

RIDEFINDERS AGENCY UPDATE

TAC Meeting – July 12, 2022

Ridefinders has provided the following update for the July 12th TAC meeting as Mr. O’Keeffe will be unable to attend the meeting:

- Attended the Virginia Transit Association Conference in Roanoke, Virginia and presented at a roundtable discussion on vanpooling 101.
- Provided DRPT with data request for the number of vanpools each month and vanpool ridership each month from July 2021-March 2022.
- Correspondence with GRTC (Kesha Reed) and DRPT (Kathy Molin) regarding NTD reports from vendors for DRPT’s performance metrics report.
- Implemented June media buys for the **“Be the CEO of Your Commute” Campaign** with **vanpooling** focus.
- Planned, created, and posted content and updates across social media platforms, including LinkedIn, and our website.
- Met with Executive Director, Dironna Clark (City of Richmond) and Kelly Rowan (City of Richmond) to discuss the possibilities of Path to Equity presentations to the Association for Commuter Transportation (ACT) and the Crater Planning District Commission.
- Attended the Virginia Department of Rail and Public Transportation’s (DRPT) Commute!VA Coordination Committee Meeting.
- Added the Richmond Regional Transportation Planning Organization (RRTPO) public comment period for Transportation Improvement Program (TIP) Amendments and ConnectRVA 2045 Amendments to our website and shared on Facebook, LinkedIn and Twitter.
- Encouraged citizens to provide feedback on the City of Richmond’s Department of Public Works newly proposed bike lanes.
- Implemented June media buys and campaign focused on joining a carpool and recording carpooling trips.
- RideFinders and Hampton Roads TRAFFIX are two TDM agencies that is taking part of DRPT’s Commute!VA Ride Home Rewards pilot program.