



RideFinders, Central Virginia

Published by Cherika Preppygirl Ruffin [?] · September 23, 2016 ·

Thanks to everyone who tried transit (or a form public transportation) this week and those who continue to ride transit! #TryTransitWeek

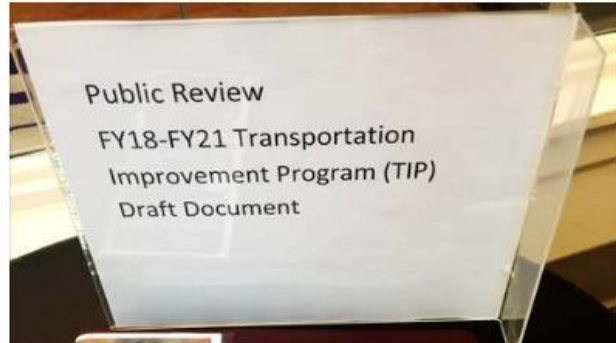
Thanks to all who support RideFinders, Greater Richmond Transit Company, and Virginia Department of Rail and Public Transportation!



RideFinders, Central Virginia

Published by Cherika Preppygirl Ruffin [?] · February 7 ·

The DRAFT FY18-FY21 Transportation Improvement Plan (TIP) is available for public review here at RideFinders located at 1013 East Main Street in downtown Richmond. Comments regarding the draft TIP may be submitted in writing to the Richmond Regional Planning District Commission (RRPDC), 9211 Forest Hill Avenue, Suite 200, Richmond, VA 23235 or by fax (804) 323-2025, or email until March 24, 2017.



RideFinders, Central Virginia

Published by Cherika Preppygirl Ruffin [?] · October 26, 2016 ·

The RideFinders Mobile Unit was on the go! Outreach staff visited vanpoolers in Chester yesterday. They talked with riders from 12 separate vanpools!

Thank you to all of our vanpoolers, carpoolers, cyclists, walkers, teleworkers and transit riders. Learn more about your transportation options at www.ridefinders.com.



RideFinders, Central Virginia

Published by Cherika Preppygirl Ruffin [?] · September 21, 2016 ·

Celebrate Try Transit Week! Riding transit saves you money and helps the environment! #RVA #TryTransitWeek



RideFinders FY17 Annual Report

(July 2016- June 2017)

Report Documentation

Title:

RideFinders FY2017 Annual Report

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.

Report Date:

November 2017

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 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)
David W. Mathews, Director (Chesterfield County)
Eldridge Coles, Director (City of Richmond)

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. In FY17, there was a part-time planning intern position which was grant funded by the Virginia Department of Rail and Public Transportation.

FUNDING:

Funding is provided through the Richmond Regional Transportation Planning Organization (RRTPO) 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, Colonial Heights (for FY17) and the Crater Planning District Commission (\$35,000). 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.



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

Todd Eure, Chair, Henrico County
Chessa Faulkner, Vice-Chair, Chesterfield County
Chris Arabia, VA Department of Rail & Public Transportation
Christopher Nicholas, Crater Planning District Commission
Sarah Rhodes, Richmond Regional Planning District Commission
Daniel Salkovitz, VA Department of Environmental Quality
Stephanie Phillips, Greater Richmond Chamber of Commerce
Amy Inman, City of Richmond

RideFinders is a voting member of the Technical Advisory Committee and a non-voting member of the Transportation Planning Organization.

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.



Programs & Services by the Numbers FY15-FY17

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

Commuter Store Operations	FY15	FY16	FY17
Walk-in Clients	5,214	6,804	7,413
Transit Fare Media Sales	\$279,559	\$306,704	\$319,759
Vanpool Voucher Sales	\$204,725	\$254,878	\$167,335
EZ Pass Sales	\$19,950	\$15,960	\$14,000
Stamps Sales	\$4,196	\$2,358	\$1,679

Transportation Demand Management (TDM) Programs	FY15	FY16	FY17
New Commuter Registrations	1,492	1,529	1,520
Registered Carpools	78	106	109
Emergency Ride Home Trips Provided	115	131	114
New Employee Transportation Coordinators	56	79	48
New Vanpools Started	9	15	10



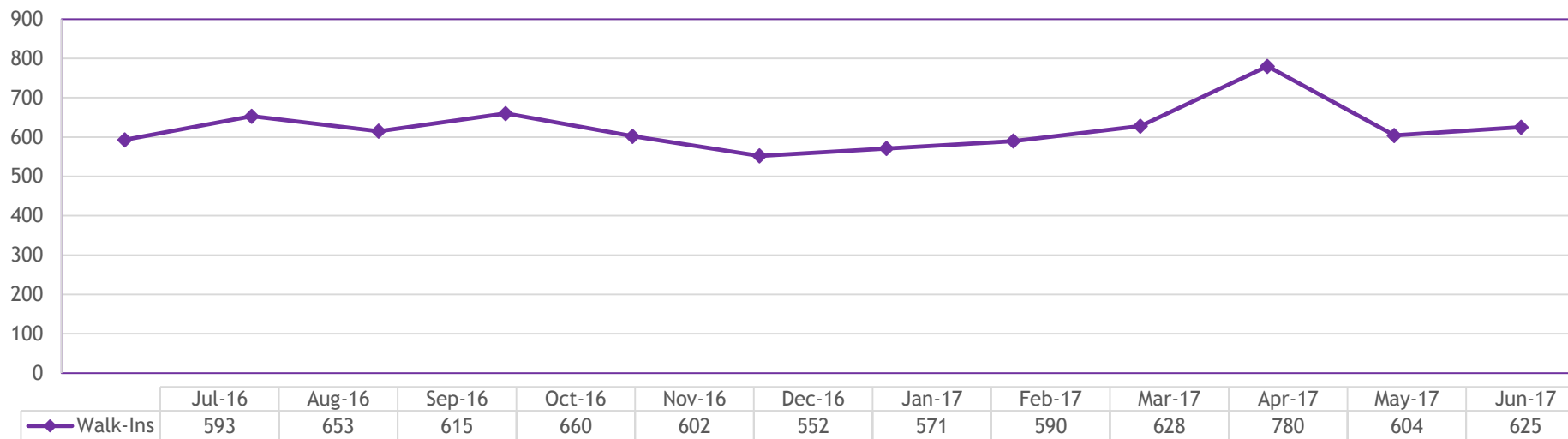
Commuter Store - Walk-In Customers

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 customer activity.

WALK-INS



There was a total of 7,473 walk-in customers.

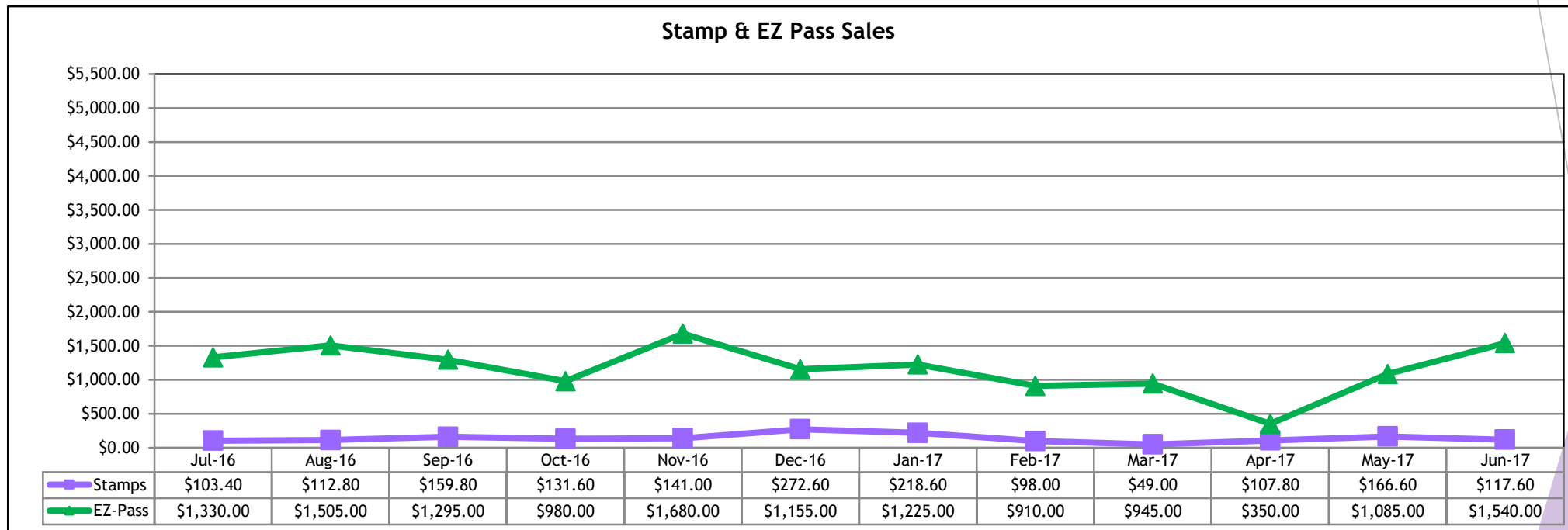


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Commuter Store -Stamp & EZ Pass Sales

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.



	Stamps	Stamps Sold
Total	\$1,678.80	176

	EZ- Passes	EZ-Passes Sold
Total	\$14,000.00	400



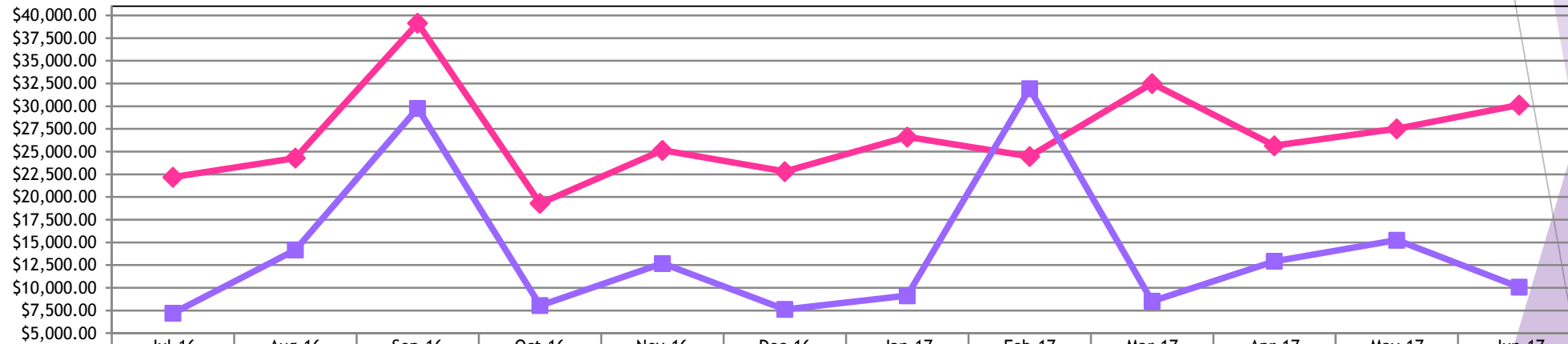
Commuter Store - Transit Media & Vanpool Voucher Sales

Snapshot of What We Do:

RideFinders sells GRTC transit media (\$10 Go Card, fare passes and CARE tickets for paratransit services) and vanpool vouchers for vanpool riders. The Go Card and fare passes are purchased by individual commuters and by employers enrolled in the Commuter Choice program. The vanpool vouchers are purchased only through employers.

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

Transit Media & Vanpool Voucher Sales



Transit Media	\$22,185.50	\$24,285.00	\$39,141.50	\$19,293.75	\$25,143.50	\$22,804.00	\$26,610.50	\$24,472.25	\$32,509.25	\$25,655.25	\$27,518.50	\$30,139.50
VP Voucher	\$7,200	\$14,160	\$29,769	\$8,045	\$12,685	\$7,627	\$9,136	\$31,923	\$8,530	\$12,930	\$15,250	\$10,080

	Transit Media	Vanpool Vouchers
Total	\$319,758.50	\$167,335



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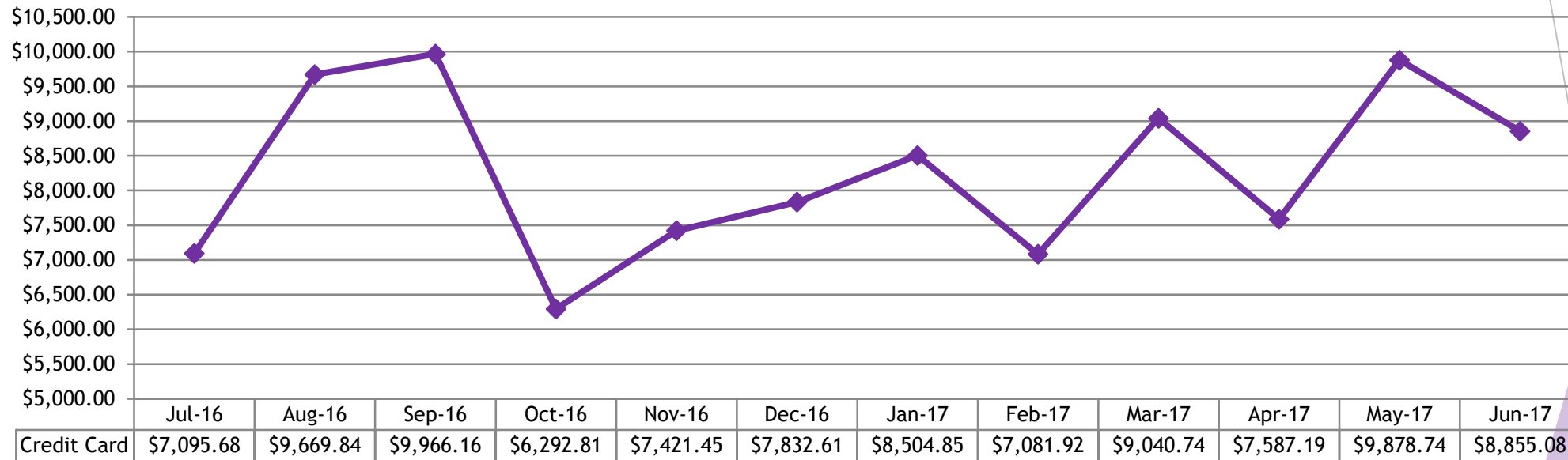
Credit Card Sales

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.

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

Credit Card Sales



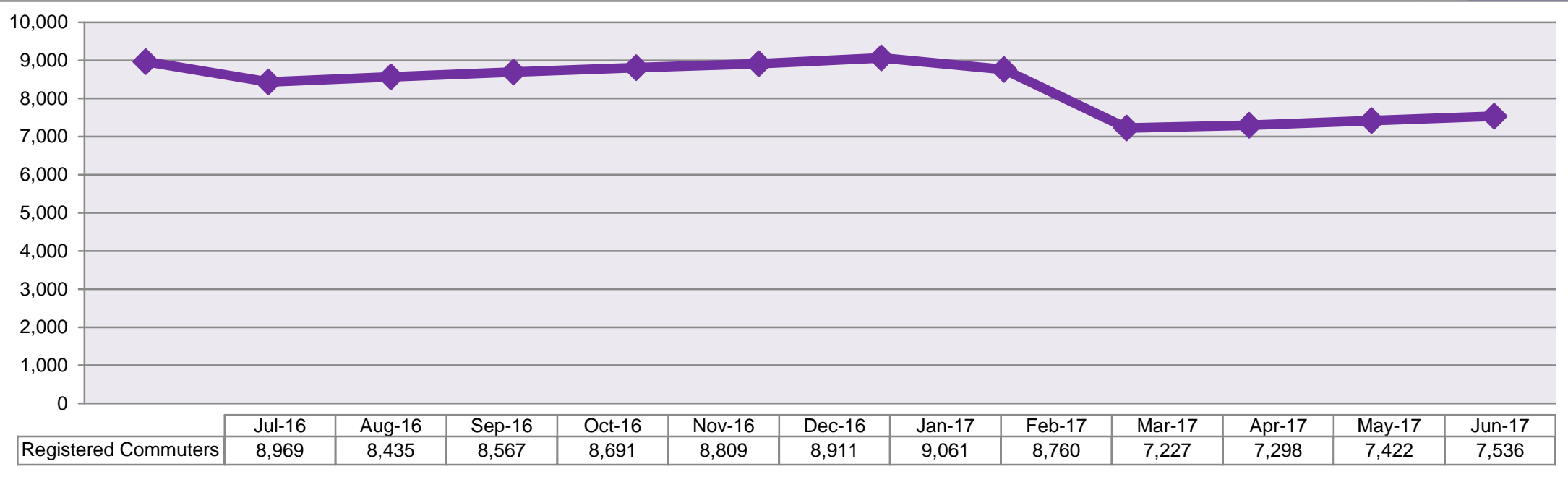
There was a total of \$99,227.07 in credit card sales.



Total Registered Commuters

Snapshot of What We Do:

RideFinders now utilizes NuRide to track all registered clients. We transitioned from GreenRide to NuRide in March of 2017 which accounted for the decrease in numbers from February to March.



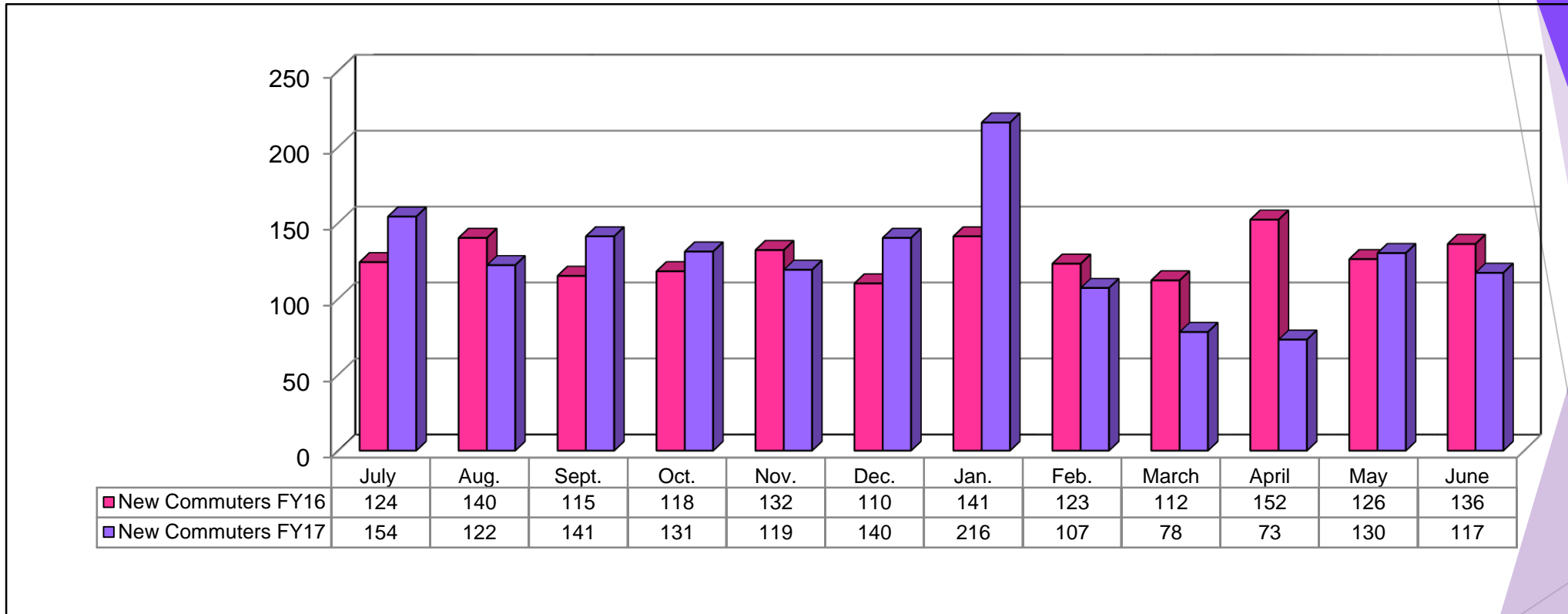
Transitioned from GreenRide to NuRide in March 2017.



New Registered Commuters

Snapshot of What We Do:

RideFinders now utilizes NuRide to track all newly registered clients. We transitioned from GreenRide to NuRide in March of 2017.



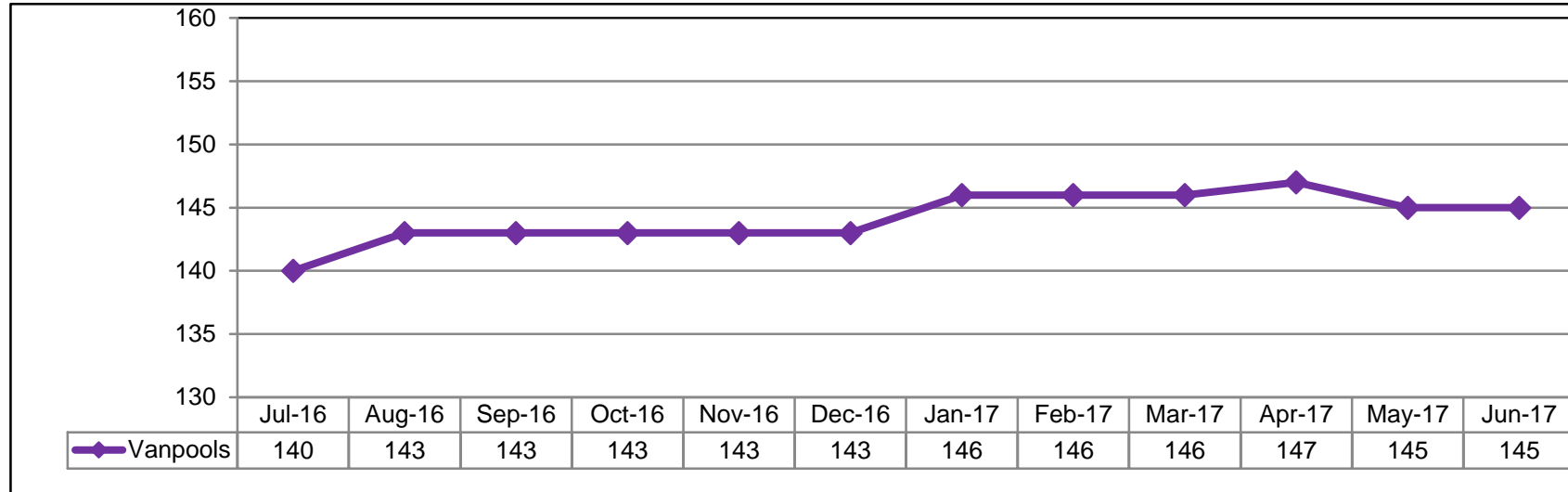
There were a total of 1,528 total new commuter registrations for FY17 and a total 1,529 new commuter registrations in FY16.



Vanpool Program

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.



FY15 Vanpool NTD data			
	Passengers	Passenger miles	Passenger Trips
K&K	4,554	11,356,681	122,833
Ride-EZ	792	2,100,225	42,368
Enterprise	558	1,360,045	4,217
Vride	11,204	15,265,347	310,871
Total	17,108	30,082,298	480,289

FY16 Vanpool NTD data			
	Passengers	Passenger miles	Passenger Trips
K&K	4,168	10,794,956	109,072
Ride-EZ	777	1,476,230	29,179
Enterprise	1,223	2,875,138	2,920
Vride	8,372	14,366,867	219,974
Total	14,540	29,513,191	361,145

FY17 Vanpool NTD data			
	Passengers	Passenger miles	Passenger Trips
K&K	4,042	9,927,975	102,100
Ride-EZ	956	1,184,720	34,297
Enterprise	2,303	5,002,555	23,287
Vride	7,203	13,076,135	207,237
Total	14,504	29,191,385	366,921

Grand Total: 46,152 Passengers; 88,786,874 Passenger Miles; 1,208,355 Passenger Trips

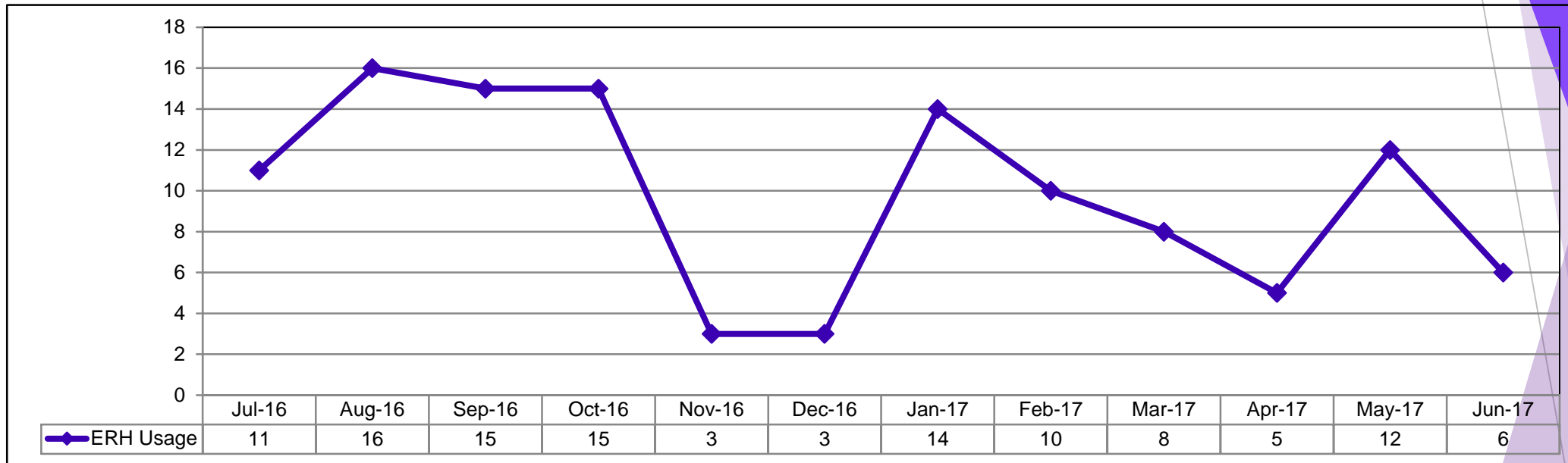


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Emergency Ride Home (ERH) Program

Snapshot of What We Do:

RideFinders provides the Emergency Ride Home (ERH) program provides eligible, enrolled commuters who carpool, vanpool, bike or ride the bus to work at least three days a week with a ride home or to their vehicle if an emergency occurs while at work.



There were 118 total ERH trips.



Program Highlights

- **Science Matters Sponsorship with WCVE-** The Community Idea Stations through on-air spots on WCVE PBS, WHTJ PBS & WCVW PBS, Public Radio and on the Science Matters web page. Included a taped testimonial spot with the Executive Director (value-added).
- Participated in a variety of **Earth Day** events including events at Bellwood, Ginter Park, and J.E.B. Stuart Elementary Schools, Virginia State University and Girl Scouts of Virginia.
- Continued to partner with the Virginia Department of Rail and Public Transportation for National Telework Week, Try Transit and Bike to Work Month activities.



Program Highlights

- Tyler Walter continued his work as a part-time planning intern. Tyler is a graduate student at Virginia Commonwealth University studying Urban Planning. Grant funded position from the VDRPT. His internship ended June 30.
- Continued outreach at Park n' Ride lots and in the community.
- Transitioned from GreenRide ridematching service to NuRide ridematching service in March 2017. Commuters can get rewarded for recording their trips.



Program Highlights

- Participated in the RRTPO Federal Review Certification process and received commendation from Federal Highway Administration (FHWA) team.
- Produced three television commercials and radio ads targeting carpoolers, millennials and the business community. The marketing awareness campaign concentrated on high impact, low frequency television and traditional radio advertising combined with heavy social media and online advertising presence, including Spotify and Pandora, for a six month period.
- Received Outstanding Marketing Campaign award from the Chesapeake Chapter of the Association for Commuter Transportation (ACT) for this marketing awareness campaign.



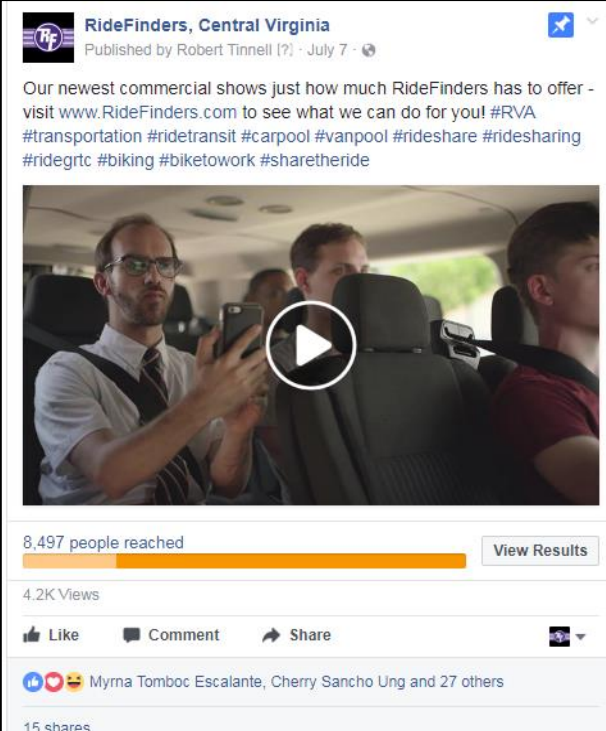
RideFinders, Central Virginia is at **RideFinders, Central Virginia**

Published by Robert Tinnell [?] · June 15 · Richmond · 🌐

Take a look at the first spot in our new campaign! We love working with the Richmond Flying Squirrels!
Visit www.ridefinders.com to learn more about sharing the ride!

RideFinders - Carpooling

RIDEFINDERS.COM [Sign Up](#)



RideFinders, Central Virginia

Published by Robert Tinnell [?] · July 7 · 🌐

Our newest commercial shows just how much RideFinders has to offer - visit www.RideFinders.com to see what we can do for you! #RVA #transportation #ridetransit #carpool #vanpool #rideshare #ridesharing #ridegrtc #biking #biketowork #sharetheride

8,497 people reached [View Results](#)

4.2K Views

Like Comment Share

👍👍👍 Myrna Tomboc Escalante, Cherry Sancho Ung and 27 others

15 shares



RideFinders, Central Virginia

Published by Robert Tinnell [?] · September 22 at 12:32pm · 🌐

The latest spot in our new television campaign showcases the beautiful Richmond skyline - as well as a number of our innovative services. Take a moment to watch and please feel free to share! #RideFinders #RVA #carpool #vanpool #taketransit #biketowork #bike

Funding

Source	FY16	FY17	FY18	Notes
TPO -Congestion Mitigation & Air Quality (CMAQ) Air Pollution Reduction Program T203	\$503,600	\$503,309	\$510,438	Federal authorization for FY17 funds signed 9/13/17 No federal authorization on FY18 funds until after 10/30/18

TDM Grant	Original Grant Total	State	Matching Funds Required
FY17 Program Administration & Operation Project 7017-12 - CLOSED	\$100,000	\$80,000	\$20,000
FY18 Program Administration & Operation Project 7018-12 - No contract executed yet	\$100,000	\$80,000	\$20,000
FY17 Intern - CLOSED	\$26,000	\$20,800	\$5,200
FY17 TMP Chesterfield County Marketing Grant	\$20,000	\$16,000	\$4,000 (provided by Chesterfield County)
FY18 TMP Chesterfield County Marketing Grant (remaining funds from FY17 TMP grant) Carry-Over	\$11,753	\$9,402	\$2,351 (provided by Chesterfield County)

Financials - Year Ending June 30, 2017 - Audit not complete

	2017
Salaries and Benefits	\$408,816
Advertising and Promotion	174,704
Vanpool Assistance	2,742
Employer Based Strategies	15,214
Professional Services	14,784
Rent	64,320
Office Supplies and Expense	5,610
Professional Development	4,449
Insurance	11,777
Telephone	10,120
Other	19,361
Total Operating Expenses	\$731,897



Audit Forthcoming

Audit Not Complete as of October 31, 2017

