

# RideFinders Program Review



RideFinders Air Quality hero, Cost Calculator, and our Account Executive spoke recently to children at Mechanicsville Baptist Church about air quality. Kids received piggy banks and comic books. Way to go!



RRTPO • 2/2/17

Presentation by:  
Von Tisdale, Executive Director

- Brief Introduction
- Review of Programs & Services Highlights
- Funding
- Audit

# Introduction

RideFinders is a division of GRTC Transit System with the same Governing Board as GRTC, but has separate Articles of Incorporation and Bylaws. The Governing Board assists with charting strategic direction for RideFinders and has demonstrated interest in the agency's activities, but does not micromanage tactical day-to-day operations. RideFinders maintains a substantially independent operation within the parameters defined for the agency by GRTC. GRTC provides RideFinders with substantial operational and marketing support in the manner of outside consultants or vendors. Currently, the Bylaws are in the review and revision process.

## **Board of Directors**

George Braxton, President/Chair (City of Richmond)  
Daniel K. Smith, Vice-President/Vice-Chair (Chesterfield County)  
James M. Johnson, Secretary/Treasurer (City of Richmond)  
Gary Armstrong, Director (Chesterfield County)  
David W. Mathews, Director (Chesterfield County)  
Eldridge Coles, Director (City of Richmond)

## **STAFF:**

There are six (6) staff members. This includes: one Executive Director, one program manager, two account executives, one customer relationship specialist, and one client services specialist. There is currently one part-time planning intern.

## **FUNDING:**

Funding is provided through the Richmond Regional Transportation Planning Organization (RRTPPO) 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, Colonial Heights (for FY17) 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.



# Introduction

## **RIDEFINDERS ADVISORY BOARD:**

The RideFinders Advisory Board (RAB) provides policy guidance regarding program management including organizational development, strategic planning, program budgeting and funding, program development, program implementation, coordination, supervision, and special task-oriented discussions. The RAB reviews the annual work program, provides input, monitors budgets and implementation progress, evaluates program results, suggests changes for more efficient and/or effective operation, and oversees the administration of the RideFinders program.

### **Voting members of RAB**

Todd Eure, Chair, Henrico County  
Chessa Faulkner, Vice-Chair, Chesterfield County  
Chris Arabia, VA Department of Rail & Public Transportation  
Christopher Nicholas, Crater Planning District Commission  
Ken Lantz, Richmond Regional Planning District Commission  
Daniel Salkovitz, VA Department of Environmental Quality  
Stephanie Phillips, Greater Richmond Chamber of Commerce  
Amy Inman, City of Richmond

### **Nonvoting members of RAB**

Ivan Rucker, Federal Highway Administration  
Clinton Edwards, GRTC  
Walter Johnson (retired)

## **SERVICE AREA:**

RideFinders serves seven counties and five towns or cities with a combined area of approximately 2,181 square mile and a population of just under one million people. The service area includes: City of Richmond, City of Hopewell, City of Petersburg, Charles City County, Town of Ashland, City of Colonial Heights, Chesterfield County, Goochland County, Hanover County, Henrico County, New Kent County and Powhatan County.

# History

- In 1981, the Richmond Area MPO (now RRTPO) and the Greater Richmond Chamber of Commerce established COMPOOL, a non-profit ridesharing program.
- In 1985, COMPOOL's name changed to RideFinders.
- In 1994, Commuter Store opened.
- In 1998, RideFinders came under the management of GRTC Transit System (GRTC) and remains today as a division of GRTC.
- RideFinders mission is to foster increased efficiency of the transportation system by influencing travel behavior mode, time, frequency, trip length, or route.
- As a result, RideFinders expects to help reduce traffic congestion, conserve energy, improve air quality and reduce transportation-related expenditures of individuals, employers and governments.

# Programs & Services By the Numbers – FY16

- Commuter Store
  - Carpool Matching
  - Transit Promotion
  - Vanpool
  - Employer Services
  - Emergency Ride Home (ERH) Program
- 
- 6,804 walk-in clients into Commuter Store
  - \$306,704 in transit fare media sales
  - \$254,878 in vanpool voucher sales
  - \$15,960 in EZ sales (456 transponders sold)
  - \$2,357.90 in stamp sales (243 books of stamps sold)
  - 1,529 new commuter registrations in FY16; 1,492 in new commuter registrations in FY15 – a net increase of 37 new commuters
  - 106 registered carpools
  - 131 ERH trips provided
  - 79 new Employee Transportation Coordinators recruited; Total Number of Employee Transportation Coordinators: 585
  - Actively work with 50 Commuter Choice Clients; 42 Human Service Agencies; 24 GRTC SwipeCard Program clients with a total annual ridership of 378,724. Some program participants include 4<sup>th</sup> Circuit Court of Appeals, Office of the Attorney General, City of Richmond, Virginia Department of Agriculture, Virginia Lottery, and Virginia Department of Medical Assistance Services.

# Programs Highlights – FY16

- **Vanpools provide NTD Data report:** K&K - 4,168 passengers, 10,794,956 passenger miles, 109,072 passenger trips; Ride EZ - 777 passengers, 1,476,230 passenger miles, 29,179 passenger trips; Enterprise - 1,223 passengers, 2,875,138 passenger miles, 2,920 passenger trips; vRide - 8,372 passengers, 14,366,867 passenger miles, 219,974 passenger trips.
- **Science Matters Sponsorship with WCVE-** The Community Idea Stations through on-air spots on WCVE PBS, WHTJ PBS & WCVW PBS, Public Radio and on the Science Matters web page.
- Promoted the use and sale of **UCI World Championship Special Event passes** via website, social media, ETC network and Commuter Store; solicited area businesses and hotels to sell UCI passes.
- Served as Medal Sponsor for the **2<sup>nd</sup> Annual COPA Telemundo Richmond soccer tournament** as part of Hispanic community outreach.
- Participated in a variety of **Earth Day** events.
- Participated in Bike to Work Month activities including **RideFinders Bike Challenge**, a two-month challenge to employers and the community to log bike trips.
- Partnered with the Virginia Department of Environmental Quality and the Science Museum for an "**Air Quality and the Ozone Advance Action Program**" presentation during the Museum's Lunch Break Series.
- Promoted **National Telework Week**.

# Funding

TDM Grant	Original Grant Total	State	Matching Funds Required
Program Administration & Operation Project 71016-12 End Date: 6/30/16	\$100,000	\$80,000	\$20,000
Intern Project 71216-06 End Date: 6/30/17	\$26,000	\$20,800	\$5,200
Chesterfield County (special pass through grant)	\$20,000	\$16,000	\$4,000 (provided by Chesterfield County)

Source	Amount	Fiscal Year	Federal Authorization
TPO Funding	\$500,000	FY15	May 26, 2015
	\$503,600 (include Consumer Price Index increase)	FY16	June 8, 2016
Crater PDC	\$35,000	FY16	
City of Richmond	\$7,500	FY16	
Henrico County	\$7,500	FY16	
Chesterfield County	\$7,500	FY16	



# Financials – Year Ended June 30, 2016

	2016
Salaries and Benefits	\$ 404,659
Advertising and Promotion	48,094
Transit Tickets and Other Retail	566,614
Vanpool Assistance	5,138
Employer Based Strategies	5,827
Depreciation	21,484
Professional Services	16,101
Rent	58,267
Office Supplies and Expense	13,978
Professional Development	840
Insurance	12,587
Telephone	9,514
Other	21,017
<b>Total Operating Expenses</b>	<b>\$ 1,184,120</b>

# Audit

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RIDEFINDERS

SCHEDULE OF FINDINGS AND QUESTIONED COSTS

YEAR ENDED JUNE 30, 2016

SUMMARY OF AUDIT RESULTS:

- (1) The auditor's report expresses an unmodified opinion on whether the financial statements of Ridefinders were prepared in accordance with GAAP.
- (2) No significant deficiencies were disclosed during the audit of the financial statements. No material weaknesses are reported.
- (3) No instances of noncompliance material to the financial statements of Ridefinders were disclosed during the audit.
- (4) No significant deficiencies in internal control over major federal award programs were disclosed during the audit. No material weaknesses are reported.
- (5) The auditor's report on compliance for the major federal award programs for Ridefinders expresses an unmodified opinion on all major federal programs.
- (6) Audit findings that are required to be reported in accordance with 2 CFR section 200.516(a) are reported in this Schedule.
- (7) The programs tested as major programs were:  
  
Department of Transportation, Federal Transit Administration, Congestion Mitigation and Air Quality Pass-Through Grants from the Virginia Department of Rail and Public Transportation.
- (8) The threshold for distinguishing Types A and B programs was \$750,000.
- (9) Ridefinders was determined to be a low-risk auditee.

FINDINGS RELATING TO THE FINANCIAL STATEMENTS WHICH ARE REQUIRED TO BE REPORTED IN ACCORDANCE WITH GOVERNMENT AUDITING STANDARDS:

None

FINDINGS AND QUESTIONED COSTS FOR FEDERAL AWARDS:

None

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RIDEFINDERS

CORRECTIVE ACTION PLAN

YEAR ENDED JUNE 30, 2016

NOT APPLICABLE

# Thank you!

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