



**Metropolitan Washington
Council of Governments**

**FY26 Second Half
Marketing Campaign Summary
Final Report**

Regional TDM Marketing Group

September 15, 2026

**FY26 Second Half
Marketing Campaign Summary**

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Executive Summary

This document summarizes FY26 marketing activity by Commuter Connections occurring between January and June 2026.

Ridematching & GRH Spring Campaigns

The spring 2026 rideshare campaign theme, “Every Mile,” focused on making the most of every mile when sharing the commute. From every dollar saved to every connection made—and even those moments of calm—carpooling offers meaningful benefits that add up over time. For Guaranteed Ride Home, the “What Ifs” concept emphasized that life is complicated enough without added uncertainty. Instead of worrying about the unexpected, commuters can register today and have Guaranteed Ride Home in place year-round for added peace of mind. The FY2026 second half spring media buy invested \$375,300 for ridematching and \$247,600 for GRH and included digital display, streaming TV, radio (broadcast and streaming), and paid social media advertising. The GRH Baltimore media investment was \$23,750 and encompassed the use of digital display and social media.

Bike to Work Day

The Bike to Work Day 2026 event regional sponsorship drive concluded at the end of January 2026, securing \$37,475 in cash and \$11,630 of in-kind donation value. The marketing budget for the May 15th event was \$63,645 and total registration was 12,885 bicyclists.

Employer Awards

The 2026 Employer Recognition Awards program honored employers who initiated outstanding worksite commute benefits and/or telework programs. The nomination period concluded at the end of January, the Selection Committee took place in late-March, and winners were honored at a ceremony on June 30th. The media budget of \$7,300 comprised of congratulatory digital display ads to recognize the winners and ran for two weeks following the ceremony.

goDMV Commuter Competition

A \$47,500 marketing campaign for the second annual goDMV Commuter Competition encouraged participation in the six-week challenge. Participants of the friendly competition leveraged the CommuterCash app to find and use sustainable commuting methods. Those who logged trips into the app earned CommuterCash rewards points, redeemable for cash and a chance to win prizes.

Media buying services are managed for Commuter Connections by a professional media buying firm that uses third-party demographic and other relevant media industry data from Strata, Scarborough, and Arbitron. Media buying determination is centered on a cost/value proposition to identify specific media that are best suited for each target audience to optimize reach and frequency. The outcomes of previous Commuter Connections campaigns and research are also factored into the process.

Introduction

The following reports were assessed as part of the planning process to help shape approaches and media selection during the second half of FY26. These survey reports indicate respondents' attitudes, preferences, behaviors, and patterns about commuting and Commuter Connections programs, services, and events. Many of the surveys also gather demographic data to help understand the general makeup of Commuter Connections customers and the region's commuting populace as a whole.

- 2025 Commuter Connections State of the Commute Technical Report
- 2025 Commuter Connections Stakeholder Survey
- 2024 Commuter Connections Applicant Database Annual Placement Survey Report
- 2023 Commuter Connections TDM Analysis Report (FY21–FY23)
- 2022 Commuter Connections Bike to Work Survey Analysis Report
- 2022 Commuter Connections Guaranteed Ride Home Applicant Survey Report, Washington, DC Region
- 2022 Commuter Connections Guaranteed Ride Home Applicant Survey Report, Baltimore Region

The second half of FY26 included the following activities:

- Regional TDM Marketing Group and Bike to Work Day meetings
- Ridematching campaign
- Guaranteed Ride Home campaign (Washington and Baltimore regions)
- goDMV Commuter Competition
- Bike to Work Day event and campaign
- Employer Recognition Awards ceremony

About Commuter Connections

Commuter Connections is a network of transportation organizations coordinated at the regional level through the National Capital Region Transportation Planning Board at the Metropolitan Washington Council of Governments. Commuter Connections offers free services largely to commuters in the Washington, DC metropolitan region, as well as a number of services to support the Baltimore region. Primary focus includes ridematching for carpools and vanpools, and administration of the Guaranteed Ride Home program. Other key elements include incentive programs such as CommuterCash, special events such as Bike to Work Day and the goDMV Commuter Competition, Employer Outreach, and TDM evaluation.

Organizations represented in the Commuter Connections Regional TDM Marketing Group include:

- Bethesda Transportation Solutions
- City of Alexandria GO Alex
- City of Fairfax
- District Department of Transportation
- Dulles Area Transportation Association
- Enterprise ridematching
- Fairfax Connector
- Fairfax County Commuter Services
- GW Ride Connect
- Loudoun County Commuter Services
- Maryland Department of Transportation
- Maryland State Highway Administration
- Maryland Transit Administration
- Montgomery County Commuter Services
- Montgomery County Ride On
- National Institutes of Health
- North Bethesda Transportation Center
- Northern Virginia Transportation Commission
- OmniRide (PRTC)
- Prince George's County Department of Public Works and Transportation
- Rappahannock-Rapidan Regional Commission
- Transit Services of Frederick County
- Transportation Resources for Arlington County
- Tri-County Council for Southern Maryland
- Tysons Partnership Transportation Council
- U.S. General Services Administration
- Virginia Department of Rail and Public Transportation
- Virginia Department of Transportation
- Virginia Railway Express
- Washington Area Bicyclist Association
- Washington Metropolitan Area Transit Authority

Brand Character

Commuter Connections delivers a brand promise as the preeminent and trusted regional network of transportation organizations in the Washington region, providing free assistance, services, incentives, and support to commuters for more than 50 years. Through Commuter Connections' ridematching system, commuters are provided with access to others interested in carpooling and vanpooling, along with information on routes, and options such as transit, bicycling, and teleworking. Sharing a ride to work positively affects air quality and mobility for the region.



Ridematching Campaign

The Spring Ridematching campaign debuted the new “Every Mile” creative. This concept highlighted making the most of every mile when sharing the commute— every dollar saved, every connection made, every moment of calm, and every gallon saved—showing why carpooling is a smart choice.

Media buy and associated impressions:

Ridematching Spending	Description	COG Cost	Actual Impressions
iHeart Radio	WASH, WWDC	\$35,997.50	3,385,200
Audacy Radio	WLZL, WJFK, WPGC	\$38,692.00	1,923,700
WTOP	WTOP	\$26,477.50	1,293,600
WAMU	WAMU	\$18,593.75	1,649,900
Radio One	WKYS	\$6,655.50	634,200
Audacy	Audio Streaming/Podcast	\$34,850.00	2,533,151
Causal	Digital Display	\$70,000.00	15,600,032
Causal	OTT, CTV	\$60,000.00	1,669,832
ESPN	ESPN-Display Advertising	\$40,000.00	3,667,431
Paid Social Media	Facebook/Instagram, Google Display, Google Video	\$44,000.00	NA
Totals		\$375,266.25	32,357,046

Value-add

A total of \$16,678 in value-add was negotiated for the Ridematching campaign, which included bonus radio spots, digital display ads & OTT/CTV spots.

Radio

Radio for the Ridematching campaign aired/streamed on multiple stations with various formats.



Radio Scripts

:30 Ridematching

Get more out of every mile when you share the ride to work. With carpooling, you'll have time to relax, save money, and pick up new friends. Commuter Connections can find you carpool partners who live and work near you. Even if you're commuting just a few days a week. It's a free service! Carpooling. Every dollar saved, every friend made. Register for FREE carpool partner ridematching at Commuter Connections Dot Org or call 800-745-RIDE. That's Commuter Connections dot org.

:15 Ridematching

Carpooling gives you more of what you want—more savings, more friends, and more time to relax. Get matched into carpools with others who live and work near you. It's free! Register at Commuter Connections Dot Org or call 800-745-RIDE.

:10 Ridematching

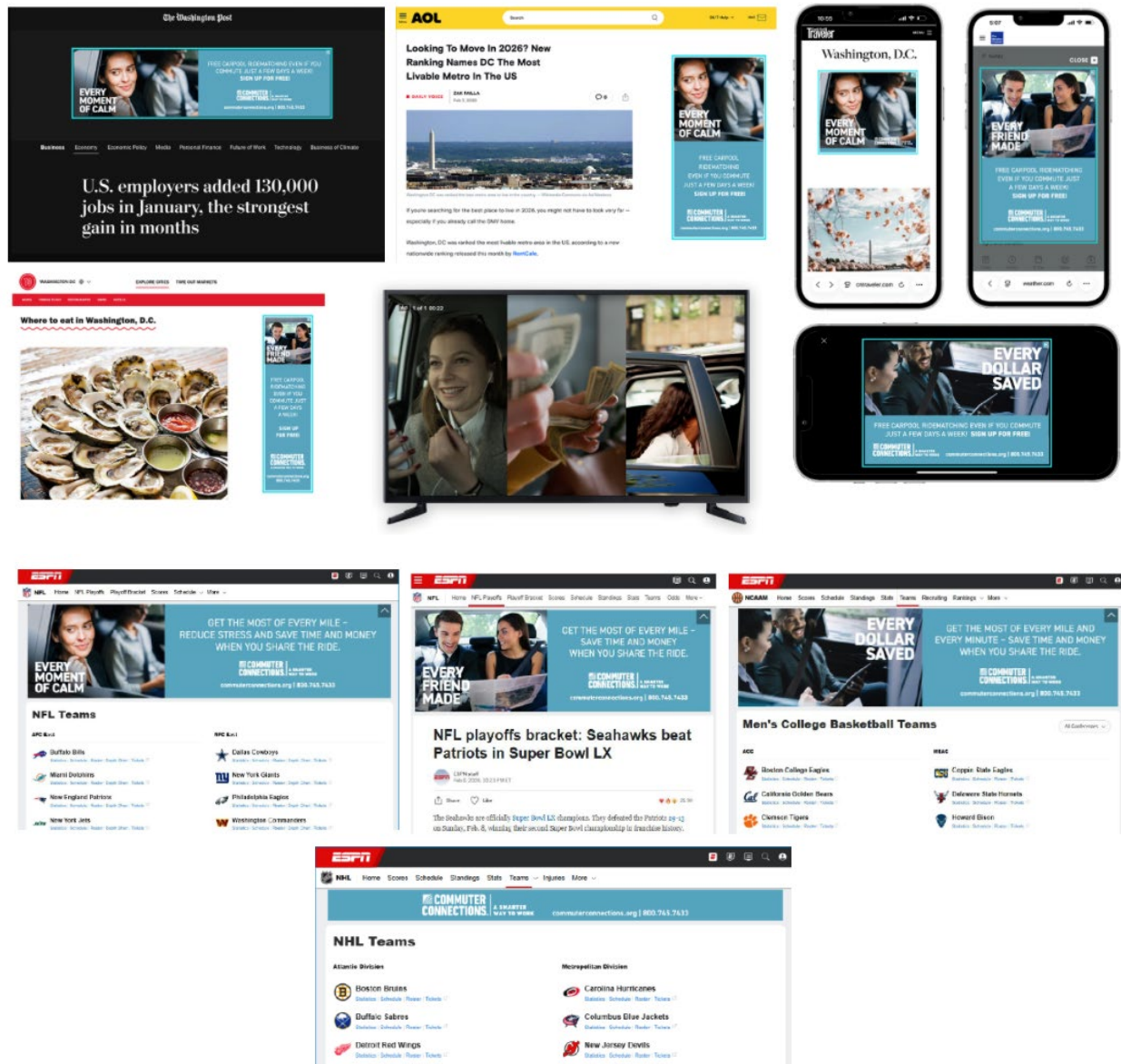
Commuter Connections can find carpool partners for your commute. Carpool and save. It's free! Register at Commuter Connections Dot Org or call 800-745-RIDE.

:05 Ridematching

We'll find you carpool partners for free. Carpool and save. Commuter Connections Dot Org.

Digital Display Ads

Various sizes of digital display banner ads promoting ridematching ran on ESPN.com and the Causal IQ network of targeted websites, optimized for performance.





EVERY GALLON SAVED

SAVE MONEY ON GAS WHEN YOU SHARE THE RIDE.

FREE CARPOOL RIDEMATCHING EVEN IF YOU COMMUTE JUST A FEW DAYS A WEEK!

SIGN UP FOR FREE!

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

commuterconnections.org | 800.745.7433

COMMUTER CONNECTIONS. | A SMARTER WAY TO WORK

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EVERY GALLON SAVED

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Streaming Video

A 30-second video was created to promote ridematching and ran as paid advertising on YouTube and the Causal IQ network of targeted websites, optimized for performance.



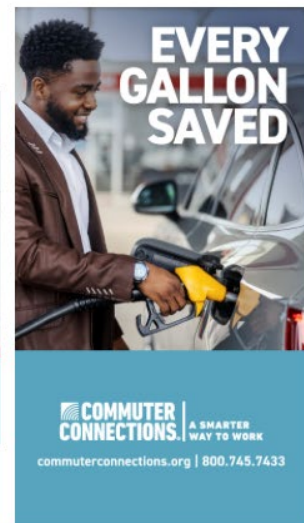
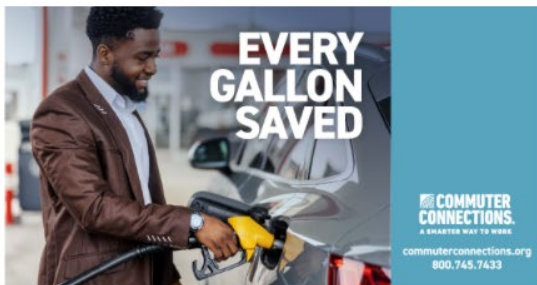
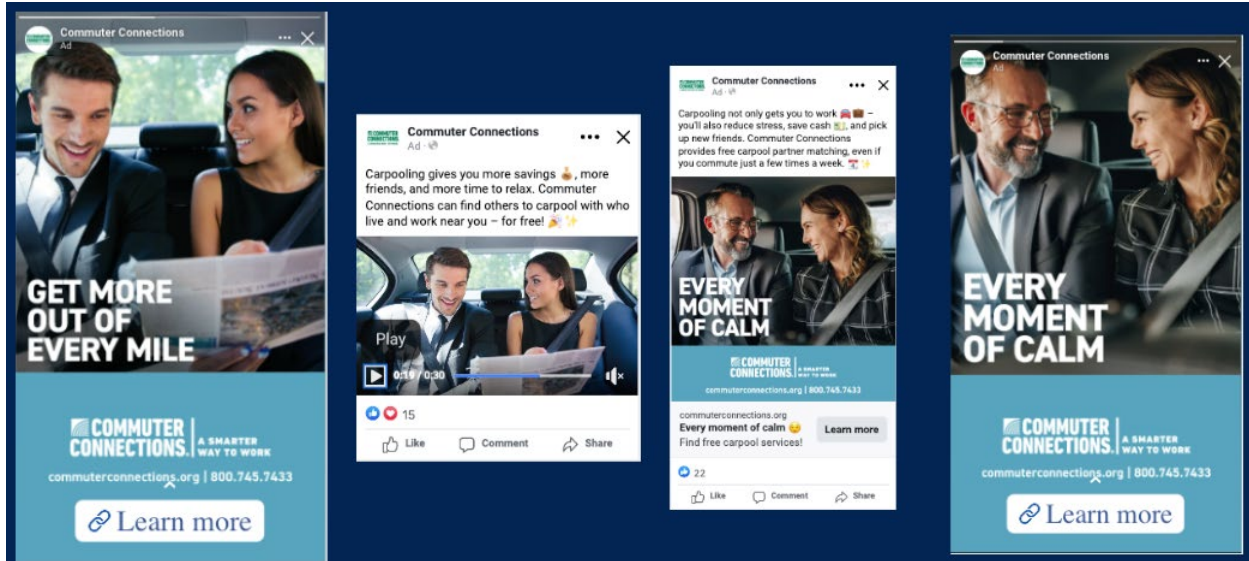


Carpooling. Every dollar saved, every friend made.

Commuter Connections
178 subscribers

Social Media

A series of social media images promoting ridematching were created for the spring campaign and were used for paid ads on various social media platforms, including Facebook, Google, and Instagram.



Guaranteed Ride Home Campaign

The spring Guaranteed Ride Home (GRH) campaign debuted the new “What Ifs” creative. The concept recognized that life is complicated enough—don’t let the “what ifs” run you in circles. Commuters can register for the free Guaranteed Ride Home program for added peace of mind when they use sustainable ways of getting to work.

Media buy and associated impressions:

Guaranteed Ride Home Spending	Description	COG Cost (Net)	Actual Impressions
iHeart Radio	WASH, WWDC	\$23,162.50	2,726,500
Audacy Radio	WLZL, WJFK, WPGC	\$26,817.50	1,395,500
WTOP	WTOP	\$18,062.50	880,000
WAMU	WAMU	\$13,281.25	1,446,000
Radio One	WKYS	\$4,313.75	402,000
Audacy	Audio Streaming/Podcast	\$19,975.00	1,621,020
Causal	Digital Display	\$40,000.00	8,932,550
Causal	OTT, CTV	\$40,000.00	1,115,440
ESPN	ESPN-Display Advertising	\$32,000.00	2,934,032
Paid Social Media	Facebook/Instagram, Google Display, Google Video	\$30,000.00	NA
Totals		\$247,612.50	21,453,042

Guaranteed Ride Home Baltimore

Media buy and associated impressions:

GRH Baltimore Spending	Description	COG Cost (Net)	Actual Impressions
Causal	Digital Display	\$14,750.00	3,290,643
Paid Social Media	Facebook/Instagram	\$9,000.00	NA
Totals		\$23,750.00	3,290,643

Value-add

A total of \$10,775 in value-add was negotiated for the Guaranteed Ride Home spring campaign, which included bonus radio spots, digital display ads & OTT/CTV spots.

Radio

Radio for the GRH campaign aired/streamed on multiple stations with various formats.



Radio Scripts

:30 Guaranteed Ride Home

What if my child gets sick while I'm at work? What if I have to stay late? What if I'm not feeling well? Don't let the what-ifs run you in circles. If you carpool, vanpool or use transit, Commuter Connections will give you six free rides home in case of illness, emergencies or unscheduled overtime—even if you're commuting just a few days a week. Register or renew FREE for Guaranteed Ride Home at Commuter Connections Dot Org or call 800-745-RIDE. Some restrictions apply.

:15 Guaranteed Ride Home

If you carpool, vanpool, or take transit to work, Commuter Connections will give you a free guaranteed ride home for illness, emergencies or unscheduled overtime. Register or renew free at Commuter Connections Dot Org. That's Commuter Connections dot org.

:10 Guaranteed Ride Home

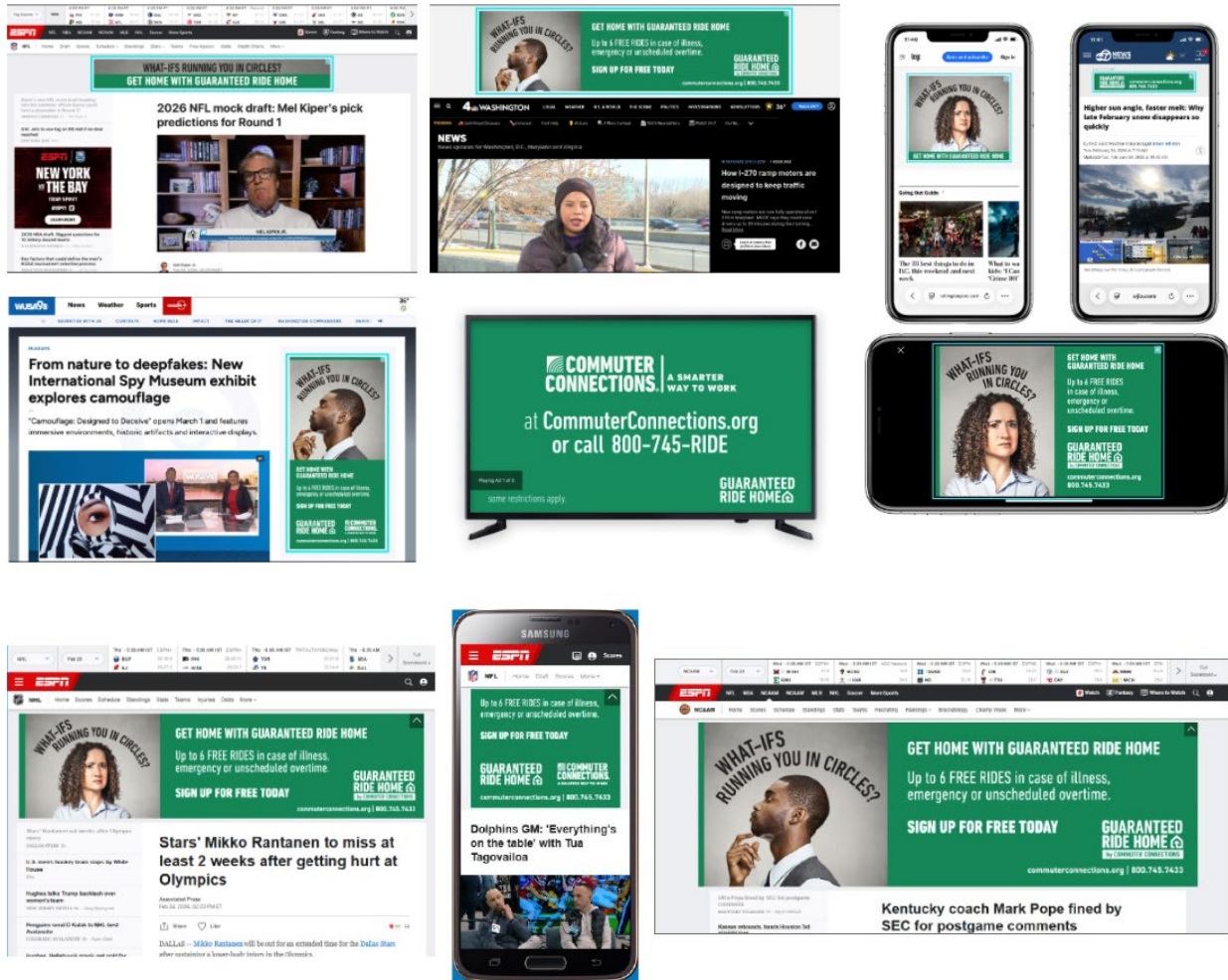
Feeling ill at work? Commuter Connections offers a free guaranteed ride home if you or your child gets sick. Learn more at Commuter Connections Dot Org.

:05 Guaranteed Ride Home

Carpoolers get a free guaranteed ride home for illness or emergencies. Commuter Connections Dot Org.

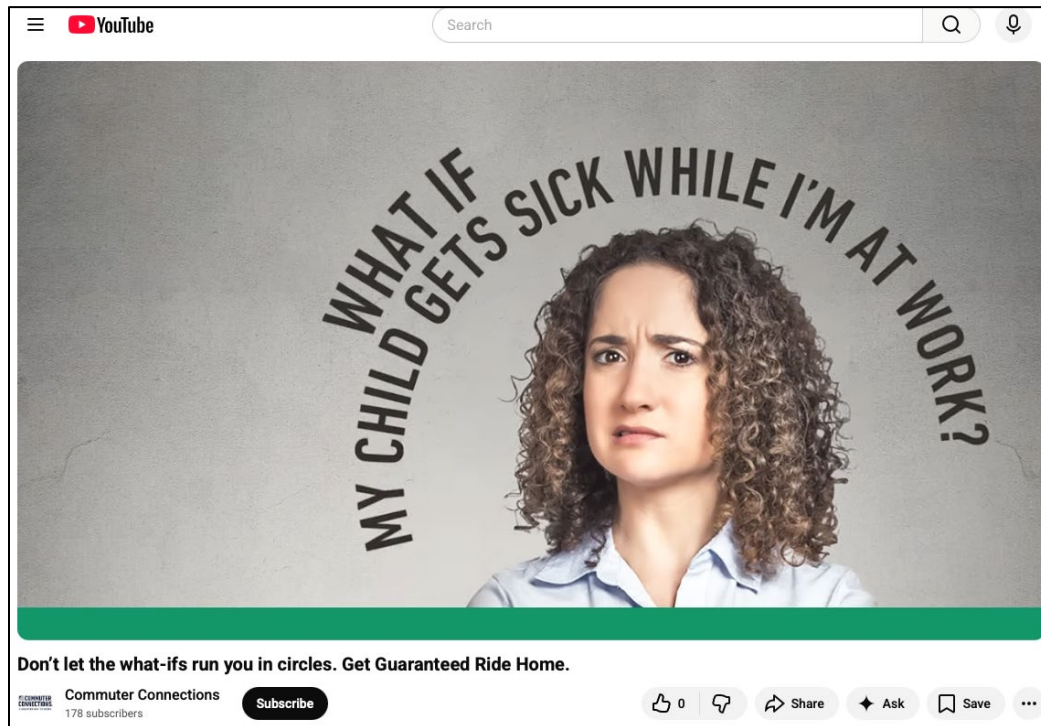
Digital Display Ads

Various sizes of digital display banner ads promoting GRH ran on ESPN.com and the Causal IQ network of targeted websites, optimized for performance.



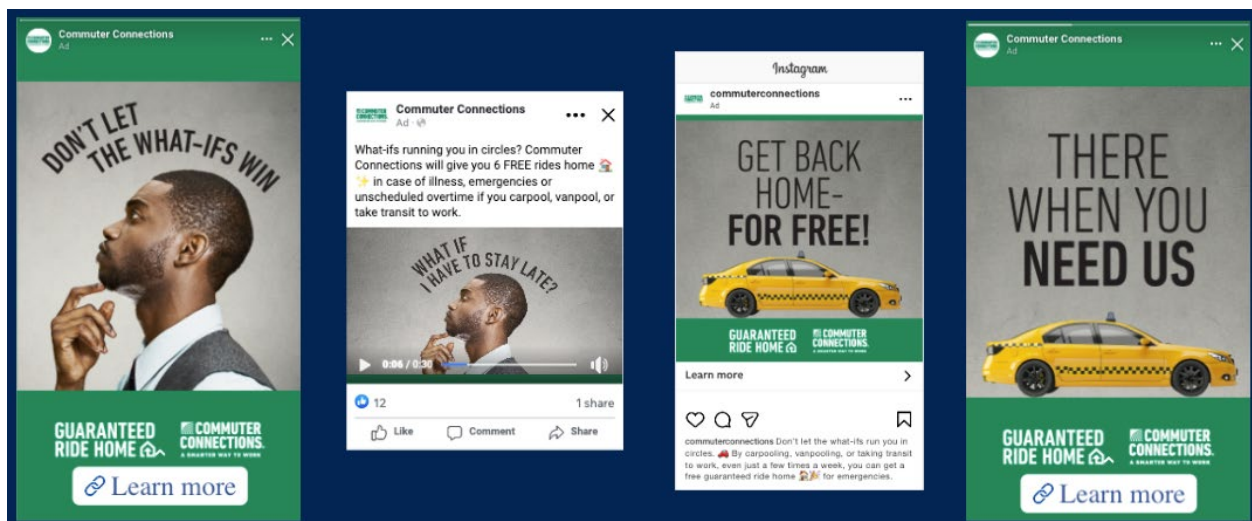
Streaming Video

A 30-second video was created to promote GRH and ran as paid advertising on YouTube and the Causal IQ network of targeted websites, optimized for performance.



Social Media

A series of social media posts promoting GRH were created for the spring campaign and were used for paid ads on various social media platforms, including Facebook, Google, and Instagram.



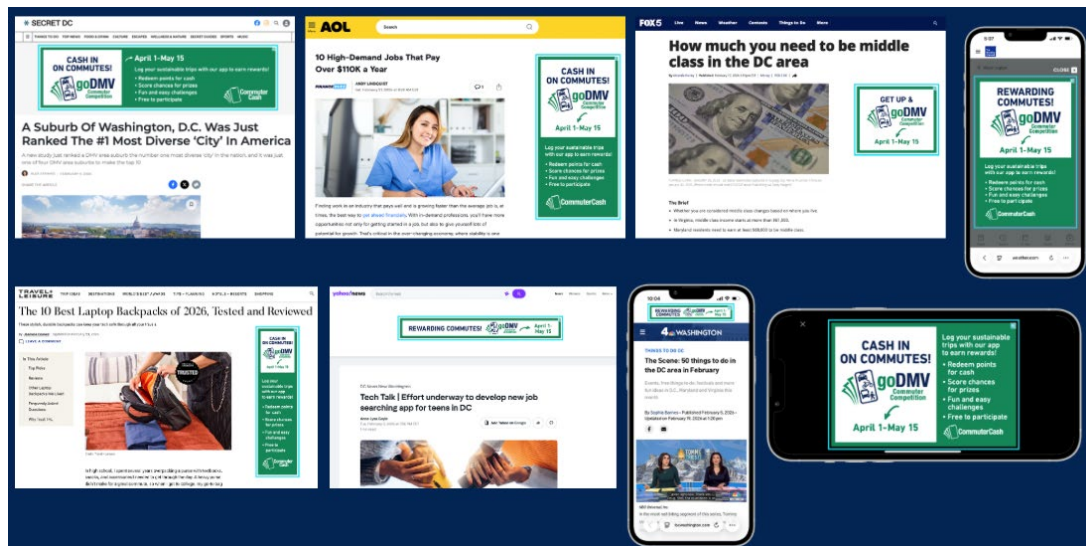
goDMV Commuter Competition

The objective of this campaign was to encourage commuters to participate in the second annual goDMV Commuter Competition and use the CommuterCash app to log their trips. Commuters who actively participated gained CommuterCash rewards points (redeemable for cash) and were eligible for prizes.

goDMV Competition Spending	Description	COG Cost	Actual Impressions
Causal	Digital Display	\$23,500	5,227,902
Social Media	Facebook/Instagram	\$23,500	NA
Text Messages	3 Text Messages	\$500.00	NA
Totals		\$47,500.00	5,227,902

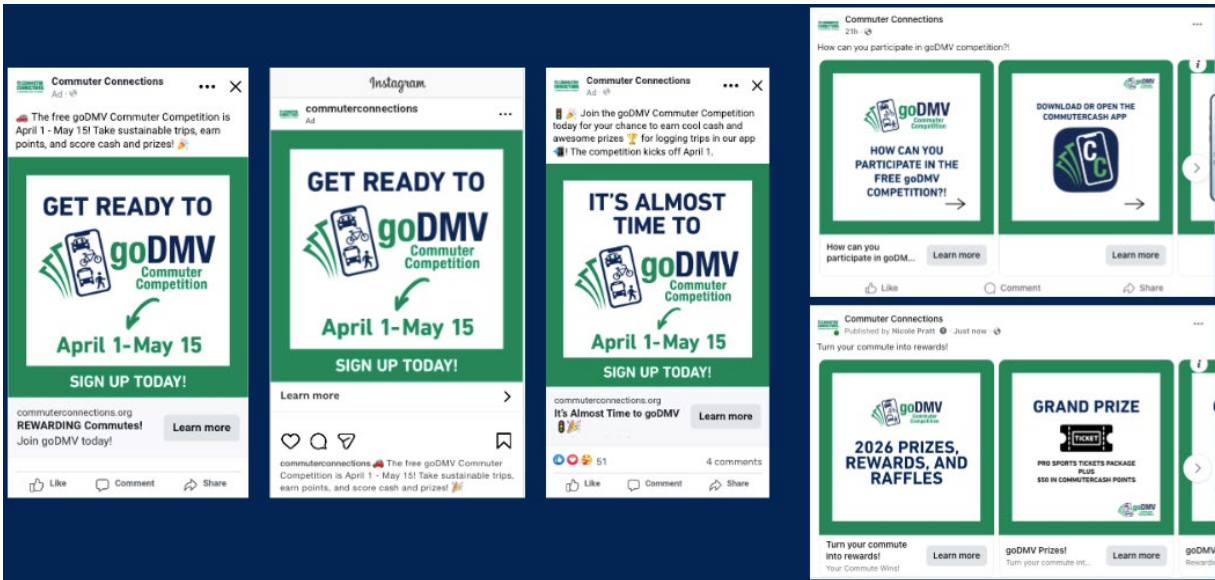
Digital Display Ads

Animated and static digital display banner ads in various sizes ran on the Causal IQ network of targeted websites, optimized for performance.



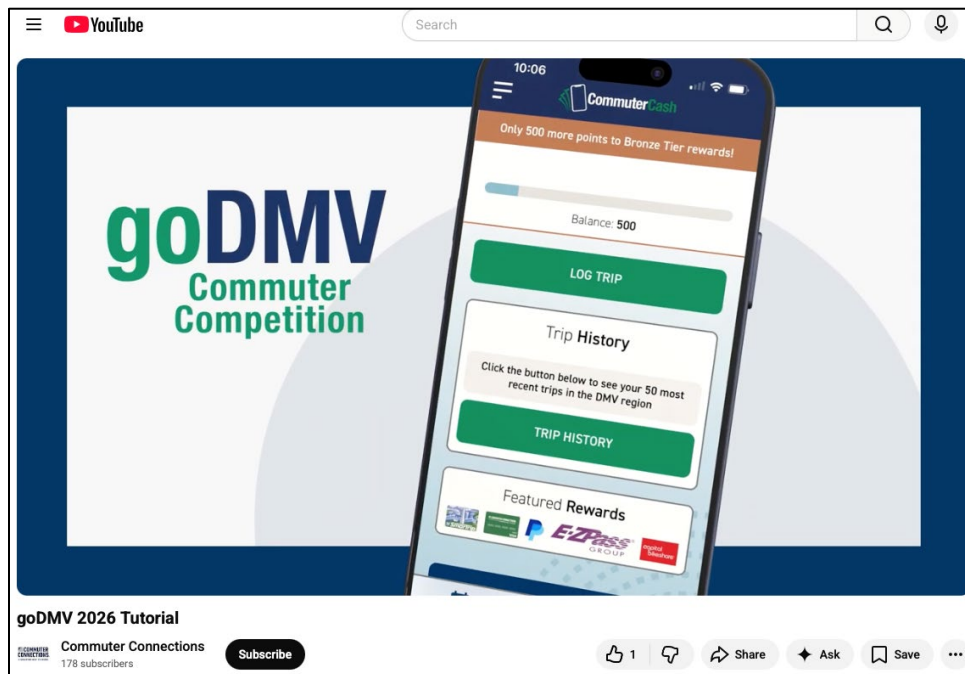
Social Media

A social media campaign ran on Facebook and Instagram promoting the competition.



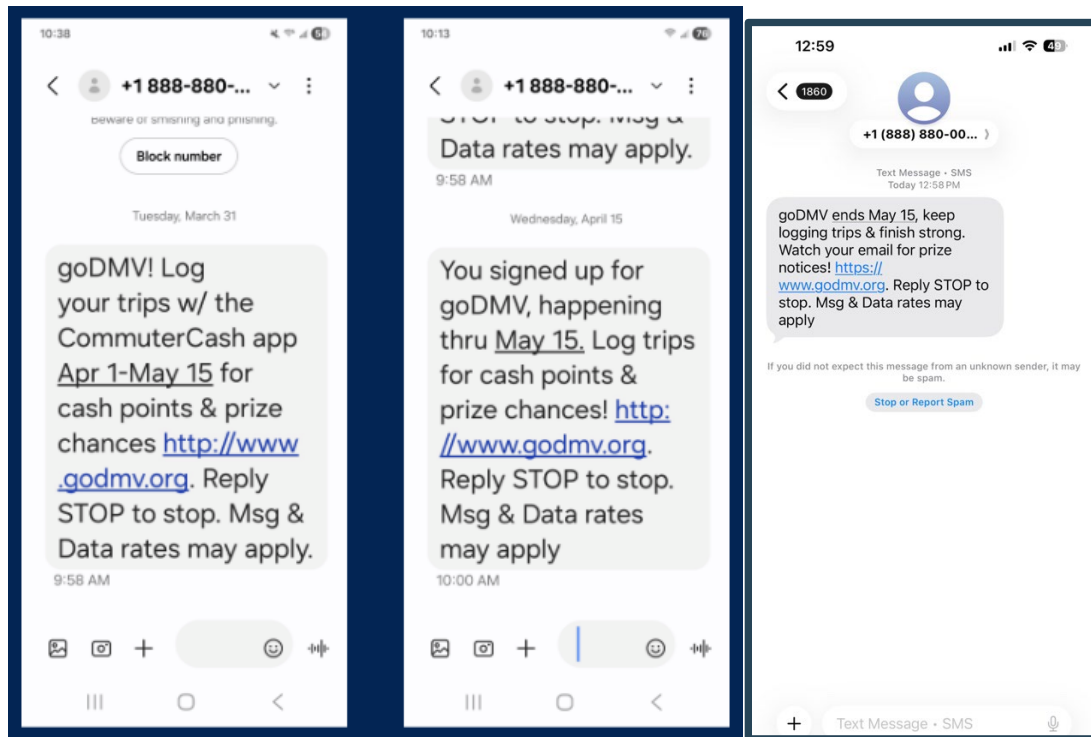
Tutorial Video

A tutorial video was produced to promote the competition and provide steps on how to join and participate in the goDMV Commuter Competition.



Text Messages

Text messages were sent to commuters who joined goDMV and who opted in to receive them. The first message was sent just prior to the start of the competition as a reminder to actively participate starting April 1st. The second text message was sent to those who joined but who, after a week, had not yet logged their first trip. A third “cheerleader” text was sent (*not shown*) midway through the competition to remind participants to keep logging trips and to finish strong!



Email Blasts

Emails were sent to drive awareness of the goDMV Commuter Competition and to encourage commuters to download the CommuterCash app and join.



COMMUTER CONNECTIONS.
A SHORTER WAY TO WORK

All commuters working in the metropolitan Washington region may join the free and friendly goDMV Commuter Competition. **Join Now!** Then participate from April 1st thru May 15th.

Why Join?
Earn **CommuterCash** rewards points redeemable for **cash**, plus score chances to **win prizes!**

How to Join:
1. **Download** the CommuterCash app.
2. **Tap** the goDMV "JOIN NOW" button, in the app.

What to Do?
Log your sustainable commute and non-commute trips (including telework) in the CommuterCash app anytime/anywhere in the DMV between April 1 and May 15, up to six trips a day, seven days a week.

Visit goDMV.org for more details.



Participate in the FREE, fun, and friendly
2026 goDMV Commuter Competition
April 1 to May 15.

Traffic • Bike • Walk • Scooter • Carpool • Vanpool • Telework



Earn points redeemable for **CASH** when commuting during peak hours. And for participating **fun challenges** too!

Score chances to win **PRIZES** by traveling anytime/anywhere in the DMV, or teleworking.

How to Participate

- Download the CommuterCash app
- Click the goDMV **JOIN NOW** button
- Log your sustainable trips from Apr 1- May 15
- For more, visit goDMV.org



Win Great Prizes!









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777 North Capitol Street NE, Suite 300, Washington, DC 20002

Bike to Work Day

Commuter Connections concluded its annual sponsorship drive for the 2026 Bike to Work Day event in January with a total of \$37,475 in cash and \$11,630 of in-kind donation value. Sponsor dollars helped to supplement the cost of procuring the event T-shirts. The marketing budget for the May 15th event was \$63,645 and the total regional registration count was 12,885.



Media buy and associated impressions:

Bike To Work Day Spending	Description	COG Cost (Net)	Actual Impressions
iHeart Radio	WASH, WWDC	\$13,905.95	1,071,300
Audacy Radio	WIAD/ WPGC/ WJFK	\$8,738.85	387,600
iHeart Streaming	Streaming Audio	\$6,000.00	465,013
Causal	Digital Display	\$20,000.00	4,460,002
Social Media	Facebook/Instagram /Google/YouTube	\$15,000	NA
Totals		\$63,644.80	6,383,915

Value-add

A total of approximately \$2,305 in value-add was negotiated for the Bike to Work Day campaign, which included bonus traditional and streaming radio spots and digital display ads.

Flyer and Poster

Marketing materials were designed to help promote the May 2026 Bike to Work Day event. Materials were distributed to the local pit stops.



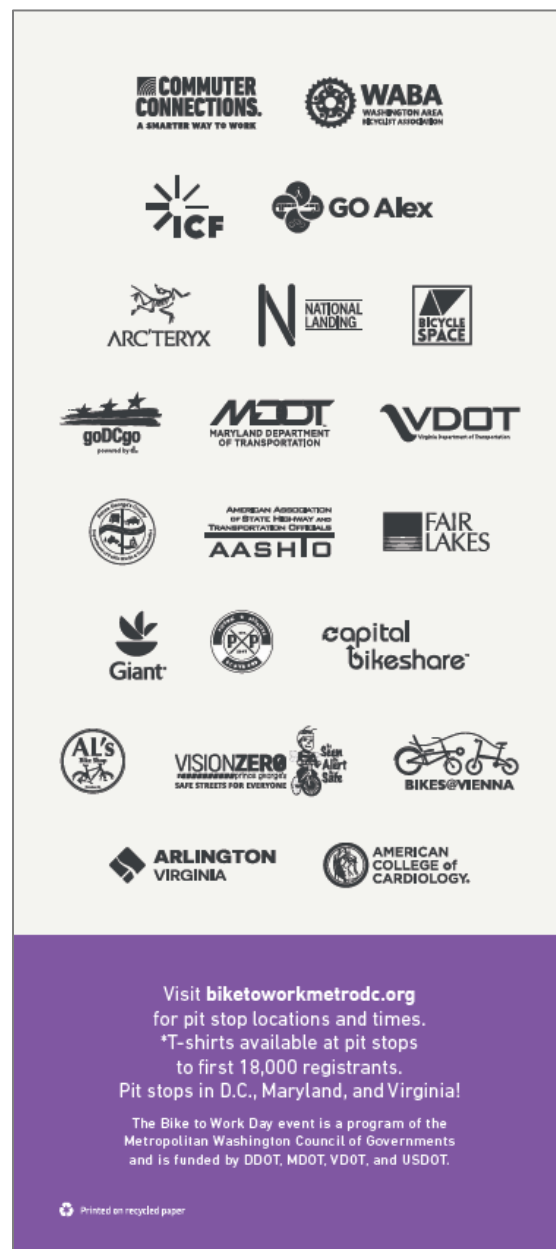
Outdoor Banner Art

An outdoor vinyl banner template was developed, and art files were shared with pit stop managers to print locally for promotional use leading up to and during their events.



Rack Card

Double-sided rack cards with a companion look and feel were printed and made available to pit stop managers.



T-Shirts

Lavender T-shirts were created for the Bike to Work Day 2026 event with gold and silver sponsors logos. A total of 18,000 T-shirts were ordered and distributed to the pit stops, who gave them out free to those who registered and attended local pit stop events.



Radio

Radio served as one of the main media components for the Bike to Work Day 2026 campaign and included 30-second spots and endorsement radio reads on a variety of popular radio stations in the region including music and sports formats.

Bike to Work Day Script

:30 SEC SCRIPT (Radio & Video)

Friday, May 15 is Bike to Work Day—a free and fun event for beginner and experienced bike commuters at more than 100 pit stops across the DMV. The first 18,000 who register and attend get a free T-shirt and a chance to win a new bike. Register for free at Bike to Work Metro DC Dot Org, that's Bike to Work Metro DC Dot Org. Sponsored by Commuter Connections, WABA, Go Alex, and ICF.

:15 SEC SCRIPT

Bike to Work Day is Friday, May 15th! It's free—and the first 18,000 to register and attend get a free T-shirt. Go to Bike to Work Metro DC Dot Org. That's Bike to Work Metro DC Dot Org.

:10 SEC SCRIPT

Bike to Work Day is Friday, May 15th! The first 18,000 to register and attend get a free T-shirt. Visit Bike to Work Metro DC Dot Org. Sponsored by Go Alex and ICF.

:05 SEC SCRIPT

This segment is brought to you by Bike to Work Metro DC Dot Org.



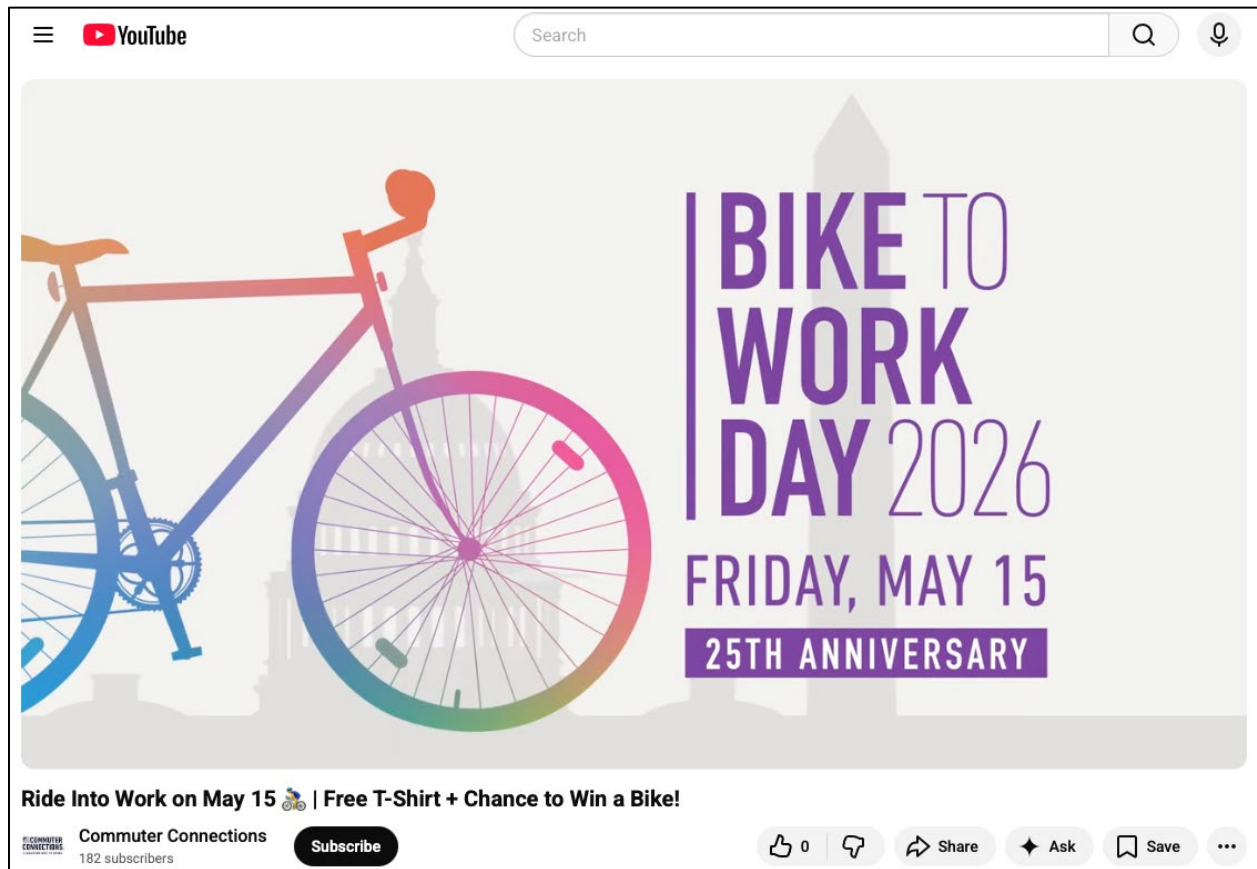
Digital Display Ads

Digital display banner ads in various sizes ran on the Causal IQ network of targeted websites, optimized for performance.



YouTube Video

The BTWD video played on YouTube. It was also promoted on COG's various social media channels.



Email Blasts

Emails were sent to help promote the BTWD event. Recipients included employers, Bike to Work Day participants from the past several years, and other stakeholders.



COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

The weather is going to be beautiful on Bike to Work Day; it's a great opportunity to jump on a bike! [Register free for Bike to Work Day](https://www.biketoworkmetrodc.org) and attend on Friday, May 15, 2026 to **SNAG A FREE T-SHIRT!** Join thousands of others and experience the fun of biking to work on two wheels. Register today at <https://www.biketoworkmetrodc.org>.

FREE EVENT
[BIKETOWORKMETRODC.ORG](https://www.biketoworkmetrodc.org)

REGISTER FOR
FREE T-SHIRT* & BIKE RAFFLE

WORKING FROM HOME?
BIKE TO YOUR LOCAL PIT STOP & BACK HOME

FREE REFRESHMENTS & GIVEAWAYS
AT PARTICIPATING LOCATIONS, WHILE SUPPLIES LAST



**BIKE TO
WORK
DAY 2026**
FRIDAY, MAY 15
25TH ANNIVERSARY



Register for free at
[BIKETOWORKMETRODC.ORG](https://www.biketoworkmetrodc.org)
800.745.7433
#BTWD2026

Visit [biketoworkmetrodc.org](https://www.biketoworkmetrodc.org) for pit stop locations and times.
*T-shirts available at pit stops to first 18,000 registrants.
Pit stops in D.C., Maryland, and Virginia!

The Bike to Work Day event is a program of the Metropolitan Washington Council of Governments and is funded by MDOT, VDOT, and USDOT.





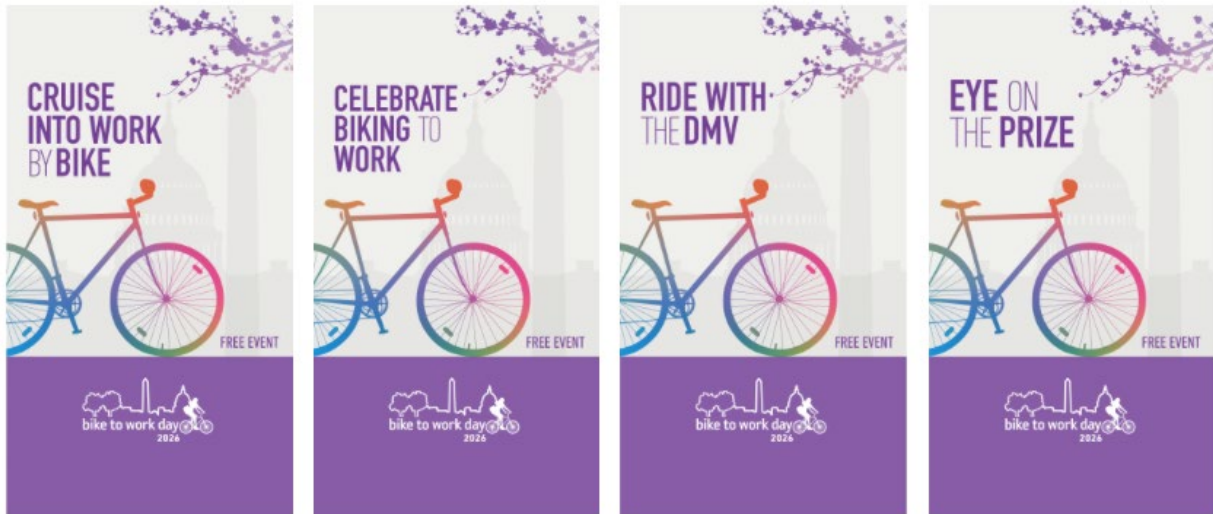
[COMMUTERCONNECTIONS.ORG](https://www.facebook.com/commuterconnections)

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Social Media

Images were created for use on paid social media sites (Facebook and Instagram) and made available to pit stop managers for local social media.



Employer Awards 2026

The Employer Awards program recognizes employers who initiate outstanding commuter benefits and/or telework programs to assist their employees. The nomination period ran through January 31, 2026, the selection committee met in March 2026, and a ceremony to showcase the winners occurred on June 30th.

Media buy and associated impressions:

Employer Awards Spending	Description	COG Cost (Net)	Actual Impressions
Causal	Digital Display	\$7,315	1,633,932
Totals		\$7,315	1,633,932

Value-add

A total of approximately \$100 in value-add was negotiated for the Employer Award campaign, which included bonus digital display ads.

Invitation

An e-invitation was sent to invite employers and other guests to the Employer Awards ceremony.

**20 EMPLOYER
26 AWARDS**

CHAMPION FOR CHANGE

TRANSIT
VANPOOL
CARPOOL
BIKE
WALK
TELEWORK

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

Annual Employer Awards Ceremony
Tuesday, June 30, 2026 | 11:30 a.m. to 2:00 p.m.

11:30 a.m. - 12:00 p.m.
Check-in / Coffee & Tea Reception

12:00 p.m. - 1:00 p.m.
Plated Lunch

1:00 p.m. - 2:00 p.m.
Awards Ceremony

Questions
dfranklin@mwco.org, 202.962.3792

Event Location
The National Press Club
529 14th St. NW, Washington, DC 20045
Corner of 14th & F Streets, 13th Floor Ballroom

By Metro
Metrorail to Metro Center, exit onto 13th St.

RSVP Online
Please RSVP by June 16, 2026
commuterconnections.org/rsvp

Hosted By Metropolitan Washington Council of Governments Regional Capital Region Transportation Planning Board

Program Booklet

A program booklet including write-ups on each award winner was printed and distributed at the ceremony.



Giveaway Item

Commuter Connections branded rear bike lights and SPF 30 sun sticks were given to attendees of the Employer Awards ceremony.



Digital Banner Ads

The paid awareness campaign to congratulate the employer award winners was comprised of digital display ads, with a budget of \$7,300; the campaign ran for two weeks following the ceremony and targeted C-suite executives and human resources positions.



APPENDIX A

Performance Measures

Web Visits

Month	FY 2025 Web Visits	FY 2026 Web Visits	+/-	+/- %
January*	3,225	9,145	5,920	183.6%
February	38,749	28,607	-10,142	-26.2%
March	54,482	113,333	58,851	108.0%
April	46,282	95,509	49,227	106.4%
May	46,277	65,295	19,018	41.1%
June	34,642	16,903	-17,739	-51.2%
	223,657	328,792	105,135	47.0%

*January 2025 numbers were low due to lack of available data. Commuter Connections transitioned to a new website in December 2024 and as a result, analytics capturing was not available until the last week of January.

Phone Calls

Month	FY 2025 Phone Calls	FY 2026 Phone Calls	+/-	+/- %
January	486	603	117	24.1%
February	816	707	-109	-13.4%
March	1,073	784	-289	-26.9%
April	802	822	20	2.5%
May*	0	789	789	
June	872	652	-220	-25.2%
	4,049	4,357	308	7.6%

* May 2025 data not available due to change in telephone systems.

Performance Measures

Ridematching Applications

Month	Ridematching FY 2025 Applications	Ridematching FY 2026 Applications	Change	%
January	664	610	-54	-8.1%
February	1,419	731	-688	-48.5%
March	1,264	793	-471	-37.3%
April	783	1,243	460	58.7%
May	673	881	208	30.9%
June	767	778	11	1.4%
	5,570	5,036	-534	-9.6%

GRH Applications

Month	GRH FY 2025 Applications	GRH FY 2026 Applications	Change	%
January	266	230	-36	-13.5%
February	567	327	-240	-42.3%
March	862	310	-552	-64.0%
April	515	436	-79	-15.3%
May	399	347	-52	-13.0%
June	347	391	44	12.7%
	2,956	2,041	-915	-31%

Appendix B

Ridematch Digital & Social Media Results

Digital Display Ad Results

Vendor	Impressions	Clicks	CTR (Benchmark .07-.10%)
Causal IQ - Display	15,600,032	9,245	.06%
ESPN - Display	3,667,431	4,438	.12%
TOTALS	19,267,463	13,683	

- Causal:
 - Top Performing Websites: yahoo.com, aol.com, metropcs.com, msn.com, washingtonpost.com, usatoday.com
 - The weekend days drove the most display clicks and had the strongest CTR performance
 - Males were responsible for a large majority of both clicks (70.4%)
 - The 320x50 creative had the highest proportion of clicks with 70.5% of the total.
 - Office Administration & Support professionals had the highest proportion of clicks with 13.6% of the total.
- ESPN:
 - Display: CTRs ranged from .04-.12% depending on ad size (both meet or exceed benchmarks).
 - 320x50 (mobile) typically get the most impressions for ESPN as well as a good CTR, while 970x250 and 300x250 (display) get the biggest CTRs
 - Pushdowns: average CTR = .32% - Pushdown ads (big ads that shrink once seen) always have extremely high CTRs significantly over benchmarks.
 - ~84% of impressions were seen on smartphones

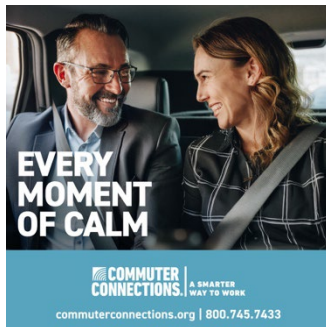
Social Media Results (Google)

Vendor	Impressions	Clicks/Views	Result (CTR/VVR)
Google Display	6,819,703	74,500 Clicks	CTR: 1.09% 2.37x over the benchmark (0.46%)
Google Video	845,217	471,221 Views	VVR: 55.75% 1.75x over the benchmark (31.9%)

Social Media Results (Facebook/Instagram)

Vendor	Impressions	Result
Ridematch Traffic Ads	3,188,420	Clicks = 35,367 Link Clicks = 29,416 CTR = 1.11% Benchmark (.90%)
Ridematch Awareness Video Ad	4,423,700	Reach = 1,185,288 Video plays at 100% = 12,190

Top Performing Ridematch Traffic Ad by Engagement



Impressions: 1,321,046

Post engagements: 11,082

Digital Streaming Results

Vendor	Impressions	VCR/ACR (Video/Audio Completion Rate)
Causal – Video Streaming	1,669,832	97.69% VCR (Benchmark 90%)
Audacy – Audio Streaming/Podcasting	2,533,151	97.9% ACR (Benchmark 90%)
TOTALS	4,202,983	

- Causal:
 - Top performing platforms: Roku, Pluto, DirecTV
 - Males were responsible for a large majority of video completions (81.3%)
 - CTV video completion scale was relatively even across income groups, but users with household incomes under \$60k drove over 3x more display clicks than any other HHI bracket
 - Sales professionals had the highest proportion of video completions with 8.0% the total.

- Audacy:
 - Overall, 3,867 conversions to the website with the most coming through streaming audio
 - Top performing streaming stations: WJFK-FM, WJZ-FM, WIP-FM, WPGC-FM, WFAN-AM
 - Overall, sports tended to be the top format listened to on streaming with urban and news/talk following closely behind
 - Top performing podcasts: The Sports Junkies, The Kevin Sheehan Show, BMitch and JP Finlay

Organic Social Posts

Vendor	Posts	Reach	Views
Facebook (RS)	4	658	1,264
Instagram (RS)	4	347	608

Appendix C

Guaranteed Ride Home Digital & Social Media Results

Digital Display Ad Results

Vendor	Impressions	Clicks	CTR (Benchmark .07-.10%)
Causal IQ - Display	8,932,550	7,244	.08%
ESPN - Display	2,934,032	4,002	.14%
TOTALS	11,866,582	11,246	

- Causal:
 - Top Performing Websites: metropcs.com, yahoo.com, nypost.com, foxnews.com, usatoday.com, washingtonpost.com
 - User engagement was the strongest in the evening hours, and especially on Mondays
 - The 35–44 age group was the strongest performer
 - Males were responsible for a large majority of clicks
 - Office Administration & Support professionals had the highest proportion of clicks and the most efficient CTR
- ESPN:
 - Display: CTRs ranged from .04–.12% depending on ad size (both meet or exceed benchmarks).
 - 320x50 (mobile) typically get the most impressions for ESPN as well as a good CTR, while 970x250 and 300x250 (display) get the biggest CTRs
 - Pushdowns: average CTR = .35% - Pushdown ads (big ads that shrink once seen) always have extremely high CTRs significantly over benchmarks.
 - ~80% of impressions were seen on smartphones

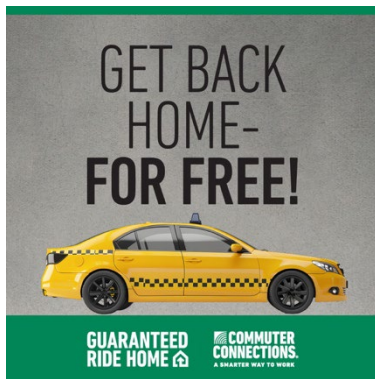
Social Media Results (Google)

Vendor	Impressions	Clicks/Views	Result (CTR/VVR)
Google Display	6,102,676	62,473 Clicks	CTR: 1.02% 2.22x over the benchmark (0.46%)
Google Video	651,942	351,262 Views	VVR: 53.88% 1.69x over the benchmark (31.9%)

Social Media Results (Facebook/Instagram)

Vendor	Impressions	Result
GRH Traffic Ads	1,545,571	Clicks = 24,402 Link Clicks = 14,621 CTR = 1.58% Benchmark (.90%)
GRH Awareness Video Ad	4,067,026	Reach = 1,013,998 Video plays at 100% = 12,305

Top Performing GRH Traffic Ad by Engagement



Impressions: 1,009,469

Post engagements: 11,199

Digital Streaming Results

Vendor	Impressions	VCR/ACR (Video/Audio Completion Rate)
Causal - Video Streaming	1,115,440	98.69% VCR (Benchmark 90%)
Audacy - Audio Streaming/Podcasting	1,621,020	97.9% ACR (Benchmark 90%)
TOTALS	2,736,460	

- Causal:
 - Top performing platforms: Roku, Pluto, DirecTV
 - User engagement was the strongest in the evening hours, and especially on Mondays
 - Males were responsible for a large majority of video completions
 - Users with incomes under \$60k were the top drivers of engagement for both
 - Office Administration & Support professionals had the most efficient CTR
 - The Under \$60,000 income range had the highest proportion of video completions with 52.0% the total.
- Audacy:
 - Overall, 5,080 conversions to the website with the most coming through streaming audio

- Top performing streaming stations: WJFK-FM, WJZ-FM, WIP-FM, WPGC-FM, WFAN-AM, WTEM-AM
- Overall, sports tended to be the top format listened to on streaming with urban and news/talk following closely behind
- Top performing podcasts: The Sports Junkies, BMitch and JP Finlay, Grant and Danny

Organic Social Posts

Vendor	Posts	Reach	Views
Facebook (GRH)	3	468	910
Instagram (GRH)	3	217	418

Guaranteed Ride Home Baltimore Digital & Social Media Results

Digital Display Ad Results

Vendor	Impressions	Clicks	CTR (Benchmark .07-.10%)
Causal IQ – Display	3,290,643	2,889	.09%

- Causal:
 - Top performing sites: yahoo.com, fox5dc.com, washingtonpost.com, usatoday.com
 - The early afternoon hours had the strongest site visitation, and nearly all registration button clicks came during working hours (9 am–5 pm)
 - While female users clicked through at a slightly higher rate, we saw much more of the click and site visit volume coming from males
 - Users with incomes between \$50,000 and \$74,999 drove the strongest performance and users with incomes between \$75,000 and \$124,999 indexed much lower than others

Social Media Results (Facebook/Instagram)

Vendor	Impressions	Result
GRH Baltimore Traffic Ads	1,430,089	Clicks = 16,003 Link Clicks = 12,349 CTR = 1.12% Benchmark (.90%)

Appendix D

goDMV Commuter Competition Digital & Social Media Results

Digital Display Ad Results

Vendor	Impressions	Clicks	CTR (Benchmark .07-.10%)
Causal IQ – Display	5,227,902	4,110	.08%
TOTALS	5,227,902	4,110	.08%

- Causal:
 - Top performing sites: yahoo.com, nypost.com, washingtonpost.com, usatoday.com, msn.com
 - While most of the visits to the site were during the late afternoon and evening hours, most of the registration button clicks came during the earlier part of the day
 - The 35–44 age range showed a stronger response than the 25–34 age range
 - Males drove most of the site visits, but more registration button clicks were from women
 - Users with incomes between \$75,000 and \$99,999 drove the strongest performance

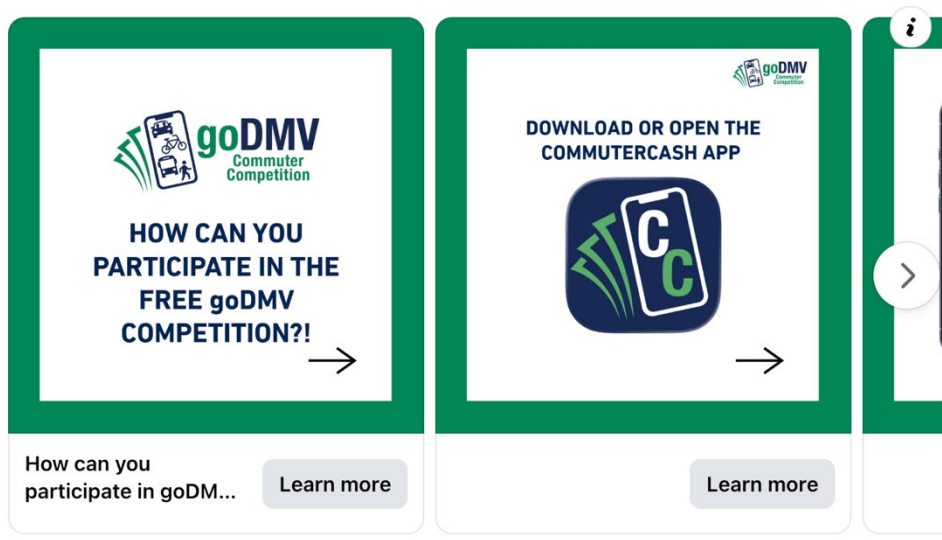
Social Media Results (Facebook/Instagram)

Vendor	Impressions	Result
goDMV Traffic Ads	4,573,331	Clicks = 55,600 Link Clicks = 43,749 CTR = 1.12% Benchmark (.90%)
goDMV Awareness Video Ad	2,096,248	Reach = 690,294 Video plays at 100%: 1,657

Organic Social Posts

Vendor	Posts	Reach	Views
Facebook	6	1,097	1,646
Instagram	6	750	1,208

Top Performing Traffic Ad by Engagement



Carousel Ad

Impressions: 1,503,019

Post engagements: 16,194

Text Messages

Purplegator	Date	Sent	Went through
Text Message #1	3/31	239	92%
Text Message #2	4/15	134	91%
Text Message #3	5/4	310	89%
TOTALS		683	

Appendix E

Bike to Work Day Digital & Social Media Results

Digital Display Ad Results

Vendor	Impressions	Clicks	CTR (Benchmark .07-.10%)
Causal IQ – Display	4,460,002	2,927	.07%
TOTALS	4,460,002	2,927	.07%

- Causal:
 - Top performing sites: washingtonpost.com, theguardian.com, apnews.com, yahoo.com, reuters.com, people.com
 - Most of the registration button clicks (72%) came during working hours (9 am–5 pm) with another bump between 8 pm–10 pm
 - Males drove almost 2x as many site visits and registration button clicks as females, with the 35–44 age cohort driving the largest share
 - Users that engaged with our campaign indexed above average for visiting news sites
 - The 320x50 mobile creative was the strongest conversion driver with 36% of the campaign total conversions attributed to it

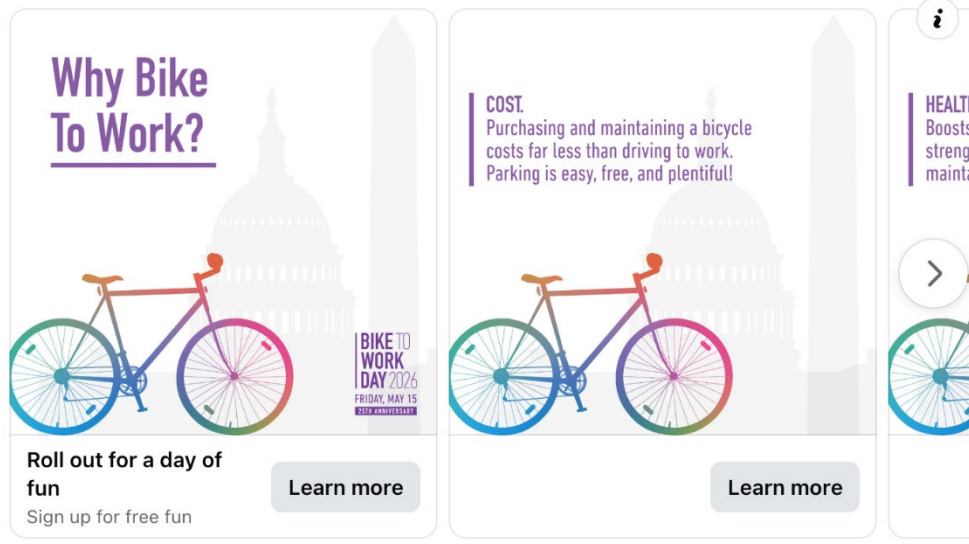
Social Media Results (Google)

Vendor	Impressions	Clicks/Views	Result (CTR/VVR)
Google Search	32,014	3,590 Clicks	CTR: 11.21% 24.37x over the benchmark (0.46%)
Google Video	78,803	56,648 Views	VVR: 71.89% 2.25x over the benchmark (31.9%)

Social Media Results (Facebook/Instagram)

Vendor	Impressions	Result
BTWD Traffic Ads	1,325,610	Clicks = 16,943 Link Clicks = 12,893 CTR = 1.28% Benchmark (.90%)

Top Performing Traffic Ad by Engagement



Carousel Ad

Impressions: 828,651

Post engagements: 8,743

Digital Streaming Results

Vendor	Impressions	ACR (Audio Completion Rate)
iHeart – Audio Streaming/Podcasting	465,013	X% ACR (Benchmark 90%)
TOTALS	465,013	

Organic Social Posts

Vendor	Posts	Reach	Views
Facebook	5	4,043	7,035
Instagram	3	462	749

Appendix F

Employer Awards Digital Results

Digital Display Ad Results

Vendor	Impressions	Clicks	CTR (Benchmark .07-.10%)
Causal IQ – Display	1,633,932	1,049	.06%
TOTALS	1,633,932	1,049	.06%

- The campaign got off to a very strong start, with a CTR of 0.13%, but engagement gradually declined following the initial winners announcement and campaign launch. While the banners continued to drive traffic to the landing page, 43% of all visits during the 14 days of the campaign occurred between July 1 and July 3.
- Top-Performing Cities
 - Washington
 - Ashburn
 - McLean
 - Arlington
 - Reston
 - Silver Spring
 - Springfield
 - Bethesda
 - Gaithersburg
 - Rockville
- Top-Performing Sites
 - washingtonpost.com
 - yahoo.com
 - loudounnow.com
 - weather.com
 - fox5dc.com
 - wtop.com
 - wusa9.com
 - wunderground.com
 - mocoshow.com
 - dcnewsnow.com