

KICK\$TART YOUR CARPOOL

PROGRAM GUIDELINES – EXISTING CARPOOLERS

Program Description:

The Kick\$Start Your Carpool program for existing, registered carpoolers is designed to reward each registered carpooler with a one-time \$75 reward for carpooling if they record at least 16 carpool work commutes per month during a 60-day reporting period. The enrollment period to participate in the program ends May 15, 2025. The program runs from April 15– June 15, 2025.

A carpool consists of two or more people (including the driver) sharing the ride together in a vehicle to and from work. Carpoolers must be at least 18 years of age for eligibility.

EXISTING CARPOOLERS

Eligibility:

- Existing carpools commuting to work must have a minimum of two carpoolers including the driver. Non-licensed child passengers do not constitute a carpool and thus do not qualify for the incentive.
- Participants must be 18 years of age or older to receive the incentive for the work commute.
- Existing carpools must commute to work an average of two or more weekdays for a 60-day period to be eligible for the bonus.
- Member must live or work in the RideFinders service area: Ashland, Charles City, Chesterfield, Goochland, Hanover, Henrico, New Kent, Powhatan, Richmond, Amelia, Colonial Heights, Hopewell, Petersburg, Dinwiddie, Prince George.
- Only two persons per household are eligible to receive the incentive during the program year, while funding is available.

How it Works:

- Sign into your existing ConnectingVA account.
- Record 16 carpool work commutes per month on your trip calendar. Carpoolers must record carpool work commutes to be eligible.
- Participants may set carpool commutes as recurring.
- Reward redemptions (payouts) will be distributed by June 30, 2025.
- Payouts will be provided via Tango Card, which can be redeemed for gift cards from hundreds of national retailers, as a visa gift card, or donated to a charity such as (St. Jude, UNICEF, Red Cross, etc.). Tango cards will be emailed to qualifying participants no later than 14 business days from the end of the quarterly period.