

# KICK\$TART YOUR CARPOOL

## PROGRAM GUIDELINES – NEW CARPOOLERS

### Program Description:

The Kick\$Start Your Carpool is a program designed to encourage starting or joining new carpools. Each carpooler will be eligible for \$75 per month when they record 16 carpool work commutes each month on their trip calendar. The enrollment period to participate in the program ends May 15, 2025. The program runs from April 15– June 15, 2025.

When a participant records the required number of carpool work commutes each month during the 60-day period, the participant can earn the maximum incentive for each 60-day reporting period of \$150. Reward redemptions (payouts) will be distributed by June 30, 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.

### NEW CARPOOLERS

#### Eligibility:

- Must be a new ConnectingVA member in the RideFinders region or a registered drive alone commuter switching to carpooling.
- 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, or Prince George.
- Only two persons per household are eligible to receive the incentive during the program year, while funding is available.
- Member must be 18 years of age or older to receive incentive for work commutes.
- New carpoolers must not have used an alternative commute mode (i.e., carpool, vanpool, transit) prior to registering for Kick\$Start Your Carpool.

Follow the Survey instructions for enrollment into the program.

#### How it Works:

- Sign into your ConnectingVA account.
- Record 16 carpool work commutes per month on your trip calendar. Carpoolers must record commutes to be eligible.
- Carpools must have at least two (2) carpoolers.
- Participants may set carpool commutes as recurring.
- Reward redemptions (payouts) will be distributed by the end of June 30, 2025. Payout amounts are based on meeting the trip recording requirements of eligibility: **\$75 per month of participation.**
- 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.

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