



**FOR IMMEDIATE RELEASE**

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## **GRTC Earns National Recognition for Leading in Sustainable Transportation Solutions**

**Richmond, Virginia** — The Greater Richmond Transit Company (GRTC) has been recognized as an **Accredited Transportation Demand Management (TDM) Organization** by the **Association for Commuter Transportation (ACT)**.

GRTC's RideFinders division is one of just **nine organizations nationwide** to earn this inaugural designation, which honors industry leaders committed to building a more efficient transportation system and enhancing travel options through innovative mobility solutions.

"Earning the TDM accreditation is a testament to GRTC's commitment to advancing sustainable transportation solutions in our region," said **Cherika Ruffin, Executive Director of GRTC's RideFinders**. "This achievement reflects the dedication and hard work of both GRTC and RideFinders. We are proud to be recognized for our leadership in transportation demand management and remain committed to helping commuters make smarter, greener travel choices."

As part of the accreditation process, RideFinders submitted detailed documentation highlighting its Commuter Assistance Strategic Plan, enhanced transit program and expanded outreach efforts. GRTC's accreditation will remain in place for three years, after which GRTC must demonstrate ongoing efforts to renew its status.

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### **About RideFinders:**

RideFinders, a division of GRTC, is the regional transportation demand management (TDM) agency that provides multimodal transportation solutions such as vanpooling and ridematching services to improve mobility and facilitate connections between people and places in the Richmond region.

### **About the Association for Commuter Transportation (ACT):**

ACT strives to create an efficient multimodal transportation system by empowering the people, places, and organizations working to advance TDM to improve the quality of life of commuters, enhance the livability of communities, and stimulate economic activity.