

Ride Please™ Proposes to City of Calgary to Allow TNCs Call-in Service

January 31, 2016, Calgary, Alta. – Twenty years ago, The Driving Alternative Inc. introduced a new business concept – Keys Please® - a designated driving service. The business has grown tremendously over the years and in 2015 alone, Keys Please® serviced more than 90,000 people in Calgary, Alberta.

With the changes that The City of Calgary made to ride sharing, The Driving Alternative Inc. saw another new business concept – a taxi alternative and on November 16, 2016 launched Ride Please™.

The Driving Alternative Inc. remains committed to their customers and continually listens and learns from each and every one of them. The customers' experiences and the feedback they're providing is what drives The Driving Alternative Inc. to mold their business and strategies so that they can continue to succeed in the transportation industry.

With this in mind and looking for ways to grow Ride Please™, The Driving Alternative Inc. conducted an e-mail survey of over 3,600 Calgarians. The feedback was extremely interesting. Of the respondents, 69% said they were not comfortable with booking their rides or paying for services through an App. By a two-to-one margin, people said they wanted the ability to pay the drivers and book their rides in a style of their choice.

The Driving Alternative Inc. research also found that the In-App payment method is a very big deterrent, suggesting that it's not trusted. After reviewing the customer concerns about In-App payment only, Ride Please™ brought an alternative payment option forward allowing customers to pay the drivers using debit or credit cards at the completion of the trip. Further to the research, when people are in licensed establishments and impaired, they aren't likely to use an App because it is too difficult. Bar staff responded advising that third-party bookings do not work with Apps. In addition to that, auto repair shops thought the App was great, however also said that third-party bookings do not work.

Dave Dick, Director of The Driving Alternative Inc. says, "The response we received from our target market was very much to our surprise. Since Ride Please™ launched, we have heard from members of the public who cannot use the App due to physical limitation, but want affordable service. Other complaints have come from seniors that need TNC (Transportation Network Company) services, but do not have a smart phone. The response to our comprehensive and thorough research clearly indicates that the public is requesting the ability for call-in service. The Driving Alternative Inc. sees call-in service as an integral part of being able to move our TNC business model forward."

Dick says, "In order for us to move forward and make the taxi alternative/rideshare industry evolve we are requesting that the City of Calgary approve TNCs ability to receive call-in service. Under the current by-law TNCs are only allowed to book passengers through an App." Dick continues, "The short-term financial impact has been significant for us. It appears without call-in service the TNC business model in Calgary will be negatively affected if not on the brink of destruction."

The request The Driving Alternative Inc. has put forward to the City of Calgary for call in-service would be a positive note for both the taxi alternative/rideshare industry and

improved customer options. Ride Please™ is an excellent TNC candidate for call-in service.

Media inquires please contact Ginger Greenwood, General Manager, The Driving Alternative Inc.

Ginger Greenwood
Office – 403-243-3358
Cell – 403-560-3930
www.rideplease.net
ggreenwood@drivingalternative.com

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About The Driving Alternative Inc.

The Driving Alternative Inc., known as Keys Please® has the knowledge, experience, innovation and leadership to shape the future of the Designated Driving Service. In 2015 Keys Please® supplied service to approximately 90,000 people in Calgary, Alberta. Keys Please® has extended its services into Airdrie, Okotoks and Chestermere

www.keysplease.net

Now with the launch of Ride Please™, The Driving Alternative Inc. is pleased to offer taxi alternative/rideshare to Calgarians and outlying communities. For more information visit www.rideplease.net.