

# RideFinders

## RIDEFINDERS' THIRD ANNUAL CARING COMMUTES CHALLENGE

Richmond, VA

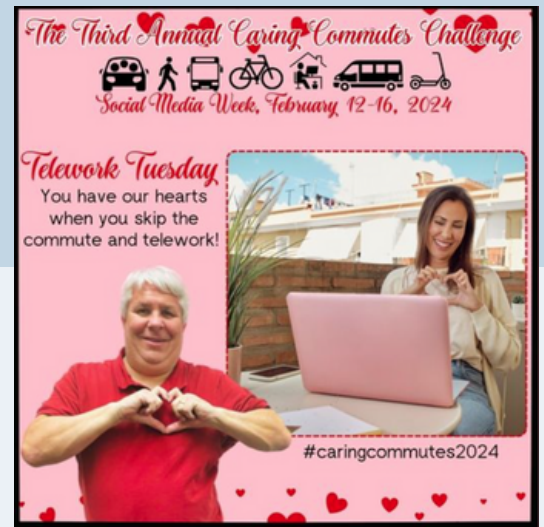
RideFinders' Third Annual Caring Commutes Challenge, a yearly event in February, encourages commuters to show love for the environment by recording their "green" trips. It aims to inspire individuals to adopt sustainable commuting habits, contributing to a culture of environmental responsibility, and enhancing community well-being.

The branding for the Third Annual Caring Commutes Challenge featured red hearts, a pink background, and a consistent font in all campaign graphics, which were also used across social media platforms and the website.

To boost participation this year, RideFinders implemented several creative tactics. They shared images of staff members making a heart sign with their hands to express support, reinforced social media messages across their website and monthly newsletter, and introduced the tagline and hashtag *When Green Goes Red* to highlight their weekly social media prompts: *Match Monday*, *Telework Tuesday*, *Wheel You Be My Valentine's Wednesday*, *Transit Thursday*, and *Feel Good Friday*. Additionally, they used their signature Monday Mug Moment posts to spread positivity and encourage involvement in the challenge, along with their monthly calendar of national days and events to keep the Caring Commutes Challenge in focus. Employer-focused content was posted exclusively on their LinkedIn platform throughout the campaign.

As part of their community-driven messaging, they used their special social media series, *Why Carpool? with Commander Carpool*, to promote carpooling and address common concerns like rising gas prices. Their message was clear and impactful: *Save Money - A Sweet Reward* and tied into the Caring Commutes Challenge branding.

In February 2024, the challenge surpassed its goals with a reduction of **97,537 VMT—a 39% increase** from the 59,047 VMT reduction in 2023. There were **712 more recorded trips** in 2024 compared to 2023, a **29% increase**.



### IMPACT IN NUMBERS



**97,537 VMT reduced**  
(39% increase from the previous year)



**+712 recorded trips from previous year**  
(29% increase)



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A DIVISION OF GRTC TRANSIT SYSTEM