

Ad Source Definitions and Corresponding App Form Codes (Suggestions)

The Ad Source information can help you identify which App Form code to use for the account.

Please do not ever change the Ad Source information! This gives us important metrics on accounts created through different campaigns and program promotional efforts.

Below is a list of the Ad Source descriptions you will see on a new commuter account and suggestions for assigning the App Form code suffix (or use your own naming convention).

Continue to use your jurisdiction prefix.

Example: a new Loudoun County commuter application created with an Ad Source “APPCC1 – Account Created Through CommuterCash app” would have the App Form Code: UCASH

ACCOUNT INFORMATION		APP FORM: KGRH2
Commuter Id:	761648	
GRH Registration Id:	761648	
Commuter CCRS Id:	761648	
Commuter Status:	Active	
Date of Original Entry:	06/02/2021	
Date Last Updated:	03/07/2025	
Site Id:	10001	
Site Name:	COMMUTER CONNECTIONS	
Ad Source:	Don't → →	None
Reg Type:	change! → →	Internet

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

HOME EDIT PROFILE LOGOUT

EDIT PROFILE

PERSONAL INFO COMMUTER INFO CHANGE PASSWORD INFO

LINK FACEBOOK ACCOUNT
Facebook Email:

ACCOUNT INFORMATION

Commuter Id:
GRH Registration Id:
Commuter CCRS Id:
Commuter Status:
Date of Original Entry:
Date Last Updated:

Site Id:
Site Name:

Ad Source:
Reg Type:

None

APPIT1 - Account created through incenTrip API

APPCP1 - Account created through CarpoolNow

INTPWP - incenTrip Webpage

FREC22 - Facebook Recovery Campaign

APPIT2 - MDOT incenTrip Program Registrants

YTRS23 - YouTube Rideshare Spring 2023

YTG23 - YouTube GRH Spring 2023

FBGH23 - Facebook GRH Spring 2023

KEYTDM - Key Bridge Ads

GOAlex - GOAlex GRH Campaign

APPC1 - Account Created Through CommuterCash app

WEBPNR - Link from CC Web P&R Page

BRORS1 - Brochure - Rideshare TriFold

BROGRH - Brochure - GRH TriFold

WEBGRH - Link from CC Web GRH Page

WEBRID - Link from CC Web Rideshare Page

GODMV - goDMV Microsites

BALTVP - MDOT Key Bridge TDM Vanpool Program

BALTCP - MDOT Key Bridge TDM Carpool Program

EMIVH1 - EMI Grant - Vanhopper

EMICC1 - EMI Grant - CommuterCash

EMITDM - EMI Grant - TDM Commuter Connections

None

App Form code reflects the program(s) commuter registered for.

The account was created through BaltimoreCommutes.org; check their program registration to get the best App Form code suffix.

App Form code: _CASH, _CASHR, _CASHG or _CASH3

The account was created through CommuterCash (or the unique goDMV team microsite)

App Form code: _GRH1, _GRH2, etc.

Review the Program Association to determine which GRH code to use.

App Form code: _RIDE or _GRH1

Review the Program Association to determine the best code to use.

App Form code: could be anything!

A “None” Ad Source just means the account wasn’t created through a specific program or promotion. Review the Program Association to determine the best fitting App Form code.

Contact Commuter Connections if you find new registrations with these Ad Source codes!

These programs have (or will) sunset, and we will need to follow up to try and determine the source of the ad.