



Impact Report: FY2019

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2019 ANNUAL REPORT

Modus is setting the trend for youth transportation, not only for Tulsa, but for all cities with inadequate transportation options. The program represents an innovative solution to an age-old problem. In Tulsa specifically, Modus is the only non-profit program addressing transportation barriers and advancing mobility for our youth.

In addition to being the only sustainable, non-profit transportation solution for Tulsa youth, Modus also stands out from other transportation services by having a Certified Car Seat Technician on staff and by being voluntarily HIPAA compliant. We even have child safety seats available, upon request, for our clients who are traveling with their child or children. With a client rating of 4.93 out of 5, Modus goes above and beyond to offer exceptional service to our youth clients.

In FY19, Modus experienced exponential growth in terms of clients served and rides provided. Modus provided 133% more rides than FY18 and served 83% more clients. We also reduced the client no-show rate by 50%, which means Modus only experienced a 2% no-show rate in FY19.

Modus also implemented new technology in FY19 to make the ride request process more user-friendly and to gather client feedback after they receive services. Our online ride request platform allows authorized care providers at Modus Member Agencies to easily request rides on their client's behalf, while our automated texting system collects real-time, client feedback.

ModusEd's reach also increased substantially in the past 12 months. In FY19, ModusEd trained 314% more high school students to use Tulsa Transit by developing a ModusEd Transit Training video and teaming up with Tulsa Public Schools to show all TPS high school students. Our partnership with TPS also allowed ModusEd to survey 4,461 students in order to better understand youth transportation trends.

Modus is proud to be eliminating transportation as a barrier for students to be healthy, productive citizens. The curb-to-curb transportation service enables social service agencies to focus on their core services and ensure young people get the services they need, while ModusEd trains every high school student at Tulsa Public Schools to use the city's transit system. Together, Modus and ModusEd increase youth transit use, reduce agency spending on inefficient transportation, and increase youth access to healthcare and social services.

Our mission

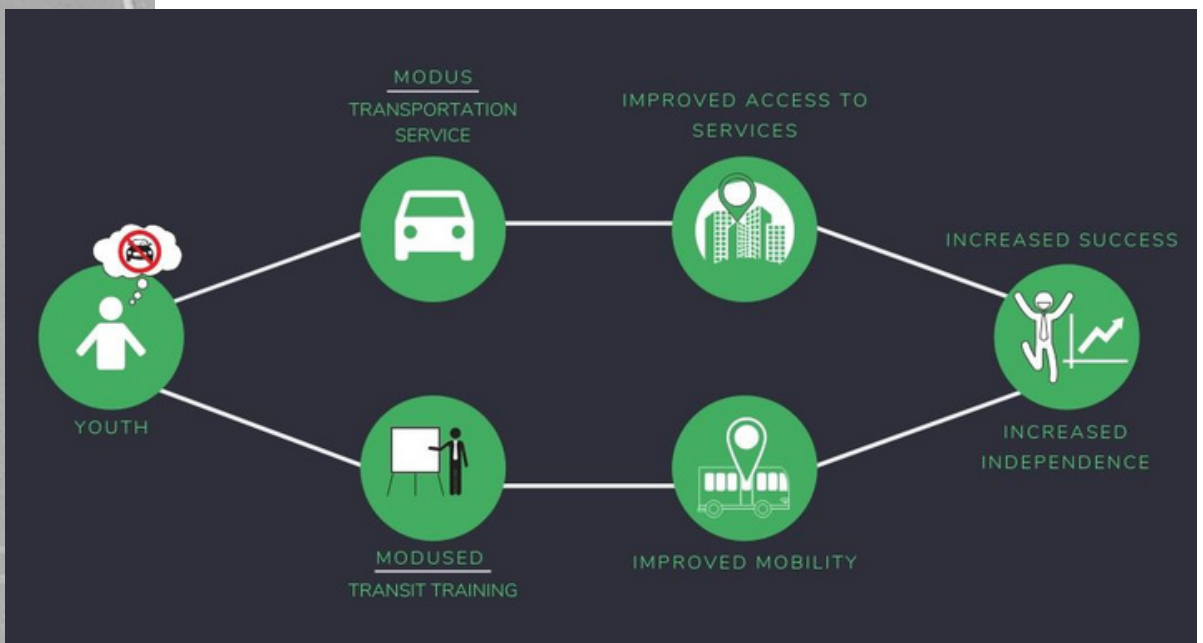
Modus envisions a community in which the barrier of transportation is removed and all teens can access the services necessary to reach their full potential.

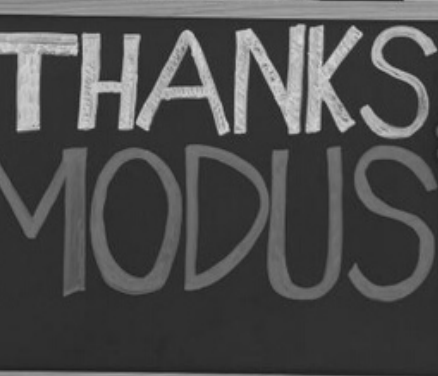
Our scope of work

Modus is a two-pronged transportation solution for young people in Tulsa. It enables young people to get to their social service and medical appointments, and ensures they know how to use the city’s transit system. Modus does this with two complimentary approaches: Modus and ModusEd.

Modus is a primarily volunteer-based transportation service that ensures young people get to their appointments consistently, on time, and safely by utilizing trained volunteer and staff drivers in their own vehicles to drive clients to appointments.

ModusEd is an in-school transit training program that ensures young people have the knowledge they need to use Tulsa’s existing transit options to get to school, part-time jobs, and higher education opportunities. Modus has partnered with Tulsa Public Schools and Tulsa Transit to provide ModusEd training to all TPS high schools.



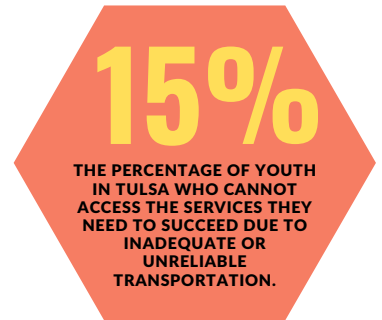


THE TRANSPORTATION GAP



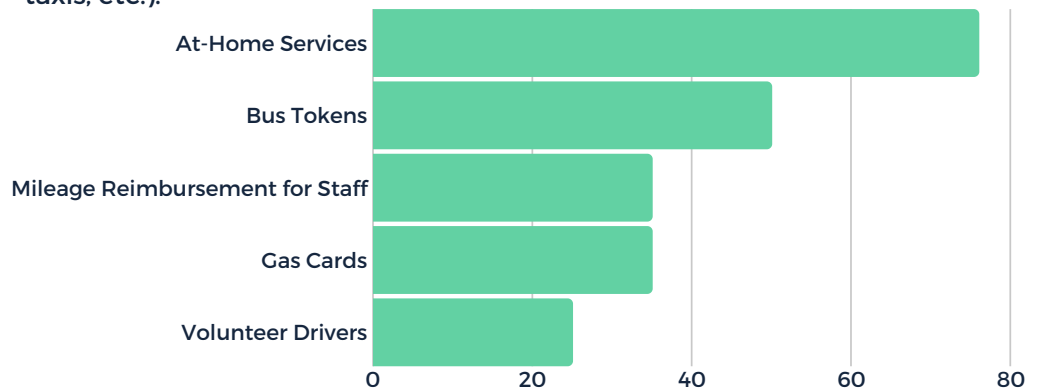
Of the 40,000 teens in Tulsa, an astonishing 15% or 6,000 of them are unable to access social services due to the lack of adequate transportation options in our area. Many more than that do not have access to reliable, affordable, and safe transportation to reach appointments, jobs, and health centers.

On a national level, this problem results in unequal access to services and is linked to decreased physical health, mental health, and educational outcomes among youth.



TRANSPORTATION SPENDING

On average, Tulsa youth servicing agencies who provide some type of transportation services for their clients spend **\$97,443** per year on client transportation (bus tokens, gas cards, mileage reimbursement, taxis, etc.).



SINCE WE STARTED...



2,490 rides



183 clients transported



10,128 students taught



25 drivers trained

a year's overview

WHERE WE ARE NOW

In the past 12 months, Modus...

- Partnered with 9 new Modus Member Agencies and provided 1,740 rides for 130 unduplicated clients.
- Applied for 501(c)(3) tax-exempt status - awaiting approval.
- Expanded hours of operation to include Fridays.
- Developed an online ticketing system so authorized staff at Modus Member Agencies can easily submit a ride request for their client(s).
- Implemented automated system to gather client feedback and confirm services.
- Collected 4,461 transportation surveys from high school students.
- Provided ModusEd Transit Training to over 8,000 Tulsa teens .
- Outgrew our space at Youth Services of Tulsa and moved to a shared office space in the Kendall Whittier neighborhood.
- Signed a lease for an office space at 15th and Harvard - relocating in September 2019.



"Modus makes our clients feel like they matter and that they are a priority."

Joya Cleveland
Case Manager at Strong Tomorrows

MODUS MILESTONES

2015

The Mine

The entrepreneurial incubator assigned a group of fellows to design a program that addresses Tulsa's youth transportation problem.

2016

Innovation Grant

The Mine's proposed transportation solution was awarded an innovation grant from Tulsa Area United Way.

2017

The Pilot

With the support of Youth Services of Tulsa and Tulsa Campaign to Prevent Teen Pregnancy, Modus conducted a one-year pilot of the program.

2018

Program Launch

After a successful pilot year at Youth Services, Modus began to scale and partner with additional agencies.

2019

501(c)(3)

Modus applied to become an independent 501(c)(3) organization and expect to receive tax-exempt status by Fall 2019.

MEET THE TEAM

THE AWESOME PEOPLE BEHIND MODUS

A big project, like Modus, would not be possible without a dedicated, hard-working team. Luckily, we have just that. As always, providing outstanding transportation services for clients, when volunteer drivers are not available, is a top priority for all staff. But when we're not helping clients access services, our team is working tirelessly to spread the word in the community about Modus and ModusEd, bring awareness to the transportation barriers in Tulsa, advocate for improved youth transportation solutions, recruit additional volunteer drivers, and identify areas for growth in order to continuously improve our programs and scale services,



Executive Director & Founder Leslie Neal, M.A.

Program Coordinator & Certified Carseat Technician Caitlin Roughface

Program Specialists Ebony Hawkins & Kate Sanchez

Modus Intern Kayleigh Spearman

MODUS // RIDE STATS

In FY19, Modus partnered with nine new Modus Member Agencies and provided 1,740 rides for 130 unduplicated clients. In the past six months, Modus has provided 223 rides per month, on average, with our busiest month to-date being April with 294 rides.

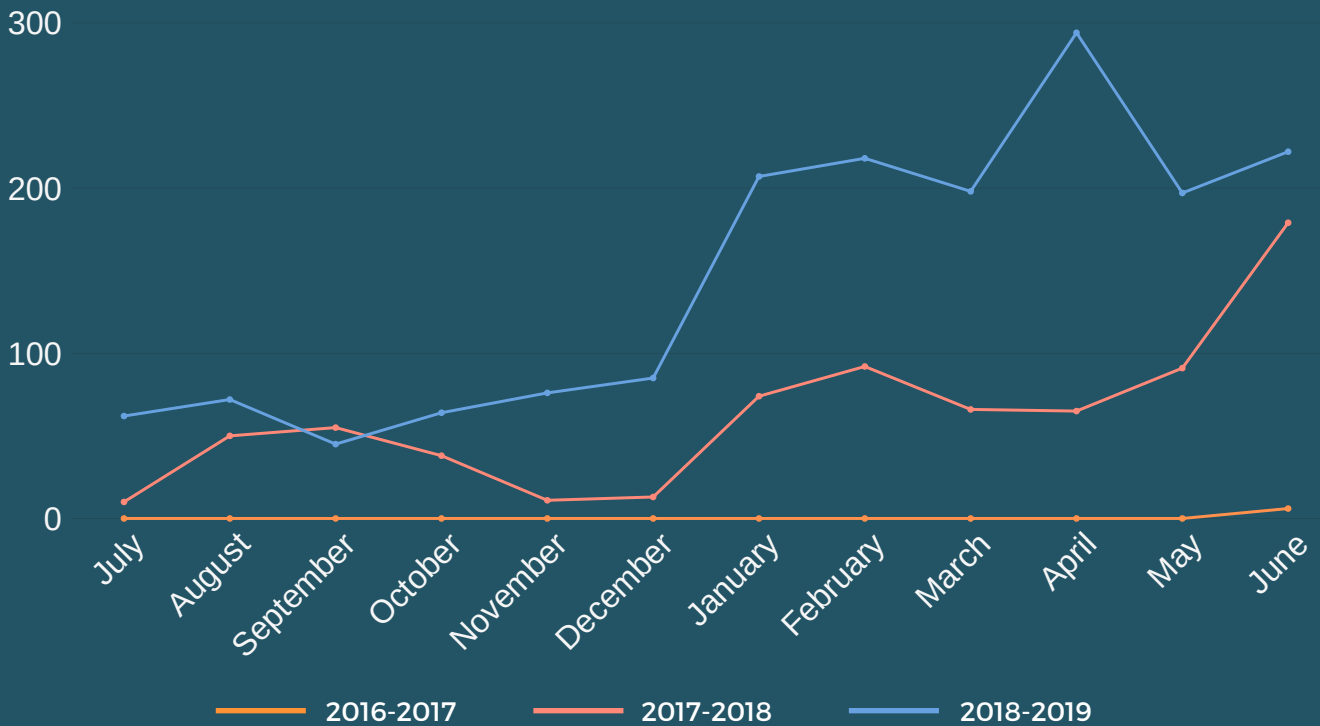
FY19 vs. FY18

83%

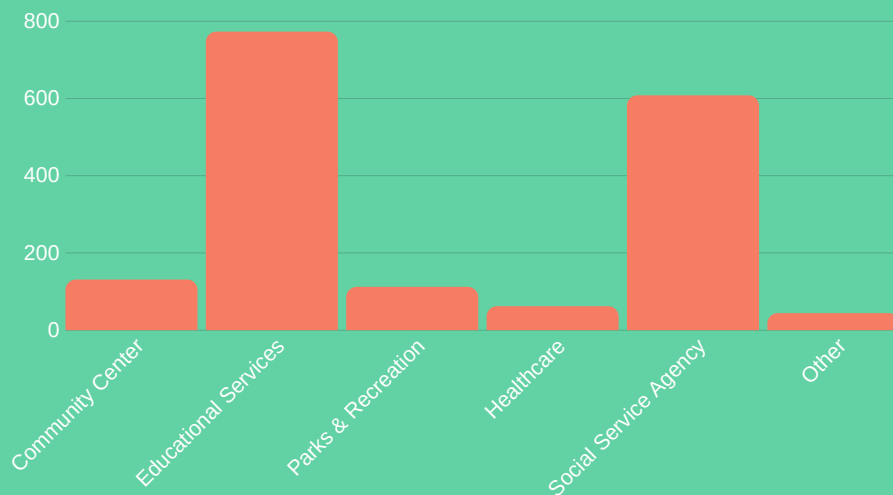
more clients served

134%

more rides



Services Accessed in 2019

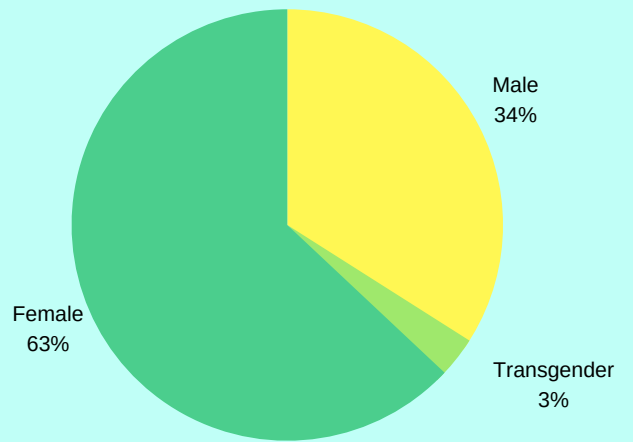


Clients Served

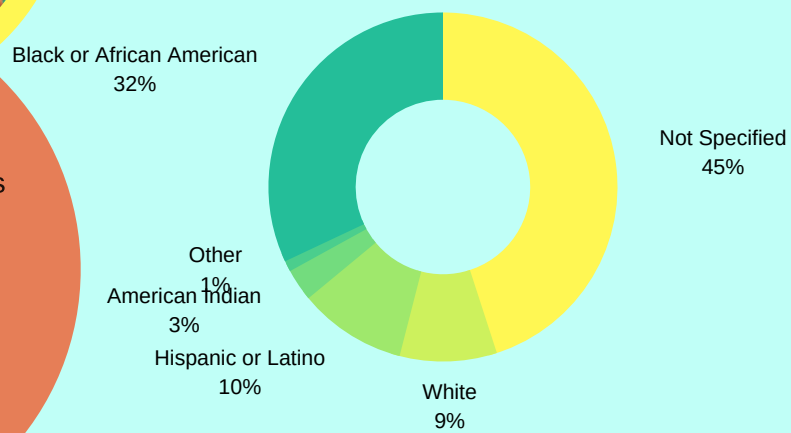


CLIENTS DEMOGRAPHICS

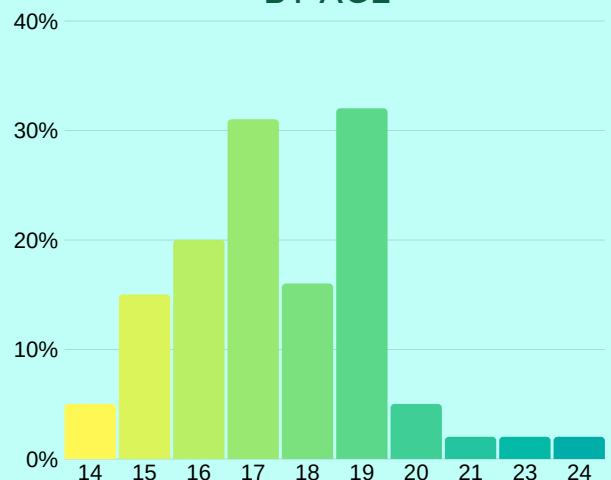
BY GENDER



BY ETHNICITY



BY AGE



15

the average age of Modus clients.

"Through Modus I feel like we get a lot of social connection with other people, because the people with Modus actually love to socialize with you and they love to talk."

JOSEPH (MODUS CLIENT)

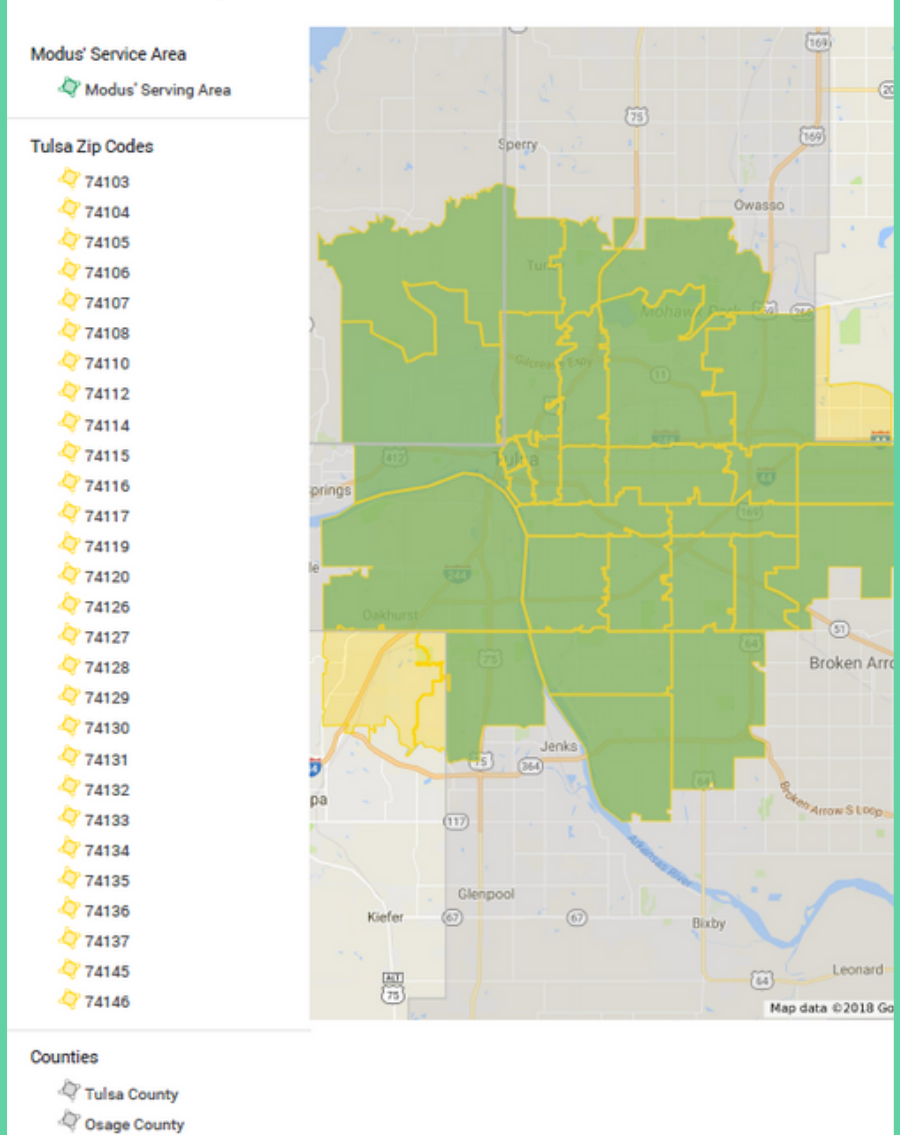
"With Modus I'm able to be part of a system that's driving the change that we really need to see in Tulsa, and I'm able to become who I'm really going to be."

PHOENIX (MODUS CLIENT)

"Modus shows that I have people in my corner and I'm not out here by myself"

DESTINY (MODUS CLIENT)

Modus Map



"Modus is a way for our teen parents to be able to overcome any challenges they have by coming to their sessions."

EBONY HAWKINS
JAMES INC.

4.9 out of 5

RIDER RATING

After each ride, we ask our clients to rate their trip on a scale from 1-5. As a whole, Modus drivers have an average rating of 4.9 out of 5.

Client Eligibility

- Clients must be between the ages of **13-24 years old**.
- Trips must be requested on client's behalf by an authorized provider at a participating Modus Member Agency.
- All pick-up and drop-off locations must be within our service area (see map).
- Modus provides transportation between **8:00AM-8:00 PM, Monday-Friday**.

Partnerships & Collaborations

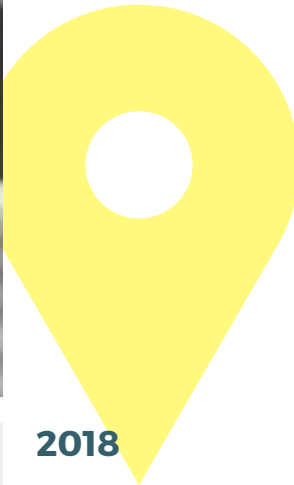
Modus partners with direct service agencies in Tulsa to provide transportation for the agency's youth clients (13-24) to get to and from medical and social services. In 2019, Modus served 12 different social service agencies.



1
Modus Member Agency

2017

1. Youth Services of Tulsa



"Not having to worry about transportation issues while creating service plans for our clients has been a game changer for our organization."

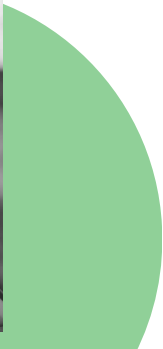
GABE LOWE
DIRECTOR OF YOUTH DEVELOPMENT AT YOUTH SERVICES OF TULSA



3
Modus Member Agencies

2018

1. Youth Services of Tulsa
2. Strong Tomorrows
3. J.A.M.E.S. Inc.



"Because our staff and students know they can count on Modus, our students arrive confident and ready to go each day."

JANE BECKWITH
CO-FOUNDER & CO-DIRECTOR AT TULSA TERM



12
Modus Member Agencies

2019

1. Youth Services of Tulsa
2. Strong Tomorrows
3. J.A.M.E.S. Inc.
4. KIPP Tulsa
5. Family & Children Services
6. Safe Babies Court
7. Tulsa Health Department
8. Tulsa Term
9. Still She Rises
10. Tulsa Community WorkAdvance
11. Community Service Council
12. Tulsa Changemakers

"Modus allows us the ability to see more young people because our staff isn't out transporting kids."

DAVID GREWE
EXECUTIVE DIRECTOR OF YOUTH SERVICES OF TULSA

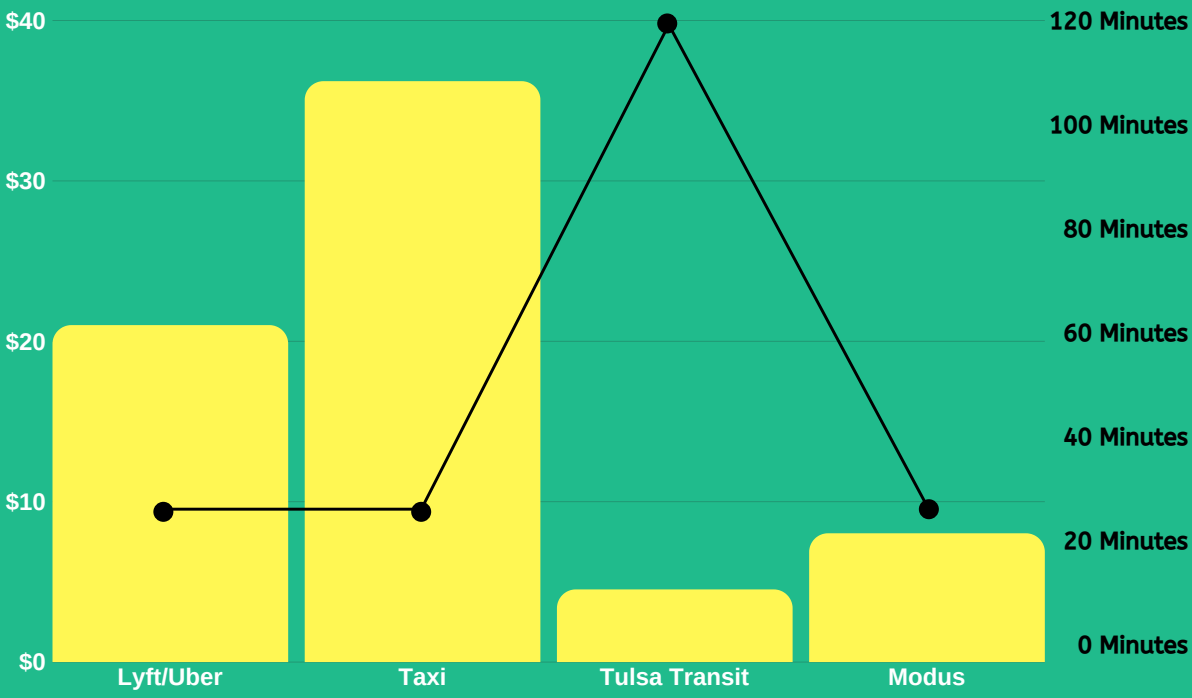
Cost to Ride

Modus is completely free to the passenger. On average, Tulsa youth servicing agencies spend over \$97,000 per year on client transportation (bus tokens, gas cards, mileage reimbursement, taxis, etc.). Modus provides a more effective and cost efficient alternative for these organizations; and for those agencies that reimburse case managers and social workers for mileage to transport clients, Modus enables these specialized professionals to focus on their agency's core services and see more clients. In order to become self-sustaining, Modus charges social service agencies a fee to be a Modus Member Agency. Membership levels vary depending on usage.

"With Modus, I have daily transportation that otherwise, I wouldn't have, because I don't have my own vehicle."
 Phoenix
 [Modus Client]

PACKAGE	COST	PER RIDE
100 Rides	\$1,500.00	\$15.00
500 Rides	\$6,500.00	\$13.00
1,000 Rides	\$10,000.00	\$10.00
2,000 Rides	\$16,000.00	\$8.00

How does Modus compare?



*We compared the estimated trip cost and travel time for a typical, 17-mile trip from Memorial High School to Tulsa Health Department's North Regional Health & Wellness Center.
 **Majority of existing transportation options, like Uber/Lyft, do not transport youth passengers under the age of 18. The price per ride for Modus ranges from \$8.00-\$15.00 per ride, depending on the ride package.

Modus Drivers

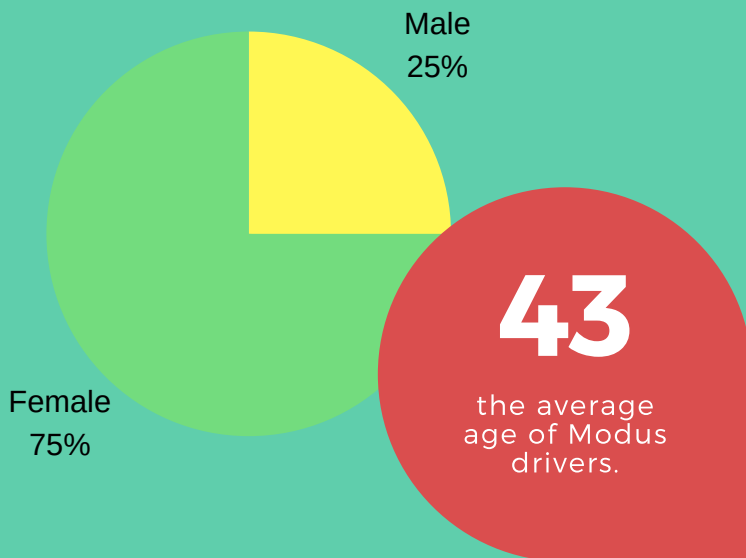
Driver Training

At Modus, safety is paramount, so all of our volunteer and staff drivers are required to go through an extensive interview and training process before they are approved to transport any of our clients.

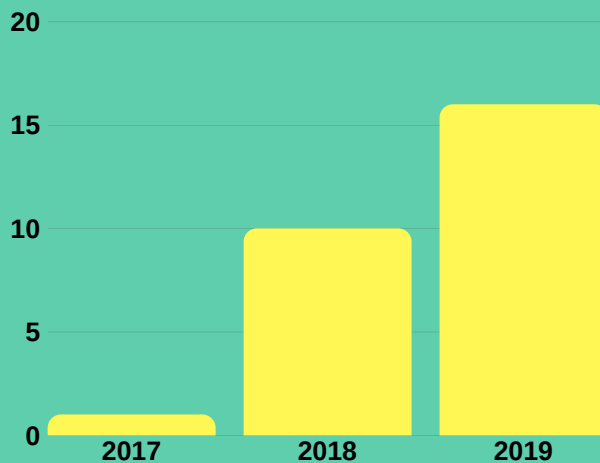
Driver Requirements

- Must be 21 or older
- Must have at least 2 years of driving experience
- Must have a safe and reliable vehicle
- Must carry vehicle insurance and a valid driver's license
- Must own a smart phone
- Must have no criminal record [background check is required]
- Must complete driver orientation and a ride along with an experienced staff driver.

Driver Demographics



Volunteer Recruitment



Meet your driver, Madeleine!

Your ride: **White Kia Amanti**

Favorite Food: Thai

Favorite Hobby: Knitting

Most Irrational Fear: Things buzzing in your ears

A Country I'd Like to Visit: France and New Zealand

“ I really enjoy volunteering for Modus because of the variety of kids I get to interact with - each with their own perspectives and needs. ”

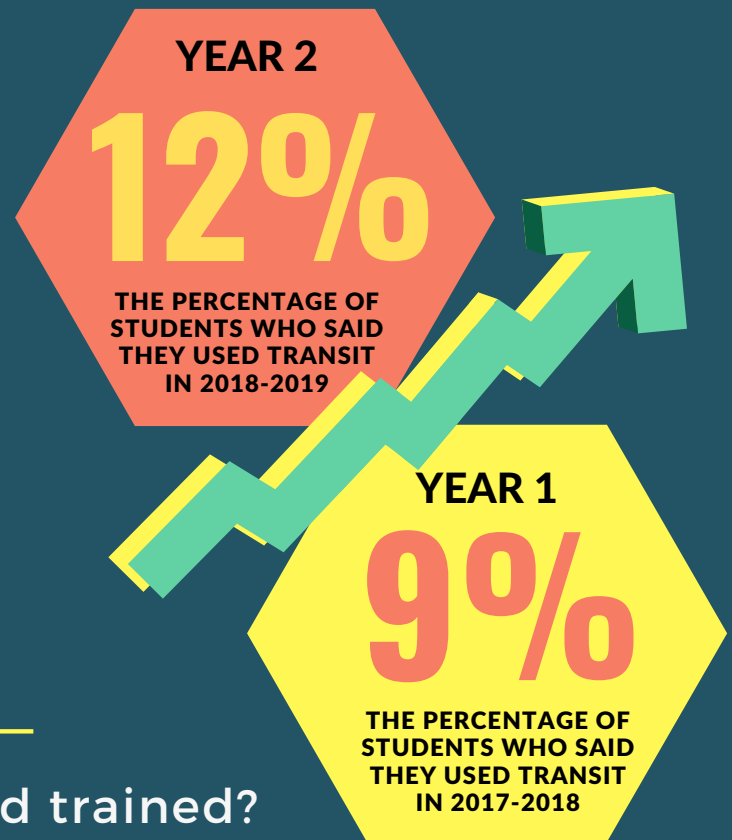
Madeleine
[Volunteer Driver]



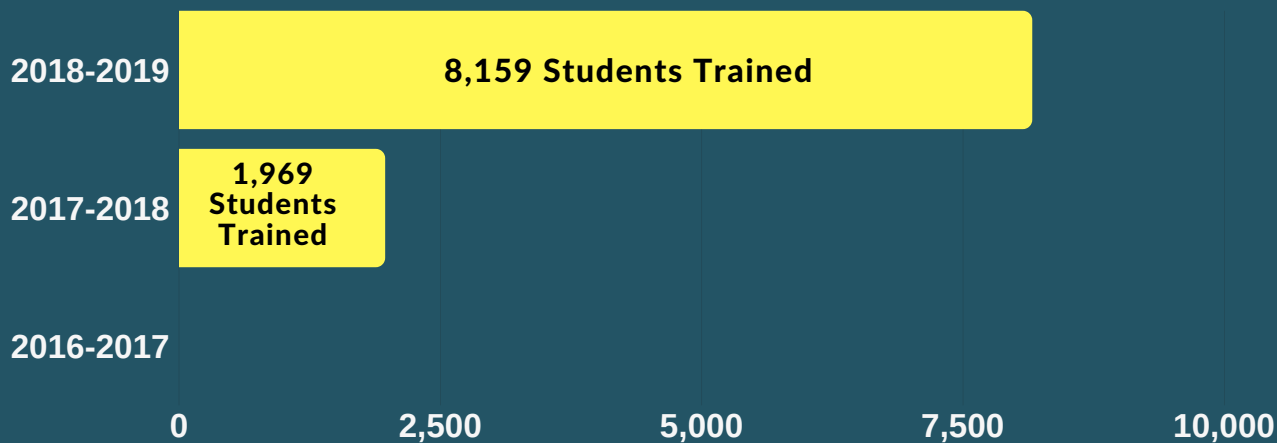
*All Modus Drivers are easily identified by their Modus badge and car magnet that is displayed on both sides of their vehicle.

MODUSED // TRANSIT TRAINING

ModusEd is an educational program that gives young people the knowledge they need to use transit, which allows youth to access the city on their terms. The program is for all high school students at TPS, as well as clients of Member Agencies upon request. ModusEd Transit Training increases independence and mobility by teaching young people how to utilize existing transit systems.



How many clients has ModusEd trained?



Youth Transit Trends

- 54% of students believe the bus is unsafe.
- 49% said they don't know how to ride the bus.
- For those who use the bus, 74% of them use it to get to school, work, extracurricular activities, or appointments.
- Majority of riders only use the bus 1-2 times a month.
- Most teens who use the bus do so because it is free for TPS high school students.
- Only 30% of Juniors and Seniors have a driver's license.

TRANSIT STATS

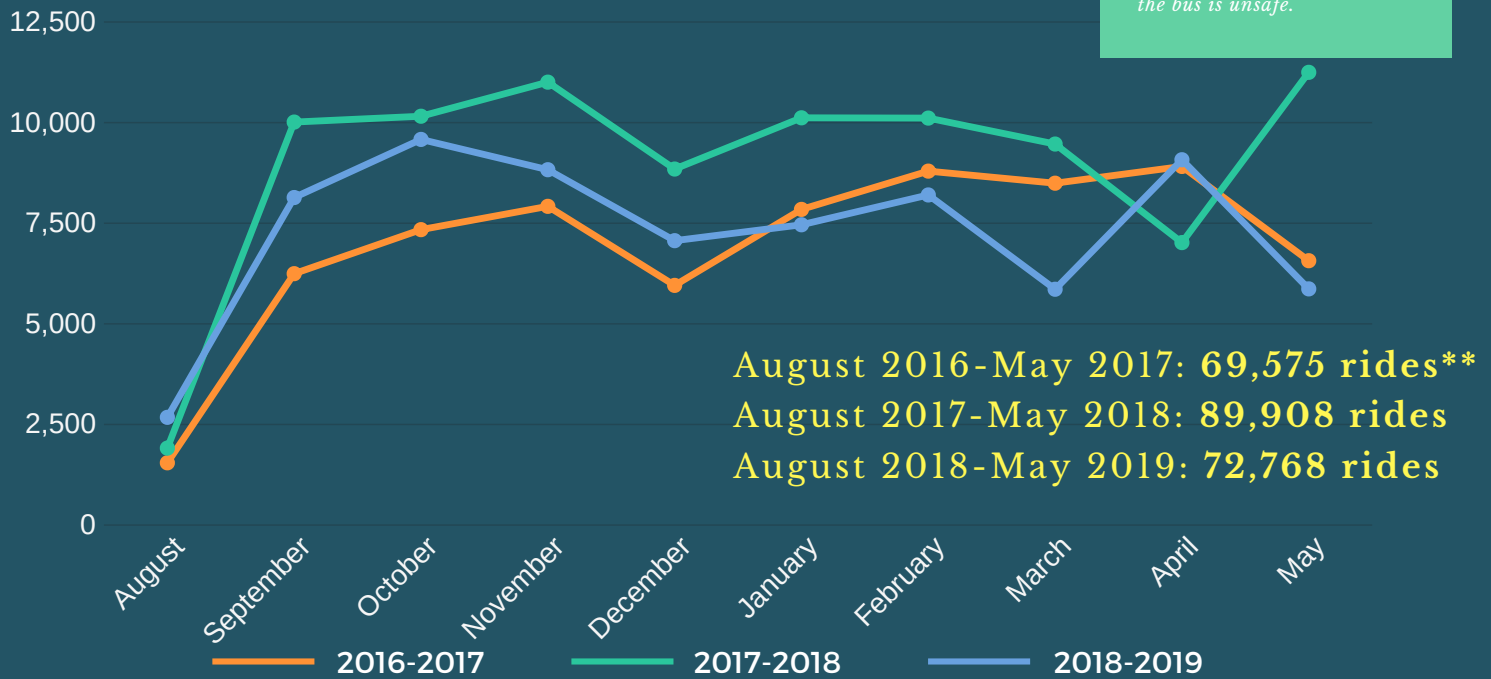
Student Transit Ridership*

49%

of high school students don't know how to use the city bus.

54%

of high school students believe the bus is unsafe.



*Ridership data provided by Metropolitan Tulsa Transit Authority (MTTA)

**MTTA started tracking TPS student-transit ridership in 2016, but ModusEd did not begin until 2017.

YEAR 1 - Last year, Tulsa Public School's student ridership on the city bus increased by 29%, or 20,333 rides, as a result of ModusEd Transit Training, which trained 1,969 TPS high school students during the 2017-2018 school year.

- In-class transit training with ModusEd instructor from August-March; 30-45 minutes each class
- Roughly 2,000 students trained; 90% were Freshmen
- Trained 14 of 15 schools
- 1,969 students surveyed
- TPS Ridership on the bus increased by 29% or 20,333 rides
- TPS students could ride for free August-May, seven days a week

YEAR 2 - This year, ModusEd worked closely with TPS administration to make the training mandatory for all high school students. To reach more students, ModusEd partnered with Webster High School's media program to develop a short training video; however, the video was not shown to the students until the second semester. This delay, along with route

restrictions that were implemented by Tulsa Transit, resulted in fewer students utilizing Tulsa Transit.

- Over 8,000 students trained; 4,461 high school students surveyed
- New TPSRides website with consistent messaging across partner websites.
- TPSRides is only available days when school is in session.
- ModusEd Transit Training didn't start until December 2018.
- ModusEd showed training video (3:29 minutes)

YEAR 3 - Modus has developed a taskforce made up of administrators at Tulsa Public Schools and Tulsa Transit. The goal of this taskforce is to designate consistent program parameters within the framework of an MOU, define each organization's goals and responsibilities, and develop an annual evaluation protocol to measure success of our shared goal, which is "to create a better life for our youth." With increased consistency and communication across organizations, we expect to see an increase in the student-transit ridership rate in 2019-2020.

GOALS & EVALUATION



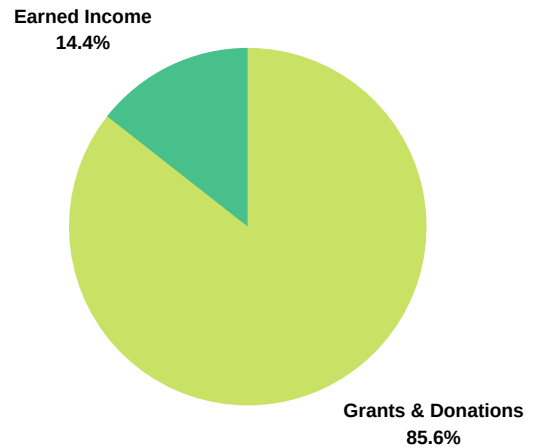
GOALS

Modus' overall objective is to ensure that all youth have reliable transportation so they can access the services they need to succeed and the opportunities they need to thrive. To achieve this outcome, we are scaling the program to eventually have the capacity to partner with all Tulsa youth serving agencies, provide 15,000 rides annually, and increase youth ridership on Tulsa Transit by 50%.

MEASURING OUTCOMES

In order to measure the success of these intended outcomes, we have implemented technologies and processes that allow us to analyze results and collect feedback. To track ridership, Modus records all services in a database that allows Modus to run reports and analyze the data. Youth transit use is tracked through the collection of ModusEd surveys and ridership data provided by Metropolitan Tulsa Transit Authority. Modus also frequently conducts focus groups with the program's various stakeholders (e.g. youth, care providers, and volunteers).

FY19 Revenue Breakdown



GRANTS & CHARITABLE CONTRIBUTIONS

FOUNDATION GRANTS, INDIVIDUAL CONTRIBUTIONS, IN-KIND DONATIONS

\$ 190,950.00

EARNED INCOME

PROGRAM INCOME FROM MODUS MEMBER AGENCIES

\$ 32,150.00

GRAND TOTAL

\$223,100.00

Modus Supporters in FY19

GEORGE KAISER FAMILY FOUNDATION, MORNINGCREST HEALTHCARE FOUNDATION, CHARLES AND LYNN SCHUSTERMAN FAMILY FOUNDATION, THE ANNE AND HENRY ZARROW FOUNDATION, CORETZ FAMILY FOUNDATION, LOBECK TAYLOR FAMILY FOUNDATION, BROADHURST FOUNDATION, HILLE FAMILY CHARITABLE FOUNDATION, THE HELMERICH TRUST, CARL C. ANDRESON, SR. AND MARIE JO ANDERSON CHARITABLE FOUNDATION, FLINT FAMILY FOUNDATION

a year's financial overview

Administrative Expenses
21.2%



Program Expenses
78.8%

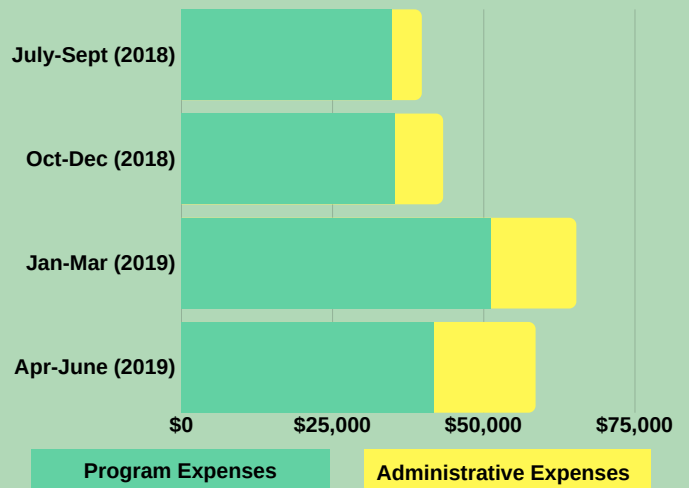
GENERAL EXPENSES

For Modus' second year, the projected budget was approximately \$250,000. Expenses included an Executive Director, Program Coordinator, and four part-time drivers to fill gaps when volunteer drivers were not available.

GROWING TOWARD SUSTAINABILITY

Modus secured a total of \$223,100 in the past 12 months. Modus is partially funded by Member Agency fees. These fees covered \$32,150 of organization's budget in FY19. As the organization scales, Modus will become increasingly self-sustaining and less reliant on charitable contributions with Member Agency fees covering more of the operational costs each year.

Expense Breakdown



STEP DOWN PROVISIONS

As a primarily volunteer-based organization, the program can expand client services while still keeping employee expenses to a minimum. However, some expenses, such as mileage reimbursement for volunteers and staff, will inevitably increase as Modus transports more clients. To subsidize the expected increase in transportation expenses, participating agencies pay a fee to utilize Modus' transportation services

for their clients. The fee structure is based on Modus usage and was designed for non-profits to be able to include Modus in grant applications. In 2019, Member Agency fees covered roughly 15% of Modus' operational costs. As Modus expands, Member Agency fees will cover increasingly more of the program's budget while still reducing the amount that agencies are currently spending on client transportation.



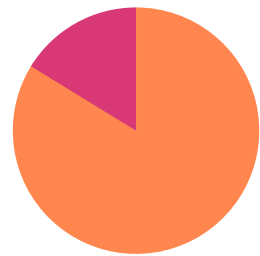
THE BIG NUMBERS



BUDGET BREAKDOWN

- \$207,520** **Employee Costs** (Full-Time & Part-Time Wages, Benefits, Employer Taxes)
- \$21,360** **Driver Costs** (Vetting & Training, Volunteer Appreciation, Mileage Reimbursement)
- \$22,476** **Program Promotion & Recruitment** (Advertising, Promotional Items, Community Outreach)
- \$5,480** **Program-Related Technology** (Client Database, Scheduling Software, Client/Volunteer Communication Platform)
- \$2,527** **Training & Development** (Staff Development, Training-Related Travel Costs)
- \$4,020** **ModusEd Costs** (Training Materials & Curriculum, Student Incentives, Training-Related Travel Costs)
- \$4,020** **Miscellaneous Program Costs**
- \$6,000** **Office Costs** (Rent, Utilities, Tenant Improvements, Security, Office Supplies, Furniture & Equipment)
- \$32,314** **Insurance** (General Liability, D&O, Non-Owned Auto)
- \$3,700** **Administrative Technology** (IT Services, Website, Internet, Phones, Email)
- \$5,160** **Consultant/Legal Services**
- \$2,400** **Accounting Services** (Bookkeeping, Tax Prep)
- \$8,700**

Administrative Costs
16.3%



Program Costs
83.7%

\$321,657 TOTAL

Financial Plan for FY20 *A summary of the proposed budget for the following year.*


Modus is continuing to scale operations to eventually have the capacity to provide over 15,000 rides per year. When Modus is operating at full-scale, the operating budget will remain within a fixed range. However, while the organization is in its early stages, some administrative expenses are inevitable regardless of the number of services provided, like office rent, utilities, insurance, payroll, accounting services, etc.

In previous years, Modus operated as a temporary program under Youth Services of Tulsa (YST), which significantly reduced administrative expenses that can often capsize start-up organizations. By having access to the resources of a large, well-established organization, like YST, Modus was able to focus on the mission and scale services, while running a financially lean model.

This will change in FY20 as Modus attains 501(c)(3), tax-exempt status and becomes an independent non-profit organization. The proposed budget accounts for those unavoidable overhead expenses, like insurance, payroll, bank fees, and accounting services.

Recent growth has also prompted the need for a larger, more permanent office space. In September 2019, Modus will be relocating to a new office space, located at 15th & Harvard. For the first time, Modus will not be leasing a furnished or shared space, so those necessary office expenses, like office supplies and equipment, necessary tenant improvements, rent, security, and utilities, are also included in next year's budget.

Expenses also include up to 6,000 rides, ModusEd Transit Training for all TPS high school students, an Executive Director, Program Coordinator, Marketing & Outreach Specialist, and four part-time drivers to fill gaps when volunteer drivers are not available.



*"It was really great
that Modus was there
for me, to take me to
my appointments so I
can do my things and
become who I am
today."*

Cassie (Modus Client)

*"Modus allows us the
opportunity to make
sure transportation is
not a barrier to get
service."*

David Grewe - Executive Director of Youth Services
of Tulsa