



RIDEFINDERS FY18 ANNUAL REPORT

JULY 2017 – JUNE 2018

REPORT DOCUMENTATION

Title:

RideFinders FY2018 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 2018

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 and Advisory board assist with charting strategic direction for RideFinders, but does not micromanage tactical day-to-day operations. RideFinders maintains a substantially independent operation within the parameters defined for the agency by its bylaws and affiliation with GRTC. GRTC provides RideFinders with substantial operational and marketing support in the manner of outside consultants or vendors.

BOARD OF DIRECTORS:

Gary Armstrong, President/Chair (Chesterfield)
Eldridge Coles, Vice-President/Vice-Chair (City of Richmond)
Daniel K. Smith, Secretary/Treasurer (Chesterfield)
George Braxton, Director (City of Richmond)
David W. Mathews, Director (Chesterfield County)
Benjamin P. Campbell, Director (City of Richmond)

RIDEFINDERS ADVISORY BOARD (RAB):

The RAB serves in an advisory capacity and as a forum to assess stakeholder views. The RAB is comprised of members from various stakeholder organizations and are as follows:

Todd Eure, Chair (Henrico County)	Christopher Nicholas* (Crater Planning District Commission)
Chessa Faulkner, Co-Chair (Chesterfield County)	Sarah Rhodes (Richmond Regional Planning District Commission)
Amy Iman* (City of Richmond)	Daniel Salkovitz (Virginia Department of Environmental Quality)
Chris Arabia (VDRPT)	Stephanie Phillips (Greater Richmond Chamber of Commerce)
Ivan Rucker, non-voting (Federal Highway Administration)	Walter Johnson, non-voting (Private Citizen)
	*no longer serving due to relocation

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 (\$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, 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.

PROGRAMS BY THE NUMBERS: FY15-FY18

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

Commuter Store Operations	FY15	FY16	FY17	FY18
Walk-in Clients	5,214	6,804	7,413	8,100
Transit Fare Media Sales	\$279,559	\$306,704	\$319,759	\$416,967.22
Vanpool Voucher Sales	\$204,725	\$254,878	\$167,335	\$173,747
EZ Pass Sales	\$19,950	\$15,960	\$14,000	\$10,360
Stamps Sales	\$4,196	\$2,358	\$1,679	\$1,212.20

Transportation Demand Management (TDM) Programs	FY15	FY16	FY17	FY18
New Commuter Registrations	1,492	1,529	1,528	1,211
Registered Carpools	78	106	109	132*
Emergency Ride Home Trips Provided	115	131	114	96
New Employee Transportation Coordinators	56	79	48	35
New Vanpools Started	9	15	10	9

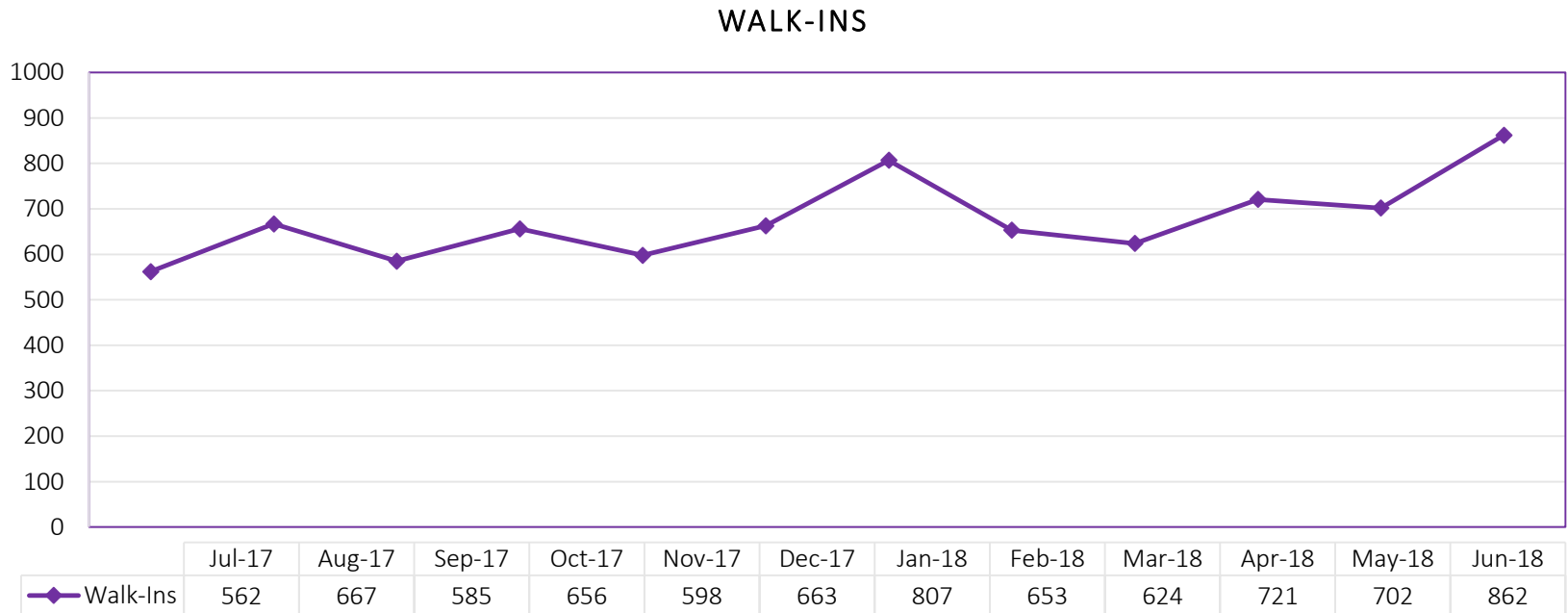
*NuRide captures the number of members that recorded their carpool trips, not registered carpools as the previous database system did.

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, obtain customized trip planning, receive individualized training on how to use GRTC services and fare media and other activities.

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



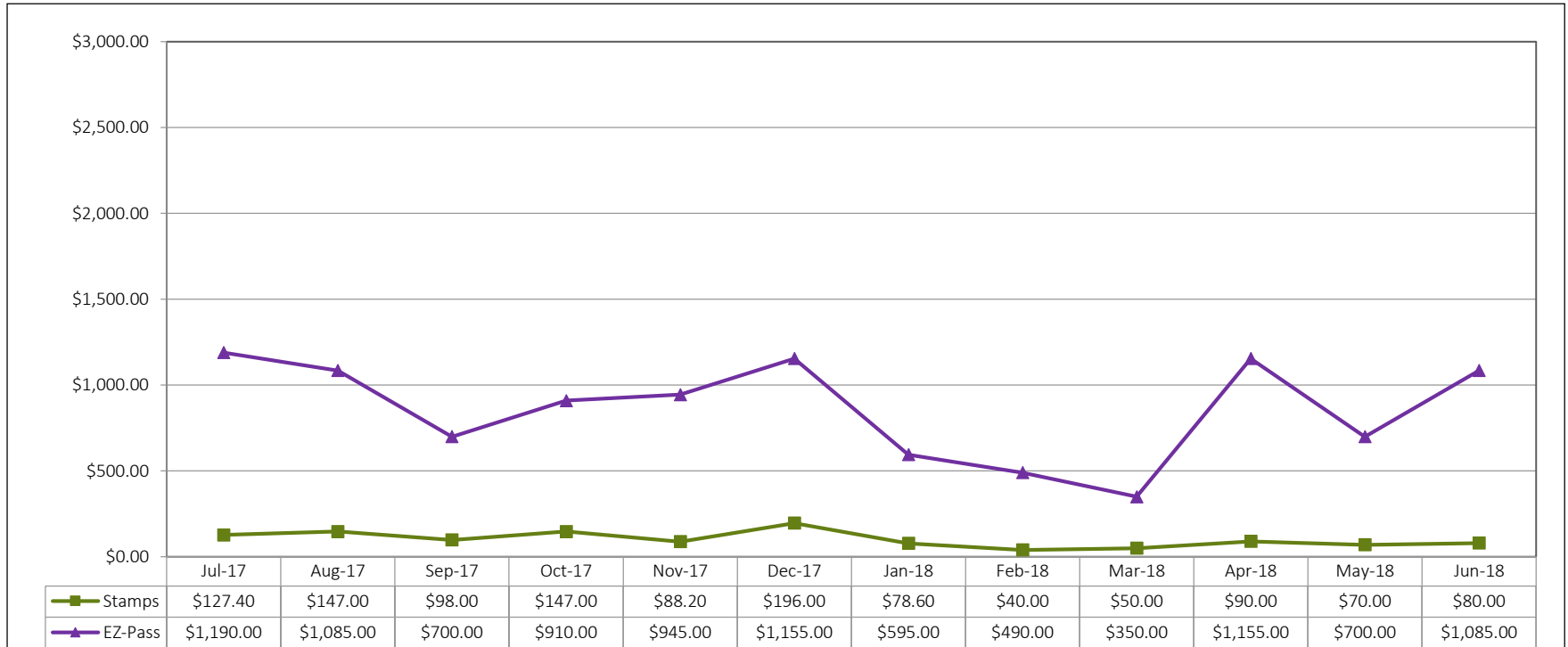
There was a total of 8,100 walk-in customers in FY18.

There was a total of 7,473 walk-in customers in FY17.

COMMUTER STORE – STAMPS & 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.



FY18	Stamps	Stamps Sold
Total	\$1,212.20	123

Please note: Price change in a book of stamps from \$9.80 to \$10 in January 2018

FY17	Stamps	Stamps Sold
Total	\$1,678.80	176

FY18	EZ- Passes	EZ-Passes Sold
Total	\$10,360.00	296

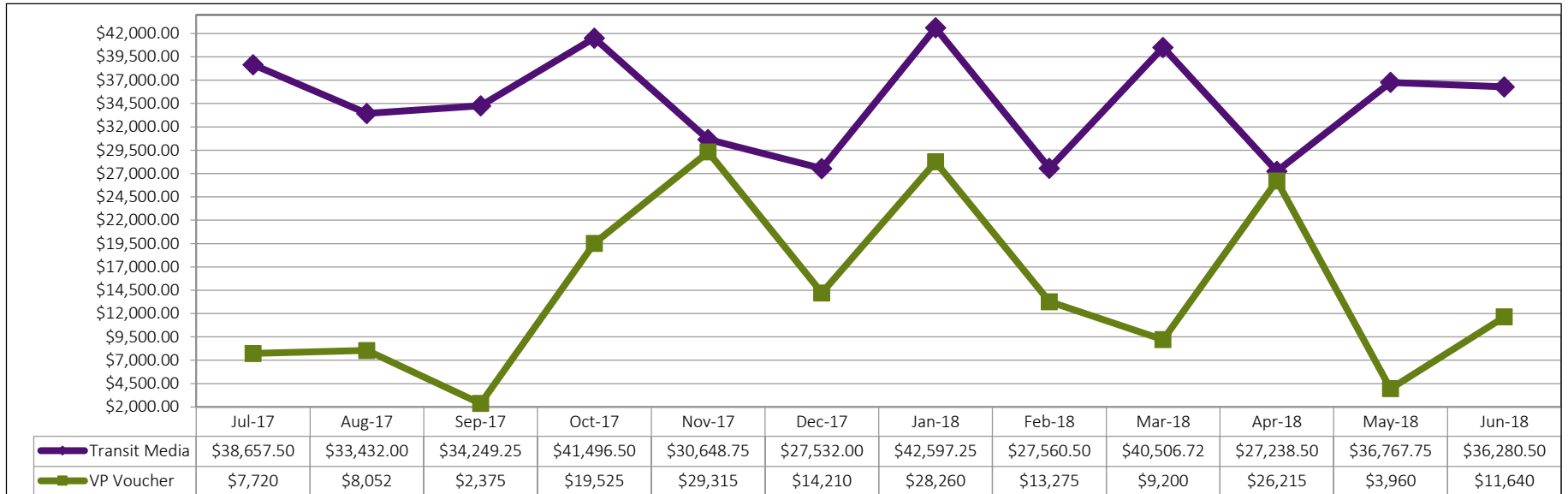
FY17	EZ- Passes	EZ-Passes Sold
Total	\$14,000.00	400

COMMUTER STORE – TRANSIT MEDIA & VANPOOL VOUCHERS

Snapshot of What We Do:

RideFinders sells GRTC transit media fare passes and CARE tickets for paratransit services) and vanpool vouchers for vanpool riders. The fare passes and CARE tickets 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.



FY18	Transit Media	Vanpool Vouchers
Total	\$416,967.22	\$173,747
FY17	Transit Media	Vanpool Vouchers
Total	\$319,758.50	\$167,335

Transit Tickets	Quantities Sold	Ticket Amount	Total	Trips
\$10 GO Card*	4,062	\$ 10.00	\$ 40,620.00	25,997
CARE (6 tickets)	759	\$ 18.00	\$ 13,662.00	4,554
CARE (10 tickets)	2,223	\$ 30.00	\$ 66,690.00	22,230
One Ride Pass (local)	16,606	\$ 1.50	\$ 24,909.00	16,606
One Ride Pass Plus (local)	23,534	\$ 1.75	\$ 41,184.50	47,068
One Day Unlimited (local)	9,272	\$ 3.50	\$ 32,452.00	18,544
7-Day Unlimited (local)	1,203	\$ 17.50	\$ 21,052.50	16,842
30-Day Unlimited (local)	1,536	\$ 60.00	\$ 92,160.00	3,072
Senior/Disabled/Medicare/Minor 1-Day Unlimited	2,488	\$ 1.75	\$ 4,354.00	4,976
Senior/Disabled/Medicare/Minor 7-Day Unlimited	1,609	\$ 8.25	\$ 13,274.25	22,526
Senior/Disabled/Medicare/Minor 30-Day Unlimited	900	\$ 35.00	\$ 31,500.00	54,000
Henrico Express/Pemberton 1-Day Unlimited	1,151	\$ 4.50	\$ 5,179.50	2,302
Henrico Express/Pemberton 7-Day Unlimited	79	\$ 22.50	\$ 1,777.50	1,106
Henrico Express/Pemberton 30-Day Unlimited	224	\$ 80.00	\$ 17,920.00	13,440
Petersburg Express 1-Day Unlimited	575	\$ 7.00	\$ 4,025.00	1,150
Petersburg Express 7-Day Unlimited	91	\$ 35.00	\$ 3,185.00	910
\$5 Kings Dominion	0	\$ 5.00	\$ -	0
\$10 Kings Dominion	8	\$ 10.00	\$ 80.00	16
\$6 Kings Dominion Employee Pass	71	\$ 6.00	\$ 426.00	142
Chesterfield 1- Ride Pass	376	\$ 6.00	\$ 2,256.00	376
Chesterfield 7- Day Pass	4	\$ 65.00	\$ 260.00	40
Totals	66,771		\$ 416,967.25	253,597

Total transit ticket sales include walk-in customers to the Commuter Store and Commuter Choice orders from area businesses and human service agencies.

Commuter Choice orders from 20 companies totaling \$202,159.75. Some companies include Hilton Richmond, University of Richmond, VCU Health Systems, City of Richmond, Office of Inspector General.

There were 94 orders from 43 Human Service organizations totaling \$135,582. Some organizations include Greater Richmond SCAN, County of Henrico Mental Health, Homeward, ReEstablish Richmond and the Family Foundation.

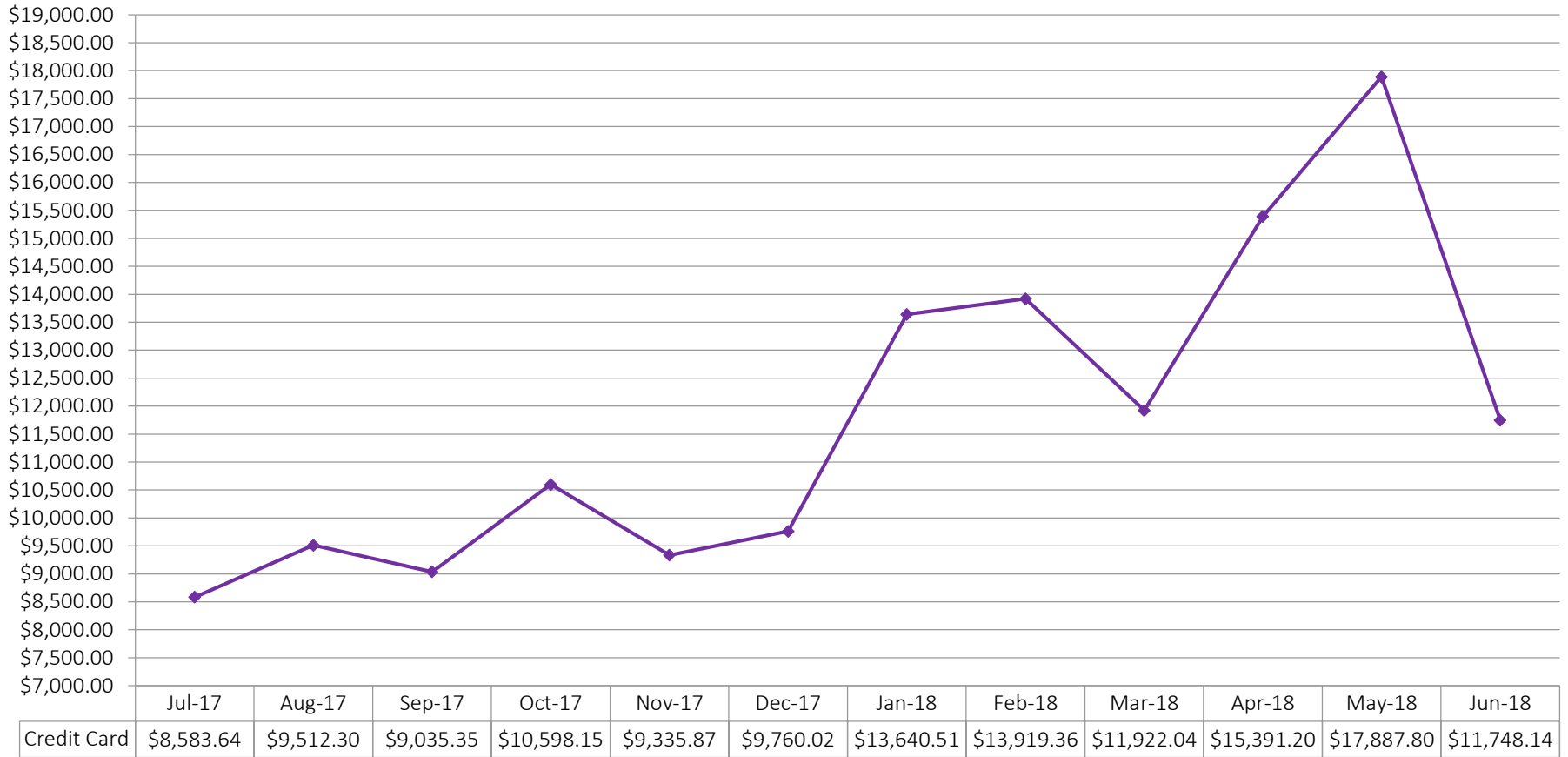
*\$10 Go Card eliminated in October 2017. RideFinders processed 1,631 \$10 Go Cards during the exchange process from November 2017- January 2018.

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.*



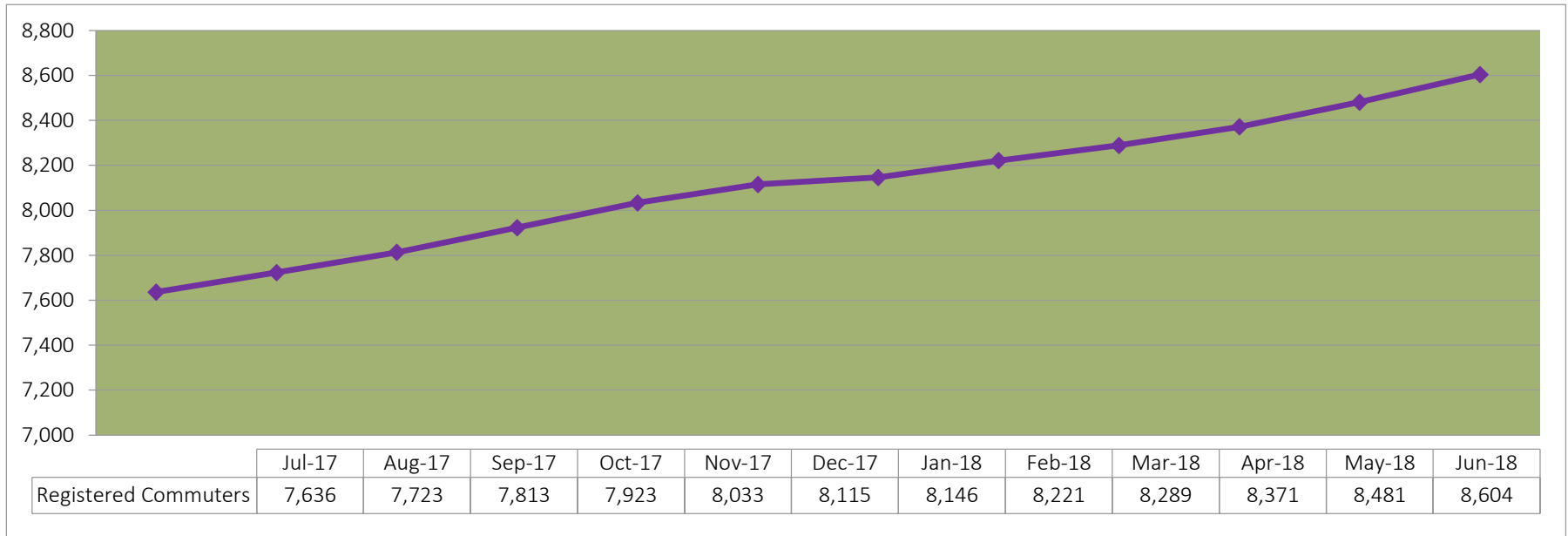
There was a total of \$141,334.38 in credit card sales in FY18.

There was a total of \$99,227.07 in credit card sales in FY17.

TOTAL REGISTERED CLIENTS

Snapshot of What We Do:

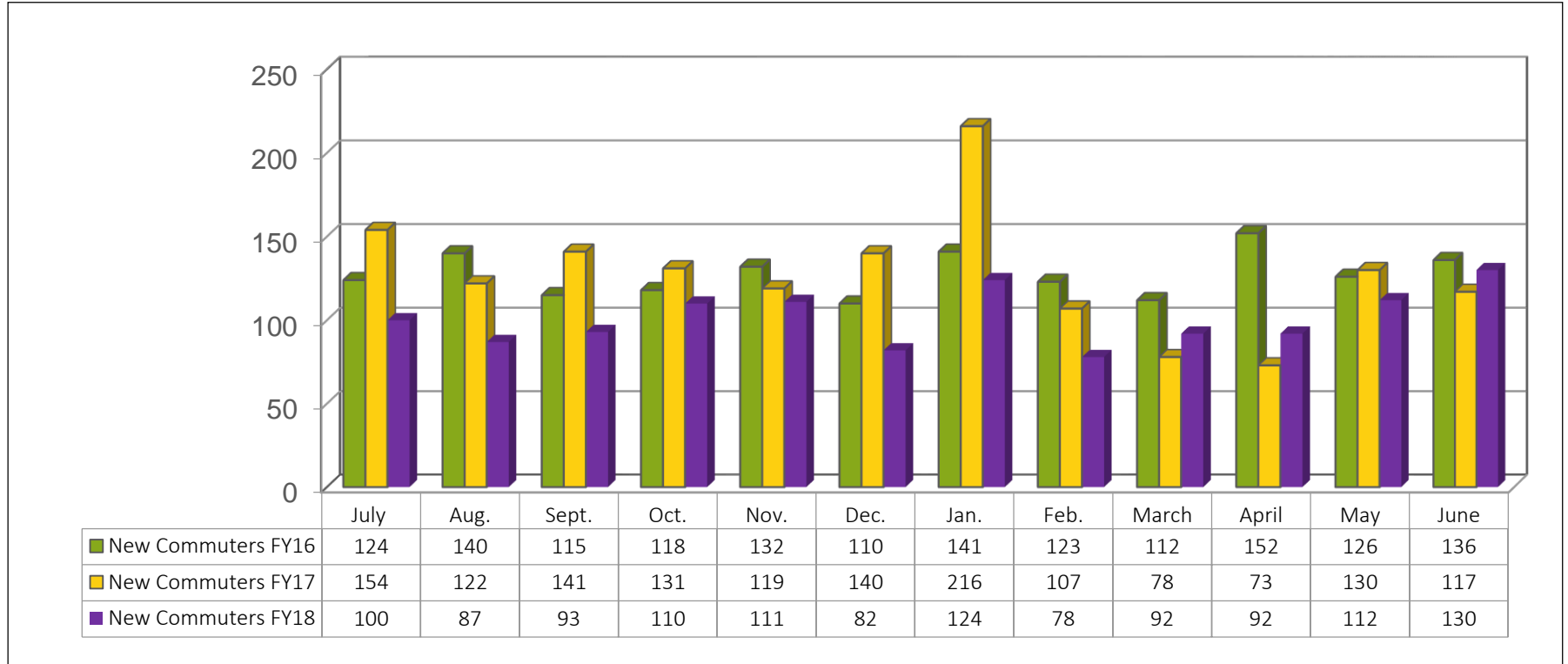
RideFinders utilizes NuRide to track all registered clients.



NEW REGISTERED CLIENTS

Snapshot of What We Do:

RideFinders utilizes NuRide to track all newly registered clients.

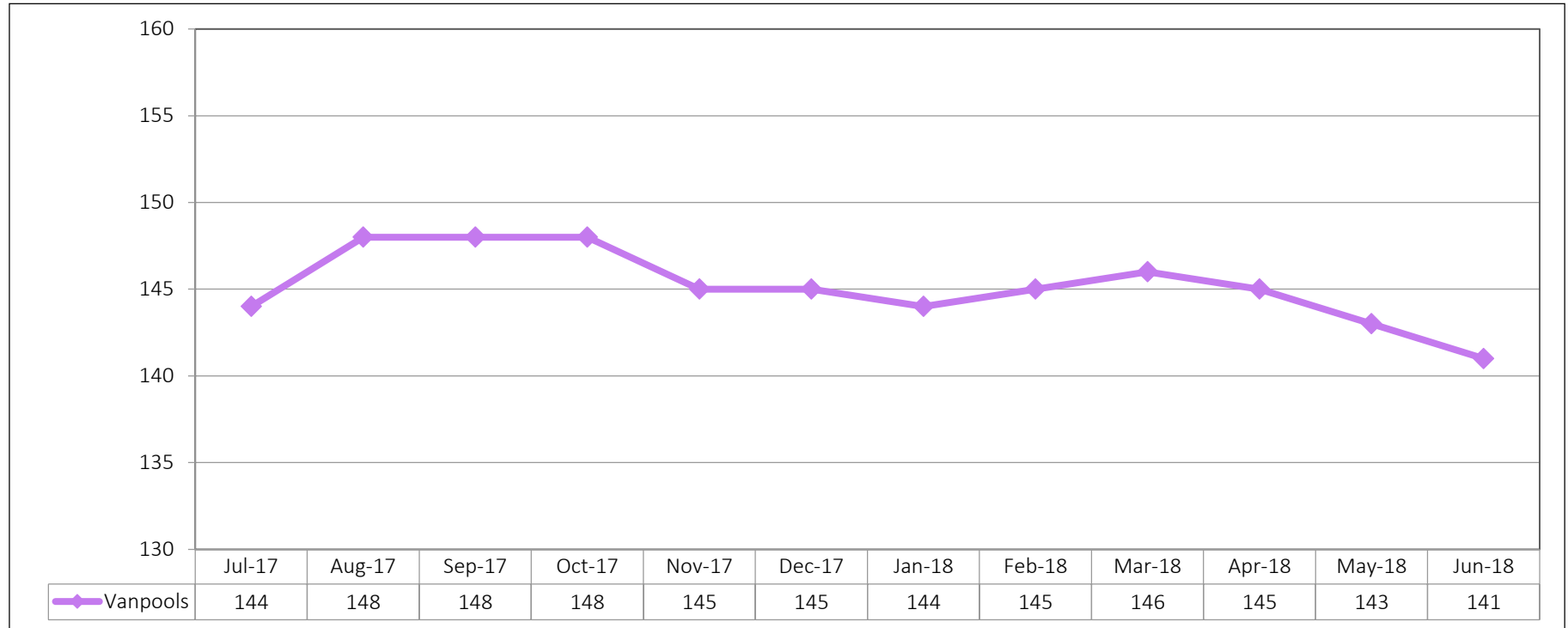


	FY16	FY17	FY18
New Registered Clients Totals	1,529	1,528	1,211

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.



- a. Nine (9) new vanpools established in FY18
 - i. Started 1 vanpool with 6 passenger capacity van (6 passengers), 6 vanpools with -7 passenger capacity vans (36 passengers), 1 vanpool with- 15 passenger capacity van (14 passengers), and 2 vanpools with 10 passenger capacity vans (10 passengers)
- b. Modal placement of 50 passengers in empty seats on existing vanpools.
- c. Provided \$2,800 in van save subsidies to five (5) vanpools serving the region.
- d. Hosted seven (7) vanpool formation meetings.
- e. Vanpools that arrive or depart (or both) by locality: 15- Chesterfield, 32- Henrico, 35- Richmond, 44-Tri-Cities, 10- Hanover, 4- New Kent, 1- Newport News (makes a stop at Mechanicsville park n' ride), 2- Williamsburg (both makes stops in Hanover)

VANPOOL PROGRAM AT-A-GLANCE

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.

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

FY18 Vanpool NTD data			
	Passengers	Passenger Miles	Passenger Trips
K&K	4,338	9,737,251	106,529
Ride-EZ	1,039	2,217,040	39,783
Enterprise	8,820	17,188,492	251,556
Total	14,197	29,142,783	397,868

Enterprise and Vride merged in FY18.

Vendor Vanpool Inventory	
Vehicle Size	Number of Vehicles
15-passenger	8
14-passenger	15
13-passenger	6
12-passenger	33
10-passenger	7
9-passenger	6
8-passenger	16
7-passenger	45

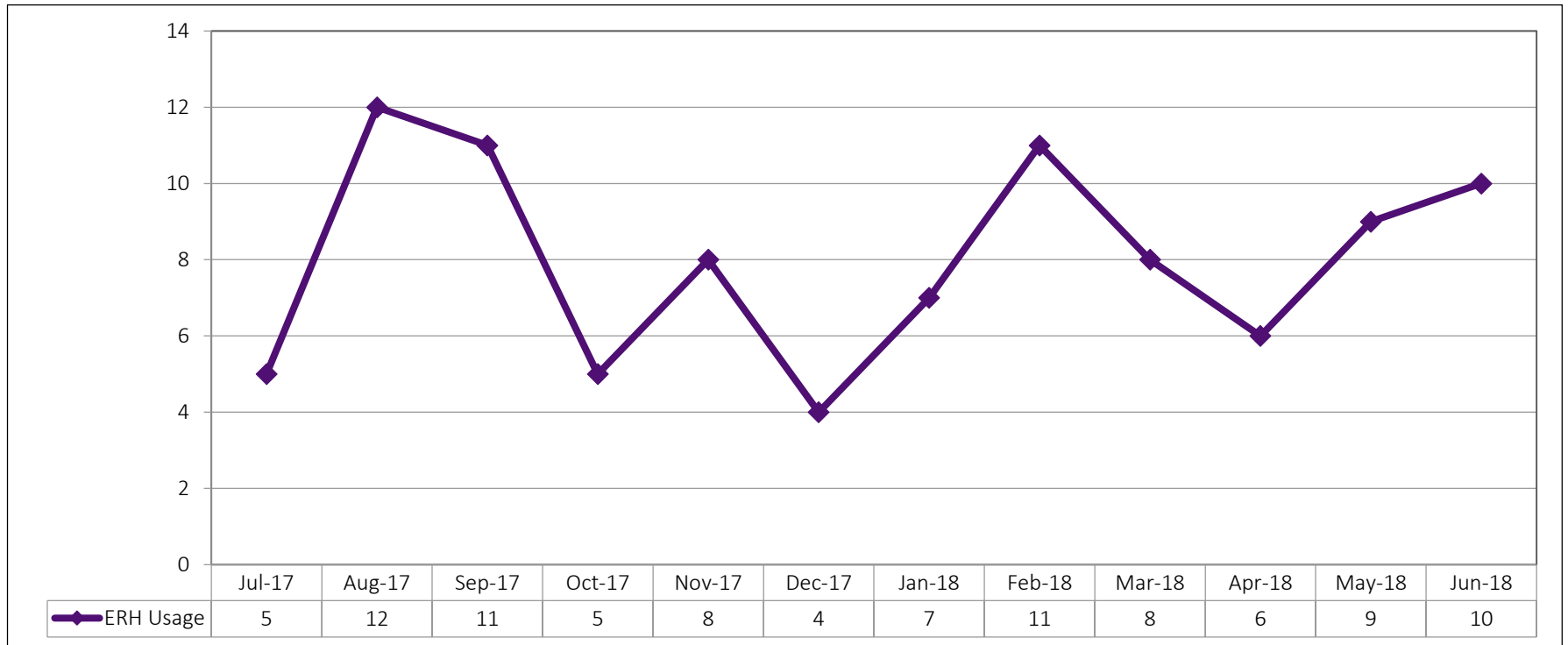
Please note five (5) did not request vanpool subsidy. As such did not provide NTD data which includes vanpool inventory.

Grand Total: 43,241 Passengers; 87,847,359 Passenger Miles; 1,125,934 Passenger Trips

EMERGENCY RIDE HOME 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 96 total ERH trips.

Emergency Ride Home (ERH) program trips – 96 include serving some of the following localities Ashland (3 trips), Chesterfield (11 trips), Glen Allen (2 trips), Henrico (16 trips), and Richmond (15 trips). Other localities served include: Charlottesville, Colonial Heights, Newport News and Petersburg. George.

PROGRAM HIGHLIGHTS

- Continued to partner with the Virginia Department of Rail and Public Transportation for National Telework Week, Try Transit, Bike to Work Month activities, and continued to partner with the Virginia Department of Environmental Quality for air quality for air quality alerts and Air Quality Awareness Week.
- Received Outstanding Marketing Campaign award from the Chesapeake Chapter of the Association for Commuter Transportation (ACT) for this marketing awareness campaign.
- One of two finalists for Marketing and Outreach – TMA category for the Association for Commuter Transportation (ACT) 2018 International Conference.



PROGRAM HIGHLIGHTS

- Partnership with AMC Dine-In theater to show all three RideFinders commercials for 52 weeks at theater totaling 18,000 ads shown during the partnership.
- Gave a presentation during Supervisor Frank Thornton's Fairfield District constituent meeting.
- Continued working with Allegheny Image Factory using commercials targeting carpoolers, millennials and the business community on television and social media for six months. The commercials are the same commercials produced in FY17.



PROGRAM HIGHLIGHTS

- Served in consultative capacities for the following:
 - Transportation Demand Management (TDM) peer review consultants for the Potomac and Rappahannock Transportation Commission's (PRTC) Omnimatch program
 - Kimley Horn's Alternatives along Route 301- Chesterfield Transit Alternatives Proposal
 - Lori Diggins of LDA Consulting – UCI Bike Races case study
 - GRTC's Six (6) year Transportation Development Plan (TDP)
 - Virginia Department of Rail and Public Transportation's Statewide VanStart/VanSave program revision
- Met with Goochland County's Administrator, John Budesky, and Administrative Services Manager, Paul Drumright
- Continues to be your award-winning program



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 Authorization on FY18 funds 9/10/18

TDM Grant	Original Grant Total	State	Matching Funds Required
FY18 Program Administration & Operation Project 7018-12 – Executed and closed	\$100,000	\$80,000	\$20,000

Local Funds	Amount
FY18 City of Richmond	\$7,500
FY18 Chesterfield County	\$5,700
FY18 Henrico County	\$7,500
Colonial Heights	\$1,000

Audit In Progress Now