

Work with Mobile Applications

December 12, 2019

Agenda

- Introduction to AARP Driver Safety
- Telematics work
- Mobility as a Service (MaaS)
- Ride@50+ Program
- Mobile App Overview

Why we do it: Transportation access is critical as we age



8.4 million older adults depend on others for their transportation¹



50%+ of U.S. non driving adults age 65 and over stay home on any given day because they don't have transportation²



This translates to fewer trips to the doctor (15%), shopping/eating out (59%), and for social, family, & religious activities (65%) than drivers in the same age group²



Lacking social connections can be as damaging to health as smoking 15 cigarettes a day¹



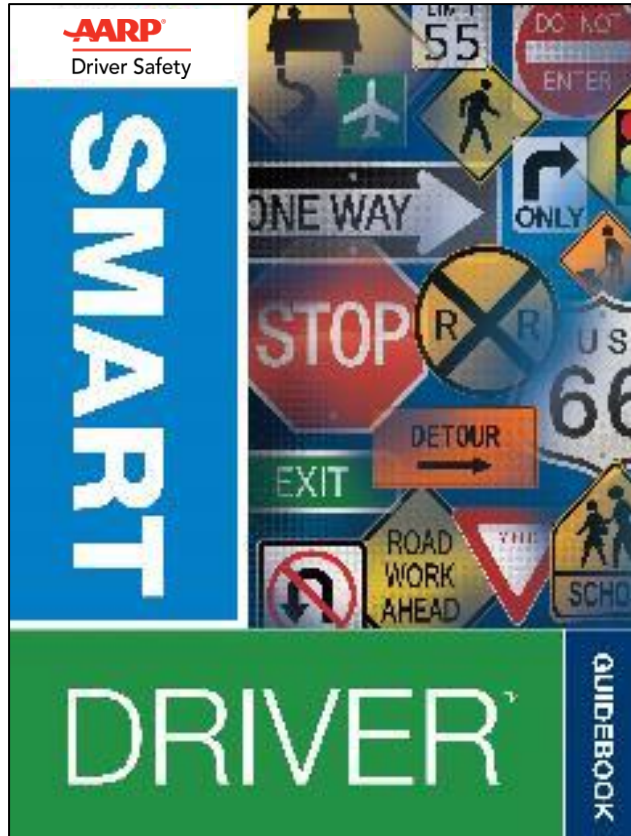
AARP Driver Safety (ADS): Our Mission

AARP Driver Safety develops and deploys transportation education and programming designed to help drivers and riders remain safe, independent, connected, and confident as they age.



AARP Driver Safety: Core Programs

AARP SMART DRIVER COURSE™



WE NEED TO TALK



AARP®
Driver Safety

AARP Driver Safety: Emerging Programs and Pilots

➤ Smart DriverTEK

- Vehicle safety technologies

➤ Ridesourcing Pilot

- Ridesourcing services (e.g. Uber, Lyft)

➤ Telematics Pilot

- Empowering safe driving with an app

➤ Ride@50+ Program: Mobility as a Service Pilot

- Platform with multiple modes of transportation (e.g. public transportation, ridesourcing, volunteer drivers)



Telematics: Goals

- Supplement our core classroom/online offerings and grow the Driver Safety program by offering a new and powerful digital initiative.
- Increase the reach of Driver Safety's social mission of keeping the skills of drivers age 50+ sharp by offering the most relevant feedback and education at the most relevant time.
- Learn more about 50+ drivers, with an eye on modifying and improving our course curriculum based on data collected by a telematics app.
- Utilize AARP's position as a wise friend and fierce defender to provide assurance that all data collected belongs only to the individual using the app.
- Evolve our products and programs to meet the changing insurance landscape.

Telematics: Progress to Date

- Driver Safety partnered with AARP Research to test our members' appetite for this technology and shape our potential future use of telematics.
- We used the Mentor by eDriving smartphone app for our pilot program.
 - 50 volunteers drove with app for ~3 months.
 - 500+ AARP Research participants drove with app for ~60 days
 - Research participants took 64,355 total trips and drove 596,908 miles
- Continued testing and reviewing of potential partner apps
- Internal AARP planning for RFP that would determine vendor to build an AARP-branded telematics app

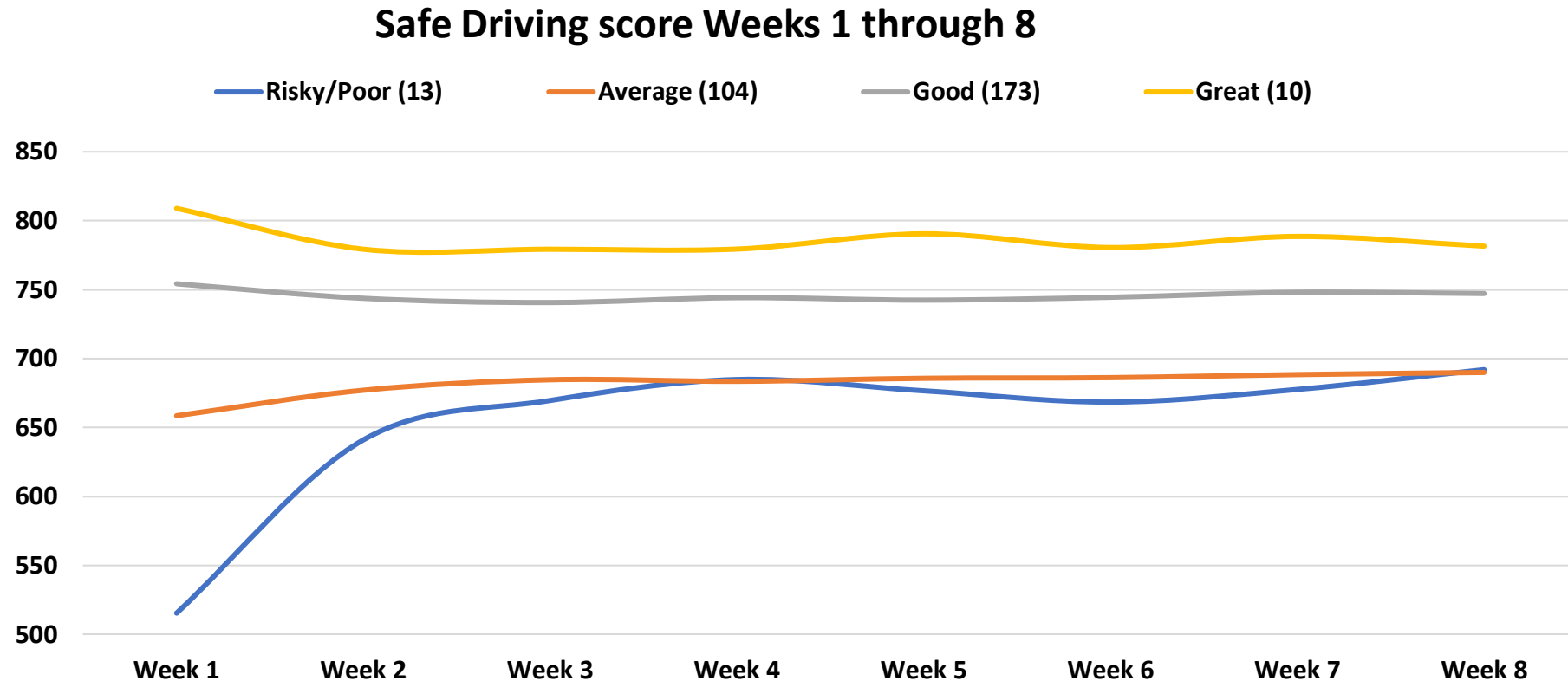
Pilot Overview

- 3,889 took the pre-test survey
- 550 individuals participated in the trial
- All participants drove for a minimum of 60 days
- 64,355 total trips taken
- 596,908 miles driven
- 301 Dynamic Community participants
- 379 participants took both the pre- and post-pilot survey



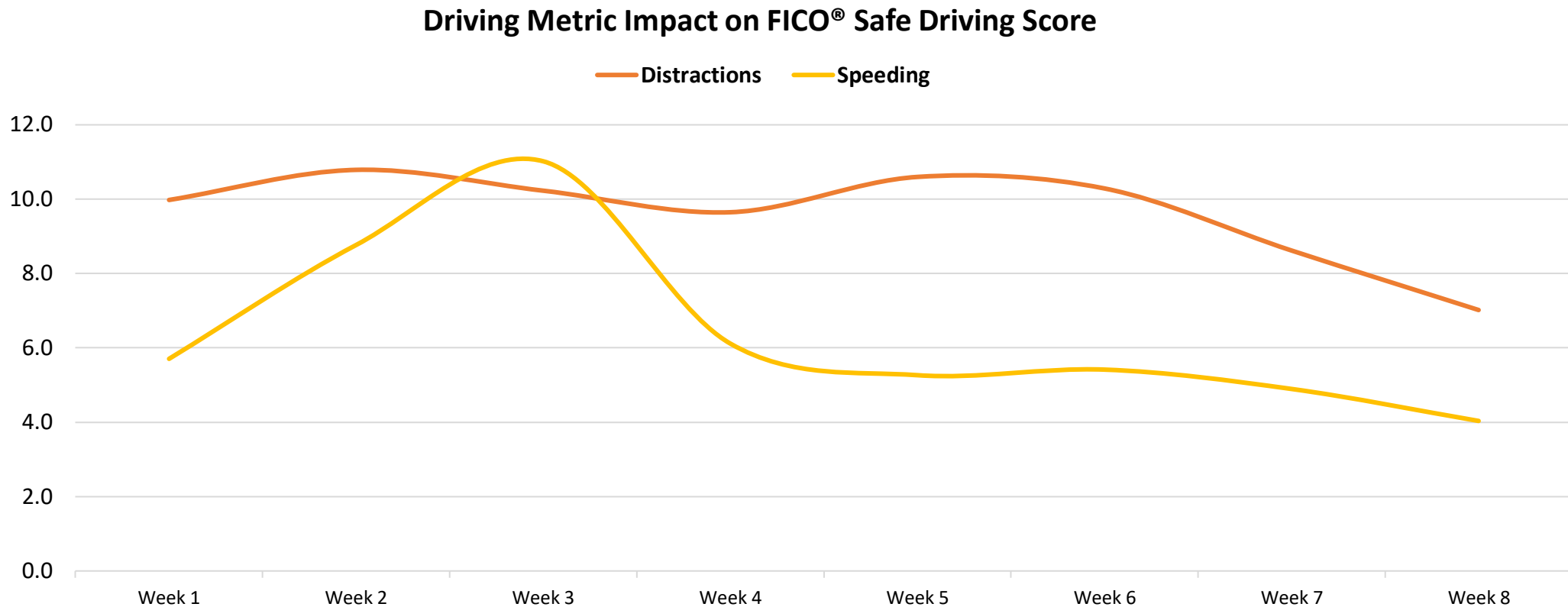
Pilot Data

- FICO® Safe Driving Score improvement was most significant among those drivers categorized as "Risky" or "Poor" according to their scores from Week 1, increasing from 515 at Week 1 to 691 at Week 8.
- "Average" drivers also steadily improved during the pilot, albeit at more modest levels.
- "Good" drivers maintained their performance levels, while "Great" drivers dipped initially and then held steady.



Pilot Data

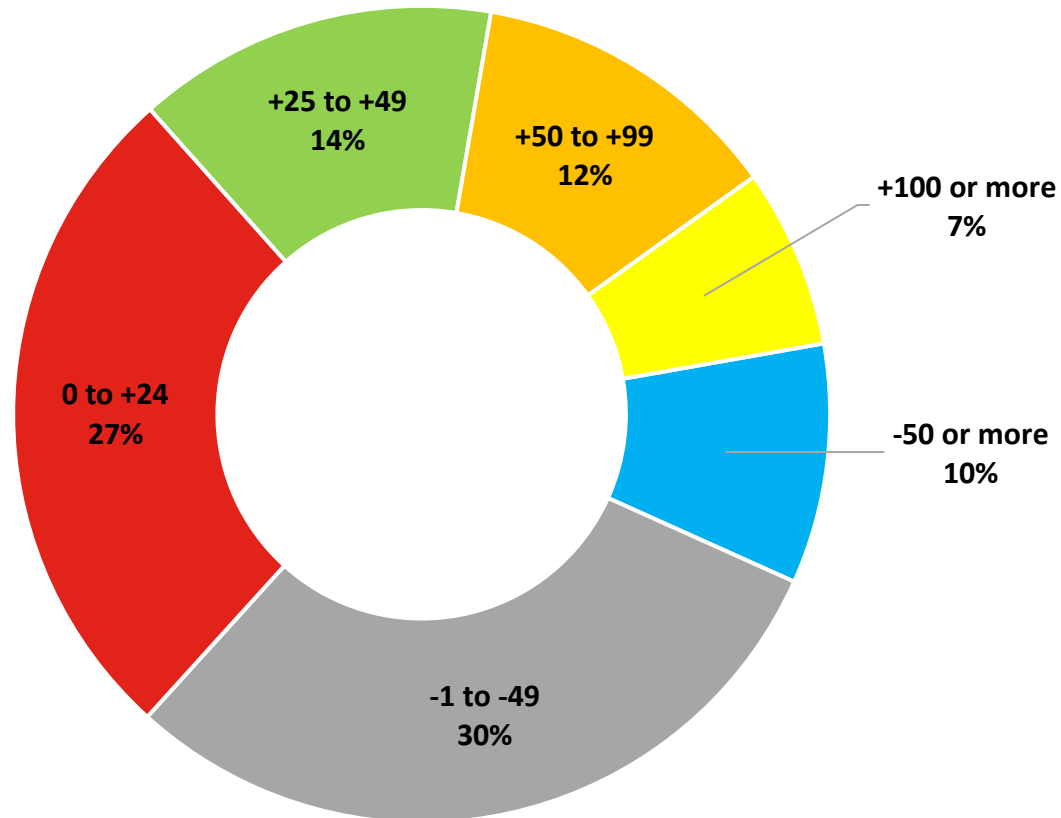
- The biggest gains in driving scores were made when individuals reduced their instances of speeding and distracted driving.
- The top one-fifth of app users (measured by total gain in FICO® Safe Driving Score points between Week 1 and Week 8) saw their instances of distracted driving drop 30% over the course of the pilot.
- The same group saw their instances of speeding drop 29%.



Pilot Data

- A third of users' FICO® Safe Driving Score improved by 25 or more points over the course of the pilot.

FICO® Safe Driving Score change



AARP RIDE@50+
PROGRAM

The image is a promotional graphic for the AARP RIDE@50+ Program. It features a wide-angle aerial photograph of a multi-lane highway bridge spanning a river. In the background, a city skyline is visible under a clear blue sky. The text 'AARP RIDE@50+' and 'PROGRAM' is overlaid in large, white, sans-serif font. Two horizontal red lines are positioned above and below the text, and a thin red line runs across the top of the image.

What is Mobility as a Service (MaaS)?

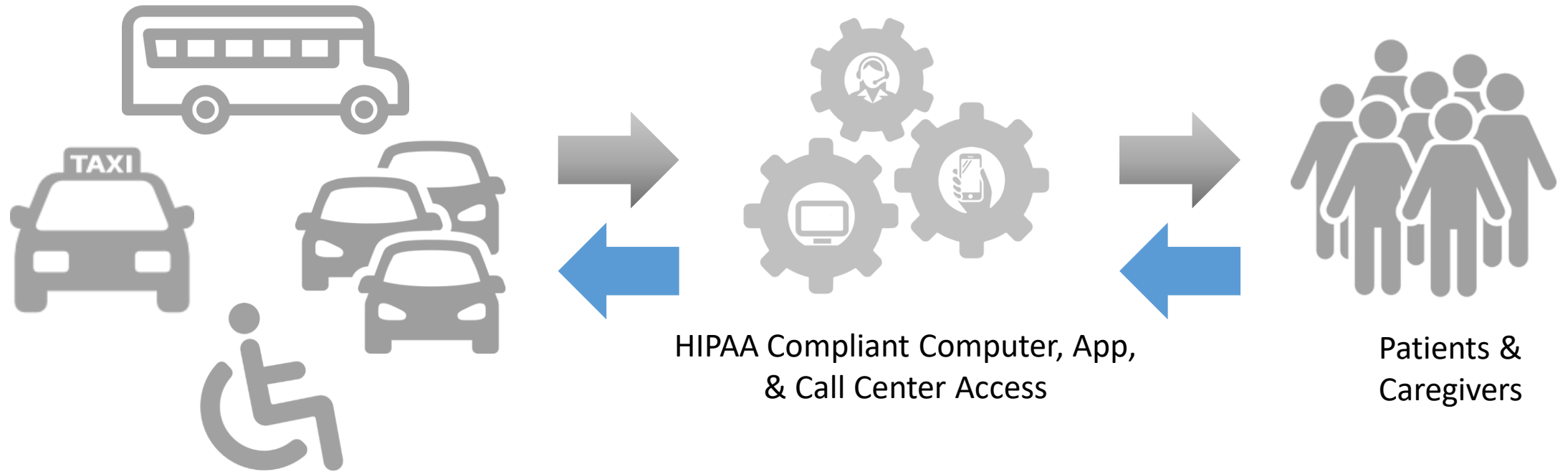
- A shift away from personally owned means of transportation and towards mobility solutions that are consumed as a service.
- One-stop-shop trip planner with access to all local transportation options:
 - Public Transit & Paratransit
 - Volunteer Driving
 - Cab and Concierge
- Consumer (B2C) and Organizational (B2B) MaaS options supported
 - B2C – Consumers and Caregivers
 - B2B – Senior Centers, Social Services, Hospitals
- We have developed and deployed our own MaaS initiative, branded as the **AARP Ride@50+ Program**
 - Our program allows consumers and local healthcare and other social service businesses to review, compare and book local transportation alternatives
 - Available to all, but with a focus on quality of life improvements for the 50+ - in line with our overall Livable Communities approach
 - Initial pilot in process – late 2018 - 2022

What Makes a Community a Great Place to Live?



AARP Ride@50+ Program

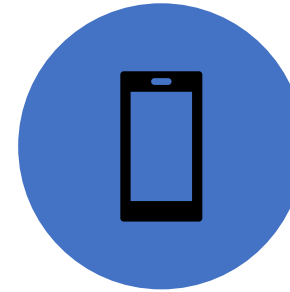
We provide a **Mobility as a Service** framework – enabling people and/or their caregivers to reduce transportation barriers across the entire social determinants of health spectrum.



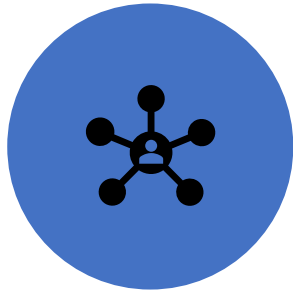
AARP Ride@50+ Program



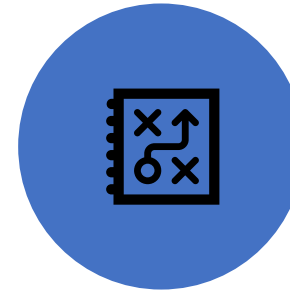
Service targeted at serving adults age 50 and older.



Offers multimodal ride sourcing, booking, and payment through an online booking platform/mobile app/call center.



Fills gaps through community involvement and a multi-disciplinary stakeholder group (Mobility Leadership Circle).



Provides local organizations an opportunity to facilitate the transportation of their clients and allow for detailed tracking and reporting of trips provided.

Who the AARP Ride@50+ Program is for:

- Open to people of all ages
- Focus on adults age 50 and over & vulnerable individuals
- AARP membership is not required
- Training is available for everyone



For Business and Individuals

➤ Business Needs:

- Medical, Legal or other Appointments
- Employment or Education

➤ Individual Needs:

- Appointments
- Grocery Shopping
- Work or School
- Special Events
- Personal Commitments



AARP Ride@50+Program Access Points

➤ Individuals:

- Smartphone App
- Online Booking
- Call Center – Toll Free Phone Number



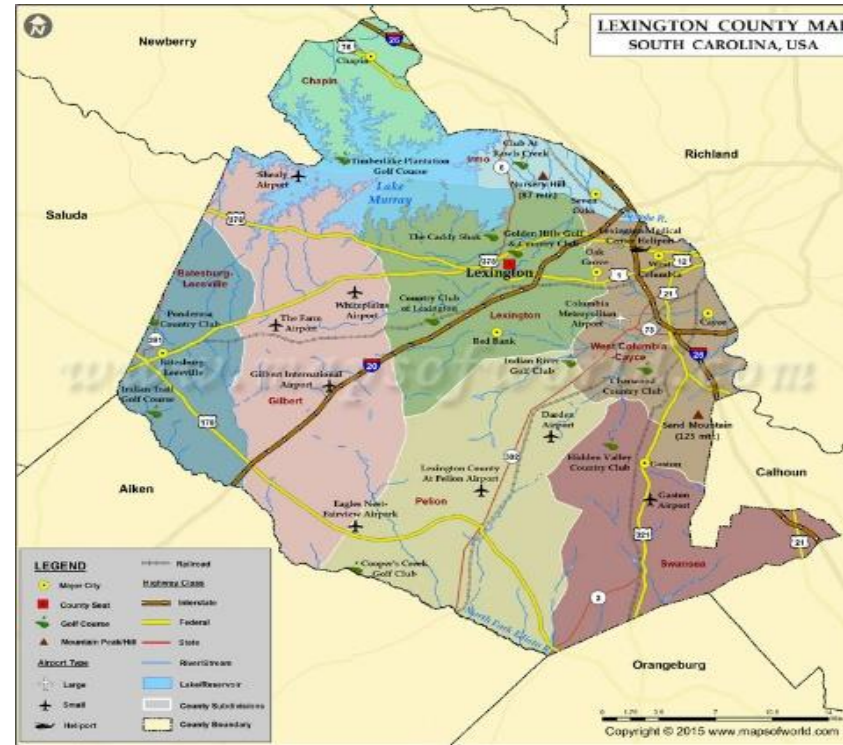
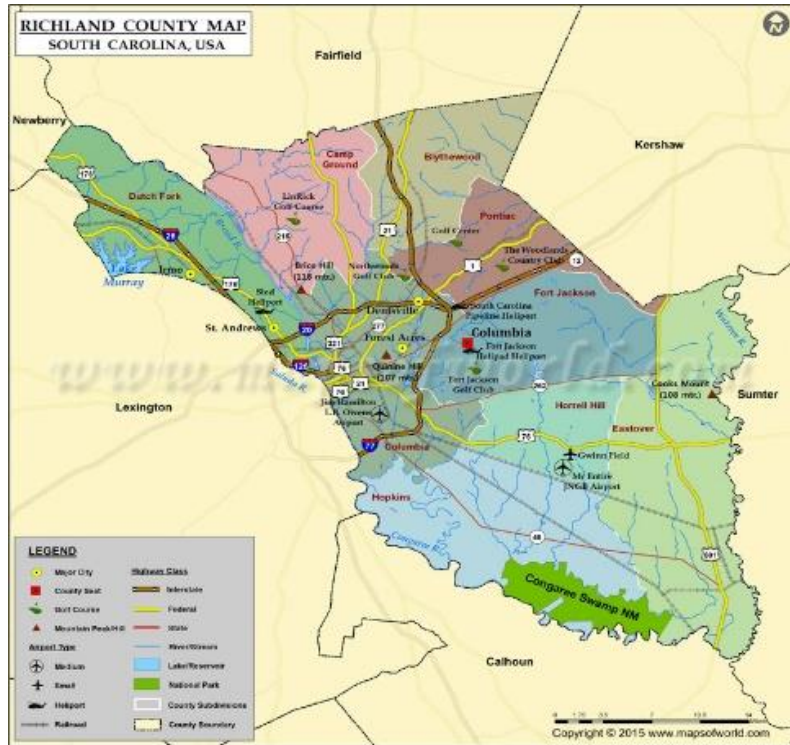
➤ Organizations:

- Online Booking
- Call Center



Service Areas

➤ Richland & Lexington County, South Carolina (Columbia-area)



➤ Future Expansion

- South Dallas, TX in 2020
- Ann Arbor, MI in 2021

Learning How to Use the Ride@50+ Program

➤ 25-minute online presentation

➤ 90-minute in-person training session:

- Information about local transportation options
- General overview of Ride@50+ Program and the potential benefits
- Step-by-step guide of how services work
- Demonstration of how to schedule rides
- Hands-on practice

Ride@50+ Program Training Options in Columbia



Sign up for a 90-minute Ride@50+ Program In-Person Training to learn about local transportation options.

[SIGN UP](#)



Register for a 25-minute Ride@50+ Program Online Training Webinar to discover the different ways to get from A to B.

[REGISTER](#)



Please call us if you have any questions, need assistance in registering for an in-person training, or need help viewing the online training webinar.

(888) 851-2131

Thank you.



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