



RideFinders FY21 Annual Report



REPORT DOCUMENTATION

Title:

RideFinders FY2021 Annual Report

Report Date:

November 2021

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.

Acknowledgements:

This report was prepared by RideFinders.

Organization Name, Address & Telephone:

RideFinders, a division of GRTC Transit System
1013 East Main Street
Richmond, VA 23219
804.643.7433
www.ridefinders.com

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 and supporting strategic direction for RideFinders. RideFinders maintains a substantially independent operation within the parameters defined for the agency by its bylaws, affiliation with GRTC and its specific mission. GRTC provides RideFinders with operational and administrative support in the manner of outside consultants or vendors.

BOARD OF DIRECTORS:

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

RIDEFINDERS ADVISORY BOARD (RAB):

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

Chessa Faulkner, Chair (Chesterfield County)	Ron Svejovsky (Tri-Cities Metropolitan Planning Organization)
Todd Eure, Co-Chair (Henrico County)	Ken Lantz (PlanRVA)
Dironna Clarke (City of Richmond)	Daniel Salkovitz (Virginia Department of Environmental Quality)
Stephanie Phillips (Greater Richmond Chamber of Commerce)	Ivan Rucker, non-voting (Federal Highway Administration)
Chris Arabia (Virginia Department of Rail and Public Transportation)	Walter Johnson, non-voting (Private Citizen)

STAFF:

There are six staff members. This includes: one Executive Director, one program manager, two account executives, one administrative support technician, and one client services specialist.

FUNDING:

Funding is provided through the Plan RVA 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 typically 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.

This report is available for distribution via electronic media.

MESSAGE FROM THE EXECUTIVE DIRECTOR

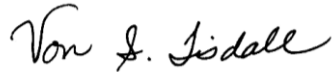
Greetings,

Gary Hamel, recognized by Forbes magazine as one of the world's leading experts on business strategy, stated "A noble purpose inspires sacrifice, stimulates innovation, and encourages perseverance." These components certainly rang true for RideFinders during the many challenges and disruptions brought on by the pandemic throughout FY21. We remained committed to serving as an easily accessible, user-friendly resource as well as a provider of services to our customers, business associates, surrounding jurisdictions and stakeholders. Rather than focusing on what we could not do because of public health safety restrictions, we deliberately chose to develop and execute creative problem-solving strategies to mitigate the negative impacts.

Included in this report, you will see many of the ways that the staff of RideFinders stepped away from the "normal" ways of doing business to personally partake in and record activities that focused on sustainability initiatives, increasing educational awareness about green commuting, and supporting green environmental actions. Through our social media platforms and campaigns, we engaged purposefully to create a sense of togetherness and connectedness as we showcased Team RideFinders leading the way, and encouraged others to join us in making our homes, our neighborhoods, and our communities the places to grow and thrive! While numbers matter, we never lost sight of the importance of providing assistance and information on an individual level to commuters, consultants, and businesses alike. We continued taking professional development classes, participated in the transportation planning process, and became intimately involved on Diversity, Equity, and Inclusion committees.

Even during these times of volatility and uncertainty, we remained your award-winning rideshare agency. We are also pleased to announce that once again, the external audit demonstrated compliance with federal and state regulations and fiduciary responsibility. After all, our noble purpose is to provide transportation and mobility options/solutions par excellence in this region to enhance the quality of life for all. Thank you for your support.

Sincerely,



Von S. Tisdale
Executive Director



PROGRAMS & SERVICES

Transit Information: provides commuters with GRTC transit information; assists with distribution and placement of public timetables; notifies businesses and Employee Transportation Coordinator network of route and service change updates; assists commuters with customized trip planning; and promotes the Commuter Choice and swipe card programs.

Vanpool Services: supports vanpools; provides vanpool formation services for area employers.

Carpool Matching: "matches" commuters with those in their neighborhoods that also share similar work locations and hours.

Clean Air Campaign: helps to improve the region's air quality and notifies employers of Ozone Action Days issued by the Virginia Department of Environmental Quality.

Commuter Choice Program: assists employers with the development and implementation of tax-free transportation benefits programs.

Telework: Through partnership with Virginia Department of Rail and Public Transportation, RideFinders serves as a resource center for program development, technical assistance, and financial incentives at employer sites.

Emergency Ride Home Program: provides taxi or rental car service to get home in the event of an emergency for registered commuters who ride the bus, vanpool, bike or carpool to work at least three days a week.

Transportation Planning: supports transportation demand management (TDM) strategies through the regional transportation planning process and serves as a distribution site for requests for public input on draft transportation plans.

Employer-Based Marketing: promotes TDM strategies through the Employee Transportation Coordinator (ETC) network established at employer sites.

Employer Relocation and Site Analysis Services: assists with implementing TDM strategies during company relocations, conducts employee surveys, produces density plot maps for vanpool and carpool formation, and develops employee trip reduction programs.

Bike and Pedestrian Commuter Services: supports commuters who bike or walk to work with the Emergency Ride Home (ERH) Program and safety clinics and supports various school programs throughout the region.

Park and Ride Lot: provides formal and informal park and ride lot information to area commuters who are interested in taking advantage of a shared-ride commute mode.

BY THE NUMBERS

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

Commuter Store Operations	FY18	FY19	FY20	FY21
Walk-in Clients	8,100	6,369	4,542	0*
Transit Fare Media Sales	\$416,967.22	\$321,452.50	\$241,217.75	\$0**
Vanpool Voucher Sales	\$173,747	\$192,830	\$122,710	\$10,150
EZ Pass Sales	\$10,360	\$6,685	\$4,585	\$0*
Stamps Sales	\$1,212.20	\$1,205	\$704	\$66

*Due to COVID-19 (Coronavirus), the RideFinders office was closed March 16, 2020, and remains closed until further notice thus causing a significant change in numbers.

** Transit remains fare free.

Transportation Demand Management (TDM) Programs	FY18	FY19	FY20	FY21
New Commuter Registrations	1,211	1,540	977	371
Registered Carpools	132*	366*	275	76
Emergency Ride Home Trips Provided	96	101	56	1
New Employee Transportation Coordinators/Business Associates	35	55	40	8
New Vanpools Started	9	11	9	5

EMISSIONS DATA

Agile Mile provides emissions data based on participants that record telework, carpool, vanpool, transit, bike, multimodal and walk trips.

FY21 (July 2020-June 2021)	
Commutes	All Modes
Gallons of gas saved	35,125
Reduced NOx (lbs)	1,073
Reduced VOC (lbs)	1,059
Reduced PM 2.5 (lbs)	15.7
Reduced CO (tons)	2.8
Reduced CO2 (tons)	344

FY20 (July 2019-June 2020)	
Commutes	All Modes
Gallons of gas saved	79,103
Reduced NOx (lbs)	2,295
Reduced VOC (lbs)	2,264
Reduced PM 2.5 (lbs)	33.5
Reduced CO (tons)	5.99
Reduced CO2 (tons)	775

Gallons of gas saved = Gallons of gas saved during the specified period
Reduced NOx = NOx not emitted during the specified period
Reduced VOC = VOC not emitted during the specified period
Reduced CO = CO (carbon monoxide) not emitted during the specified period
Reduced PM 2.5 = PM 2.5 (particulate matter) not emitted during the specified period
Reduced CO2 = CO2 (carbon dioxide) not emitted during the specified period

VANPOOL PROGRAM

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.

- **Started 4 new vanpools:**
 - K&K Chesterfield to Food Lion Distribution Center Prince George 14 passenger (1 month)
 - K&K Hopewell-to several office locations 14 passenger (1 month)
 - RideEZ Defense Supply Center Richmond to ft. Pickett 7 passenger
 - RideEZ Defense Supply Center Richmond to ft. Pickett 7 passenger
- Secured modal placement of **13 passengers** in empty seats on existing vanpools.
- **Supporting 52 vanpools currently.** Vanpools that arrive or depart (or both) by locality: 2- Chesterfield/Chester, 11- Henrico, 22- Richmond, - 14- Tri-Cities (Colonial Heights, Prince George, and Petersburg), 2- Hanover, 1- New Kent.
- **Supported 149 vanpools pre-COVID.** Vanpools that arrive or depart (or both) by locality: 34- Chesterfield/Chester, 42- Henrico, 23- Richmond, 27 -Tri-Cities (Colonial Heights, Prince George and Petersburg), 17- Hanover, 3- New Kent, 1 – Blackstone, 2 – Powhatan.
- Forwarded We Care RVA grant information to RideEZ and K&K Connections (vanpool vendors).
- Hosted virtual meetings with vanpool vendors – Enterprise, RideEZ and K&K Connections.
- Executive Director and Program Manager met with representatives from the City of Richmond Department of Public Works to discuss the City's Vanpool Program expansion for broader regional inclusion and partnership potential.

VANPOOL PROGRAM

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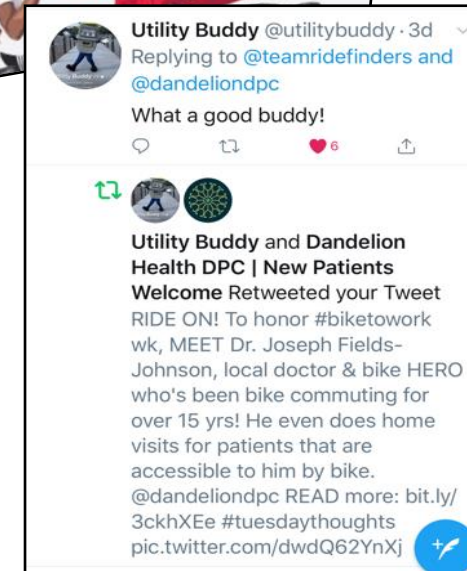
FY21 Vanpool NTD data			
	Passengers	Passenger Miles	Passenger Trips
K&K	2,086	1,201,910	12,701
Ride-EZ	1,224	3,457,520	51,946
Enterprise	1,750	2,893,754	52,726
Total	5,060	7,553,185	117,373

FY20 Vanpool NTD data			
	Passengers	Passenger Miles	Passenger Trips
K&K	3,697	7,509,152	80,763
Ride-EZ	1,224	3,108,655	49,993
Enterprise	6,468	11,745,169	175,256
Total	11,389	22,362,976	303,012

FY19 Vanpool NTD data			
	Passengers	Passenger Miles	Passenger Trips
K&K	4,642	10,185,560	111,643
Ride-EZ	1,128	2,423,585	42,605
Enterprise	7,713	15,290,567	232,902
Total	13,483	27,899,712	387,150

BIKING PROGRAM

- Attended Summer Bike Summit and multiple **Youth Bike Races** sponsored by the Bellemeade Community Center Bike Shop and Groundwork RVA. Donated water bottles, bike reflectors and Rules of the Road.
- Delivered bike reflectors to **Cool Spring Elementary** School for students that bike and walk to school.
- Partnered with **VCU Ram Bikes** to promote **Bike Buddy** feature of RideFinders Rides & Rewards App.
- Promoted **Wheel and Walk Wednesdays** to encourage bike and pedestrian safety and awareness.
- Featured Dr. Joseph Fields-Johnson, Dandelion Health Direct Primary Care, as a bike commuter profile during Bike to Work Week.



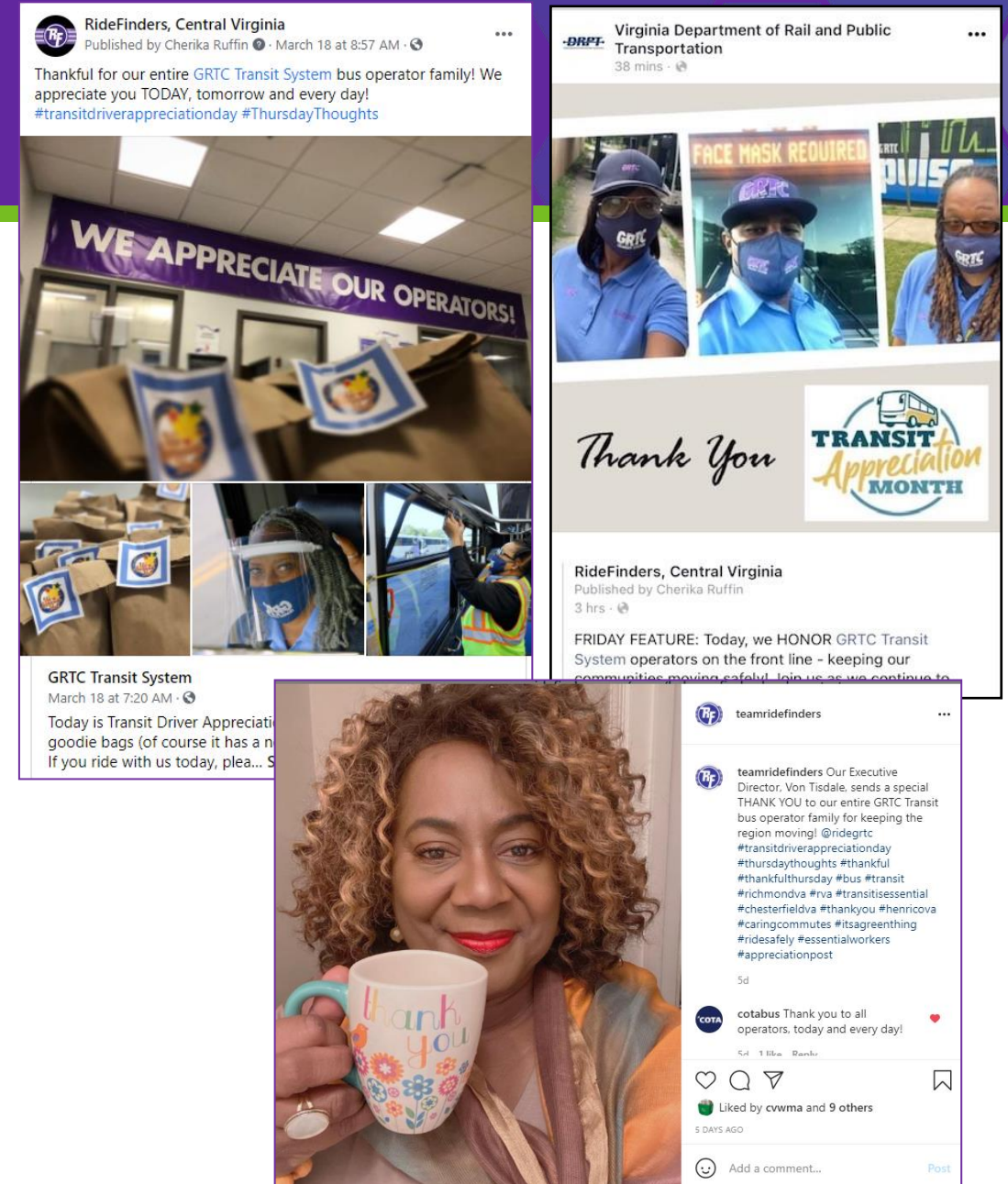
BIKING PROGRAM

- **Bike to Work Week & Bike to Work Day**, May 17-21, 2021 and encouraged people to bike commute to reduce car trips at least one day a week.
- Promoted **World Bicycle Day** and encouraged citizens to replace a car trip and go by bike and then record their trips.
- Attended the **Camp Spokes bike camp** sponsored by Groundwork RVA and VCU Ram Bikes, with the help of Rag & Bones Bicycle Cooperative and Straight Talk 4 Teen Girls.
 - The free camp helps girls learn bike riding skills as well as light bike mechanics.
 - Conducted transportation fair to encourage girls to rideshare and take transit.
- Promoted the **Winter Warrior Challenge** – a virtual challenge to see VA trails presented by the VA Capital Trail Foundation and the East Coast Greenway Alliance.



TRANSIT TALK

- Celebrated **Transit Appreciation Month**- sponsored by the Virginia Department of Rail and Public Transportation -highlighting GRTC's operators and employees as well as safety measures to instill confidence in riders when connecting to transit.
- Promoted **Transit Driver Appreciation Day** to thank GRTC drivers for keeping the region moving.
- Attended the VA Department of Rail and Public Transportation's (DRPT) **COVID Transit Recovery Marketing Campaign** Discovery meetings.
- Worked along side GRTC to support the Planning Department including public timetable distribution and restocking at area vendor locations.
- Provided GRTC with promotional items for National Night out at the Diamond (Driver Recruitment effort).
- Assisted GRTC in distributing company polo shirts to employees.



REGIONAL TRANSPORTATION PARTICIPATION

- Executive Director joined the Conference on Minority Transportation Officials, volunteered to serve as Secretary, and attends Richmond Development Meeting.
- Promoted Virginia Department of Transportation and the Department of Rail and Public Transportation's **Virginia Commuter Survey** on the ways the COVID-19 pandemic has impacted how Virginians travel to and from work.
- Promoted the **Virginia Walkability Action Institute** (VWAI) survey about how it can best support the community in 2021.
- Promoted **RVA Bike Share's** survey regarding 20 new bike station locations.
- Promoted DRPT's public comment period on the policy brief for the new **Transit Ridership Incentive Program**.
- Promoted the VA Department of Transportation and DRPT's third phase of **VA Commuter Survey** on website and social media.



Public Review of Universe of Projects Now Available

Mar 11, 2021

Through ConnectRVA 2045, the Richmond Regional Transportation Planning Organization (TPO) has been developing a master list of potential regional projects, a "Universe of Projects" for the Richmond region. This collection of projects meet the public demands raised during issues identification earlier this year. We are pleased to announce the draft Universe of Projects and online interactive maps are now available for your review and comment on the project website: <https://www.connectrva2045.org/publicengagement>

The comment period will be open until March 23, 2021. To learn more about the planning process, the materials and contact information can be accessed here: www.connectrva2045.org.



RideFinders, Central Virginia

Published by Cherika Ruffin · 40m ·

Please take a few minutes to complete this survey designed to gain information of how COVID-19 has changed the public's transportation choices and preferences now and post COVID. Take the survey here: <https://www.virginiadot.org/travel/commuter-survey.asp>. | Virginia Department of Transportation Virginia Department of Rail and Public Transportation

VIRGINIADOT.ORG

Virginia Commuter Survey - Travel | Virginia Department of Transportation

REGIONAL TRANSPORTATION PARTICIPATION

- Updated website news section with the DRPT's public comment period of **Disadvantaged Business Enterprise (DBE)** goal.
- Promoted the Commonwealth Transportation Board (CTB), Office of Intermodal Planning and Investment (OIPI), the VA Department of Transportation (VDOT) and the Department of Rail and Public Transportation (DRPT), **Interstate 64 and I-664 study** with survey link.
- Promoted RVAgreen 2050's public input request on the first **RVAgreen 2050 roadmap** which aims to achieve a 45% reduction in greenhouse gas emissions by 2030 and help the community adapt to Richmond's climate impacts.
- Promoted the Richmond Regional Transportation Planning Organization (RRTPO)'s survey for their **long-range transportation** plan.
- Promoted PlanRVA's **ConnectRVA 2045** survey on website and social media.
 - Staff completed the Connect RVA 2045 survey.



OUTREACH

- Created outreach videos for **virtual transportation fairs**.
 - Participated in virtual transportation fairs with the following companies: VCU Health Systems, VA Department of Social Services, HCA Hospitals, Naval Sea Systems Command (NAVSEA), and the City of Richmond.
- Created **videos featuring Account Executives** discussing how RideFinders has adapted to the pandemic while still assisting businesses with their employees' commuting options. The messages focused on commuting safely with an emphasis on telework, biking and walking.
 - Videos featured on LinkedIn, YouTube and Twitter.
- Attended **Youth Bike Race** with Bellemeade Community Center gave out (40) water bottles, reflectors, Bike Boy post cards.



OUTREACH

- Attended a Bike to School Event at **Cool Spring Elementary** in Hanover County had 138 riders.
- Contact the following for **new business contacts**: Ukrop's regarding their new location at Patterson & Horsepen Roads; Kroger regarding relocation efforts from Roanoke to Innsbrook (Henrico County).
- Contacted Ken Lantz, PLANRVA, regarding density plot map that shows area Distribution Centers to be shared with the Tri-Cities TAC.
- Participated in meetings with **Helbiz**, a new micro-mobility scooter company.
- Gave presentation on RideFinders Emergency Ride Home (ERH) program to the Alamo Area Metropolitan Planning Organization's TDM Committee.

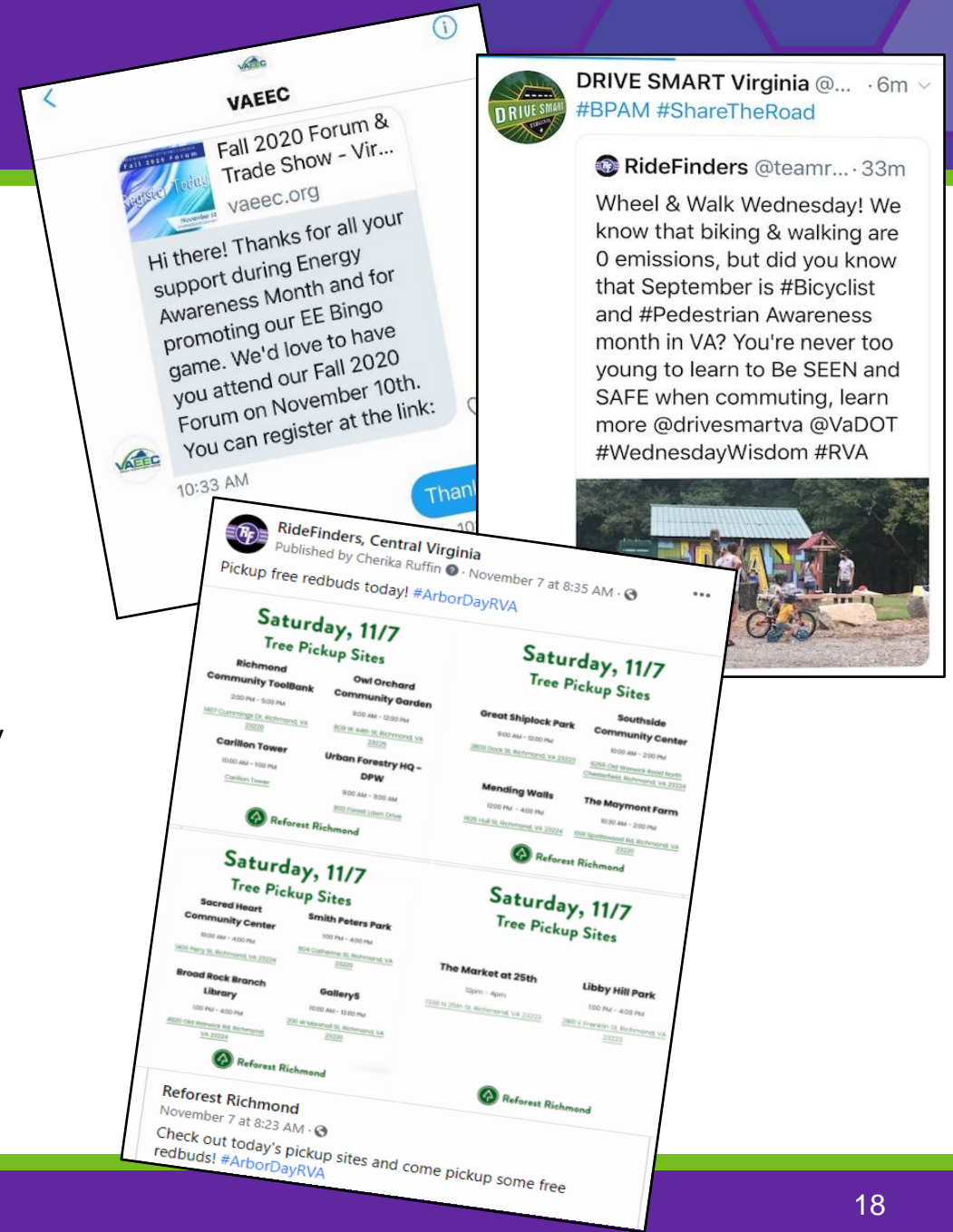


STAFF EDUCATION & WEBINARS

- Participated in a variety of Association for Commuter Transportation webinars and virtual discussions.
- Attended the following monthly meetings: Richmond Regional Planning District Technical Advisory Committee, Central Virginia Transportation Authority Technical Advisory Committee, Richmond Regional Transportation Planning Organization, Tri-Cities Area Metropolitan Planning Organization Technical Advisory Committee.
- Attended the 2020 Florida Commuter Transportation Virtual Summit 2-day event.
- Attended VTrans Virtual Workshops.
- Attended a variety of webinars including Consumer Behaviors Have Changed...Are You Ready?, Promoting Alternative Transportation During a Pandemic, Marketing Challenges/Changing Driving Culture Through Marketing, The Distributed Office Model: A Commute-Based Approach to a Safe Return to Work.
- Attended the Virginia Transit Association Webinar - The Importance of Transit in Communities of Color.
- Completed Active Shooter Safety and Emergency & Fire Preparedness Trainings.
- Brigitte Carter volunteered and judged entries for the Chesapeake Chapter Awards.
- John O'Keeffe received the Florida Commuter Choice Certificate from the Center for Urban Transportation Research through the University of South Florida.

PARTNERSHIPS

- Partnered with **Drive Smart Virginia** to promote Bicyclist and Pedestrian Awareness Month which encouraged cyclists and pedestrians to see and be seen when participating in these activities by wearing brightly colored clothing and using bike lights and reflectors.
- Partnered with **Virginia Energy Efficiency Council** to promote Energy Awareness Month highlighting the importance of energy conservation and energy efficiency for our environmental well-being.
 - Attended Virginia Energy Efficiency Council's Fall 2020 Forum.
 - Program Manager was the grand prize winner of the EE Bingo game sponsored by the Virginia Energy Efficiency Council for the excellent job of promoting energy savings on social media in real life settings. While pleased with the commendation, she unfortunately, was unable to accept the prize.
- Partnered with **Reforest Richmond** to promote and celebrate #ArborDayRVA by distributing 10,000 free Eastern Redbud seedlings at citywide pickup sites.
- Partnered with Dan Salkovitz (RAB member) from **the VA Department of Environmental Quality** to review and provide recommendations on updating Clean Air Fact Sheet.



PARTNERSHIPS

- Partnered with Barbara Smith (Chesterfield County) to nominate Von Tisdale, executive director, for a feature during **DRPT's Black History Month** celebration.
- Partnered with PlanRVA to provide vanpool pictures for **ConnectRVA 2045** Transportation Plan.
- Provided **Tri-Cities Area TAC** with minority and non-English speaking media outlets to obtain compliance with Title VI Program review from VDOT Civil Rights requiring that they include minority or non-English media in all notification processes for documents and public meetings.
 - Contacts provided: Virginia State University, WVST 91.3- Jennifer Williamson, Program Manager; Hispanic Chamber of Commerce - Rita Willis; Telemundo, Radio - Radio Poder, Newspaper - Nuevas Raices.



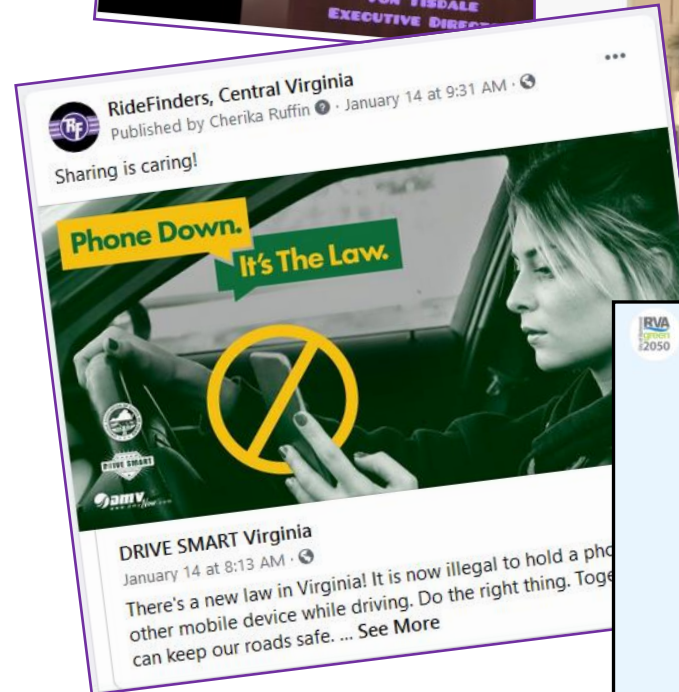
PARTNERSHIPS

- Developed partnership with **Central Virginia Waste Management Authority (CVWMA)** throughout the past year to promote recycling and other initiatives including Keep America Beautiful's initiative, America Recycles Day.
- Celebrated **National Best Friends Day** with CVWMA. Thanked them for their continued support and even using our hash tag, #itsagreenthing2021.
- Featured CVWMA's Denise Gammon, recycling education and outreach specialist, as a **featured guest reader** for We Read Wednesdays.
- *"I have thoroughly enjoyed our social media educational partnership. I shared some pictures and information showcasing several #itsagreenthing2021 we collaborated on together on social media with members of our Board of Directors during my annual presentation sharing FY21 Education and Outreach highlights. Thank you for all of the opportunities you gave us to partner with you/RideFinders! It has been such fun!" Nancy W. Drumheller, Public Affairs Manager, CVWMA*



PUBLIC ENGAGEMENT

- Recorded video with Executive Director discussing RideFinders **operations during COVID-19** for website and social media platforms.
- Recorded video with Executive Director encouraging citizens to take the **Greener (Holi)Days Pledge**.
- Promoted **Drive Smart Virginia's Phone Down, It's the Law campaign** – educating citizens on the new Virginia law that makes it illegal to hold a phone or other mobile device while driving – on RideFinders website and social media.
- Responded to Freedom of Information Act (FOIA) requests on vanpooling and the Emergency Ride Home program.
- Created a new webpage – **Sustainability Resources for Kids** – to provide transportation and sustainability resources for kids, parents, educators and teachers. The page provides the two activity/coloring books (Barkley Teaches Bicycle Safety and Living Green with the Eco-Superheroes) and the Team RideFinders comic book for download and a link to the We Read Wednesdays page.



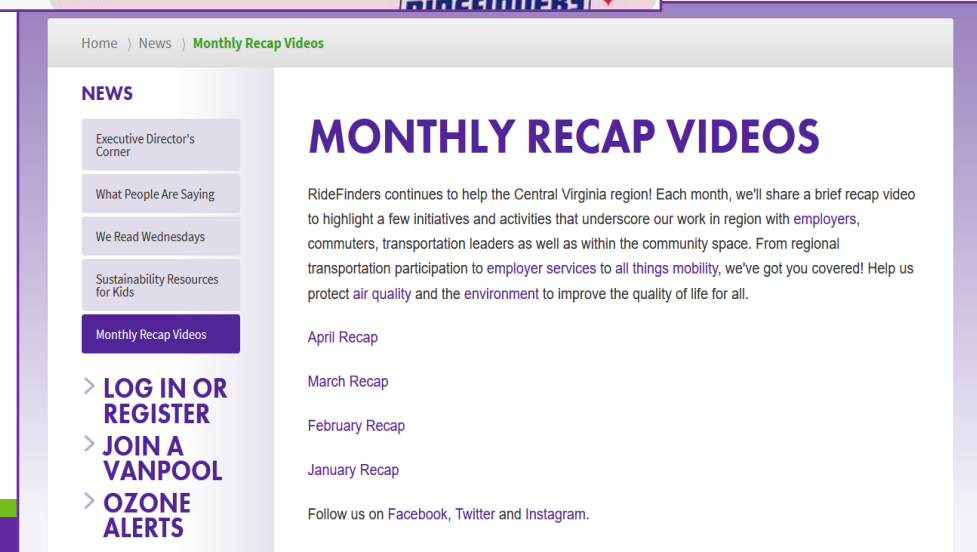
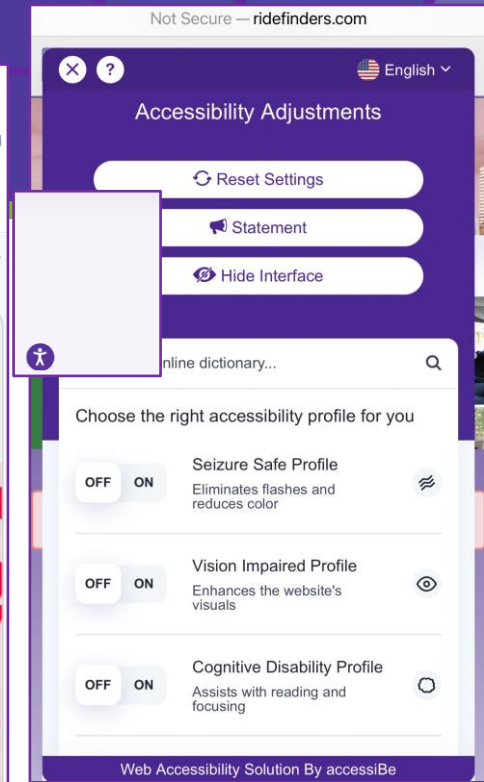
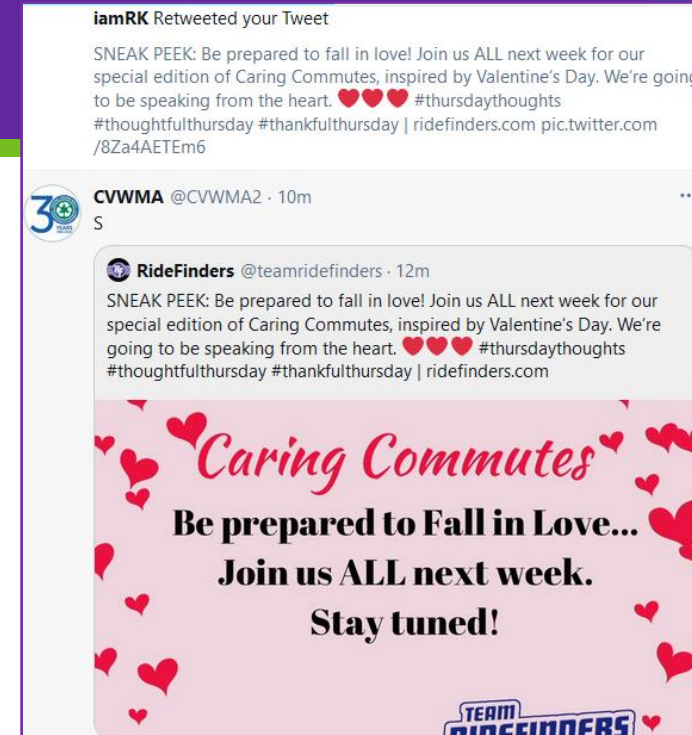
NEW INITIATIVES

- Started utilizing **LinkedIn** exclusively as the employer-based marketing social media platform. Wrote articles focused on leading by example and supporting employers for returning employees back to work.
- Increased **social media presence**. *"I love when I see a post by the RideFinders team pop up on my social media feed! They're consistently lighthearted and engaging and seem like a great way to keep members engaged and up to date with their local program, especially during these unprecedented times."* **Bailey Steele, account manager, Agile Mile, Inc.**
- Started **We Read Wednesdays** - an initiative designed to encourage early literacy and reading. The initiative also provided a resource for educators and parents of children eight years and younger to learn about "green" commuting such as biking and walking and "green" actions such as recycling.
 - Used staff members for reading segments including the Executive Director.
 - Featured Guest Readers:** Lisa Guthrie, Executive Director of the Virginia Transit Association (VTA), Sheila Harrison-Bentley, a retired educator from Hanover County and The Honorable Betsy Carr, Delegate for the 69th District.



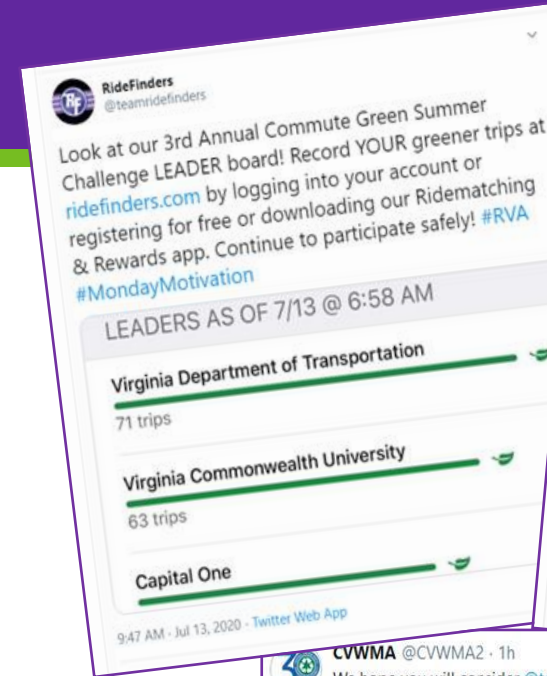
NEW INITIATIVES

- Launched **Caring Commutes Week** campaign (February 8 – February 14) using staff reading safety messages aloud to encourage commuters to show their community they care by using safety practices when commuting.
- Created **monthly recap videos** designed as a brief visual representation that highlighted some initiatives and activities including a “by the numbers” snapshot of commutes, regional transportation participation, transit initiatives, outreach, community engagement and other marketing efforts. A webpage for this initiative was created.
 - The monthly recap videos signaled a new marketing strategy that underscored our work in the region.
- Added **website accessibility** icon to make the website more useable for people who are blind or have other disabilities.



CLEAN AIR CAMPAIGNS

- 2020 **“Celebrate Earth Day, Every Day” Clean Air Campaign** maximized the focus on “green” commuting – telework, walking and biking - and “green” environmental actions such as recycling, waste management and garden maintenance as healthy and sustainable habits.
 - The social media content showcased RideFinders staff as relatable by demonstrating that they indeed practiced what they preached by executing green strategies.
- 2020 **3rd Annual Commute Green Summer Challenge** encouraged the region to use sustainable transportation like carpooling, taking transit, vanpooling, biking, walking or teleworking for the month of July 2020 and record trips using Agile Mile.
 - **Challenge results:** 1,789 participants; 2,527 greener trips recorded; 88,064 lbs. of emissions prevented; 99,738 miles not driven; \$57,350 saved; 3,470 reduced car trips; 4,493 gallons of gas saved; and 9,783 calories burned.
- 2020 **Greener (Holi)Days pledge** reinforced the “green” activities from the “Celebrate Earth Day, Every Day” Clean Air Campaign to make the holidays more sustainable. The pledge items are categorized by transportation & safety, reduce, reuse & recycle, energy and community.



CLEAN AIR CAMPAIGNS

- Launched the “It’s a Green Thing” Clean Air Campaign with **It’s a Green Thing Earth Week {4/19-4/23}** – a week dedicated to engagement opportunities to celebrate Earth Day and Earth Month including Telework Tuesday and Walk or Wheel Wednesday.
- Encouraged citizens and communities to take the **Air Quality Awareness Pledge** that provided easy activities to help air quality.
 - Partnered with RVAgreen 2050 to include pledge in their July newsletter.
- Campaign focused on air quality education and “green” commuting.
- Requested 200 “**The Magic School Bus Gets Cleaned Up**” air quality books from the Environmental Protection Agency (EPA).
 - As part of the request, submitted a brief write-up on how the books would be used as part of our youth air quality awareness outreach efforts during our yearly Clean Air Campaign to discuss air quality and pollution.
- Promoted **National Walking Day** with videos created by the Executive Director and Program Manager.

Subscribe	Past Issues
<p>Park's natural habitat and tree canopy!</p> <ul style="list-style-type: none"> • Take PlanRVA's Resiliency Public Survey: PlanRVA is initiating a regional resiliency planning program to ensure that individuals, communities, businesses, and institutions can survive and adapt and thrive amidst challenges now and into the future. Challenges include natural, social, and economic shocks that have both local and regional impacts. We are interested in hearing your thoughts on resilience in the Richmond region. • Make RideFinders' Air Quality Awareness Pledge: Take the Air Quality Awareness pledge during RideFinders annual Clean Air Campaign. You can help reduce the number of vehicles on the road and reduce air pollution during the summer ozone season. RideFinders encourages you to take steps, no matter how large or small, to reduce your contribution to air pollution and improve air quality. <p>Share your upcoming events and opportunities with us at rvagreen@richmondgov.com.</p>	<p>RideFinders, Central Virginia Published by Cherika Ruffin · 3h · 0</p> <p>Emissions from traffic play an important role in air pollution. Teleworking, when you can, reduces emissions because there's no commute! Let your fingers guide you to https://bit.ly/cleanaircampaign and learn more ways you can help #airquality this summer. #itsagreenthing2021 #caringcommutes #TuesdayTip #teleworklife #teleworktuesday #cleanair #tuesdaythoughts #tuesdaytalk</p> 

CVWMA @CVWMA2 · 5m
We are celebrating too! CVWMA wants to know YOU are doing for Earth Day. We each can make a difference. cvwma.com/cvwma-educatio...

RideFinders @teamridefinders · 2h
We're celebrating Mother Earth ALL month by sharing tips & activities that will help U GO or STAY green! 🌱🚲🚶🏻🚴🏻🚴🏻 RT to let us know you're celebrating too. Learn more about It's a Green Thing Earth Week: bit.ly/3cS5fyg | #itsagreenthing #itsagreenthing2021

<p>Monday, April 19 RECYCLE RIGHT</p> <p>Recycle Right Engagement Action: Share a photo of how you recycle right & use #itsagreenthing2021 Tag Us!</p>	<p>Tuesday, April 20 TELEWORK TUESDAY</p> <p>Telework Tuesday Engagement Action: Share a photo of your telework space, home office or you in telework action & use #itsagreenthing2021 Tag Us!</p>	<p>Wednesday, April 21 WALK OR WHEEL</p> <p>Walk or Wheel Engagement Action: Share a photo of your walking or biking or a bike selfie & use #itsagreenthing2021 Tag Us!</p>
<p>Thursday, April 22 THINK ABOUT IT THURSDAY</p> <p>Think About It Thursday Engagement Action: Share a photo of how you're celebrating Earth Day & use #itsagreenthing2021 Tag Us!</p>	<p>Friday, April 23 PLANT PARTY</p> <p>Plant Party Engagement Action: Share a photo of how you're celebrating Earth Day & use #itsagreenthing2021 Tag Us!</p>	

AWARD WINNING PROGRAMS

RideFinders won **five awards in FY21** and two additional awards to start FY22 (not included on this list) that were invaluable during the COVID-19 pandemic.

- **WON**, 2021 Communitas Leadership Award, Community Service and Corporate Social Responsibility category for the “Celebrate Earth Day, Every Day” Clean Air Campaign.
- **WON**, 2020 Association for Commuter Transportation (ACT) National Commuting Option Award Vanpooling for the “Fall in Love with Vanpooling” program.
- **WON**, 2020 Best Online/Social Media Marketing Campaign for the “Celebrate Earth Day, Every Day” Clean Air Campaign from the Chesapeake Chapter of the Association for Commuter Transportation (ACT).
- Cherika Ruffin recognized by the Virginia Transit Association (VTA) as the 2020 **Transit/TDM Employee Unsung Hero Award recipient**.
- Jekeima Taylor received the Association for Commuter Transportation (ACT) **40 under 40 Award**.



FY22 FUNDING

Federal	UPC	Project Name	Project Amount
Project #47021-14 FY21 CMAQ RRTPO	T203	Air Pollution Reduction	\$509,500
Project #47022-01 FY22 CMAQ Tri-Cities Area Metropolitan Planning Organization (MPO)	T204	Ozone Alert	\$35,000
Project #47020-07	115818	Carpool Incentive Program (on hold)	\$135,000
*Project # -TBD FY22	T203	Air Pollution Reduction	\$509,500

*Not federally authorized yet. Expected February 2023.

FY22 FUNDING

State Funds	UPC	Project Name	Project Amount	Local Match Required
Commuter Assistance Program (CAP) - Project #71422-12	n/a	RideFinders Promotion of Commuter Options	\$20,000	\$5,000
Project #71422-13	n/a	RideFinders Vanpool Program	\$60,000	\$15,000

Local Funds	FY22
City of Richmond	\$7,500
Chesterfield County	\$7,500
Henrico County	\$7,500
City of Hopewell	\$500
Total	\$23,000

FINANCIALS

Natural Expense Classification

The natural classification of total expenses for the years ended June 30, 2021 and 2020 is as follows:

	2021	2020
Transit tickets and other retail	\$ 9,975	\$ 351,408
Salaries and benefits	483,425	477,989
Advertising and promotion	540	46,874
Rent	68,331	72,506
Professional services	22,405	21,223
Other	12,486	21,570
Office supplies and expense	9,127	9,275
Insurance	12,932	13,139
Telephone	6,028	6,244
Employer based services	695	450
Depreciation	541	3,267
Vanpool assistance		21,482
Professional development	1,450	3,079
Total expenses	\$ 627,935	\$ 1,048,761

AUDIT

The Annual Audit conducted by Brown, Edwards & Company, L.L.P. determined no instances of noncompliance or other matters that are required to be reported under Government Auditing Standards.



INDEPENDENT AUDITOR'S REPORT ON INTERNAL CONTROL OVER FINANCIAL REPORTING AND ON COMPLIANCE AND OTHER MATTERS BASED ON AN AUDIT OF FINANCIAL STATEMENTS PERFORMED IN ACCORDANCE WITH *GOVERNMENT AUDITING STANDARDS*

To the Board of Directors
RideFinders
Richmond, Virginia

We have audited, in accordance with the auditing standards generally accepted in the United States of America and the standards applicable to financial audits contained in *Government Auditing Standards* issued by the Comptroller General of the United States, the accompanying financial statements of RideFinders, as of and for the year ended June 30, 2021, and the related notes to the financial statements, and have issued our report thereon dated September 21, 2021.

Internal Control over Financial Reporting

In planning and performing our audit of the financial statements, we considered RideFinders' internal control over financial reporting (internal control) as a basis for designing the audit procedures that are appropriate in the circumstances for the purpose of expressing our opinion on the financial statements, but not for the purpose of expressing an opinion on the effectiveness of RideFinders' internal control. Accordingly, we do not express an opinion on the effectiveness of RideFinders' internal control.

A deficiency in internal control exists when the design or operation of a control does not allow management or employees, in the normal course of performing their assigned functions, to prevent, or detect and correct, misstatements on a timely basis. A material weakness is a deficiency, or combination of deficiencies, in internal control, such that there is a reasonable possibility that a material misstatement of the entity's financial statements will not be prevented, or detected and corrected on a timely basis. A significant deficiency is a deficiency, or a combination of deficiencies, in internal control that is less severe than a material weakness, yet important enough to merit attention by those charged with governance.

Our consideration of internal control was for the limited purpose described in the first paragraph of this section and was not designed to identify all deficiencies in internal control over financial reporting that might be material weaknesses or significant deficiencies and therefore, material weaknesses or significant deficiencies may exist that were not identified. Given these limitations, during our audit we did not identify any deficiencies in internal control that we consider to be material weaknesses. However, material weaknesses may exist that have not been identified.

Compliance and Other Matters

As part of obtaining reasonable assurance about whether RideFinders' financial statements are free from material misstatement, we performed tests of its compliance with certain provisions of laws, regulations, contracts, and grant agreements, noncompliance with which could have a direct and material effect on financial statement amounts. However, providing an opinion on compliance with those provisions was not an objective of our audit, and accordingly, we do not express such an opinion. The results of our tests disclosed no instances of noncompliance or other matters that are required to be reported under *Government Auditing Standards*.

Purpose of this Report

The purpose of this report is solely to describe the scope of our testing of internal control and compliance and the results of that testing, and not to provide an opinion on the effectiveness of the entity's internal control or on compliance. This report is an integral part of an audit performed in accordance with *Government Auditing Standards* in considering the entity's internal control and compliance. Accordingly, this communication is not suitable for any other purpose.

Brown, Edwards & Company, L.L.P.

CERTIFIED PUBLIC ACCOUNTANTS

Newport News, Virginia
September 21, 2021

Your Success is Our Focus

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RIDEFINDERS FY21 ANNUAL REPORT

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