



**Metropolitan Washington  
Council of Governments**

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

**Regional TDM Marketing Group**

**May 19, 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.

### Ridesharing & GRH Spring Campaigns

The Spring 2026 rideshare campaign theme, “Every Mile,” focuses 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 “No More What Ifs” concept emphasizes 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 \$375,266.25 into Rideshare and \$247,612.50 into GRH and included digital, 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 and social media.

### Bike to Work Day

The Bike to Work Day 2026 event sponsorship drive concluded at the end of January 2026, securing \$37,475.00 in cash and \$11,630.00 of in-kind donation value. The marketing budget for the May 15<sup>th</sup> event was \$63,645 and total registration exceeded 12,000 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 will be honored at a ceremony on June 30<sup>th</sup>. The media budget comprised of digital display congratulatory ads is \$7,300 and the campaign will run for two weeks following the ceremony.

### goDMV Commuter Competition

A \$47,500 marketing campaign for the second goDMV Commuter Competition encouraged participation in a six-week challenge for employees to use sustainable commuting methods and log their trips to earn CommuterCash points and a chance to win prizes. The friendly competition was facilitated through the CommuterCash app and encouraged employers to compete for the top spots on the commuter leaderboard.

Media buying services are managed for Commuter Connections by a professional media buying firm that uses third-party demographic data (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 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 gathered demographic data to help understand the age, income, gender, and ethnic backgrounds of the region's populace and Commuter Connections members.

- 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
- Employer Recognition Awards event
- Bike to Work Day event and campaign

## 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 some 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:

- Arlington County Commuter Services
- Bethesda Transportation Solutions
- City of Alexandria GO Alex
- City of Fairfax
- District Department of Transportation
- Dulles Area Transportation Association
- Enterprise Rideshare
- 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
- 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 given free direct 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 highlights 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	Estimated Impressions
iHeart Radio	WASH, WWDC	\$35,997.50	3,012,800
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	2,530,873
Causal	Digital Display	\$70,000.00	15,555,556
Causal	OTT, CTV	\$60,000.00	1,666,667
ESPN	ESPN-Display Advertising	\$40,000.00	3,666,667
Paid Social Media	Facebook/Instagram, Google Display, Google Video	\$44,000.00	NA
<b>Totals</b>		<b>\$375,266.25</b>	<b>31,933,963</b>

### Value-add

A total of approximately \$11,550 in value-add was negotiated for the Ridematching campaign, which included bonus radio spots.

## Radio

Radio for the Ridematch 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](http://CommuterConnectionsDotOrg) or call 800-745-RIDE. That's [Commuter Connections dot org](http://CommuterConnectionsDotOrg).

### **: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](http://CommuterConnectionsDotOrg) or call 800-745-RIDE.

### **:10 Ridematching**

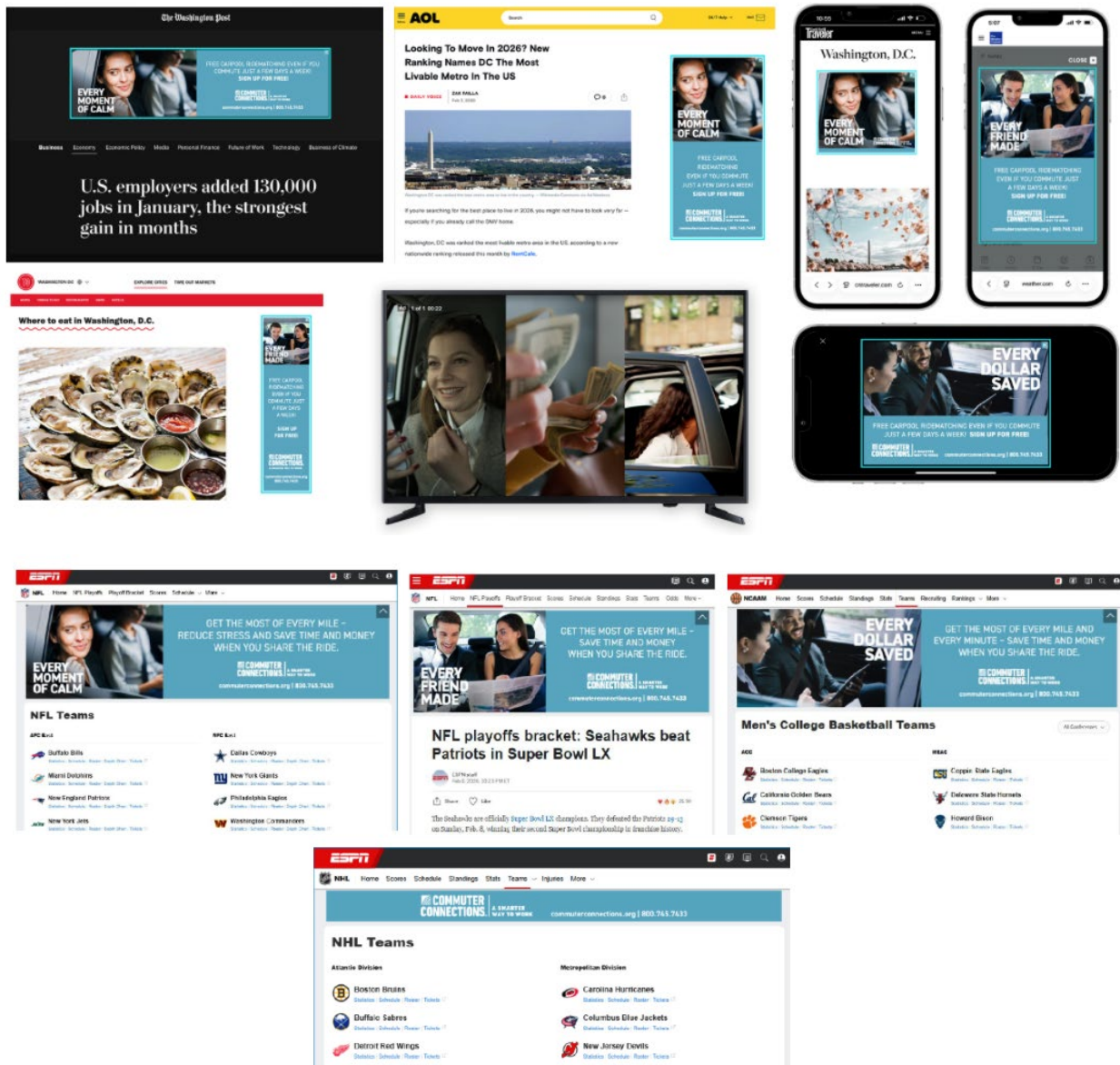
Commuter Connections can find carpool partners for your commute. Carpool and save. It's free! Register at [Commuter Connections Dot Org](http://CommuterConnectionsDotOrg) or call 800-745-RIDE.

### **:05 Ridematching**

We'll find you carpool partners for free. Carpool and save. [Commuter Connections Dot Org](http://CommuterConnectionsDotOrg).

## 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**

**COMMUTER CONNECTIONS.** | A SMARTER WAY TO WORK  
commuterconnections.org | 800.745.7433

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

**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

### 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.

YouTube

Search

Carpooling. Every dollar saved, every friend made.

Commuter Connections  
178 subscribers

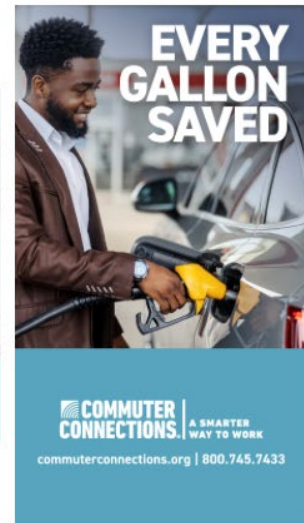
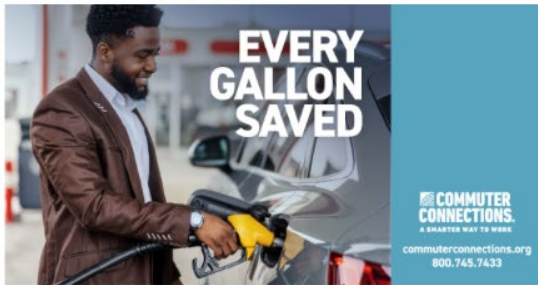
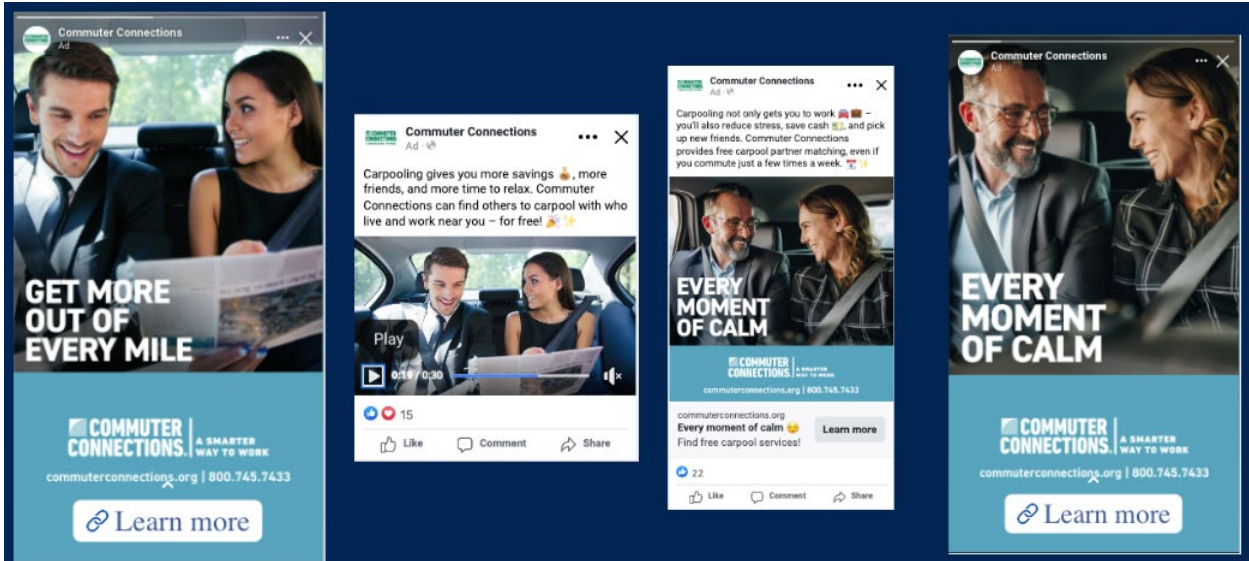
Subscribe

0 likes 0 comments

Share Ask Save

## 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 “No More What Ifs” creative. The concept recognizes that life is complicated enough—don’t let the “what ifs” run you in circles. Commuters can register today and rely on Guaranteed Ride Home ready all year long for added peace of mind for their commute.

Media buy and associated impressions:

Guaranteed Ride Home Spending	Description	COG Cost (Net)	Estimated Impressions
iHeart Radio	WASH, WWDC	\$23,162.50	1,830,943
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	1,618,497
Causal	Digital Display	\$40,000.00	8,888,889
Causal	OTT, CTV	\$40,000.00	1,111,112
ESPN	ESPN-Display Advertising	\$32,000.00	2,933,333
Paid Social Media	Facebook/Instagram, Google Display, Google Video	\$30,000.00	NA
<b>Totals</b>		<b>\$247,612.50</b>	<b>20,506,274</b>

## Guaranteed Ride Home Baltimore

Media buy and associated impressions:

GRH Baltimore Spending	Description	COG Cost (Net)	Estimated Impressions
Causal	Digital Display	\$14,750.00	3,277,778
Paid Social Media	Facebook/Instagram	\$9,000.00	NA
<b>Totals</b>		<b>\$23,750.00</b>	<b>3,277,778</b>

### Value-add

Approximately \$5,625 in bonus radio spots value-add was negotiated for Guaranteed Ride Home.

## 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 6 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**

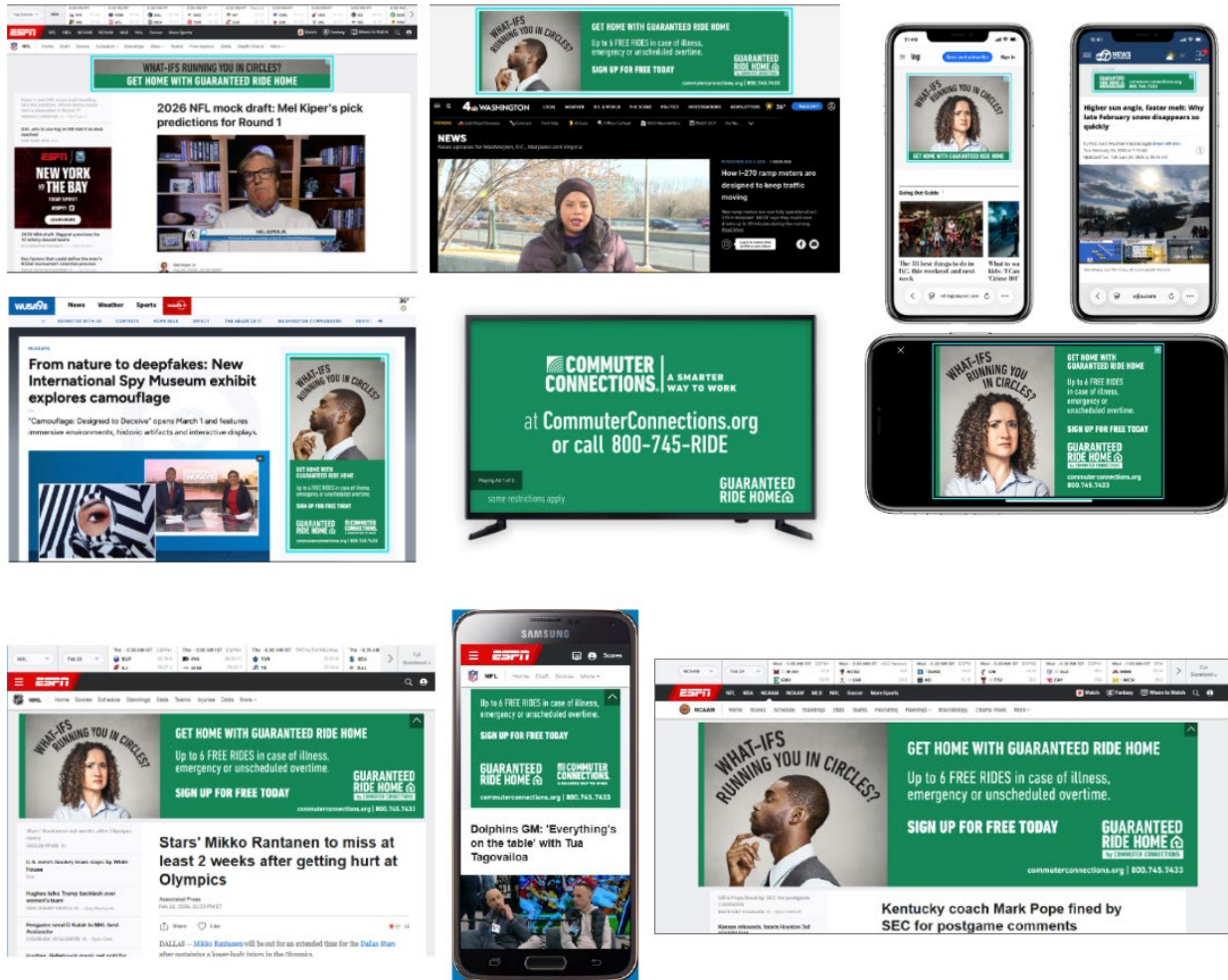
Feeling ill at work? Commuter Connections offers a free guaranteed ride home if you or your child gets sick. Learn more at Commuter Connections Dot Org.

### **:05 Guaranteed Ride Home**

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

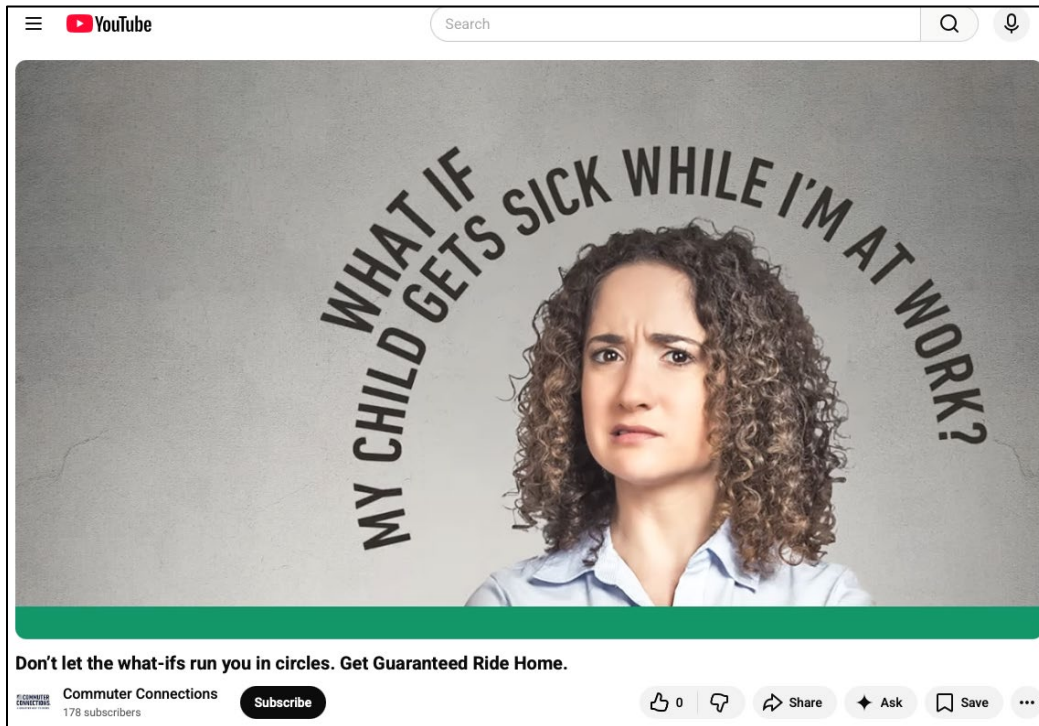
## Digital Display Ads

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



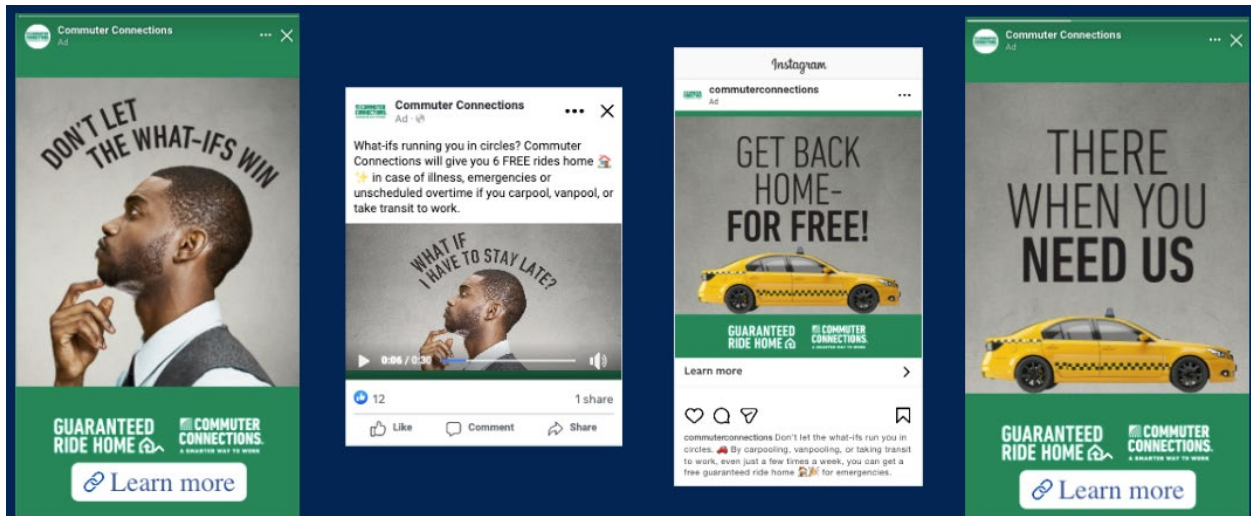
## Streaming Video

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.



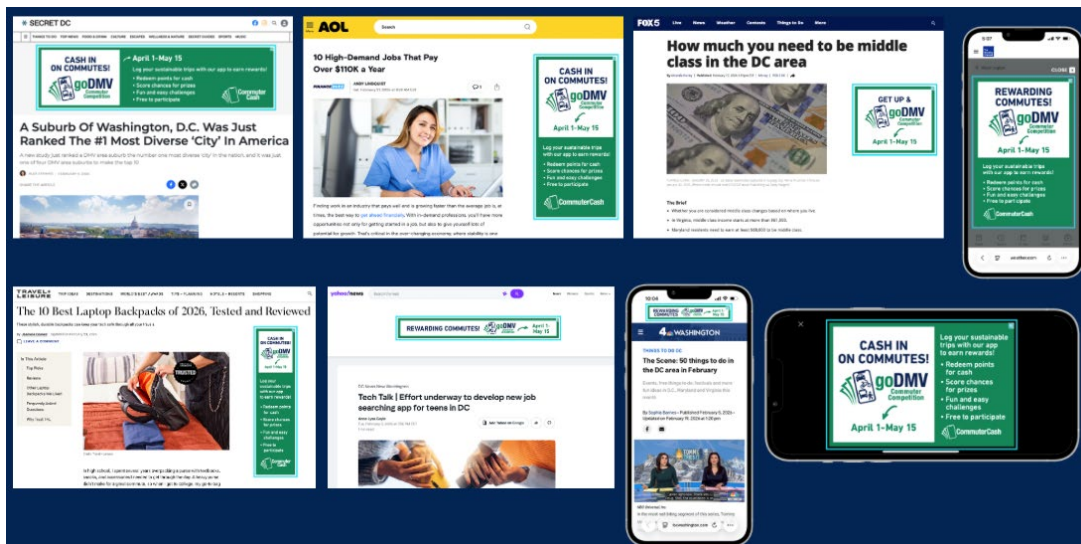
## goDMV Commuter Competition

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

goDMV Competition Spending	Description	COG Cost	Estimated Impressions
Causal	Digital Display	\$23,500	1,119,508
Social Media	Facebook/Instagram	\$23,500	NA
Text Messages	3 Text Messages	\$500.00	
<b>Totals</b>		<b>\$47,500.00</b>	

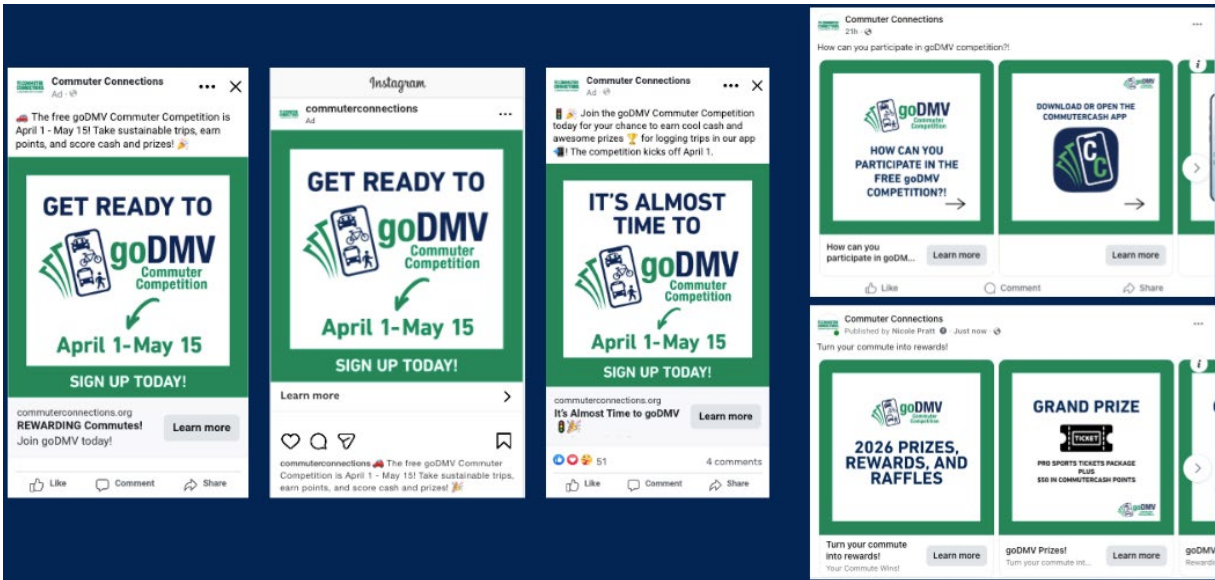
### Digital Display Ads

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



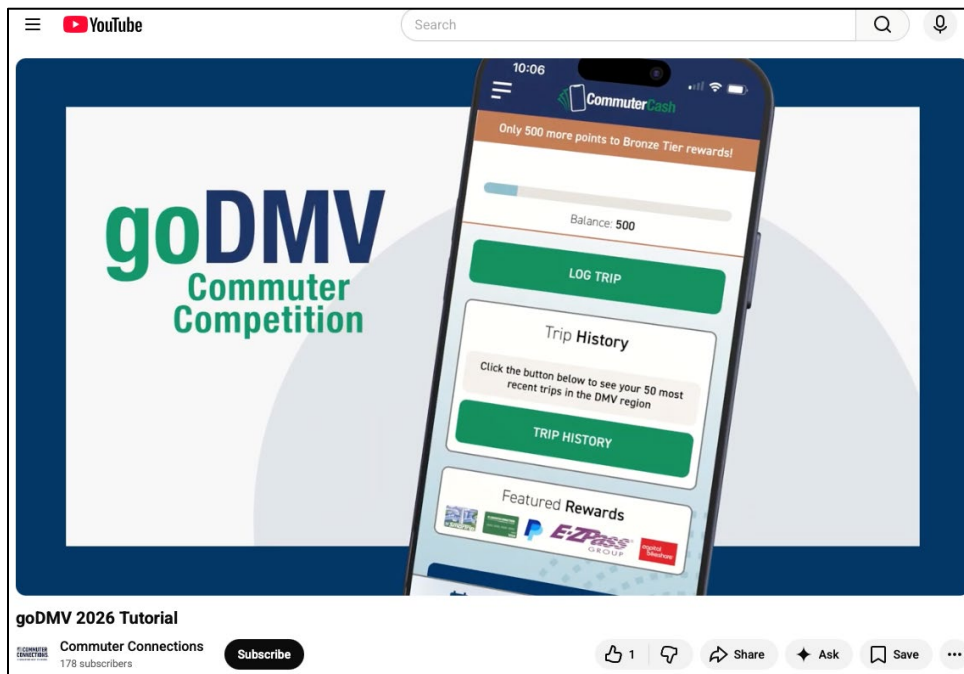
## Social Media

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



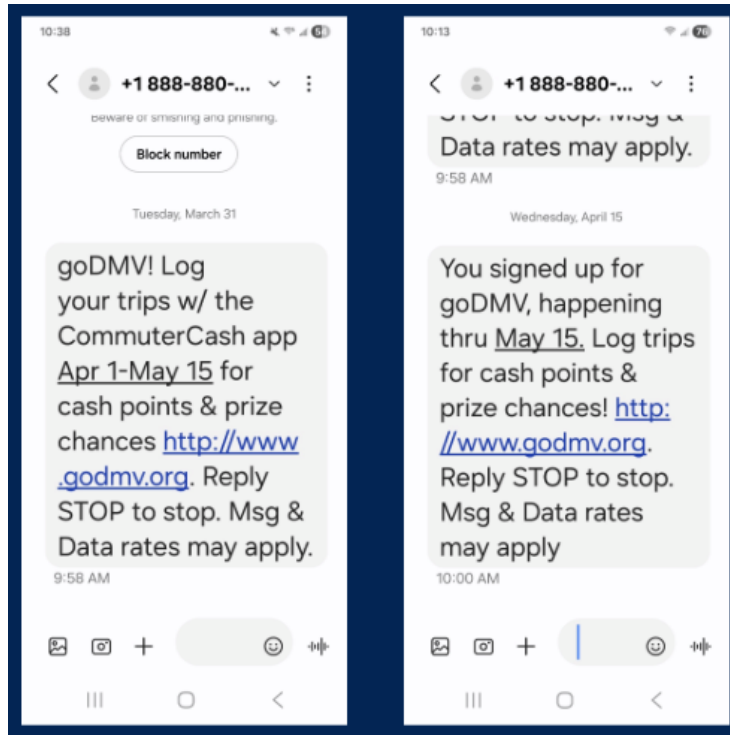
## Tutorial Video

A tutorial video was produced to promote the competition and provide clear step-by-step guidance on how to join and participate.



## Text Messages

Multiple text messages were sent prior to commuters who joined goDMV and who opt-ed 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 1<sup>st</sup>. 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 several times to drive awareness of the goDMV Commuter Competition and to encourage commuters to download the CommuterCash app and join.



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](http://goDMV.org) for more details.



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

Travel - Bike - Walk - Scooter - Carpool - Vanpool - Telework

Earn points redeemable for **CASH** when commuting (during peak hours - Real) for participating **fun challenges!** too!

Score chances to win **PRIZES** by logging 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](http://goDMV.org)



"How To" Real



Win Great Prizes!






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Metropolitan Washington Council of Governments  
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 \$37,475.00 in cash and \$11,630.00 of in-kind donation value. Sponsor dollars helped to supplement the cost of procuring the event T-shirts. More than 12,000 participants registered for the May 15, 2026, event.



Media buy and associated impressions:

<b>Bike To Work Day Spending</b>	<b>Description</b>	<b>COG Cost (Net)</b>	<b>Estimated Impressions</b>
iHeart Radio	WASH, WWDC	\$13,905.95	1,071,300
Audacy Radio	WIAD/ WPGC/ WJFK	\$8,738.85	359,300
iHeart Streaming	Streaming Audio	\$6,000.00	461,538
Causal	Digital Display	\$20,000.00	4,444,445
Social Media	Facebook/Instagram /Google/YouTube	\$15,000	NA
<b>Totals</b>		<b>\$63,644.80</b>	

### Value-add

A total of approximately \$2,000 in value-add was negotiated for the Bike to Work Day

- Bonus radio spots

## Flyer and Poster

Marketing materials were designed to help promote the May 2026 Bike to Work Day event. Materials were distributed to each of the 108 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.

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

**FREE EVENT**  
**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

Register for free at  
**BIKETOWORKMETRODC.ORG**  
 800.745.7433

#BTWD2026

bike to work day  
 2026

**COMMUTER CONNECTIONS.** **WABA**  
 A SMARTER WAY TO WORK WASHINGTON AREA RECYCLIST ASSOCIATION

**ICF** **GO Alex**

**ARC'TERYX** **NATIONAL LANDING** **BIKE SPACE**

**goDCgo** **MDOT** **VDOT**  
powered by DC MARYLAND DEPARTMENT OF TRANSPORTATION Virginia Department of Transportation

**AASHIO** **FAIR LAKES**  
AMERICAN ASSOCIATION OF STATE HIGHWAY AND TRANSPORTATION OFFICIALS

**Giant** **capital bikeshare**

**AL's** **VISIONZERO** **Start My Alert Safe** **BIKES@VIENNA**  
SAFE STREETS FOR EVERYONE

**ARLINGTON VIRGINIA** **AMERICAN COLLEGE OF CARDIOLOGY**

Visit [biketoworkmetrodc.org](http://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 DDOT, MDOT, VDOT, and USDOT.

Printed on recycled paper

## T-Shirts

Lavender T-shirts emblazoned with the Bike to Work Day 2026 logo were designed which included gold and silver sponsors logos as well. 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<sup>th</sup> 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.



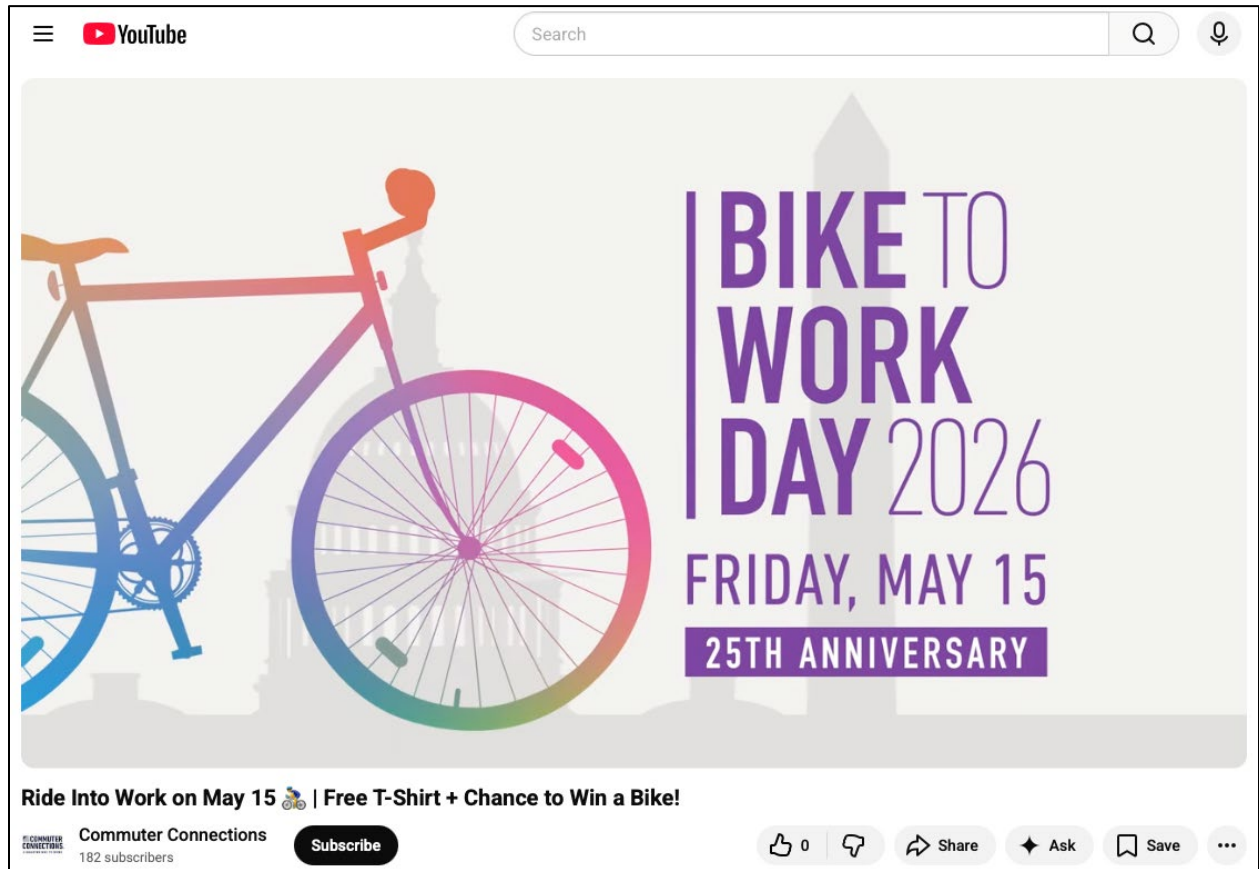
**Digital Display Ads**

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 registration process. 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](#) 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

COMMUTER CONNECTIONS, WABA, ICF, GO Alex, ANCTERIX, NATIONAL CAPITAL, DCU, police, MDT, VDOT, AASHFD, FARM LANS, Grant, capital bikeshare, ARLINGTON VIRGINIA, AMERICAN COLLEGE, and others.

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

Register for free at [BIKETOWORKMETRODC.ORG](https://www.biketoworkmetrodc.org)  
800.743.7433  
#BTWD2026

Visit [biketoworkmetrodc.org](https://www.biketoworkmetrodc.org) for pit stop locations and times.  
\*T-shirts available at pit stops to first 15,000 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 MDT, VDOT, and USDOT.

[biketoworkmetrodc.org](https://www.biketoworkmetrodc.org)

COMMUTERCONNECTIONS.ORG

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

## Social Media

Images were created for use on paid social media sites (Facebook and Instagram) and made available to pit stop managers to promote the event on their local social media sites as well.




## 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 will occur on June 30th.

### Invitation

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



**20 EMPLOYER AWARDS 26**

# 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.**

<b>11:30 a.m. - 12:00 p.m.</b> Check-in / Coffee & Tea Reception	<b>Event Location</b> The National Press Club 529 14th St. NW, Washington, DC 20045 Corner of 14th & F Streets, 13th Floor Ballroom
<b>12:00 p.m. - 1:00 p.m.</b> Plated Lunch	<b>By Metro</b> Metrorail to Metro Center, exit onto 13th St.
<b>1:00 p.m. - 2:00 p.m.</b> Awards Ceremony	<b>RSVP Online</b> Please RSVP by June 16, 2026 <a href="http://commuterconnections.org/rsvp">commuterconnections.org/rsvp</a>

**Questions**  
[dfranklin@mwkog.org](mailto:dfranklin@mwkog.org), 202.962.3792

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

### **Program Booklet**

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

### **Giveaway Item**

Commuter Connections branded bike lights will be given to attendees of the Employer Awards ceremony.



### **Digital Banner Ads**

The paid awareness campaign to congratulate the employer award winners will comprise of digital display ads, with a budget of \$7,300; the campaign will run for two weeks following the ceremony.

**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				
June				
	<b>142,738</b>	<b>246,594</b>	<b>103,856</b>	<b>72.8%</b>

\*January 2025 numbers were low due to lack of available data, not a lack web visits. 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				
June				
	<b>3,177</b>	<b>2,916</b>	<b>(261)</b>	<b>-8.2%</b>

APPENDIX A (continued)

Performance Measures

Ridematching Applications

Month	Rideshare FY 2025 Applications	Rideshare FY 2026 Applications	Change	%
January	664	610	-54	-8.1%
February	1,419	731	-688	-48.5%
March				
April				
May				
June				
	<b>2,083</b>	<b>1,341</b>	<b>(742)</b>	<b>-35.6%</b>

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				
April				
May				
June				
	<b>833</b>	<b>557</b>	<b>(276)</b>	<b>-33.1%</b>