

# May 2023 Recap

POV: Even Spider-Man is getting ready for #BiketoWorkWeek next week!  
[ridefinders.com](http://ridefinders.com) #bikemonth #bringiton #FridayFeeling #FridayVibes

## TAKE YOUR COMMUTE BY THE HANDLEBARS



Even Spider-Man is getting ready for  
**BIKE TO WORK WEEK NEXT WEEK**

[www.ridefinders.com](http://www.ridefinders.com)



Happy #BikeRollToSchoolDay 🚲 Biking has so many great benefits and helps build great habits for the future. Keep inspiring the next generation of #commuters to #bike! [www.ridefinders.com](http://www.ridefinders.com)  
#bringiton #bikemonth #bikelife #wednesdaymotivation

### From Biking to School to Biking to Work

Inspiring the next generation to be the  
**CEOs of Their Commute!**



School



Work

[ridefinders.com](http://ridefinders.com)

## 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.

Wishing you a WHEEL-Y good week!  
🚲 Record your bike trips for a chance to win a \$100 gift card:  
[www.ridefinders.com](http://www.ridefinders.com)  
🌱 Take our Air Quality Awareness pledge for a chance to win cool swag: <http://ridefinders.com/impr.../air-quality-awareness-pledge/>  
#bringiton #mondaymugmoment #mondaymotivation #mondaymood #Mondaythoughts



MONDAY  
**MUG MOMENT** 

# By the Numbers

9,718 Active Clients

762 Transit Trips Recorded

271 Telework Days Recorded

518 Vanpool Trips Recorded

515 Carpool Trips Recorded

372 Bike Trips Recorded

33,747 Calories Burned

\$43,706 Money Saved

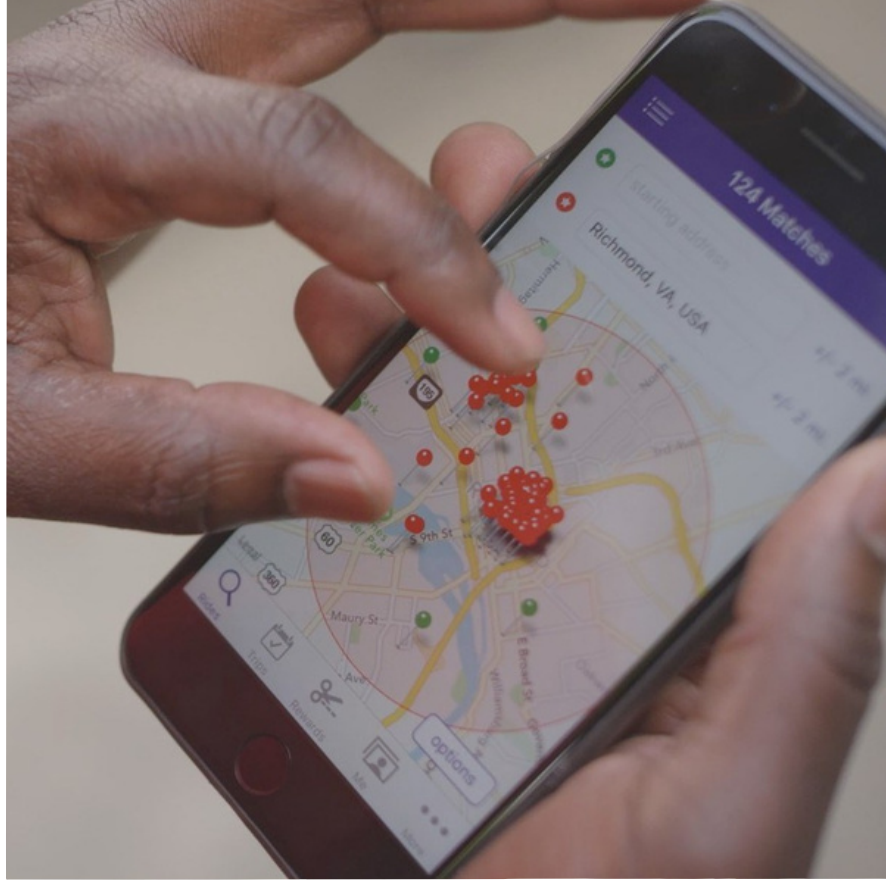
2,377 Reduced Car Trips

69,929 Reduced Vehicle Miles  
Traveled

3,007 Gallons of Gas Saved

29.5 tons of CO2 Reduced

91.7 lbs. of NOx Reduced



## Record Trip

TYPE

New/saved? [Bus to work](#)

Mode:  multi-mode

Modes: ☐ 2 ☐ 3 ☐ 4

ROUTE

Start  @: Home, 7715 Wood Road, Richmond,...

then  @: Bus Stop, Wood Road, Richmond, V...

## RECORD YOUR GREEN TRIPS

*Carpool, Vanpool, Transit, Walk,  
Bike, Telework, and more!*



# Regional Transportation Participation

- Shared and promoted PlanRVA's Pathways to the Future survey on a variety of our communications channels: social media platforms, monthly newsletter and website.
- Enterprise, one of our vanpool vendors, started one new vanpool from the Glenside park n' ride to the Pentagon.
- Partnered with the Virginia Department of Rail and Public Transportation to share Bike Month and Bike to Work Day statewide content.



## Pathways to the Future Survey

Give your input and take PlanRVA's Pathways to the Future survey. Your input will help shape PlanRVA's planning process, which allows for stronger communities and a more resilient region. **Complete the survey by June 1, 2023.**

**Keep life in balance.  
Bike to Work.**



*We share important updates and notices from our partners across the Central VA region!*

## Virginia Department of Rail and Public Transportation

1,273 followers

1d • 🌐

There are so many reasons to ride.  
What's yours? 🤔

...see more



# Transit Talk

- Assisted GRTC with the following activities: temporary transfer plaza outreach to provide guidance to customers regarding service changes and delivered public timetables (schedules) to businesses.
- Shared GRTC content on the North-South BRT study pop-up events and services updates and changes.
- Promoted Transit Thursday to encourage combining transit and bike trips.



Rack n' Ride: Celebrate #BikeMonth by discovering #transit! It's a WIN-WIN! GRTC Transit System

🚲 Record your bike trips for a chance to win a \$100 gift card:  
<http://ridefinders.com/.../take-your-commute-by-the-...>  
#transitthursday #ThursdayThoughts #bringiton  
#takeyourcommutebythehandlebars



TAKE YOUR BIKE WHEN YOU RIDE THE BUS  
**RACK N' RIDE**

[www.ridefinders.com](http://www.ridefinders.com)



You Retweeted



GRTC Pulse @GRTCPulse · May 1

🚌 Hop on board the North-South BRT Study! Join GRTC and @PlanRVA for a series of pop-up events over the next week as we gather feedback and insights from you. Don't miss out on the chance to shape the future of public transit!



## POP-UP EVENTS

- ▶ **Monday, May 1** from 5:00–7:00 pm  
VCU Medical Center Westbound Station  
🚌 Pulse, 1A/B/C, 7A/B, Express Routes
- ▶ **Tuesday, May 2** from 11:00 am–1:00 pm  
Brook Road Neighborhood Walmart  
🚌 1 and 14
- ▶ **Monday, May 8** from 9:00–11:00 am  
Southside Plaza  
🚌 1A/B/C, 2C, 20, 86, 87, 88



NORTH-SOUTH BRT STUDY

Sharing important  
transit information and  
updates to commuters  
and the community!



# Outreach

- Celebrated Community Day with PlanRVA at the Richmond Flying Squirrels baseball game.
- Working with Rosie's Gaming Emporium to assist staff with their transportation needs.
- Recruited five (5) new Employee Transportation Coordinators (ETCs) at employer sites to serve as liaisons between their businesses and RideFinders.
- Participated in a transportation fair at the Pentagon and a benefits at the Virginia Retirement System (VRS).



**THE REGION'S  
RIDESHARE RESOURCE**  
643-RIDE (7433) [ridefinders.com](http://ridefinders.com)  
A DIVISION OF GRTC TRANSIT SYSTEM

*Our outreach team is  
ready to work and  
partner with you!*



# Community Engagement

- Promoted and celebrated Bike Month. Encouraged recording bike trips for a chance to win a \$100 gift card.
- Encouraged cyclists to download their very own "I took my commute by the handlebars" certificate.
- Shared Henrico County's Keep Henrico Beautiful and Don't Trash Central VA message.
- Shared the City of Richmond's Department of Public Works Bike to Work Day message.



RideFinders, Central Virginia

6h · 🌐

It's #BikeToWorkDay 🚲🚲🚲 To celebrate the occasion, PRINT YOUR very own certificate from us: <https://bit.ly/commutebythehandlebars>  
📸 Take a selfie with your certificate, share and tag us! #bringiton #BikeMonth #BiketoWorkWeek #fridayfeels

**I TOOK MY COMMUTE BY THE HANDLEBARS  
DURING BIKE MONTH**

**CERTIFICATE OF ACHIEVEMENT**

awarded by

**Team RideFinders**

**May 2023**



**BIKE TO WORK DAY**

**RideFinders** @teamridefinders · 4h

🚲 After exploring the city, record your bike trips to earn redeemable points for rewards: [ridefinders.com](https://ridefinders.com) It's a WIN-WIN!  
#BikeToWorkDay #bikelife

**Richmond VA DPW** @DPW\_RichmondVA · 5h

Happy #BikeToWorkDay Explore Richmond on two wheels! Visit [rvabikes.com](https://rvabikes.com) to get a map of RVABikeShare locations and rental information. #RVA @RVABikeShare

**BIKE TO WORK DAY**

**May 19, 2023**



DEPARTMENT OF  
PUBLIC  
WORKS

You Retweeted



**Henrico County Government** @HenricoNews · May 26

As your out enjoying this Memorial Day holiday weekend, please remember to put litter in its place. Let's Keep Henrico Beautiful & Don't Trash Central Virginia! @henricokhb

**DON'T  
trash  
CENTRAL  
VIRGINIA**

*We share important  
messages from our  
friends across the  
Central VA region!*



*Partner with Us*

804.643.7433  
ridefinders.com

*Follow Us*

Facebook

LinkedIn

Twitter

Instagram

YouTube