

RideFinders Update for TAC, July 14, 2026:

- RideFinders attended the following employer and community outreach events: The Department of Medical Assistance Services (DMAS) Benefits Fair, The City of Richmond Health & Wellness Fair and the On the Square event series.
- Brigitte Tanner Carter successfully completed Richmond Region Tourism's I Am Tourism Ambassador Program, which included classroom instruction and a regional tour highlighting Chesterfield County and tourism destinations throughout the Richmond Region.
- Executive Director participated in meeting with CoStar and GRTC representatives regarding assisting with transit, vanpool and carpool solutions due to CoStar's limited employee parking and RideFinders was onsite for a transportation fair.
- Launched the new "Why Wednesday" social media series to provide weekly, employer-focused and commuter focused content highlighting the benefits of sustainable transportation options. The series features branded graphics and messaging that promote carpooling, vanpooling, transit, biking, and walking while emphasizing key themes such as cost savings, employee retention, workforce mobility, reduced commuting stress, and environmental sustainability.
- Developed the Commute Champion Spotlight initiative to showcase commuter success stories and experiences.
- Developed a series of interactive educational displays, infographics, and activities to enhance community outreach and commuter engagement at events and presentations.