

# RideFinders Annual Report Fiscal Year 2015 (July 2014 – June 2015)

**INTRODUCING REAL-TIME CARPOOL RIDEMATCHING!**

RideFinders offers real-time carpool ridematching with interested commuters in your area who share similar work locations and hours. This new ridematching system allows you to log and track your commute trips, while keeping your profile updated in real time, all at the click of a button! It's free, fast, easy, and convenient! Visit [ridefinders.com](http://ridefinders.com) today!

**RIDEFINDERS HAS BEEN MATCHING PEOPLE TO CARPOOLS FOR 32 YEARS!  
JOIN A RIDEFINDERS CARPOOL TODAY!  
804-643-RIDE (7433)  
RIDEFINDERS.COM**

**COMMANDER CARPOOL**

**Benefits of Carpooling:**

- **Economical.** Save Money on commuting expenses including gas, tolls, and parking.
- **Eco-friendly.** Improve air quality by reducing vehicle emissions. Each person in your carpool takes another car off the road.
- **Flexible.** Carpool every day or three days a week. Choose the option that works best for you.
- **Convenient.** The Emergency Ride Home program provides a safety net in the event of an emergency or having to work late for registered commuters who carpool at least three days a week.

**RF**

**SUPERIOR TRANSPORTATION CHOICES**  
RIDEFINDERS IS A DIVISION OF

**EMERGENCY RIDE HOME PROGRAM**

RideFinders offers commuters a safety net to ease worries of being stranded when ridesharing or using public transportation. You can feel comfortable carpooling, vanpooling, riding the bus, or biking to work, knowing that you will have a ride home or to your vehicle if an emergency occurs.

For more information about the Emergency Ride Home (ERH) program, call (804) 643-7433, visit [ridefinders.com](http://ridefinders.com), or stop in the Commuter Store located at 1013 East Main Street in downtown Richmond.

**INTRODUCING RIDE RESCUER**

**RF**

**SUPERIOR TRANSPORTATION CHOICES**  
[ridefinders.com](http://ridefinders.com) | 804 643-RIDE (7433)

RIDEFINDERS IS A DIVISION OF GRTC TRANSIT SYSTEM

*Fall in Love*  
WITH **VANPOOLING**

**VANITY VANPOOL**

**IN 2012, CENTRAL VIRGINIA VANPOOLERS REPORTED SAVING \$200 A MONTH.**

**NEW VANPOOLS ARE BEING FORMED RIGHT NOW!**

**CALL RIDEFINDERS 804-643-RIDE (7433)**  
It is FREE to register to join a vanpool!

**RF**

**SUPERIOR TRANSPORTATION CHOICES**  
[ridefinders.com](http://ridefinders.com)

# Report Documentation

**Title:**

RideFinders Report FY2015

**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 budget.

**Report Date:**

November 2015

**Organization Name, Address & Telephone:**

RideFinders, a division of GRTC Transit System  
1013 East Main Street  
Richmond, VA 23219  
804.643.7433  
[www.ridefinders.com](http://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 assists with charting strategic direction for RideFinders and has demonstrated interest in the agency's activities, but does not micromanage tactical day-to-day operations. RideFinders maintains a substantially independent operation within the parameters defined for the agency by GRTC. GRTC provides RideFinders with substantial operational and marketing support in the manner of outside consultants or vendors. Currently, the Bylaws are in the review and revision process.

## **Board of Directors**

George Braxton President/Chair (City of Richmond)

Daniel K. Smith Vice-President/Vice-Chair (Chesterfield County)

James M. Johnson Secretary/Treasurer (City of Richmond)

Gary Armstrong Director (Chesterfield County)

Reginald E. Gordon, Esq. Director (City of Richmond)

David W. Mathews Director (Chesterfield County)



# Introduction

## **RIDEFINDERS ADVISORY BOARD:**

The RideFinders Advisory Board (RAB) provides policy guidance regarding program management including organizational development, strategic planning, program budgeting and funding, program development, program implementation, coordination, supervision, and special task-oriented discussions. The RAB reviews the annual work program, provides input, monitors budgets and implementation progress, evaluates program results, suggests changes for more efficient and/or effective operation, and oversees the administration of the RideFinders program.

### **Voting members of RAB**

Ian Millikan, Chair, Chesterfield County  
Todd Eure, Vice-Chair, Henrico County  
Chris Arabia, VA Department of Rail & Public Transportation  
Christopher Nicholas, Crater Planning District Commission  
Ken Lantz, Richmond Regional Planning District Commission  
Daniel Salkovitz, VA Department of Environmental Quality  
Stephanie Phillips, Greater Richmond Chamber of Commerce  
City of Richmond – VACANT (formerly Vickey Badger)

### **Nonvoting members of RAB**

Ivan Rucker, Federal Highway Administration  
Clinton Edwards, GRTC

## **SERVICE AREA:**

RideFinders serves seven counties and five towns or cities with a combined area of approximately 2,181 square mile and a population of just under one million people. The service area includes: City of Richmond, City of Hopewell, City of Petersburg, Charles City County, Town of Ashland, City of Colonial Heights, Chesterfield County, Goochland County, Hanover County, Henrico County, New Kent County and Powhatan County.



# Introduction continued

## **OVERVIEW:**

In 1981, the Richmond Area MPO (now TPO) and the Greater Richmond Chamber of Commerce established COMPOOL, a non-profit ridesharing program. In 1985, COMPOOL's name changed to RideFinders, and in 1998, the RideFinders organization came under the management of GRTC Transit System (GRTC) and remains today as a division of GRTC.

RideFinders promotes commute options and employer programs to increase the use of transit, vanpools, carpools, biking, walking, telework and flexible work schedules. RideFinders works with residents, workers and employers in the Richmond Region to help increase the efficiency of our transportation infrastructure, improve the air we breathe, enhance the quality of life, and sustain a healthy economy.

## **STAFF:**

There are six (6) staff members. This includes: one Executive Director, one program manager, two account executives, one customer relationship specialist, and one client services specialist.

## **FUNDING:**

Funding is provided through the Richmond Regional Transportation Planning Organization (RRTPO) with Congestion Mitigation & Air Quality (CMAQ) funds, the Virginia Department of Rail and Public Transportation (VDRPT), the City of Richmond, Chesterfield County, Henrico County, and the Crater Planning District Commission. VDRPT 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.



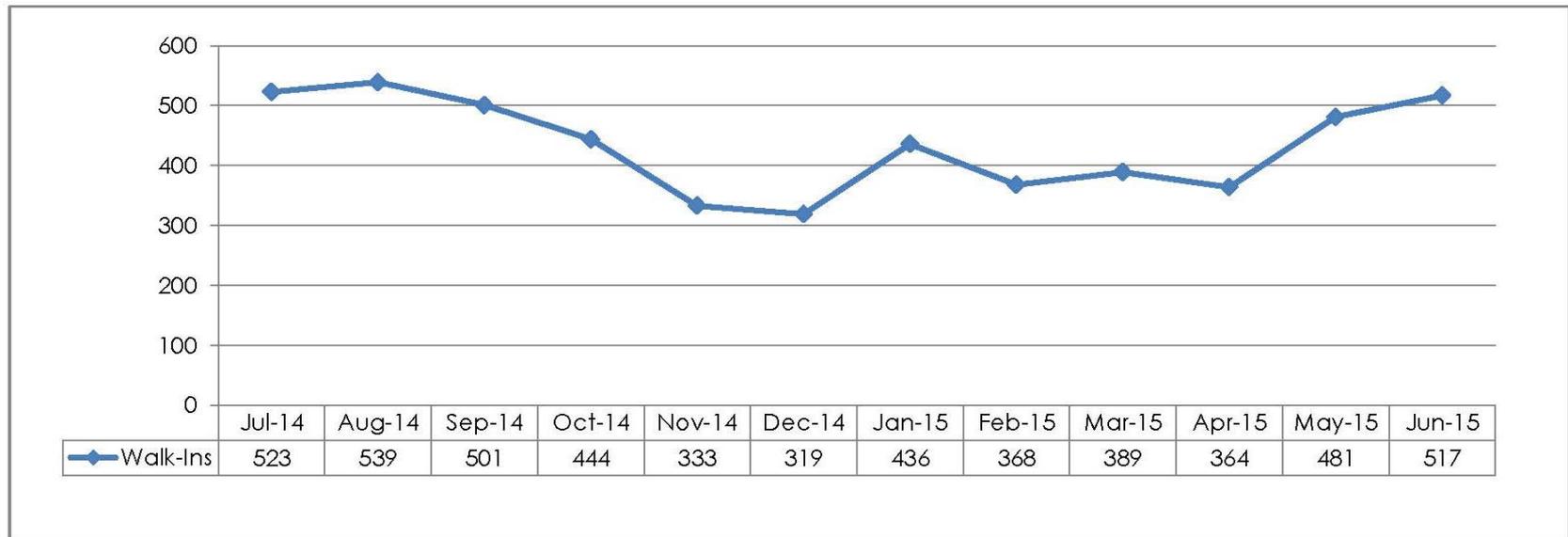
# Commuter Store

## Snapshot of What We Do:

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 and other activities.

The chart below shows the Commuter Store walk-in activity.

### Commuter Store Walk-In Customers

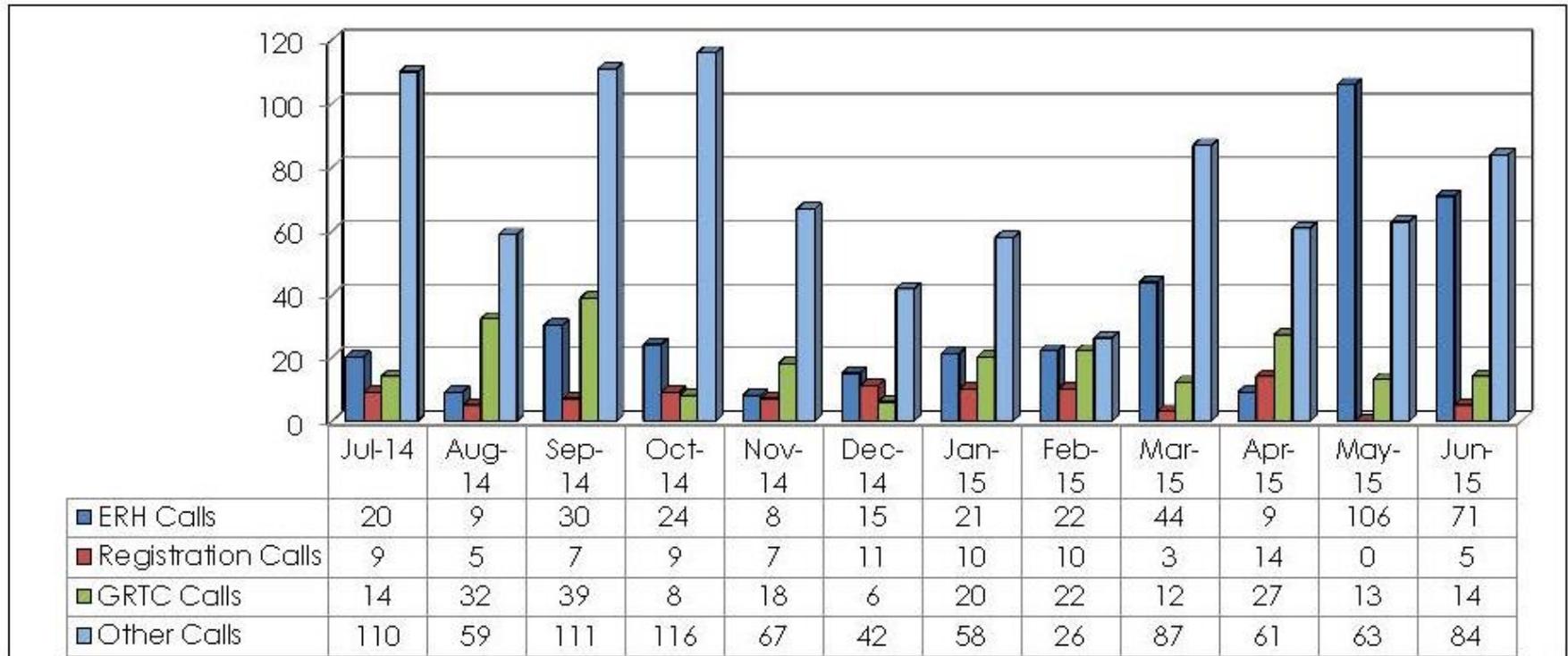


# Commuter Store

## Snapshot of What We Do:

The chart below shows the call activity.

### Customer Call Types

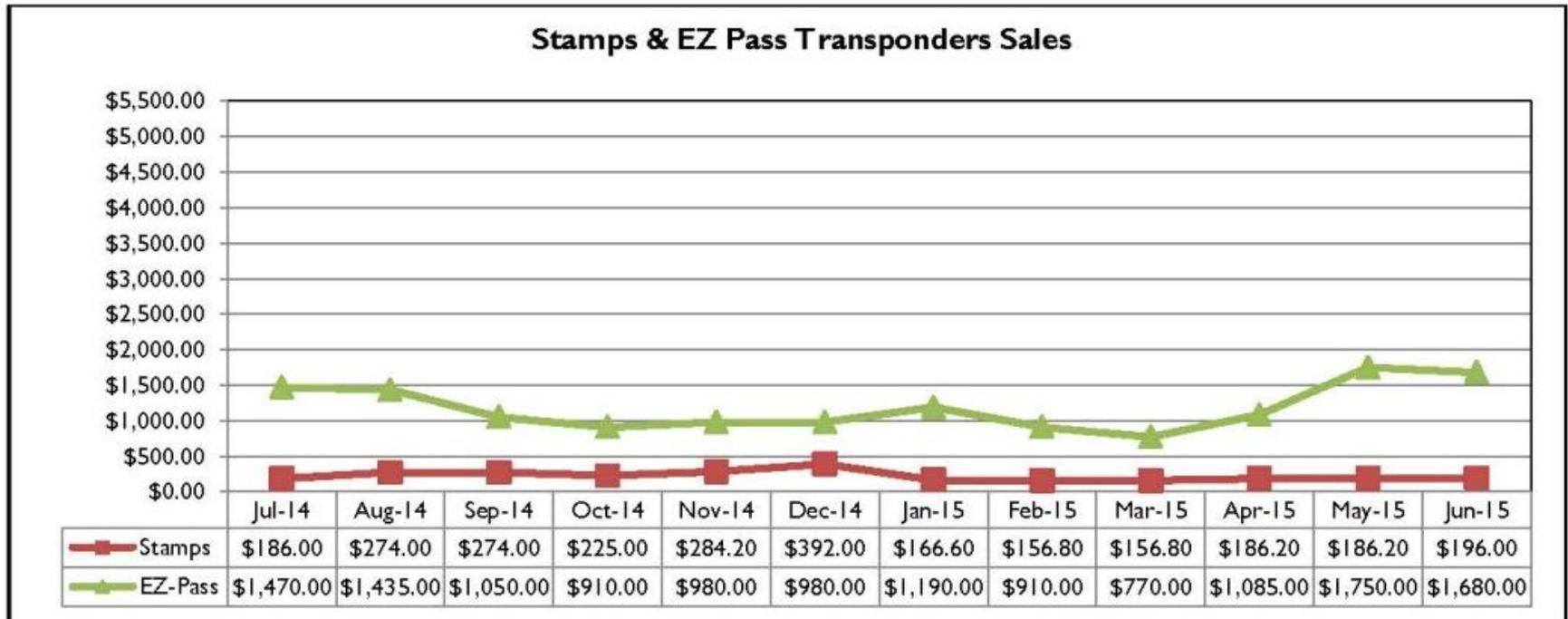


# Commuter Store Sales

## Snapshot of What We Do:

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.

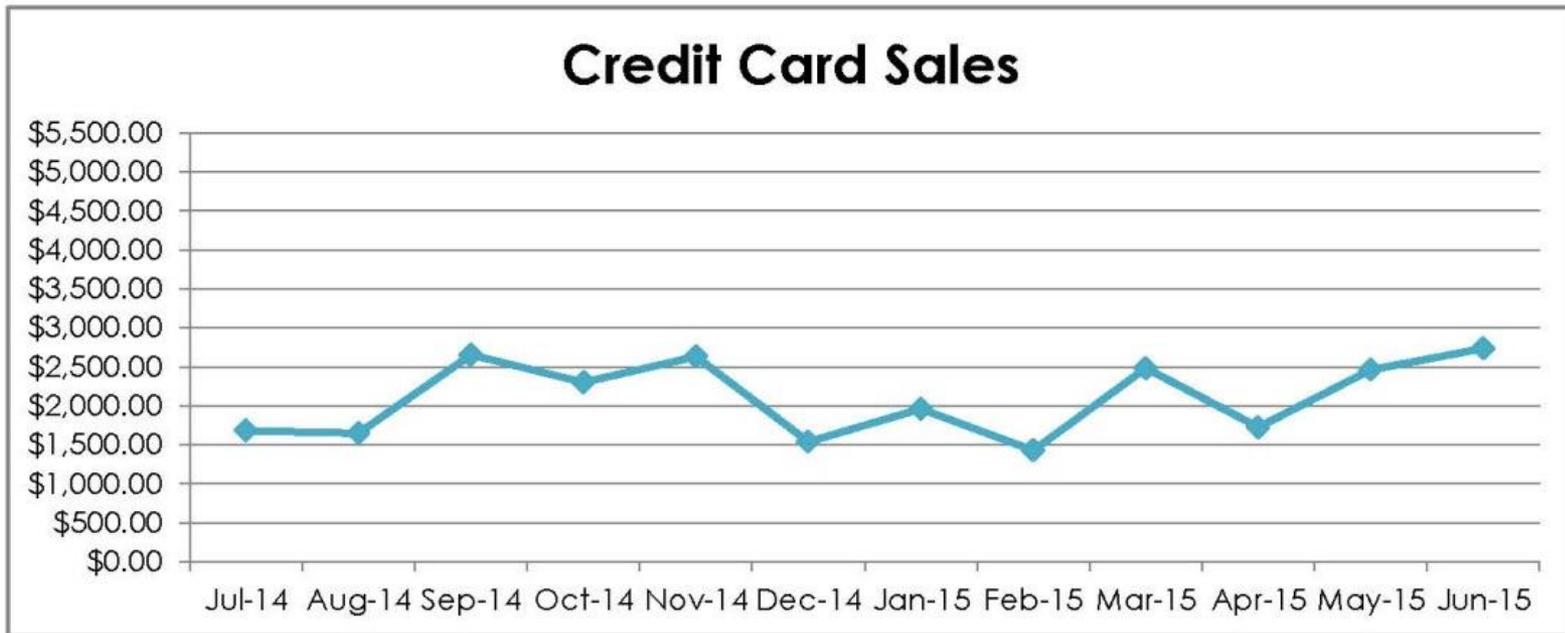


# Sales

## Snapshot of What We Do:

RideFinders also provides customers the ability to use credit cards for their transit fare media, commuter store novelty items or stamp purchases. In previous market research conducted by Southeastern Institute of Research (SIR), commuters cited the ability to use credit cards for in-store purchases as one recommendation to make their experience more enjoyable. RideFinders charges a 3% convenience fee.

The graph below is representative of credit card sales. *Please note these number are also captured in other sales data.*



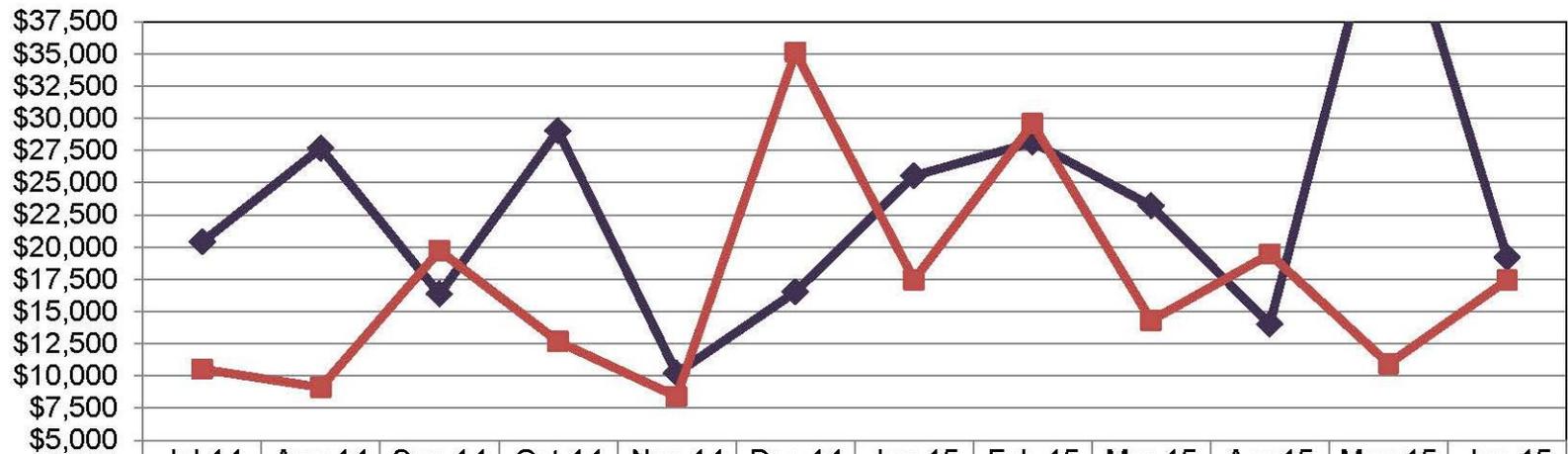
# Sales & Outreach

## Snapshot of What We Do:

RideFinders sells GRTC transit media (Go Cards and CARE tickets for paratransit services) and vanpool vouchers for vanpool riders. The Go Cards are purchased by individual commuters and by employers enrolled in the Commuter Choice program. Human service agencies are also allowed to purchase \$1.50 and \$3.00 transit Go Cards. The vanpool vouchers are purchased only through employers.

The graph below is representative of sales of transit media sales and vanpool vouchers.

### Transit Media Sales & Vanpool Vouchers



	Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15
◆ Transit Media	\$20,399	\$27,682	\$16,370	\$29,015	\$10,204	\$16,524	\$25,540	\$28,144	\$23,227	\$14,008	\$49,255	\$19,191
■ VP Voucher	\$10,525	\$9,105	\$19,725	\$12,670	\$8,405	\$35,119	\$17,460	\$29,585	\$14,315	\$19,448	\$10,944	\$17,424



# Sales & Outreach

## Snapshot of What We Do:

The Commuter Choice program permits employers to offer employees a tax-free benefit to commute to work by bus or vanpool via an employer-paid benefit, an employee paid pre-tax benefit, or a share-the-fare benefit. RideFinders has assisted over 52 companies in developing, implementing and maintaining such programs. In addition, RideFinders has enrolled 26 companies in GRTC's electronic swipecard program. Below are current commuter choice participants:

**Office of the Inspector General**  
**Virginia Department of Small Business & Supplier Diversity**  
**Federal Bureau of Alcohol, Tobacco & Firearms**  
**Chippenham-Johnston Willis Hospital**  
**Federal Reserve Bank**  
**City of Richmond**  
**Federal Highway Administration**  
**4th Circuit Court of Appeals**  
**LeClair Ryan**  
**University of Richmond**  
**Williams Mullen**  
**VCU Health System**  
**VCU School of Dentistry**  
**Virginia Department of General Services**  
**Virginia Department of Environmental Quality**  
**House of Delegates**  
**Office of the Attorney General**  
**Senate of Virginia**  
**State Corporation Commission**  
**U.S. Department of Housing & Urban Development**  
**Virginia Department of Taxation**  
**Virginia Board for People with Disabilities**  
**Virginia Department of Agriculture & Consumer Services**

**Virginia Department of Education**  
**Virginia Department of Juvenile Justice**  
**Virginia Department of Medical Assistance Services**  
**Virginia Department of Transportation**  
**Virginia Employment Commission**  
**Virginia Department of Forensic Science**  
**Virginia Department of Conservation & Recreation**  
**Virginia Department of Housing & Community Development**  
**Virginia Department of Mental Health, Mental Retardation and Substance Abuse Services**  
**Virginia Worker's Compensation**  
**Virginia Department of Social Services**  
**Virginia Lottery**  
**Virginia State Bar**  
**Virginia Retirement System**  
**Virginia State Police**  
**Library of Virginia**  
**Virginia Department of Rail and Public Transportation**  
**Virginia Department of Health**  
**Virginia Department of Business Assistance**  
**Hilton Garden Inn**  
**Davenport & Company LLC**  
**Virginia Department of Criminal Justice Services**



# Sales & Outreach

## **Snapshot of What We Do:**

Human Service agencies purchase transit fare media for their constituents.

### **2nd Presbyterian**

**Capital Area Health Network**

**Caritas**

**Christ Ascension Episcopal Church**

**Commonwealth Catholic Charities**

**Communities in Schools**

**Crossover Ministry**

**Daily Planet**

**Department of Corrections**

**East End Fellowship**

**Greater Richmond SCAN**

**Henrico Mental Health**

**Henrico Probation and Parole**

**Homeward**

**Legal Aid Justice Center**

**Minority Health Consortium**

**Neighborhood Resource Center**

**Offender Aid & Restoration**

**Richmond Public Schools**

**Rubicon**

**Senate of Virginia**

**Senior Connections**

**Sixth Mt. Zion Baptist Church**

**Temple Beth El**

**The Counseling Center**

**The Gray Haven**

**Trojan Labor**

**VA Dept. of Corrections**

**VCU Medical Center Coordinated Care**

**Virginia College**

**Virginia Homeless Program**

**Virginia School of Nursing**

**Virginia Supportive Housing**

**William Byrd (now closed)**

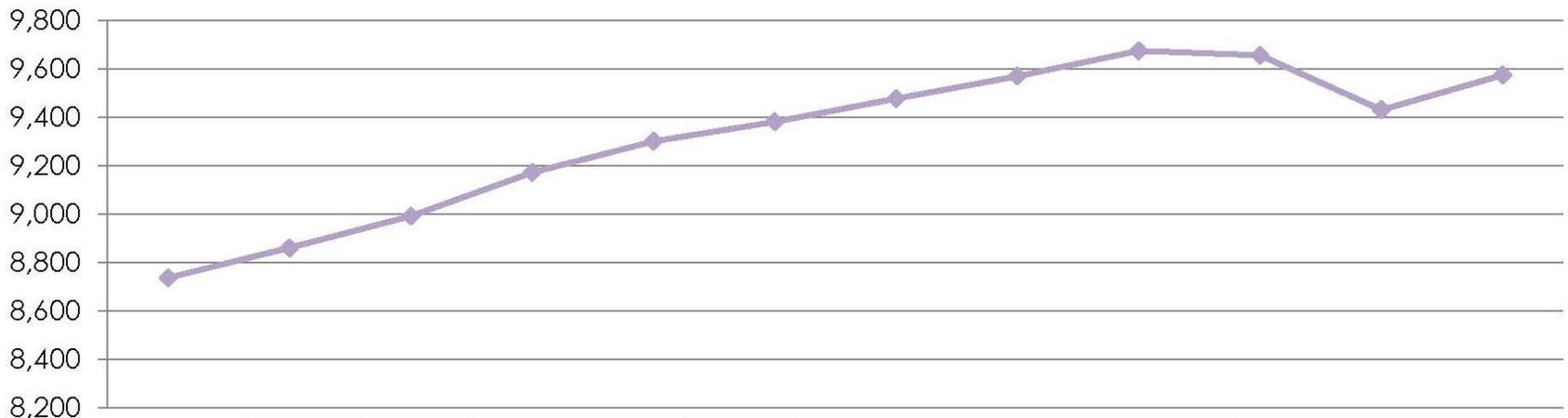


## Snapshot of What We Do:

RideFinders utilizes the GreenRide ridematching system to track all registered clients.

**Net increase of 950 registered clients over FY14 (8,625 registered clients).**

### Registered Clients



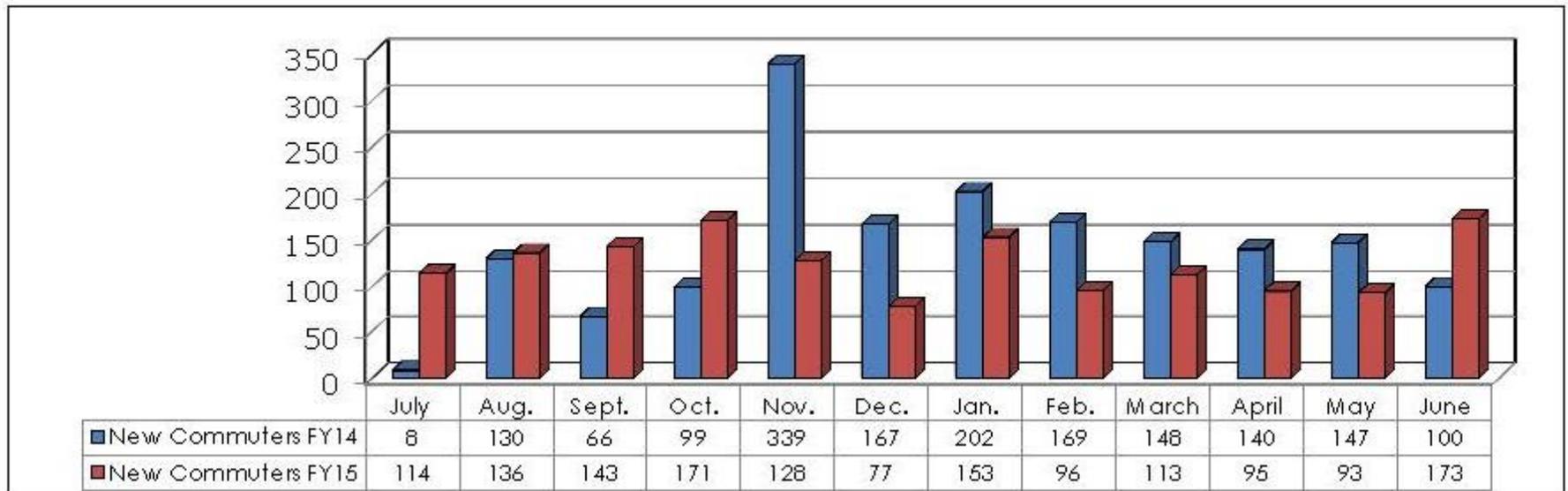
	Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15
Clients Registered	8,737	8,861	8,992	9,173	9,301	9,382	9,478	9,571	9,676	9,657	9,432	9,575

## Snapshot of What We Do:

RideFinders continues to work closely with all levels of employers, colleges and universities and commuters alike to help them understand the benefits and importance of carpooling, vanpooling, teleworking, transit and walking and biking.

There were a total of 1,715 new commuter registrations in FY14 and a total of 1,492 total new commuter registrations for FY15.

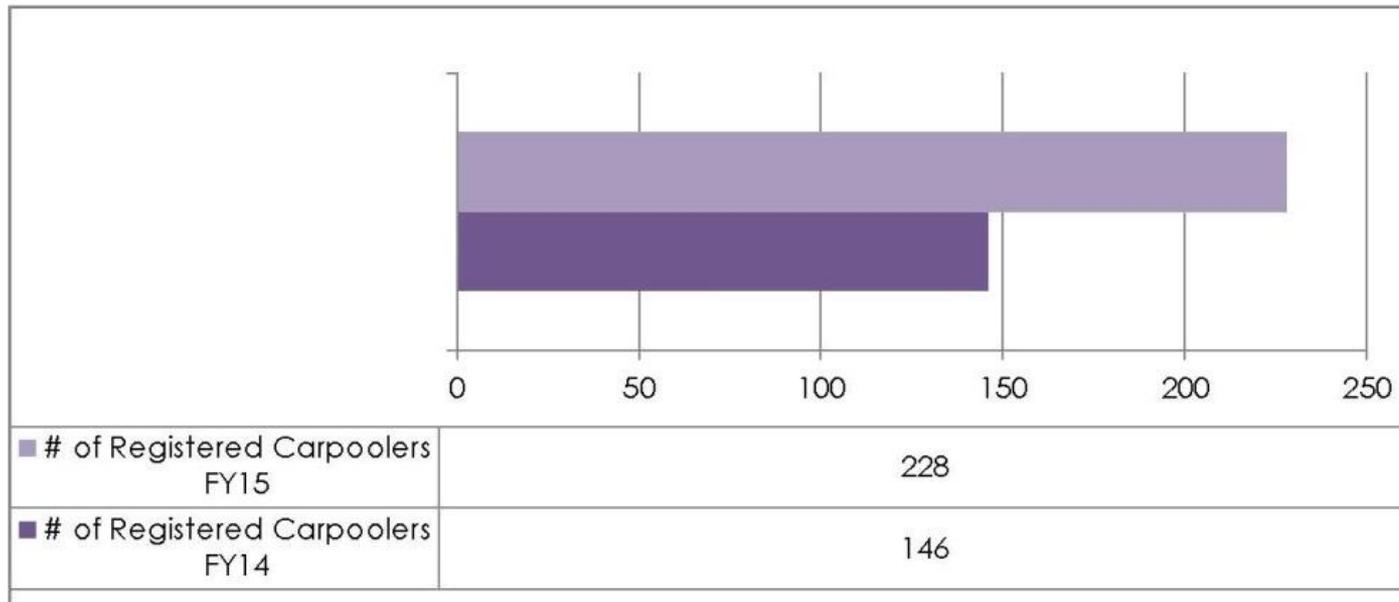
## New Commuters in GreenRide Ridematching System



## Snapshot of What We Do:

Registered carpoolers is the number of clients that say they carpool to work. Registered carpools is the number of carpools that have registered in Greenride. Each person in the carpool must register and verify their carpool information in order to be considered a registered carpool by the system.

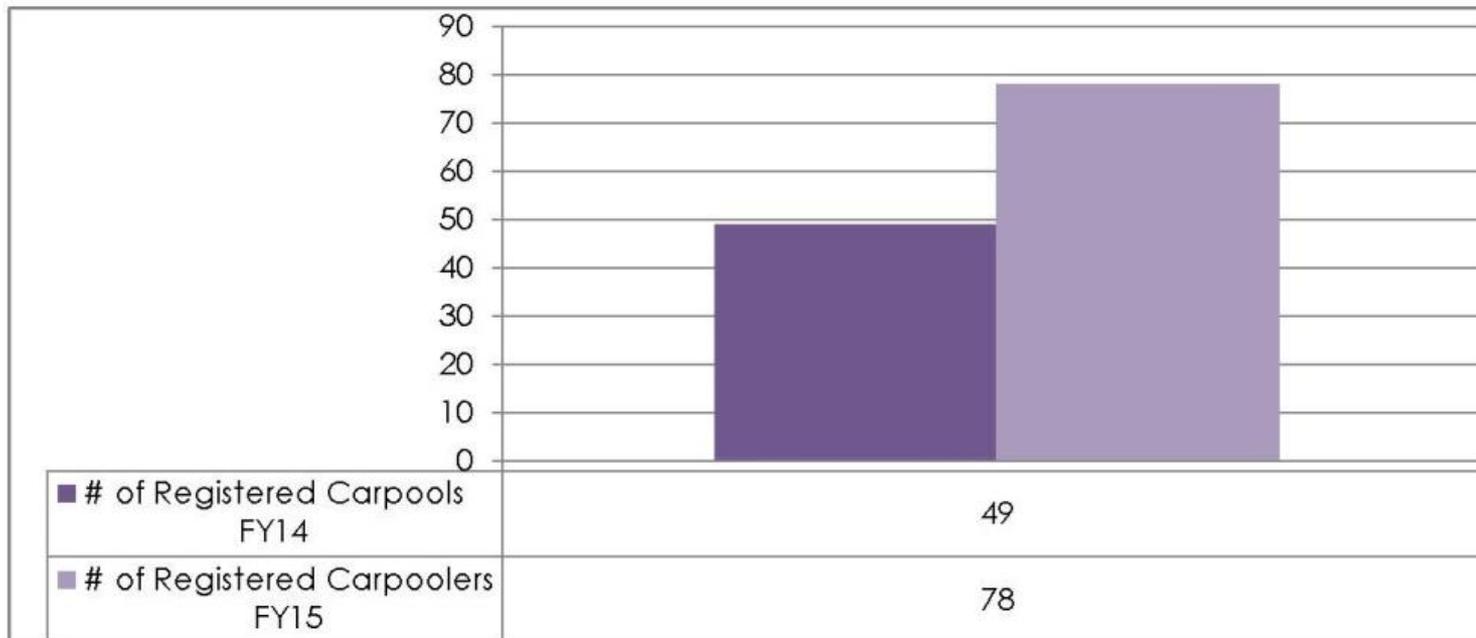
### Registered Carpoolers



## Snapshot of What We Do:

Registered carpoolers is the number of clients that say they carpool to work. Registered carpools is the number of carpools that have registered in GreenRide. Each person in the carpool must register and verify their carpool information in order to be considered a registered carpool by the system.

### Registered Carpools

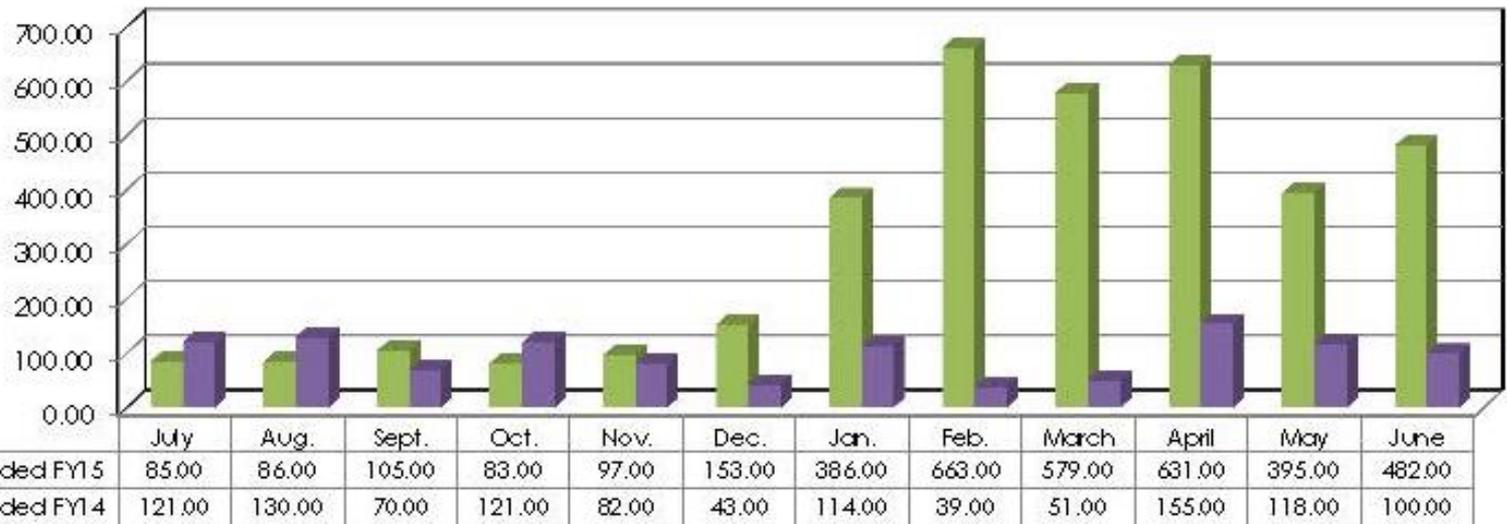


# GreenRide

## Snapshot of What We Do:

The trips recorded in GreenRide and vehicle miles reduced/saved have direct correlations. From FY14 to FY15, the number of trips recorded and vehicle miles reduced increased. There are a number of factors that could be attributed to this increase. Commuters became more familiar with the new system, constant reminders are sent to commuters to log their trips and more challenges issued by RideFinders. Unlike NuRide, GreenRide does not have built in incentives to encourage commuters to log their trips. **There were a total of 3,745 trips recorded in FY15 and 1,114 trips recorded in FY14.**

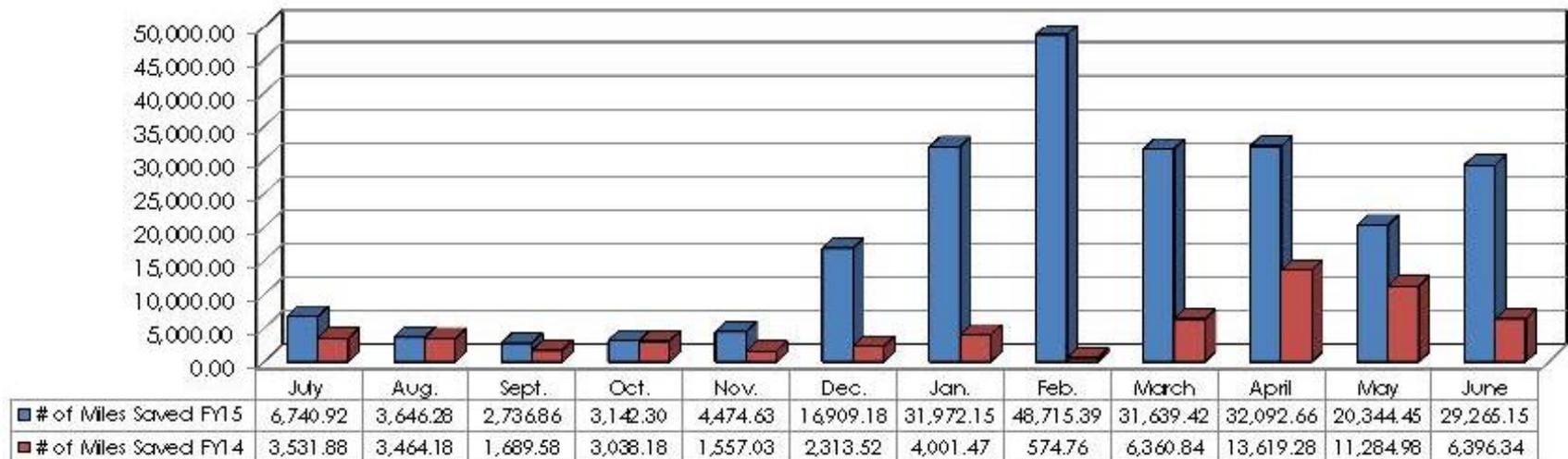
## FY14 & FY15 Commutes Recorded



## Snapshot of What We Do:

The trips recorded in GreenRide and vehicle miles reduced/saved have direct correlations. From FY14 to FY15, the number of trips recorded and vehicle miles reduced increased. There are a number of factors that could be attributed to this increase. Commuters became more familiar with the new system, constant reminders are sent to commuters to log their trips and more challenges issued by RideFinders. Unlike NuRide, GreenRide does not have built in incentives to encourage commuters to log their trips.

## FY14 & FY15 Vehicle Miles Saved



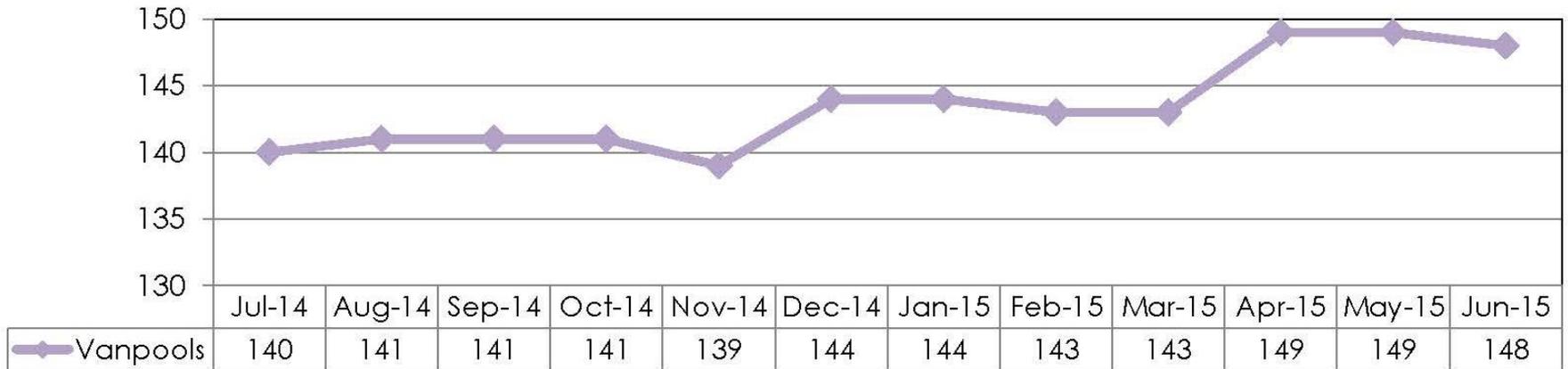
# Vanpooling

## Snapshot of What We Do:

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.

The number of vanpools have continued on an upward trend. There was a net increase of 10 vanpools over FY14.

## Vanpools



# Outreach

## Highlights:

- Opened a Satellite Office in Petersburg Multimodal Transit Center
- Received Outstanding TMA Award -the International Association for Commuter Transportation (August 2014)
- Introduced RideFinders Mobile Application for Android and Apple users
- Distributed Air Quality brochures and information to daycares
- Participated in Bike to Work Day activities



# Outreach

## Highlights:

- Partnered with the Science Museum of Virginia for Science Lunch Break Series featured "Air Quality and You" presentation by Dan Salkovitz, Virginia Department of Environmental Quality
- Participated in Earth Day activities including Style Weekly's RVA Earth Day event



# Outreach

## Highlights:

- Worked on 3-Year Work plan activities for the RRPDC
- Client Services Coordinator & GRTC IT staff made presentation on GreenRide and RFs mobile unit to ITS Work Group at RRPDC
- Promoted Dump the Pump Day, Transit Week, National Telework Week and other ridesharing activities



# Outreach

## **Snapshot of What We Do:**

Outreach to military commands, colleges and universities, medical facilities, business coalitions, Chambers of Commerce, employers of all sizes.

## **Participation Levels:**

1. Level 1 – Initial contact (door-to-door, email broadcasts, direct mail campaigns)
2. Level 2 – Meeting established (Human Resource Directors or Designee)
3. Level 3 – Onsite Presentations (15 minute introductory sessions to PowerPoint presentations)
4. Level 4 – Buy in
  1. Commuter Choice or Employer Trip Reduction Program
  2. Distribution of Air Quality Information
  3. Employee Transportation Surveys
  4. Transportation Fairs
  5. Distribution of alternative commute information (vanpool, carpool, transit, Emergency Ride Home)

**Commuter Choice Clients:** 54

**Human Service Agencies:** 38

**Number of Employee Transportation Coordinators:** 504

**GRTC Swipecard Program:** 29 (Total annual ridership of 420,672). Some program participants include Federal Highway Administration, the City of Richmond, Virginia Department of Rail and Public Transportation, Virginia Department of Transportation, Virginia Department of Environmental Quality, Federal Reserve Bank, University of Richmond, William Byrd Community House, state agencies



# Performance Data

Virginia Department of Rail & Public Transportation Online Grant Administration (OLGA) System Data FY2015 (July 2014 - June 2015)	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
Number of follow-up contacts attempted	500	350	352	578
Number of follow-up contacts completed	432	300	275	459
Percentage of customers who changed mode this quarter	8%	5%	11%	8%
Percentage of customers who used TDM services	76%	79%	79%	62%
Percentage of customers who did not use TDM services	24%	21%	21%	38%
Rideshare information requests	202	201	138	143
Telework information requests	40	5	27	3
Guaranteed Ride Home information requests	69	47	72	186
Request received through events/fairs	33	15	9	26
Requests received through Web sites	10	10	17	115
Rideshare matches attempted	36	35	40	36
Rideshare requestors who received match names	268	267	200	182
Guaranteed Ride Home trips	32	25	35	23
Employers contacted through outreach programs	1,922	1,320	1,173	2,275
Transit information requests	517	189	213	379
Biking/walking information requests	54	55	288	317
General information requests	209	225	212	208
Requests received through commuter stores	1,541	1,116	1,173	1,362
Requests received through marketing efforts	152	181	165	252
Guaranteed Ride Home registrations	93	71	129	143
Vanpools formed	1	2	5	6
Total requests received*	1,091	722	950	1,236

# State Funding Allocation

FYE 6/30/2015 for FY15 Budget

Estimates as of 6/30/14

	Original Grant Amount	Matching Funds Required	
<b>TDM GRANT</b>	\$ 102,000	\$ 20,400	\$ 81,600
Program Administration & Oper Project 71015-12 End date: 6/30/2015			
<b>Trans. Mgt Project</b>	\$ 150,000	\$ 5,005	\$ 20,024
Vanpool Expansion & Maintenance Project 71413-07 End date: 9/30/2014			
<b>Trans Mgt Project</b>	\$ 16,048	\$ 3,210	\$ 12,838
Advanced Technology Project Project 71414-11 End date: 6/30/2015			
<b>Trans Mgt Project</b>	\$ 15,000	\$ 3,000	\$ 12,000
Six year plan Update Project # 71415-12 End date 6/30/2015			
<b>STATE CMAQ</b>	\$ 400,000		\$ 51,509
<b>Telework!Va Incentives</b>			
Project # 71412-04			
<b>Total State</b>			\$ 177,971
Local Funding			
City of Richmond	\$ 7,500		\$ 7,500
Henrico County	\$ 7,500		\$ 7,500
Chesterfield County	\$ 5,700		\$ 5,700
Total			\$ 20,700
<b>Taxicab Program</b>			
City of Richmond	\$ 9,000		\$ 9,000
Chesterfield County	\$ 9,000		\$ 9,000
Henrico County	\$ 9,000		\$ 9,000
Total			\$ 27,000

# Federal Funding Allocation

FUNDING ALLOCATION	*Federal		
FYE 6/30/2015	Original		Available
	Grant Amount		Balance
<b>CMAQ UPC T203 FY2014</b>	\$ 570,000		\$ 570,000
<b>Air Pollution Reduction Program</b>			
Project # 47015-16			
(7/23/14 - 6/30/16)			
Contract Executed 8/18/2014			
<b>CMAQ UPC T204-FY2013</b>	\$ 16,000		\$ 6,782
Air Pollution Reduction- Crater			
<b>Project 47014-14</b>			
(7/7/ 2014-9/30/2015)			
Contract Executed 1/23/2014			
<b>*CMAQ UPC T203 FY2013</b>	\$ 617,409		\$ 110,909
<b>Air Pollution Reduction Program</b>			
<b>Project 47014-13</b>			
(8/26/2013 -9/30/2015)			
Contract Executed 9/20/13			
<b>CMAQ UPC T204-FY2014</b>	\$ 16,000		\$ 16,000
Air Pollution Reduction- Crater			
<b>Project 47014-14</b>			
End Date-9/30/2015			
<b>*CMAQ UPC T203 RAMPO</b>	\$ 500,000		\$ 500,000
<b>Air Pollution Reduction Program</b>			
<b>Project 47015-16</b>			
End date 6/30/2017			
<b>CMAQ UPC T204 Crater</b>	\$ 35,000		\$ 35,000
Project 47015-18			
End date 6/30/2017			
Note: combined with T204 Fy14			
<b>Total Federal</b>			\$ 1,238,691

# Financials

Reimbursables FY2015	YTD Actual	FY Budget	Difference
Salaries & Benefits	\$ 349,953.00	\$405,342 * *(Staff reduction by 2)	\$ 55,389.00
Advertising & Promotion	\$ 77,038.00	\$ 279,709.00	\$202,671* *(No media buys, radio, or Clean Air campaign promotions)
Vanpool Assistance	\$ 21,126.00	\$ 40,000.00	\$ 18,874.00
Employer Based Strategies	\$ 886.00	\$ 16,000.00	\$ 15,114.00
Professional Services	\$ 16,348.00	\$ 26,360.00	\$ 10,012.00
Office Supplies & Expense	\$ 9,851.00	\$ 25,839.00	\$ 15,988.00
Professional Development	\$ 5,243.00	\$ 10,000.00	\$ 4,757.00
Insurance	\$ 12,555.00	\$ 12,000.00	\$ (555.00)
Rent	\$ 58,267.00	\$ 55,682.00	\$ (2,585.00)
Telephone & Communication	\$ 9,977.00	\$ 10,000.00	\$ 23.00
Other	\$ 16,824.00	\$ 31,930.00	\$ 15,106.00
<b>Total Operating Expenses</b>	<b>\$ 578,068.00</b>	<b>\$ 912,862.00</b>	<b>\$ 334,794.00</b>

# Financials

Operating Expenses FY2015	YTD Actual	FY Budget	Difference
Salaries & Benefits	\$ 356,057.00	\$ 405,342.00	*\$49,285 (6,104 applied to local match)
Advertising & Promotion	\$ 83,585.00	\$ 279,709.00	*\$196,124 (credit & local match applied)
Commuter Store Inventory	\$ 499,589.00	\$ 163,200.00	\$ (336,389.00)
Vanpool Assistance	\$ 25,795.00	\$ 40,000.00	\$ 14,205.00
Employer Based Strategies	\$ 886.00	\$ 16,000.00	\$ 15,114.00
Depreciation	\$ 22,685.00	\$ -	\$ (22,685.00)
Professional Services	\$ 16,348.00	\$ 26,360.00	\$ 10,012.00
Rent	\$ 58,267.00	\$ 55,682.00	\$ (2,585.00)
Office Supplies & Expense	\$ 9,851.00	\$ 25,839.00	\$ 15,988.00
Professional Development	\$ 5,243.00	\$ 10,000.00	\$ 4,757.00
Insurance	\$ 12,555.00	\$ 12,000.00	\$ (555.00)
Telephone & Communication	\$ 9,977.00	\$ 10,000.00	\$ 23.00
Other	\$ 44,168.00	\$ 58,930.00	\$ 14,762.00
Richmond Rides	\$ 17.00	\$ 250,000.00	\$ 249,983.00
<b>Total Operating Expenses</b>	<b>\$ 1,145,023.00</b>	<b>\$ 1,353,062.00</b>	<b>\$ 208,039.00</b>

# Financials - Audit

# DRAFT

## RIDEFINDERS

### SCHEDULE OF FINDINGS AND QUESTIONED COSTS

YEAR ENDED JUNE 30, 2015

#### SUMMARY OF AUDIT RESULTS:

- (1) Unmodified opinion on the basic financial statements.
- (2) No material weaknesses in internal control were disclosed by the audit.
- (3) No noncompliance which is material to the financial statements was disclosed by the audit.
- (4) No material weaknesses in internal control over major programs were disclosed by the audit.
- (5) Unmodified opinion on compliance for major programs.
- (6) No audit findings were disclosed by the audit.
- (7) Major Programs:  
Department of Transportation, Federal Transit Administration, Congestion Mitigation and Air Quality Pass-Through Grants from the Virginia Department of Rail and Public Transportation.
- (8) The dollar threshold used to distinguish between Type A and Type B programs was \$300,000.
- (9) The auditee did qualify as a low risk auditee.

FINDINGS RELATING TO THE FINANCIAL STATEMENTS WHICH ARE REQUIRED TO BE REPORTED IN ACCORDANCE WITH GOVERNMENT AUDITING STANDARDS:

None

FINDINGS AND QUESTIONED COSTS FOR FEDERAL AWARDS:

None

**DRAFT**

RIDEFINDERS

CORRECTIVE ACTION PLAN

YEAR ENDED JUNE 30, 2015

NOT APPLICABLE

# Financials - Audit



## 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 (TTDD)

August 25, 2015

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 FY2011 to FY2014. 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 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.*

# Financials - Audit

## **OBJECTIVE**

The objective of the DRPT compliance review is to determine whether RideFinders has materially complied with the various agreements and policies and procedures that govern the receipt of DRPT-controlled funding and to ensure, if applicable, that RideFinders has properly implemented the Corrective Action Plan that they submitted as a result of the findings related to their second DRPT Compliance Review. It is the responsibility of the management of RideFinders to ensure adherence to the various agreements and policies and procedures that govern the use of funds received from DRPT.

## **SCOPE**

DRPT performed a compliance review of grant payments made to RideFinders between July 1, 2010 and June 30, 2014. We reviewed 33 of 211 payments made to RideFinders during this time frame. See Appendix A for a detailed list of payments reviewed. These payments included Federal Highway Administration (FHWA) funding and the related state match for Air Pollution Reduction, Ozone Alert, and Telework projects as well as state funding for Transportation Demand Management (TDM), Technical Assistance, Market Research, Commuter Store Renovation, Customized Commuter Options, and Vanpool projects.

Our review was more limited than would be necessary to provide assurance on internal controls or to provide an opinion on overall compliance with laws and regulations. Due to inherent limitations in internal control and the limited basis of our test work, other errors, irregularities, or instances of noncompliance may have occurred and not been detected by our review. Additionally, projecting the results of this review is subject to the risk that the controls may become inadequate because of changes in conditions or that the effectiveness of the design and operation of controls may deteriorate.

## **CONCLUSION**

We found that RideFinders materially complied with the requirements of the various agreements and policies and procedures that govern the receipt of DRPT-controlled funding. No instances of noncompliance were found.

## RideFinders FY2017 Projected Budget - Draft

<b>Revenue /Funding Sources</b>	
CMAQ Request (Employer-Based)	\$ 15,500.00
CMAQ Request (Non-traditional outreach)	\$ 15,000.00
RSTP Request (Carpooling)	\$ 40,000.00
CMAQ-FY16 Carryover	\$ 525,000.00
State-TDM Operating Request	\$ 85,000.00
State-TDM Special Project- Program Evaluation	\$ 15,000.00
Local Funding - Jurisdictions	\$ 30,000.00
CMAQ- T203 FY17	\$ 503,600.00
Crater UPC T204 FY17	\$ 35,000.00
<b>Pass-through Revenue</b>	
Transit Media Sales-GRTC	\$ 255,000.00
Transit Media Sales-VPSI	\$ 170,000.00
Postage Sales	\$ 3,500.00
EZ Pass Sales	\$ 3,500.00
<b>Total Revenues</b>	<b>\$ 1,696,100.00</b>
<b>Less Operating Funds for FY18</b>	<b>\$ 487,858.00</b>
<b>Total Operating Revenues</b>	<b>\$ 1,208,242.00</b>
<b>Expenses</b>	
Total Salaries & Benefits	\$ 416,049.00
Total Professional Services	\$ 32,890.00
<b>Pass-through Inventory Sales (Commuter Store)</b>	
Transit Media- GRTC	\$ 255,000.00
Transit Media- VPSI	\$ 170,000.00
Postage Inventory	\$ 3,500.00
EZ Pass Sales	\$ 3,500.00
<b>Total Pass-through Inventory Sales (Commuter Store)</b>	<b>\$ 432,000.00</b>
Total Office Operating (rent, office supplies, phone, bank charges, etc.)	\$ 99,453.00
<b>TDM Programs and Services</b>	
Bike and Pedestrian	\$ 7,500.00
Clean Air Campaign	\$ 35,450.00
Employer-Based Strategies	\$ 16,450.00
Vanpooling	\$ 30,000.00
Transit Promotion	\$ 5,500.00
Emergency Ride Home Program	\$ 25,000.00
Community Expos and Partnerships	\$ 10,750.00
Team RideFinders	\$ 2,500.00
Ridematching/Carpooling	\$ 35,000.00
Mobile Application Update/Technology Enhancements	\$ 7,000.00
<b>Total TDM Programs and Services</b>	<b>\$ 175,150.00</b>
Monitoring and Performance Evaluation	\$ 20,000.00
Professional Development	\$ 12,500.00
Travel, Parking, Tolls, etc.	\$ 20,200.00
<b>Total Operating Expense</b>	<b>\$ 1,208,242.00</b>

# Summary

The implementation of just a single strategy rarely leads to a significant reduction in vehicle miles traveled (VMT) for a given area. Instead TDM works best when a variety of strategies are packaged together and applied to a given area. The execution of such a comprehensive program often leads to improvements in mobility and air quality and increased use of alternative modes of transportation.

The programs and related initiatives presented in this Work plan will enable RideFinders to continue *making an impact* on the Richmond region in vehicle miles traveled (VMT), gas consumption, improvements in air quality and reduced congestion.

All of these programs and initiatives are inspired and directed by strategic research on current and prospective customers' attitudes, perceptions, motivators, and inhibitors to encourage more thoughtful trip decision-making and use of the region's roadway system. These programs and initiatives seamlessly build upon and leverage RideFinders' intellectual and financial investments in the agency's current work areas, taking the entire RideFinders' program to the next level.

We know the Richmond Regional Planning District Commission (RRPDC), Metropolitan Planning Organization (MPO), local governments and the local business community have all placed a tremendous amount of trust in us to not only deliver exceptional TDM services, but also to increase our program's efficiency, effectiveness and overall impact on the region as the areas' population continues to expand. RideFinders maintains an unwavering commitment to do just that.



Thank you!

Questions?

Von Tisdale • 804-643-RIDE • [vtisdale@ridefinders.com](mailto:vtisdale@ridefinders.com)