



**Metropolitan Washington  
Council of Governments**

**FY25 Second Half  
Marketing Campaign Summary  
Draft Report**

**Regional TDM Marketing Group**

**June 17, 2025**

**FY25 Second Half  
Marketing Campaign Summary**

**Table of Contents**

<b>Section</b>	<b>Page #</b>
Executive Summary.....	1
Introduction.....	2
Rideshare and GRH.....	5
Employer Awards.....	14
Bike to Work Day.....	16
CommuterCash.....	23
goDMV.....	27
'Pool Rewards.....	29

**Appendix**

A. Performance Measures.....	31
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## **Executive Summary**

This document summarizes FY2025 marketing activity by Commuter Connections which occurred between January and June 2025.

### **Ridesharing & GRH Spring Campaigns**

The spring 2025 rideshare campaign theme was “Carpool Together”, which focused on the social side of sharing the commute, as well as saving money and time. For Guaranteed Ride Home, the “Life Happens” concept presented relatable scenarios of why commuters would need the GRH service. The FY2025 second half spring media buy invested \$311,767 each into Rideshare and GRH and included digital, streaming TV, radio, and paid social media advertising. The GRH Baltimore media investment was \$24,974 and encompassed the use of radio and digital.

### **Bike to Work Day**

The Bike to Work Day 2025 event sponsorship drive concluded at the end of January 2025, securing \$50,150 in cash and \$6,949 of in-kind donation value. The marketing budget for the May 15<sup>th</sup> event was \$65,000 and total registration exceeded 12,700 bicyclists.

### **Employer Awards**

The 2025 Employer Recognition Awards program honors 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 mid-March; and winners will be honored at a ceremony on June 25<sup>th</sup>.

### **Incentive Programs**

A marketing campaign for CommuterCash regional and MDOT ran during the months of March through May 2025. The CommuterCash regional media investment was \$79,805, and the CommuterCash MDOT was \$49,966.

### **goDMV Commuter Competition**

A \$10,000 marketing campaign for the first goDMV Commuter Competition encouraged participation in a three-month-long friendly challenge for employees to use sustainable commuting methods and their log trips for a chance to win prizes and other incentives. The competition was facilitated through the CommuterCash app and encouraged employers to compete for the top spots. Individual participants were eligible for prizes and accumulated CommuterCash points.

Media buying services are managed for Commuter Connections by a professional media buying firm which 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 FY25. 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 Ocommuters.

- 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 for the Washington, DC Region
- 2022 Commuter Connections Guaranteed Ride Home Applicant Survey Report for the Baltimore Region
- 2022 Commuter Connections State of the Commute Survey Report

The second half of FY25 included the following activities:

- GRH and Rideshare spring campaigns
- CommuterCash/CommuterCash MDOT campaigns
- goDMV Commuter Competition
- Bike to Work Day event
- Employer Awards event
- Regional TDM Marketing Group meetings (March & June)

## 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 commuter services to workers in the Washington, DC metropolitan area. Major services include ridematching for carpools and vanpools, and administration of the Guaranteed Ride Home (GRH) program in the Washington, DC and Baltimore regions. Other key elements include TDM evaluation, incentive programs, and special events. Through its Employer Outreach Representatives, Commuter Connections also assists employers with guidance on establishing and enhancing commuter programs, including telework and offering free collateral materials.

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, DC region, providing free commute assistance, services, and solutions for more than 50 years. Through Commuter Connections' online Ridematching system, commuters are given free direct access to others who are looking to carpool and vanpool, along with access to routes and other alternative mode options such as transit, bicycling, and teleworking. Sharing a ride to work positively affects air quality and mobility for the region.



## Spring Umbrella Campaigns

For Rideshare, the “Rideshare Together” concept highlighted the social side of rideshare, which commuters identified as an important personal benefit the 2022 State of the Commute. This concept connected the word, “together” with visuals of shared warm moments.

Costs from the media buy and associated impressions are below:

<b>Ridesharing Spending</b>	<b>Description</b>	<b>COG Cost</b>	<b>Estimated Impressions</b>
Causal IQ	Digital Display & Video Streaming	\$90,000	11,250,000
ESPN (Good Karma Brand)	Digital Display (Sports)	\$45,000	3,666,667
iHeart Radio	WWDC/WASH/WMZQ/WBIG/WIHT	\$48,450	4,125,000
Audacy Radio	WIAD/WPGC	\$28,789.50	2,073,586
Hubbard Radio	WTOP (News/Talk)	\$37,128	2,303,812
WAMU-FM	WAMU (NPR)	\$20,400	1,345,766
Social Media	Facebook/Google/X/YouTube	\$42,000	XXX
<b>Totals</b>		<b>\$311,767.50</b>	<b>24,764,831</b>

## Value-add

A total of approximately \$30,660 in value-add was negotiated for Ridesharing, \$17,610 for Guaranteed Ride Home, and \$1,000 for Guaranteed Ride Home Baltimore.

## Radio (Rideshare)

Radio served as the main media component for the Rideshare campaign which aired on multiple radio stations with various formats.

### Rideshare Scripts

#### :30 Ridesharing

Laugh together, carpool together! Everything's better when you share the ride together. Even if you're commuting just a few days a week, Commuter Connections can match you into carpools with others who live and work near you. It's a free service for commuters! Save time and money when you share the ride. Get *your carpool* together. Register today for FREE at Commuter Connections Dot Org or call 800-745-RIDE. That's Commuter Connections Dot Org.

#### :15 Ridesharing

Laugh together, carpool together! Everything's better when you share the ride together. Get matched into carpools with others who live and work near you. Register for free at Commuter Connections Dot Org or call 800-745-RIDE.





## Digital Display Ads (Rideshare)

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

Share the ride and save. FREE carpool ridematching!  
**GET STARTED TODAY!**

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

**UNWIND TOGETHER  
CARPOOL TOGETHER**

Share the ride and save. FREE carpool ridematching even if you commute just a few days a week!  
**SIGN UP FOR FREE!**  
commuterconnections.org | 800.745.7433

**LAUGH TOGETHER  
CARPOOL TOGETHER**

Share the ride and save. FREE carpool ridematching even if you commute just a few days a week! **SIGN UP FOR FREE!**  
commuterconnections.org | 800.745.7433

**LAUGH TOGETHER  
CARPOOL TOGETHER**

Everything's better when you share the ride together. FREE carpool ridematching even if you commute just a few days a week!  
**GET GOING TODAY!**  
**COMMUTER CONNECTIONS.**  
A SMARTER WAY TO WORK  
commuterconnections.org | 800.745.7433

ESPN

Share the ride and save. FREE carpool ridematching!  
**GET STARTED TODAY!**

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

**Sweden hands United States first loss of 4 Nations Face-Off**

**LAUGH TOGETHER  
CARPOOL TOGETHER**

Everything's better when you share the ride together. FREE carpool ridematching even if you commute just a few days a week!  
**GET GOING TODAY!**  
**COMMUTER CONNECTIONS.**  
A SMARTER WAY TO WORK  
commuterconnections.org | 800.745.7433

**New NBA All-Star Game format draws mixed reviews from players**

**LAUGH TOGETHER  
CARPOOL TOGETHER**

Everything's better when you share the ride together. FREE carpool ridematching even if you commute just a few days a week!  
**GET GOING TODAY!**  
**COMMUTER CONNECTIONS.**  
A SMARTER WAY TO WORK  
commuterconnections.org | 800.745.7433

Samsung

LAUGH TOGETHER  
CARPOOL TOGETHER

Emotional Shrewsbury Implores Notre Dame fans not to give up

ESPN

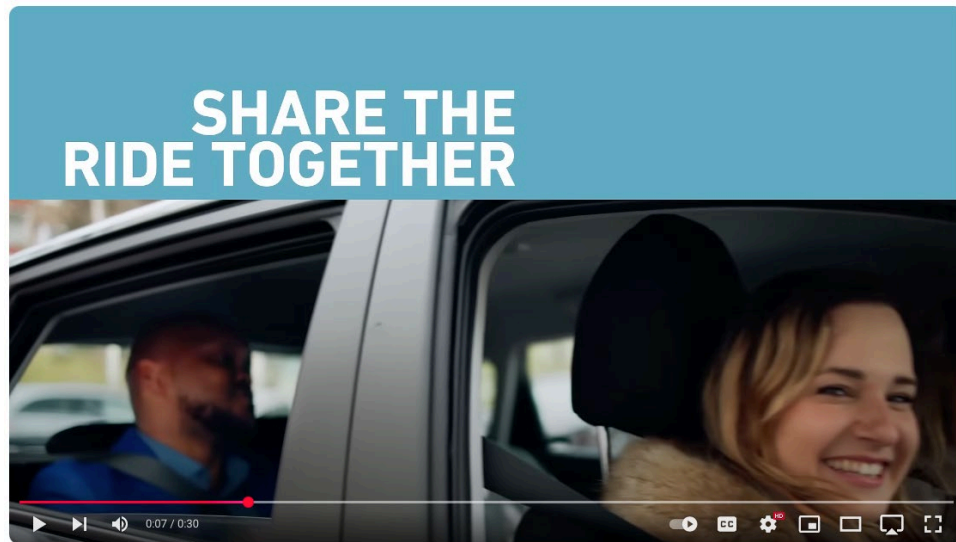
**UNWIND TOGETHER  
CARPOOL TOGETHER**

Everything's better when you share the ride together. FREE carpool ridematching even if you commute just a few days a week!  
**GET GOING TODAY!**  
**COMMUTER CONNECTIONS.**  
A SMARTER WAY TO WORK  
commuterconnections.org | 800.745.7433

**Commanders add John Madden's grandson Jesse to coaching staff**

### Streaming Video (Rideshare)

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



Carpool Smarter: Share the Ride Together

### Social Media (Rideshare)

A series of social media images were created for the fall campaign and were used for paid ads on various social media platforms including Facebook, Google, and X.



### Guaranteed Ride Home

For Guaranteed Ride Home, the “Life Happens” concept presented relatable situations. Having a sick child or getting stuck at work is part of life. It happens. But when it does, it’s good for commuters to know they’ve got a ride home. Guaranteed. This theme lent itself to a variety of scenarios and provided a solution for those who would otherwise get stranded during illness, emergencies, or unscheduled overtime.

<b>Guaranteed Ride Home Spending</b>	<b>Description</b>	<b>COG Cost</b>	<b>Estimated Impressions</b>
Causal IQ	Digital Display & Video Streaming	\$90,000	11,250,000
ESPN (Good Karma Brand)	Digital Display (Sports)	\$45,000	3,666,667
iHeart Radio	WWDC/WASH/WMZQ/WBIG/WIHT	\$48,450	4,125,000
Audacy Radio	WIAD/WPGC	\$28,789.50	2,073,586
Hubbard Radio	WTOP(News/Talk)	\$37,128	2,303,812
WAMU	WAMU(NPR)	\$20,400	1,345,766
Social Media (Odonnell)	Facebook/Google/X/YouTube	\$42,000	NA
<b>Totals</b>		<b>\$311,765.50</b>	<b>24,764,831</b>

### Value-add

A total of \$17,610 in value-add was negotiated for Guaranteed Ride Home.

## Radio (GRH)

Radio served as the main media component for the GRH campaign which aired on multiple radio stations with various formats.

## Scripts

### :30 Guaranteed Ride Home

Sick child? Working late? Not feeling well? Life happens. When it does, it's good to know you can get home with Commuter Connections. If you carpool, vanpool or use transit, you can get up to 6 FREE rides home in case of illness, emergency or unscheduled overtime—even if you're commuting just a few times a week. Register or renew for FREE for Guaranteed Ride Home at Commuter Connections Dot Org or call 800-745-RIDE. That's Commuter Connections.org. Some restrictions apply.

### :15 Guaranteed Ride Home

Working late? Life happens. If you carpool or take transit to work, you can get a free guaranteed ride home for unexpected emergencies—even if you're commuting just a few times a week. Learn more at Commuter Connections Dot Org or call 800-745-RIDE.



## Digital Display Ads (GRH)

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

**LIFE HAPPENS**

Carpool or take transit?  
Get a free ride home in case of emergency - guaranteed!  
Some restrictions apply.

**COMMUTER CONNECTIONS.**  
A SMARTER WAY TO WORK

**SIGN UP TODAY!**  
commuterconnections.org  
800.745.7433

SIGN UP TODAY! commuterconnections.org | 800.745.7433

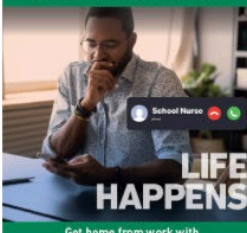


**OVERTIME HAPPENS**

Get home from work with Guaranteed Ride Home. Up to 4 FREE RIDES in case of illness, emergency or unscheduled overtime. Some restrictions apply.

**COMMUTER CONNECTIONS.**  
A SMARTER WAY TO WORK

SIGN UP TODAY!  
commuterconnections.org | 800.745.7433



**LIFE HAPPENS**

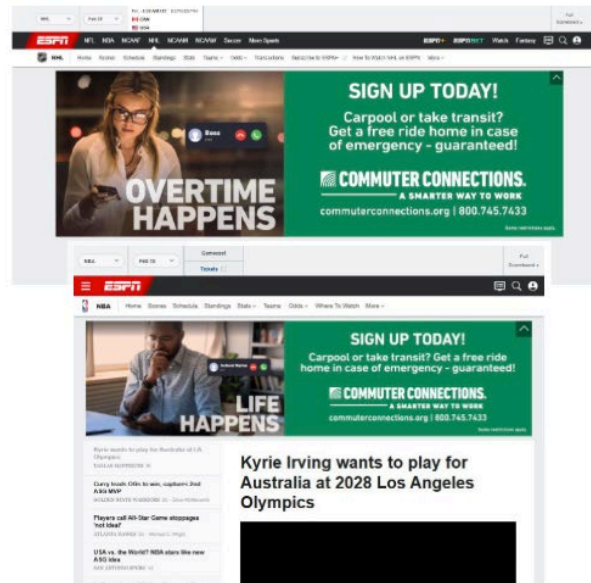
Get home from work with Guaranteed Ride Home. Up to 4 FREE RIDES in case of illness, emergency or unscheduled overtime.

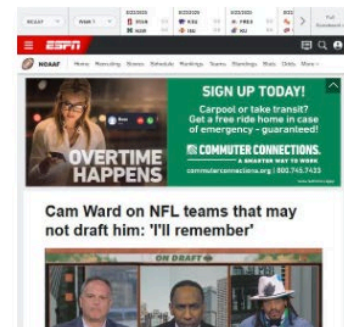
**COMMUTER CONNECTIONS.**  
A SMARTER WAY TO WORK

SIGN UP TODAY!  
Carpool or take transit? Get a free ride home in case of emergency - guaranteed!

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



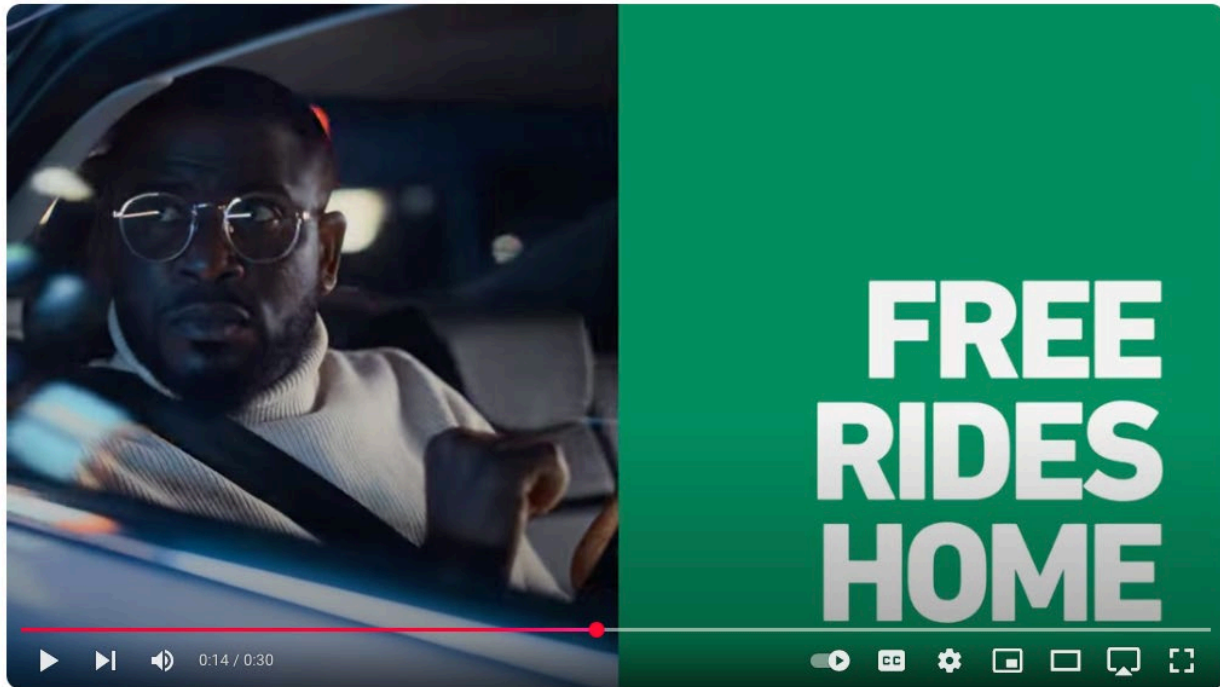






### Streaming Video (GRH)

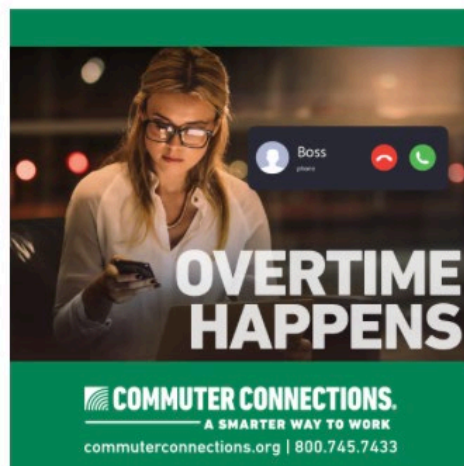
A 30-second video was created to promote ridesharing and ran as paid advertising on YouTube and the Causal IQ network of targeted websites, optimized for performance.



**When Life Happens, You've Got Guaranteed Ride Home**

### Social Media (GRH)

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



## Guaranteed Ride Home (GRH Baltimore)

GRH Baltimore Spending	Description	COG Cost	Estimated Impressions
Causal IQ	Digital Display	\$13,200	2,939,866
Hearst Radio	WIYY	\$11,798	1,069,655
<b>Totals</b>		<b>\$24,998</b>	<b>4,009,521</b>

### Value-Added

A total of \$17,610 in value-add was negotiated for Guaranteed Ride Home Baltimore.



## Radio Script

### :30 Guaranteed Ride Home

Sick child? Working late? Not feeling well? Life happens. When it does, it's good to know you can get home with Commuter Connections. If you carpool, vanpool or use transit, you can get up to 6 FREE rides home in case of illness, emergency or unscheduled overtime—even if you're commuting just a few times a week. Register or renew for FREE for Guaranteed Ride Home at Commuter Connections Dot Org or call 800-745-RIDE. That's Commuter Connections.org. Some restrictions apply.

## Digital Display Ads (GRH Baltimore)

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

## Employer Awards 2025

The Employer Awards program recognizes employers who initiate outstanding commute benefits and/or telework programs to assist their employees. The nomination period ran through January 31, 2025, the selection committee met in March 2025 and a ceremony to showcase the winners will occur in June.



## Invitation

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





## Program Booklet

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



## Giveaway

A Commuter Connections branded umbrella will be handed out to attendees at the Employer Awards ceremony.



## Bike to Work Day

Commuter Connections concluded its annual sponsorship drive for the 2025 Bike to Work Day event in January with a total of \$50,150 in cash and \$6,949 of in-kind donations. Sponsor dollars were allocated toward the cost of procuring the event T-shirts. More than 12,700 registered for the May 15, 2025, event which was held on a Thursday for the first time ever, to accommodate for those who would typically telework on Fridays and otherwise not participate.



Costs from the media buy and associated impressions are below:

Bike To Work Day Spending	Description	COG Cost	Estimated Impressions
Causal IQ	Digital Display	\$25,000	5,555,556
iHeart Radio	WASH-FM	\$12,750	626,377
Audacy Radio	WIAD-FM/ WPGC-FM/ WJFK-FM	\$11,900	738,066
Social Media	Facebook/Instagram /Google/X/YouTube	\$15,000	Not yet available
Totals		\$64,650	6,919,999

## Flyer and Poster

Marketing materials were designed to help promote the May 2025 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 for their events.



## Rack Card

Two-sided Rack cards with the same look and feel were printed and made available to pit stop managers.



## T-Shirts

The red theme was carried over into the shirt emblazoned with the 2025 Bike to Work Day logo as well as the gold and silver sponsors who supported this year's event. A total of 18,000 were ordered and distributed to the pit stops.





## Radio

Radio served as one of the main media components for the Bike to Work Day 2025 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)**

[Sound of bike bell ringing] Thursday, May 15th, is Bike to Work Day in the DMV, a free event with over 100 pit stops! The first 18,000 who register and attend get a free T-shirt and a chance to win a new bike. Register at Bike to Work Metro DC Dot Org. Sponsored by Commuter Connections, GO Alex, ICF, Prince George's County Department of Public Works and Transportation, Vision Zero Prince George's, and WABA. Bike To Work Metro DC Dot Org.

### **:15 SEC SCRIPT**

Bike to Work Day is Thursday, May 15th! It's free and you could win a new bike! 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 Thursday, May 15th! A free event. Register and attend for a free T-shirt. Go to Bike to Work Metro DC Dot Org.

### **: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.



**Bike to Work Day is May 15th! Register today for this free event and you could win a new bike!**

## COG Email Blast

An email blast was sent to help kick off 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

Join us for **Bike to Work Day** at more than 100 pit stops throughout DC, MD, and VA on Thursday, May 15, 2025. The first 18,000 who register and attend this free event will receive a T-shirt. Giveaways and refreshments are available at most pit stops, while supplies last. Register and you'll be entered into a raffle for a chance to win a free bike!



# BIKE

**FREE EVENT TO WORK DAY**  
BikeToWorkMetroDC.org  
Register for Free T-SHIRT\* and BIKE RAFFLE!  
Free refreshments & giveaways at participating locations, while supplies last.

## THURSDAY MAY 15, 2025



Register for free at  
[BIKETOWORKMETRODC.ORG](https://BikeToWorkMetroDC.org)  
800.755.7433

Visit [Biketoworkmetrodc.org](https://BikeToWorkMetroDC.org) for pit stop locations and times.  
\*T-shirts available at pit stops to first 18,000 registrants.  
Pit stops in DC, Maryland, and Virginia.

The Bike to Work Day event is a program of the  
Metropolitan Washington Council of Governments  
and is funded by E-601, MDOT, VDOT, and others.





[COMMUTERCONNECTIONS.ORG](https://COMMUTERCONNECTIONS.ORG)

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Metropolitan Washington Council of Governments  
777 North Capitol Street NE, Suite 300, Washington, DC 20002

## Social Media

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





## CommuterCash

The CommuterCash app rewards commuters who carpool, vanpool, bike, or take transit then log their trips onto the app. Points are earned for each trip, which can be redeemed for cash, up to \$600 per year through PayPal, Venmo, or Visa Card, and can also be exchanged for credit towards SmartTrip, Capital Bikeshare, or Virginia E-ZPass.

Two separate yet interrelated targeted marketing campaigns ran from March to the middle of May 2025 to encourage commuters to download and use the app. The media buy included radio ads, digital banner ads and social media advertising.

## Target Audiences

### CommuterCash Regional

Commuters within the traditional Washington, DC metropolitan region.

### CommuterCash MDOT

Commuters living or working in the Baltimore metropolitan region (Anne Arundel County, Baltimore City, Baltimore County, Carroll County, Harford County, Howard County, Queen Anne's County), St. Mary's County, Washington County, Hagerstown, living in Berkley County, Jefferson County; Martinsburg, WV; Ranson, WV; Charles Town, WV; and working in MD, working/living in Allegany County, Cumberland, MD; Frostburg, MD; Cecil County, MD; or living in New Castle County; Wilmington, DE; and working in MD.



CommuterCash Regional Spending	Description	COG Cost	Estimated Impressions
Causal IQ	Digital Display	\$20,000	5,555,556
iHeart Radio	WWDC-FM/ WASH-FM / WMZQ-FM / WBIG-FM / WIHT-FM	\$39,805.50	3,003,311
Social Media	Facebook/ Instagram/Google	\$10,000	N/A
Totals		\$69,805.50	8,558,867

CommuterCash MDOT Spending	Description	COG Cost	Estimated Impressions
Causal IQ	Digital Display	\$15,000	3,333,334
iHeart Radio	WWDC-FM/ WASH-FM	\$19,966.50	1,015,790
Social Media	Facebook/ Instagram/Google	\$15,000	N/A
<b>Totals</b>		<b>\$49,966.50</b>	<b>4,349,124</b>

## Radio Scripts

### :30 Radio Script (Regional)

Want to earn CASH for your commute? You can with CommuterCash, the trip-planning app from Commuter Connections. CommuterCash makes it easy to earn points every time you use it to find and take greener ways to work—like transit, carpooling, and bicycling. Redeem points for cash, Visa gift cards, and other rewards, up to \$600 a year. Save time and money! Download the CommuterCash app to start earning cash rewards today. Learn more at [CommuterCash.org](http://CommuterCash.org).

### :30 Radio Script (MDOT)

Make every day payday with the CommuterCash app! That's right, Maryland, CommuterCash makes it easy to earn quick rewards points every time you find and take a greener trip to work, like transit, carpools and bicycling. Redeem points for cash or Visa gift cards – up to \$600 a year through the Maryland Department of Transportation and Commuter Connections! Now that's savings you can take to the bank! Download the app today! Learn more at [CommuterCash.org](http://CommuterCash.org).



### Digital Display Ads (Regional)

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



### Social Media (Regional)

A social media campaign ran on Facebook, Instagram and Google.



## Digital Display Ads (MDOT)

A similar set of animated and static digital display banner ads in various sizes, specifically focused on Maryland, ran on the Causal IQ network of targeted websites, optimized for performance.



## Social Media (MDOT)

A social media campaign ran on Facebook, Instagram and Google specifically focused on the Maryland market.





### goDMV Commuter Competition

The objective of this campaign was to encourage commuters to use the new CommuterCash app by registering and participating in the goDMV Commuter Competition. Commuters who actively participated gained CommuterCash points and were eligible for other prizes.

goDMV Competition Spending	Description	COG Cost	Estimated Impressions
Causal IQ	Digital Display	\$5,000	1,111,111
Social Media	Facebook/Instagram	\$5,000	Not yet available
<b>Totals</b>		<b>\$10,000</b>	<b>1,111,111</b>

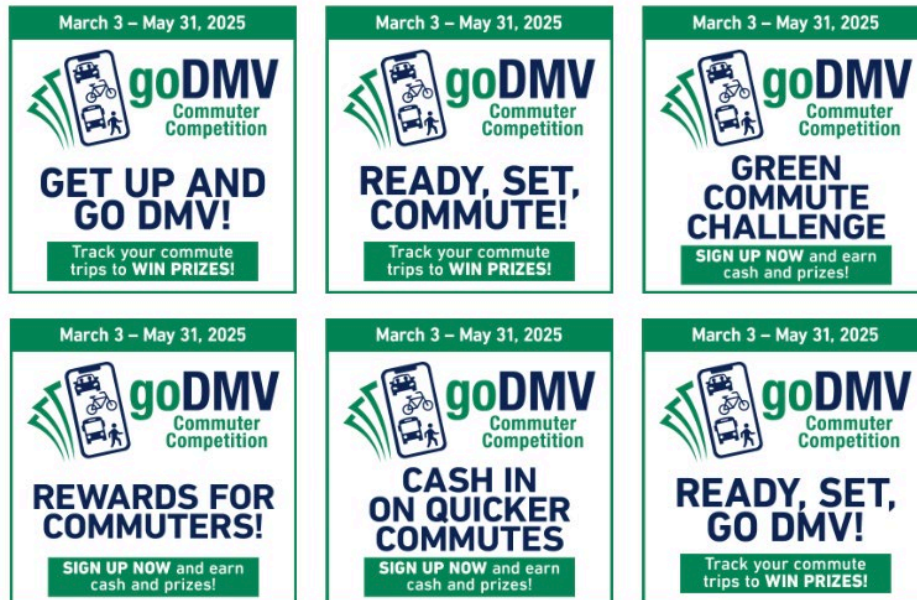
### Digital Display Ads

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.



### 'Pool Rewards Regional Campaign

'Pool Rewards is a carpool incentive program designed to recruit commuters into carpools/vanpools through a cash incentive. The carpool incentive allows each new qualifying carpooler to typically earn up to \$320 over a 90-day period through a trip-tracking process. Vanpools may receive a \$200 monthly subsidy.

Paid digital and social media campaigns started in late January 2025 and promoted the benefits of the 'Pool Rewards program through the end of February.

'Pool Rewards Spending	Description	COG Cost	Estimated Impressions
Causal IQ	Digital Display	\$15,000	3,333,334
Social Media	(Facebook, Instagram, Google)	\$5,000	Not yet available
<b>Totals</b>		<b>\$20,000</b>	<b>3,333,334</b>

### Digital Display Ads

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



## Social Media

A series of social media images were created for 'Pool Rewards and were used for paid ads on Facebook.





## APPENDIX A

### Performance Measures

#### Phone Calls

Month	FY 2024 Phone Calls	FY 2025 Phone Calls	+/-	+/- %
January	372	486	114	30.6%
February	403	816	413	102.5%
March	326	1,073	747	229.1%
April				
May				
June				
	<b>1,101</b>	<b>2,375</b>	<b>1,274</b>	<b>115.7%</b>

#### Web Visits

Month	FY 2024 Web Visits	FY 2025 Web Visits	+/-	+/- %
January*	7,968	3,225	(4,743)	-59.5%
February	12,879	11,169	(1,710)	-13.3%
March	11,878	14,352	2,474	20.8%
April	9,417	8,506	(911)	-9.7%
May	8,693	9,235	542	6.2%
June				
	<b>50,835</b>	<b>46,487</b>	<b>(4,348)</b>	<b>-8.6%</b>

\*January 2025 numbers are 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.

## GRH Applications

Month	GRH FY 2024 Applications	GRH FY 2025 Applications	Change	%
January	255	266	11	4.3%
February	224	567	343	153.1%
March				
April				
May				
June				
	479	833	354	73.9%

## Rideshare Applications

Month	Rideshare FY 2024 Applications	Rideshare FY 2025 Applications	Change	%
January	372	664	292	78.5%
February				
March				
April				
May				
June				
	372	664	292	78.5%