

RideFinders Annual Report

Fiscal Year 2016 (July 2015 – June 2016)



RideFinders Air Quality hero, Cost Calculator, and our Account Executive spoke recently to children at Mechanicsville Baptist Church about air quality. Kids received piggy banks and comic books. Way to go!



Report Documentation

Title:

RideFinders Report FY2016

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 2016

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)
VACANT (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.

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.



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
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

Nonvoting members of RAB

Ivan Rucker, Federal Highway Administration
Clinton Edwards, GRTC
Walter Johnson (retired)

SERVICE AREA:

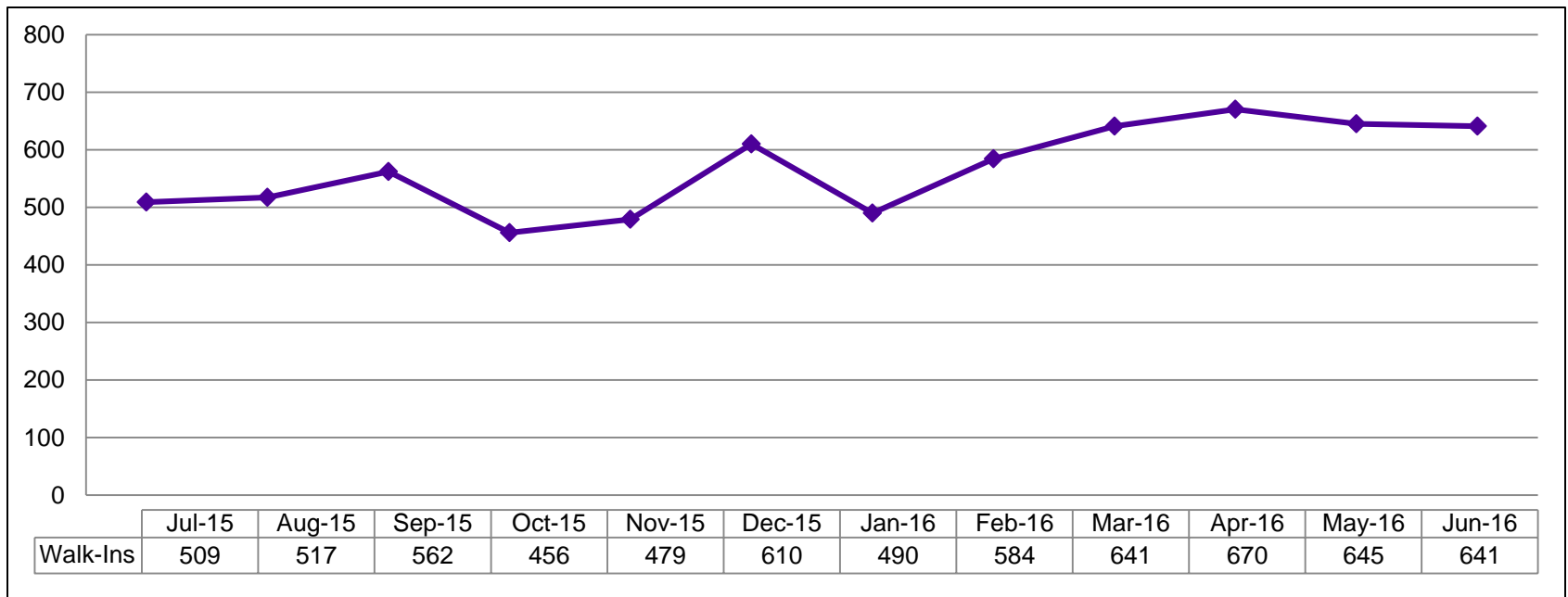
RideFinders serves seven counties and five towns or cities with a combined area of approximately 2,181 square mile and a population of just under one million people. The service area includes: City of Richmond, City of Hopewell, City of Petersburg, Charles City County, Town of Ashland, City of Colonial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

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.

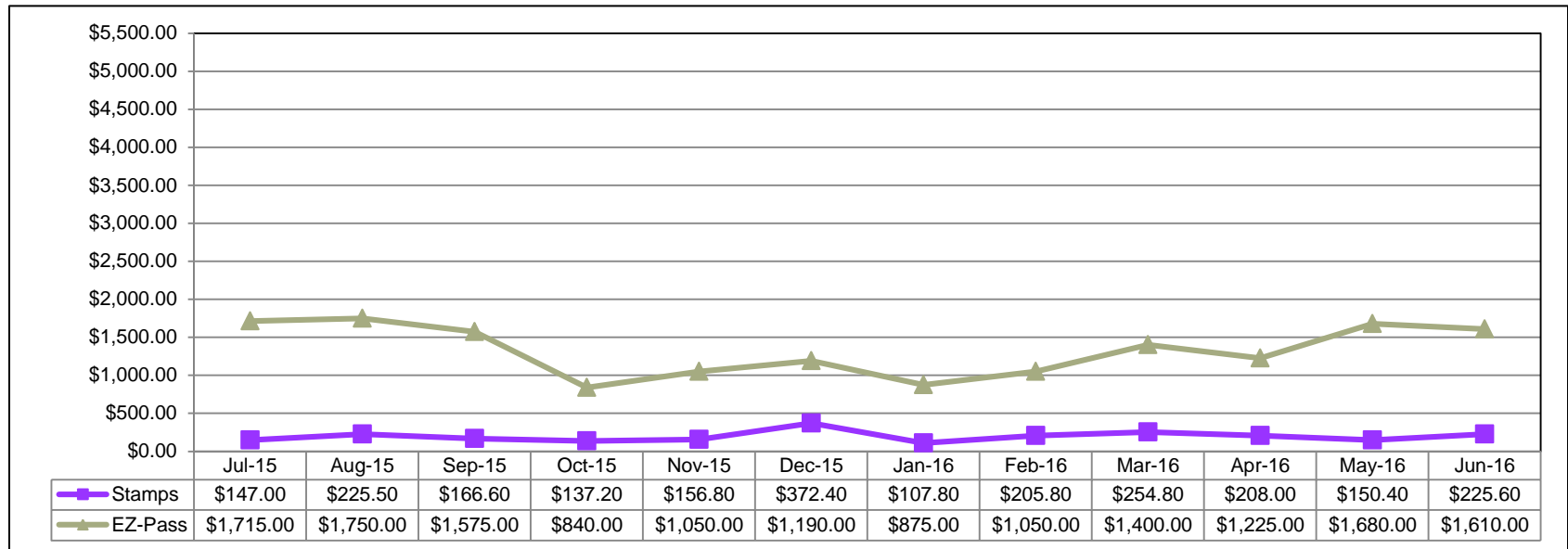


There was a total of 6,804 walk-in customers.

Commuter Store EZ- Pass & Stamp 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	\$2,357.90	243

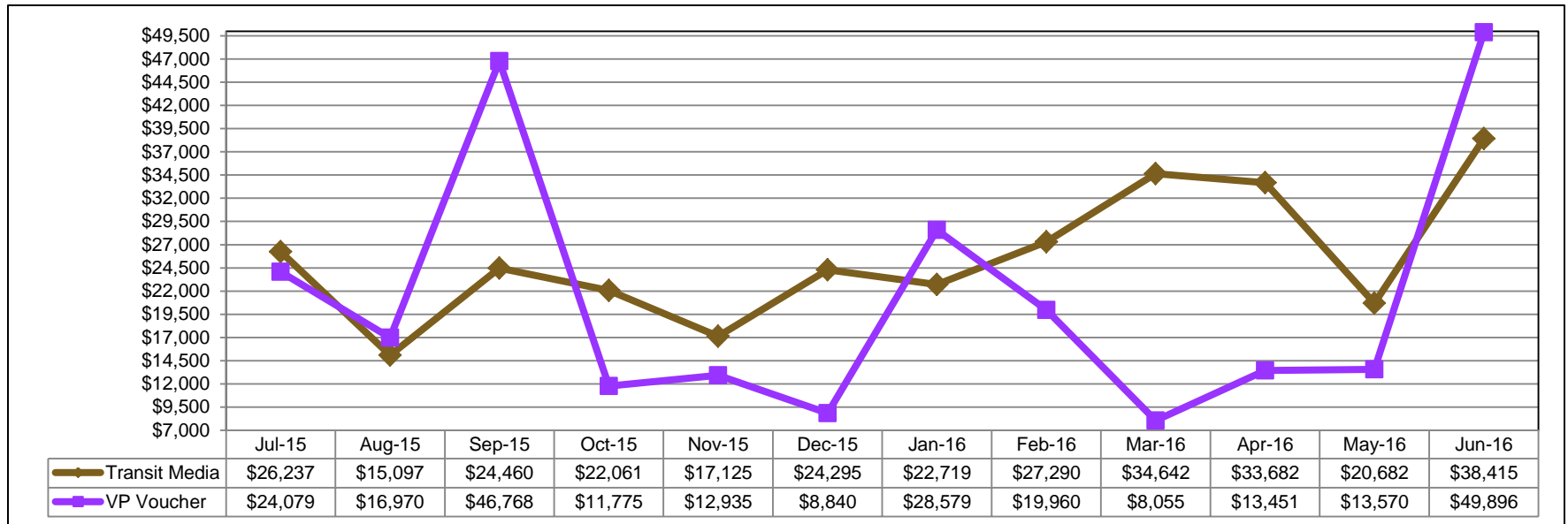
	EZ- Passes	EZ-Passes Sold
Total	\$15,960.00	456

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.



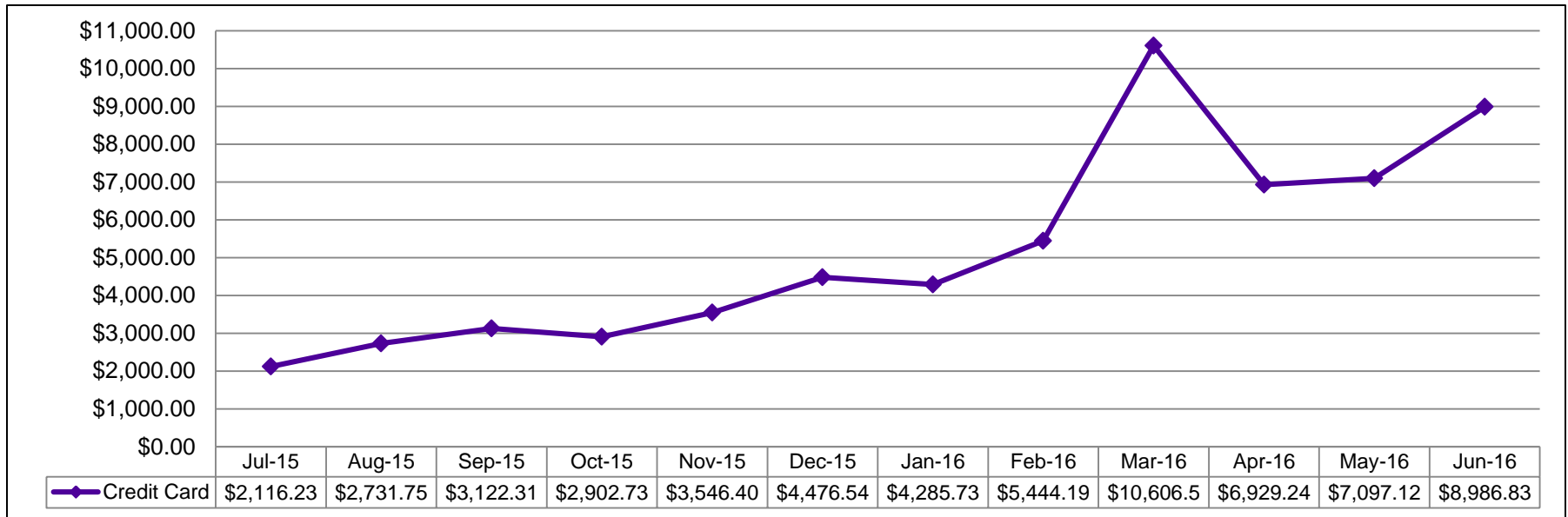
	Transit Media	Vanpool Vouchers
Total	\$306,704	\$254,878

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.*

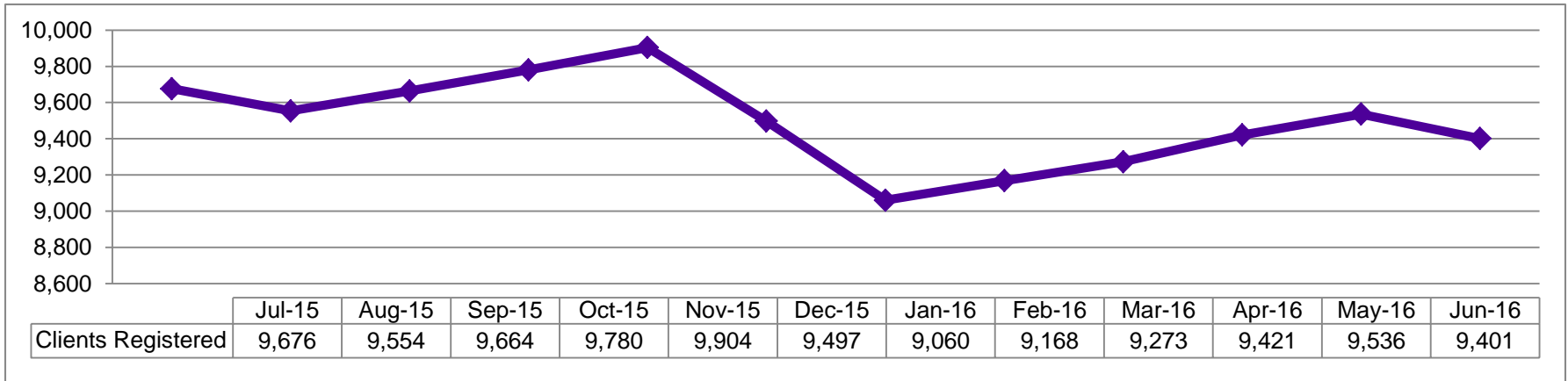


There was a total of \$62,245.66 in credit card sales.

GreenRide – Total Registered Clients

Snapshot of What We Do:

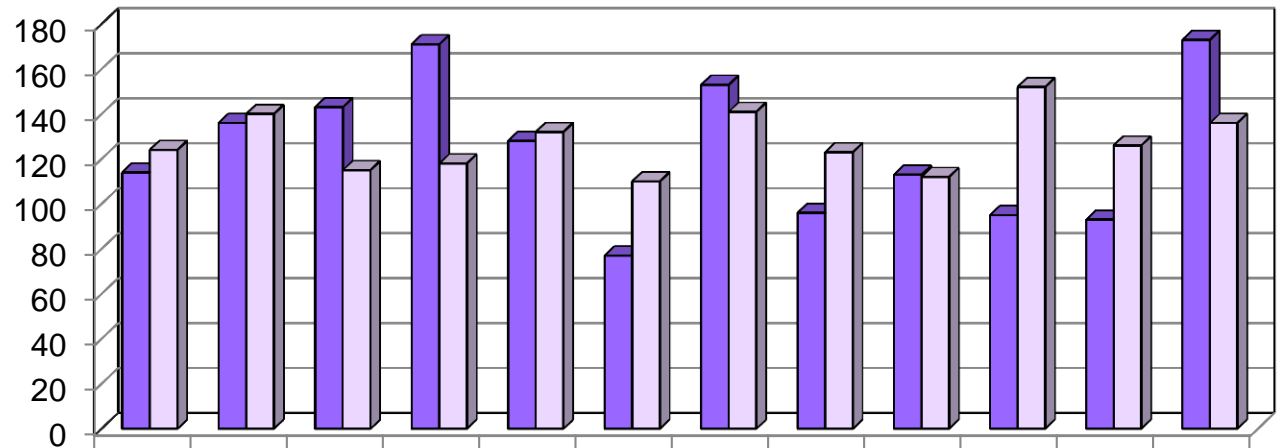
RideFinders utilizes the GreenRide ridematching system to track all registered clients.



GreenRide – New Registered Commuters

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.



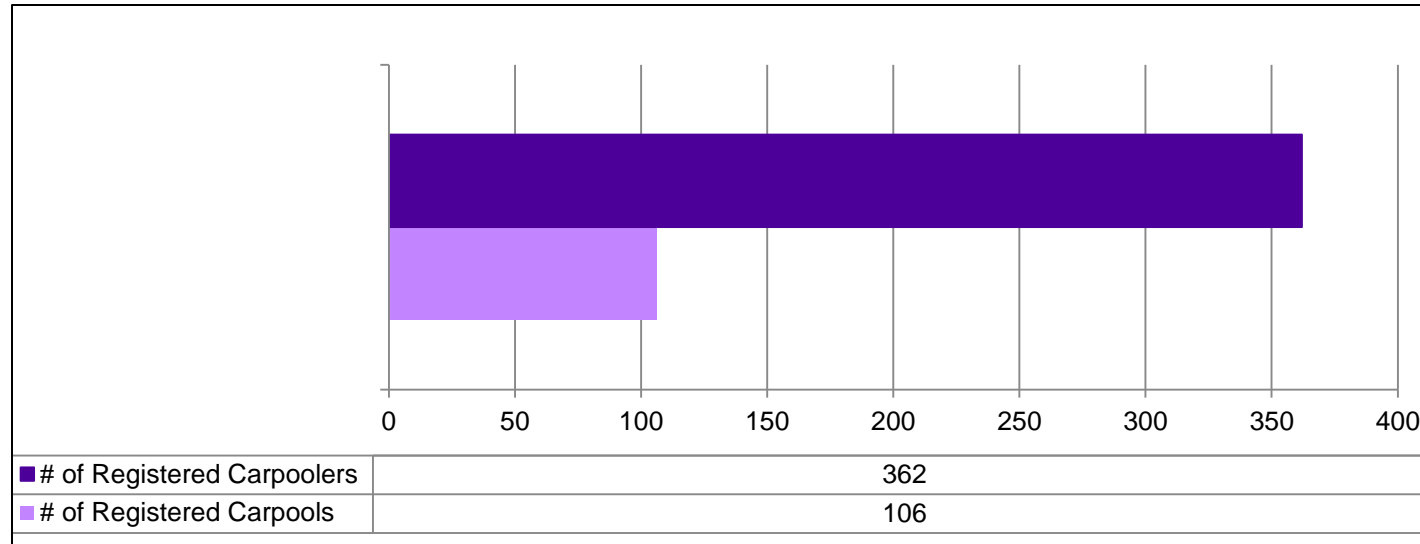
■ New Commuters in GreenRide FY15	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	March	April	May	June
■ New Commuters in GreenRide FY16	114	136	143	171	128	77	153	96	113	95	93	173
	124	140	115	118	132	110	141	123	112	152	126	136

There were a total of 1,529 total new commuter registrations for FY16 and a total 1,492 new commuter registrations in FY15. A net increase of 37 new commuters.

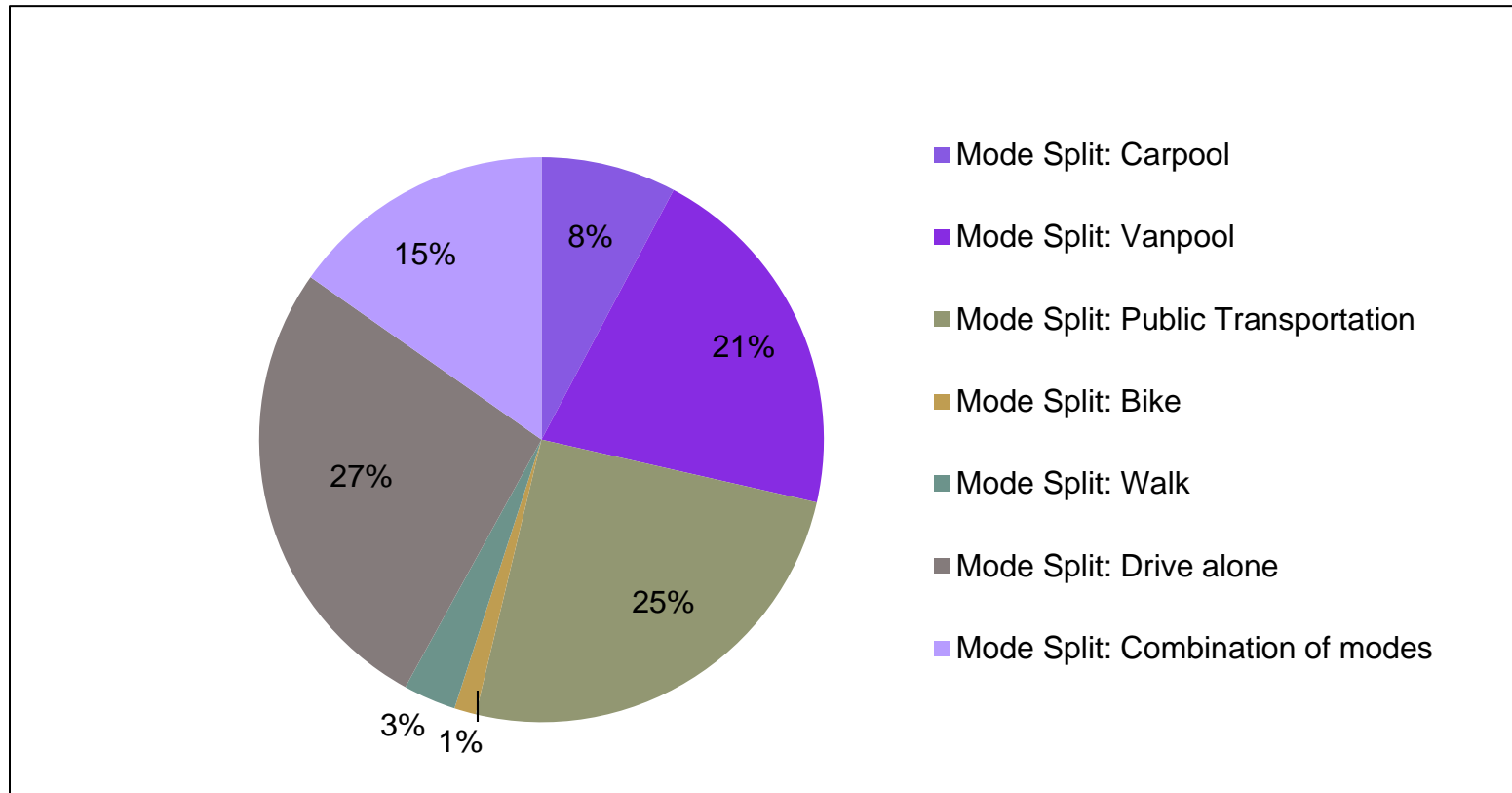
GreenRide – Registered Carpoolers & Carpools

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.



GreenRide – Splits by Mode

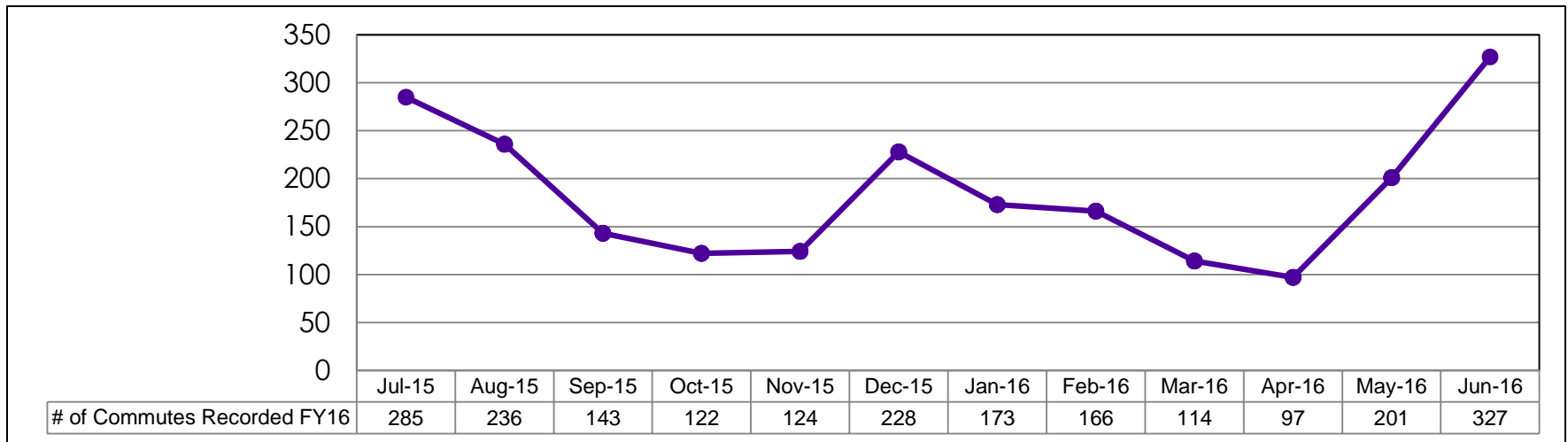


Mode split of commuters registered in GreenRide database system.

GreenRide – Commute Trips Recorded

Snapshot of What We Do:

Commuters must log into the GreenRide system and manually record their trips.

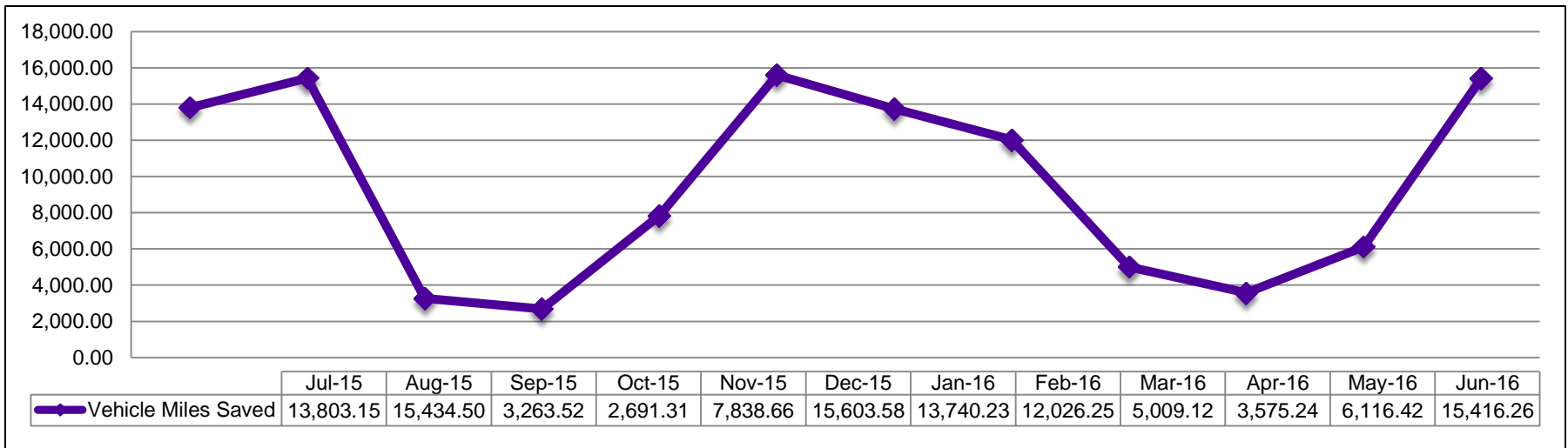


There were a total of 2,216 trips recorded in FY16.

GreenRide – Vehicle Miles Saved

Snapshot of What We Do:

The vehicle miles saved is based solely on the commuter trips that are recorded in the system.

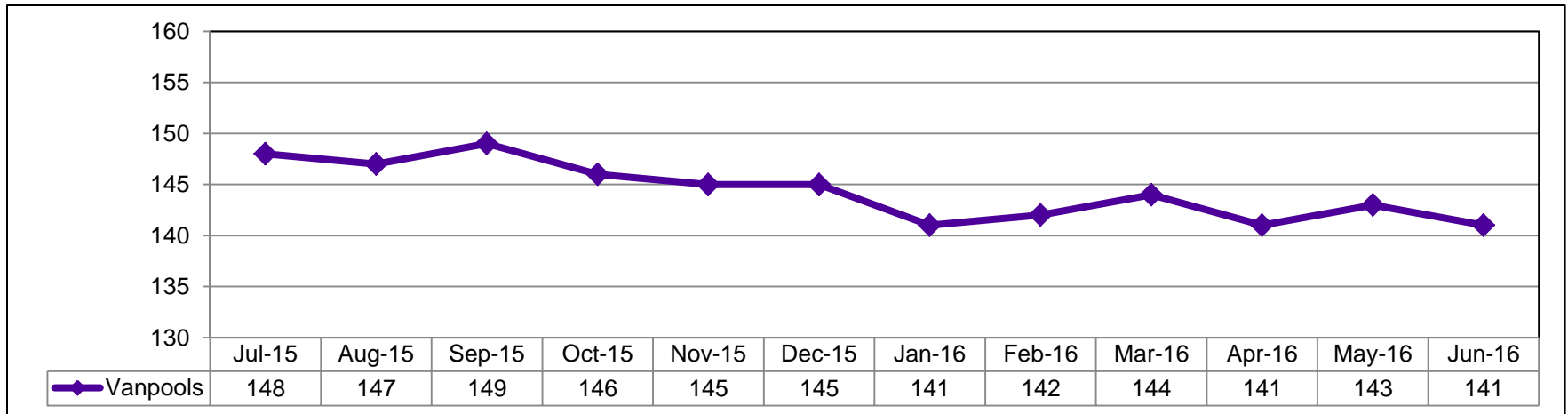


There was a total of 114,518.24 vehicle miles saved in FY16.

Vanpools

Snapshot of What We Do:

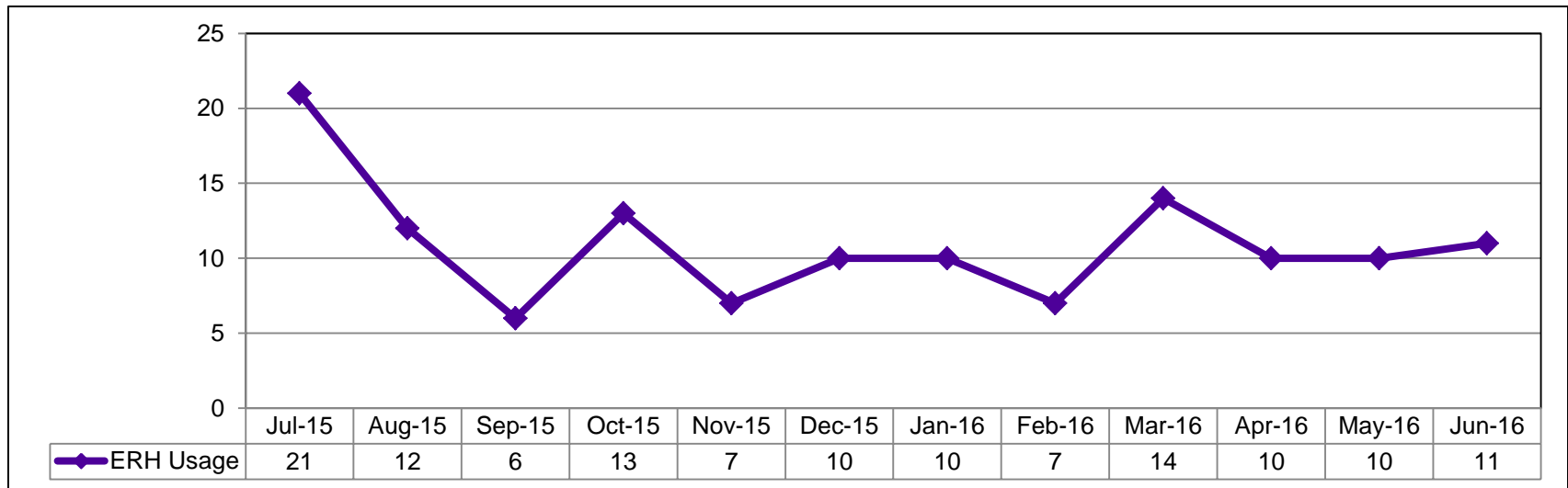
RideFinders supports the formation and continued operation of vanpools in various ways. RideFinders does not own or operate any vans; maintenance, insurance, fare collection and all other aspects of daily vanpool operations are addressed by third party leasing agencies.



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.



In FY16, there were a total of 474 New ERH registrants. There were 131 total ERH trips.

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



Outreach

Snapshot of What We Do:

Human Service agencies, churches and other organizations 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
Daily Planet - Safe Haven
Department of Corrections
East End Fellowship
Fortis College
Greater Richmond SCAN
Henrico Mental Health
Homeward
Legal Aid Justice Center
Minority Health Consortium
Neighborhood Resource Center
Offender Aid & Restoration
Probation & Parole District #32

Richmond Drug Court
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
VCU School of Nursing
Virginia College
Virginia Homeless Program
Virginia School of Nursing
Virginia Supportive Housing
Intensive Community Outreach
Rescare-Resource Workforce Center
Salvation Army

Program Highlights

We're excited to have him on the team. Welcome aboard!



Hired Tyler Walter as a part-time planning intern. Tyler is a graduate student at VCU studying Urban Planning. Grant funded position from the VA. Dept. of Rail & Public Transportation.



Marketed the Carpool Program (featuring Commander Carpool), Vanpool (featuring Vanity Vanpool) and Emergency Ride Home (featuring Ride Rescuer) programs on the exterior of 60 GRTC busses. A mix of rear and queen sized ads were used for the month long campaign. Ads run on the busses (gratis) until that ad space is purchased by another organization/company.



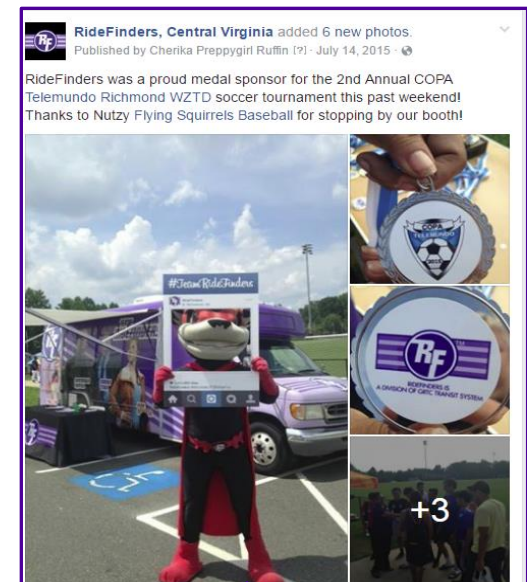
Program Highlights



Science Matters Sponsorship with WCVE through on-air spots on WCVE PBS, WHTJ PBS & WCVW PBS, Public Radio and on the Science Matters web page. Spots includes the RideFinders name and message followed by: "...proud sponsor of Science Matters." A combination of three (3) credits per week.



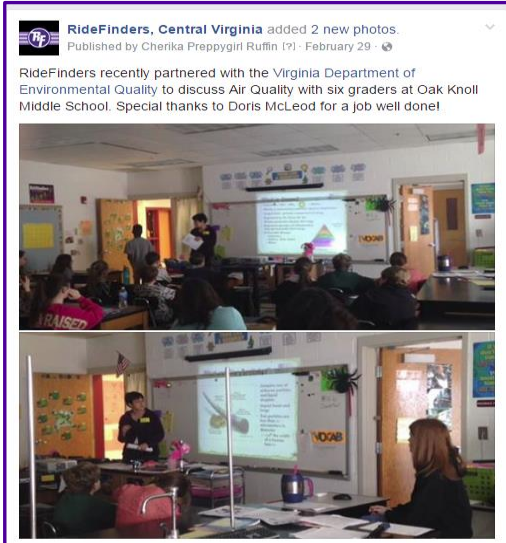
Promoted the use and sale of UCI World Championship Special Event passes via website, social media, ETC network and Commuter Store; solicited area businesses and hotels to sell UCI passes; opened Commuter Store for special weekend hours during the races to accommodate the public and provide giveaways; provided GRTC with the RFs mobile unit for use at transfer plaza to sale transit passes.



Hispanic outreach - Medal Sponsor for the 2nd Annual COPA Telemundo Richmond soccer tournament. RFs provided the Mobile Unit and Information Table for attendees. (free radio advertising in Spanish language)



Program Highlights



School Outreach: Provided Air Quality information and guides to Ettrick, Tussing, Walnut Hill, Oak Grove-Bellemeade Elementary schools located in Richmond and the Tri-Cities for Earth Day and Bike to School Day events. Partnered with VDEQ for a presentation for 6th grade weather classes at Oak Knoll Middle School.

RideFinders is pleased to announce Jennifer G. as the Grand Prize winner of our 2016 Bike Challenge! Jennifer is an avid rider for her work commute. Congratulations to Jennifer and all our participants! Ride ON!

Read Jennifer's story: <http://www.ridefinders.com/.../jennifer-is-the-grand-prize-wi...>



Promoted The RFs Bike Challenge, a two-month challenge to employers and the community to discover or re-discover just how easy, healthy and fun bike commuting can be. Participants simply logged their bike trips, including bike trips in combination with transit trips, on their Commute Calendar. Points were awarded throughout the challenge. All of the miles ridden counted towards their total points, no matter what the purpose for travel are, which would make them eligible for weekly prize drawings. However, participants had to earn a minimum of 40 points to be eligible to win a new bike. Partnered with Agee's Bicycles for discounted bike (\$100 off of bike purchase) and bike related items (20% off entire purchase) for the Challenge.

It pays to ride your bike! Here's another prize winner from our Bike Challenge. Congratulations to Dan M. He logged his recreational bike trips and won a bike keeper!

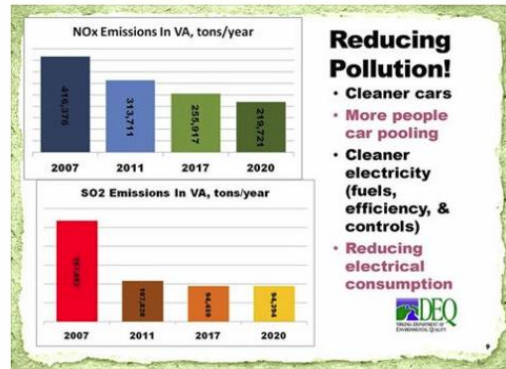
Thanks to Dan and all of our participants! Special thanks to our Bike Challenge partner - Agee's Bicycle!



Program Highlights

Come out on THIS Wednesday, June 22, noon at the Science Museum of Virginia to hear Dan Salkovitz from the Virginia Department of Environmental Quality. He will discuss air quality, weather and the 'Ozone Advance Action Program'. Learn how important ridesharing is to helping air quality and the region!

Team RideFinders will be there to assist commuters interested in ridesharing!



Partnered with the VA Department of Environmental Quality and the Science Museum of Virginia to do an "Air Quality and the Ozone Advance Action Program" presentation during the Science Museum's Lunch Break Series.



RideFinders, Central Virginia

Published by Cherika Preppygirl Ruffin [?] · May 17 ·

Vanpool riders needed for Charlottesville to Downtown Richmond route. Van leaves Pantops Shopping Center at 6am and travels to Zions Crossroads Park n' Ride to Gum Springs Park n' Ride to Rockville Park n' Ride. The van makes stops at Broad and old 14th, Governor and Bank Streets, and Main & 6th Streets.

For more information contact Brigitte at bcarter@ridefinders.com or 804.474.9904.



Ongoing vanpool recruitment efforts maximizing social media and website.



RideFinders, Central Virginia

Published by Cherika Preppygirl Ruffin [?] · July 14, 2015 ·

Calling all carpoolers! The Carpool Challenge is on. Check it out! <http://www.ridefinders.com/.../take-the-ridefinders-carpool-c...>



Held a variety of transit, carpool, bike and vanpool Challenge promotions on GreenRide to encourage commuters to log their ridesharing trips.

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: 50

Human Service Agencies: 42

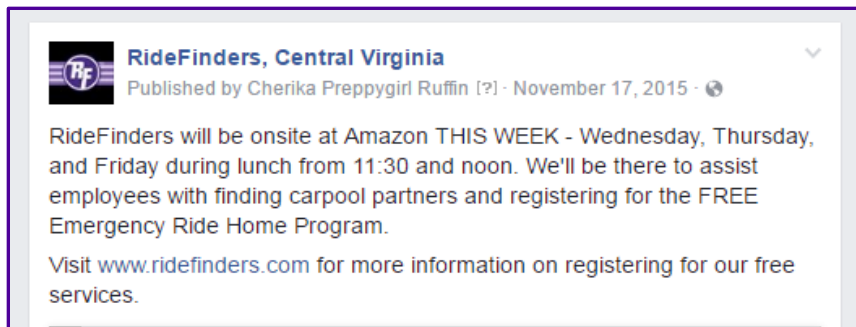
Total Number of Employee Transportation Coordinators: 585 **Recruited 79 new ETCs in FY16.**

GRTC SwipeCard Program: 24 (Total annual ridership of 378,724). Some program participants include 4th Circuit Court of Appeals, Office of the Attorney General, City of Richmond, Virginia Department of Agriculture, Virginia Lottery, and Virginia Department of Medical Assistance Services.



Outreach

- Met with Amazon: scheduled Transportation Fairs, provided density plot analysis
- Established new commuter choice programs with Fortis College and ICOS
- Met with the following employers: Dominion Power, HCA Hospitals, West Rock, UMFS, VA Premier, Elephant Auto, Richmond Times-Dispatch, CF Sauer, Tobacco Company Restaurant, Lowes, Curoe, Tyson Foods, ICOS, Commonwealth Catholic Charities, ReEstablish Richmond, International Rescue Committee and Virginia Hospital Laundry
- Held transportation fairs at the following: HCA Hospitals, West Rock, Tyson's (day and night shifts), Richmond Times-Dispatch, Elephant Auto Insurance, Petersburg City, Virginia Hospital Laundry and Teleperformance
- Promoted Telework Tax Credit to area employers.



RideFinders, Central Virginia
Published by Cherika Preppygirl Ruffin [?] · November 17, 2015 · 🌐

RideFinders will be onsite at Amazon THIS WEEK - Wednesday, Thursday, and Friday during lunch from 11:30 and noon. We'll be there to assist employees with finding carpool partners and registering for the FREE Emergency Ride Home Program.

Visit www.ridefinders.com for more information on registering for our free services.



RideFinders, Central Virginia
Published by Cherika Preppygirl Ruffin [?] · August 27, 2015 · 🌐

The application period for the 2016 telework tax credits is September 1 - October 31, 2015. For more information, visit www.teleworkva.org. Telework means happy employees.

Teleworking means happy employees.

And a happier CFO.

Get up to \$50,000 in tax credits at tax time.

Apply Sept. 1 - Oct. 31

[Learn more >](#)
Teleworkva.org **teleworkva**

State Funding

TDM Grant	Original Grant Total	State	Matching Funds Required
Program Administration & Operation Project 71016-12 End Date: 6/30/16	\$100,000	\$80,000	\$20,000
Intern Project 71216-06 End Date: 12/31/16	\$26,000	\$20,800	\$5,200

Financials – Years Ended June 30, 2016 and 2015

	2016	2015
Salaries and Benefits	\$ 404,659	\$ 356,057
Advertising and Promotion	48,094	83,583
Transit Tickets and Other Retail	566,614	524,355
Vanpool Assistance	5,138	25,794
Employer Based Strategies	5,827	886
Depreciation	21,484	22,685
Professional Services	16,101	16,348
Rent	58,267	58,267
Office Supplies and Expense	13,978	10,477
Professional Development	840	5,243
Insurance	12,587	12,555
Telephone	9,514	10,143
Other	21,017	18,790
Total Operating Expenses	\$ 1,184,120	\$ 1,145,183

Audit

Letter from Auditor forthcoming.

Thank you!

Von Tisdale • 804-643-7433 • vtisdale@ridefinders.com

Website: www.ridefinders.com

Facebook: <https://www.facebook.com/RideFinders-Central-Virginia>

Twitter: www.twitter.com/teamridefinders

Instagram: www.instagram.com/teamridefinders