



RideFinders FY20 Annual Report

JULY 2019 – JUNE 2020

Report Documentation

Title:

RideFinders FY2020 Annual Report

Report Date:

November 2020

Abstract:

RideFinders, a division of GRTC Transit System, 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.

This report provides the outputs and outcomes of the RideFinders programs and services and the annual funding.

Organization Name, Address & Telephone:

RideFinders, a division of GRTC Transit System
1013 East Main Street
Richmond, VA 23219
804.643.7433
www.ridefinders.com

Acknowledgements:

This report was prepared by RideFinders.

Introduction

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 Coles, Secretary/Treasurer (City of Richmond)
George Braxton, Director (City of Richmond)
Ian Millikan, Director (Chesterfield County)
Daniel K. Smith, Director (Chesterfield County)

RIDEFINDERS ADVISORY BOARD (RAB):

The RAB serves in an advisory capacity and as a forum to assess stakeholder views and input. The RAB is comprised of members from various stakeholder organizations and are as follows:

Chessa Faulkner, Chair (Chesterfield County)	Ron Svejksky (Tri-Cities Metropolitan Planning Organization)
Todd Eure, Co-Chair (Henrico County)	Ken Lantz (PlanRVA)
Dironna Clarke (City of Richmond)	Daniel Salkovitz (Virginia Department of Environmental Quality)
Stephanie Phillips (Greater Richmond Chamber of Commerce)	Ivan Rucker, non-voting (Federal Highway Administration)
Chris Arabia (Virginia Department of Rail and Public Transportation)	Walter Johnson, non-voting (Private Citizen)

STAFF:

There are six staff members. This includes: one Executive Director, one program manager, two account executives, one administrative support technician, and one client services specialist.

FUNDING:

Funding is provided through the Plan RVA with Congestion Mitigation & Air Quality (CMAQ) funds (\$500,000 base plus yearly Consumer Price Index increase), the Virginia Department of Rail and Public Transportation (VDRPT), the City of Richmond, Chesterfield County, Henrico County, and the Crater Planning District Commission (\$35,000). VDRPT typically funds special projects at 80% with a required 20% local match.

The TPO has provided consistent financial support with TPO CMAQ and/or Regional Surface Transportation Program (RSTP) funds.

This report is available for distribution via electronic media.

Program & Services

Transit Information: provides commuters with GRTC transit information; sells transit fare media*; and promotes the Commuter Choice and swipe card programs. *Eliminated with the implementation of fare free transit by GRTC Transit System.

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 transportation demand management (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 Employee Transportation Coordinator (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.

Programs by the Numbers: FY17 – FY20

Commuter Store • Vanpool • Carpool • Employer Services • Transit • Emergency Ride Home Program

Commuter Store Operations	FY17	FY18	FY19	FY20
Walk-in Clients	7,413	8,100	6,369	4,542
Transit Fare Media Sales	\$319,759	\$416,967.22	\$321,452.50	\$241,217.75
Vanpool Voucher Sales	\$167,335	\$173,747	\$192,830	\$122,710
EZ Pass Sales	\$14,000	\$10,360	\$6,685	\$4,585
Stamps Sales	\$1,679	\$1,212.20	\$1,205	\$704

Transportation Demand Management (TDM) Programs	FY17	FY18	FY19	FY20
New Commuter Registrations	1,528	1,211	1,540	977
Registered Carpools	109	132*	366*	275
Emergency Ride Home Trips Provided	114	96	101	56
New Employee Transportation Coordinators/Business Associates	48	35	55	40
New Vanpools Started	10	9	11	9

Commuter Store Activities

Snapshot of What We Do: Walk-In Customers

The Commuter Store located at 1013 East Main Street, Richmond, VA is in the historic Ironfronts building, and is a street level ADA accessible operation in the heart of financial business district. The store serves as a hub for commuters to purchase transit fare media and other items, register for ridematching services, pick-up transit schedules, obtain customized trip planning, receive individualized training on how to use GRTC services and fare media and other activities.

Walk-In Customers	
FY20	4,542
FY19	6,369

Snapshot of What We Do: Transit Fare Media & Vanpool Voucher Sales

RideFinders sells GRTC transit media fare passes and CARE tickets for paratransit services) and vanpool vouchers for vanpool riders. The fare passes and CARE tickets are purchased by individual commuters and by employers enrolled in the Commuter Choice program. The vanpool vouchers are purchased only through employers.

FY20	Transit Fare Media	Vanpool Vouchers
Total	\$241,217.75	\$122,710
FY19	Transit Fare Media	Vanpool Vouchers
Total	\$321,452.50	\$192,830

Snapshot of What We Do: Stamps and EZ Pass Sales

In addition to GRTC transit media, RideFinders also sells EZ Pass transponders and stamps. These items are purchased by individual commuters and provides convenience to commuters working in and around the financial district. The graph below is representative of sales of EZ pass transponders and stamps.

FY20	Stamps	# of Stamps Sold	EZ Passes	# of EZ Passes Sold
Total	\$704	64	\$4,585	131
FY19	Stamps	# of Stamps Sold	EZ Passes	# of EZ Passes Sold
Total	\$1,205	116	\$6,685	191

Commuter Store Activities

Snapshot of What We Do: Credit Card Sales

RideFinders also provides customers the ability to use credit cards for their transit fare media, commuter store novelty items or stamp purchases.

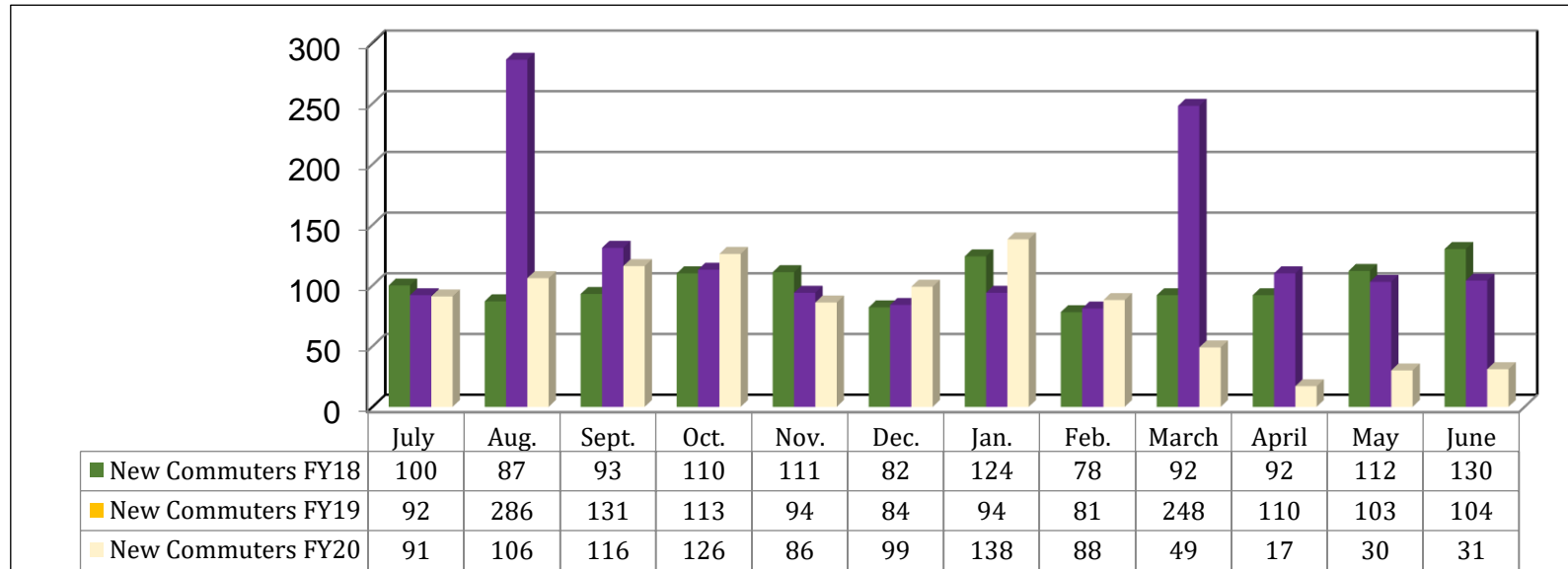
Total Credit Card Sales

FY20	\$96,173.52
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FY19	\$135,404.63
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Snapshot of What We Do: New Registered Clients

RideFinders utilizes Agile Mile to track all newly registered clients.



	FY18	FY19	FY20
New Registered Clients Totals	1,211	1,540	977

Website & Mobile App Activity

Website	Jul 19	Aug 19	Sep 19	Oct 19	Nov 19	Dec 19	Jan 20	Feb 20	Mar 20	Apr 20	May 20	Jun 20	Totals
Unique Website Visitors	4,118	4,452	4,834	4,689	6,449	4,385	6,449	4,072	3,012	2,039	1,981	2,321	48,801
Website Page Views	8,730	7,145	7,591	9,503	8,333	8,519	10,137	7,806	6,062	4,010	9,453	4,767	92,056
Mobile App Installations	Jul 19	Aug 19	Sep 19	Oct 19	Nov 19	Dec 19	Jan 20	Feb 20	Mar 20	Apr 20	May 20	Jun 20	Totals
iOS	57	73	56	64	41	50	30	14	14	11	11	18	439
Android	97	89	89	89	91	86	83	78	78	64	56	49	949

Transit Pass Type	Quantities Sold	Pass Amount	Total	Trips*
CARE (6 tickets)	522	\$ 18.00	\$ 9,396.00	3,132
CARE (10 tickets)	1,392	\$ 30.00	\$ 41,760.00	13,920
One Ride Pass (local)	8,598	\$ 1.50	\$ 12,897.00	8,598
One Ride Pass Plus (local)	5,556	\$ 1.75	\$ 9,723.00	11,112
One Day Unlimited (local)	7,139	\$ 3.50	\$ 24,986.50	14,278
7-Day Unlimited (local)	847	\$ 17.50	\$ 14,822.50	11,858
30-Day Unlimited (local)	760	\$ 60.00	\$ 45,600.00	45,600
Senior/Disabled/Medicare/Minor 1-Day Unlimited	6,246	\$ 1.75	\$ 10,930.50	12,492
Senior/Disabled/Medicare/Minor 7-Day Unlimited	1,259	\$ 8.25	\$ 10,386.75	17,626
Senior/Disabled/Medicare/Minor 30-Day Unlimited	740	\$ 35.00	\$ 25,900.00	44,400
Henrico Express/Pemberton 1-Day Unlimited	813	\$ 4.50	\$ 3,658.50	1,626
Henrico Express/Pemberton 7-Day Unlimited	2	\$ 22.50	\$ 45.00	20
Henrico Express/Pemberton 30-Day Unlimited	135	\$ 80.00	\$ 10,800.00	5,400
Petersburg Express 1-Day Unlimited	717	\$ 7.00	\$ 5,019.00	1,434
Petersburg Express 7-Day Unlimited	10	\$ 35.00	\$ 350.00	100
\$5 Kings Dominion	0	\$ 5.00	\$ -	0
\$10 Kings Dominion	4	\$ 10.00	\$ 40.00	8
\$6 Kings Dominion Employee Pass	22	\$ 6.00	\$ 132.00	44
Chesterfield 1-Ride Pass	1,931	\$ 6.00	\$ 11,586.00	1,931
Chesterfield 7-Day Pass	49	\$ 65.00	\$ 3,185.00	490
Totals	36,742		\$ 241,217.75	194,069

* Total transit ticket sales include walk-in customers to the Commuter Store and Commuter Choice orders from area businesses and human service agencies.

There 225 Commuter Choice orders from companies totaling \$172,746.25. Some companies include the Library of Virginia, Department of Social Service and the Office of the Attorney General. *total includes transit tickets and vanpool voucher sales.

There were 59 orders from Human Service organizations totaling \$66,179.25. Some organizations include Greater Richmond SCAN, County of Henrico Mental Health, VEYO, LLC, Real Life and Senior Connections.

Emissions Data

Snapshot of What We Do: Emissions

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

FY20 (July 2019-June 2020)

Commutes	All Modes
Gallons of gas saved	79,103
Reduced NOx (lbs)	2,295
Reduced VOC (lbs)	2,264
Reduced PM 2.5 (lbs)	33.5
Reduced CO (tons)	5.99
Reduced CO2 (tons)	775

FY19 (July 2018-June 2019)

Commutes	All Modes
Gallons of gas saved	113,982
Reduced NOx (lbs)	3,183
Reduced VOC (lbs)	3,140
Reduced PM 2.5 (lbs)	46.4
Reduced CO (tons)	8.30
Reduced CO2 (tons)	1,117

Gallons of gas saved = Gallons of gas saved during the specified period

Reduced NOx = NOx not emitted during the specified period

Reduced VOC = VOC not emitted during the specified period

Reduced CO = CO (carbon monoxide) not emitted during the specified period

Reduced PM 2.5 = PM 2.5 (particulate matter) not emitted during the specified period

Reduced CO2 = CO2 (carbon dioxide) not emitted during the specified period

Vanpool Program

Snapshot of What We Do: Vanpooling

RideFinders supports the formation and continued 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.

- Provided vanpools with \$5,353.81 in VanStart and VanSave subsidies and \$3,882.17 in vanpool individual trial commuter program.
- **Started 9 new vanpools:**
 - 3 of which are fully funded with Lumber Liquidators (7, 12, 14 passenger vans)
- Secured modal placement of 71 passengers in empty seats on existing vanpools.
- **Supported 149 vanpools pre-COVID.** Vanpools that arrive or depart (or both) by locality: 34- Chesterfield/Chester, 42- Henrico, 23- Richmond, 27 -Tri-Cities (Colonial Heights, Prince George and Petersburg), 17- Hanover, 3- New Kent, 1 – Blackstone, 2 – Powhatan.
- **Supporting 63 vanpools currently.**
- Revamped processes for delivery of vanpool vouchers to clients since the Commuter Store is closed to the public: electronic submission, scan and allow customer to print, or mail by insured mail with cost passed on to the customer because of issues reported with regular Postal Service and to prevent loss.

Vanpool Program

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- Coordinated recognition at RideFinders for retiring VA Department of Transportation employee – John Wilson. He has ridden his vanpool for 25 years.
- Assisted Lynchburg, Roanoke and Charlotte, NC area commuter programs with vanpool program best practices.
- Researched and identified distribution centers in the regional service area for a Vanpool Pilot Program with assistance from Ken Lantz of PlanRVA.
 - Met with Mark Riblett (Virginia Department of Transportation) to discuss activity centers along major corridors.
- Assisted the Chesapeake Chapter of the Association for Commuter Transportation (ACT) with event planning for a Vanpool Summit. Event was cancelled due to the COVID-19 pandemic.

Vanpool Program

Snapshot of What We Do: Vanpooling

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FY20 Vanpool NTD data			
	Passengers	Passenger Miles	Passenger Trips
K&K	3,697	7,509,152	80,763
Ride-EZ	1,224	3,108,655	49,993
Enterprise	6,468	11,745,169	175,256
Total	11,389	22,362,976	303,012

FY19 Vanpool NTD data			
	Passengers	Passenger Miles	Passenger Trips
K&K	4,642	10,185,560	111,643
Ride-EZ	1,128	2,423,585	42,605
Enterprise	7,713	15,290,567	232,902
Total	13,483	27,899,712	387,150

FY18 Vanpool NTD data			
	Passengers	Passenger Miles	Passenger Trips
K&K	4,338	9,737,251	106,529
Ride-EZ	1,039	2,217,040	39,783
Enterprise	8,820	17,188,492	251,556
Total	14,197	29,142,783	397,868

Vendor Vanpool Inventory		
Vehicle Size	Number of Vehicles Pre-COVID	Number of Vehicles as of September
15-passenger	12	3
14-passenger	16	5
13-passenger	10	1
12-passenger	16	9
10-passenger	5	2
9-passenger	4	1
8-passenger	11	13
7-passenger	74	29
6-passenger	1	0

Grand Total: 39,069 Passengers; 79,405,471 Passenger Miles; 1,088,030 Passenger Trips

COVID-19 Efforts

- RideFinders staff participated in Mask donation and securement process (Tanya Gresham made and donated 150 for operators/ Von T. helped locate vendor for 240 qty. N95 equivalent).
- Wrote “We’re in this together” message for website, distribution to ETC network and database
- Wrote “Navigating Business Operations through Telework” newsletter article for distribution to the following Chambers of Commerce: Chamber RVA, Hanover, Petersburg, Chesterfield, Hopewell/Prince George, Powhatan and Colonial Heights (Resulting in Powhatan and Colonial Heights Chambers distributing article to members via email newsletter)
- Discussed RFs programs and services including offering technical support for telework program with Becky McDonough, CEO from the Hopewell/Prince George Chamber
- Assisted Account Executives with drafting letter to Hopewell/Prince George Chamber of Commerce membership regarding telework and additional programs and services
- Created Emergency Ride Home (ERH) program and general programs and services PowerPoint for Account Executives to use during virtual transportation fairs
- Promoted national COVID-19 impact on the work commute provided by The Association for Commuter Transportation and Center for Transportation Demand Management. Requested unique URL, <https://www.surveymonkey.com/r/ACTcovidRideFinders> in order to receive a copy of data collected from our commuters.
- Provided Executive Director with recommendations for ACT Supporting Commuters Returning to Worksites during COVID-19.

COVID-19 Efforts

- Created employer tips and commuter tips for carpool, vanpool and transit using adapted guidelines and guidance from the Centers for Disease Control and Prevention (CDC), the Association for Commuter Transportation (ACT), state and local recommendations. Crafted email communications for distribution to ETC network.
- Created artwork for downloadable flyers with commuter tips for carpool, vanpool and transit featuring Team RideFinders heroes.
- Updated carpool, vanpool and transit website pages with commuter tips text and flyers.
- Crafted messaging and created new subpage – COVID-19 Tips and Resources the employer section of website.
- Developed and forwarded a survey for ETC database and business associates regarding COVID-19 impact on operations (of 737 contacted- received 19 responses).

Webinars

Participated in the following webinars for impact of COVID-19 on TDM agencies:

- How the TDM Community is Responding to COVID-19
- Steps for Establishing a TDM policy in Your Community: The Developer Perspective
- Switching Gears: Making your Bike to Work Campaigns Virtual
- Changing Commute Behavior
- COVID Virtual Discussion: Choose Your Topic!
- Emerging Mobility Virtual Summit
- TDM and Leading the Way During COVID-19
- Bike, Walk and Scoot
- Developing a Culture that Embraces Telework Post COVID-19
- Moving Forward- Building the Modern Mobility Agency
- Reopening and recovery plan for the TDM community
- Universities and TDM during COVID-19
- Utilizing Parking to Incentivize Employees to Use Alternative Modes

Biking

- Promoted “**Wheel Wednesday**” to encourage people to get out, ride their bike and record their trips. Utilized the Executive Director and John O’Keeffe from our staff as features. 88 bike trips recorded.



- Partnered with The Bicycle Guys to host a **first ever Tune Up or Trade Up Drive Through Bike Event** with participants never having to leave their cars. RideFinders assembled and provided 200 packets of free Virginia Department of Transportation trail bike maps, bike reflectors and "Rights of the Road". Promoted on website and social media platforms.
- Promoted National Bike Month in May.
- Communicated with local bike shops regarding virtual bike workshops and biking campaign for **National Bike Month (June)**.

Biking

- Partnered with the **Bellemeade Community Bike Shop and Groundwork RVA** for the Youth Bike Race distributing reusable water bottles, bike reflectors and Bike Boy informational cards.



- Partnered with **VCU Ram Bikes** to promote Bike Buddy feature on RideFinders Ridematching & Rewards mobile app.



Telework

- Sent letters to City of Richmond Council members and every member of the Boards of Supervisors in the RFs service area offering assistance and telework technical support.
- **Promoted Virginia Telework Week (March 2-6) on website and social media**-Provided RideFinders logo to the VA Department of Rail and Public Transportation for inclusion and co-branding on advertisements in *Style Weekly*, *Richmond Times-Dispatch* and two billboards in the Richmond region promoting VA Telework Week.
- Wrote event specific news article for website.
- Wrote telework article for LinkedIn page which included VA Telework Week cross promotion.
- **Caring Commutes:** Partnered with Agile Mile to launch Caring Commutes, an initiative that simply asks clients to record their telework days in their RideFinders account every day that they work from home. Once 500 telework “trips” were recorded, a \$500 donation would be given to Feed More. The donation money comes directly from Agile Mile. **1,045 telecommutes recorded.**



- Emailed Robin Mack, Mack Global, LLC, for future partnership for businesses interested in assistance with telework programs.

Clean Air Campaign – Summer 2019

- Sponsored **Richmond Flying Squirrels** baseball game on 8/30/19. Distributed over 300 “Try Transit & Be a FAN of Clean Air” flyers to attendees and provided logo and commercial that aired during breaks at the game.



- Implemented **2nd Annual Commute Green Summer Challenge** - encouraged the region to record their carpool, transit, vanpool, bike, walk trips and telework days during the month of July. **Challenge Results:** 143 Participants; 88,469 lbs. emissions prevented; 100,412 vehicle miles not driven; \$58,239 money saved; 4,275 reduced car trips; 4,514 gallons of gas saved; 59,364 calories burned.

Clean Air Campaign – Spring 2020

- Launched “Celebrate Earth Day, Every Day” Clean Air Campaign focused on telework, biking, walking, and green activities during the ozone season (April – September)
- Recorded videos with Executive Director for special series, VISITS with Von, to spur social media engagement with clients, customers and general public. (Practiced physical distancing during recording)



Transit

- Celebrated **Try Transit Week (September 16-20, 2019)** – a statewide week encouraging Virginians to try transit presented by the Virginia Department of Rail and Public Transportation.
- Aired :**15 second radio spots** – **30** spots during the week during peak commute times.
- Placed Try Transit Week Challenge newspaper ads in *Henrico Citizen*, *Chesterfield Observer*, and *Richmond Free Press*.
- Hosted Try Transit Week challenge for transit riders to record their transit trips.
- Used Virginia Video Network in-store videos to promote “Try Transit & Be a FAN of Clean Air.”



RideFinders, Central Virginia
Published by Cherika Ruffin [?] · September 5 at 10:48 AM · 🌐

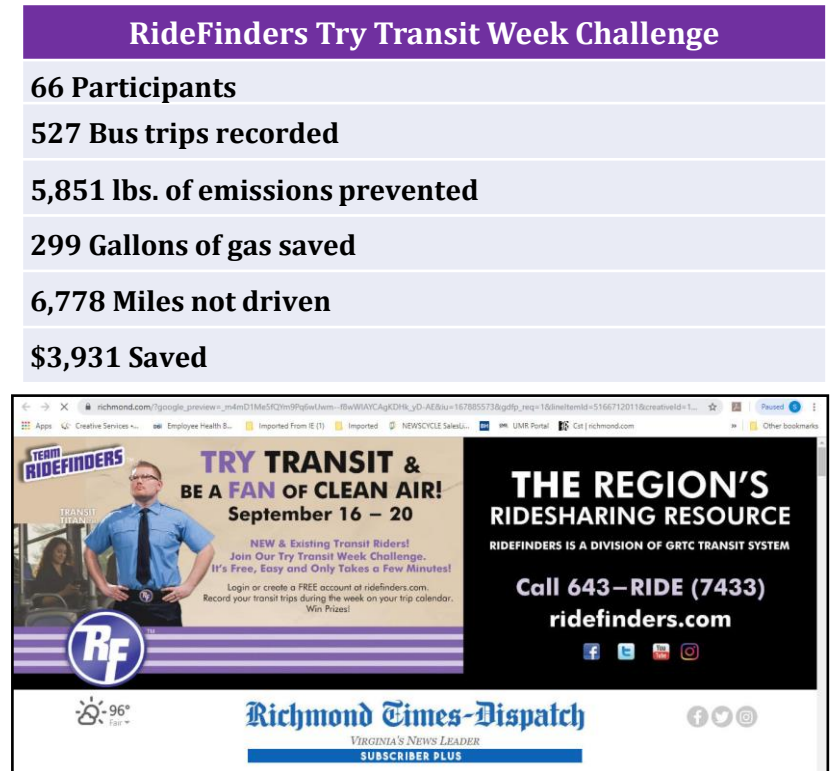
It pays to try transit during Try Transit Week - September 16-20! Be a FAN of Clean Air and take advantage of two great opportunities during the week. Pledge to try transit during Try Transit Week by visiting www.trytransitweek.org. After pledging to try transit, visit www.ridefinders.com to login or create a FREE account to record your transit trips during the week for more chances to win fun prizes. Let's Try Transit RVA! Virginia Department of Rail and Public Transportation

PUBLIC TRANSIT IS AFFORDABLE, RELIABLE, AND EASY!
Pledge to try public transit during Try Transit Week and enter to win:

- 🏆 A year of **free** transit service
- 🏆 A pair of tickets for Amtrak's Northeast Regional train

Try TRANSIT WEEK
Explore Public Transit Today!
September 16 – 20, 2019

Enter to win free transit today at TryTransitWeek.org **DRPT**
Virginia Department of Rail and Public Transportation



RideFinders Try Transit Week Challenge

66 Participants

527 Bus trips recorded

5,851 lbs. of emissions prevented

299 Gallons of gas saved

6,778 Miles not driven

\$3,931 Saved

TRY TRANSIT & BE A FAN OF CLEAN AIR!
September 16 – 20

NEW & Existing Transit Riders!
Join Our Try Transit Week Challenge.
It's Free, Easy and Only Takes a Few Minutes!
Login or create a FREE account at ridefinders.com.
Record your transit trips during the week on your trip calendar.
Win Prizes!

THE REGION'S RIDESHARING RESOURCE
RIDEFINDERS IS A DIVISION OF GRTC TRANSIT SYSTEM

Call 643-RIDE (7433)
ridefinders.com

Richmond Times-Dispatch
VIRGINIA'S NEWS LEADER
SUBSCRIBER PLUS

Fall Campaign

- Implemented the **Fall in Love with Your Commute Mobile App Campaign** to encourage ridesharing, vanpooling and mobile app downloads.
- Conducted a digital marketing plan with Entercom Communications for social media advertising.
 - Total **Impressions** (number of times our ads were on screen): **203,272** impressions.
 - Total **Link Clicks** (number of people who performed a click on our ad): **170** clicks.
- Placed newspaper ads: Chesterfield Observer, Richmond Free Press, Chesterfield Observer.



Program Snapshots

Business to Business

- Recruited new human service agency to purchase transit fare media for clients only: Innovative Mental Health Solution.
- Established new Commuter Choice programs: Department of Aging and Rehabilitative Services, Enrichmond Foundation, Department of Education, CVS, Central Montessori School, Lumber Liquidators, ART 180, JLARC.
- Met with representatives from Chesterfield County, GRTC and John Tyler Community College regarding bus service on Route 1 in Chesterfield County.

Public Participation

- Participated in the Vtrans 2040 Workshops.
- Attended RVA Transportation Forum at Randolph-Macon College.
- Provided comments to PlanRVA for edits to the Kimley Horn Technical report on park n' ride lot strategies for RideFinders role and responsibilities.

Awards

- Won 2019 EPA (Environmental Protection Agency) Clean Air Excellence Award recipient in the Transportation Efficiency Innovations category for the project, "RideFinders Commute Green Summer Challenge."
 - Received congratulatory letter from Senator Mark Warner.
- Won 2019 Best Print Marketing Campaign award from the Chesapeake Chapter, Association for Commuter Transportation (ACT) for the project, "RideFinders Burn Calories, Not Gas Bike Challenge."
- Won 2020 Association for Commuter Transportation (ACT) National Commuting Option Award Vanpooling for the project, "Fall in Love with Vanpooling" program.
- Program Manager recognized by the Virginia Transit Association (VTA) as the 2020 Transit/TDM Employee Unsung Hero Award recipient.

Program Snapshots

Advertising, Marketing and Public Relations

- Featured in news article, **“Dude, where’s my ride? RideFinders helps RVA find vanpools and transit”** article by Wyatt Gordon, Greater Greater Washington.
- Replaced RideFinders Mobile Unit with a new leased vehicle.



- Placed advertisements (prior to COVID-19) in the following newspapers: *Chesterfield Observer*, *Henrico Citizen*, *Mechanicsville Local*, *Richmond Free Press* and *Richmond Times-Dispatch*.
- Placed articles in the following Chambers of Commerce newsletters: Chesterfield, Hopewell/Prince George Powhatan and Petersburg.
- Conducted RideFinders Brand Awareness Survey (done internally, no outside research firm), in October 2019, to help assess the effectiveness of brand awareness and marketing campaigns.
 - Received 119 survey responses.
 - 96% of respondents have heard of RideFinders, 4% have not.
 - 71% of respondents saw a RideFinders advertisement during the past summer, 29% did not see a RFs advertisement this past summer.
 - 81% of respondents are likely to recommend RFs programs and/or services to their family, friends and/or co-workers.

Financials

Natural Expense Classification

The natural classification of total expenses for the years ended June 30, 2020 and 2019 is as follows:

	2020	2019
Transit tickets and other retail	\$ 351,408	\$ 511,861
Salaries and benefits	477,989	461,311
Advertising and promotion	46,874	85,745
Rent	72,506	68,069
Professional services	21,223	18,756
Other	21,570	16,176
Office supplies and expense	9,275	11,328
Insurance	13,139	13,306
Telephone	6,244	8,470
Employer based services	450	1,097
Depreciation	3,267	4,132
Vanpool assistance	21,482	31,730
Professional development	3,079	9,515
Total expenses	\$ 1,048,761	\$ 1,241,496

Funding

Source	FY20
Plan RVA TPO – Carpool Incentive Program	\$135,000
TPO - Congestion Mitigation & Air Quality (CMAQ) Air Pollution Reduction Program T203 FY18	\$155,000
TPO – Congestion Mitigation & Air Quality (CMAQ) Air Pollution Reduction Program T203 FY19	\$510,500
TPO – Congestion Mitigation & Air Quality (CMAQ) Air Pollution Reduction Program T203 FY20	\$509,500 (Executed on 5/15/2020)
Congestion Mitigation & Air Quality (CMAQ) Ozone Alert Non-Attainment T204	\$35,000

TDM Grant- VA Department of Rail & Public Transportation	FY20 Original Grant Total	State	Matching Funds Required
FY20 TDM Operating – Air Pollution Reduction	\$100,000	\$20,000	\$5,000
Regional Vanpool Program		\$60,000	\$15,000

Local Funds	FY20
City of Richmond	\$7,500
Chesterfield County	\$7,500
Henrico County	\$7,500

Audit

RideFinders met all compliance standards for federal, state and local regulations for the Annual Audit conducted by Brown, Edwards & Company, L.L.P. and Virginia Department of Rail and Public Transportation Three-Year Compliance Review conducted by WSP USA.



COMMONWEALTH of VIRGINIA

Jennifer L. Mitchell
Director

Virginia Department of Rail and Public Transportation
600 E. Main Street, Suite 2102
Richmond, VA 23219

Ph: 804-786-4440
Fax: 804-225-3752
Virginia Relay Center
800-828-1120 (TDD)

October 25, 2019

Ms. Von Tisdale, Executive Director
RideFinders
1013 East Main Street
Richmond, Va. 23219

Dear Ms. Tisdale,

The attached report represents the formal conclusion to the DRPT compliance review that was undertaken at RideFinders for the period covering FY2015 to FY2018. We would like to thank the management and staff at RideFinders for their assistance during this compliance review.

As the Commonwealth continues to face significant budget issues, more scrutiny is cast upon the results of the Commonwealth's investment in public transportation. Our compliance review program is part of an integrated DRPT process to ensure that this scrutiny is fully satisfied and that the unmet financial needs of public transportation in Virginia receive strong consideration for further funding. The compliance review tests adherence to the various agreements and policies and procedures that govern the receipt of DRPT controlled funding. Additionally, the review is designed to ensure, if applicable, that RideFinders has properly implemented corrective action for any findings related to previous DRPT Compliance Reviews.

RideFinders had no compliance review findings. If you have any questions regarding this report or the compliance review process, please do not hesitate to contact me or any of my staff.

Sincerely,

William S. Pittard
Chief Financial Officer
Department of Rail and Public Transportation

DRPT.Virginia.gov

Improving the mobility of people and goods while expanding transportation choices.

Compliance and Other Matters

As part of obtaining reasonable assurance about whether RideFinders' financial statements are free from material misstatement, we performed tests of its compliance with certain provisions of laws, regulations, contracts, and grant agreements, noncompliance with which could have a direct and material effect on financial statement amounts. However, providing an opinion on compliance with those provisions was not an objective of our audit, and accordingly, we do not express such an opinion. The results of our tests disclosed no instances of noncompliance or other matters that are required to be reported under *Government Auditing Standards*.

Purpose of this Report

The purpose of this report is solely to describe the scope of our testing of internal control and compliance and the results of that testing, and not to provide an opinion on the effectiveness of the entity's internal control or on compliance. This report is an integral part of an audit performed in accordance with *Government Auditing Standards* in considering the entity's internal control and compliance. Accordingly, this communication is not suitable for any other purpose.

CERTIFIED PUBLIC ACCOUNTANTS

Newport News, Virginia
October 6, 2020