



RideFinders FY19 Program Review

July 2018 – June 2019

RRTPO • 2/6/2020

**Presentation by:
Von Tisdale, Executive Director**



 teamridefinders

 teamridefinders GET READY to make your #bike commute count! Listen to this special message from our Executive Director Von Tisdale and join our Burn Calories, Not Gas Bike Challenge! #biking #biketowork #biketoworkday #rva #rvanews #rideforexercise #rideforfun #ridefindersburncaloriesnotgas #bicycle #ride #bikelife

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Introduction

RideFinders is a division of GRTC Transit System with the same Governing Board as GRTC. The Governing Board and Advisory board assist with charting strategic direction for RideFinders, but does not micromanage tactical day-to-day operations. RideFinders maintains a substantially independent operation within the parameters defined for the agency by its bylaws and affiliation with GRTC. GRTC provides RideFinders with substantial operational and marketing support in the manner of outside consultants or vendors.

BOARD OF DIRECTORS:

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

RIDEFINDERS ADVISORY BOARD (RAB):

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

Chessa Faulkner, Chair (Chesterfield County)	Ron Svejksky (Crater Planning District Commission)
Todd Eure, Co-Chair (Henrico County)	Ken Lantz (Richmond Regional Planning District Commission)
Dironna Clarke (City of Richmond)	Daniel Salkovitz (Virginia Department of Environmental Quality)
Chris Arabia (VDRPT)	Stephanie Phillips (Greater Richmond Chamber of Commerce)
Ivan Rucker, non-voting (Federal Highway Administration)	Walter Johnson, non-voting (Private Citizen)

STAFF:

There are six (6) staff members. This includes: one Executive Director, one program manager, two account executives, one administrative support technician, and one client services specialist.

FUNDING:

Funding is provided through the Plan RVA with Congestion Mitigation & Air Quality (CMAQ) funds (\$500,000 base plus yearly Consumer Price Index increase), the Virginia Department of Rail and Public Transportation (VDRPT), the City of Richmond, Chesterfield County, Henrico County, and the Crater Planning District Commission (\$35,000). VDRPT funds special projects at 80% with a required 20% local match.

The TPO has provided consistent financial support with TPO CMAQ and/or Regional Surface Transportation Program (RSTP) funds.

Programs & Services

Transit Information: provides commuters with GRTC transit information; sells transit fare media; and promotes the Commuter Choice and swipe card programs.

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

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

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

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

Telework: RideFinders serves as a resource center for program development, technical assistance, and financial incentives at employer sites.

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

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

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

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

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

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.

Programs By the Numbers: FY16 – FY19

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

Commuter Store Operations	FY16	FY17	FY18	FY19
Walk-in Clients	6,804	7,413	8,100	6,369
Transit Fare Media Sales	\$306,704	\$319,759	\$416,967.22	\$321,452.50
Vanpool Voucher Sales	\$254,878	\$167,335	\$173,747	\$192,830
EZ Pass Sales	\$15,960	\$14,000	\$10,360	\$6,685
Stamps Sales	\$2,358	\$1,679	\$1,212.20	\$1,205

Transportation Demand Management (TDM) Programs	FY16	FY17	FY18	FY19
New Commuter Registrations	1,529	1,528	1,211	1,540
Registered Carpools	106	109	132*	366*
Emergency Ride Home Trips Provided	131	114	96	101
New Employee Transportation Coordinators/Business Associates	79	48	35	55
New Vanpools Started	15	10	9	11

*Agile Mile captures the number of members that recorded their carpool trips, not registered carpools as the previous database system did.

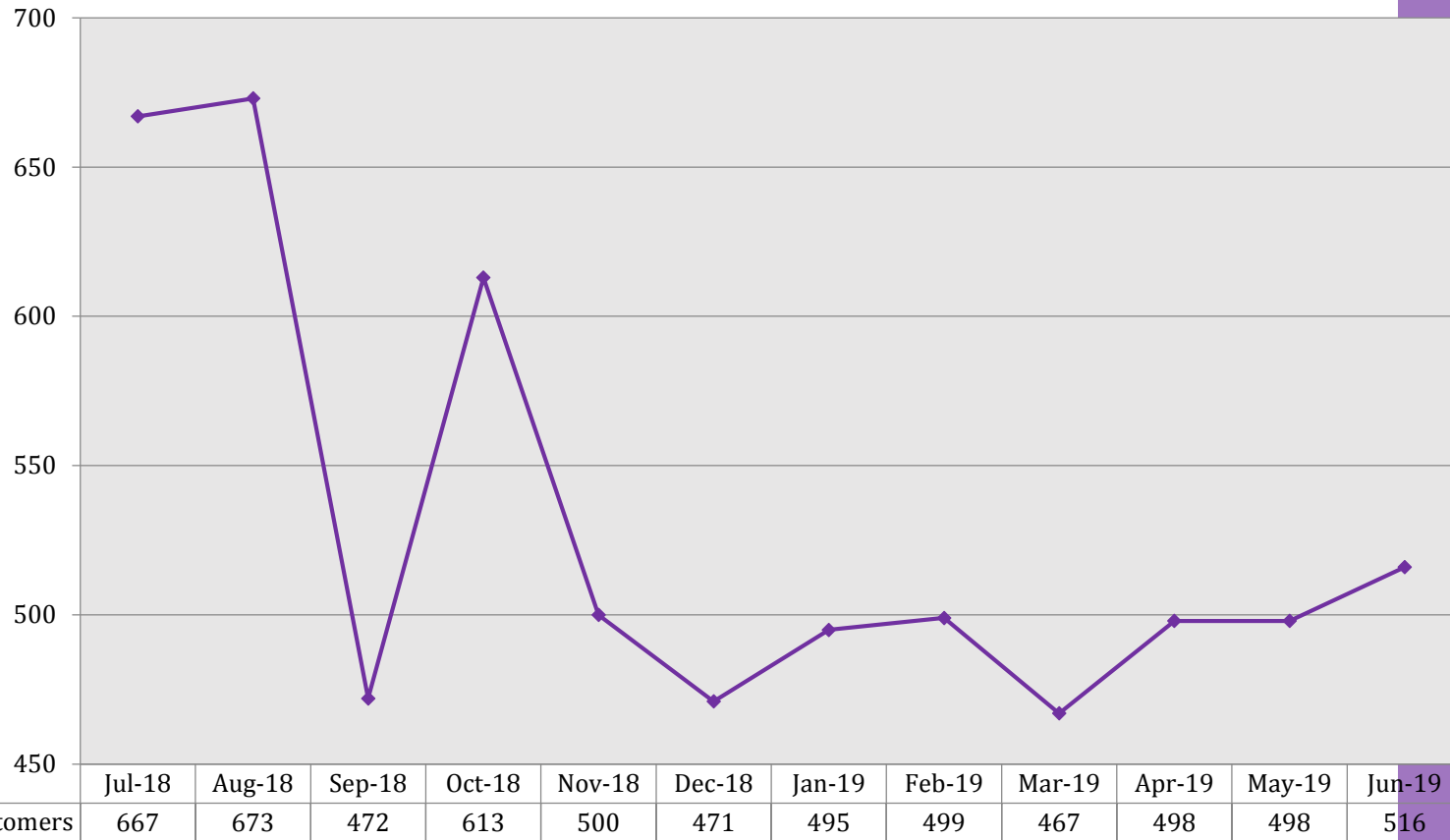
Commuter Store – Walk-In Customers

Snapshot of What We Do:

The Commuter Store located at 1013 East Main Street, Richmond, VA is in the historic Ironfronts building, and is a street level ADA accessible operation in the heart of financial business district. The store serves as a hub for commuters to purchase transit fare media and other items, register for ridematching services, pick-up transit schedules, obtain customized trip planning, receive individualized training on how to use GRTC services and fare media and other activities.

The chart below shows the Commuter Store walk-in customer activity.

A total of 6,369 walk-in customers in FY19. There was a total of 8,100 walk-in customers in FY18.

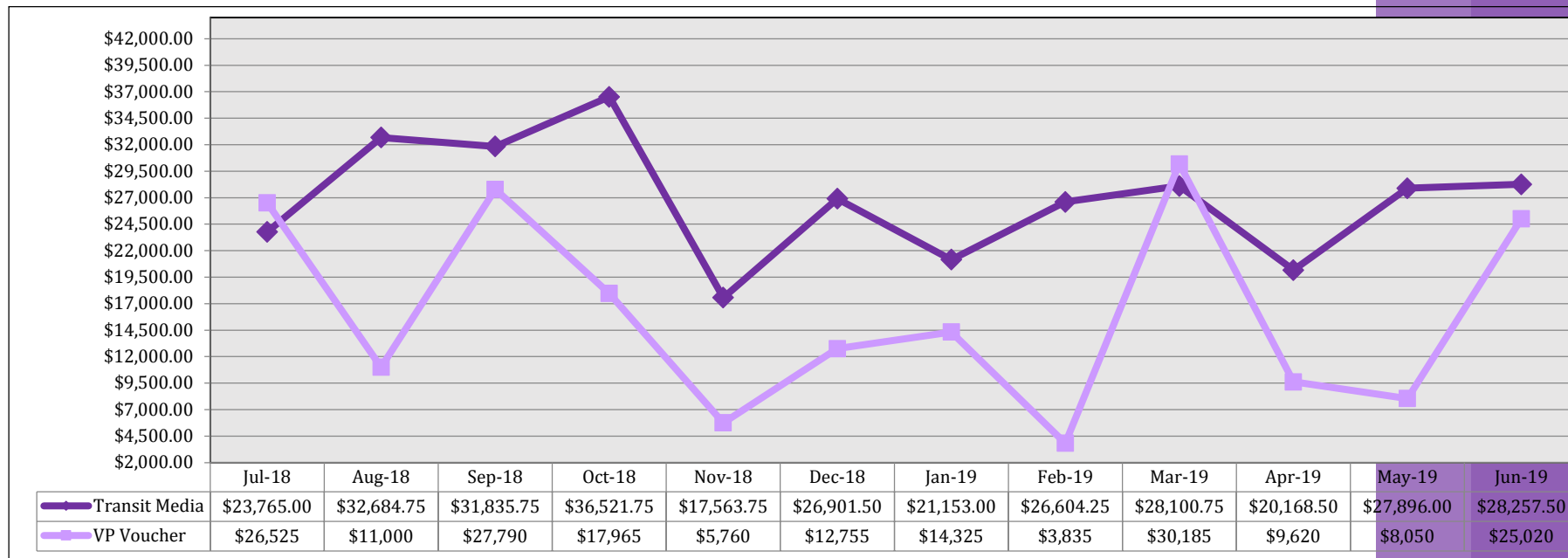


Commuter Store – Transit Fare Media & Vanpool Vouchers

Snapshot of What We Do:

RideFinders sells GRTC transit media fare passes and CARE tickets for paratransit services) and vanpool vouchers for vanpool riders. The fare passes and CARE tickets are purchased by individual commuters and by employers enrolled in the Commuter Choice program. The vanpool vouchers are purchased only through employers.

The graph below is representative of sales of transit media sales and vanpool vouchers.



FY19	Transit Media	Vanpool Vouchers
Total	\$321,452.50	\$192,830
FY18	Transit Media	Vanpool Vouchers
Total	\$416,967.22	\$173,747

Transit Pass Type	Quantities Sold	Pass Amount	Total	Trips
CARE (6 tickets)	512	\$ 18.00	\$ 9,216.00	3,072
CARE (10 tickets)	1912	\$ 30.00	\$ 57,360.00	19,120
One Ride Pass (local)	14,257	\$ 1.50	\$ 21,385.50	14,257
One Ride Pass Plus (local)	8,267	\$ 1.75	\$ 14,467.25	16,534
One Day Unlimited (local)	7,593	\$ 3.50	\$ 26,575.50	15,186
7-Day Unlimited (local)	1,238	\$ 17.50	\$ 21,665.00	17,332
30-Day Unlimited (local)	1,091	\$ 60.00	\$ 65,460.00	65,460
Senior/Disabled/Medicare/Minor 1-Day Unlimited	7,034	\$ 1.75	\$ 12,309.50	14,068
Senior/Disabled/Medicare/Minor 7-Day Unlimited	1,365	\$ 8.25	\$ 11,261.25	19,110
Senior/Disabled/Medicare/Minor 30-Day Unlimited	873	\$ 35.00	\$ 30,555.00	52,380
Henrico Express/Pemberton 1-Day Unlimited	1,714	\$ 4.50	\$ 7,713.00	3,428
Henrico Express/Pemberton 7-Day Unlimited	37	\$ 22.50	\$ 832.50	518
Henrico Express/Pemberton 30-Day Unlimited	194	\$ 80.00	\$ 15,520.00	11,640
Petersburg Express 1-Day Unlimited	888	\$ 7.00	\$ 6,216.00	1,776
Petersburg Express 7-Day Unlimited	91	\$ 35.00	\$ 3,185.00	1,294
\$5 Kings Dominion	0	\$ 5.00	\$ -	0
\$10 Kings Dominion	18	\$ 10.00	\$ 180.00	36
\$6 Kings Dominion Employee Pass	167	\$ 6.00	\$ 1,002.00	334
Chesterfield 1-Ride Pass	2,184	\$ 6.00	\$ 13,104.00	2,184
Chesterfield 7-Day Pass	53	\$ 65.00	\$ 3,445.00	742
Totals	49,488		\$ 321,452.50	258,471

Total transit ticket sales include walk-in customers to the Commuter Store and Commuter Choice orders from area businesses and human service agencies.

Commuter Choice orders from companies totaling \$202,159.75. Some companies include Virginia State Police, VCU Health Systems, City of Richmond, Office of Inspector General, State Corporation Commission.

There were 71 orders from 28 Human Service organizations totaling \$83,484. Some organizations include Greater Richmond SCAN, County of Henrico Mental Health, Homeward, ReEstablish Richmond and Senior Connections.

Transit Pass Type	Quantities Sold	Pass Amount	Total	Trips
CARE (6 tickets)	284	\$ 18.00	\$ 5,112.00	1,704
CARE (10 tickets)	839	\$ 30.00	\$ 25,170.00	8,390
One Ride Pass (local)	5,949	\$ 1.50	\$ 8,923.50	5,949
One Ride Pass Plus (local)	5,029	\$ 1.75	\$ 8,800.75	10,058
One Day Unlimited (local)	4,266	\$ 3.50	\$ 14,931.00	8,848
7-Day Unlimited (local)	632	\$ 17.50	\$ 11,060.00	4,424
30-Day Unlimited (local)	587	\$ 60.00	\$ 35,220.00	35,220
Senior/Disabled/Medicare/Minor 1-Day Unlimited	4,583	\$ 1.75	\$ 8,020.25	9,166
Senior/Disabled/Medicare/Minor 7-Day Unlimited	862	\$ 8.25	\$ 7,111.50	12,068
Senior/Disabled/Medicare/Minor 30-Day Unlimited	525	\$ 35.00	\$ 18,375	31,500
Henrico Express/Pemberton 1-Day Unlimited	591	\$ 4.50	\$ 2,659.50	1,182
Henrico Express/Pemberton 7-Day Unlimited	1	\$ 22.50	\$ 22.50	14
Henrico Express/Pemberton 30-Day Unlimited	101	\$ 80.00	\$ 8,080.00	6,060
Petersburg Express 1-Day Unlimited	519	\$ 7.00	\$ 3,633.00	1,038
Petersburg Express 7-Day Unlimited	3	\$ 35.00	\$ 105.00	42
\$5 Kings Dominion	0	\$ 5.00	\$ -	0
\$10 Kings Dominion	4	\$ 10.00	\$ 40.00	8
\$6 Kings Dominion Employee Pass	22	\$ 6.00	\$ 132.00	44
Chesterfield 1-Ride Pass	1,414	\$ 6.00	\$ 8,484.00	1,414
Chesterfield 7-Day Pass	34	\$ 65.00	\$ 2,210.00	476
Totals	26,245		\$ 168,090.00	137,605

FY20: 6-month report

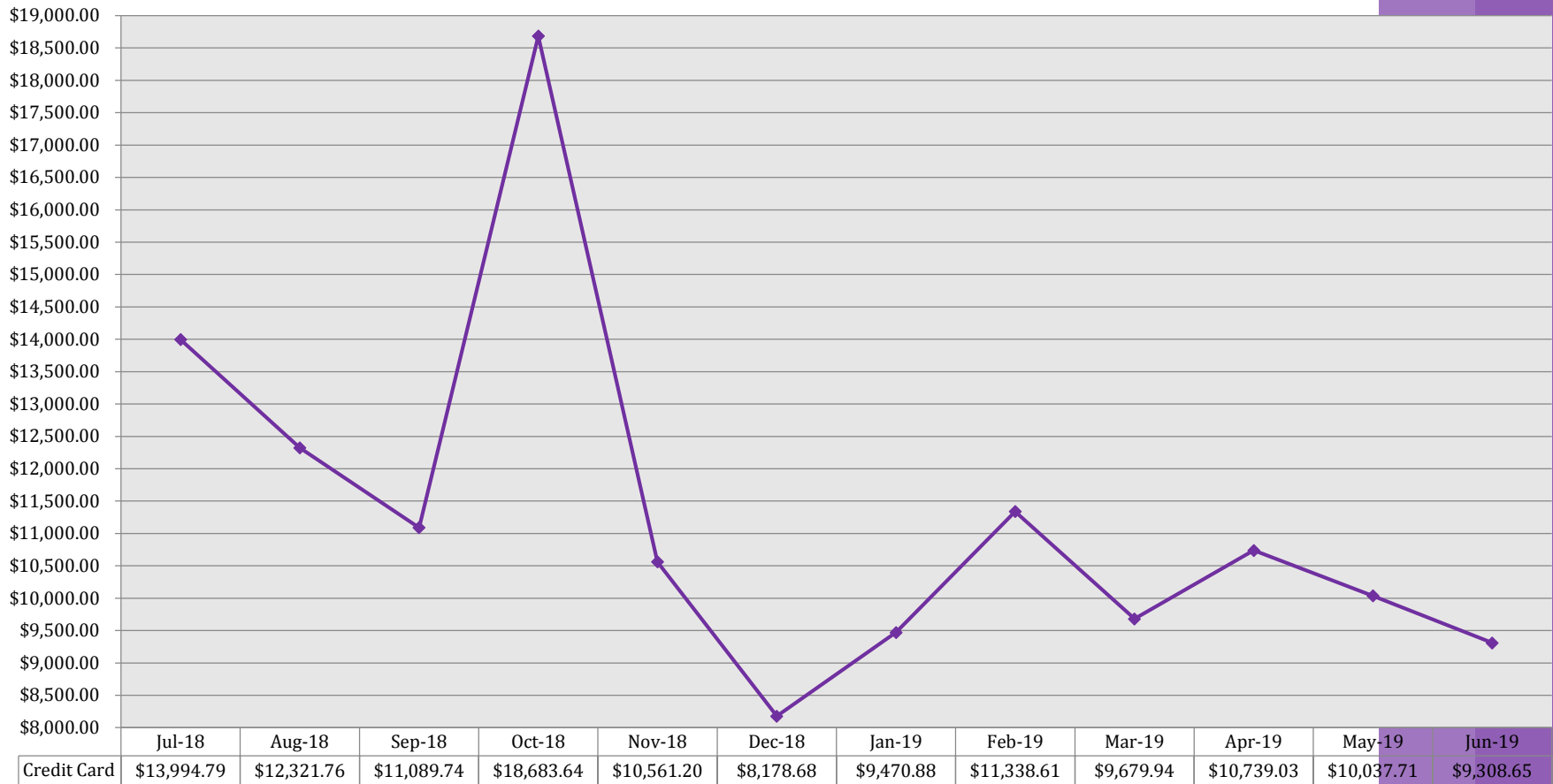
July 2019- December 2019

Credit Card Sales

Snapshot of What We Do:

RideFinders also provides customers the ability to use credit cards for their transit fare media, commuter store novelty items or stamp purchases.

The graph below is representative of credit card sales. *Please note these number are also captured in other sales data.*



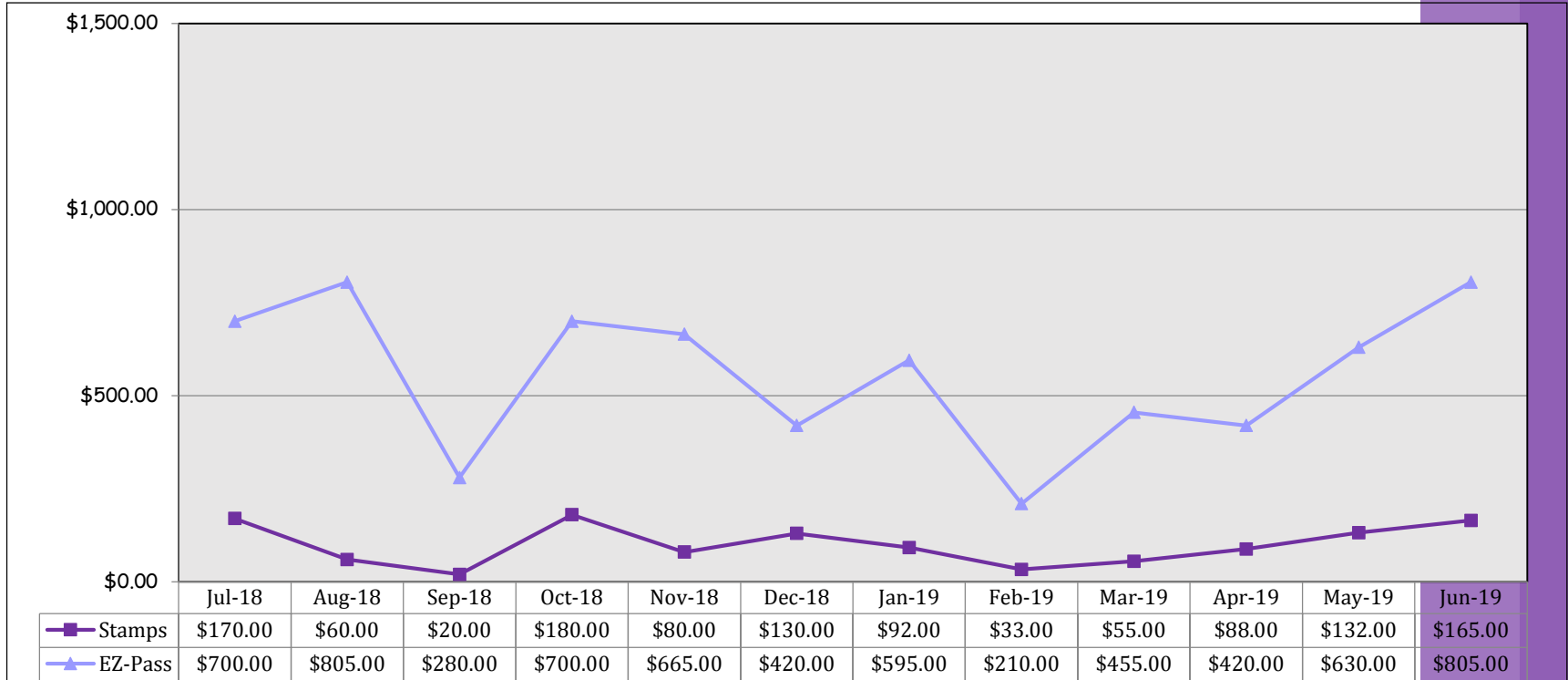
There was a total of \$135,404.63 in credit card sales in FY19.

There was a total of \$141,334.38 in credit card sales in FY18.

Commuter Store – Stamps & EZ Pass Sales

Snapshot of What We Do:

In addition to GRTC transit media, RideFinders also sells EZ Pass transponders and stamps. These items are purchased by individual commuters and provides convenience to commuters working in and around the financial district. The graph below is representative of sales of EZ pass transponders and stamps.



FY19	Stamps	Stamps Sold
Total	\$1,205	116

FY19	EZ Passes	EZ Passes Sold
Total	\$6,685	191

Please note: Price change in a book of stamps from \$10 to \$11 in January 2019

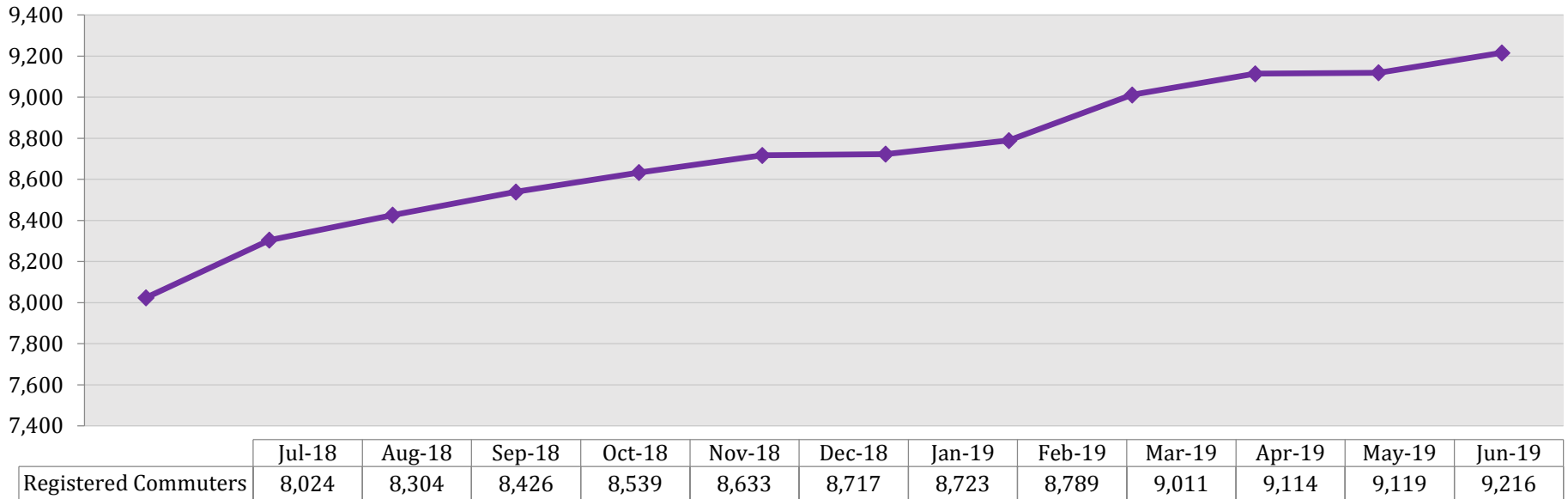
FY18	Stamps	Stamps Sold
Total	\$1,212.20	123

FY18	EZ- Passes	EZ-Passes Sold
Total	\$10,360.00	296

Total Registered Clients

Snapshot of What We Do:

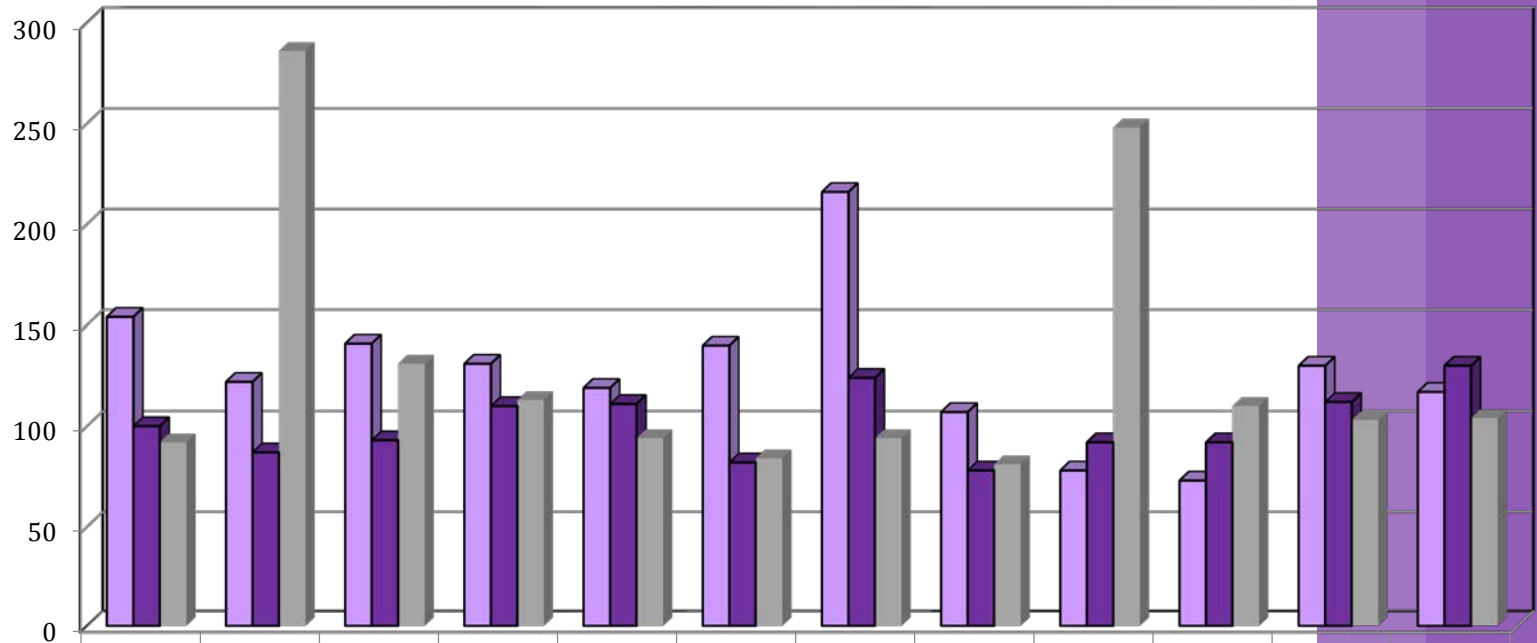
RideFinders utilizes Agile Mile (formerly called NuRide) to track all registered clients.



New Registered Clients

Snapshot of What We Do:

RideFinders utilizes Agile Mile (formerly called NuRide) to track all newly registered clients.



	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	March	April	May	June
New Commuters FY17	154	122	141	131	119	140	216	107	78	73	130	117
New Commuters FY18	100	87	93	110	111	82	124	78	92	92	112	130
New Commuters FY19	92	286	131	113	94	84	94	81	248	110	103	104

	FY17	FY18	FY19
New Registered Clients Totals	1,528	1,211	1,540

Emissions Data

Snapshot of What We Do:

Agile Mile (formerly called NuRide) provides emissions data based on participants that record carpool, vanpool, transit, bike, multimodal and walk trips as well as trips not taken due to teleworking.

FY19 (July 2018-June 2019)		FY18 (July 2017-June 2018)	
Commutes	All Modes	Commutes	All Modes
Gallons of gas saved	113,982	Gallons of gas saved	158,108
Reduced NOx (lbs)	3,183	Reduced NOx (lbs)	4,424
Reduced VOC (lbs)	3,140	Reduced VOC (lbs)	4,364
Reduced PM 2.5 (lbs)	46.4	Reduced PM 2.5 (lbs)	64.5
Reduced CO (tons)	8.30	Reduced CO (tons)	11.5
Reduced CO2 (tons)	1,117	Reduced CO2 (tons)	1,549

Gallons of gas saved = Gallons of gas saved during the specified period

Reduced NOx = NOx not emitted during the specified period

Reduced VOC = VOC not emitted during the specified period

Reduced CO = CO (carbon monoxide) not emitted during the specified period

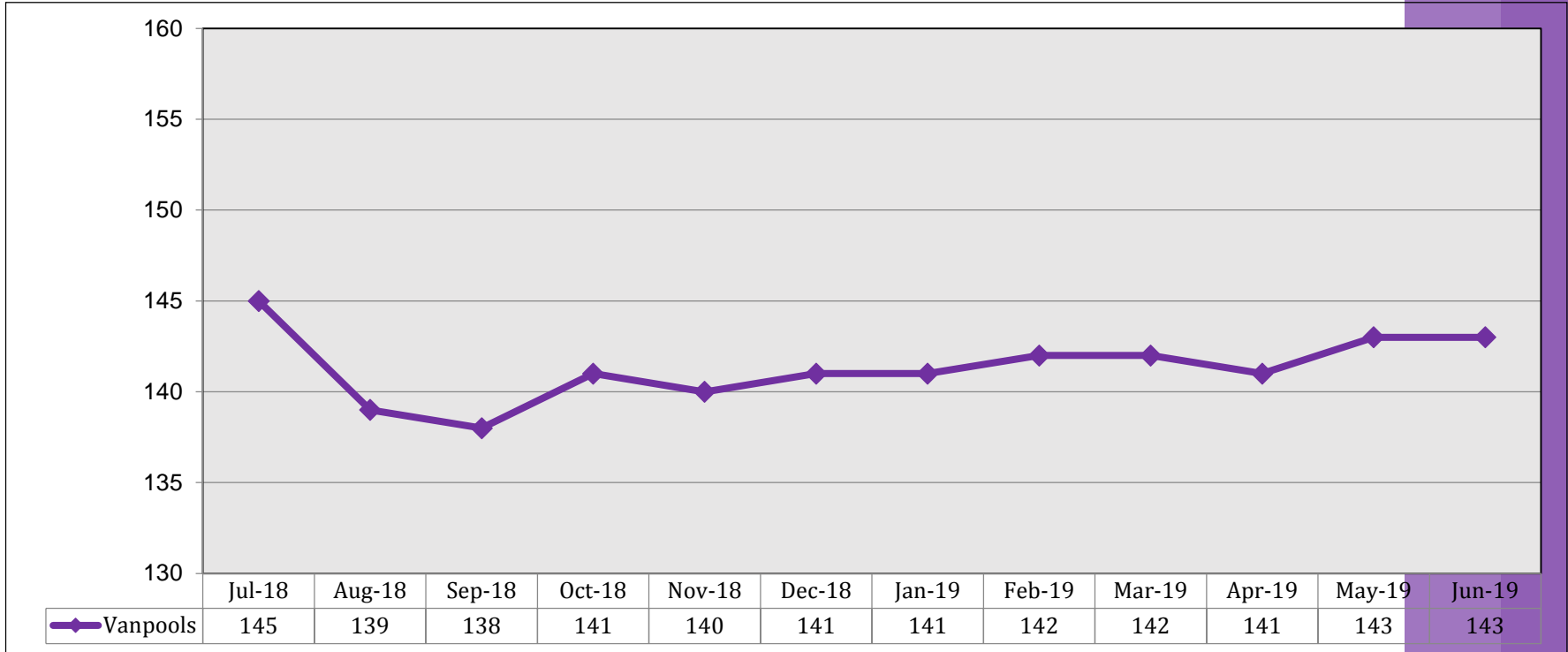
Reduced PM 2.5 = PM 2.5 (particulate matter) not emitted during the specified period

Reduced CO2 = CO2 (carbon dioxide) not emitted during the specified period

Vanpool Program

Snapshot of What We Do:

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.



- a. Started eleven (11) new vanpools with 7- passenger capacity.
- b. Modal placement of 76 passengers in empty seats on existing vanpools.
- c. Provided \$7,093 in van save subsidies to sixteen (16) vanpools serving the region.
- d. Hosted six (6) vanpool formation meetings.
- e. Vanpools that arrive or depart (or both) by locality: 30- Chesterfield/Chester, 40- Henrico, 29- Richmond, 23-Tri-Cities, 16- Hanover, 3- New Kent

Vanpool Program At-A-Glance

Snapshot of What We Do:

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.

FY17 Vanpool NTD data

	Passengers	Passenger Miles	Passenger Trips
K&K	4,042	9,927,975	102,100
Ride-EZ	956	1,184,720	34,297
Enterprise	2,303	5,002,555	23,287
Vride	7,203	13,076,135	207,237
Total	14,504	29,191,385	366,921

FY18 Vanpool NTD data

	Passengers	Passenger Miles	Passenger Trips
K&K	4,338	9,737,251	106,529
Ride-EZ	1,039	2,217,040	39,783
Enterprise	8,820	17,188,492	251,556
Total	14,197	29,142,783	397,868

Enterprise and Vride merged in FY18.

FY19 Vanpool NTD data

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

Vendor Vanpool Inventory

Vehicle Size	Number of Vehicles
15-passenger	10
14-passenger	18
13-passenger	10
12-passenger	16
10-passenger	6
9-passenger	4
8-passenger	11
7-passenger	65
6 -passenger	1

Grand Total: 42,184 Passengers; 86,233,880 Passenger Miles; 1,151,939 Passenger Trips

Vanpool Emissions

Snapshot of What We Do:

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.

FY17 Vanpool Emissions Data	
Reduced NOx (oxides of nitrogen)	38,291.84 (lbs)
Reduced VOC (volatile organic compounds)	37,777 (lbs)
Reduced PM 2.5 (particulate matter)	558.61 (lbs)
Reduced CO (carbon monoxide)	11,657.20 (tons)
Reduced CO2 (carbon dioxide)	17,879.72 (tons)

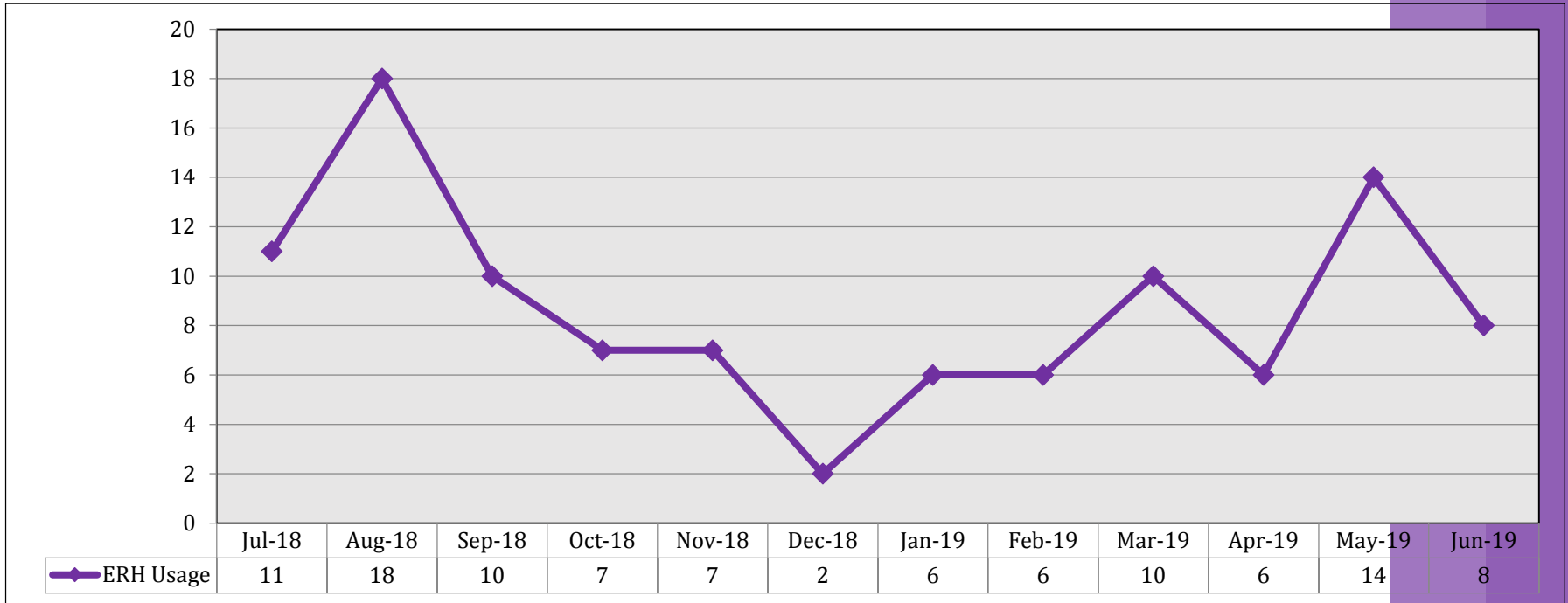
FY18 Vanpool Emissions Data	
Reduced NOx (oxides of nitrogen)	38,228.09 (lbs)
Reduced VOC (volatile organic compounds)	37,714.10 (lbs)
Reduced PM 2.5 (particulate matter)	557.68 (lbs)
Reduced CO (carbon monoxide)	11,637.79 (tons)
Reduced CO2 (carbon dioxide)	14,279.97 (tons)

FY19 Vanpool Emissions Data	
Reduced NOx (oxides of nitrogen)	36,597.49 (lbs)
Reduced VOC (volatile organic compounds)	36,105.42 (lbs)
Reduced PM 2.5 (particulate matter)	533.89 (lbs)
Reduced CO (carbon monoxide)	11,141.38 (tons)
Reduced CO2 (carbon dioxide)	13,670.86 (tons)

Emergency Ride Home Program

Snapshot of What We Do:

RideFinders provides the Emergency Ride Home (ERH) 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 their vehicle if an emergency occurs while at work.



There were 105 total ERH trips.

Emergency Ride Home (ERH) program trips – 105 include serving some of the following localities Ashland (1 trips), Chesterfield (8 trips), Henrico (30 trips), and Richmond (14 trips). Other localities served included: Williamsburg, Tri-Cities, Newport News and Petersburg.

Program Highlights

- Outreach team targeted businesses with onsite visits along the Henrico County expanded route from Willow Lawn to Short Pump. The team rode the bus routes and distributed both Henrico County and RideFinders marketing materials.
- Established five (5) new Commuter Choice programs: The Community Foundation, REAL LIFE, Blessing Warriors, Department of Elections and RK&K.
- Renegotiated lease of office space resulting in six (6) months of no rent and lowered initial payments at 7.86% reduced rate.
- Participated in PlanRVA's Park n' Ride Study Advisory Group.
- Served on the International Rescue Committee as a transportation resource.
- Partnered with the City of Richmond for the City's Multimodal Day (June 18, 2019) and Try Transit Week.

Awards:

- 2019 Award of Merit, Richmond chapter of the Public Relations Society of America (PRSA), Shoe String Budget category for the project, "RideFinders Commute Green Summer Challenge"
- 2018 Outstanding Marketing Campaign (under \$2,500), Chesapeake chapter, Association for Commuter Transportation (ACT), for the project, "RideFinders Commute Green Summer Challenge"
- U.S. Environmental Protection Agency (EPA) Clean Air Award of Excellence in the Transportation Efficiency Innovations category for the project, "RideFinders Commute Green Challenge"



MARK R. WARNER
VIRGINIA



UNITED STATES SENATE
WASHINGTON, D.C.

January 17, 2020

Ms. Von Tisdale
Executive Director
RideFinders
1013 East Main Street
Richmond, VA 23219-3503

Dear Ms. Tisdale,

I am pleased to extend my warmest congratulations to the staff of RideFinders as your organization receives the 2019 Clean Air Excellence Award from the Environmental Protection Agency.

This honor serves as a tribute to RideFinders' innovative efforts to improve air quality. Through programs like the Commute Green Summer Challenge, you encourage Central Virginia residents to carpool, bike, walk, or use public transit when commuting to reduce their carbon footprint and save money. Your efforts also help lessen the burden on transportation infrastructure and promote a healthy economy. I commend you for your contributions to the Commonwealth.

On this important occasion, I join your families, friends, and community in saluting RideFinders' accomplishments and wishing you continued success in the years to come.

Sincerely,

A handwritten signature in blue ink that reads "Mark R. Warner". The signature is fluid and cursive.

MARK R. WARNER
United States Senator

Financials

Natural Expense Classification

The natural classification of total expenses for the years ended June 30, 2019 and 2018 is as follows:

	2019	2018
Transit tickets and other retail	\$ 511,861	\$ 593,750
Salaries and benefits	461,311	431,145
Advertising and promotion	85,745	131,244
Rent	68,069	66,248
Professional services	18,756	18,937
Other	16,176	15,745
Office supplies and expense	11,328	13,104
Insurance	13,306	12,884
Telephone	8,470	9,882
Employer based services	1,097	6,405
Depreciation	4,132	6,096
Vanpool assistance	31,730	2,978
Professional development	9,515	1,469
Total expenses	\$ 1,241,496	\$ 1,309,887

Funding

Source	FY20	Notes
Plan RVA TPO – Carpool Incentive Program	\$135,000	No federal authorization yet
TPO -Congestion Mitigation & Air Quality (CMAQ) Air Pollution Reduction Program T203	\$510,438	
Congestion Mitigation & Air Quality (CMAQ) Ozone Alert Non-Attainment T204	\$35,000	

TDM Grant- VA Department of Rail & Public Transportation	Original Grant Total	State	Matching Funds Required
FY20 TDM Operating – Air Pollution Reduction	\$100,000	\$20,000	\$5,000
Regional Vanpool Program		\$60,000	\$15,000

Local Funds	Amount
FY20 City of Richmond	\$7,500
FY20 Chesterfield County	\$7,500
FY20 Henrico County	\$7,500

Audit

RideFinders met all compliance standards for federal, state and local regulations for both:

- Annual Audit conducted by Brown, Edwards & Company, L.L.P.
- Virginia Department of Rail and Public Transportation Three-Year Compliance Review conducted by WSP USA.

Questions?

Thank you!

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