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**New Pilot Program Launches Sober Rideshare Service in Southwest Michigan**

KALAMAZOO, Mich.—In a groundbreaking effort to address a critical gap in transportation for addiction recovery services, a new pilot program for rideshare sober escort transportation service recently launched in southwest Michigan. Known as RSL Transportation, the service is a collaborative partnership between Gilmore Community Healing Center and RSL Transportation LLC, an associate company of Reach Sober Living, Inc.

This innovative service, designed to bridge the transportation barrier to recovery services, offers safe, reliable, and sober-focused rides for individuals seeking or undergoing addiction recovery treatment.

The pilot program, now underway, aims to assess and validate the essential role that secure, immediate transportation plays in successful addiction recovery journeys. As the need for non-medical, recovery-oriented transportation options grows, this service is helping to fill a void, particularly for individuals in low-income areas of southwest Michigan who often face limited or unreliable access to transportation.

“Our service is similar to other rideshare companies, but we provide something unique—rides with trained, certified peer support specialists and recovery coaches,” stated Chris Pompey, founder of RSL Transportation. “When someone makes the decision to go to treatment, there’s often a sense of urgency, a ‘now or never’ moment.

“I remember when it was my time to go; I needed a ride, right then, without waiting. That’s why we’re here—to be ready for that moment,” he added.

As part of the pilot program, RSL Transportation has also partnered with NixCode, an app development company, to develop an app and software specifically tailored for the needs of recovery-focused riders.

Using the technology, users and recovery organizations can request rides immediately, much like other rideshare apps, but with a critical difference—all drivers have been thoroughly vetted with background checks, driving certifications, and CPR training.

Each driver also holds certification as a peer support specialist or recovery coach, providing an additional level of support and understanding to the riders they transport.

To date, RSL Transportation has successfully completed over 70 rides across southwest Michigan, providing individuals with safe, stigma-free transport to and from addiction recovery services. The service charges by the mile, making it affordable and straightforward, yet uniquely specialized for those in recovery.

“Transportation to treatment can be one of the biggest barriers individuals face on the path to recovery,” said a representative from the Community Healing Center. “This partnership allows us to provide not only a ride but also a reassuring presence in the form of a driver who truly understands the recovery journey. We’re encouraged by the early success and the critical role this service is already playing in our community.”

Studies show that lack of reliable transportation is a significant barrier to accessing addiction recovery services. According to data from the National Institute on Drug Abuse, transportation challenges can result in missed appointments, limited access to essential services, and can even lead to relapses in recovery.

With the implementation of rideshare sober escort services like RSL Transportation, these barriers are reduced, and individuals can make it to their treatments and meetings safely and without delay.

In addition to immediate response times and compassionate drivers, RSL Transportation offers flexible, non-medical transport for a wide variety of recovery needs, including:

* Transportation to addiction treatment centers.
* Safe rides to recovery meetings (AA, NA, etc.).
* Reliable rides to therapy appointments, job interviews, and other essential services.

This program not only improves access to care but also reinforces a foundation of trust and respect for individuals in recovery.

As one rider recently stated, “It’s like riding with a friend who really gets it. They understand what I’m going through and make me feel safe.”

To learn more about RSL Transportation or participate as a partner agency or provider, visit [www.reachsoberliving.org](http://www.reachsoberliving.org) or contact Chris Pompey at info@rsltransportation.org or 269.808.7881.

**About RSL Transportation**

RSL Transportation is committed to creating a community where every person on their path to recovery has access to safe, trusted, and supportive transportation. With its newly developed app and a dedicated team of certified drivers, RSL Transportation aims to expand its service to meet the evolving needs of addiction recovery in Michigan and beyond.

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*Editor’s note: RSL Transportation’s logo is included for your use.*