

# February 2024 Recap



## What

Highlighting a few initiatives and activities that underscore our work in the region with employers, commuters, transportation leaders as well as within the community space.

804.643.7433 (RIDE)  
ridefinders.com



# By the Numbers



ACTIVE CLIENTS *9,996*



TRANSIT TRIPS RECORDED *1,141*



VANPOOL TRIPS RECORDED *414*



CARPOOL TRIPS RECORDED *587*



BIKE TRIPS RECORDED *113*



TELEWORK TRIPS RECORDED *207*



WALK TRIPS RECORDED *50*

3,404 Reduced Car  
Trips ●

97,537 Reduced Vehicle Miles  
Traveled

\$65,350 Money Saved ●

34,091 Calories Burned



# Outreach

- Encouraged area employers to learn more about our free employer services and help their employees learn about their transportation options.
- Partnered with two vendors - K&K and Enterprise - to start five (5) new vanpools.
- Assisted commuters with personalized mobility planning.

## Employer Services Benefits

Free on-site services to help set-up commuter programs and ridesharing incentives.

Attract and retain talent.

Help reduce your company's carbon footprint.



## Recruiting Vanpool Riders

Recruiting riders for a new vanpool from the Chester area to Fort Belvoir.  
Contact John O'Keeffe at 804-474-9903 or [john.okeeffe@ridefinders.com](mailto:john.okeeffe@ridefinders.com) for more information on this vanpool.





# Carpool Community

- Continued our Kick\$tart Your Carpool pilot program designed to encourage starting or joining new carpools by providing \$50 for each calendar month a new carpooler records the minimum number of required carpool commutes. Completed a two-week run of radio spots on WKJS to educate the community on our Kick\$tart Your Carpool program.
- Continued our series, Why Carpool? with Commander Carpool. Saving money is a “sweet” reward when choosing to carpool especially when gas prices rise.



**KICK\$TART  
YOUR CARPOOL**

Get rewarded for carpooling to and from work.



Good news!  
YOU can still  
register!

[www.ridefinders.com](http://www.ridefinders.com)



**WHY CARPOOL?  
WITH COMMANDER CARPOOL**

**SAVE MONEY-  
A SWEET REWARD**

Carpooling helps you save on commuting costs including saving on gas and reduce wear & tear on your car.





# Community Engagement

- Hosted our Third Annual Caring Commutes Challenge to encourage YOU to show the planet and your commute some LOVE in February and to participate in our Social Media Week.
- Our social media week provided fun prompts for engagement such Match Monday, Wheel You Be My Valentine's Wednesday and Feel Good Friday.
- We encouraged the community to sign up for our monthly newsletter to keep updated on events, promotions and initiatives.

*The Third Annual Caring Commutes Challenge*




*Thank You for Participating*

587 Carpool Trips	97,537 Reduced Miles (VMT)	414 Vanpool Trips	1,141 Transit Trips
207 Telework Days	113 Bike Trips	\$65,350 Money Saved	





*The Third Annual Caring Commutes Challenge*



*Social Media Week, February 12-16, 2024*

*Match Monday*

You have our hearts when you show your carpool or vanpool partner(s) some love!



#caringcommutes2024



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