February 2024 Recap



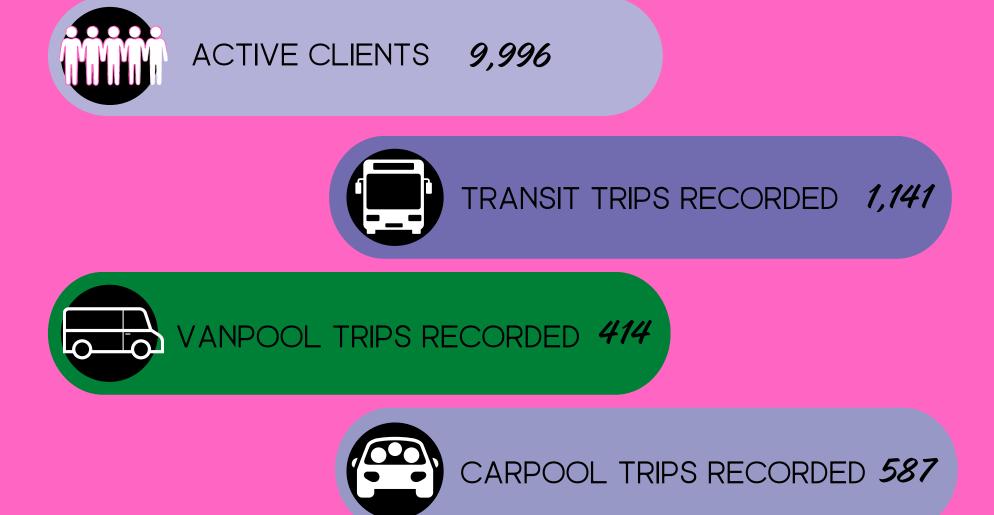
What Highlighting a few



initiatives and activities that underscore our work in the region with employers, commuters, transportation leaders as well as within the community space.

804.643.7433 (RIDE) ridefinders.com

By the Numbers









3,404 Reduced Car • 97,537 Reduced Vehicle Miles Trips Traveled

\$65,350 Money Saved • 34,091 Calories Burned

Outreach

- Encouraged area employers to learn more about our free employer services and help their employees learn about their transportation options.
- Partnered with two vendors K&K and Enterprise to start five (5) new vanpools.
- Assisted commuters with personalized mobility planning.







Recruiting Vanpool Riders

Recruiting riders for a new vanpool from the Chester area to Fort Belvoir. Contact John O'Keeffe at 804-474-9903 or john.okeeffe@ridefinders.com for more information on this vanpool.



Carpool Community

- Continued our Kick\$tart Your Carpool pilot program designed to encourage starting or joining new carpools by providing \$50 for each calendar month a new carpooler records the minimum number of required carpool commutes. Completed a two-week run of radio spots on WKJS to educate the community on our Kick\$tart Your Carpool program.
- Continued our series, Why Carpool? with Commander Carpool. Saving money is a "sweet" reward when choosing to carpool especially when gas prices rise.

KICKSTART **TOUR CARPOO** Get rewarded for carpooling to and from work. Good news! YOU can still register! www.ridefinders.com

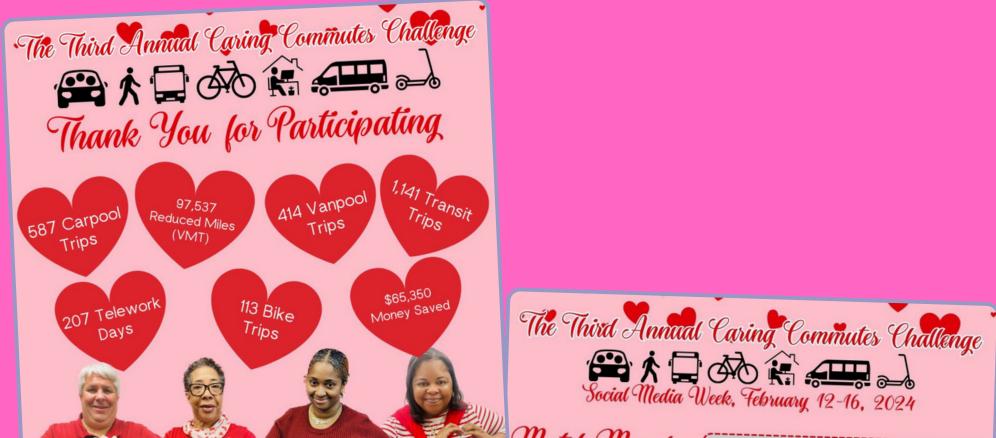
WHY CARPOOL? WITH COMMANDER CARPOOL

SAVE MONEY-A SWEET REWARD

Carpooling helps you save on commuting costs including saving on gas and reduce wear & tear on your car.

Community Engagement

- Hosted our Third Annual Caring Commutes Challenge to encourage YOU to show the planet and your commute some LOVE in February and to participate in our Social Media Week.
- Our social media week provided fun prompts for engagement such Match Monday, Wheel You Be My Valentine's Wednesday and Feel Good Friday.
- We encouraged the community to sign up for our monthly newsletter to keep updated on events, promotions and initiatives.



Match Monday

You have our hearts when you show your carpool or vanpool partner(s) some love!

#caringcommutes2024



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