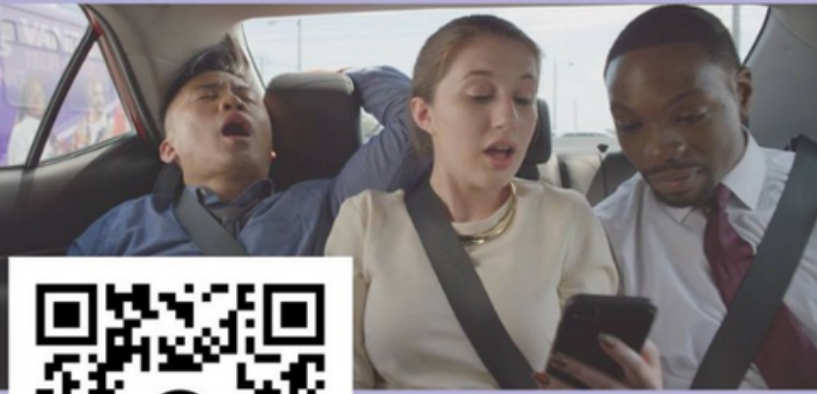


# September 2023 Recap

**RideFinders** @teamridefinders · Sep 26  
Don't SNOOZE 🛌 Get the inside scoop on upcoming program updates and initiatives before anyone else!  
📷 Subscribe to our monthly newsletter for a dose of valuable content delivered straight to your inbox: [ridefinders.com/ridefinders-newsletter](https://ridefinders.com/ridefinders-newsletter)  
#TuesdayThoughts #tuesdayvibe #TuesdayFeeling



## OCTOBER NEWSLETTER



Don't SNOOZE.  
Become a RideFinders Insider!  
Subscribe to our monthly  
newsletter.  
👉 [www.ridefinders.com](https://www.ridefinders.com)

**RideFinders** @teamridefinders · 5h  
Don't miss out on an opportunity to make your daily #transit commute PAY OFF 💰 🚗 Record your transit trips this month at [ridefinders.com](https://ridefinders.com) for a chance to win a \$100 gift card.  
#wednesdaythought #WednesdayWisdom #WednesdayMotivation



### Record Your Transit Trips

For a chance to win a \$100 gift card. You're automatically entered into the drawing.

[www.ridefinders.com](https://www.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.

**RideFinders** @teamridefinders · Sep 6  
Early literacy and reading 📖 Check out our selection of "Ways We Go" #read aloud books (read by our very own staff and a few guest readers). Books were selected for our We Read Wednesdays series: [bit.ly/way2gorfs](https://bit.ly/way2gorfs) #NationalReadABookDay #reading



### NATIONAL READ A BOOK DAY



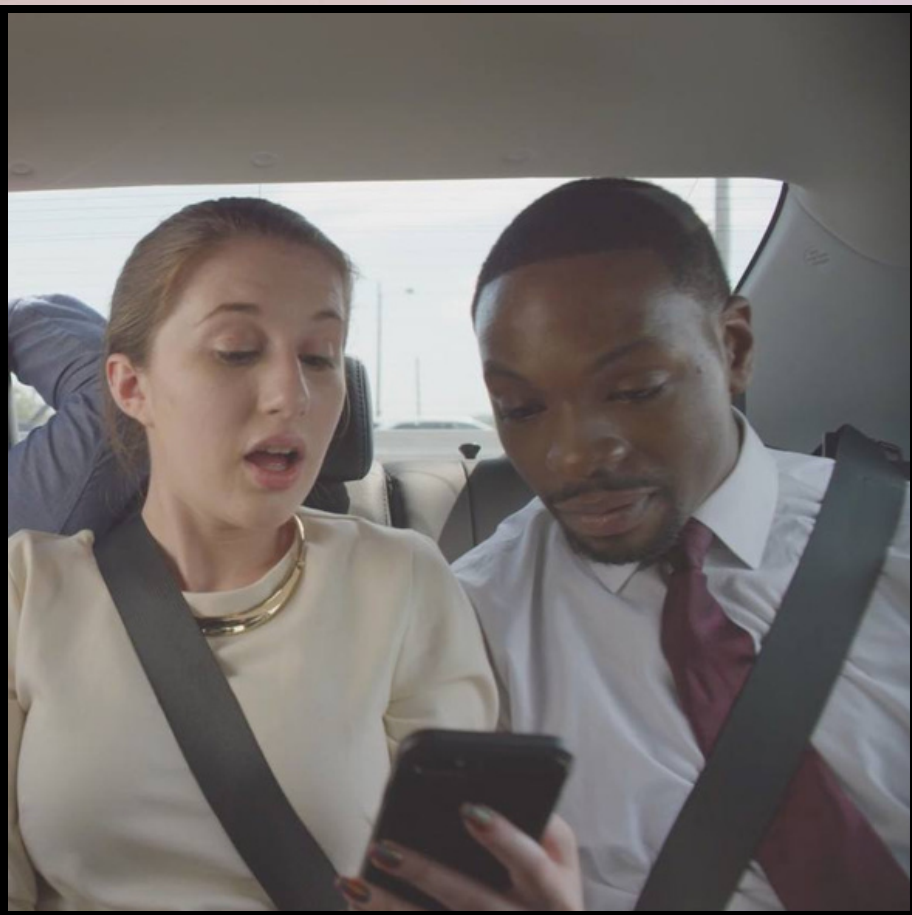
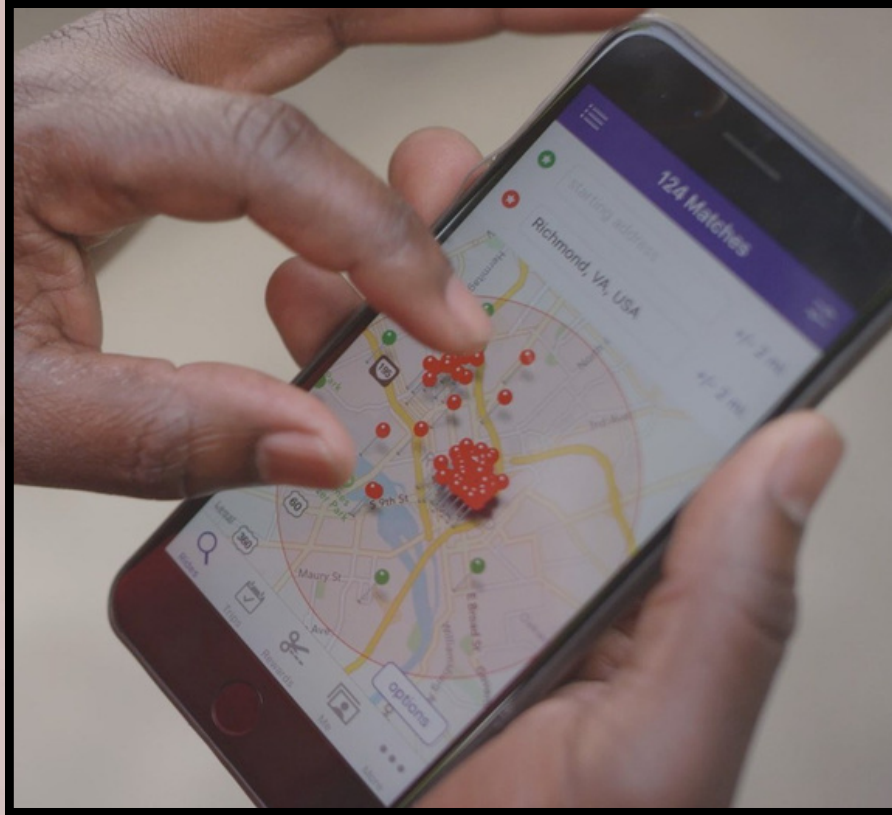
Check out our read aloud selection of "Ways We Go" books!

<https://bit.ly/rfsweareadwed>



# By the Numbers

9,912 Active Clients  
1,522 Transit Trips Recorded  
407 Vanpool Trips Recorded  
424 Carpool Trips Recorded  
158 Bike Trips Recorded  
230 Telework Days Recorded  
33,946 Calories Burned  
\$45,483 Money Saved  
2,908 Reduced Car Trips  
72,772 Reduced Vehicle Miles Traveled  
3,144 Gallons of Gas Saved  
30.8 tons of CO2 Reduced  
95.5 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 GWRideConnect's announcement regarding Car Free Day on September 22.
- Partnered with Ride EZ, a vanpool vendor, and met with the Fort AP Hill Public Affairs Officer to discuss starting vanpools.
- Assisted several commuters from driving alone to vanpooling with placement on vans from Henrico to Fort Belvoir and Gaskins Park n' Ride lot to Fort Gregg-Adams.
- Met with TRAFFIX in Hampton Roads regarding the expansion of their vanpool vendor list.



## Recruiting Vanpool Riders

RideFinders is currently recruiting vanpool riders for two routes – Newport News to Richmond and Fredericksburg to Richmond. Please contact **John O’Keeffe** at 804-474-9903 or [john.okeeffe@ridefinders.com](mailto:john.okeeffe@ridefinders.com) for more information on these vanpooling opportunities.

*Vanpooling across the Central VA region!*





# Transit Talk

- Continued promoting the VA Department of Rail and Public Transportation's Discover Transit initiative.
- Staff assisted at GRTC's Temporary Transfer Plaza to provide new schedules to riders and inform them of the upcoming move to the Downtown Transfer Station.
- Shared GRTC's Downtown Transfer Station countdown updates and the ribbon cutting and grand opening ceremony.

Shop, Visit, Explore & More



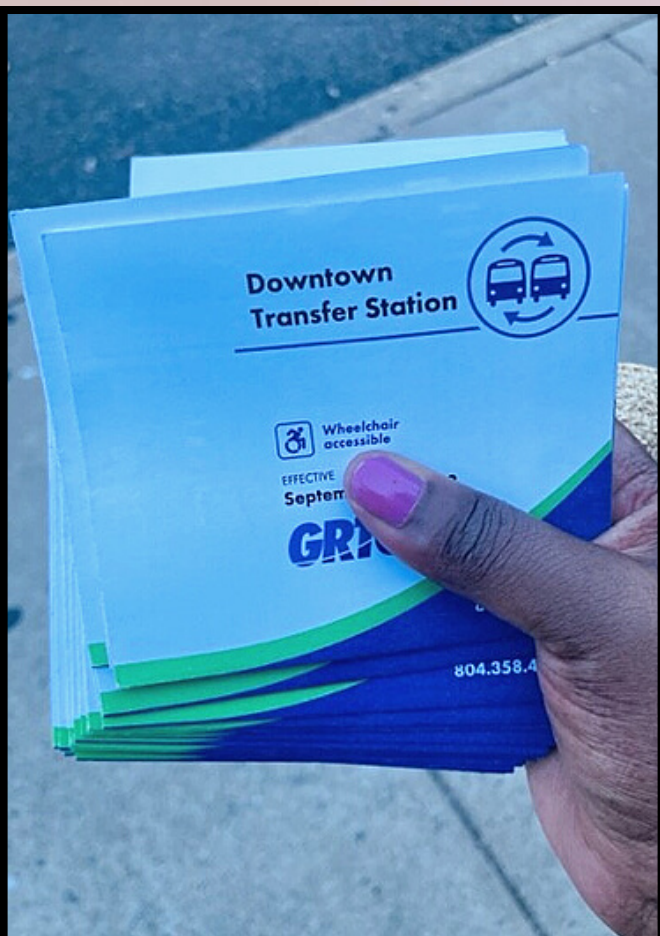
## DISCOVER Transit

Transit connects people to places.  
Record your transit trips for a chance to win a \$100 gift card.

### Discover Transit

Record your transit trips between September 1-30 and you'll be automatically entered to win a \$100 gift card.

[LEARN MORE](#)



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



# Outreach

- Attended PlanRVA night at the Diamond during the Richmond Flying Squirrels game and provided information on vanpooling.
- Attended the Brightpoint Community College Job Fair and distributed information about our free Employer Services to 33 employers.
- Recruited one new Employee Transportation Coordinator (ETC) from Dominion Packaging.
- Met vanpoolers at the Park n' Ride at the Target on Brook Road in Henrico County to celebrate Transportation Demand Management (TDM) week.



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

## EMPLOYER SERVICES



Book Us for Onsite  
Transportation/Health/  
Benefits Fairs



[www.ridefinders.com](http://www.ridefinders.com)  
804.643.7433



THE REGION'S  
SHARE RES

**Book an Account Executive Today**

Our Account Executives are ready to attend your transportation/health/benefits fairs and discuss our free programs and services! Call today at 804-643-7433.




# Community Engagement

- Shared the RideFinders Five Year Strategic Plan Survey to the community and partners including PlanRVA, Richmond Connects and the Virginia Transit Association to solicit feedback.
- Celebrated Transportation Demand Management (TDM) Week by showcasing the importance of TDM to the transportation industry and for the community. TDM Week was sponsored by the Association for Commuter Transportation (ACT).

Plan RVA  
36m · 🌐

RideFinders, Central Virginia is currently seeking input on their Commuter Assistance Program Strategic Plan (CAPSP) that will guide commuter programs and services in the Central Virginia region. Your survey response will help RideFinders understand current and future needs and better serve the region's commuters. Scan the QR code or follow this link to take the survey: <https://www.surveymonkey.com/r/ridefinderscapsp>

## RideFinders Strategic Plan Survey



Scan Me →

We want to hear from you!  
Take the survey and help us better serve the region's commuters.



 RideFinders  
56 followers  
1h · 🌐


Transportation Demand Management (TDM) Week, September 18 – 22, 2023, provides an opportunity to learn more about the importance of using alternative modes of transportation to help reduce our environmental impact on the planet. ...see more



**Transportation Demand Management (TDM)**  
*is:*


Encouraging and promoting the use of "green" transportation options - carpooling, vanpooling, transit, teleworking, biking, walking, scooting & rail.

Celebrate TDM Week September 18 - 22  
[ridefinders.com](https://ridefinders.com) • 1 min read

 RideFinders, Central Virginia  
4d · 🌐


Remember when we shared the power of sustainable transportation options to mall goers? 🌞 From biking to vanpooling, we've used a variety of ways to showcase the eco-friendly ways to not only get to work, but to get around town.

[www.ridefinders.com](https://www.ridefinders.com)  
#tbt #TDM #TMDWeek2023



**Transportation Demand Management (TDM)**  
*is:*

Utilizing every opportunity to promote sustainable transportation options.



*TDM Week special social media series!*

# *Partner with Us*

804.643.7433

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

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YouTube