

CORPORATE ANNUAL REPORT

2014



RIDEFINDERS IS
A DIVISION OF GRTC TRANSIT SYSTEM





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1981

The Metropolitan Planning Organization and the Greater Richmond Chamber of Commerce co-sponsored COMPOOL, the South’s first non-profit ridesharing program. COMPOOL was fueled by the gas crisis of the late ‘70s and heightened public awareness of environmental concerns.



Letter from the Executive Director

Greetings!

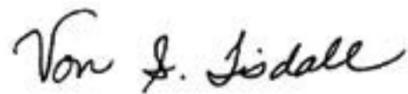
The Richmond Region is a great place to live. One of the keys to making our area so wonderful is that it is relatively easy to get around. We at RideFinders, the region's ridesharing and transportation demand management agency, have been providing transportation solutions that have contributed to RVA's mobility, and therefore, to our quality of life, for over 30 years. In the past fiscal year alone, RideFinders was responsible for removing nearly 5,700 vehicle trips from Richmond area highways each day, and helped eliminate 34 million vehicle miles traveled.

Most experts agree that our region will grow by about 25% in the next 15 years. We can't afford nor have the space to build 25 percent more lanes or roads to handle 300,000 more people. We must rely on other solutions. Solutions like carpooling, vanpooling, teleworking, etc. provided by RideFinders. Be assured that RideFinders stands ready, with existing and new programs, to meet the challenge of maintaining our mobility by continuing to offer viable solutions to single occupancy vehicle travel.

While we are always thinking about the future, we are proud to present our Annual Report for FY 2013. Starting in 2011, RideFinders embarked on an extensive research and evaluation program to measure its success in meeting customers' needs and document the travel and environmental impacts of mode changes influenced by TDM services. This report highlights RideFinders significant accomplishments and impacts in FY 2013, as measured by those surveys and other data collected.

We encourage you to call us at 804-643-RIDE, visit our website at www.ridefinders.com, or drop by our Commuter Store in downtown Richmond to find out more about our award-winning organization and its many services.

Onward,



Von S. Tisdale,
Executive Director

In the past fiscal year alone, RideFinders was responsible for removing nearly 5,700 vehicle trips from Richmond area highways each day, and helped eliminate 34 million vehicle miles traveled.

Von S. Tisdale,
Executive Director



RideFinders is Richmond Region's Designated TDM Agency

RideFinders delivers Transportation Demand Management – or “TDM” – solutions. This free service is about moving people from point to point, not simply moving cars from point to point. The goal of RideFinders is to reduce the number of single occupancy vehicles on the roadways – and not just at peak times, like rush hour, but all day every day – by encouraging people to use other means – public transit, vanpool, rideshare, bicycle, walk, or telework. In so doing, they will be balancing the demand with the supply.

RideFinders, a division of the GRTC Transit System, is the Richmond region's Transportation Demand Management (TDM) agency that helps travelers identify and explore alternative modes of transportation that are available for commuting and other travel needs. The agency currently serves seven counties and five independent towns or cities with a combined area of approximately 2,181 square miles and a population of just under one million people.

Specifically, RideFinders:

- Collaborates with advocacy groups and community organizations and programs in the Richmond region in identifying transportation-related needs
- Directly provides cutting-edge, model services through technology, and high quality delivery of customized services to businesses and individuals
- Collaborates with other commuter service providers, such as vanpool vendors, Petersburg Area Transit (PAT) service, taxi providers and is a part of the GRTC Transit System
- Facilitates financial planning to help create long-term financial security for the organization to remain operational in a competitive environment

RideFinders plays a leadership role in educating about TDM at all levels of government, with the private sector, and the public at large. Participation in and implementation of TDM strategies and initiatives will always be at the core of RideFinders operational structure and viability. RideFinders continues to encourage and support individuals and organizations in pursuing this advocacy agenda.

RideFinders continues to be widely recognized for its multi-faceted involvement in the region. It uses a hands-on approach to educate the business community and the citizenry. RideFinders increases awareness of and participation in green transportation solutions, and therefore keeps sustainability issues on the minds of decision-makers across jurisdictional boundaries.

COMPOOL used the first-ever computerized system to arrange commuter carpools, and turned vanpool vision into a reality.

1983

RideFinders Services

Following is a list of programs and services provided for commuters and employers throughout the Central Virginia region.

Transit Information Provides commuters with GRTC transit service and route information; sells transit fare media, and promotes the Commuter Choice and swipe card programs	Emergency Ride Home Provides taxi or rental car service to get home in the event of an emergency for registered commuters who ride the bus, vanpool, walk, bike or carpool to work at least three days a week
Vanpool Services Supports vanpools through financial investments, ridership recruitment and promotion; provides vanpool formation services for area employers and commuters; and coordinates vanpool vendor activities	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 and public hearings
Carpool Matching "Matches" commuters with those in their area that also share similar work locations and hours through dynamic real-time ridematching	Employer-Based Marketing Promotes TDM strategies through the Employee Transportation Coordinator (ETC) network established at employer sites
Clean Air Campaign Helps to improve the region's air quality and notifies employers and the public of Ozone Action Days issued by the Virginia Department of Environmental Quality through education and awareness	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
Commuter Choice Program Assists employers with the development and implementation of tax-free transportation benefits programs	Bike and Pedestrian Commuter Services Supports commuters who bike or walk to work with the Emergency Ride Home Program, safety clinics, and partnerships with related organizations
Telework RideFinders serves as a resource center for program development, technical assistance, and financial incentives at employer sites	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
Downtown Commuter Guide Provides a map of downtown public parking lots with a corresponding price list and providers	Charter 2015 Recognizes RVA employers who encourage their employees to consider biking as a commute option, as well as make their business site more bicycle friendly to their employees and visitors
RideFinders Commuter Store Allows walk-in clients to utilize stand-alone, self-help ADA compliant kiosks to assist with accessing information related to their transportation needs; customers can purchase commuter related items such as GRTC go cards, EZ Pass transponders and stamps	RideFinders On The Move Provides air quality alerts, park & ride lot information, and news to customers using a mobile application on the Android and iPhone platforms

RideFinders Makes a Difference

- RideFinders is helping thousands of people to find convenient, cost-saving, and sustainable travel options for work and non-work. In FY 2013, RideFinders served more than 11,400 people with their core services, including:
 - Vanpool program
 - GreenRide ridematching database for carpools
 - Commuter Choice Employer program
 - Telework!VA Employer program
 - Commuter Store
 - Emergency Ride Home program
 - ridefinders.com website
 - GRTC transit support services
 - Clean Air Education and Awareness program
- RideFinders reduces vehicle trips and vehicle miles traveled. In FY 2013, RideFinders directly eliminated 34 million vehicle miles traveled, with more than 19 million VMT with the Richmond Regional Planning District Commission (RRPDC) region.

Impact Indicator	Directly Influenced Changes	Change from 2012
Daily Vehicle Trips Reduced		
-Total	5,653	+18%
-Vehicle Trips within Richmond PDC	5,223	+19%
Daily Vehicle Miles (VMT) reduced		
-Total	135,580	+15%
-Vehicle Miles Traveled within Richmond PDC	77,668	+16%
Annual Vehicle Trips Reduced		
-Total	1.4 M	+18%
-Vehicle Trips within Richmond PDC	1.3 M	+19%
Annual Vehicle Miles (VMT) reduced		
-Total	33.9 M	+15%
-Vehicle Miles Traveled within Richmond PDC	19.4M	+16%

COMPOOL changed its name to RideFinders, and joined forces with the Central Richmond Association to develop the country's first downtown parking and commuter information service.

Marked the initiation of vans, mini-buses, and subscription bus service to Kings Dominion. It also marked the start of the landmark Capital Area Training Consortium Vanpool program, which helped arrange transportation for people who needed it most.

1985

1987

- In FY 2013, RideFinders removed nearly 5,700 vehicle trips per day from Richmond area highways. This is essentially the number of vehicles that travel in each direction along I-95 in downtown Richmond during the peak commuting hour. This is the same number of vehicles that zoom by the old Main Street Train Station clock tower. Imagine what RVA would be like if 5,000+ more cars were on the road during rush hour every morning and evening!
- The reduction of 5,700 vehicle trips per day also helped RVA's air quality. During FY2013, RideFinders eliminated 34 million pounds of greenhouse gases.

Impact Indicator	Directly Influenced Changes	Change from 2012
Emissions reduced (annual pounds)		
- Nitrous Oxides (NOx)	62,850	+15%
-Volatile Organic Compounds (VOC)	65,900	+15%
-Carbon Dioxide (greenhouse gases)	33.8M	+15%

- Reduction in vehicle trips also translates into gas savings. During FY 2013, RideFinders helped save area residents over 1.9 million gallons of gasoline. And that number of gallons saved grew by 15% from 2012. Based on \$3.20 per gallon (Nov. 2013) 1.9 million gallons of gas translates into over \$6 million in fuel savings.

*No question,
RideFinders
makes a difference
in RVA!*



Award-Winning Programs

RideFinders is very proud of the high quality services that it provides Richmond Area residents. Our programs and services have been recognized by others in the TDM industry. Below is a listing of some of the awards RideFinders has received in the past 5 years.

2013	Award of Merit (Integrated Communications), Richmond Chapter of the Public Relations Society of America, Fall in Love with Vanpooling Starring Vanity Vanpool
2013	Award of Merit (Community Relations), Richmond Chapter of the Public Relations Society of America, Satellite Office: RideFinders Partners with Chesterfield Towne Center
2013	Award of Merit (Research Evaluation), Richmond Chapter of the Public Relations Society of America, Making an Impact: An Evaluation of RideFinders' FY 2012 Transportation Demand Management Program
2012	Award of Merit (Publications), Richmond Chapter of the Public Relations Society of America, Limited Edition Team RideFinders 2012 Calendar
2012	Award of Merit (Integrated Communications), Richmond Chapter of the Public Relations Society of America, Making an Impact: RideFinders Turns 30!
2012	Award of Merit (Marketing Consumer Services), Richmond Chapter of the Public Relations Society of America, Safety Net: Revamping the Emergency Ride Home Program
2012	City of Richmond Department of Economic and Community Development, Transportation Award
2012	Gold Award (Special Events), Hermes Creative Awards, 30th Anniversary & Open House Celebration
2012	Honorable Mention (Communication Campaign), Hermes Creative Awards, RideFinders Revamps Emergency Ride Home Program
2011	Award of Merit, Richmond Chapter of the Public Relations Society of America, Telework Tech: Promoting the Telework!VA Business Incentive Program
2011	Gold Award (Special Events), Hermes Creative Awards, Go Green. Get Green. Telework Richmond Event
2011	Gold Award (Communication Campaign), Hermes Creative Awards, Telework Tech: Promoting the Telework!VA Business Incentive Program
2011	Honorable Mention (Publications/Brochure), Hermes Creative Awards, Emergency Ride Home brochure
2010	Association for Commuter Transportation (ACT) Chesapeake Chapter's Outstanding TDM Program, "Get the Scoop on Bike Commuting."
2010	Association for Commuter Transportation (ACT) Chesapeake Chapter's Outstanding TDM Program, "Get the Scoop on Bike Commuting."
2008	ACT Chesapeake Chapter, Outstanding TDM Incentive Program, Chick-fil-A Match the Code and Win Promotion
2008	International Association for Business Communicators (IABC) Best in Virginia Award of Merit, The Air We Share Project with Theatre IV
2008	IABC Best in Virginia Award of Excellence, Chick-fil-A Match the Code and Win Promotion
2008	ACT International Conference Creative Excellence Award, Team RideFinders Campaign

How You Can Support the RideFinders Cause

Growth in Richmond's population and employment will place new demands on the region's transportation system in the future, with continued consequences for traffic congestion and the environment. This will make the services that RideFinders provides all the more essential to maintain a travel environment that supports quality of life and a vibrant business climate. And this will take everyone's effort.

5 Easy Ways You Can Join RideFinders' Cause

There are five easy ways you can help make an even greater impact on RVA.

1. **Travel smarter:** Learn about RideFinders commute services that can help you find alternatives to single occupancy travel.
2. **Visit ridefinders.com or visit our Commuter Store** at 1013 East Main Street in the Historic Ironfronts Building in downtown Richmond, or simply **call us at 643-RIDE**.
3. **Sign up for RideFinders Emergency Ride Home Program:** RideFinders offers commuters a safety net to ease worries against being stranded when ridesharing. The Emergency Ride Home 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 your vehicle if an emergency occurs while at work.
4. **Become a TDM ambassador at your worksite:** RideFinders helps employers develop commuter programs and incentives to encourage employees to make smart transportation choices – carpooling, vanpooling, riding the bus, biking and walking. RideFinders free **employer-based services** include: telework consulting, trip planning, employee commute surveys, transportation fairs, density plot analysis, on-site transit media sales, company relocation assistance, vanpool formation and more. Introduce RideFinders to your employer.
5. **Become a bike-friendly business:** RideFinders wants to do its part to help local businesses become more bike friendly. As one of the legacy initiatives of co-sponsor Richmond 2015, the **Charter 2015** program recognizes RVA employers who encourage their employees to consider biking as a commute option, as well as make their business site more bicycle friendly to their employees and visitors.

1990

Work began on the Transportation Allowance program to coordinate commuter-oriented fringe benefits offered by Richmond Region employers. The Emergency Ride Home program was introduced to allow ridesharing commuters who may need to leave work early or stay late a way to get home by taxi, and RideFinders would reimburse most of the cost. The first Employers Transportation Management Association was developed.

Conclusion

Life for the people living in Central Virginia is great. Our transportation infrastructure allows us, for the most part, easy and painless mobility. This unprecedented mobility is made possible, in part, by RideFinders and its services.

RideFinders assists thousands of people to find convenient, cost-saving, and sustainable travel options for work and non-work trips. Their services reduce vehicle trips and vehicle miles traveled, which contributes to reduced traffic congestion. Less or fewer vehicle trips contributes to cleaner air by reducing smog-causing emissions. And less trips save energy and related fuel savings.

The impact of RideFinders is more important than ever as RVA deals with expected population growth of about 25% by 2030. To continue to make a difference, everyone needs to help. It's easy to do your part. Call RideFinders at 643-RIDE or visit the website at ridefinders.com.

Call 643-RIDE today!
ridefinders.com



How RideFinders Calculates Its Impacts

“I like that the Commuter Store is in a location that is very convenient to my job and that the staff there are always pleasant, professional and helpful.”

2011 RideFinders Commuter Store Survey

For many years, RideFinders, the commuter assistance program serving the Richmond, Virginia metropolitan region, has provided travel information and assistance services to residents, employees and visitors of the Richmond region. The program offers a variety of Transportation Demand Management (TDM) services designed to reduce reliance on single-occupant vehicles for travel. TDM actions can facilitate and encourage use of non-drive alone “shared ride” travel options such as carpooling, vanpooling and public transit or non-motorized transportation options, such as biking or walking. TDM actions such as telework and compressed work schedules can enable travelers to avoid a trip entirely or shift the time the trip is made to a less congested time of day.

During Fiscal Years 2012 and 2013, RideFinders surveyed key service user groups to assess their use of and satisfaction with the services and the role of the services in influencing or assisting commuters to make changes in their travel to work. The results of each of those surveys have been documented in individual reports. But the surveys also provided data to estimate the combined impact of RideFinders’ services. This report documents those impacts – reductions in vehicle trips and vehicle miles traveled – resulting from RideFinders’ TDM programs, between July 2012 and June 2013.

TDM Performance Indicators

The goal of the impact assessment is to document the overall impacts of RideFinders’ TDM program. But the evaluation system developed for RideFinders defines performance by a progression of actions that track with the behavior transformation continuum typically applied to social marketing models:

- Awareness Build initial awareness of options/concept
- Familiarity Increase appreciation and understanding of specific options
- Consideration/Trial Try one or more options/have a favorable experience
- Desired behavior Adopt the behavior in everyday living

The RideFinders impact evaluation adapts this model for a seven-step “continuum” of results. The first five steps mirror the social behavioral change model described above. The sixth category assesses the factors influencing the behavioral changes. The final category defines external impacts resulting from the behavior changes. The 2012-2013 evaluation estimates transportation impacts, but future evaluations also could include other personal or social impacts, such as enhanced quality of life, personal travel savings and other outcomes or benefits of travel behavior changes.

Travel Behavior Change Continuum

1. Awareness of modes/TDM services
2. Attitudes toward modes, willingness to try new mode
3. Participation in services
4. Satisfaction with services and repeated use
5. Utilization of modes, travel changes
6. Influences on decisions to change
7. Impacts from travel changes

The primary focus of this report is category 7, Program impacts, but indicators in categories 3 (Participation), 5 (Utilization), 6 (Influences), also are relevant to this report, as they are used as components in the calculation of impacts. Following are brief explanations of each category and typical sources of data for RideFinders’ TDM Program evaluation.

- Participation (category 3) – Program participation refers to the number of customers who receive services from RideFinders, for example, the numbers of employer clients and the number of commuters who use the RideFinders.com website or participate in the vanpool program. Participation data are captured primarily through on-going program tracking by RideFinders staff.
- Mode Utilization/Travel Change (category 5) – In the context of TDM performance, travel change refers to changes commuters make in how, when or where they travel as a result of TDM services they received. In this evaluation, travel changes are characterized by three indicators:
 1. Trial placement rate – percentage of targeted commuters

RideFinders assisted GRTC Transit System in starting the Transit Fare Subsidy Program.

1991

The Commuter Store opened on East Main Street in Richmond. RideFinders teamed up with the Greater Richmond Chamber of Commerce and the Retail Merchants Association of Greater Richmond to form the Ozone Advisory Program.

1994

The Employee Transportation Coordinator (ETC) Network was launched to help dedicated citizens arrange alternative transportation for their co-workers through RideFinders in businesses all over the region. The RideFinders organization came under the management of GRTC Transit System, allowing for an integrated total transit system in the Greater Richmond Region.

1998

1999

RideFinders implemented the Commonwealth Commuter Choice program, that provides state employees with vanpool vouchers and transit tickets.

2000

Convened meetings of the Vanpool Advisory Committee, a bike-pedestrian study, and the first series of Employee Transportation Coordinator roundtable discussions.

2001

The "Get Aware of Your Air" initiative educated a whole new generation to the dangers of ground-level ozone.

who tried a new travel mode after receiving a TDM service, but did not continue. A related element is the duration of the new travel arrangement – how long did the travel change last?

2. Continued placement rate – percentage of targeted commuters who made a travel change and continued the change.
3. Alternative mode placements – the total number of people in the targeted population who made a change to an alternative mode.

These indicators are assessed by surveying a sample of the targeted population to ask about their travel patterns during the evaluation period and identifying commuters who made a travel change.

- Influence on Change (category 6) – Because many factors influence travel behavior, the evaluation also examines the role the service played in influencing the travel change. Influence typically is assessed through surveys of customers who use the service and make a travel change.
- Impacts (category 7) – Finally, two TDM performance indicators represent the contribution of the TDM services to regional travel objectives, including:
 1. Vehicle Trip Reduction – Measure of reduced single-occupant travel – e.g., "cars off the road." This is typically measured by surveying a sample of service users about their current travel and their travel before they used the TDM service. These survey data are used to derive a multiplier factor that represents the average number of trips reduced per user.
 2. Vehicle Miles Traveled (VMT) Reduction – A second measure of reduced single-occupant mileage, either by vehicle trips eliminated or reduced length of existing vehicle trips. VMT reduction also is typically measured through a survey of service users. In this case, survey data are used to derive a multiplier factor for the average miles per trip reduced.

The factors noted above are applied in the impact calculation methodology to calculate TDM program impacts resulting from commuters' travel changes. These calculations are briefly described below. Section 2, which presents the results of the FY 2013 impact calculation, explains specifically how this basic approach was implemented in the RideFinders evaluation.

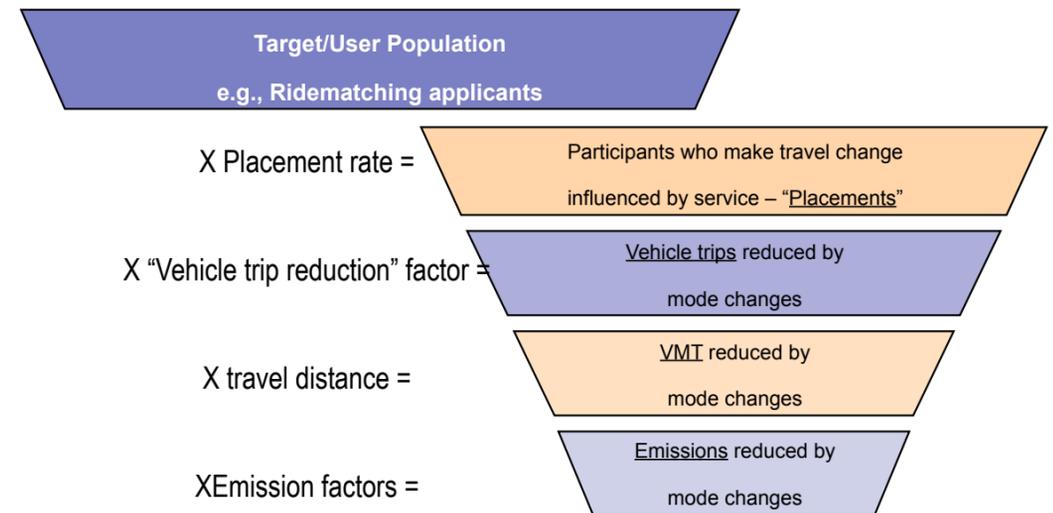
Impact Calculation Approach

Figure 1 on this page illustrates the method developed to calculate travel impacts for the RideFinders program. As shown, it consists of a series of multiplication steps beginning with a definition of the population of interest for a particular service. A series of multiplier factors derived from a survey of users are then applied to the population to calculate service impacts. This method is applicable for any service for which participation can be tracked and multiplier factors can be developed. Each service will have a unique set of factors, depending on the characteristics of the users and the service, but the basic calculation method is the same for all services.

A brief description of each of each step is presented below.

1. Estimate commuter population "base" for the service

A TDM service is designed to influence or encourage a targeted set of travelers to shift to non-drive alone modes. These travelers represent the population base or population of interest for that service. Depending on the service, this could be, for example, all commuters, students, employers, vanpool riders, ridematching service applicants or another targeted group. Population base estimates were identified for each service from RideFinders' tracking data.



“Having a way to get home in an emergency was one of the key deciding factors in my giving up my downtown parking space and commuting to work by bus.”

*2011 RideFinders
Emergency Ride Home Survey*

2003

Partnered with Mechanicsville Honda to give away a Honda Civic Hybrid to a participant in the carpool program.

2005

First Try Transit Day partnership with GRTC Transit System. Bike Program launched with Clean Air Campaign Bike Challenge to encourage participants to ride their bikes at least one day a week. Partnered with Agee's Bicycles to provide loaner bikes for the first 250 Bike Challenge participants to register.

2007

The "Get Aware of Your Air" initiative educated a whole new generation to the dangers of ground-level ozone.

2. Calculate "placement rate"

Placement rate refers to the percentage of commuters in the population base who are "placed" in an alternative mode after receiving a service. Placement rates are calculated from survey data of a sample of the population and vary from one service to another, depending on the characteristics of the service and population. To collect placement rate data, commuters are asked several questions:

- How do you travel now – what modes do you use and how often do you use them?
- Did you make any changes in your travel since you received "X" service?
- How did you travel before you received this service?
- Did the service encourage or assist you to make this change?

Respondents who made a travel change that was influenced by the service are considered "placements." Two rates are calculated and are distinguished by the length of time the commuter uses the alternative mode after shifting. The Continued rate represents commuters who made a shift to a new alternative mode and continued using the new mode. The Temporary rate represents commuters who tried a new alternative mode but shifted back to original mode within the evaluation period. Delineation between temporary and continued change is important because temporary changes are credited only for the duration of time the new mode was used.

3. Estimate the number of new alternative mode placements

Step 3 estimates the number of new commuter placements in alternative modes. This is the expected number of commuters who started or increased use of alternative modes as a result of the service. It is calculated as:

Alternative mode placements = Total Population base (from Step 1) x Placement rate (from Step 2)

4. Calculate the vehicle trip reduction factor for new placements

Using the same survey data used to calculate placement rate, the vehicle trip reduction (VTR) factor is calculated as the average daily vehicle trips reduced per placement, taking into account three types of changes:

- 8) Shifts to an alternative mode, from driving alone or from another alternative mode
- 9) Increased use of alternative modes
- 10) Increase in the number of riders in an existing carpool or vanpool

The VTR factor combines the trip reduction results of all placements into an average reduction. Shifts from alternative modes to drive alone are not included, since these changes are not the intended result of TDM services. Appendix 1 presents an example of a basic calculation of a VTR factor.

2008

Launched NuRide (Rideshare Incentive Program). Partnered with Theater IV to educate elementary school students about air quality and the environment through the play, "The Air We Share." The performance message was tailored to coincide with the science requirements of the Virginia Standards of Learning (SOL). Launched Team RideFinders Clean Air Heroes comic book as a supplement to the play.



“I am the coordinator of a vanpool and some riders will not join without this much needed service [ERH]. It really helps that the service is free to the riders in the vanpool.”

2011 RideFinders
Emergency Ride Home Survey

5. Estimate vehicle trips reduced

The number of daily vehicle trips reduced for the service is estimated by multiplying the number of commuter placements by the VTR factor:

Trips reduced = Total placements (from Step 3) x VTR factor (from Step 4)

6. Estimate vehicle miles traveled (VMT) reduced

The daily VMT reduced is calculated by multiplying the number of daily vehicle trips reduced (Step 5) by the average commute distance for commuters who made a travel change. The average distance is calculated from the same survey data used to calculate the placement rate and VTR factor.

VMT reduced = Total vehicle trips reduced (from Step 5) x one-way travel distance

7. Adjust vehicle trips and VMT for access mode

Emission reduction is calculated by multiplying vehicle trips reduced and VMT reduced by emission factors. But because commuters who drive-alone to meet a carpool, vanpool or bus create a “cold start,” the air quality analysis subtracts these access trips and the VMT driven to the meeting point from the vehicle trip and VMT reductions. These “adjusted” vehicle trips reduced and VMT reduced, rather than the initial totals, are used as the base for calculation of emissions reduced. Because vehicle access distance trips are typically short, the total vehicle trip reduction is reported as the travel impact, but the adjusted VMT is reported as the VMT reduction for the program.

8. Estimate emissions reduced

Daily emissions reduced as a result of the program are estimated by multiplying the adjusted VMT reduced by regional emission factors (grams of emissions produced per travel mile). The emissions factors used in the 2013 evaluation were provided by VDOT; they match factors used for VDOT environmental calculations for the Richmond metropolitan region. The emissions factors account for emissions created from a “cold start,” when a vehicle is first started, a “hot soak,” that occur when the vehicle is later turned off, and the emissions generated per mile of travel by a warmed-up vehicle.

Emissions reduced = Adjusted VMT reduced (from Step 7) x Per mile emission factor

9. Estimate the energy savings

Energy savings is reported as gallons of gasoline saved and is estimated by multiplying the adjusted VMT reduced by an average fuel consumption factor for the regional mix of light duty vehicles.

The approach defined in these steps was used to calculate the FY 2013 impacts for the RideFinders TDM program.

Summary of Impacts

Both the high and conservative levels of impacts are reported, but the “true” impact of the services likely falls somewhere between these two extremes. As shown, RideFinders helped at least 5,431 travelers make a travel change and might have assisted as many as 7,565. The number of daily trips reduced through RideFinders’ services is between 5,653 and 8,252 and the VMT impact is between 135,580 and 186,996 daily VMT reduced. The high and conservative estimates for emission and energy impacts also are shown.

But even the “directly influenced” impacts likely represent a conservative estimate, in that they credit only changes for commuting trips. Several RideFinders programs, such as the RideFinders.com website and NuRide, also assist users to make travel changes for non-work trips, and

“Once again, thank you for the opportunity to implement this program. It has catalyzed a change in the way we do business. Not only are people driving less, but it has begun to free us up from the notion of a brick and mortar work environment. Our two new programs, one in local public schools and the other working out of employees’ homes across the state, were made possible though some of the management and communication tools we learned from your program.”

From a Telework! VA company

2010

Over 42 companies participate in the Telework!VA program.

RideFinders 30th Anniversary; moved to a new location, launched its Long-Range Transportation Demand Management Plan.

2011

2012

Began accepting credit cards for purchases.

the service user surveys found that non-work changes did occur. It was not feasible through these surveys to estimate a specific level of trip or VMT reduction for non-work trips, but these changes would increase the overall trip and VMT reductions. Additionally, the assessment likely undercounts the impacts of RideFinders' marketing efforts because the calculation does not include changes commuters make without using any of the ten RideFinders services specifically included in the calculation.

Percent of RideFinders' Impacts Within PDC Region – Overall and by Service

Service	Vehicle Trips Reduced	VMT Reduced
- Overall – all ten services	92%	57%
- Vanpool	85%	35%
- NuRide financial incentive program	95%	60%
- Employer support – Commuter Choice	95%	70%
- Employer support – Telework	85%	68%

- Ridematching	96%	45%
- Commuter Store	99%	95%
- Emergency Ride Home	97%	54%
- RideFinders.com website	82%	47%
- Commuter express bus	96%	88%
- Fixed route "choice rider" bus	98%	98%

For a full copy of the 2013 Technical Impact Report – "Evaluation of RideFinders' FY 2013 Transportation Demand Management (TDM) Program Impact" – contact RideFinders at 804-643-RIDE.



2013

Expanded product line by partnering with VDOT and RMA to sell EZ Pass transponders, the only vendor with onsite registration capabilities for the product.

Produced region wide Public Service Announcement partnership with The Virginia Department of Environmental Quality (DEQ).

Along with Richmond 2015, created Charter 2015, a program that recognizes RVA employers who encourage their employees to consider biking as a commute option, as well as making their business site more bicycle friendly to their employees and visitors.



2014

Launched RideFinders On the Move mobile application; launched GreenRide, an interactive ridematching system, participated in Ozone Advance Program



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A DIVISION OF GRTC TRANSIT SYSTEM

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