ✓ Preferences
- ✓ Single or Repeating
- ✓ Note to Driver
- ✓ Confirm Surge
- ✓ Get Estimate

The screenshot displays the GoGo Grandparent Ride Ordering interface. On the left is a dark blue sidebar with the GoGo logo and a list of navigation items: Dashboard Overview, Profile, Rides Overview, Ride Ordering, Scheduled Ride Calendar, Live Ride Map, Membership Plan, Payment & Receipts, Order History, Settings, Knowledge Base, Contact Us, and Log Out. The main content area is titled 'Ride Ordering' and features two buttons: 'Order a Ride Now' and 'Schedule a Ride in the Future'. Below these is the 'Schedule a Ride' form. A note states: 'NOTE: All scheduled rides will start looking for a driver 10 mins before the scheduled time. This is because it takes some time for the car to get to the actual destination.' The form includes fields for 'Preferred Contact Number' (Cell Phone - +17403985933), 'Trip Name*' (with a hint to give a name for easier identification), and 'Type of Car*' (Car, with a note that it auto-selects a vendor based on ETA). Under 'Schedule Ride Type', there are two buttons: 'SINGLE RIDE' (selected) and 'REPEATED RIDE'. There are also fields for 'Pickup Date*' (with a 'Pick a date' button) and 'Pickup Time*' (with a 'SELECT TIME' button). A note below these fields says: 'Please inform the rider that it may be hard to get a driver at this scheduled time.' At the bottom of the form is a 'Pickup/Start Location' section with a dropdown menu showing 'Home Address'. To the right, a detailed view of the 'Confirm Surge*' section is shown. It includes a 'DropOff/End Location' dropdown (also showing 'Home Address') and a 'Note to Driver' text area. Below the note area is a confirmation message: 'This note will be sent to the driver.' The 'Confirm Surge*' section has two radio buttons: 'Call to confirm surge' (selected) and 'Don't call to confirm surge'. A text block explains: 'If a scheduled ride has surge pricing (higher price than usual) then we will call you to confirm the price before the car gets sent out. However, if "Call to confirm surge" checkbox is not checked then a car will get sent automatically no matter what the price is.' At the bottom of this section are two buttons: 'Get Estimate' and 'Reset'.

Notifications

- ✓ Add a trusted contact to receive real time notifications.
- ✓ Email confirmations can be sent to the same contacts.
- ✓ Access 24/7 reporting on your reports section of the site.





**We offer a 24/7 contact center for
all client questions, concerns or
dispute resolutions.**



GoGo Guardian Program

Thank You



Email Us

enterprise@gogograndparent.com
