

January 2024 Recap

KICK\$TART YOUR CARPOOL

a pilot carpool program sponsored by RideFinders that **PAYS** you for carpooling to and from work!

Earn up to \$300 dollars for carpooling to and from work!
www.ridefinders.com

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2023 Review

Recorded Trips by Mode

- Carpool - 5,627
- Vanpool - 4,567
- Transit - 14,916
- Bike - 1,676
- Walk - 1,150
- Telework - 3,071

1,061,505 - Reduced Vehicle Miles Traveled (VMT)

Match Made Challenge
 Promoted our Second Annual Caring Commutes Challenge in February which resulted in 45,258 reduced vehicle miles traveled and 626 transit trips recorded.

Transit Thursday
 Enjoy a sweet treat with a friend on your transit!

Continued promoting and supporting transit.

Launched our inaugural Match Made Challenge to encourage carpoolers and vanpoolers to record their commutes during March Madness.

Continued working with area employers to discuss our free programs and services.

Hosted the Chesapeake Chapter of the Association for Commuter Transportation for a well attended event in Leesville.

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.

804.643.7433 (RIDE)
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We had a great time celebrating #transit and #rail at Virginia Transit Association's Big BBQ Bash evening reception at Main Street Station last night. 🍴

2023 Impact of Transit & Rail in Virginia

2024 Transit & Rail Economic, Bus & High Speed Rail Summit

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VA State Police

VA State Police

VA State Police

By the Numbers



ACTIVE CLIENTS *9,994*



TRANSIT TRIPS RECORDED *1,243*



VANPOOL TRIPS RECORDED *452*



CARPOOL TRIPS RECORDED *671*



BIKE TRIPS RECORDED *94*



TELEWORK TRIPS RECORDED *221*

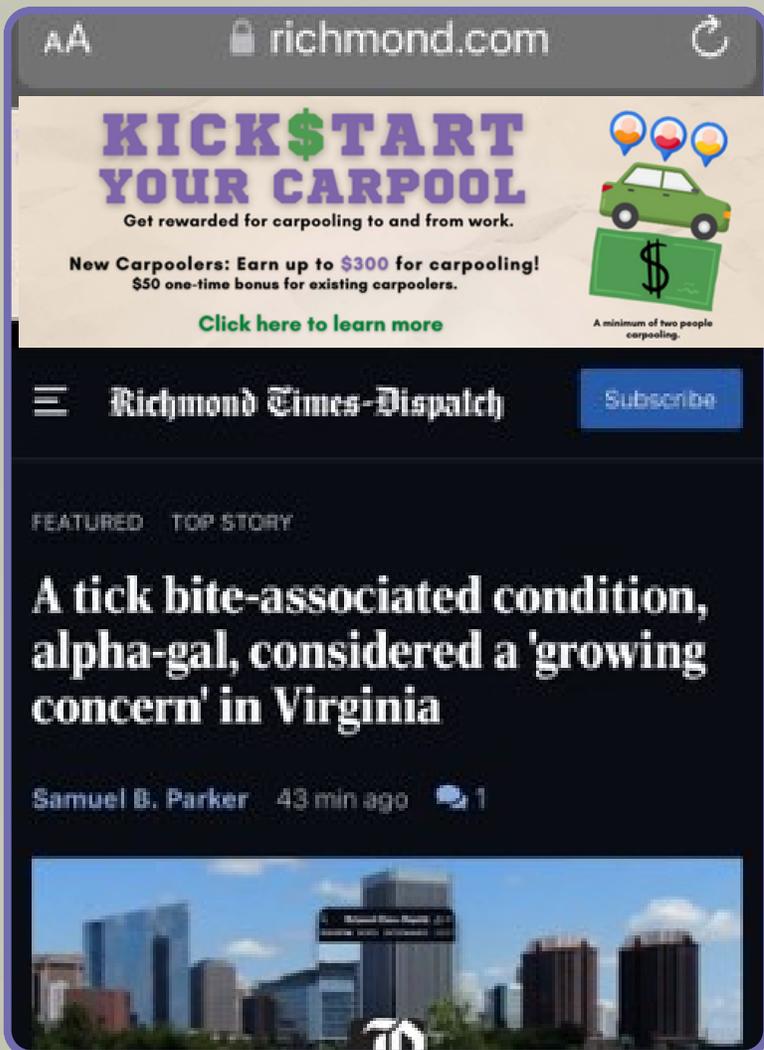


WALK TRIPS RECORDED *161*

2,932 Reduced Car Trips ● 72,924 Reduced Vehicle Miles Traveled
\$48,860 Money Saved ● 32,327 Calories Burned

Kick\$tart Your Carpool

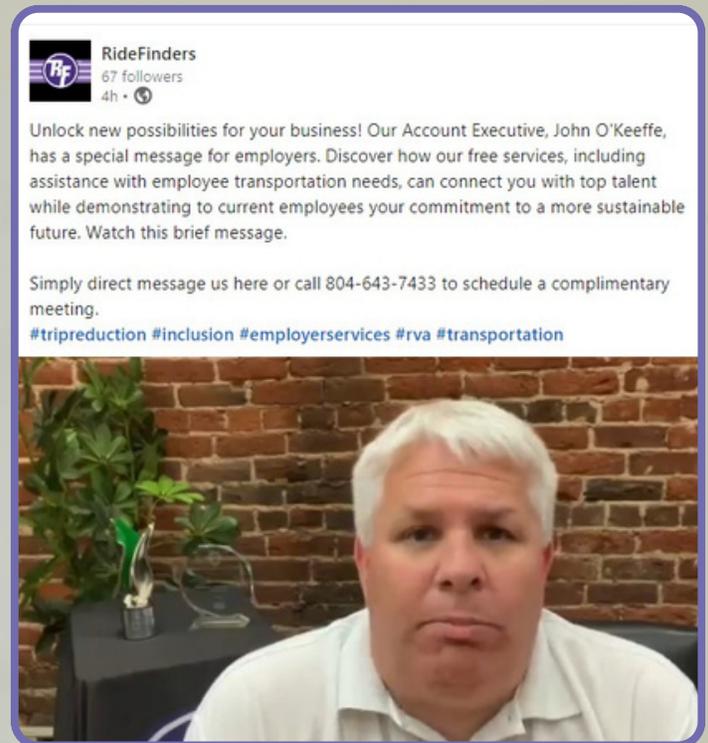
- Launched the Kick\$tart Your Carpool pilot program designed to encourage starting or joining new carpools by providing \$50 for each calendar month a new carpooler records the minimum number of required carpool commutes.
- Utilized digital advertising, radio, print, social media and outreach opportunities to promote the program.
- Partnered with the Virginia Hispanic Chamber of Commerce to spread the word about the program.



Sharing important information and updates to commuters and the community!

Outreach

- Welcomed two new Employee Transportation Coordinators (ETCs) from Legend Property Management and the Virginia Hispanic Chamber of Commerce respectively.
- Shared our Public Service Announcement (PSA) entitled, "We're RideFinders, of course..." which capitalized on a social media trend.
- Shared a video starring John O'Keeffe, Account Executive, discussing our free employer services.
- Provided the Virginia Department of Housing and Community Development with our collateral material to include in new employee hire packets.



Employer Services Benefits

Free on-site services to help set-up commuter programs and ridesharing incentives.

Attract and retain talent.

Help reduce your company's carbon footprint.

Community Engagement

- Assisted in delivering bus schedules to area businesses, libraries and governmental agencies.
- Partnered with Commute with Enterprise to start three new vanpools - Chester to Fort Belvoir, Glen Allen to Fort Belvoir and Newport News/Williamsburg to Defense General Supply.
- Shared a new series, Why Carpool? with Commander Carpool, to positively reinforce carpooling as a viable transportation option while addressing the “barriers” to carpooling.

RideFinders @teamridefinders · Jan 19

📢 We don't know who needs to hear this, but we can help you find a #carpool partner and help you get rewarded too! 🚗 It's a WIN-WIN: bit.ly/3Nv3Ak7
#kickstartyourcarpool #CarpoolCommunity #FridayFeeling #FridayFunDay



WHY CARPOOL? WITH COMMANDER CARPOOL

PERSONALIZED MATCHING

We help you find potential carpool partners that best suit your commute. Even if you don't have a vehicle!

www.ridefinders.com

RideFinders @teamridefinders · 5h

📢 We're excited for all things TRANSIT! Recently, Team RideFinders helped deliver transit schedules to area businesses, libraries and organizations in various communities in #rva 🗺️ #outandabout #discovertransit #mondaymotivation



Recruiting Vanpool Riders

Recruiting riders for the following five routes: Chester to Fort Belvoir, Newport News to Downtown Richmond, Newport News to the Defense General Supply (Bellwood), Suffolk to Defense General Supply (Bellwood) and Stafford to Fort Gregg-Adams. Contact [Brigitte Carter](mailto:Brigitte.Carter@ridefinders.com) at 804-474-9904 or brigitte.carter@ridefinders.com for more information on these vanpool routes.

Recruiting riders for the Newport News to Richmond route leaving the Target at 12130 Jefferson Ave., Newport News at 6:10 am with arrival in Richmond (East Broad St.) at 7:15 am. The van leaves Richmond at 4:45 pm with arrival back in Newport News at 5:50 pm. Contact [John O'Keefe](mailto:John.O'Keefe@ridefinders.com) at 804-474-9903 or john.o'keefe@ridefinders.com for more information on this vanpool.