
RideUnity - Pilot Briefing Kit

Six-month rollout structure, stage deliverables, and participant roles

1. Pilot Purpose and Structure

A six-month managed program with a fixed price (from \$4,580), designed to demonstrate actual on-site participation before any multi-

2. Six Months, Five Stages

Month 0 - Configure

- * Scope: Shifts, lots, incentive rules and ride-home allowance, signed off in one configuration.
- * Your part: Name a contact and approve the rules.

Month 1 - Launch

- * Scope: Sessions at each shift change, the kit at every entrance, sign-up help.
- * Your part: Send a leadership email; mark carpool spaces.

Months 2 and 3 - Run

- * Scope: Coordination, support, incentives, rides home and a monthly report.
- * Your part: Fund incentives within your ceiling.

Months 4 to 6 - Measure

- * Scope: The same program with incentives paused, so you see which habits hold.
- * Your part: Read the monthly reports.

Month 6 - Decide

- * Scope: A results review and a subscription proposal.
- * Your part: Decide in writing.

3. Pilot Agreement Coverage

- * Scope: Sites, shifts and every capability included, with how each is delivered.
- * Deliverables: Each stage and what you receive.
- * Success plan: What RideUnity, your team and employees commit to, reviewed monthly.
- * Price: One fixed price and the payment schedule.
- * Budgets you control: Incentive and ride-home ceilings.
- * Data rules: What your organization can and cannot see.
- * Decision: The month-six review and how you decide.
- * No automatic renewal: A subscription starts only with your written approval.

4. Month-Six Decision Process

At month six, RideUnity delivers a comprehensive review of results (headcount enrolled, rides completed, on-time arrivals, lot relief). T