

FY 2025 CCWP Annual Report

Commuter Connections Data & Statistics

September 16, 2025



National Capital Region
Transportation Planning Board

CONTEXT

Commuter Connections is a regional transportation demand management (TDM) program that helps commuters find smarter ways to work. COG coordinates a network of nearly 30 transportation organizations to promote alternatives to driving alone to work, which includes carpooling, vanpooling, taking transit, bicycling, scootering, or walking. Work products and services are developed by COG/TPB staff in concert with the program funders, which include the District of Columbia, Maryland, and Virginia Departments of Transportation (DOTs). These elements are documented within the Commuter Connections Work Program, which is reviewed and endorsed each year by the National Capital Region Transportation Planning Board (TPB).

Commuter Connections five decades of improving commuting in the DC region at its [50th anniversary](#) celebration on October 2, 2024.

Commuter Connections operates several free commute-oriented programs. The proprietary [ridematching system](#) pairs individuals that have similar commutes together for potential carpool and vanpool opportunities. The regional [Guaranteed Ride Home](#) program provides commuters with a free ride home in the event of an unexpected emergency, personal illness, or unscheduled overtime.

Several programs provide incentives, such as cash rewards or transportation credits, to encourage commuters to try new modes of commuting, such as carpool, vanpool, transit, or walk/bike, instead of driving alone. These reward programs include [CommuterCash](#), [Pool Rewards](#), [Maryland Carpool Incentive Program](#), and [Maryland Vanpool Incentive Program](#). Commuter Connections also produces resources such as the regional [Commute Options Map](#) that includes Park and Ride locations across three states, and a [Commute Cost Calculator](#) to determine the true hidden costs of one's commute.

Regional events such as [Bike to Work Day](#) and Car Free Day are organized and facilitated by Commuter Connections to help generate excitement about alternative forms of transportation. These regional events, along with the many programs and services listed in the prior paragraph, are marketed to the public through Commuter Connections' robust [regional TDM marketing](#) efforts.

Through the Employer Outreach service, Commuter Connections works with employers to help them establish commuter benefits and commute assistance programs for their employees at their workplace. For instance, [telework resources](#) are available to employers who wish to improve their policies. Commuter Connections employer outreach representatives familiar with each specific jurisdiction provide expert professional assistance to employers for commuting and telework needs.

Commuter Connections has a monitoring and evaluation activity. Feedback is gathered from program participants via surveys; data is analyzed and published into reports such as the [TDM Analysis Report](#). Additionally, the public is surveyed as part of the [State of the Commute](#), which helps provide insights on regional commuting trends. Data procured from these instruments informs decision-making on how to best operate and promote Commuter Connections' programs and services.

Commuter Connections continuously evolves to meet the needs of commuters and employers. Post-pandemic Return to Office (RTO) employer policies have led to "hybrid-friendly" programmatic adjustments. For example, the [Flexible Vanpool](#) program was established to attract riders working hybrid schedules. The program was awarded federal funding through the [Enhancing Mobility](#)

[Innovation](#) (EMI) program to help improve participant usability and target low-income populations in transit deserts.

The successful incenTrip commute gamification and incentivization mobile app was awarded nearly \$3 million in federal funding through the [Advanced Transportation and Congestion Management Technologies Deployment](#) (ATCMTD) program to enhance and expand the application throughout the greater Washington, DC megaregion. Efforts in FY2025 were focused on transferring the technology from the Maryland Transportation Institute at the University of Maryland to COG. This transfer precipitated the creation of CommuterCash, an all-new commute rewards app.

QUARTERLY NARRATIVE

Narrative reports for each of the Quarterly CCWP Progress Reports can be found on the Commuter Connections Subcommittee meeting pages.

[Q1 Report](#) (Jul.-Sep.) [Q2 Report](#) (Oct.-Dec.) [Q3 Report](#) (Jan.-Mar.) [Q4 Report](#) (Apr.-Jun.)

PROGRAM EFFECTIVENESS

COG/TPB staff routinely collect data via surveys and participant activity in Commuter Connections programs to determine overall effectiveness. A recent evaluation, which analyzed data collected from July 2021 – June 2023, shows that the program helps reduce 119,500 daily vehicle trips and 2,168,000 vehicle miles of travel each day which results in eliminating 0.4 tons of nitrogen oxides (NOx) and 0.3 tons of Volatile Organic Compounds (VOCs) emissions. Other notable societal benefits include reducing the number of hours commuters collectively spend stuck in traffic, reduced by 2,883 hours per day; and an estimated savings of 93,000 gallons of fuel per day. All told, the Commuter Connections program is estimated to produce a total daily cost savings of \$519,800 for commuters in the region.

Metrics associated with the program’s impact and performance for FY2025 are summarized in the following tables.

Pages 3-7: Commuter Program Operations: Includes data for the Commuter Connections Ridematching, Guaranteed Ride Home, and CommuterCash programs.

Pages 8-9: Program Referrals. Breakdown of registration and customer service data categorized by referral source.

Page 10: Website Statistics. Monthly web visits to CommuterConnections.org.

Page 11: Employer Outreach Program Activity Summary. Self-reported data from jurisdictions participated in the Employer Outreach program.

Commuter Connections Ridematching Program Activity Summary, FY25

	New Apps	Re-Apps	Follow Ups	Matchlists
ALEXANDRIA	33	7	175	97
ARLINGTON (COG)	111	6	506	558
ANNE ARUNDEL	195	17	58	808
BALTIMORE CITY	137	15	504	522
BMC	72	11	87	307
COG	1,390	31	1,500	5,356
DOD/WHIS	17	1	1	39
DISTRICT OF COLUMBIA	316	17	2,050	814
FDA	239	395	97	1,127
FAIRFAX COUNTY	678	68	873	2,868
FREDERICK	104	46	301	930
GW RIDE CONNECT	694	651	2,360	2,676
HARFORD	27	4	12	117
HOWARD	136	10	163	936
LOUDOUN	299	176	1,010	2,069
MTA	32	5	81	164
MONTGOMERY COUNTY				0
Bethesda Transportation Solutions	54	10	111	8
Countywide	57	18	393	341
Friendship Heights/Rockville	0	1	0	5
North Bethesda TMD	102	584	773	1,219
Shady Grove	1	12	0	5
Silver Spring	16	6	214	150
NIH	7	3	32	76
NORTHERN SHENANDOAH	39	13	4	274
PRINCE GEORGE'S	77	22	548	798
PRTC	266	218	399	2,251
RAPPAHANNOCK-RAPIDAN	44	6	10	323
TRI - COUNTY	332	1,107	1,488	1,999
TOTAL INPUT	5,475	3,460	13,750	26,837

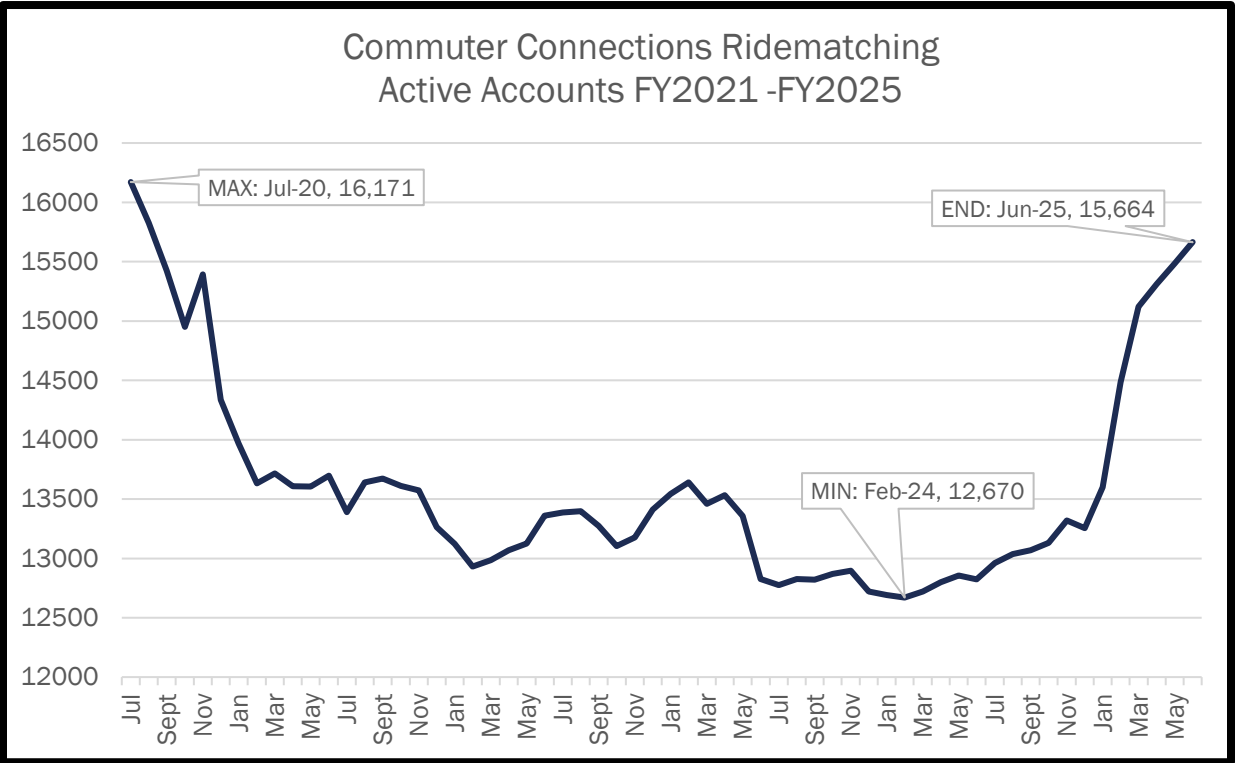
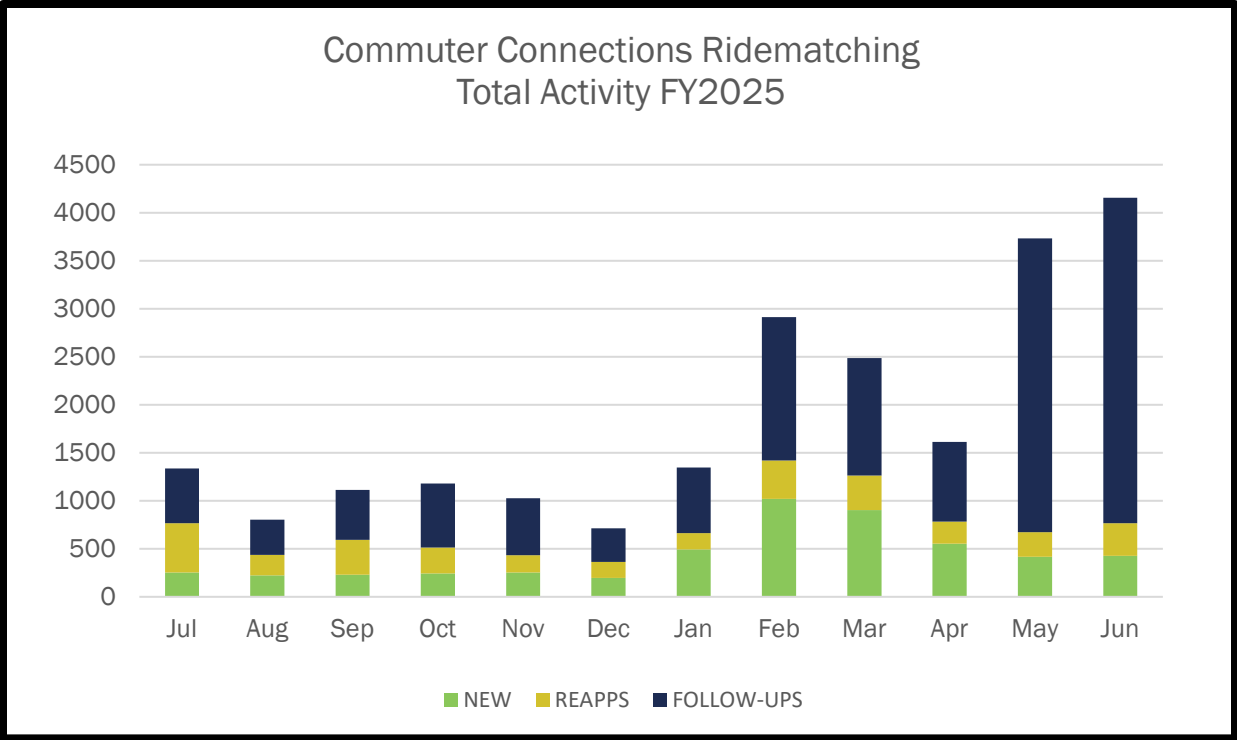
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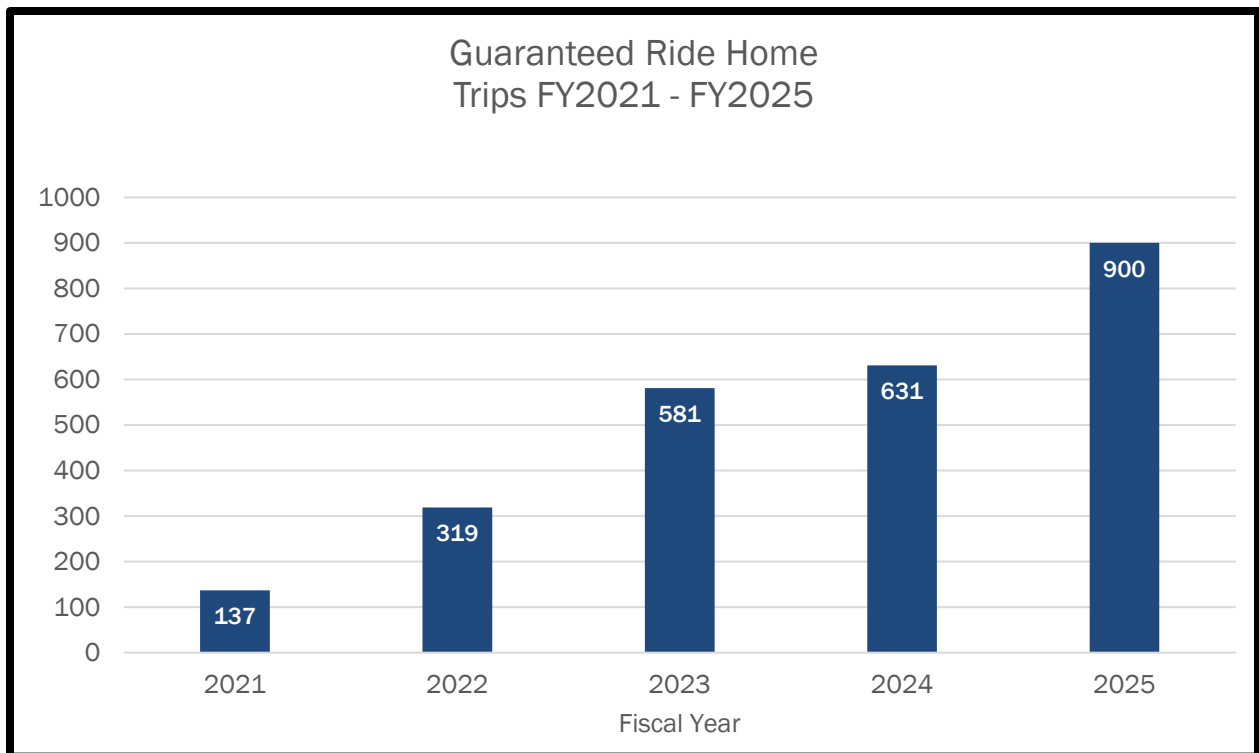
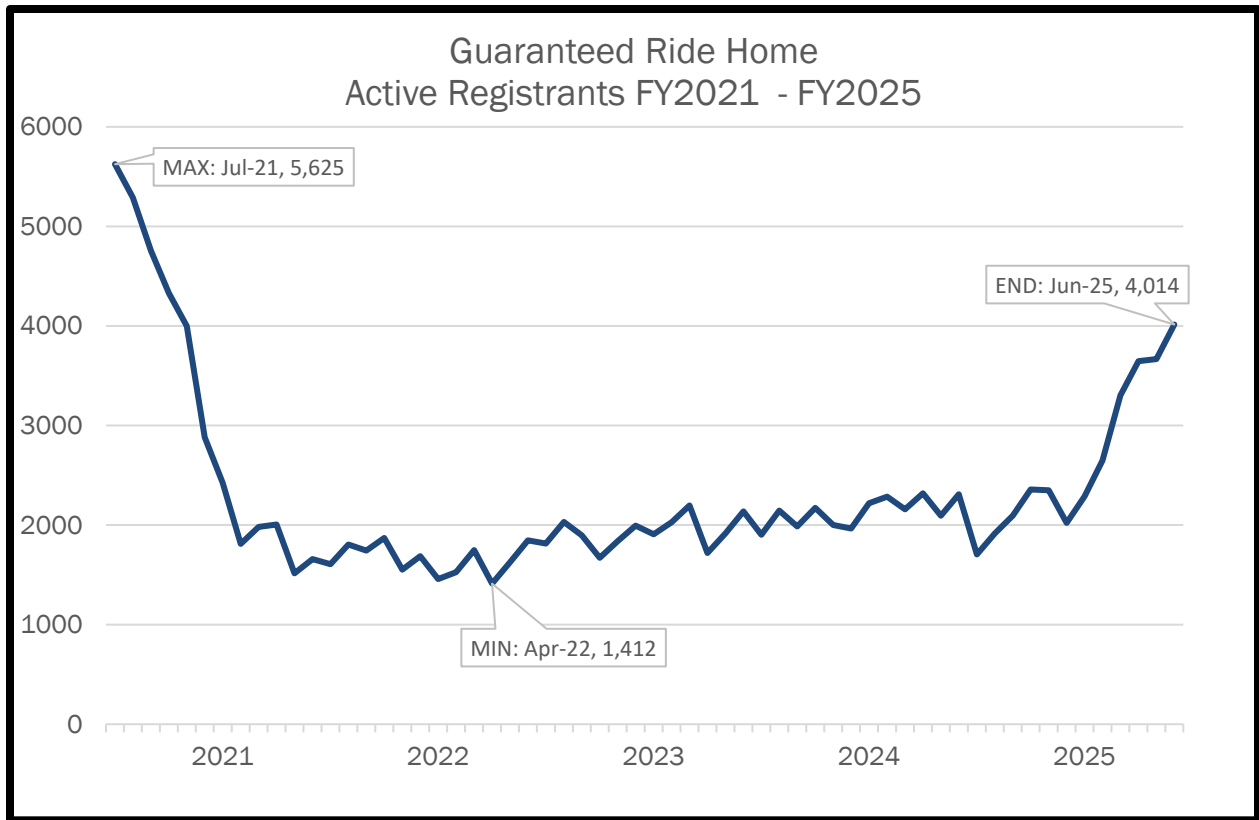
New Apps: Number of new registrants who applied for the Ridematching program during the quarter.

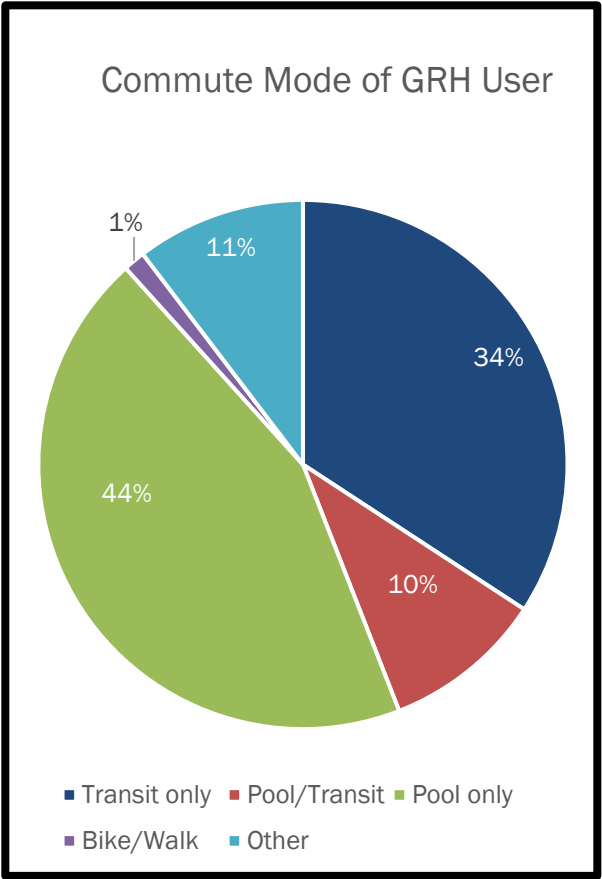
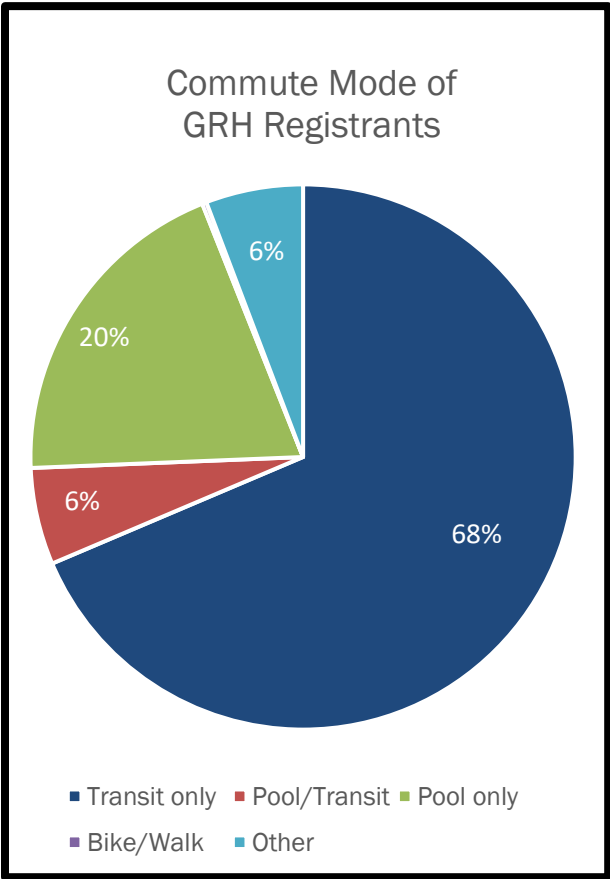
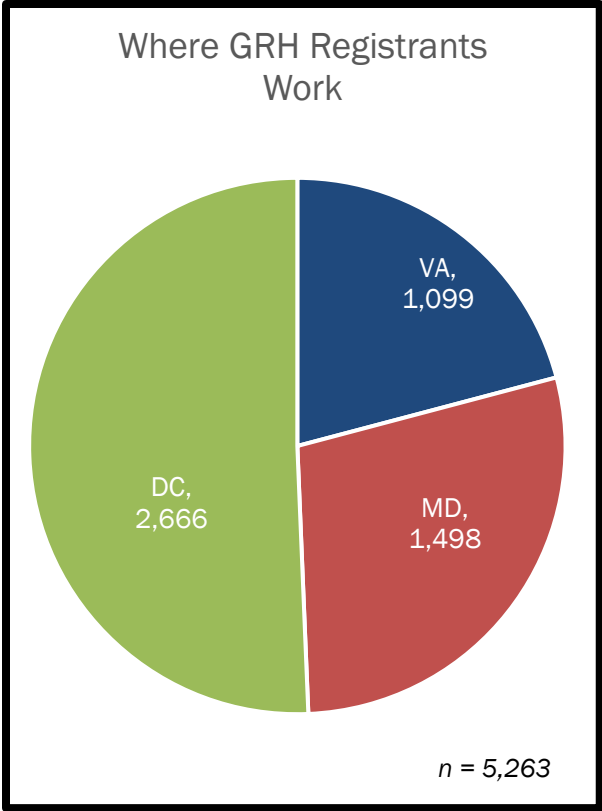
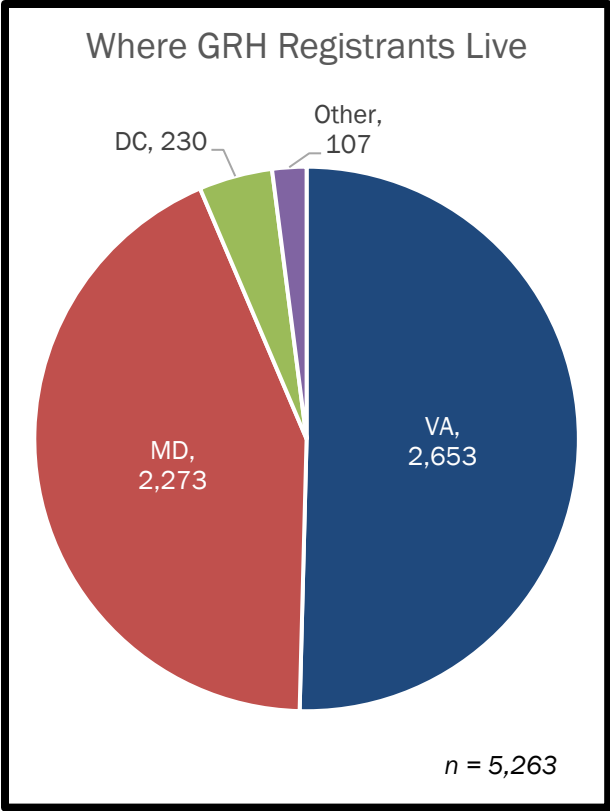
Re-Apps: Number of commuters who have been associated with the Ridematching program in the past but chose to renew their accounts during the quarter. Re-apps are commuters who typically are still looking for carpool partners.

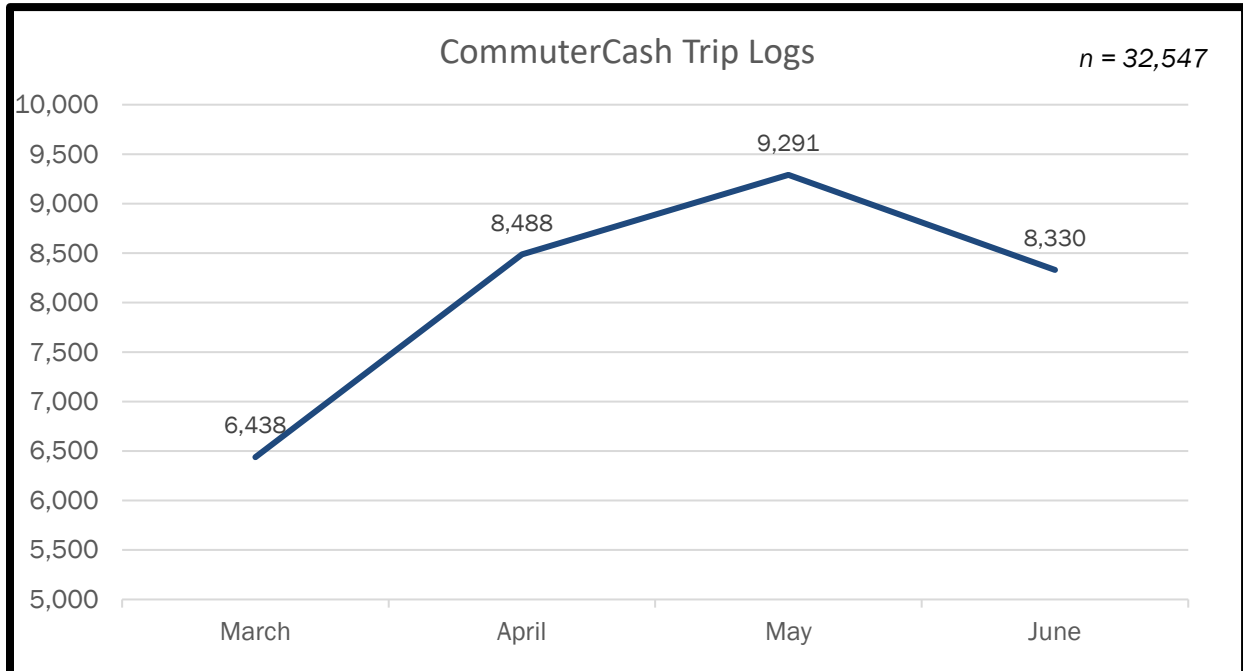
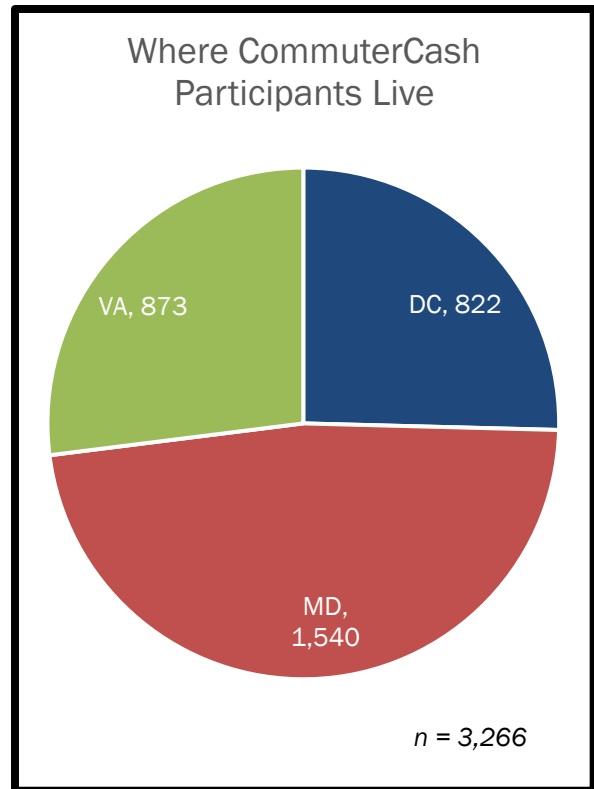
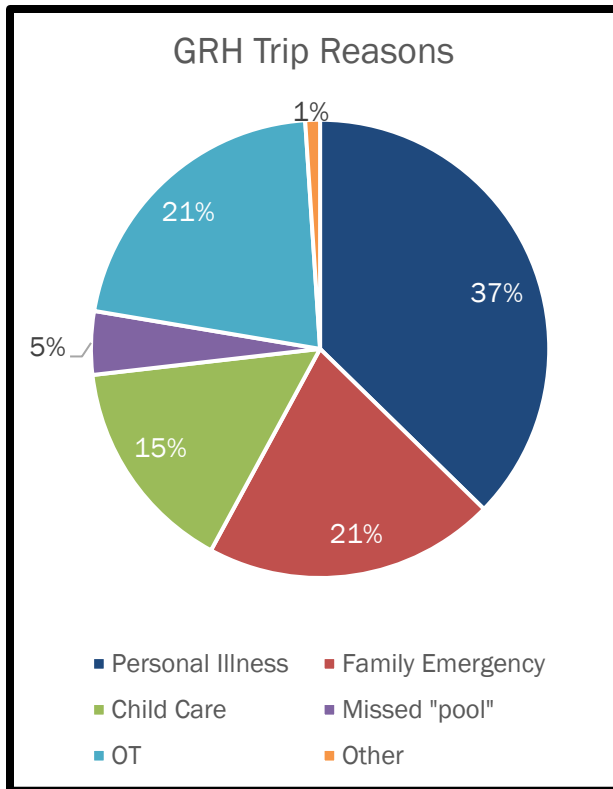
Follow Ups: Number of occurrences a local Rideshare Coordinator interacted with commuter records in the system. This could have been changing app form codes, running a matchlist, noting a phone call/email, etc.

Matchlists: Number of matchlists generated, both by commuters directly and by Ridematching Coordinators.









Calls Received at Network Member Locations, FY25

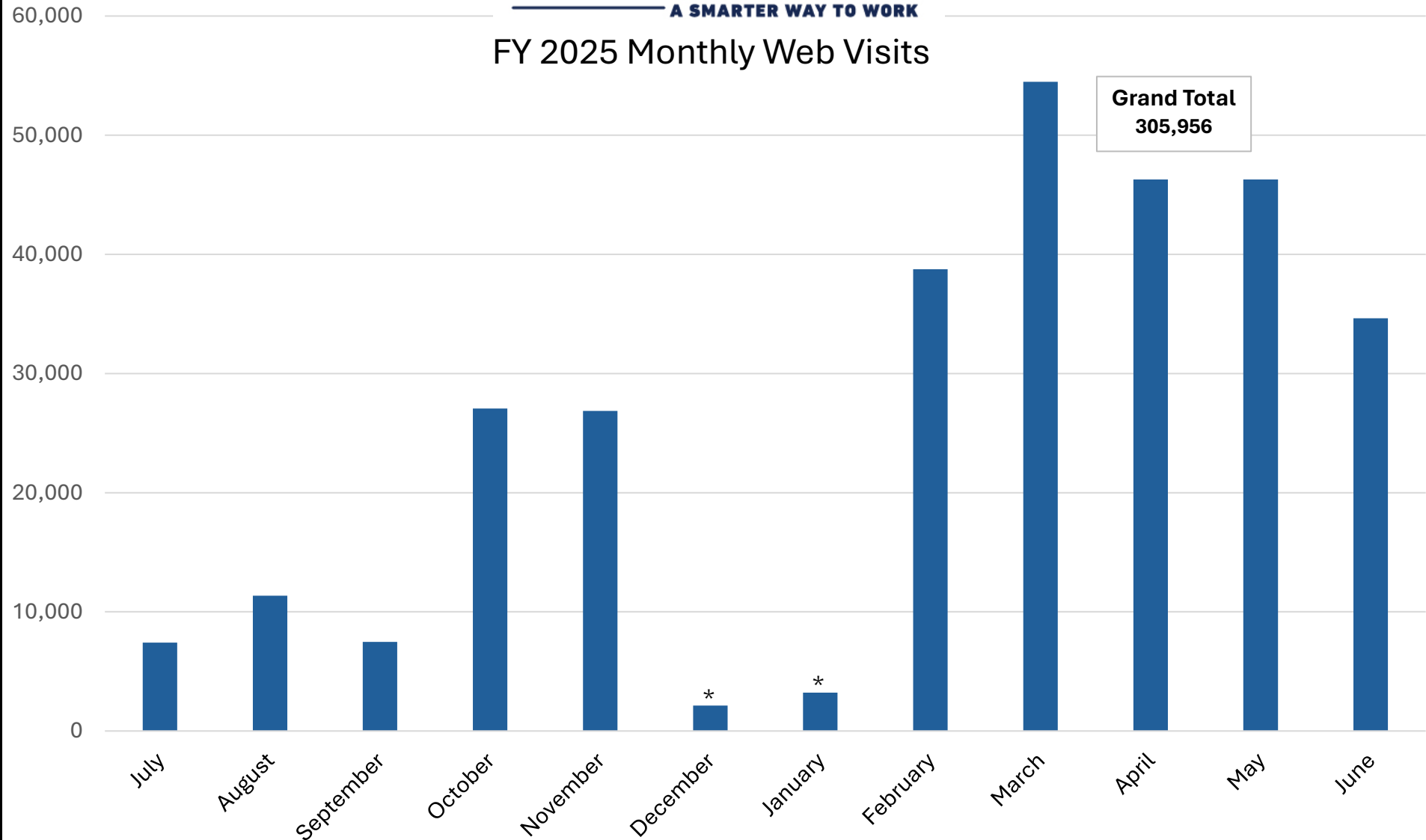
	T O C O A G L	O N O L G Y	A L X	A R L	A A C	B A L T	B E T H	N B E T H	B M C	D O D	F D A	F F X	F R E D	G W R I D	H A R	H O W	L D N	M C	M T A	N I H	N N E C K	P G C	P R T C	R A P	S S	S P A N I	T R I	T R A N S	T O T A L	
Calls Transfrd by COG	N/A	N/A	0	0	0	0	**	**	0	0	0	0	1	0	0	1	1	0	19	0	0	1	6	0	**	9	0	33	71	
How they heard...																														
Brochure/Promo Matrls	0	0	0	0	0	0	0	0	0	0	0	0	4	0	0	0	886	0	0	0	0	0	0	0	0	0	24	0	914	
Bus/Train Schedule	0	0	0	0	0	0	0	0	0	0	0	0	41	0	0	0	1289	0	0	0	0	0	0	0	0	0	0	0	0	1330
Bus/Train Sign	0	0	0	0	0	0	0	0	0	0	0	0	5	0	0	0	889	0	0	0	0	0	0	0	0	0	0	0	0	894
Direct Mail	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Employer	0	0	0	0	0	0	12	0	0	0	0	0	0	5	0	0	0	0	0	0	0	0	0	0	0	0	11	0	28	
Employer Survey	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Fair/On Site Event	0	0	0	0	0	0	13	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	15	0	28	
Government Office	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4	0	4	
GRH Program	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	2
Highway Sign	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0	3	
Information (411)	382	343	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	343
Internet	8	8	0	0	0	0	0	0	0	0	0	0	0	125	0	0	988	0	0	0	0	0	0	0	0	0	0	46	0	1167
Library	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	2	0	3	
Mobile Billboard	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Newsletter	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Newspaper	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Newspaper (Local)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	19	0	19	
Other Ridesharing Org	0	0	0	0	0	0	0	0	0	0	0	0	9	0	0	0	231	0	0	0	0	0	0	0	0	0	0	0	0	240
Park-and-Ride Sign	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Post Card (COG)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Presentation	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
Radio	0	0	0	0	0	0	0	0	0	0	0	0	0	5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5
Real Estate/WelcomeW	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Refferal from Transit Org	0	0	0	0	0	0	0	0	0	0	0	0	8	0	0	0	253	0	0	0	0	0	0	0	0	0	0	0	0	261
Theatre Slide	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TV	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	9	0	9	
Van Sign	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	
Was/Is Applicant	1142	1126	0	0	0	0	5	0	0	0	0	0	0	52	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1183
White Pages	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Word of Mouth	1	1	0	0	0	0	0	0	0	0	0	0	0	18	0	0	301	0	0	0	0	0	0	0	0	0	3	0	323	
Yellow Pgs-Bell Atlantic	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Yellow Pgs-One Book	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Yellow Pages-Local	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Voice Mail Messages	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	49	0	0	0	0	0	0	0	0	0	1	0	50	
Other	0	0	0	0	0	0	15	0	0	0	0	0	0	14	0	0	200	0	0	0	0	0	0	0	0	0	7	0	236	
Total	1533	1478	0	0	0	0	45	0	0	0	0	0	67	223	0	0	5087	0	0	0	0	0	0	0	0	0	145	0	7045	

NOTE: Network member data is provided by clients and includes calls received at COG and transferred to clients. COG ONLY calls are calls that COG did not transfer to a client.

Accounts Created in TDM System (by jurisdiction)
FY 2025

	D C	A R L	A L X	A A C	B A L T	B M C	F F X	F R E D	G W R I D E	H A R	H O W	L D N	M C	N S H E N	P G C	P R T C	R A P	T R I	O T H E R	T O T A L
How they heard...																				
Brochure/Promo Matrls	57	16	8	17	37	16	57	14	30	11	8	17	45	3	33	31	2	19	12	433
Bus/Train Schedule	11	4	2	8	29	16	20	8	23	3	6	41	5	1	14	22	3	13	13	242
Bus/Train Sign	18	4	6	50	86	47	45	15	29	33	15	16	13	3	29	57	2	11	24	503
Direct Mail	28	8	4	1	5	5	22	2	4	0	2	3	21	0	14	10	1	3	5	138
Employer	437	137	47	108	109	79	324	77	93	18	133	121	416	15	182	143	8	94	115	2656
Employer Survey	5	2	1	0	4	3	2	0	0	0	0	2	10	0	2	3	0	1	1	36
Fair/On Site Event	34	7	4	6	11	8	15	2	2	0	9	3	45	0	9	3	3	3	4	168
Government Office	46	17	23	41	32	21	76	33	36	8	42	51	63	3	50	41	11	24	31	649
GRH Program	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Highway Sign	6	1	0	2	2	1	1	2	4	3	2	0	4	5	3	3	1	3	5	48
Information (411)	31	6	8	7	27	14	7	3	0	1	15	2	9	0	16	5	0	2	15	168
Internet	181	52	30	113	298	177	234	94	143	31	75	153	164	22	183	158	27	85	201	2421
Incentrip	5	0	0	0	3	1	0	0	0	0	0	0	2	0	1	0	1	0	1	14
Library	7	1	0	2	7	6	6	1	2	1	2	1	8	0	2	0	0	1	2	49
Mobile Billboard	3	0	2	1	11	8	4	1	1	0	1	1	2	1	3	1	0	0	2	42
Newsletter	44	5	1	1	3	4	9	1	2	0	7	5	12	1	4	3	0	0	4	106
Newspaper	3	0	1	1	7	2	1	0	1	0	0	0	2	0	1	1	0	0	1	21
Newspaper (Local)	4	1	0	2	19	7	0	0	0	0	2	3	0	1	1	1	0	0	1	42
Other Ridesharing Org	3	1	6	3	4	5	8	4	105	0	3	3	3	3	8	12	5	2	9	187
Park-and-Ride Sign	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Post Card (COG)	0	0	1	0	1	0	3	0	2	0	0	0	2	0	3	2	0	3	1	18
Presentation	5	1	1	2	3	7	7	3	1	0	2	1	13	0	5	4	0	4	4	63
Radio	18	12	9	10	14	7	63	11	23	1	12	31	47	3	38	35	9	15	17	375
Real Estate/WelcomeW	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	1	0	0	0	3
Referral from Transit.Org	2	1	0	3	2	0	0	0	4	1	0	1	0	0	1	1	0	3	0	19
Theatre Slide	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
TV	8	1	1	9	8	2	2	2	4	0	2	3	10	1	24	7	0	4	3	91
Van Sign	1	0	0	1	0	0	2	0	1	1	0	0	4	0	0	4	1	1	2	18
Was/Is Applicant	1	0	1	2	0	0	1	0	1	0	0	0	0	0	0	3	0	2	0	11
White Pages	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	2	3
Word of Mouth	57	17	14	25	36	21	74	19	55	8	25	24	52	5	42	62	7	24	26	593
Yellow Pgs-Verizon	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Yellow Pgs-Yellow Bk	1	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0	3
Yellow Pages-Local	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Voice Mail Messages	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	94	16	18	56	83	49	129	31	241	17	58	53	97	13	95	137	29	63	80	1359
Total	1112	310	188	471	841	507	1113	324	808	137	421	535	1049	80	764	750	110	380	581	10481

FY 2025 Monthly Web Visits



**In December 2024, Commuter Connections transitioned to a new website and analytics capturing was temporarily unavailable until late January. Low numbers are due to lack of available data, not a lack of web visits.*

Commuter Connections Employer Outreach Program Activity Summary, FY25

	City of Alexandria	Arlington County	District of Columbia	Fairfax County	Frederick County	Loudoun County	Montgomery County	Prince George's County	Prince William County	Calvert & Charles Counties
Employers Contacted (new)	188	4	11	60	18	12	101	0	95	61
Employers Contacted (follow-up)	684	8,309	29	599	157	123	1,563	0	25	53
Total Sales Meetings	338	210	17	112	3	14	359	0	9	59
Total Employers Contacted	1,210	8,523	57	771	178	149	2,023	0	129	173
Total Broadcast Contacts	1,825	18,732	10,793	1,500	834	489	42,382	0	535	530
New Level 1 TDM Programs	70	2	0	55	1	8	0	0	0	42
New Level 2 TDM Programs	30	1	4	17	1	3	0	0	0	27
New Level 3 TDM Programs	24	1	1	38	0	2	7	0	0	0
New Level 4 TDM Programs	18	0	0	3	0	0	0	0	0	0