

RideFinders Agency update July 2026

- Met with Teleperformance to discuss our programs and services and scheduled an onsite employee outreach event for August
- Responded to the Human Resources contact at Rosie's Gaming Emporium at Colonial Downs New Kent to schedule a meeting to discuss our programs and services.
- Initiated outreach to the Virginia Department of Human Resource Management to discuss establishing a Commuter Choice program for state employees.
- Met with VDOT's Shane Sawyer to discuss the Shared Use Park and Ride Lot Pilot, potential pilot locations, and emerging park-and-ride usage trends involving data centers and construction companies. The discussion also explored whether similar parking demand challenges are occurring in the Richmond region.
- Leveraged timely messaging around fluctuating gas prices to position vanpooling as a reliable, cost-effective, and greener transportation option.
- Highlighted our participation in TAP into Transit Day, showcasing interactive educational displays and promoting the value of open access transit in connecting people to jobs, healthcare, education, and other essential destinations.
- Team RideFinders attended the 40th Annual Association for Commuter Transportation (ACT) International Conference in Philadelphia, represented by Executive Director Cherika Ruffin and Account Executive Brigitte Carter.
- **RideFinders' Commuter Assistance Program Strategic Plan was named the 2026 TDM Plan of the Year!** The TDM Plan of the Year Award honors a plan that demonstrates a strategic, well-executed approach to promoting alternative transportation options such as public transit, biking, walking, carpooling, and telecommuting.