

Pivoting with Purpose for YOU

RideFinders

FY22 ANNUAL REPORT



EXECUTIVE DIRECTOR'S MESSAGE



Greetings!

While RideFinders mission has always been focused on the environment, reducing traffic congestion, and educating and promoting ridesharing, the truth is the real emphasis is on "YOU." Before and especially throughout the pandemic, and now in the return to work our goal was and is to provide "YOU" with resources, information, and opportunities to meet your transportation, mobility access, and commuting needs. We intentionally pivoted, readjusted, and flexed to support this great RVA region in many innovative ways as we all worked together as a community to engage and thrive in a changing world that presented environmental, social, and economic challenges.

This Annual Report only tells a part of the RideFinders story. Inside, YOU will get a picture of the myriad, results-driven activities (qualitative and quantitative) that allow us to continue to tout RideFinders as an award -winning agency relying on in-house talent, dedicated employees, and great partnerships.

Read about our free programs and services. Learn about how we educated, encouraged and entertained by providing DIY (do-it-yourself) tips for green commuting, earth -friendly suggestions, links to other transportation -related entities and publications, and expanded our scope for the well-being of individuals, families, communities, at home and in the workplace. Because we truly care about YOU.

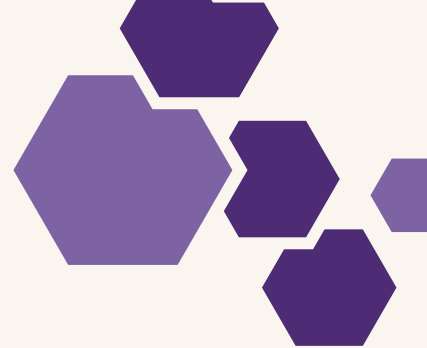
Our success is dependent upon YOU- whether YOU are a financial supporter; whether YOU are a program partner; whether YOU are a registered client; a TDM colleague; or YOU follow and like us on any of the RideFinders social media platforms, we thank YOU for all YOU do to positively impact RVA's environmental sustainability.

A handwritten signature in black ink that reads "Von S. Tisdale".

Von S. Tisdale

Executive Director

RideFinders is a division of GRTC Transit System with the same Governing Board as GRTC, but has separate Articles of Incorporation and Bylaws. The Governing Board and Advisory Board assist with charting and supporting strategic direction for RideFinders. RideFinders maintains a substantially independent operation within the parameters defined for the agency by its bylaws, affiliation with GRTC and its specific mission. GRTC provides RideFinders with operational and administrative support in the manner of outside consultants or vendors.



BOARD OF DIRECTORS

Benjamin P. Campbell | President/Chairman
City of Richmond

Gary Armstrong | Vice-President/Vice Chairman
Chesterfield County

Eldridge F. Coles | Secretary/Treasurer
City of Richmond

Todd Eure | Director
Henrico County

Jim Ingle | Director
Chesterfield County

Tyrone Nelson | Director
Henrico County

Lincoln Saunders | Director
City of Richmond

Daniel Schmitt | Director
Henrico County

Daniel K. Smith | Director
Chesterfield County

RIDEFINDERS ADVISORY BOARD

The RideFinders Advisory Board (RAB) serves in an advisory capacity and as a forum to assess stakeholder views. The RAB is currently comprised of 10 members from various stakeholder organizations.

Chessa Walker | Chair
Chesterfield County

Dironna Clarke
City of Richmond

Chris Arabia
Virginia Department of Rail and Public Transportation

Ashley Austin
Henrico County

Ronald Svejkovsky
Tri-Cities Area Metropolitan Planning Organization (MPO)

Ken Lantz
PlanRVA

Daniel Salkovitz
Virginia Department of Environmental Quality

Allison Pollock
Greater Richmond Chamber of Commerce

Ivan Rucker
Federal Highway Administration (non-voting)

Walter Johnson
Community Representative



RIDEFINDERS

OVERVIEW



RideFinders is the transportation demand management (TDM) program that serves the Richmond Region currently supported financially mainly through Congestion Mitigation & Air Quality (CMAQ) funding provided by the Richmond Regional Transportation Planning Organization (RRTPO), the Virginia Department of Rail and Public Transportation (VDRPT), the City of Richmond, Chesterfield County, Henrico County, and the Crater Planning District Commission.

PROGRAMS & SERVICES



Transit Information: provides commuters with GRTC transit information; assists with distribution and placement of public timetables; notifies businesses and Employee Transportation Coordinator (ETC) network of route and service change updates; assists commuters with customized trip planning; and promotes the Commuter Choice and swipe card programs.

Vanpool Services: supports vanpools; provides vanpool formation services for area employers.

Carpool Matching: "matches" commuters with those in their neighborhoods that also share similar work locations and hours.

Clean Air Campaign: helps to improve the region's air quality and notifies employers of Ozone Action Days issued by the Virginia Department of Environmental Quality.

Commuter Choice Program: assists employers with the development and implementation of tax-free transportation benefits programs.

Telework: Through partnership with Virginia Department of Rail and Public Transportation, RideFinders serves as a resource center for program development, technical assistance, and financial incentives at employer sites.

Emergency Ride Home Program: provides taxi or rental car service to get home in the event of an emergency for registered commuters who ride the bus, vanpool, bike or carpool to work at least three days a week.

Transportation Planning: supports TDM strategies through the regional transportation planning process and serves as a distribution site for requests for public input on draft transportation plans.

Employer-Based Marketing: promotes TDM strategies through the ETC network established at employer sites.

Employer Relocation and Site Analysis Services: assists with implementing TDM strategies during company relocations, conducts employee surveys, produces density plot maps for vanpool and carpool formation, and develops employee trip reduction programs.

Bike and Pedestrian Commuter Services: supports commuters who bike or walk to work with the Emergency Ride Home (ERH) Program and safety clinics and supports various school programs throughout the region.

Park and Ride Lot: provides formal and informal park and ride lot information to area commuters who are interested in taking advantage of a shared-ride commute mode.



CONNECTING COMMUTERS

As the pandemic continued with the recovery slowed and/or halted due to the spread of variants, RideFinders continued to make a meaningful impact as a trusted resource in the community. RideFinders continued to **pivot with purpose** through finding new ways to connect with commuters to help them get around safely, save money and help reduce their carbon footprint including recording their commute trips data.

Agile Mile provides emissions, commute trips recorded data based on participants that record their telework, carpool, vanpool, transit, bike, multimodal and walk trips and rideshare data.



9,328

**FY22 TOTAL
REGISTERED CLIENTS**

473

**FY22 NEW
REGISTERED CLIENTS**

741,234

**FY22 TOTAL
REDUCED VEHICLE MILES TRAVELED**

FY22 Emissions Data

| Commutes | All Modes |
|-----------------------|-----------|
| Gallons of gas saved | 31,461 |
| Money saved | \$427,211 |
| Reduced NOx (lbs.) | 972 |
| Reduced VOC (lbs.) | 959 |
| Reduced PM 2.5 (lbs.) | 14.2 |
| Reduced CO (tons) | 2.54 |
| Reduced CO2 (tons) | 308 |

FY22 Rideshare Data

| | |
|---|-------|
| Rideshare inquiries – total number of inquiries | 8,254 |
| Rideshare matches (#) - number of inquiries that produced matching names | 6,776 |
| Rideshare matches (%) - percent of inquiries that produced matching names | 82% |

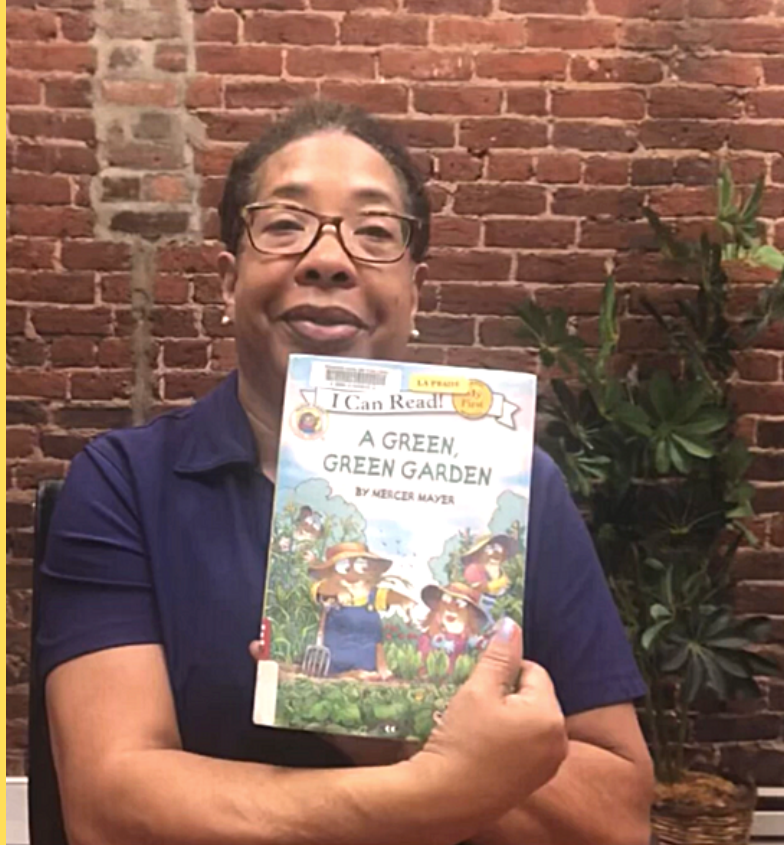
RideFinders @team... · 6/17/21 ...
Give your INPUT on the location of the 20 new stations to our friends @RVABikeShare!
#itsagreenthing2021
#ThankfulThursday

— RVA Bike Share · 6/17/21

Richmond citizens, RVA Bike Share is growing and we need your input! Take a survey and give us your opinion about the loc

June
Recap

#ITSAGREENTHING2021



Program Initiatives

- **It's a Green Thing Clean Air Campaign** used storytelling videos, creative grassroots marketing, social media, community partnerships and our website to increase awareness of the organization's employer services, to encourage the use of green transportation options, to record their commute trips and to inspire environmental stewardship. Campaign results included over **33,000 organic (unpaid) social media impressions*** and over **1,400 video views**.
- **We Read Wednesdays** is an initiative designed to encourage reading and early literacy while providing a resource for educators and parents of children eight years and younger to learn about "**Ways We Go**" commuting such as biking and walking, and "green" actions such as recycling. Staff members read the selected themed books resulting in over **25,000 organic (unpaid) social media impressions and over 3,500 video views**. Special guest readers included The Honorable Betsy Carr, delegate for the 69th District in Richmond, Virginia, Lisa Guthrie, the executive director of the Virginia Transit Association and a formal educator who incorporated additional educational concepts during her readings.
- **Kids Sustainability Page with Team RideFinders Kids Reading Club** is a page dedicated to sustainability resources including a comic book and printable activities for parents, teachers, caregivers and the community to learn about "green" commuting such as biking and walking, and "green" actions such as recycling. The page also linked to the We Read Wednesdays webpage resulting in over **580 website page views combined**.
- **Way to Go Wednesday** is an initiative highlighting the impact of our programs and services by celebrating and sharing the stories of those who are "green" commuting (carpooling, vanpooling, riding transit, biking, teleworking or walking) as well as initiatives from our regional and community partners and stakeholders including the Virginia Department of Rail and Public Transportation, RVAgreen 2050 and the Virginia Transit Association.

| Mode | Trips Recorded |
|-------------|----------------|
| Carpool | 2,218 |
| Vanpool | 1,556 |
| Telework | 6,535 |
| Transit | 5,138 |
| Bike | 638 |
| Walk | 58 |
| Multi-modal | 20 |

***Organic impressions** - the number of times a specific post has popped up on different people's news feed.

***Impressions** - the number of people who have seen a post, even if they didn't click, comment, or otherwise engage with that post.



Wheel You Be My Valentine's Wednesday



Show your bike
a little love.



Program Initiatives Continued

- **Caring Commutes Challenge** was a month-long challenge, in February, that encouraged commuters to show love for the environment by logging their "green" commute trips during the month. The challenge featured photos and videos of staff members including the Executive Director. The challenge resulted in **41,619 reduced vehicle miles traveled**, an **18% increase in transit trips recorded**, and a **26% increase in vanpool trips recorded** during the challenge.
- Launched the newly developed **RideFinders News**, a monthly e-newsletter to keep Employee Transportation Coordinators (ETCs)* up-to-date on the latest news and program information with distribution to **323 ETCs**.
- Launched **Commute!VA Ride Home Reward Pilot Program** in partnership with the Virginia Department of Rail and Public Transportation – a program for full or part-time employees who use carpool, vanpool, or ride transit to commute to work to help get them home for an unexpected event such as a family emergency, unscheduled overtime, sick child at school or elder parent(s), or you face an illness at work.
- In partnership with the **City of Richmond's Office of Sustainability**, RideFinders re-launched the **Greener (Holi)Days Campaign** which encouraged a sustainable holiday season through "green" actions that help reduce emissions such as trip chaining, conserving energy through LED lighting and energy "vampires" and supporting better air quality in the winter months. Results included 33 pledges received, 144 website page views and distribution about the pledge in their monthly newsletter.
- **Monthly Recaps** – a brief monthly recap 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. Recap includes "by the numbers" snapshot of commutes, regional transportation participation, transit talk, community engagement and other marketing efforts with over **2,200 people reached on social media** and over **186 website page views**.

*Employee Transportation Coordinator - is an organizational representative who promotes and supports transportation options within their company or organization and serves as the main point of contact between their company/organization and RideFinders.



RideFinders @teamridefinders · Feb 9
 COMMUTE SAFELY! 1 vanpool rider needed for Ashland to Dahlgren route!
 For more information, call John at 804-643-7433 (RIDE) or
 jokeeffe@ridefinders.com. #caringcommutes2022 #WednesdayMotivation



Vanpool Program

RideFinders supports the formation and operation of vanpools in various ways. RideFinders does not own or operate any vans; maintenance, insurance, fare collection and all other aspects of daily vanpool operations are addressed by third party leasing agencies.



59
FY22 TOTAL
VANPOOLS

12
FY22 NEW
VANPOOLS STARTED

New Vanpools

- 6 total 7-passenger vanpools: Richmond to Dahlgren, Newport News to Richmond, (2) Henrico to Dahlgren, Richmond DLA to Fort Belvoir, Colonial Heights to Fort Pickett
- 2 total: 15-passenger vanpools from Yorktown to Bellwood (DLA)
- 1 total: 8-passenger vanpool from Williamsburg to Bellwood (DLA)
- 1 total: 15-passenger vanpool from North Richmond to Glen Allen (Tyson's Food)
- 1 total: 12-passenger vanpool from Newport News to Bellwood (DLA)
- 1 total: 15-passenger vanpool from Mechanicsville to Dahlgren, VA
- Secured **modal placements** of **109 passengers** into empty seats on existing vanpools.

| FY22 Vanpool NTD Data | | | |
|-----------------------|------------|-----------------|-----------------|
| Vendor | Passengers | Passenger Miles | Passenger Trips |
| K&K Connections | 1,772 | 2,779,207 | 32,402 |
| Ride EZ | 1,233 | 3,404,200 | 53,260 |
| Enterprise | 1,429 | 2,722,937 | 46,804 |
| Total | 4,434 | 8,906,344 | 131,746 |





CONNECTING COMMUNITIES

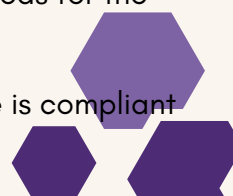
From the launch of It's a Green Thing Clean Air Campaign to engage commuters and the public on ridesharing and providing mobility information, to **It's a Green Thing Week** – a week of actionable sustainability actions, to promoting air quality awareness, RideFinders continued to adapt in creating connections to the community space through "green" commuting and environmental stewardship.



462
FY22 AIR QUALITY AWARENESS
FACT SHEETS DISTRIBUTED

217
FY22 AIR QUALITY
PLEDGES

- Launched the Air Quality pledge, **communicated air quality tips for engagement** and disseminated the Air Quality Awareness fact sheet during the It's a Green Thing Clean Air Campaign.
- Attended the 11th Annual **Creighton Court Resource Center Anniversary Celebration** facilitated by the Virginia Department of Housing and distributed resources to participants.
- In partnership with GRTC Transit System, we hosted three (3) interns from the **Mayor's Youth Academy**. Interns learned about RideFinders programs and services and assisted with several projects.
- Provided **area daycare centers** with air quality information and notices.
- Assisted residents at **St. Mary's Woods Retirement Community** with applications for GRTC CARE service and provided mobility management information for persons 80 years old and older.
- Assisted Dr. Berniece Travers, director of **Bright Minds Chess Initiative**, with transportation needs for the City of Richmond Youth Inaugural Chess Classes and Tournament.
- Updated **www.ridefinders.com** with **accessiBe** – an application that ensures that our website is compliant and accessible to those with sight and other disabilities.



RideFinders @teamridefinders · Jan 7
 GIVE your FEEDBACK on the @CityRichmondVA's Path to Equity document for transportation planning 📌

City of Richmond, VA @CityRichmondVA · Jan 7

To comment today, click here: rva.gov/path2equity
 To learn more about the Path to Equity and the plan it will inform, Richmond Connects, we're hosting a webinar on Monday. Learn more and join here: rva.gov/connects 2/2

[Show this thread](#)



**HICKORY
HILL
COMMUNITY
CENTER**

*Tree Planting &
Tree Distribution*

PATH TO EQUITY

WEBINAR TO KICK-OFF PUBLIC REVIEW



Review of Process,
Outreach, Outcomes &
Policy Guide Content



How to Comment? How
to Stay Engaged?

1pm - 2 pm | January 10, 2022

**PATH
TO
EQUITY**
Policy Guide
for Richmond
Connects
[RVA.GOV/CONNECTS](https://rva.gov/connects)

Diversity, Equity & Inclusion

RideFinders included diverse genders, races and ethnicities in our marketing and social media posts and partnered with organizations that have a diversity, equity and inclusion focus such as **Southside ReLeaf** and **RVAgreen 2050** through events, promotions and engagement opportunities. Southside ReLeaf is a community organization committed to building a healthy, equitable and sustainable environment for all residents in South Richmond. RVAgreen 2050 is the City of Richmond's equity-centered climate action and resilience planning initiative, spearheaded by the Office of Sustainability.

- Serves on GRTC Transit System's **Diversity, Equity and Inclusion Roundtable Committee**.
- Serves on the **City of Richmond's Path to Equity Advisory Committee**; sponsored membership in and coordinated with the Association for Commuter Transportation (ACT) for the City to present its initiative on a nation-wide level.
- Participated in the development of **Virginia Transit Association's (VTA) Transit Equity Toolkit** and attended its webinar rollout of the toolkit led by Dr. Sidney Faucette and Lisa Guthrie.
- Partnered with Southside ReLeaf for the distribution of trees for planting throughout communities that were identified as **Urban Heat Deserts**.
- Participated in **Camp Spokes**, a bike camp organized by **TWIG Ride RVA**, by conducting a transportation workshop that not only included biking, but all forms of alternative transportation. TWIG Ride RVA is an organization that organizes that hosts and promotes bike events by and for trans, women, intersex, and gender non-conforming riders.
- Participated in the following **webinars**: ACT's Providing Equity in TDM Outreach & Activities, Forth Addressing Anti-Displacement and Gentrification in Transportation Electrification and Centering Equity and Resilience in School Bus Electrification.

[HOME](#)[NEWS](#)[ABOUT RIDESHARING](#)[COMMUTER RESOURCES](#)[EMPLOYER RESOURCES](#)[IMPROVE OUR ENVIRONMENT](#)[ABOUT US](#)

DON'T
trash
CENTRAL
VIRGINIA

MAKE A PLEDGE TO KEEP CENTRAL VA LITTER-FREE!

We are asking Central VA residents to
sign our pledge to keep their
communities litter-free.

#DontTrashCentralVA
www.DontTrashCentralVA.org



CONNECTING REGIONALLY

RideFinders continued to see stakeholders, businesses and communities prioritizing regional mobility and access as well as environmental stewardship. As the second year of the pandemic continued, RideFinders embodied this and continued to highlight initiatives and activities that underscore our work in the region with transportation leaders through regional transportation participation.

- Shared **PlanRVA**, Richmond Regional Transportation Planning Organization (RRTPO) and Central Virginia Transportation Authority (CVTA) public comment period notifications and other information relevant to stakeholders and interested parties.
- Became a **Don't Trash Central Virginia** campaign program partner. The campaign, supported by PlanRVA, unites localities and community partners to promote litter prevention. We featured this program on our Way to Go Wednesday initiative while encouraging citizens to take the **anti-litter pledge**.
- Supported and shared the **Virginia Department of Rail and Public Transportation's** various initiatives including the Virginia Breeze Initiative- The Capitol Connector, Rediscover Your Ride and Bike!VA month.
- Partnered with **GRTC and Henrico County** to provide carpool and vanpool information and assistance for displaced commuters when Express services were reduced or discontinued.
- Provided **links to surveys** and **shared information** including the following: Virginia Department of Transportation, RRTPO Public Review and Comment, RVA Transit Talk, the Richmond Department of Public Works, Richmond Department of Emergency Communications, Central VA Waste Management Authority, City of Richmond Path to Equity, Virginians for High Speed Rail, Chamber RVA Diversity, Equity and Inclusion, Eighth Annual Richmond Regional Transportation Forum, DRPT's 2021 Annual Report, Christmas Tree Recycling in Hopewell, Arbor Day RVA 2021, RVAGreen 2050, Keep Henrico Beautiful, RVA Tourism, VCU Parking and Transportation - E Scooter and GRTC's Micromobility Feasibility Study.

GREEN MEANS GO: EMPLOYERS CAN BE HEROES TOO!

Sustainability Makes Good Business Sense.

Sustainability is an important issue for many organizations now more than ever. RideFinders is here to assist employers navigate business operations during the COVID-19 pandemic and beyond. Our free employer services include implementing biking programs, telework technical assistance and virtual transportation fairs to provide employees with their commuting options. Addressing these services in a meaningful way especially during the pandemic is critical to engaging employees. RideFinders has provided tips and resources for both employers and employees during this time.

John O'Keeffe, Account Executive, explains how he has adapted to the new way of doing business and how RideFinders is still assisting employers. [Click here for COVID-19 tips and resources.](#)



We're here to assist employers develop commuter programs and incentives to help employees find the right transportation choice for them whether it's carpooling, vanpooling, taking transit, biking, or

ChamberRVA Update: Be Informed, Get Engaged, Make a Difference - Brought to you by RideFinders

ChamberRVA <chamber@chamberrva.com>
To: Ruffin Cherika

Member Sponsored Content - Ridefinders

Vanpooling offers a perfect solution for employees that commute 25 miles (one way) or more to work. Help your employees Be the CEO of their commutes and provide vanpooling options as part of your benefits package.



Employer Benefits

When employees commute in vanpools, they are more likely to arrive on time and ready to work.

RideFinders Account Executives can: 1. help you establish pre-tax commuter benefits for employees commuting by vanpool, and 2. host or participate in virtual or in-person transportation/benefits fairs.

Corporate Stewardship

Reduce your company's carbon footprint by helping air quality with less pollution and decreasing wear and tear on the roadway infrastructure. Every vanpool passenger represents one less car on the road which means less air pollution.

Receive a customized dashboard of emissions data when employees record their vanpool trips and receive recognition as a RideFinders Clean Air partner.

Employer Outreach

RideFinders continued to assist employers through creating **employer-based videos** featuring our **Account Executives**, attending virtual and in-person events, communicating with on-site liaisons and creating free customized commuter programs for their employees with economical and eco-friendly transportation options.



323
FY22 TOTAL
EMPLOYEE TRANSPORTATION
COORDINATORS (ETCS)

161
FY22 TOTAL
BUSINESS CONTACTS

- **Virtual Benefits Fairs:** The Virginia Department of Wildlife Resource, Virginia Retirement System and State Agencies Return to Work Communications.
- Provided **Virginia Commonwealth University (VCU)** with RideFinders collateral to be placed in their new alternative transportation hub for students, faculty, and staff.
- Assisted GRTC Transit System with the distribution of **public timetables to area businesses and libraries.**
- Conducted **direct mail marketing campaign** to new businesses from leads generated by research, Chambers of Commerce referrals and area economic development departments contacts including Temper Pack in Henrico County, Service Center Metals in Prince George, Walmart Distribution in Dinwiddie County, Hamilton Insurance Group and counties in the service region cited in Top News USA article entitled "30 Virginia Counties with the Worst Commutes."
- Started work with **Dominion Energy** on assisting their employees with their commute.
- Shared employer-focused vanpool article for the **ChamberRVA e-newsletter sponsored content** and **dedicated e-blast** for distribution to nearly **11,000 email subscribers.**
- Provided the **Southern Virginia Regional Chamber of Commerce** with the **Benefits of Vanpooling Employers one-sheet** for distribution to its 450 members consisting of business owners, managers, government officials, school representatives, retirees, and concerned citizens.
- Worked with the **City of Richmond** to increase vanpool program usage.
- Advertised our vanpool program to area **employers on LinkedIn** resulting in **221,605 impressions.**



ANNIVERSARY

40 DAYS OF GOOD FOR 40 YEARS OF SERVICE

CONNECTING COMMUNITY SPACES

From celebrating our **40th anniversary with 40 Days of Good for 40 Years of Service** to school events to participating in and sharing biking and pedestrian focused events, we continued to show creativity while finding new ways to serve the local community using public relations strategies.



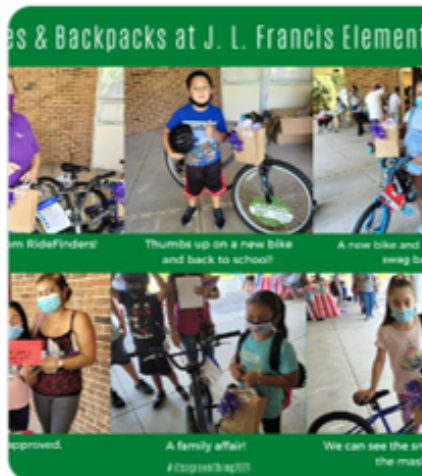
49,749
DIGITAL ONLINE
IMPRESSIONS

113
DIGITAL ONLINE
LINK CLICK-THRUS

- From October 11, 2021 through November 19, 2021 we asked Central Virginia citizens to help celebrate our anniversary by doing the following: (1) **doing something good in their community, the environment, or for their neighbor** such as taking "greener" trips and recording those trips, donating to a local food bank, planting trees in the community, gifting someone a bikeshare ride, and (2), **sharing their good deed on social media** using the hashtag #40for40ridefinders.
- Created a **40th anniversary logo** with assistance from GRTC's Marketing Department.
- Shared initiative via **Chamber RVA's e-newsletter sponsored content** for distribution to nearly 11,000 email subscribers.
- Used digital online advertising of the initiative using through the **Richmond Times-Dispatch and the Henrico Citizen**.
- Secured **RVAgreen 2050** and **Central VA Waste Management Authority (CVWMA)** as partners to promote initiative.
- Received **40th Anniversary Certificate of Recognition** from then **Governor of Virginia**, The Honorable Ralph Northam.
- Received **"RideFinders Day" Proclamation** commemorating our 40th Anniversary from the City of Richmond Mayor, the Honorable Levar M. Stoney.



Bikes & Backpacks! @teamridefinders donated swag bags incl. bike reflectors & books to 5 lucky bike winners during the @J_L_Francis back to school carnival. Enjoy those awesome bikes! (✓waivers signed) @RPS_Schools | bit.ly/kidssustainabi... #itsagreenthing2021 #airquality



Biking & Pedestrian Outreach

RideFinders adjusted our biking and pedestrian outreach during the ongoing pandemic by providing important safety messaging to local communities through social media and maintaining safety at outdoor events as the pandemic recovery began.

- In cooperation with the Virginia Department of Rail and Public Transportation, promoted the **Bike!VA month statewide initiative** and hosted a celebration in front of RideFinders office where participants received refreshments and a "I Took My Commute By The Handlebars" certificate.
- Participated in **Safe Routes to Schools Programs** – Bike/Walk to School Day at Linwood Holton and Oak Grove/Bellemeade Elementary Schools in Richmond; Walk to School Day at Cool Spring Elementary and Chickahominy Middle Schools in Hanover County; and Salem Church Elementary in Chesterfield County.
- Attended and supported the **JL Francis Back to School Rally event in Richmond** with swag bag donations that included a bike reflector, rules of the road, RideFinders sport water bottle, and the Scholastic book, *The Magic School Bus Gets Cleaned Up*. **Tweet garnered over 2,800 Twitter impressions!**
- Promoted **RVABikeshare's** buy 1 membership, get 1 free month initiative and shared the following from RVA Bike Share: City of Richmond's Burgers for Bikeshare in the Fairfield Court community, RVA Bike Share's Biotech Park station closure and the new station at Chimborazo Park.
- Partnered with **Drive Smart Virginia** to promote **Bicyclist and Pedestrian Awareness Month** in Virginia with "see" and "be seen" messages dedicated to providing safety tips for drivers, pedestrians and cyclists.
- Partnered with **RVAgreen 2050** to promote the **Science Museum's Let's Walk** event to discuss climate action while gathering air quality data. We featured the event for our Way to Go Wednesday initiative.
- Promoted **new biking law** that went into effect July 1, 2021 that drivers must change lanes to pass cyclists.
- Attended and promoted **PlanRVA's Better Together BikePed RVA 2045**, the first regional bicycle and pedestrian plan in nearly two decades, webinar and public comment period.

BE THE CEO OF YOUR COMMUTE



CONNECTING COMMUTES

The ongoing **Be the CEO of Your Commute Campaign** promotes ridesharing, recording “green” commute trips, downloading the free Rides & Rewards app and encourages commuters to “take charge” of their commute by finding the personalized option that’s best for them.



872,000
DIGITAL ONLINE
IMPRESSIONS

62%
INCREASE IN WEBSITE
TRAFFIC IN JUNE 2022

533%
INCREASE IN CARPOOL PAGE
TRAFFIC IN JUNE 2022

- Initially began solely as a **social media campaign** during what was thought to be the pandemic recovery in September 2021 and was used to promote commuting safely during the pandemic and pandemic recovery.
- Promotes **recording “greener” trips** – carpool, vanpool, transit, bike, telework and multimodal – on www.ridefinders.com or in the Rides & Rewards mobile app.
- Highlights the features** and functions of the free Rides & Rewards mobile app – **720 mobile app downloads** in FY22.
- Used the hashtag **#betheCEOofyourcommute** for the campaign alongside other creative and compelling content to cross-promote and generate awareness including Bicyclist and Pedestrian Awareness Month, air quality awareness during the holiday season and other key marketing initiatives.
- Installed Be the CEO of Your Commute Campaign **posters at bus shelters** at the **Parham and Gaskins Park n’ Ride lots** through in-kind printing and installation from GRTC Transit System.
- Utilized **one-month media marketing campaign in June 2022** (partially funded by DRPT) **focused on carpooling and vanpooling** using the following tactics: traditional and streaming radio (Radio One and Audacy stations), digital online advertising (Henrico Citizen, Chesterfield Observer, Richmond Times-Dispatch), print advertising (Richmond Free Press, Chesterfield Observer, Richmond Times-Dispatch) and social media.



RideFinders
@teamridefinders

From finding carpool, vanpool and bike buddy matches to earning points for rewards, we're here for YOU! Take charge and put your commute in the palm of your hands. ridefinders.com #TuesdayThoughts #TuesdayTip #greenisourthing #TravelTuesday



BE THE CEO OF YOUR
COMMUTE & TAKE CHARGE!

GET MORE DETAILS

ridefinders.com

BE THE **CEO** 
OF YOUR **COMMUTE**

We're here to give you the tools so you can TAKE CHARGE!

804-643-7433 (RIDE) | ridefinders.com



Online Presence

RideFinders used a social media strategy of grassroots marketing, storytelling and public relations strategies focused on public awareness education with call-to-actions which has led to follower and engagement growth across all social media platforms. The strategy included using staff as talent for photos and videos to humanize the organization to create and build a groundswell of goodwill in the community while increasing overall brand awareness.

Over 120,000 reached on social media.



35,129
FY22 WEBSITE
PAGE VIEWS

21,017
FY22 UNIQUE WEBSITE
VISITORS

www.ridefinders.com



1,015 FACEBOOK PAGE LIKES

<https://www.facebook.com/RideFinders-Central-Virginia-166778283374042>



534 TWITTER FOLLOWERS

@teamridefinders



136 INSTAGRAM FOLLOWERS

@teamridefinders



36 FOLLOWERS

<https://www.linkedin.com/company/ridefinders/>



FINANCIAL OVERVIEW

Natural Expense Classification

The natural classification of total expenses for the year ended June 30, 2022 is as follows:

| | Total |
|----------------------------------|-------------------|
| Salaries and benefits | \$ 509,093 |
| Rent | 68,331 |
| Vanpool assistance | 25,177 |
| Professional services | 19,559 |
| Insurance | 16,548 |
| Advertising and promotion | 15,309 |
| Other | 14,324 |
| Transit tickets and other retail | 8,400 |
| Office supplies and expense | 7,824 |
| Telephone | 4,942 |
| Professional development | 2,278 |
| Employer based services | 793 |
| Depreciation | 541 |
| | <u>\$ 693,119</u> |

Natural Expense Classification

The natural classification of total expenses for the year ended June 30, 2021 is as follows:

| | Total |
|----------------------------------|-------------------|
| Salaries and benefits | \$ 483,425 |
| Rent | 68,331 |
| Professional services | 22,405 |
| Insurance | 12,932 |
| Other | 12,486 |
| Transit tickets and other retail | 9,975 |
| Office supplies and expense | 9,127 |
| Telephone | 6,028 |
| Professional development | 1,450 |
| Employer based services | 695 |
| Depreciation | 541 |
| Advertising and promotion | 540 |
| | <u>\$ 627,935</u> |

FINANCIAL OVERVIEW

| FUNDING ALLOCATION | | | |
|---|----------------------------|----------------|-------------------|
| FYE 6/30/2022 | | | Available |
| | | | Balance |
| | Federal Funds | | |
| CMAQ UPC T204-FY22 | | | \$ 35,000 |
| Air Pollution Reduction- Crater PDC | \$ 35,000 | | |
| Project 47022-01 | | | |
| | | | |
| *CMAQ UPC T203-20 | | | \$ 50,000 |
| Air Pollution Reduction Program | | | |
| Project 47020-09 | | | |
| *estimated carryover | | | |
| *CMAQ UPC T203 -FY21 | | | \$ 509,500 |
| Air Pollution Reduction Program | | | |
| Project 47021-14 | | | |
| | | | |
| CMAQ UPC 115818 | \$ 135,000 | | \$ 135,000 |
| Cash for Carpools '20 | | | |
| Project #47020-07 | Carry over due to COVID 19 | | ***De-obligated |
| CMAQ UPC T203- FY22 | | | \$ 509,000 |
| Air Pollution Reduction | | | |
| Project 47022-05 | | | |
| Total Projected Federal | | | \$1,238,500 |
| | | | |
| | STATE AID | | |
| | | Match Required | Available Balance |
| STATE AID Mobility Projected | | | |
| Regional Van Pool Program FY22 | \$ 75,000 | \$ 15,000 | \$ 60,000 |
| Project 71420-17 | | | |
| | | | |
| Total Regional Vanpool Program | | | \$ 60,000 |
| | | | |
| STATE AID TDM Operating- Projected | | | |
| RideFinders Air Pollution Reduction '20 | \$ 25,000 | \$ 5,000 | \$ 20,000 |
| Project 71020-12 | | | |
| Total TDM Operating | | | \$ 20,000 |
| | | | |
| Total State Aid | | | \$ 80,000 |
| | | | |
| Total State and Federal | | | \$1,318,500 |
| Local Funding For RideFinders Program | | | |
| City Of Richmond | \$ 7,500 | | \$ 7,500 |
| Henrico County | \$ 7,500 | | \$ 7,500 |
| Chesterfield County | \$ 7,500 | | \$ 7,500 |
| City of Hopewell | \$500 | | \$500 |
| Total | | | \$ 23,000 |
| | | | |
| Total Projected Allocations | | | \$1,341,500 |



ANNUAL AUDIT

Currently in the draft review stage of the Annual External Audit conducted by Brown Edwards, certified public accountants. The draft statement includes the following excerpt: "The results of our tests disclosed no instances of noncompliance or other matters that are required to be reported under Government Auditing Standards."

Additionally, the Triennial Compliance Review facilitated by the Virginia Department of Rail and Public Transportation is also being conducted. Thus far, according to the review team there are no issues.





AWARD WINNING

RideFinders remains an **award-winning progressive** Transportation Demand Management (TDM) organization having received a myriad of awards spanning from trip reduction, commuting initiatives to marketing campaigns from regional, national, and internationally recognized organizations such as the Association for Commuter Transportation (ACT), the Chesapeake Chapter of ACT, the Environmental Protection Agency (EPA), Communitas Awards and the Richmond Chapter of the Public Relations Society of America (PRSA).



5 FY22 AWARDS WON

- 2022 **Communitas Award, Excellence in Community Service** for the “Youth Sustainability Outreach” Campaign.
- 2022 **Communitas Award, Excellence in Corporate Social in the sub-categories of Ethical and Environmental Responsibility and Green Initiatives** for the “It’s A Green Thing” Campaign.
- 2021 **Chesapeake Chapter, Association for Commuter Transportation (ACT), Best Grassroots Marketing Campaign** for the “It’s A Green Thing” Campaign.
- 2021 **Richmond Chapter of the Public Relations Society of America, Award of Merit - Shoestring budget \$5,000 or less Category** for the “Celebrate Earth Day, Every Day” Clean Air Campaign.
- 2021 **Association for Commuter Transportation (ACT) National Best Social Media Marketing Award category (Marketing and Outreach)** for the “Celebrate Earth Day, Every Day,” Clean Air Campaign.

Award wins in early FY23:

- 2022 **Association for Commuter Transportation (ACT) National Best Social Media Marketing Award category (Marketing and Outreach)** for the “Ways We Go: Youth Sustainability Outreach” Campaign.
- 2022 **Association for Commuter Transportation (ACT) National Best Overall Marketing Campaign category (Marketing and Outreach)** for the “It’s A Green Thing” Campaign.



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