

# July 2023 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.

## Rides & Rewards

# DO THE Download

**Find carpool matches instantly!**

Download our FREE app today in the App Store or Google Play.



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



RideFinders, Central Virginia

July 5 at 9:00 AM · 🌐

Be the CEO of Your Commute and record your #ecofriendly trips on our free Rides & Rewards app!

Reduce your carbon footprint while earning redeemable pts. for exciting rewards: [www.ridefinders.com](http://www.ridefinders.com)

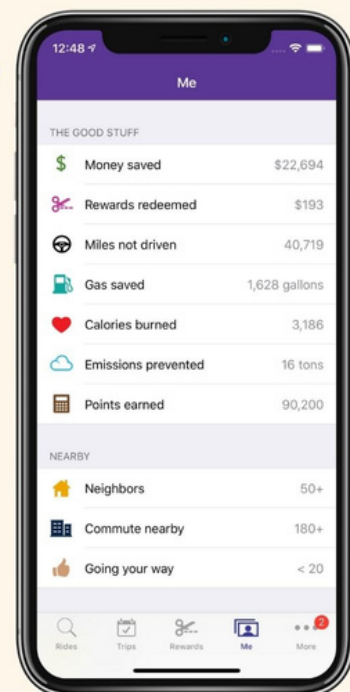
Join us in making a positive impact on our planet!

## BE THE CEO OF YOUR COMMUTE & RECORD YOUR GREEN TRIPS!

**Carpool - Transit - Vanpool**  
**Telework - Bike - Walk**  
**Multimodal - Scoot**

- Record your "green" trips including telework days to earn redeemable points for rewards.
- Set your recurring trips automatically!
- See how much \$\$\$ you save by commuting green!

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



# By the Numbers

9,817 Active Clients

1,091 Transit Trips Recorded

224 Telework Days Recorded

410 Vanpool Trips Recorded

339 Carpool Trips Recorded

172 Bike Trips Recorded

31,849 Calories Burned

\$35,764 Money Saved

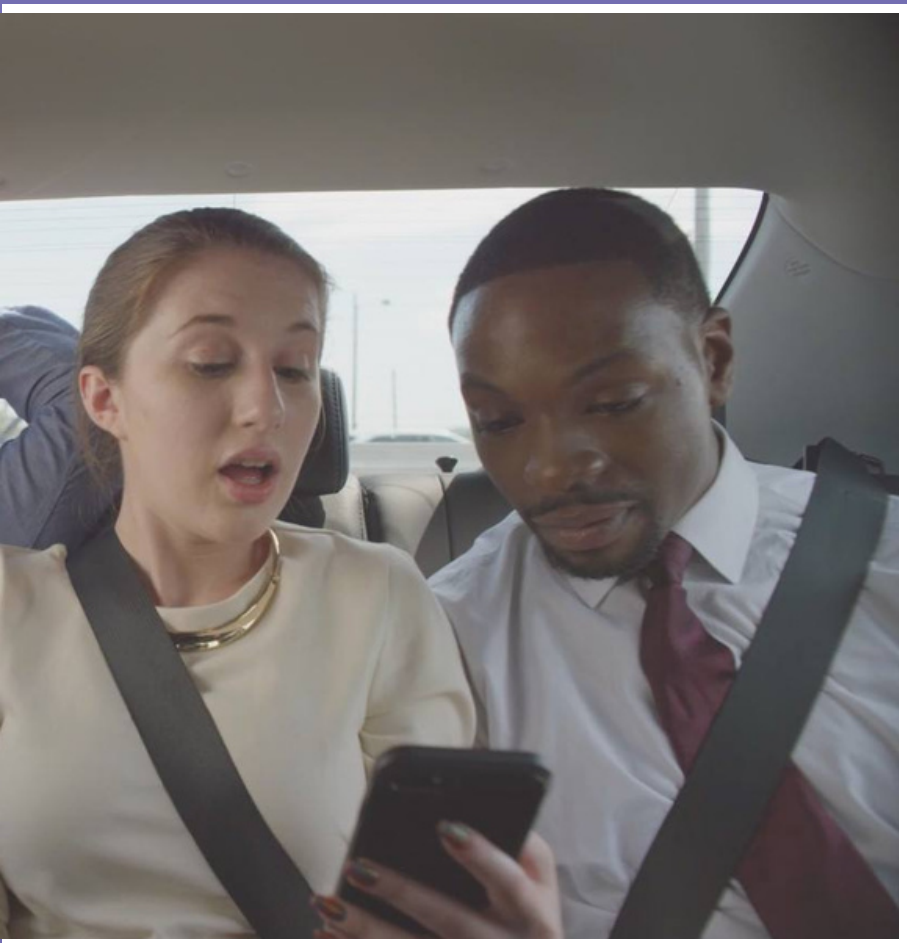
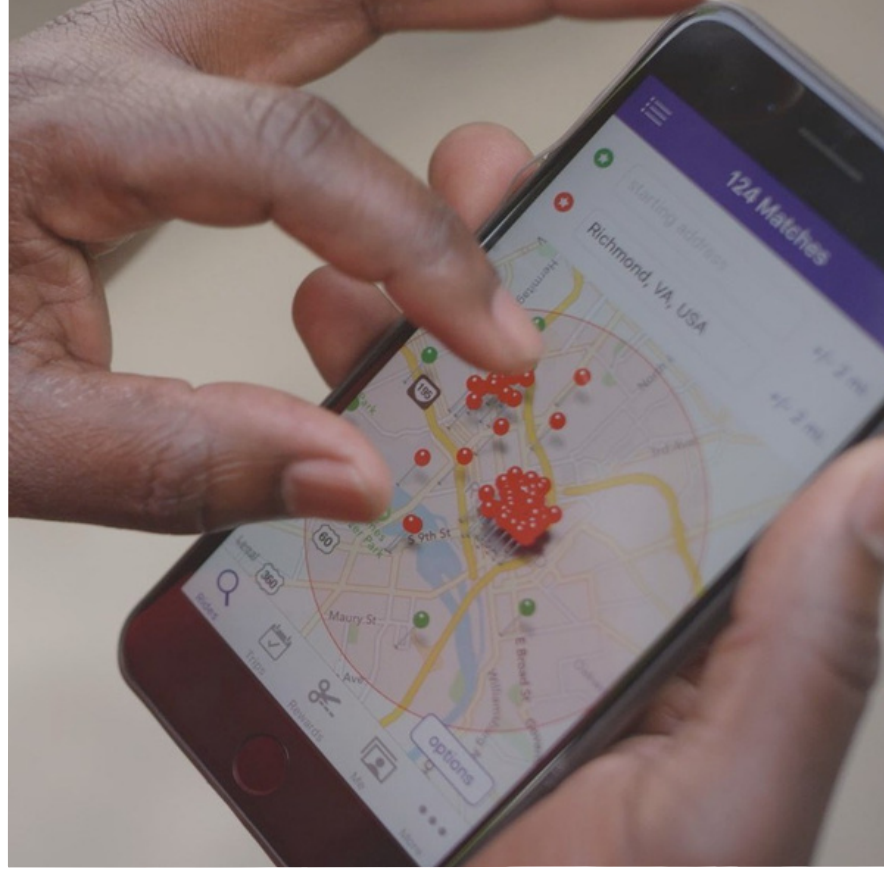
2,348 Reduced Car Trips

57,221 Reduced Vehicle Miles  
Traveled

2,442 Gallons of Gas Saved

23.9 tons of CO2 Reduced

75.1 lbs. of NOx Reduced



## Record Trip

TYPE

New/saved? Bus to work

Mode: multi-mode

Modes: 2 3 4

ROUTE

Start  @: Home, 7715 Wood Road, Richmond,...

then  @: Bus Stop, Wood Road, Richmond, V...

## RECORD YOUR GREEN TRIPS

*Carpool, Vanpool, Transit, Walk,  
Bike, Telework, and more!*



# Regional Transportation Participation

- Promoted a vanpool recruitment opportunity for an existing vanpool - Mechanicsville to Dahlgren route.
- Continued recruitment efforts for new vanpools throughout the region - Charlottesville to Richmond, Richmond to Ft. Eustis, New Kent to Richmond, Fredericksburg to Richmond and Richmond to Ft. Belvoir.
- Met with the Tri-Cities Area Metropolitan Planning Organization (Crater MPO) Chair and RideFinders Advisory Board member to discuss the Rideshare Modalities grant program.



## Recruiting Vanpool Riders

Recruiting vanpool riders for the following routes:

- West Point to Richmond
- Newport News to Richmond
- Ashland to Quantico
- Henrico to Washington, D.C.
- Richmond to Fort Belvoir
- Fredericksburg to Richmond
- Charlottesville to Richmond

Contact **John O'Keeffe** at 804-474-9903 or [john.okeeffe@ridefinders.com](mailto:john.okeeffe@ridefinders.com) for more information on these vanpools.

## Mechanicsville to Dahlgren Vanpooling Opportunity

Jul 25, 2023

RideFinders is here to help commuters find and join **vanpools** that best fit their needs. A vanpool from Mechanicsville to Dahlgren is seeking new riders. The van leaves Kings Charter Food Lion in Mechanicsville at 6:30 a.m. The vanpool arrives back in Mechanicsville between 5:30 and 6 p.m. Contact Brigitte Carter, RideFinders Account Executive, directly at 804-474-9904 or [brigitte.carter@ridefinders.com](mailto:brigitte.carter@ridefinders.com) for more information.

Vanpooling is an economical way to commute especially for longer distances!



**Vanpool Rider Recruitment:**  
**Mechanicsville to Dahlgren route**

JOIN THIS  
VANPOOL TODAY!



Call: 804-643-7433 (RIDE)  
[ridefinders.com](http://ridefinders.com)



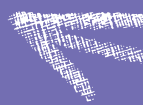
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[ridefinders.com](http://ridefinders.com)

*Vanpooling across the  
Central VA region!*



# Transit Talk

- Shared GRTC's Transit Strategic Plan priorities survey link in our monthly newsletter.
- Celebrated and shared GRTC's 50th Anniversary video featuring the CEO, Sheryl Adams, on our social media platforms.
- Promoted GRTC's North-South BRT Study public meetings.
- Provided GRTC's Planning Department with new businesses requesting public timetables.

RideFinders @teamridefinders · Jul 3

Celebrating 50 years 🎉🎉🎉 #anniversary

50 GRTC @GRTCTransit · Jul 1

GRTC is excited to announce the beginning of a yearlong celebration of 5 decades of connecting the Richmond region. Richmond has a long and storied history of innovation and leadership in public transportation, and we look forward to continuing that legacy for the next 50 years!



You Retweeted

50 GRTC @GRTCTransit · Jul 20

Want the chance to shape the future of transit in the Richmond area? Then join our open house on either Mon., July 24 or Wed., July 26 about the Pulse North-South BRT Study. Don't miss this opportunity to have your voice heard.

[bit.ly/Pulse-North-So...](https://bit.ly/Pulse-North-So...)



Sharing important transit information and updates to commuters and the community!

GRTC

2024-2034

TRANSIT  
STRATEGIC  
PLAN

## Transit Priorities Survey

GRTC is in the process of developing a Transit Strategic Plan and is currently requesting rider feedback.

This quick 25 question survey will help guide the direction of transit in greater Richmond for the next 10 years.

TAKE THE SURVEY



# Outreach

- Provided Employer Services Flyer while visiting the Bon Secours Patient Center on Stockton Street.
- Participated in the St. Luke Apartment's Community Day and distributed transportation information.
- Participated in a conference call with the Amazon Human Resources representative in the Meadowville Technology Park location to continue discussions on RideFinders programs and services.
- Continued to promote employer services to area businesses.



## EMPLOYER SERVICES



Book Us for Onsite  
Transportation/Health/  
Benefits Fairs



[www.ridefinders.com](http://www.ridefinders.com)  
804.643.7433

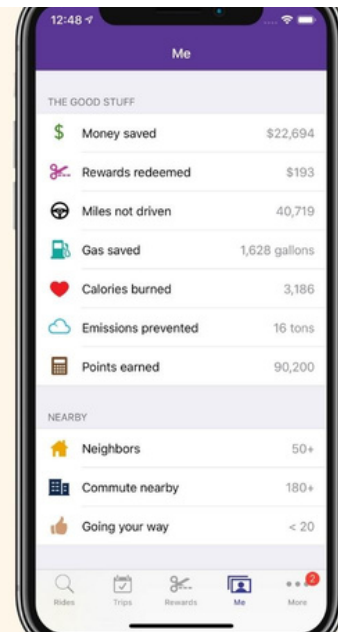


**HELP YOUR  
EMPLOYEES BE  
THE CEO OF THEIR  
COMMUTE!**

**Carpool - Transit - Vanpool  
Telework - Bike - Walk  
Multimodal - Scoot**

**Providing sustainable  
transportation options to  
build a greener future.**

**804.643.7433**



*Our outreach team is  
ready to work and  
partner with you!*



## Book an Account Executive Today

Our Account Executives are ready to attend your transportation/health/benefits fairs and discuss our free programs and services! Call today at 804-643-7433.

# Community Engagement

- Continued to promote and encourage citizens to download our Rides & Rewards mobile app.
- Continued educating and promoting the benefits of carpooling and focused communications efforts on building a carpool community.
- Shared air quality alerts from the Virginia Department of Environmental Quality.
- Shared PlanRVA's Don't Trash Central Virginia initiative pledge and its partnership with the Richmond Kickers for its July games.

## BE THE CEO OF YOUR COMMUTE & CARPOOL!

### Carpooling:



Saves on commuting costs



Connects communities



Reduces air pollution

Find your Carpool Match:  
[ridefinders.com](https://ridefinders.com)



You Retweeted

Virginia DEQ @VirginiaDEQ · Jul 17

UPDATE: AIR QUALITY ALERT also issued for Richmond area due to smoke from western Canada wildfires. We expect conditions to also improve in the area tomorrow.

Virginia DEQ @VirginiaDEQ · Jul 17

AIR QUALITY ALERT for Roanoke & Winchester areas due to smoke from western Canada wildfires. If you see or smell smoke, limit or reschedule strenuous outdoor activities. We expect conditions to improve tomorrow. Current conditions & forecasts: [fal.cn/3zX1n](https://fal.cn/3zX1n)

### DON'T TRASH YOUR JULY, SPEND IT WITH THE KICKERS!



**PlanRVA** **DON'T trash CENTRAL VIRGINIA**  
Where the region comes together to look ahead.  
MAKE A PLEDGE TO KEEP CENTRAL VIRGINIA LITTER-FREE!  
#DonTrashCentralVA DonTrashCentralVA.org



RideFinders, Central Virginia

2h · 🌐

"I don't carpool, I just ride with my friends." Riding with friends IS carpooling and it's the best - the laughter, the fun, the conversation. Bring that same energy when [#carpooling](https://bit.ly/rfscarpool) for your work commute: <https://bit.ly/rfscarpool>

[#bringiton](#) [#fridayvibes](#) [#betheCEOofyourcommute](#) [#carpoolcommunity](#)



We share important messages from our friends across the Central VA region!



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ridefinders.com

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