

LONG-RANGE TDM PLAN-APPENDIX A

OVERVIEW OF RIDEFINDERS



RIDEFINDERS IS
A DIVISION OF GRTC TRANSIT SYSTEM

prepared by

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1.0 Overview of RideFinders

RideFinders 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.

RideFinders provides a host of TDM services to residents, employers, and employees in its service area, including commuter information, carpool ridematching, vanpool formation and operations support, emergency ride home, transit fare media sales, information and support for bicyclists and pedestrians, and telework information and assistance. RideFinders promotes the use of transit service, but does not directly operate any transit.

RideFinders delivers its services through various methods, including a Web site, telephone contact, in-person assistance at worksites, and through mailed and emailed information distribution. RideFinders also offers walk-in assistance at a storefront in downtown Richmond.

1.1 HISTORY OF RIDEFINDERS' TDM PROGRAM

RideFinders was established in 1981 and has maintained its relevance and service to the region since then.

RideFinders' historic milestones include:

- 1981 - RideFinders was founded as an independent entity as a result of the 1970s gas crisis. COMPOOL, the South's first non-profit ridesharing program, was co-sponsored by the Metropolitan Planning Organization and the Greater Richmond Chamber of Commerce.
- 1983 - COMPOOL used the first-ever computerized system launched to arrange commuter carpools and vanpools.
- 1985 - COMPOOL changed its name to RideFinders, and partnered with the Central Richmond Association to establish the country's first downtown parking and commuter information service.
- 1987 - RideFinders implemented the use of vans, mini-buses, and subscription bus service to Kings Dominion. This was part of the Landmark Capital Area Training Consortium Vanpool program, a workforce transportation service for people in need.
- 1990 - Transportation Allowance program was developed to coordinate Richmond Region employers commuter fringe benefits. The Guaranteed Ride Home allowed ridesharing commuters a way to get home by taxi if they need to leave work early or stay late. RideFinders reimbursed most of the cost. The first Employers Transportation Management Association was developed.
- 1991 - GRTC Transit System started the Transit Fare Subsidy Program with assistance from RideFinders.
- 1994 - Commuter Store opened on East Main Street in Richmond.
- 1994 - RideFinders teamed up with the Greater Richmond Chamber of Commerce and the Retail Merchants Association of Greater Richmond to form the Ozone Advisory Program.
- 1998 - The Employee Transportation Coordinator (ETC) Network was implemented to enable interested citizens arrange alternative transportation for their co-workers through RideFinders in businesses all over the region.
- 1998 - GRTC Transit System assumed management of the RideFinders organization integrating the total transit system in the Greater Richmond Region.
- 1999 - RideFinders launched the Commonwealth Commuter Choice program that provides vanpool vouchers and transit tickets to state employees.
- 2001 - RideFinders launched ground level ozone campaign. "Get Aware of Your Air" initiative teaches the dangers of ground-level ozone to a new generation.
- 2005 - RideFinders launched summer bike promotion
- 2008 - RideFinders shifted focus to more employer outreach. To date, 300 employers had signed up as partners and there are over 10,000 registered clients.

2009 - NuRide, employee rewards incentive program, is launched. Almost 400 employers are now signed up as partners.

2010- RideFinders hosts the Clean Air Leadership Reception, Green Carpet Event and the Richmond Telework Event to showcase its partnerships in the Business Community and create awareness amongst decision-makers.

1.2 GOVERNANCE & ORGANIZATIONAL STRUCTURE

1.2.1 Governance

RideFinders is a division of the GRTC Transit System (GRTC) and is officially governed by the GRTC Board of Directors. RideFinders' Executive Director attends the GRTC /RideFinders Board meetings and presents monthly program and financial reports to the GRTC Board. These reports include quantitative output measures of success (new registrations, employer clients, etc.) and major activities of the preceding month.

The GRTC Board officially has the final say on important RideFinders concerns including the budget and the marketing plan, and must approve major service changes and financial commitments that are greater than \$50,000. The Board assists with charting strategic direction for the agency and has shown interest in RideFinders' activities, but exercises little influence on tactical day-to-day operations. In this sense, within the parameters defined for the agency by GRTC, RideFinders maintains a substantially independent operation, albeit one with a close and integrated relationship to GRTC.

The GRTC Transit System Board of Directors consists of six members – three appointed by the City Council of Richmond and three by the Chesterfield County Board of Supervisors. The GRTC Board of Directors is as follows:

Linda G. Broady-Meyers, Board President/Chairman (City of Richmond)

Daniel K. Smith, Board Vice-Chairman (Chesterfield County)

James M. Johnson, Board Secretary/Treasurer (City of Richmond)

Sheila Hill-Christian, Director (City of Richmond)

David W. Mathews, Director (Chesterfield County)

Gary Armstrong, Director (Chesterfield County)

GRTC provides RideFinders with a great deal of operational and marketing support. RideFinders' accounting and human resources are provided by GRTC in its role as the parent organization. GRTC staff provide these services much in the manner of outside consultants or vendors, with RideFinders' staff having frequent and extensive coordination with GRTC employees on the substantive aspects of these functions. GRTC also handles monthly accounting and general ledger entries, monthly and annual financial reporting functions, accounts receivable, and payroll. GRTC provides these services to RideFinders at no direct cost. This is a change from a previous time when GRTC assessed RideFinders a monthly "administrative fee."

GRTC's Marketing Department staff also supports RideFinders. GRTC creates and produces much of RideFinders' marketing materials in-house. GRTC also arranges for television and

radio media buys, as a part of GRTC's purchases for larger transit promotions. For television and radio ads, GRTC typically uses production capabilities of the media outlets, which produce ads using a script and creative concepts crafted in collaboration with RideFinders.

RideFinders also maintains an independent Advisory Board, currently comprised of members from various stakeholder organizations. Current members include:

Mr. Lee Yolton, Chair, Richmond Regional Planning District Commission

Ms. Barbara Smith, Vice-Chair, Chesterfield County

Ms. Victoria Badger, City of Richmond

Ms. Stephanie Kirksey-Brenner, Greater Richmond Chamber of Commerce

Mr. Todd Eure, Henrico County

Mr. Daniel Salkovitz, Virginia Department of Environmental Quality

Mr. Quenton R. Lee, Midlothian Electric Company

Mr. Chris Arabia, Virginia Department of Rail and Public Transportation

Dr. Kimberly Perry, BikeWalk Virginia

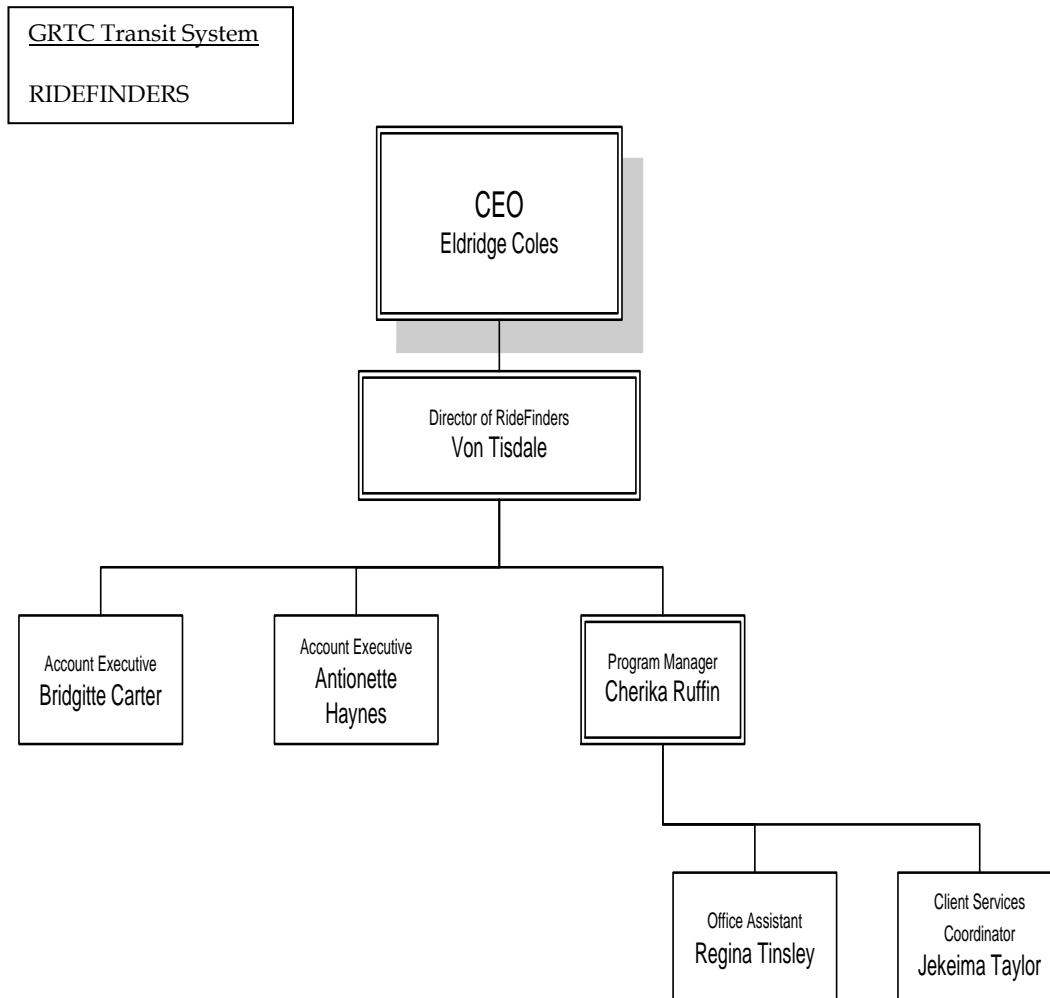
Prior to 1998, when RideFinders was independent of GRTC, the Board served in a formal governing role. Now the Board's role is advisory. The members of the Board serve for renewable two-year terms and are recruited by the Executive Director with recommendations from existing Advisory Board Members. Several members of the Board have served for multiple terms, providing continuity and a source of institutional history. However, new members are periodically added, either to replace members who are leaving or to represent a new stakeholder group.

The Advisory Board meets quarterly to discuss RideFinders' progress. RideFinders' management also seeks advice from this group about the direction of future work. Advisory Board members are very involved and helpful to RideFinders and often request information about specific topics or will suggest ideas for research or new programs. The Advisory Board also serves as a forum to introduce and discuss stakeholders' views.

1.2.2 Organizational Structure

RideFinders has a staff of six full-time employees. RideFinders' organizational chart shows the staff positions and reporting arrangements. A description of RideFinders' current staff positions is presented in Table 1.1.

Figure 1.1 Organizational Chart



Source: GRTC

Table 1.1 Staff Descriptions

FTE	Position	Job Description
1	Executive Director	<p>The Executive Director of RideFinders reports directly to the GRTC Chief Operating Officer and Chief Executive Officer. The Executive Director attends meetings of the Planning District Commission (PDC) and participates in the PDC's Citizens Transportation Advisory Committee. The Executive Director also attends meetings of other organizations that undertake community, local, and regional planning activities. The Executive Director is responsible for establishing and maintaining relationships with locally-elected officials of jurisdictions in the agency's service area.</p> <p>As shown in Figure 2.1, three of the remaining five staff report directly to the Executive Director.</p>
1	Program Manager	<p>The Program Manager reports to the Executive Director and oversees front-end operations including the Office Assistant and Client Services Coordinator. The majority of administrative responsibilities rest with the Program Manager position. This position supports the Executive Director with long-term organization management tasks, such as budgeting and work plan development, and is charged with the day-to-day oversight of staff.</p>
2	Account Executive	<p>The two Account Executives are primarily responsible for Employer Outreach activities. The two positions have a high level of outside contact that require a great capacity for sales and relationship building skills to recruit employers and provide ongoing customer support.</p>
1	Client Service Coordinator	<p>The Client Service Coordinator is primarily responsible for the operation of the ridematching service and the Emergency Ride Home Program, two flagship services delivered to area commuters. RideFinders responds to inquiries received from the public or work-related commuters via telephone and email. The agency receives between 200 and 300 calls per month on a toll-free information line. The phone line is staffed during business hours by the Client Services Coordinator. A voicemail service takes calls when no staff is able to answer the phone. Many inquiries can be handled anonymously over the phone, but RideFinders' staff encourages all callers to provide email addresses or other contact details for additional follow-up services.</p>
1	Office Assistant	<p>The Office Assistant staffs the front desk of the Commuter Store and provides support for daily administrative functions.</p>

Source: RideFinders.

1.2.3 Key Stakeholders

RideFinders' key stakeholders include GRTC, DRPT, the Richmond Area MPO (RAMPO), the jurisdictions that make up the RAMPO region, employer clients, and third-party partners. These stakeholders are the primary funders, service delivery partners, and beneficiaries of RideFinders' services. A brief overview of each stakeholder is presented below.

GRTC: RideFinders receives substantial assistance from GRTC's Financial Department for accounting services, relieving RideFinders' staff of most of the typical accounting tasks. As noted earlier, GRTC provides the service in the manner of an outside contractor, but RideFinders does not pay any fees for the service. From a financial perspective, RideFinders operates as a cost center for GRTC. GRTC established independent accounts in GRTC's main accounting system for all RideFinders' expense and income categories, including separate accounts for each grant category. The accounting system also documents the FY budget allocated for each account.

DRPT: DRPT is one of RideFinders' funding sources and a partner in service delivery. RideFinders looks to DRPT to support, guide, and promote TDM at the State and regional level.

Richmond Area Planning District Commission and Richmond Area Metropolitan Planning Organization (MPO), and the Crater Planning District Commission: RideFinders operates within the geographic area of the Richmond Region Planning District Commission (RRPDC) and the Crater Planning District Commission. Transportation-related planning for the PDCs is performed through the corresponding Area Metropolitan Planning Organization (RAMPO). RAMPO is the conduit for CMAQ funding that is directed to RideFinders. In addition, RAMPO serves as the mechanism for all of the local governmental jurisdictions to monitor RideFinders' activities.

RideFinders works closely with RAMPO insuring that TDM is included in the region's long-term transportation plan. In August 2008, RAMPO finalized the 2031 Long-Range Transportation Plan (LRTP). Goal 5.0 of the 2031 LRTP ties directly to ties directly to RideFinders' services.

Goal 5.0 A balanced transportation system that offers attractive modal choices and serves the needs of the region's diverse and changing population.

The 2031 LRTP dedicates a chapter (Chapter 7) to TDM and prominently features RideFinders. This section documents a regional role for RideFinders in the delivery of services directed toward commuters and services delivered through employers and worksites.

Local Jurisdictions: RideFinders currently serves seven counties and five independent towns or cities that make up the Richmond area. Each of these jurisdictions is independent of one another. They all have their own governments. Through their membership on the regional MPO, each jurisdiction has direct influence on RideFinders' funding.

RideFinders' Employer Clients: RideFinders currently has over 300 direct working "partner" relationships with employers across the Richmond region, including governmental agencies in downtown Richmond. These employers receive TDM support services directly from RideFinders.

Third-Party Affiliations: RideFinders has productive alliances with organizations such as the American Lung Association, the Society for Human Resources Management, the Virginia Transit Association, Partnership for Smarter Growth, the Innsbrook Foundation, the Southport Business Association, and local Chambers of Commerce (i.e.: Richmond, Prince-George/Hopewell, Petersburg, Powhatan, etc.) and local Business Councils. RideFinders is affiliated with these groups to expand its visibility and credibility in the community. In

addition, these groups also introduce RideFinders to potential clients for RideFinders' employer-based transportation programs.

It is important to recognize that all of these stakeholder groups have different levels of interactions with and expectations for RideFinders. The local governments and the regional MPO provide consistent funding to RideFinders. They view the agency as an extension of their work – a transportation *service provider* that helps address local and regional transportation needs. Employers work directly with RideFinders as *customers*. These corporate clients expect and receive direct benefits from their relationship with RideFinders.

As documented in RideFinders' June 2009 Performance Review, the vast majority of stakeholders feel that RideFinders does a good job in providing its services to the Richmond region. However, stakeholders defined "desired services" differently. Stakeholders located in the core of the region see RideFinders' primary role in promoting and supporting efficient transit service, while the agency's role in suburban areas was defined as carpool/vanpool promotion and support of economic development. In rural areas, the role for RideFinders was less traditional; serving non-commute human services needs and advocating for new transportation options and facilities, such as Park & Ride lots. RideFinders thrives, in part, from its ability to meet successfully the needs and expectations of this diverse set of constituents.

1.3 SERVICE AREA PROFILE

1.3.1 Description of Service Area

The seven counties and five towns or cities that make up RideFinders' 2,181 square mile service area include:

City of Richmond	Chesterfield County
City of Hopewell	Goochland County
City of Petersburg	Hanover County
Charles City County	Henrico County
Town of Ashland	New Kent County
City of Colonial Heights	Powhatan County

RideFinders service area, can be viewed as three concentric geographic rings. The inner ring or core service area is the City of Richmond/downtown area. This is the only region in the area with paid parking. The second ring includes the two contiguous counties to the City – Henrico and Chesterfield counties. The outer ring is made up of suburban/rural counties.

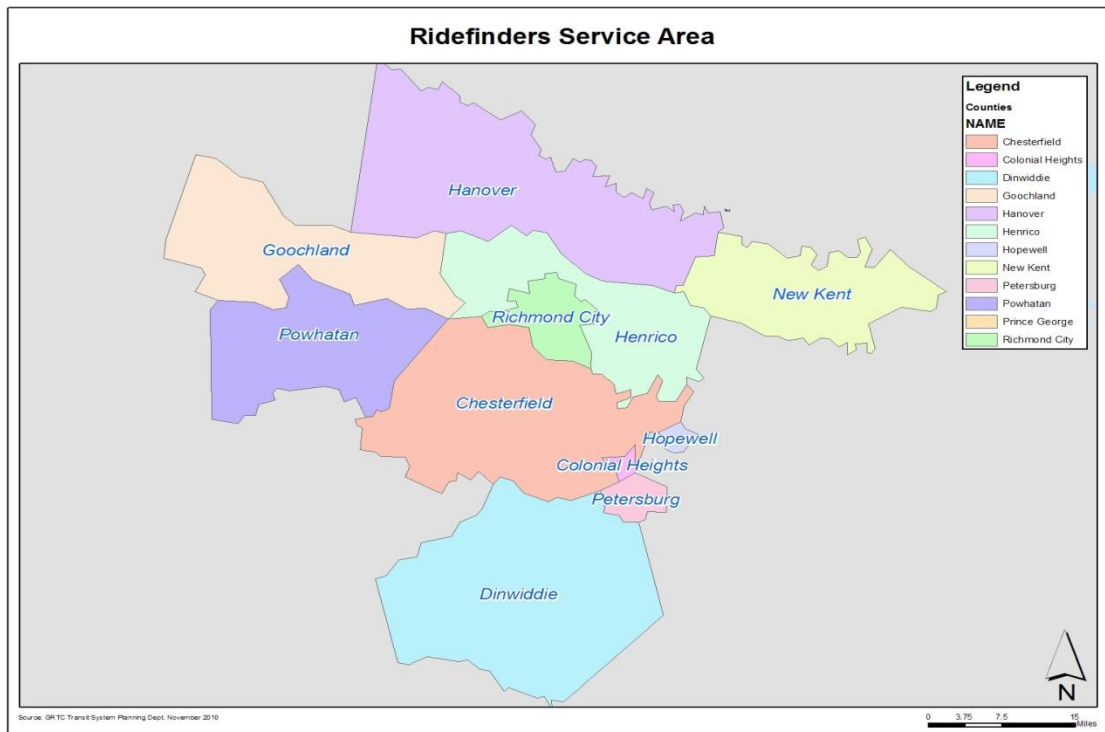
Figure 1.2 Map of RideFinders' Service Area



Source: Richmond Regional Planning District Commission 2031 Long-Range Transportation Plan.

The core service area is the City of Richmond/downtown area. This is the only region in the area with paid parking. The remainder includes the two contiguous counties to the City – Henrico and Chesterfield counties, in conjunction to surrounding suburban/rural counties.

Figure 1.3 Map #2 of RideFinders Service Area



Source: GRTC Planning Department.

The majority of the population and jobs are within the City of Richmond, and the counties of Chesterfield and Henrico. The remaining jurisdictions are more rural in nature, with lower residential density and smaller number of employers and jobs. The major activity centers include:

Downtown Richmond

Hanover

Manchester

Atlee/Mechanicsville

Glenside

Town of Ashland

Innsbrook

Rockett's Landing

Short Pump

The Boulders

Watkins Center

Woodlake/Brandermill

Westcreek

When compared to the state average, RideFinders' service area is more densely populated, with an average of 406 persons per square mile versus 179 for the State average (based on the 2000 US Census). The City of Richmond has the highest density in the region, with 3,293 persons per square mile within the city limits.

1.3.2 Transportation Facilities

The region's major transportation facilities include:

Highway System: Interstates 64, 95, 85, and 295 converge in the Richmond Metropolitan area.

Rail Service: AMTRAK provides passenger rail service with seventeen trains north bound and five southbound trains each weekday. Richmond is in AMTRAK's Northeast Corridor Direct service area for rapid rail and upgraded passenger services. CSX and Norfolk Southern provide rail freight service.

Air Service (RIC): Richmond International Airport, located seven miles southeast of Richmond's central business district, is a 12-minute drive from downtown. Eight air carriers currently serve RIC offering nonstop flights to major domestic destinations and connecting service to points around the globe. More than 3.5 million passengers and 100+ million pounds of cargo are handled at RIC annually. In 2007, Richmond International Airport completed a major renovation project, establishing it as one of the most modern and well-equipped airports in the eastern United States. The \$280 million expansion included a new air traffic control tower, two-level terminal featuring upper level departure and lower level arrival areas, spacious ticketing and baggage claim halls, new terminal roadway and new restaurants.

Public Transit: GRTC Transit System provides bus transportation on express and fixed routes, and demand-response paratransit and welfare-to work (CVAN) transportation services. GRTC Transit System services the City of Richmond and Henrico County, and parts of Chesterfield County, and provides Extended Express service to Petersburg and Fredericksburg! GRTC operates its bus service seven days a week from 5:00 a.m. to 1:00 a.m. The service area includes the City of Richmond, Henrico County, and parts of Chesterfield County and the City of Petersburg. Henrico, Chesterfield, and Petersburg services do not operate on weekends or holidays.

RideFinders: RideFinders provides information and support services for car pools, vanpools, teleworking, and other non SOV transit options. : RideFinders operates a Commuter Store on-site at its downtown office. Through this storefront, walk-in operation, RideFinders provides in-person information and trip planning assistance and sells various transit fare media, commuter -related merchandise, and postage stamps.

Intercity Bus Service: Greyhound Bus Lines, New Century Travel (to New York City, DC, and Philadelphia), Todays Bus 9 to New York City), Eastern Shuttle (to New York City), Apex Bus (to Newport News, Norfolk, DC and New York City), Blackstone Area Bus System (Blackstone, Crewe, Burkeville, Dinwiddie, Brunswick), Piedmont Area Transit (parts of Amelia and Prince Edward, Cumberland and Buckingham), Petersburg Area Transit is a bus system for the Petersburg and Tri-cities Area. There are twelve color coded routes that extend to such destinations as Virginia State University, Southpark Mall, and Fort Lee.

Megabus: Operated by a subsidiary of a United Kingdom-based company that recently expanded service into the City of Richmond market December 2010. This express bus service

runs seven daily departures from Richmond and travels directly to Washington D.C., Hampton, Baltimore, Philadelphia, New York, Durham and Charlotte, North Carolina.

Park and Ride Lots: There are now 28 formal park & ride lots in RideFinders' service areas as shown in Table 1.2.

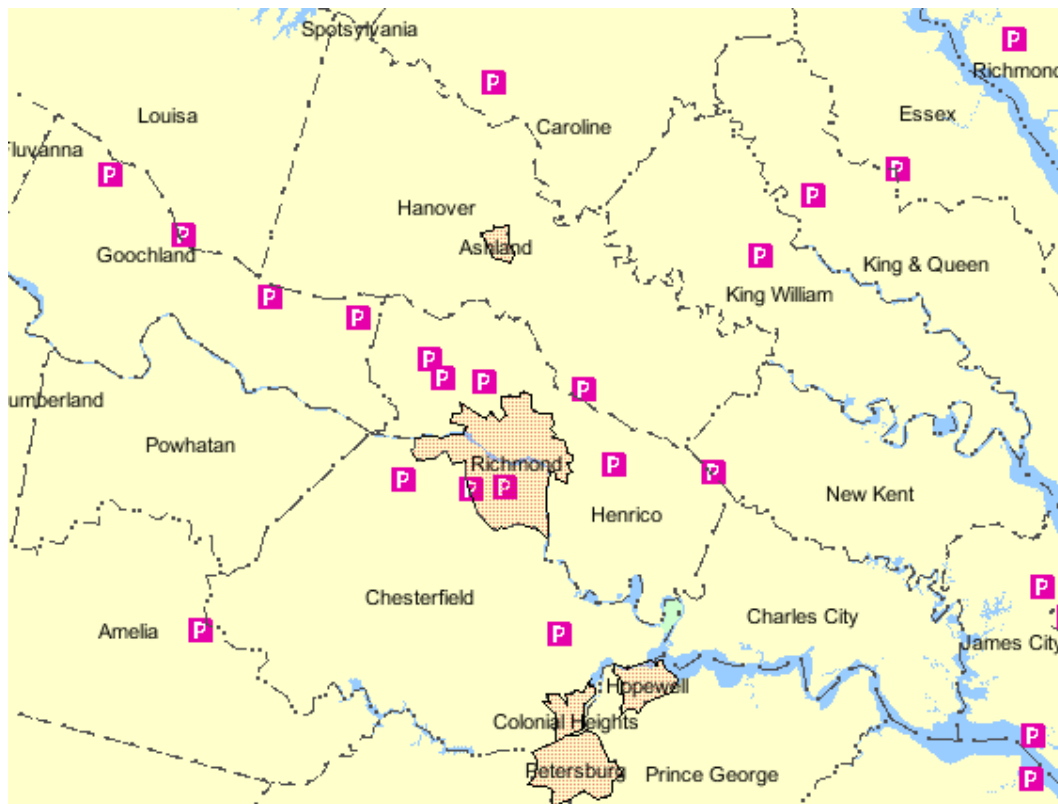
Table 1.2 Area Park & Ride Lots

Name	Address	City	ZIP
1. Appomattox River	Patrick Henry Hwy & Circle Dr	Amelia	23002
2. Big K-Mart	Midlothian Tpke & Greshamwood Pl	Richmond	23225
3. Bon Air Baptist Church	Forest Hill Ave. & Choctaw Rd.	Chesterfield	23235
4. Bottoms Bridge	US Hwy 60 & Rte. 93	Quinton	23141
5. Bradley Mart	Newton Rd & Richmond Hwy	Newtown	23126
6. Brook & Parham	Brook & Parham	Henrico	23228
7. Carmel Church	Rt. 1 & Rt. 207	Carmel Church	22546
8. Commonwealth 20	Commonwealth Center Pky and Rt. 288	Chesterfield	23112
9. Fair Oaks Park & Ride	Millers Lane and Williamsburg Road	Henrico	23231
10. Gaskins Park & Ride	Gaskins & Mayland	Henrico	23233
11. Gaskins Road	Mayland Dr	Richmond	23233
12. Glenside Park & Ride	Glenside & Staples Mill	Henrico	23228
13. Gum Spring	US Hwy 522 & US Hwy 250	Gum Spring	23065
14. Hadensville	US Hwy 250 & Old Fredericksburg Rd	Gum Spring	23065
15. Hickory Haven	Rte 623 & I-64	Rockville	23146
16. John Tyler CC	John Tyler Community College	Chester	23281
17. Lowe's Park & Ride	Koger Center Blvd.	Chesterfield	23235
18. Mechanicsville	US Hwy 360 Bus & Shady Grove Rd	Mechanicsville	23111
19. Near Sharon Baptist Church	Sharon Rd & King William Rd	King William	23086
20. Norge	Rochambeau Dr & Croaker Rd	Williamsburg	23188
21. Oilville	Rte 617 & US Hwy 250	Oilville	23129
22. Parham Park & Ride	Parham & Fordson	Henrico	23229
23. Tabb & Market	Tabb & Market	Petersburg	23803
24. Town of Surry	School St & Bank St	Surry	23883
25. Union & Tabb	Union & Tabb	Petersburg	23803
26. Watts Supermarket	Richmond Hwy & Rte 20	Tappahannock	22560
27. Winterpock Lowes	Hull Street Road & Winterpock Rd.	Chesterfield	23832

Source: RideFinders.

Figure 1.4 is a map of the Richmond Region park and ride lot locations as shown on the VDOT Web site.

Figure 1.4 Richmond Region Park & Ride Lots



Source: VDOT Travel Center Online - <http://www.virginiadot.org/travel/prOTIM.asp>

*Of the 28 park and ride lots, four serve GRTC's express commuter bus service. These express bus park and ride lots are listed on Table 1.3.

Note: GRTC added the Mechanicsville Express Service to downtown Richmond in May 2010 from the Mechanicsville Park-N-Ride located off Atlee Road and Mechanicsville Turnpike.

Table 1.3 GRTC Express Riders Park 'N Ride Lots

Name	Location	Connecting Service
Fair Oaks Park 'N Ride	3302 Williamsburg Rd Richmond, VA 23231-2355	28 Fair Oaks Express – 30 min to travel one end to the other
Glenside Park 'N Ride	Glenside & Cloverdale	27 Glenside Express – 30 min. to travel one end to the other
Gaskins Park 'N Ride	Gaskins & Mayland	29 Gaskins Express – 35 min. to travel one end to the other
Parham Park 'N Ride	Parham & Fordson	26 Glenside Express – 30 min. to travel one end to the other

Source: <http://www.ridegrtc.com>.

1.3.3 Demographic Profile of the Region

There are approximately one million people in the RideFinders' service area, as shown in Table 1.4. Minority populations including African-Americans and Hispanics are over-represented in RideFinders' service area when compared with statewide averages.

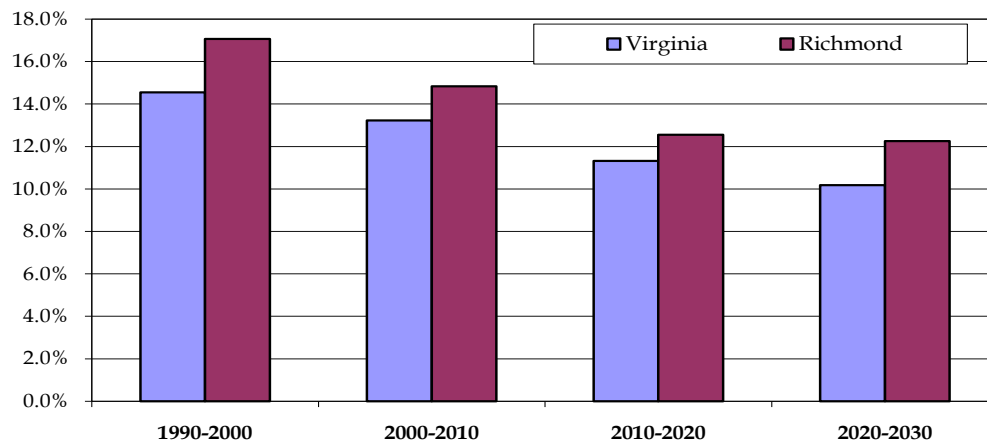
Table 1.4 Richmond Region Population (1990 - 2010)

	1990	2000	2010
Population:			
<i>Total Pop.</i>	739,735	865,941	994,425
	--	17.1%	14.8%
Age Groups (%):			
<i>Under 20</i>	201,245 (27%)	214,072 (26%)	258,137 (26%)
<i>20 to 64</i>	456,256 (62%)	529,035 (62%)	621,745 (63%)
<i>65 and Over</i>	82,234 (11%)	95,030 (12%)	114,543 (12%)

Sources: Virginia Employment Commission and US Census Bureau.

As depicted in Figure 1.5 since 1990, the population of RideFinders' service area has grown at a faster rate than the growth rate for Commonwealth as a whole. This region is projected to grow faster than the state as a whole over the next 20 years.

Figure 1.5 Population Growth in RideFinders' Service Area and Virginia



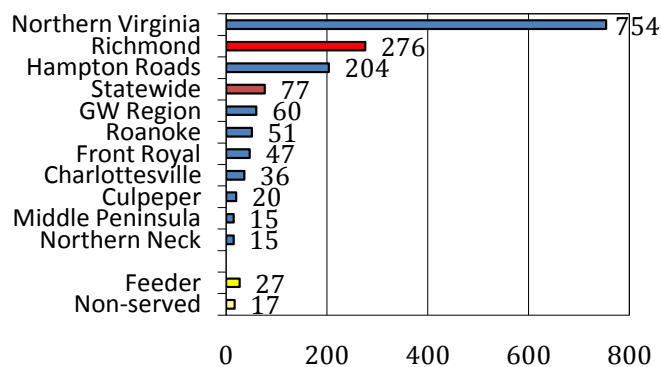
Sources: Virginia Employment Commission and US Census Bureau.

1.3.4 Economic Profile

According to the 2000 US Census, approximately 9% of the region's population was living below the poverty line and 11% was 65 years of age or older. Both of these statistics are on par with the statewide averages of 9% and 11% respectively. The City of Richmond, however, has a substantially higher poverty rate, with 21% of the city's population living below the poverty line.

In 2008, total employment in the RideFinders' service area was estimated to be 439,995. When compared to the Commonwealth of Virginia, the Richmond region has the second highest employment population density in the state, only falling below Northern Virginia.

Figure 1.6 Employment Population Density



Source: 2000 Census.

Table 1.5 shows the ten largest employers in the region.

Table 1.5 Top 10 Employers in RideFinders' Service Area

Richmond, VA	
1.	Virginia Commonwealth University
2.	Capital One financial Corp
3.	HCA Inc
4.	Dominion Resources
5.	Philip Morris U.S.A., Inc.
6.	Bon Secours Richmond Health System
7.	Altria Group, Inc
8.	SunTrust Banks Inc
9.	Ukrops Super markets Inc
10.	WellPoint Inc

Source: Richmond Times-Dispatch Top 50 Area Employers
(October 20, 2010).

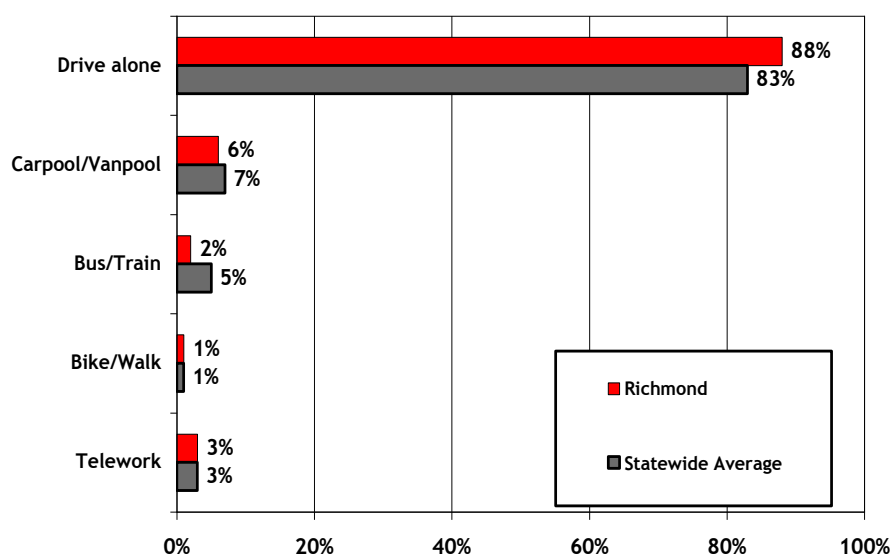
1.3.5 Existing Travel Patterns

Mode Split

Mode split is commonly used as a performance measure for TDM agencies. As depicted in Figure 1.7, the Richmond area's work mode split is more heavily weighted to drive alone commuting. Almost nine in ten (88%) of the working residents are SOV commuters. This is higher than the state-wide average of 83%, which is significantly influenced by the Northern Virginia market where the mode split is 70% SOV commute.

Of the 12% that do use alternatives to the drive alone commute, the use of alternative modes include car and vanpooling (6%), bus (2%), and Telework (3%), and bike/walk (1%).

Figure 1.7 Richmond Region's Use of Alternatives to Drive Alone Commute



VASOC – question 15: Now thinking about LAST week, how did you get to work each day? Primary Mode

Source: 2007 Virginia State of the Commute Commuting Patterns

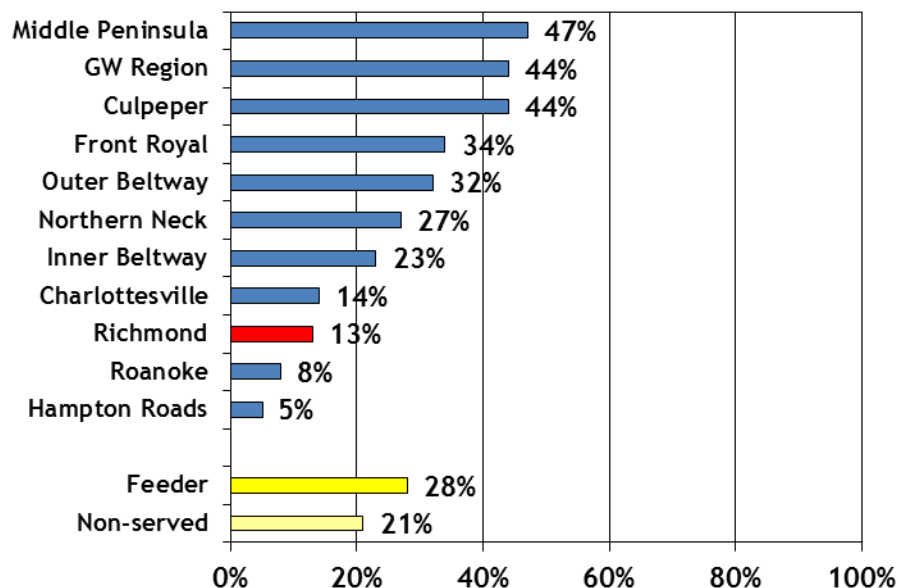
Commuting Patterns

Commuting patterns are one of the largest influences on a TDM agency's programs and customers. Areas with a large percentage of inbound commuters tend to emphasize employer services, while areas with a large percentage of outbound commuters tend to focus on residentially-based programs with vanpool/commuters bus services.

RideFinders' area residents have a very moderate average commute distance and time of any group in Virginia. Both of these measures will likely increase in the future as population and vehicle miles traveled in the region continue to rise at a significant rate, creating congestion.

The Richmond region residents who work outside the home remain in the area for work. As Figure 1.8 shows, only 13% of the region's workforce commutes outside of the market. The region has the third lowest level of outbound commuters in the state. As a result, RideFinders must operate as both an origin- and destination-based TDM program, and therefore focuses on both employers and residents.

Figure 1.8 Percent Commute Outbound



VASOC – question 2: In what county (or independent city) do you live?

VASOC – question 3b: In what county (or independent city) do you work?

Source: 2007 Virginia State of the Commute

Table 1.6 Top 10 Areas Residents Commute to & Workers Commute From

Given the absence of long-distance commuters, the Richmond market, along with Hampton Roads and Roanoke, enjoys one of the shortest commutes.

Top 10 Areas Residents Commute to & Workers Commute From

Residents Commuting to:	Residents (%)	Workers Commuting From:	Workers (%)
City of Richmond	141,594 (33%)	Henrico County	132,149 (29%)
Henrico County	137,999 (32%)	Chesterfield County	120,432 (26%)
Chesterfield County	84,966 (20%)	City of Richmond	85,675 (19%)
Hanover County	29,499 (7%)	Hanover County	42,291 (9%)
Goochland County	5,313 (1%)	Powhatan County	9,872 (2%)
City of Petersburg	3,860 (1%)	Goochland County	7,781 (2%)
Powhatan County	3,682 (1%)	New Kent County	5,264 (1%)
City of Colonial Heights	2,845 (1%)	Prince George County	3,796 (1%)
City Hopewell	2,674 (1%)	City of Petersburg	3,756 (1%)
Prince George County	2,545 (1%)	King William County	3,616 (1%)
Total Resident Commuters:	433,256	Total Workers:	458,741

Source: Virginia Employment Commission.

Richmond region's relative commute in both time (average 23 minutes) and distance traveled (average 10 miles) is depicted by Figure 1.9. It's no surprise that Richmond was named "One of the 10 best cities for commuters of the nation's 75 largest metro areas" in Forbes.com, April 2008.

Figure 1.9 Average Length of Trip in Minutes and Miles in Virginia

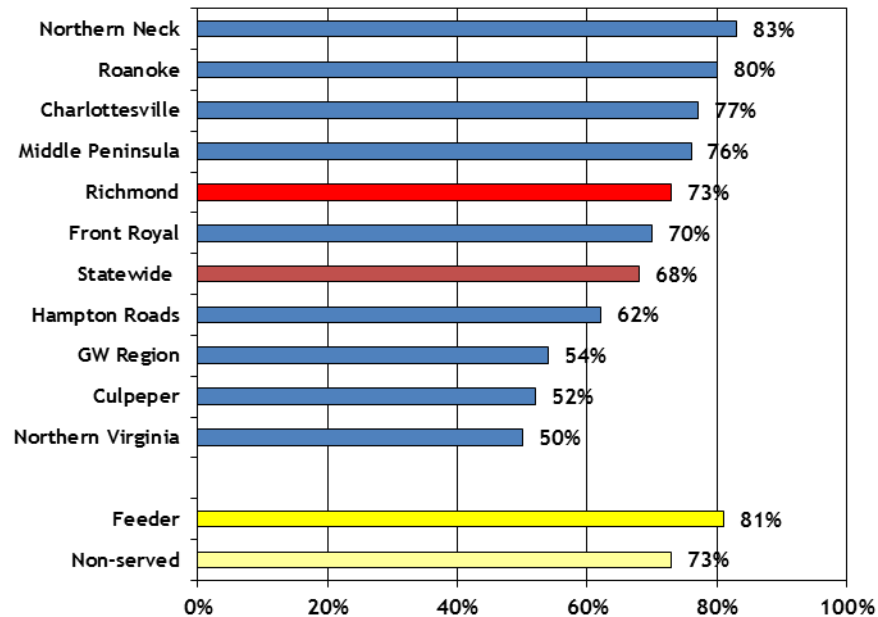
Region	Avg. Trip Time Minutes	Rank	Region	Avg. Trip Length Miles	Rank
GW Region	42	1	GW Region	30	1
Culpeper	40	2	Culpeper	29	2
Northern Virginia	35	3	Front Royal	25	3
Middle Peninsula	33	4	Middle Peninsula	23	4
Front Royal	32	5	Northern Neck	22	5
Northern Neck	29	6	Non-served	19	6
Statewide	28	7	Charlottesville	18	7
Non-served	26	8	Feeder	17	8
Charlottesville	26	8	Statewide	17	8
Feeder	24	10	Northern Virginia	16	10
Hampton Roads	23	11	Richmond	16	10
Richmond	23	11	Hampton Roads	14	12
Roanoke	20	13	Roanoke	14	12

VASOC – questions 16-17: How long is your typical daily commute one way? Please tell me both how many minutes and how many miles. First, how many minutes? And how many miles?

Source: 2007 Virginia State of the Commute.

Richmond region residents recognize their relative short commute times, too. Figure 1.10 depicts the 2007 Virginia State of the Commute Survey found that Richmond region residents, when compared to commuters in other Virginia markets, have one of the highest levels of satisfaction with their commute. Seven in ten (73%) rated their satisfaction with their commute a “5” or “4” in a “1-5” rating scale.

Figure 1.10 Commuter Satisfaction



VASOC Q56a. Overall, how satisfied are you with your trip to work?

Source: 2007 Virginia State of the Commute.

1.4 RIDEFINDERS' CURRENT TDM SERVICES AND PROGRAMS

1.4.1 RideFinders' Customers

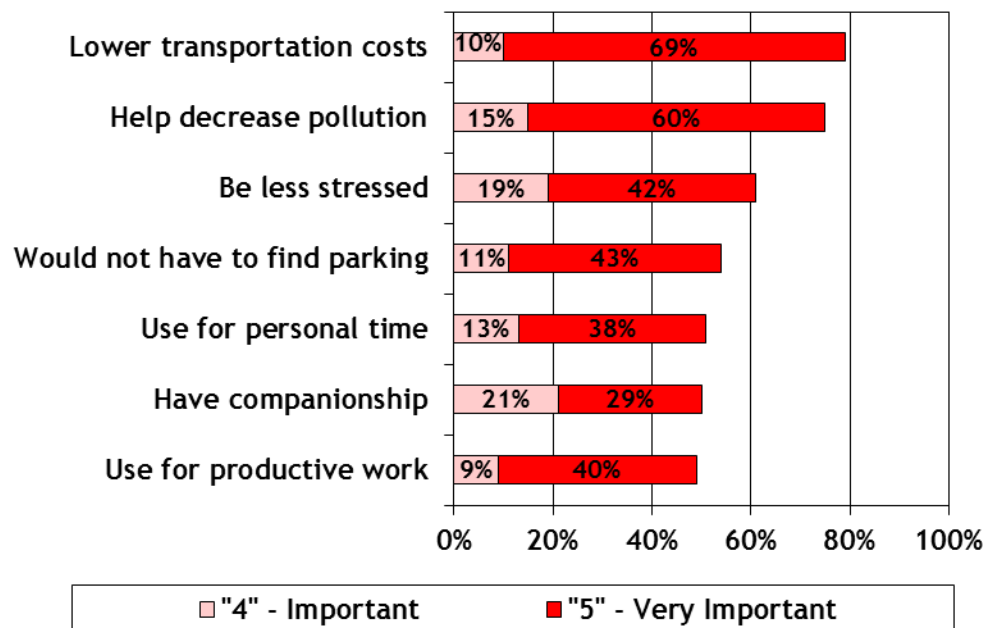
Today, RideFinders focuses on the work-related commute and, in so doing, serves two primary customer groups: work-related commuters and their employers.

Commuters

RideFinders primarily serves downtown employers and their employees. This is consistent with TDM agency experience around the country. In survey after survey, people say they rideshare to save money and time.

Time savings come in the form of qualifying for High Occupancy Vehicle lanes (HOV) commuting. The Richmond region does not have HOV facilities and, therefore, cannot offer a time savings benefit. Furthermore, it is hard to save time with one of the shortest commute times in the state. In fact, "to save time" doesn't even make the list of reasons that people report on why they use alternative transportation modes. In Northern Virginia, it is the most important reason. In the Richmond region, commuters who rideshare say they do so to save money and help decrease pollution, as depicted in Figure 1.11.

Figure 1.11 Reasons for Use of Alternate Transportation Modes



VASOC – question 56e: How important were each of the following in your decision to use (carpool, vanpool, bus, train, ferry, bike, walk)? "1" means "not at all important" and "5" means "very important."

Source: 2007 Virginia State of the Commute.

Lowering transportation costs with ridesharing comes from the elimination of monthly parking fees and gas and operating costs from long commutes. Since commute distance and time is relatively short in the Richmond region, the total cost of the commute, in terms of gas and car operating cost (maintenance), is low. In the Richmond region, the most significant cost savings comes from avoiding downtown area parking fees where monthly parking ranges from \$50 to \$150. Based on this, RideFinders' active customer base today, and for the

immediate future, is concentrated around downtown workers. This is the primary target that offers the most savings for commuter who rideshare.

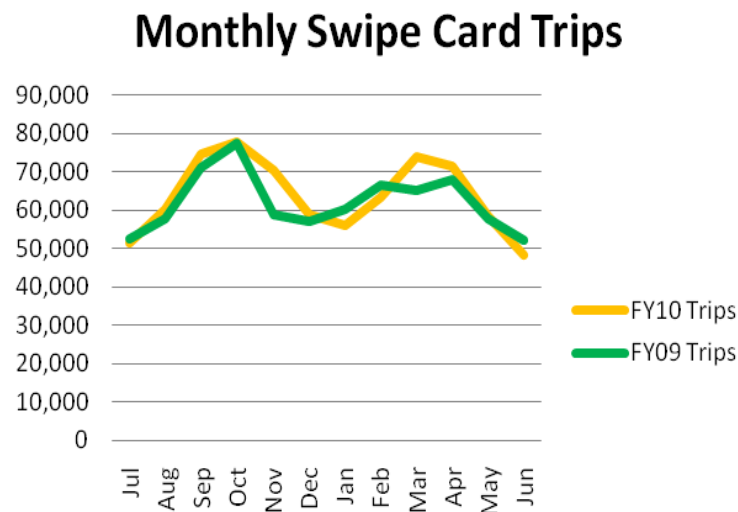
Employers

RideFinders targets area employers, concentrating on the largest downtown employers, because research shows that direct employer involvement in supporting ridesharing increases employees' use of ridesharing modes.

There are over 400 employers that participate as RideFinders partners at various levels with previous goals of recruiting 20 new companies per quarter.

RideFinders' employer partners participate at varying levels. Of that number, approximately 50 employers have a more aggressive level of involvement, offering an array of alternative transportation to their employees. These employers have implemented Employee Trip reduction Programs ranging from pre-tax programs to fully subsidized programs that cover the monthly cost of employee work commutes via public transportation whether buses or vanpools. The level of involvement for most of the other employers is less substantial, such as dissemination of air quality, transportation information to employees. Transit trips taken by the employees utilizing electronic swipecards is depicted in Figure 1.12 taken from GRTC Operating Reports.

Figure 1.12 Monthly Swipecard Trips for FY09 and FY10



Source: GRTC.

Based on RideFinders' current base of employer partners, the profile of employers that embrace and promote TDM are the large public sector agencies. RideFinders has 56 public agencies currently participating listed in Table 1.7.

Table 1.7 RideFinders Participating Commuter Choice Organizations

Organization Name	
Federal Bureau of Alcohol, Tobacco and Firearms	Virginia Department of Correctional Education
Chippenham-Johnston Willis Hospital	
Federal Reserve Bank	Virginia Department of Criminal Justice Services
Virginia Information Technology Association	Virginia Department of Education
City of Richmond	Virginia Department of Juvenile Justice
Federal Highway Administration	Virginia Department of Medical Assistance Services
4th Circuit Court of Appeals	Virginia Department of Transportation
LeClair Ryan	Virginia Employment Commission
University of Richmond	Virginia Department of Forensic Science
Dominion Enterprises	Virginia Department of Human Resource Management
Williams Mullen	Virginia Department of Conservation & Recreation
Scott & Stringfellow	Virginia Department of Housing & Community Development
Doubletree Hotel	
VCU Health System	Virginia Department of Accounts
VCU School of Dentistry	Virginia Department of Treasury
Virginia Department of General Services	Virginia Department of Mental Health, Mental Retardation and Substance Abuse Services
Virginia Department of Minority Business Enterprise	Virginia Worker's Compensation
Virginia Department of Environmental Quality	Virginia Department of Social Services
House of Delegates	Virginia State Lottery
Joint Legislative Audit and Review Commission	Virginia State Bar
Office of the Attorney General	Virginia Retirement System
Senate of Virginia	Virginia State Police
State Corporation Commission	Virginia State Board of Elections
Troutman & Sanders	Library of Virginia
Tucker Pavilion	Virginia Department of Rail and Public Transportation
U.S. Department of Housing & Urban Development	Virginia Department of Military Affairs
Virginia Department of Taxation	Virginia Transit Association
Virginia Board for People with Disabilities	Virginia Employment Commission
Virginia Department of Agriculture & Consumer Services	Virginia Department of Health

Source: RideFinders.

Today, a concentrated push is directed toward the largest private sector downtown employers.

1.4.2 Programs and Services

TDM services are typically grouped into three distinct categories:

Modal options, such as vanpools, carpools, and transit, refer to services that expand the availability of non-single occupant vehicle (non-SOV) modes of travel.

Financial incentives, such as transit passes, include services that offer a financial benefit or advantage for use of non-SOV travel options. NuRide provides awards and discounts as incentive to encourage documentation of non-SOV trips.

Support services, such as Emergency Ride Home, are services that make use of non-SOV modes more convenient.

RideFinders does not directly operate or fund any services in the modal options category. RideFinders offers one service, a vanpool subsidy, in the financial incentives category. The majority of RideFinders' services fall into the category of support services. The major services provided by the agency include carpool ridematching, vanpool formation and administrative support, emergency ride home, and transit media sales. More information is available on the RideFinders' www.ridefinders.com website. Following is information on each service.

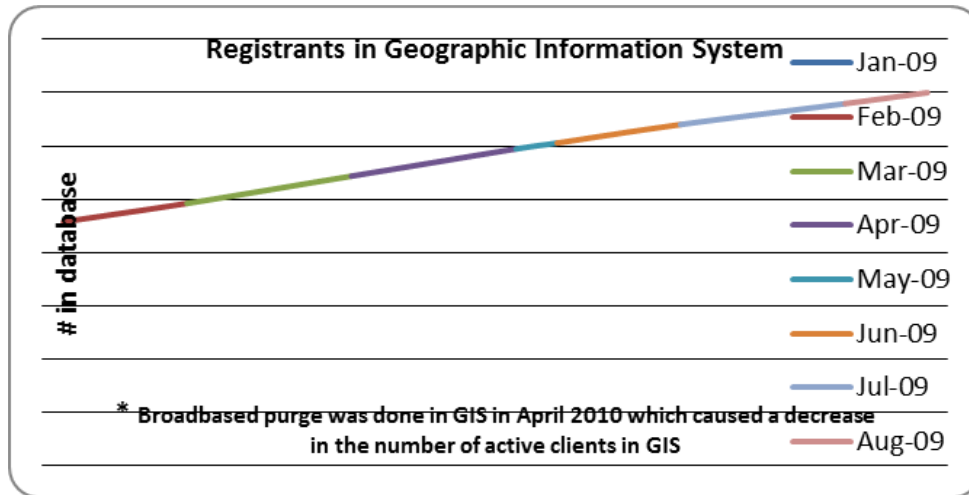
Carpool/Ridematching

Carpool/Ridematching is the core of RideFinders' services. This service is administered through a database program that matches commuters who want to carpool or vanpool with other commuters who have similar origins and destinations, routes, and travel time of day preferences as do the applicant commuters.

This database contains records of commuters who have applied for a RideFinders' carpool or vanpool match and who have chosen to remain in the database for continued ridematching opportunities, either because they have yet to form a rideshare arrangement or because they are interested in increasing the number of commuters in an existing carpool or vanpool. This database also is used to register commuters in the region who use non-SOV modes (transit, bike, walk, carpool, and vanpool) who have registered for RideFinders' Emergency Ride Home service.

Database registrations increased significantly by 48% from July 2006 to July 2008. The summer of 2008 had an increase in registrations, likely due to the sharp increase in gas prices occurring at that time. The current database has approximately 7000 registrants as shown in Figure 1.13.

Figure 1.13 Ridematching Database Registrants



Source: RideFinders.

The ridematching service offers lists of potential carpool partners a commuter can contact to try to form a new carpool. The overwhelming majority of ridematch applications are submitted by commuters who want to find a partner for an ongoing carpool arrangement, but RideFinders also offers matching for university students.

Commuters can submit a ridematch registration application by telephone, mail, fax, online, and in-person at transportation fairs or other worksite or community transportation events. A web-based ridematching system for Virginia is currently under development, but until this is operational, all registration applications must be input by hand into the ridematching database. On average, RideFinders processes about 3,000 new registrations annually. In November 2008, about 12,000 commuters were registered in the database. As of October 2010, there are over 7,000 commuters due to a 3 month database purge process conducted by RideFinders.

Using the Arc View GIS 3.2 ridematching software, the Client Services Coordinator prepares a list of potential ridematch partners for each new ridematch applicant. The Coordinator enters information about the applicants' home and work locations and time of travel and the software produces a list of other commuters in the database who have similar travel patterns. This match list with contact information for potential ridesharing partners is then sent to each new registrant. Approximately 70% of new registrations can be matched at the current time; some commuters cannot be matched because there are no commuters in the database who have compatible travel patterns. RideFinders also provides information about transit routes that could be used to make the desired trip, if the commuter requests that information.

At the end of each month, a brief follow-up survey is sent to all new registrants in the same method that the registration was received (email for online registrations, mail for mail registrations, etc.) to determine the results of the matching.

The survey asks how applicants heard about RideFinders, why they decided to register, if they contacted people named on their match list, and if they started to carpool. The survey also includes questions about the customer service/registration process and applicants' satisfaction with the service experience (e.g., response time, usefulness of information, etc.). The response rate is over 50% for email surveys and about 25% for postal mail distribution. RideFinders compiles and analyzes the results each month.

RideFinders undertakes a purge process to keep registration contact information current. Each registrant receives an annual renewal letter, around the anniversary of the original registration date, which asks if the registrant wishes to remain in the database and if so, to verify or update contact information. About 75% of registered commuters renew annually. Registrants are also purged from the database if the contact information on file is found to be no longer valid. RideFinders recent purge during June -August 2010 resulted in a 50% reduction in active registrant files.

Vanpool Matching/Leasing

Support and formation of vanpools is another important RideFinders service. RideFinders assists groups of commuters to establish a vanpool group and complete steps needed to obtain a vanpool vehicle through a third-party vanpool leasing agent. RideFinders does not own or lease any vans. The current vendors are VPSI, Inc., K&K Connections, and SafetyVan Express.

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. However, the agency provides assistance to form new vanpools and supports the continued operation of existing vanpools.

Employer support and financial benefits to start or maintain vanpools (vanpool vouchers) provide the strongest motivation for vanpool formation. However, to assist commuters with a formation task that can be time-consuming – identifying willing riders and drivers – RideFinders facilitates Lunch N' Learn sessions and transportation fairs for groups of registrants with compatible routes who have expressed interest in vanpooling to become acquainted with each other. RideFinders also arranges for the vanpool vendors to present their services to potential vanpool groups. Because many of the commuters who are potential vanpool riders live outside the Richmond area, RideFinders also works with TDM agencies in neighboring regions to assist with home-end vanpool formation.

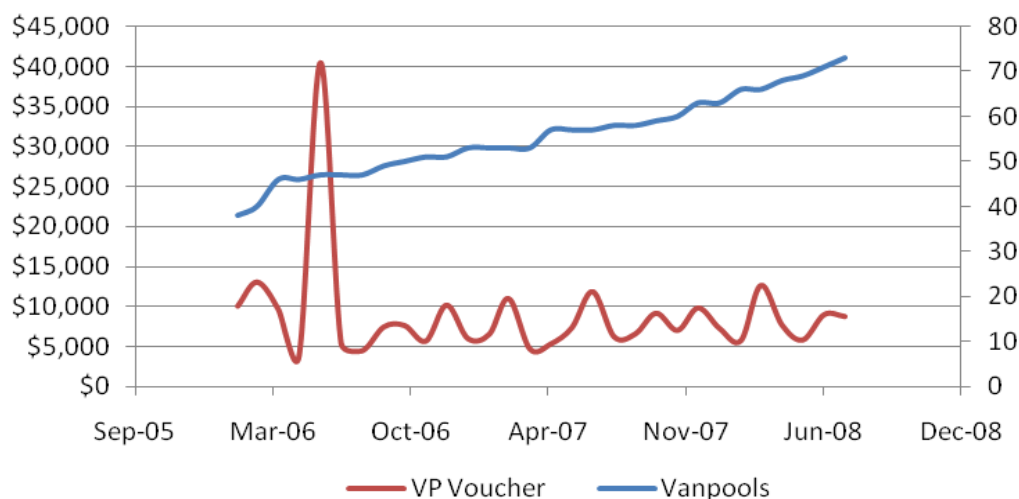
Finally, RideFinders offers two vanpool financial incentives. RideFinders administers the VanStart vanpool formation incentive and VanSave to cover empty seats based on a specific formula and designed to help retain vanpools that lose several riders.

Figure 1.14 clearly shows a steady upward trend in the number of vanpools supported through RideFinders, with an increase of 92% between February 2006 and July 2008. Vanpool voucher sales do not exhibit the same upwards trend as might be expected. Instead, vanpool voucher sales oscillate frequently, with occasional low months and high months with no correlation to the number of vanpools operating at the time.

This is because the vanpool voucher subsidies have defined time limits; the “VanStart” formation incentive is offered for a three-month period when a vanpool begins and the “VanSave” incentive is offered for up to four months to vans that are at risk of dissolving due to reduced ridership.

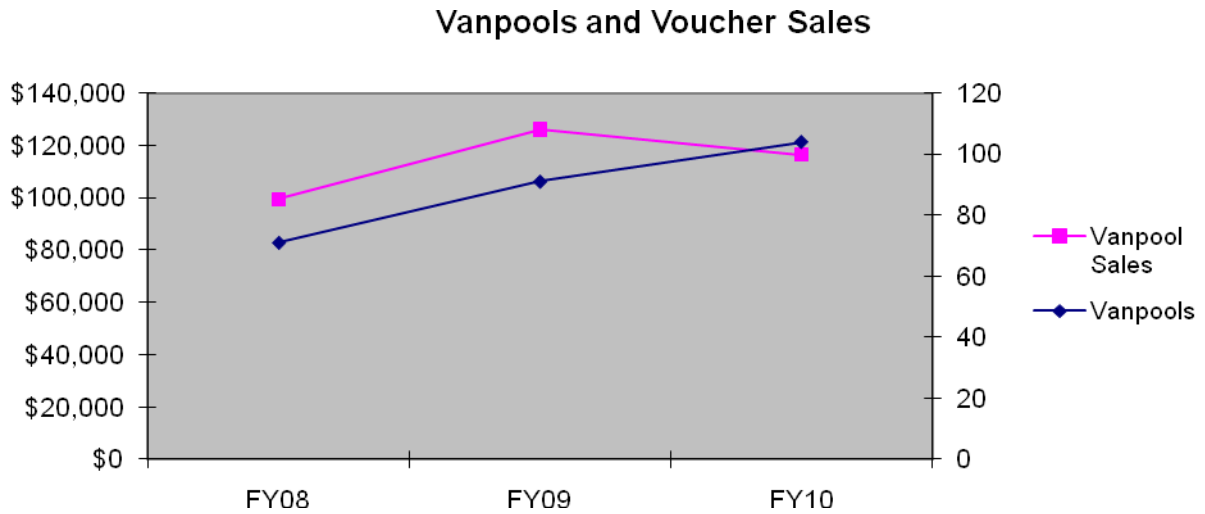
Thus, while new vans typically increase the fleet size, they do not have a cumulative impact on the vanpool subsidy cost. On average, approximately \$8,900 of vanpool vouchers is provided each month.

Figure 1.14 Monthly Vanpool Usage and Vanpool Voucher Sales



Source: RideFinders.

Figure 1.15 Annual Vanpool Usage and Vanpool Voucher Sales



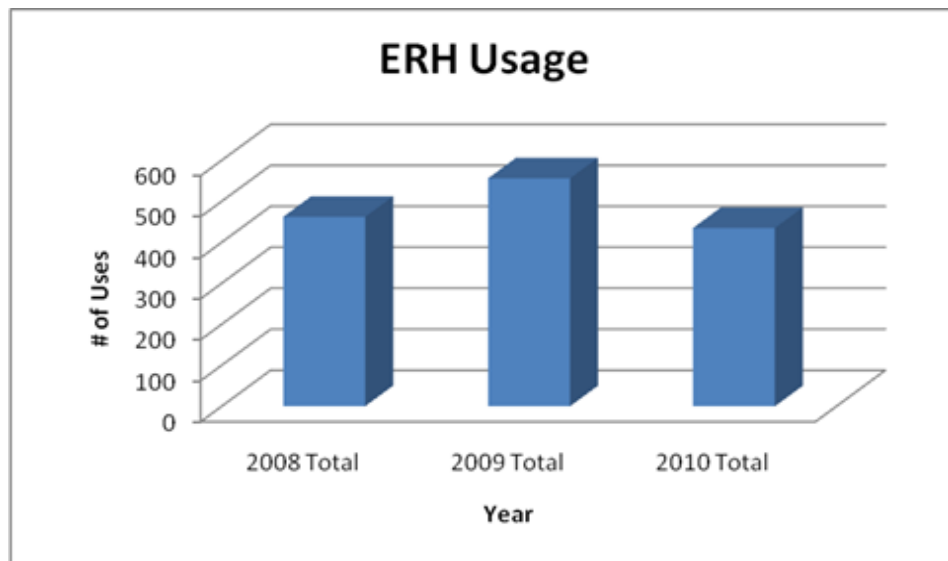
RideFinders reported substantial growth in vanpooling in recent years. In 2003, RideFinders supported 30 vans in the region. In December of 2008, RideFinders supported 83 vanpools. As of September 2010, RideFinders supports 105 vanpools, with most destined for worksites in the downtown area, and over 30 travelling to the Northern Virginia area. Each vanpool has between 7 and 15 members.

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Emergency Ride Home

Emergency Ride Home (ERH) is a “ride insurance” service provided to registered users who use a non-SOV mode (transit, carpool, etc.) at least three times per week for commuting. Each eligible user receives an annual \$250 trip allowance for rides. Therefore, as the number of registrants increases, the number of ERH trips taken also is likely to grow. While an upward trend is visible in recent ERH usage as shown in Figure 1.16, the trend does not illustrate the same steady growth as seen for registration levels. This pattern highlights the sporadic nature of ERH use, which was designed to be used only in emergencies, when no other travel option is available. The ERH program has been revised and consequently rolled out January 2011.

Figure 1.16 Yearly Emergency Ride Home Usage



Source: RideFinders.

The ERH program is administered by the Client Services Coordinator and Office Specialist who are responsible for registering users, approving rides, and analyzing program use and satisfaction. At this time, about 3,300 commuters are currently enrolled in the program.

Commuters who participate in ERH are registered in the same database process as described in the ridematching section. As is done for the ridematching service, RideFinders sends each ERH registrant an annual update request to assess their desire to remain in the program and to update contact information. This program has a 98% retention rate. The program parameters ending December 31, 2010 were as follows:

Registered users receive a membership card that allows them to use either a taxi or rental car to travel home in case of an unscheduled event. Participants who live or work in Northern Virginia also may use a train. Each user has an annual allowance for this service of \$250; the first three uses are free and all subsequent uses require \$5 co-pay up to the allowable maximum. Each trip is arranged by the user; however, approval from RideFinders' staff is required during regular business hours. After hours, users are required to call to alert program staff on the following business day.

Program parameters beginning January 1, 2011 are as follows:

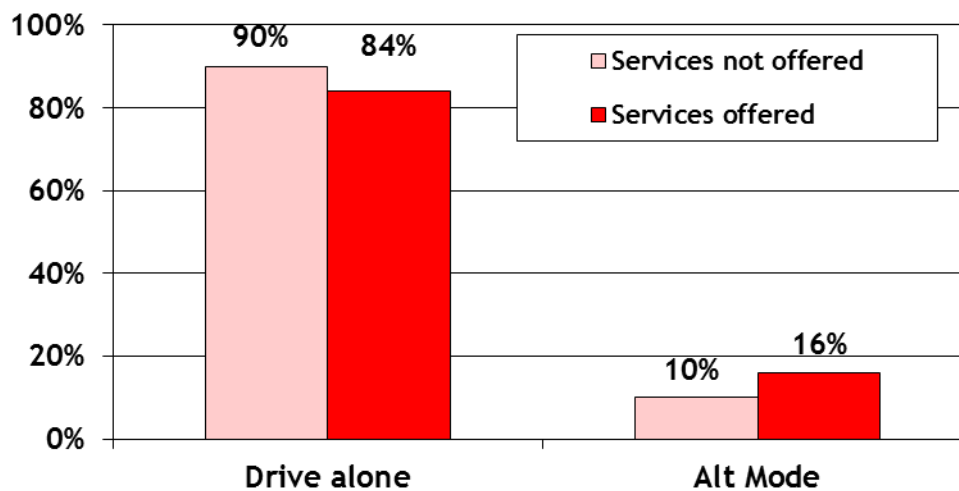
The revised ERH program offers participants four (4) free ERH rides per calendar year without the \$5 co-pay or a maximum allowance. Eligibility requirements remain the same.

Annual registration is required. Upon enrollment, each participant receives a confirmation letter. ERH requests are received Monday through Friday during RideFinders operational hours. After hours usage is restricted and subject to next day verification and review for approval, which is not automatic, by RideFinders. RideFinders utilizes a non-transferable voucher system in conjunction with a feedback survey to monitor usage and customer satisfaction.

Employer Services

In 2007, several research studies, including the 2007 *Virginia State of the Commute Study*, demonstrated the lift in the use of drive alone alternatives when employers offer rideshare support programs. This relationship is depicted in Figure 1.17.

Figure 1.17 Employer-Provided Commuter Benefits Relationship to Drive Alone and More Likely to Use Alternate Modes



VASOC – question 15: Primary mode defined as mode used most often vs. VASOC question 89/92/93/94/95/96/97: Please tell me if your employer makes any of the following commute services or benefits available to you...

Source: 2007 Virginia State of the Commute.

“Services offered,” as graphed above, include parking discounts, special parking spaces, cash payments, subsidies, bike/walk facilities, emergency ride home, and commute information.

Recognizing the leverage that employers bring to increasing use of alternative modes, RideFinders recently increased its investment in its employer outreach program. Expanded outreach effort is now focused on gaining employers’ endorsement and invitations to work directly with commuters through worksite-based fairs and promotions.

Employers are now offering many of the services provided by RideFinders as benefits to their employees, especially as a transit or carpool subsidy or other form of incentive (such as preferential parking for carpools).

The main services provided to employers include:

- Transit and ridematch materials for distribution to employees; onsite registration capabilities
- Employee density plots showing residential locations of employees;

- Electronic surveys of employees on transportation-related issues;
- Downtown Commuter Guide that lists parking lots in the downtown Richmond area;
- Transportation Fairs at employers' worksites;
- Vanpool listings and information and car and vanpool formation
- Trial transit passes.
- Telework program development
- Employee trip reduction programs

RideFinders uses a range of methods to identify potential new employer clients. The regional "Top 50 Employers" is a major source for potential high-impact clients. Other methods for attracting clients include participation in local Chambers of Commerce and local business associations, referrals from regional business magazines and publications, and event sponsorships and exhibits at local business expos. The Account Executives also employ cold calling and worksite visits to introduce their services to employers.

RideFinders recently launched an employer-based incentive program called NuRide. NuRide is the nation's largest rewards program for individuals who take greener trips, which include carpooling, vanpooling, biking, walking, telecommuting, and taking public transportation. NuRide is supported by sponsors who provide rewards and special offers to NuRide members for taking greener trips and reducing global warming, traffic congestion, and energy consumption. RideFinders is co-branding this service, ensuring that employers and their employees know that RideFinders is behind the NuRide name. To date, there are employees participating from 181 employers resulting in over 1 million tons of reduced vehicle emissions, 2.3 million reduction in vehicle miles travelled, and an average of 206 parking spots saved in the region.

Telework

RideFinders provides employers telework assistance through the Telework! VA program funded by DRPT. This program offers grants of up to \$35,000 to companies to develop or expand employees' telework programs. The Executive Director and Program Manager are primarily responsible for this element of RideFinders' services, but the Account Executives include telework information in their employer tool kits. As DRPT defines and expands the telework program parameters, RideFinders will make the appropriate modifications and personnel training to remain in alignment.

RideFinders markets Telework! VA to employers through the Greater Richmond Technology Council, Chamber of Commerce technology shows, direct mail, and other business networking opportunities. At this time, over 40 employers are involved in the Telework! VA program through RideFinders, with prospects in the application approval process.

RideFinders is partnering with WTVR 6 "Beat The Traffic" to promote telework in a six month TV and website campaign utilizing executive management from successful telework programs in the region. The Account Executives also provide additional telework assistance to employer clients, outside of the Telework! VA program.

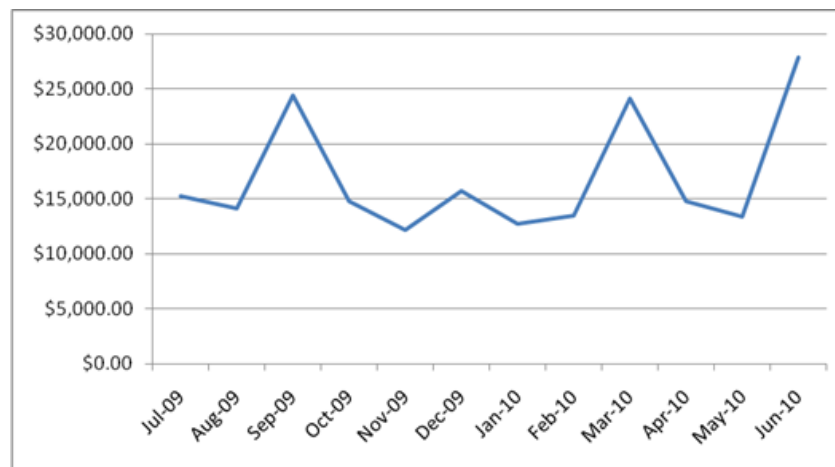
Bicycling/Walking

RideFinders provides some support for pedestrian and bicyclist commuters and is working to become more involved in this area. RideFinders has partnerships with several local advocacy groups including BikeWalkVA and the Richmond Area Bicycle Association (RABA) to promote bicycling and walking as commute modes and has sponsored or participated in regional events to provide information about non-motorized commuting. Recently, RideFinders distributed free helmets to interested commuters, and distributed pedometers in the spring of 2009 as part of a walking program and challenge. Special bike and pedestrian events, such as a bike challenge, have also been sponsored by RideFinders. Bike safety classes and clinics, procurement and installation of bike racks, and partnership opportunities with the City of Richmond and other localities are part of the strategic plan.

Public Transportation

RideFinders sells GRTC transit fare media through its storefront in downtown Richmond as a service to transit riders. As shown in Figure 1.18, sales have fluctuated from one month to the next, perhaps because transit passengers have multiple other opportunities to purchase fare media.

Figure 1.18 Monthly Transit Fare Media Sales



Source: RideFinders

Marketing

Historically, RideFinders has focused marketing efforts on area residents who commute to work – consumer marketing. In 2009, RideFinders started to shift its focus and resources to expand awareness of RideFinders among employers – Business-to-business marketing. As employer outreach is just being started, the following section highlights RideFinders' commuter marketing efforts.

Program awareness is critical for consumer based marketing efforts. People have to be aware of and familiar with a service or product before they try it. While awareness of a TDM agency does not necessarily translate to use of its services, the absence of awareness clearly would result in non-use. Further, mode choice research has demonstrated that travelers are most willing to consider new travel modes when they are making personal changes, such as

starting a new job or moving to a new residence, which could affect their typical travel needs and patterns. Thus, maintaining a high level of awareness among members of the traveling community makes it more likely that commuters and other travelers will seek out TDM agency services when they are naturally establishing a new travel pattern and would be more likely to consider choosing non-SOV modes.

RideFinders has used a consistent and well-coordinated marketing campaign called “Team RideFinders.” A key objective of this campaign has been to create a cohesive and ongoing brand identity for RideFinders and to expand commuters’ awareness of non-SOV modes to include bike, walk, and telework, in addition to the carpool, vanpool, and transit modes that are most often associated with RideFinders. Team RideFinders’ logo and air quality hero characters, such as Bike Boy, are consistently included in all materials.

RideFinders uses a wide variety of methods to deliver this message – to make commuters aware of the agency’s available support and services. These include radio and television advertising, pre-movie theatre placements, direct mail and email campaigns, displays at worksite and community events, distribution of informational brochures, and press releases and media/news stories and a wrapped Mobile Unit.

RideFinders has also run short-term promotions such as the Match the Code and Win promotion co-sponsored by Chick-fil-A restaurants and Beat the Traffic, which aired daily in radio and television ads in conjunction with routine traffic reports. RideFinders even created a school play entitled “The Air We Share.” Developed in partnership with Theatre IV, a national theatrical touring company, this theatrical production encourages students and their families to incorporate small changes such as carpooling, riding the bus, bicycling, and walking to generate positive environmental impacts. The performance was held at more than 60 area schools.

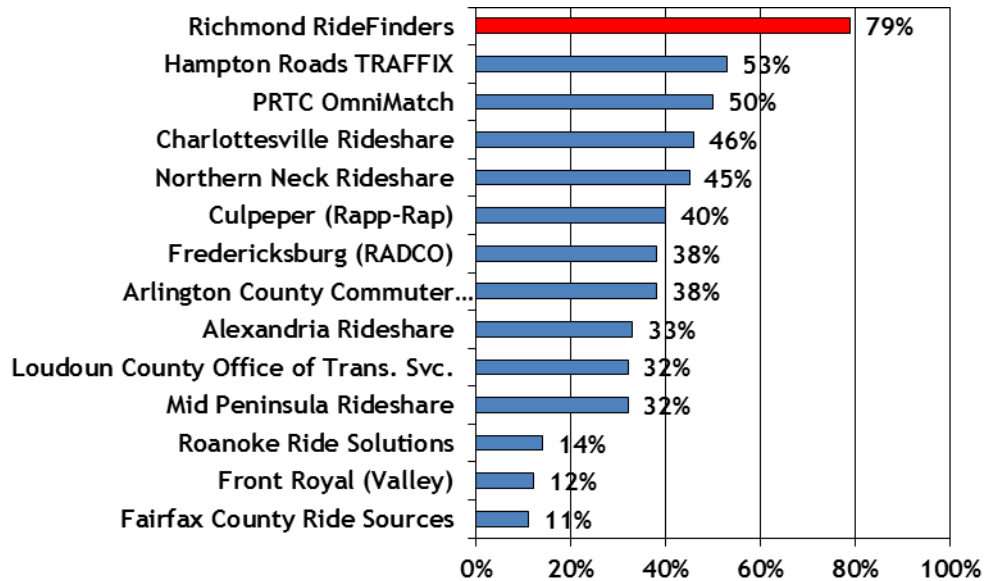
In fall seasons, RideFinders often co-sponsors Try Transit Week, along with GRTC. RideFinders also has teamed with other partner organizations on promotions such as Corporate Games, Innsbrook Go Green Expo, and Hopewell Golf Tournament.

Approximately 60% of the commuters who call register for a RideFinders service or provide contact details. Commuters who provide a contact receive information about upcoming RideFinders events, transit schedule changes, and other transportation service announcements that might be of interest.

RideFinders disseminates information to Richmond-area travelers by several methods. One method is distribution of printed information brochures and pamphlets that explain the opportunities for, and benefits of, using non-SOV modes and describe RideFinders’ service offerings. RideFinders has prepared a media kit and individual brochures related to air quality, telework, bus, ERH, and vanpooling. The agency distributes these materials through direct mail, take-one displays, and bulk distribution to employers who pass the materials on to their employees. Staff also distributes materials to commuters through RideFinders’ worksite Transportation Fairs and local community and university outreach events.

The Virginia State of the Commute survey, conducted by DRPT in May - July 2007, indicated a high level of awareness of RideFinders; 79% of commuters who either live or work in RideFinders' service area were aware of the program. This was the highest level of awareness achieved by any similar rideshare agency/program across the state as shown in Figure 1.19.

Figure 1.19 Awareness of RideFinders

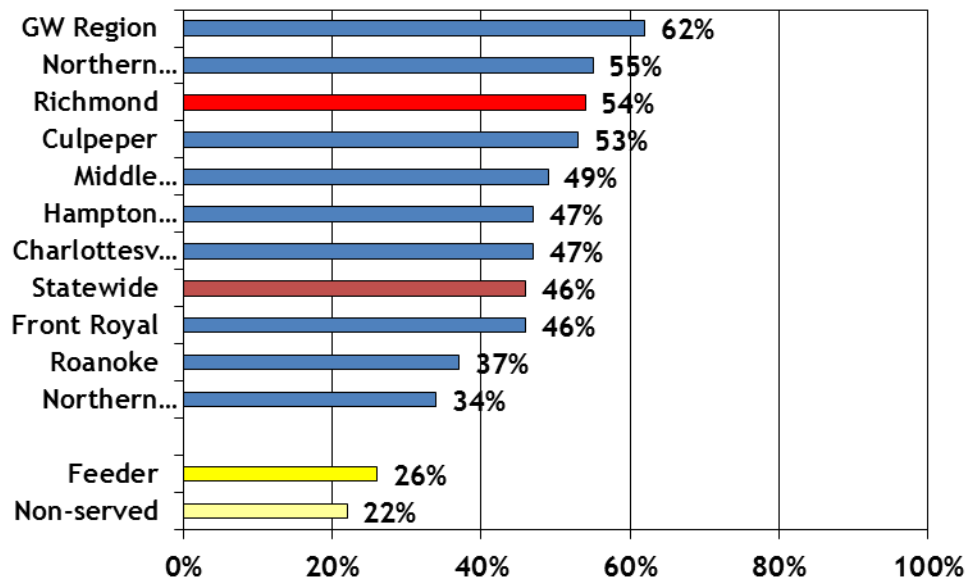


VASOC – question 88d: Have you heard of an organization or service called RideFinders?

Source: 2007 Virginia State of the Commute Study.

One of the reasons RideFinders enjoys such high levels of awareness, as shown in Figure 1.20 is due to its consistent investment in advertising and promotions. This can be measured by RideFinders' relatively high level of advertising recall.

Figure 1.20 Advertising Recall



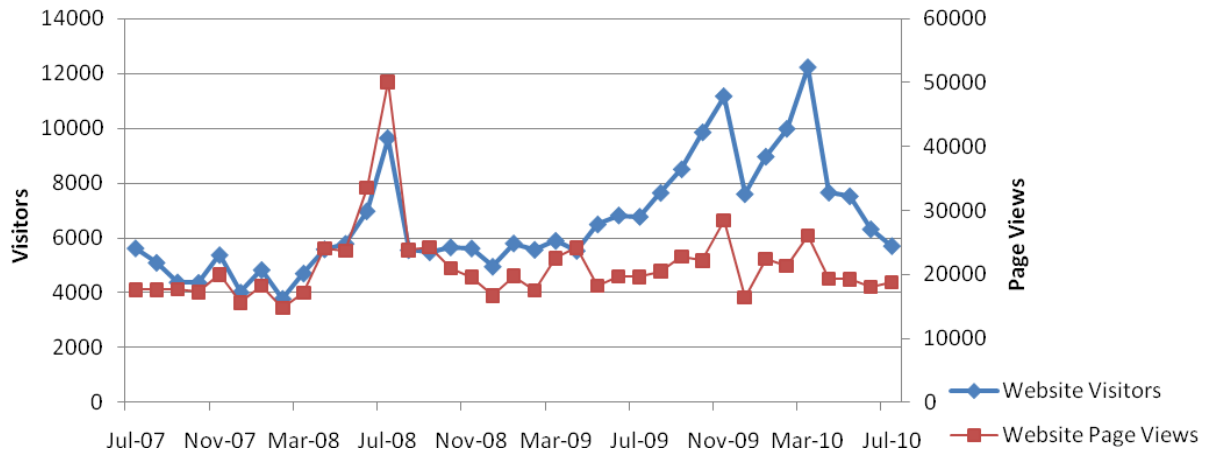
VASOC – question 61: Have you heard, seen, or read any advertising about commuting in the past year?

Source: Virginia State of the Commute Study, 2007.

Another measure of effectiveness is the activity generated by the marketing campaign – the degree prospects are driven to RideFinders' Web site for more information. The internet continues to be an increasingly important tool for TDM information dissemination – the “go to” source for information. RideFinders redesigned its Web site in 2007 to be more user-friendly and to highlight new service initiatives. The Web site provides basic information about carpooling and the ERH program, and links to transportation organizations such as GRTC, DRPT, RABA, and VDOT.

RideFinders tracks all online traffic at their Web site as shown in Figure 1.21.

Figure 1.21 Monthly Web Site Visitors and Page Views FY08-FY10



Source: RideFinders.

1.4.3 Awards and Recognitions

The many successes of RideFinders' marketing efforts have not gone unnoticed. The excellence of the agency's marketing efforts has been recognized by numerous industry associations.

2008

RideFinders received the "Creative Excellence Award" from the Association for Commuter Transportation (ACT) for the Team RideFinders campaign. This award honors organizations that implemented a project, promotion, or program that demonstrates creativity and originality, and generated a significant response and results.

RideFinders was honored with two awards by the Richmond Chapter of the International Association of Business Communicators (IABC). The first was the "Best in Virginia Award of Merit" in the Community Relations category, an award that recognizes programs targeted at community audiences.

RideFinders won for "The Air We Share" production, developed in partnership with Theatre IV, a national theatrical touring company. The touring, in-school theatrical production encouraged students and their families to incorporate small changes such as carpooling, riding the bus, bicycling, and walking, that could generate positive environmental impacts. The performance was scheduled at more than 60 area schools.

The agency won a second IABC award, the "Best in Virginia Award of Excellence" in the Employee and Member Communication category for the "Match the Code and Win Promotion." This month long, Web-based promotion in partnership with Chick-fil-A encouraged new and existing customers to visit the RideFinders Web site and receive a coupon for free Chick-fil-A food. This award honors communications programs targeting internal employee or member audiences.

RideFinders received a second award for this program from ACT's Chesapeake Chapter in the "Outstanding TDM Incentive Program" category for development and implementation of results oriented incentive or subsidy programs.

2009

RideFinders received the “2009 Partner Award” from NuRide

2010

RideFinders received the ACT Chesapeake Chapter “Outstanding TDM Program Award” for its “Get the Scoop on Biking” challenge, and The Girl Scouts Commonwealth Council “2010 Corporate Partner Award” for telework assistance

Other notable awards include:**2005**

ACT Outstanding TDM Program

2004

ACT Outstanding Ridesharing Program; Outstanding Marketing Campaign

2002

Commuter Choice Leadership Initiative Recognition

1999

ACT Outstanding Employer Services; The Communicator Award from MSI Advertising

1998

ACT Outstanding Commuter Services Program; Outstanding Ridesharing/Vanpool Programs

1995

Leadership- Public Sector Organization