

# KICK\$TART YOUR CARPOOL

## PROGRAM GUIDELINES – EXISTING CARPOOLERS

### Program Description:

The Kick\$Start Your Carpool program for existing, registered carpoolers is designed to reward each registered carpooler with a one-time \$50 reward for carpooling if they add a new carpool rider and record at least eight (8) roundtrip carpool work commutes each month during a 60-day reporting period. Enrollment period for the program is January 1, 2024 – April 15, 2024.

A carpool consists of two or more people (including the driver) sharing the ride together in a vehicle to and from work. Carpoolers must be 18 years of age for eligibility.

### EXISTING CARPOOLERS

#### Eligibility:

- Existing carpools commuting to work must have a minimum of two carpoolers including the driver and add one new rider. Non-licensed child passengers do not constitute a carpool and thus do not qualify for the incentive.
- Participants must be 18 years of age or older to receive incentive for work commute.
- Existing carpools must commute to work an average of two or more weekdays for a 60-day period to be eligible for the bonus.
- Member must live or work in the RideFinders service area: Ashland, Charles City, Chesterfield, Goochland, Hanover, Henrico, New Kent, Powhatan, Richmond, Amelia, Colonial Heights, Hopewell, Petersburg, Dinwiddie, Prince George.
- Only two persons per household are eligible to receive the incentive during the program year, while funding is available.

#### How to Register:

- Sign in to your [ConnectingVA](#) account.
- Select the “KickStart Your Carpool” reward from the “Featured” category in the “Rewards” section.
- Member must have a valid email.
- Member must have an organization entered in their profile.
- Member must have a phone number entered with text enabled.
- Member must have a supervisor contact information entered in their account.
- Member must have a photo uploaded in their account.
- Record 8 round trip carpool commutes in the 60 days prior to redeeming the reward.
- Select “Redeem” once you’ve entered the above information and recorded the requisite number of carpool trips.
- Answer survey questions and complete redemption.
- Redemptions occurring prior to April 4, 2024 will be processed and disbursed no later than April 24, 2024. Redemptions occurring on or after April 4, 2024 will be processed and distributed no later than August 23, 2024.

**How it Works:**

- Sign into your ConnectingVA account.
- Member must be registered as a carpooler.
- Record eight (8) roundtrip carpool work commutes per month on your trip calendar. Carpoolers must record carpool work commutes to be eligible.
- Carpools must have added one new carpooler during the 60-day period.
- Participants must record their carpool work commutes for the month by 11:59 p.m. on the last working day of the month.
- Participants may set carpool commutes as recurring.
- Reward redemptions (payouts) will be distributed on January 1, 2024 – April 15, 2024. Redemptions occurring prior to April 4, 2024 will be processed and disbursed no later than April 24, 2024. Redemptions occurring on or after April 4, 2024 will be processed and distributed no later than August 23, 2024.
- Payouts will be provided electronically via Tango Card, which can be redeemed for gift cards from hundreds of national retailers, as a visa gift card, or donated to a charity such as (St. Jude, UNICEF, Red Cross, etc.). Tango cards will be emailed to qualifying participants no later than 14 business days from the end of the quarterly period. Check your junk and spam email.

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