



Meeting Date: April 21, 2026

Consent Agenda: Adoption of Resolution Establishing the Transit Access Partnership Program as a Strategic Priority and Creating the Community & Corporate Relations Manager Position

PURPOSE OF ACTION:

The purpose of this action is to formally establish the Transit Access Partnership Program as a strategic organizational priority for RideFinders and to create a new staff role—Community & Corporate Relations Manager—to support partnership development, community engagement, and advancement activities aligned with the Program.

GRTC has hired an interim individual as a GRTC employee to oversee the Transit Access Partnership Program. To ensure continuity of work and optimal alignment with the newly created Community & Corporate Relations Manager role at RideFinders, GRTC recommends that this individual be assigned to RideFinders through the existing Employee Lease Agreement. Under this structure, Old Dominion Transit Management Company (ODTMC) remains the employer of record while RideFinders directs the scope, manner, and method of the individual's work.

BACKGROUND:

RideFinders' Articles of Incorporation authorize the organization to promote ridesharing, transportation demand management (TDM), air quality improvements, congestion reduction, and related public-benefit activities. The Transit Access Partnership Program expands these efforts by strengthening equitable access to transit services and supporting zero-fare initiatives through coordinated community and corporate engagement. To effectively advance this work, dedicated staffing capacity is necessary to cultivate relationships, support development functions, and coordinate outreach efforts. The existing Employee Lease Agreement will be used to staff the position, ensuring ODTMC remains employer of record while RideFinders directs the scope, manner, and method of work performed. Coordination with GRTC's Chief Development Officer ensures alignment while preserving RideFinders' independent supervision.

KEY ELEMENTS OF THE RESOLUTION:

- Establishes the Transit Access Partnership Program as a strategic focus for RideFinders.
- Creates the Community & Corporate Relations Manager position within RideFinders' staff structure.
- Confirms employment via the Employee Lease Agreement, preserving RideFinders' supervisory authority.
- Assigns reporting responsibility to the RideFinders Executive Director.
- Includes light-touch coordination with GRTC's Chief Development Officer.
- Authorizes the Executive Director to finalize job description, onboarding, coordination practices, and implementation.

REQUESTED BOARD ACTION:

Approval of the attached Resolution establishing the Transit Access Partnership Program as a strategic priority and authorizing the creation of the Community & Corporate Relations Manager position.

Ellen Robertson, Secretary
GRTC Board of Directors

Date



Resolution of the Board of Directors of RideFinders

Establishing the Transit Access Partnership Program as a Strategic Focus and Creating the Community & Corporate Relations Manager Position

WHEREAS, RideFinders advances charitable and educational purposes by promoting transportation demand management strategies that improve equitable mobility access, reduce congestion, and support regional transit use;

WHEREAS, RideFinders and regional partners have developed the Transit Access Partnership Program to strengthen community access to transit, support zero-fare initiatives, and expand public-private partnerships that benefit riders and communities;

WHEREAS, the Board finds that dedicated staff capacity is necessary to coordinate community and corporate engagement, development activities, and partnership cultivation to sustain and grow the Program;

WHEREAS, the Board has authority to establish staff positions necessary for the effective functioning of the organization and to direct their duties consistent with RideFinders' purposes;

WHEREAS, RideFinders maintains an Employee Lease Agreement under which Old Dominion Transit Management Company (ODTMC) serves as employer of record while RideFinders retains authority over the scope, manner, and method of work performed by leased employees;

WHEREAS, coordination with regional transit partners is desirable to ensure that development and partnership efforts are aligned and complementary, while preserving RideFinders' independent supervision and reporting structure;

WHEREAS, GRTC has hired an interim individual as a GRTC employee to perform duties associated with the Transit Access Partnership Program and recommends that this individual be assigned to the newly created Community & Corporate Relations Manager role through the existing Employee Lease Agreement, thereby enabling RideFinders to supervise and direct the individual's work while preserving ODTMC's status as employer of record;

NOW, THEREFORE, BE IT RESOLVED that the Board of Directors hereby designates the Transit Access Partnership Program as a strategic priority of RideFinders;

BE IT FURTHER RESOLVED that the Board hereby creates the position of Community & Corporate Relations Manager within RideFinders' staff structure to support development, partnership cultivation, and community and corporate engagement in furtherance of the Program;

BE IT FURTHER RESOLVED that the position shall be filled through the existing Employee Lease Agreement with ODTMC, under which ODTMC shall remain the employer of record and RideFinders shall retain authority over the scope, manner, and method of work performed by the employee consistent with the Agreement;

BE IT FURTHER RESOLVED that the Community & Corporate Relations Manager shall report to the Executive Director of RideFinders, who is responsible for directing RideFinders' business and program functions;

BE IT FURTHER RESOLVED that, to promote regional alignment without altering supervision or reporting lines, the Community & Corporate Relations Manager will coordinate, as appropriate, with GRTC's Chief Development Officer to ensure that development and partnership activities are aligned and complementary; such coordination shall be collaborative in nature and shall not alter RideFinders' reporting structure, supervisory authority, or operational independence;

BE IT FURTHER RESOLVED that the Executive Director shall initiate onboarding through the Employee Lease Agreement, establish practical coordination practices with GRTC's Chief Development Officer consistent with this resolution, and take any administrative or operational actions necessary to implement and integrate the position into RideFinders' organizational structure.