

AWARDS & ACCOLADES

2026 Virginia Transit Association (VTA) Outstanding Public Transit Marketing Award: Collaboration for the Count It. Change It. marketing campaign.

2026 Richmond Chapter of the Public Relations Society of America, Commonwealth Award WINNER in the Environmental Sustainability Communications category for the Count It. Change It.: Cost Calculator Activated campaign.

2026 Richmond Chapter of the Public Relations Society of America, Capital Award Finalist in the Social Media (Organic – no paid advertising) category for our Monday Mug Moment.

2026 Richmond Chapter of the Public Relations Society of America, Capital Award Finalist in the Website category for our Website Redesign.

2025 Chesapeake Chapter, Association for Commuter Transportation (ACT), Transportation Demand Management (TDM) Collaboration and Cooperation Award for the Count It. Change It. campaign.

2025 Richmond Chapter of the Public Relations Society of America, Capital Award Winner in the Social Media – Organic Efforts category for Why Carpool? with Commander Carpool.

2025 Richmond Chapter of the Public Relations Society of America, Capital Award Finalist in the Newsletters category for RideFinders News newsletter.

2024 Award of Excellence, Richmond Chapter of the Public Relations Society of America, Capital Award which recognizes outstanding public relations tactics, in the Social Media: Organic category for the “Second Annual Caring Commutes Challenge.”

2024 Award of Merit, Richmond Chapter of the Public Relations Society of America, Commonwealth Award which recognizes exceptional public relations programs or campaigns, in the Shoe String Budget category for “Be the CEO of Your Commute and Vanpool” Campaign.

2024 Virginia Transit Association (VTA) Outstanding Transit Marketing Award (TDM) for the “Be the CEO of Your Commute and Vanpool” Campaign.

John O’Keeffe – recognized by the Virginia Transit Association (VTA) as a recipient of the 2024 TDM Employee Unsung Hero Award.



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2023 Award of Excellence, Richmond Chapter of the Public Relations Society of America, Commonwealth Award - Public Service Category for the "RideFinders: Cultivating a Culture of Storytelling" Initiative.

2023 Communitas Award, Excellence in Corporate Responsibility/ Ethical and Environmental Responsibility /Green Initiatives for the "RideFinders: Cultivating a Culture of Storytelling" Initiative.

Brigitte Carter – 2022 Chesapeake Chapter, Association for Commuter Transportation (ACT), Behind the Scenes TDM Champion.

2022 Award of Merit, Richmond Chapter of the Public Relations Society of America, Commonwealth Award - Public Service Category for the "Ways We Go: Youth Sustainability Outreach" Campaign.

2022 Award of Merit, Richmond Chapter of the Public Relations Society of America, Commonwealth Award - Shoestring budget \$5,000 or less Category for the "It's A Green Thing" Campaign.

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.

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.



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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.

2021 Communitas Leadership Award, Community Service and Corporate Social Responsibility Category for the “Celebrate Earth Day, Every Day” Clean Air Campaign.

2020 Chesapeake Chapter, Association for Commuter Transportation (ACT), Best Online/Social Media Marketing Campaign, for the “Celebrate Earth Day, Every Day” Clean Air Campaign.

Cherika Ruffin – recognized by the Virginia Transit Association (VTA) as a recipient of the 2020 Transit/TDM Employee Unsung Hero Award.

Jekeima Taylor – recognized by Association for Commuter Transportation (ACT) as a 2020 recipient of the prestigious 40 Under 40 Awards.

2020 Association for Commuter Transportation (ACT) National Commuting Option Award -Vanpooling for the “Fall in Love with Vanpooling” program.

2019 U.S. Environmental Protection Agency (EPA) Clean Air Award of Excellence in the Transportation Efficiency Innovations category for the project, “RideFinders Commute Green Summer Challenge.”

2019 Best Print Marketing Campaign, Chesapeake Chapter, Association for Commuter Transportation (ACT), for the project “Burn, Calories, Not Gas Bike Challenge.”

2019 Award of Merit, Richmond Chapter of the Public Relations Society of America (PRSA), Shoe-String Budget category for the project “RideFinders Commute Green Summer Challenge.”

2018 Outstanding Marketing Campaign (under \$2,500), Chesapeake Chapter, Association for Commuter Transportation (ACT), for the project “RideFinders Commute Green Summer Challenge.”



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2018 Platinum Winner, Hermes Creative Awards, (Strategic Programs, Communication/Marketing Campaign category), for the project “The Butterfly Effect: Celebrating RideFinders Programs & Services.”

2018 Platinum Winner, Hermes Creative Awards, (Social Media, Social Media Campaign category), for the project “The Butterfly Effect: Celebrating RideFinders Programs & Services.”

Finalist, 2018 Marketing and Outreach – TMA, Association for Commuter Transportation (ACT) International Awards.

2017 Outstanding Marketing Campaign (over \$2,500), Chesapeake Chapter, Association for Commuter Transportation (ACT), for the project “The Butterfly Effect: Celebrating RideFinders Programs & Services.”

2014 Outstanding TMA Award, Association for Commuter Transportation (ACT) International Award.

2013 Award of Merit, Richmond chapter of the Public Relations Society of America (PRSA), Integrated Communications Category for the project “Fall in Love with Vanpooling Starring Vanity Vanpool.”

2013 Award of Merit, Richmond chapter of the Public Relations Society of America (PRSA) Community Relations Category for the project “Satellite Office: RideFinders Partners with Chesterfield Towne Center.”

2013 Award of Merit, Richmond chapter of the Public Relations Society of America (PRSA), Research Evaluation Category for the project “Making an Impact: An Evaluation of RideFinders’ FY 2012 Transportation Demand Management Program.”

2012 Award of Merit, Richmond chapter of the Public Relations Society of America (PRSA), (Commonwealth Award- Integrated Communications Category)- for the project “Making an Impact: RideFinders Turns 30!”

2012 Award of Merit, Richmond chapter of the Public Relations Society of America (PRSA), (Commonwealth Award-Marketing Consumer Services Category)- for the project “Safety Net: Revamping the Emergency Ride Home Program.”



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2012 Award of Merit, Richmond chapter of the Public Relations Society of America (PRSA), (Capital Award- Publications Category)- for the project "Limited Edition Team RideFinders 2012 Calendar."

2012 City of Richmond, Department of Economic and Community Development, The Transportation Award.

2012 Gold Award, Hermes Creative Awards, (Special Event Category)- for the project "30th Anniversary & Open House Celebration."

2012 Gold Award, Aurora Awards, for the project "Falling in Love with Vanpooling."

2012 Honorable Mention, Hermes Creative Awards, (Communication Campaign Category)- for the project "RideFinders Revamps Emergency Ride Home Program."

2012 Gold Award, MarCom Awards (Communications/Public Relations/Special Event Category)-for the project "RideFinders 30th Anniversary & Open House Celebration."

2012 Honorable Mention, MarCom Award, (Marketing/Promotion/Materials/Calendar Category)- for the project "2012 Limited Edition Team RideFinders Calendar."

2011 Third Place, Association for Commuter Transportation (ACT) International Award, (Marketing and Outreach Category)- for the project "Telework Tech: Promoting Telework."

2011 Third Place, Association for Commuter Transportation (ACT) International Award, (ETC Champion category), Cathy Kercheval, Benefit Consultant VCU Health Systems, VCU Medical Center.

2011 Award of Merit, Richmond Chapter of the Public Relations Society of America, (Marketing Business to Business Category), for the project "Telework Tech: Promoting the Telework!VA Business Incentive Program."

2011 Gold Award, Hermes Creative Awards, (Special Events Category), for the project "Go Green. Get Green. Telework Richmond Event."

2011 Gold Award, Hermes Creative Awards, (Communication Campaign Category), for the project "Telework Tech: Promoting the Telework!VA Business Incentive Program."



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2011 Honorable Mention, Hermes Creative Awards, (Publications/Brochure Category), Emergency Ride Home Brochure.

2010 Association for Commuter Transportation (ACT) Chesapeake Chapter's Outstanding TDM Program, for the project "Get the Scoop on Bike Commuting."

2010 Girl Scout Commonwealth Council of Virginia's The Commonwealth Award, Corporate Partner for The Telework!VA Program.

2008 Association for Commuter Transportation (ACT) Chesapeake Chapter, Outstanding TDM Incentive Program, for the project "Chick-fil-A Match the Code and Win Promotion."

2008 International Association for Business Communicators (IABC) Best in Virginia Award of Merit, for the project "The Air We Share Project with Theatre IV."

2008 IABC Best in Virginia Award of Excellence, for the project "Chick-fil-A Match the Code and Win Promotion."

2008 Association for Commuter Transportation (ACT) International Conference Creative Excellence Award, for the project "Team RideFinders Campaign."

2005 Outstanding TDM Program, Association for Commuter Transportation (ACT) Chesapeake Chapter, for the project "Clean Air Campaign Bike Challenge."

2004 Outstanding Marketing Campaign, Association for Commuter Transportation (ACT) Chesapeake Chapter, for the project "Get Aware of Your Air."

