

Presented



# COMMUTER CONNECTIONS DASHBOARD USER GUIDE



March 2026

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# ABOUT THE DASHBOARD

The COG Commuter Connections Dashboard is an interactive, online tool for viewing program data for participating members across the metropolitan Washington region. With records spanning almost two decades, the dashboard provides a comprehensive look at account activity for Commuter Connections and three main programs: Ridematching, Guaranteed Ride Home, and CommuterCash. The dashboard brings together commuter account information and program participation data that previously existed across multiple tables, formats, and spreadsheets. By consolidating this reporting into a single platform, the dashboard eliminates the need for manual reporting, multiple spreadsheets, and individual data requests.

The dashboard displays key program metrics through intuitive charts and tables, allowing users to quickly understand program performance and commuter activity and track trends over time. Further, the dashboard is directly connected to the Commuter Connections database, enabling real-time updates and access to the most current data available while also allowing users to explore historic patterns. This user guide applies to the first version of the Commuter Connections Dashboard, published in March 2026.

## QUICK START

### How Do I Access It?

- Accessed through a web-based interface
- Contact Tasmima Hossain (thossain@mwcog.org) for link to dashboard



## Navigate

- Start on the Homepage
- Select a section
  - Accounts
  - Acquisitions
  - Matchlists
  - Re-Registrations
  - Expirations
  - Glossary
- Use the home icon or arrows on the top right to move between pages



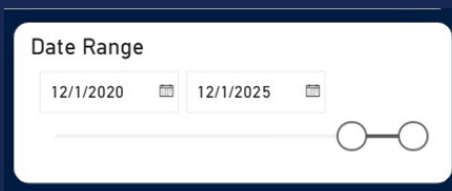
## Your Jurisdiction

- You will receive a unique link to a custom dashboard for your jurisdiction
- Confirm at the bottom of the page: "Viewing data for <Jurisdiction>"
- You will see all the data for your jurisdiction all in one place

Viewing data for <Jurisdiction>

## Filter by Date

- Use the Date Filter to:
  - Choose a start and end date
  - Drag the slider to focus on a specific period
- All charts and totals update automatically



## Interact with Visuals

- Hover over charts to see details
- Click a line, bar, or table row to filter other visuals
- Use Program filters to focus on specific programs

## Read the Numbers

- Summary cards show totals for the selected date range
- Last 30 / 60 / 90 Days tables show recent activity
- Charts show monthly trends over time

## Export

The export functionality is disabled for this version. Contact Tasmima Hossian (thossain@mwcog.org) for data exports or to potentially enable the functionality.

## ABOUT THE USER GUIDE

This guide explains how to navigate and use the Commuter Connections Dashboard, including descriptions of common controls (e.g., filters or visual interactions), the purpose of each page, and the metrics shown. Users can read the guide while exploring the dashboard for a more tactile experience.

For questions or assistance, please contact Tasmima Hossain ([thossain@mwkog.org](mailto:thossain@mwkog.org)).



# USING THE DASHBOARD

## Accessing the Dashboard

The Commuter Connections Dashboard is accessed through a web-based interface. Users will receive a unique link to a custom dashboard with data specific to their jurisdiction.

### VIEWING DATA FOR YOUR JURISDICTION

Users can confirm they are accessing their data by the jurisdiction context label on the bottom left of all pages.

## Navigation and Common Interactions

### MOVING BETWEEN PAGES

Users will be directed to the homepage when opening the dashboard and will use an interactive menu to select the first page that they wish to see. Once the user has gone to that page, there will be three navigation icons at the top-right corner of the page.

- Back arrow: Moves to the page before.
- Home icon: Returns to the homepage.
- Forward arrow: Moves to page after.



### HOVER, SELECT, AND DRILL INTO VISUALS

The visuals are interactive and respond to the following actions

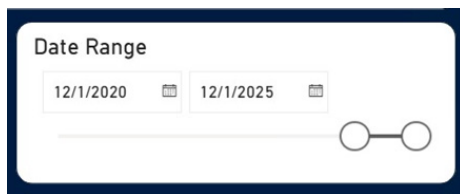
- Hovering over a bar or line on a chart brings up a popup – known as a tooltip – that lists the exact value(s) for that point in time.
- Selecting a data point (e.g., a line, bar, or table row) filters other visuals on the same page.
- Clicking on the focus mode icon ( ) enlarges a visual for easier viewing.
- Dragging the y-axis scale handles limits or expands the range of y-axis values shown. This is available for visuals where the range of possible values is very large (e.g., accounts not linked to a campaign vastly outnumber any individual campaign).



## FILTERS

Filters allow users to modify the data shown on each page of the dashboard. Every page has a date range filter, and most pages have other page-specific filters.

- **Date Range:** The selected date range applies to the entire dashboard. Changes made on one page will apply to all other pages unless the date range is changed again. There are three ways for users to set the date range:
  - Moving the slider handles along the date bar.
  - Typing specific start and end dates directly into the date fields.
  - Clicking the calendar icon and selecting specific start and end dates.



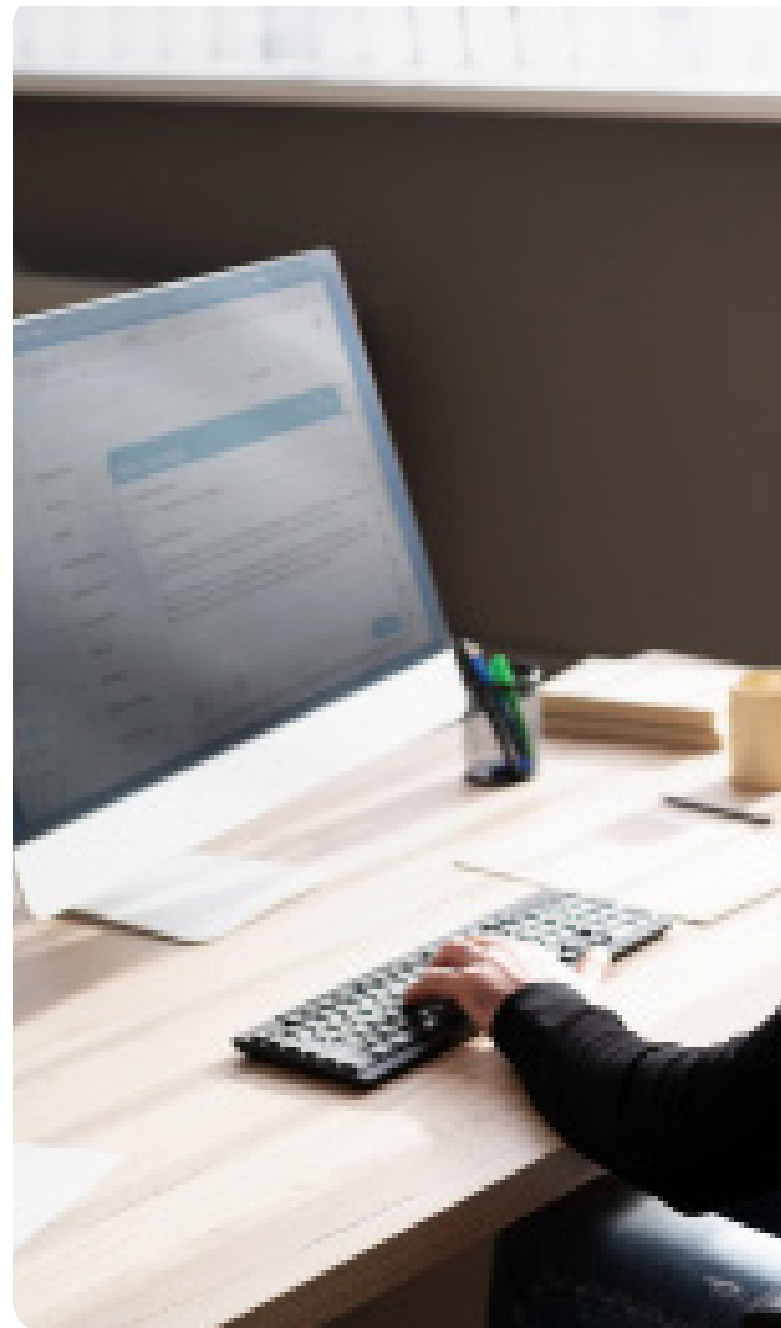
- **Program:** The dashboard shows data for all programs by default. Users can select one or more programs to focus on specific programs. Selecting a program updates all visuals on the current page to reflect only that program's activity.
- **Campaign:** Users can select one or more campaigns to focus on specific campaigns on the Acquisitions page. A search box is included to help users quickly find campaigns by typing part of the campaign name.

## EXPORTING DATA

The export functionality is disabled for this version. Contact Tasmima Hossian (thossain@mwcog.org) for data exports or to potentially enable the functionality.

## Notes and Troubleshooting

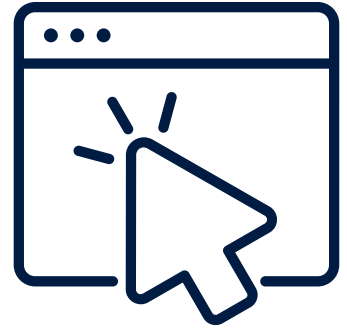
- Some visuals may take longer to load depending on the processing needs for certain metrics. If a page or visual appears blank, please allow time for visuals to load, especially after changing filters.
- If numbers look unexpected, confirm that the jurisdiction, date range, and any other filters are correct.
- The dashboard footer can be used to confirm when the database was last updated and which jurisdiction's data is being shown.



# DASHBOARD PAGES

The dashboard includes the following pages:

- Homepage
- Accounts and Program Registrations
- Acquisitions
- Matchlists
- Re-Registrations
- Expirations
- Glossary



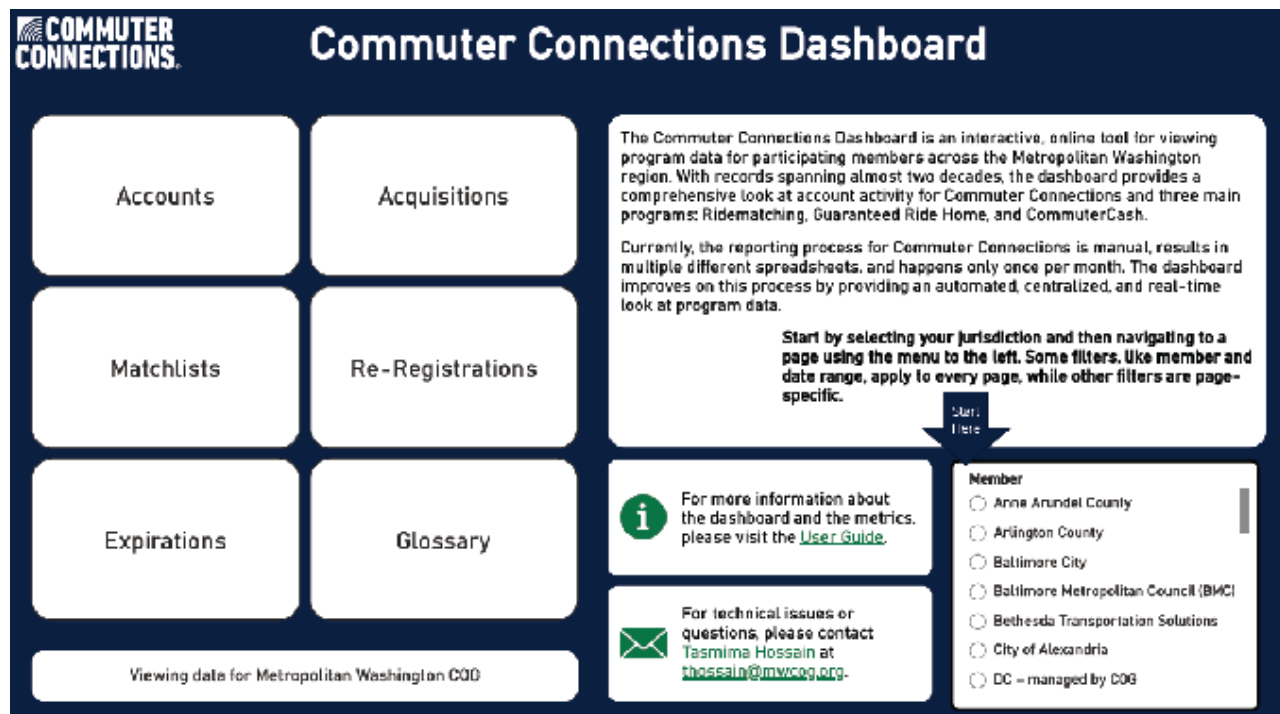
## Homepage

The homepage is what users see first when opening the Commuter Connections Dashboard, and it serves as the main navigation point. A menu on the left displays large tiles corresponding to each page of the dashboard; selecting a tile opens the associated page.

Users will receive a unique link to a custom dashboard with data specific to their jurisdiction. A jurisdiction context label appears at the bottom left indicating which jurisdiction's data is currently being shown. This label should match the user's jurisdiction and confirms that the dashboard is displaying the correct data.

The homepage also includes a link to the user guide and contact information for the dashboard's main point of contact. Users should refer to this area for resources, data notes, or other updates related to the dashboard.

Figure 1. Homepage



# Accounts and Program Registrations

The Accounts and Program Registrations page provides an overview of commuter account activity and program enrollments over time. Each commuter has a primary Commuter Connections account, which is used to manage registration or participation in one or more programs. This page helps users monitor participation levels and trends across different programs within their jurisdiction.

## Programs

- Commuter Connections represents the commuter's main account in the system.
- Guaranteed Ride Home (GRH) provides commuters with a ride home in case of unexpected emergencies or schedule changes when using eligible commuting options.
- Ridematching helps commuters find potential carpool or vanpool matches based on commute patterns.
- CommuterCash offers financial incentives for using eligible travel options.

## Metrics

- The active accounts chart shows the number of accounts or program registrations that were active on a given day.

- The new accounts chart shows the number of account creations or program registrations that happened on a given day or date range.
- The top right table shows the number of accounts or program registrations that were active at any point during the selected date range.
- The bottom right cards show the number of account creations or program registrations that happened on a given day.

## Filters

- The date range filter defines the time period for the visuals and calculated metrics and is synced across all pages.
- The program filter allows for focusing on a specific program(s). **Figure 3** shows an example of this filter in action.

Figure 2. Accounts and Program Registrations Page

Figure 3. Program Filter Example



# Acquisitions

The Acquisitions page tracks how new Commuter Connections accounts are acquired. When an account is created through a specific campaign (e.g., Key Bridge) or medium (e.g., Facebook or YouTube) it is tagged with an adsource code identifying where the signup came from. Accounts without an adsource code are labeled as other. This page helps users evaluate the effectiveness of outreach and advertising campaigns over different timeframes.

## Metrics

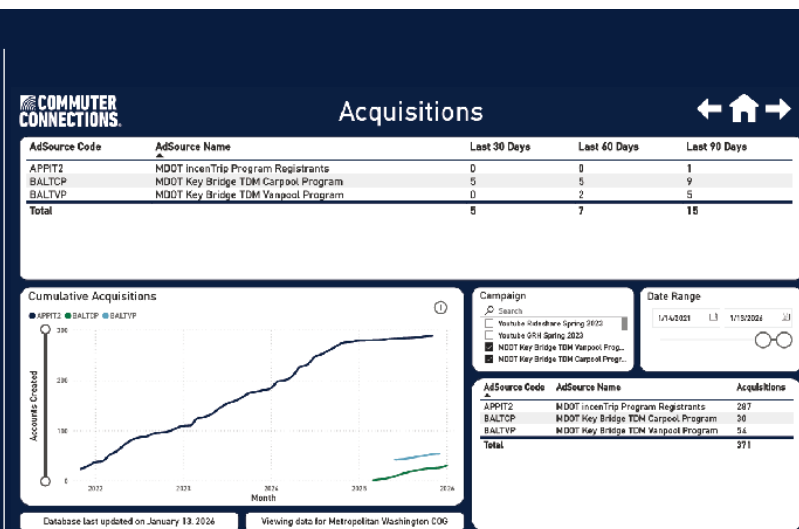
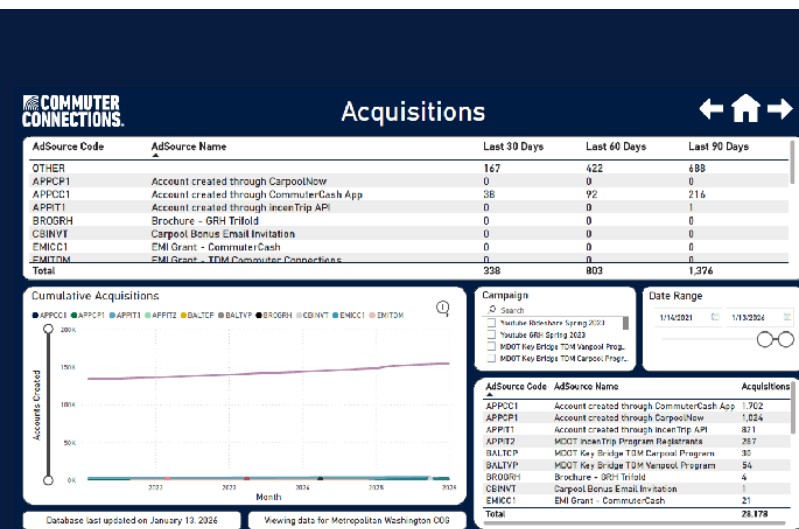
- The chart shows the cumulative number of acquisitions (i.e., accounts created) by month for each campaign.
- The top table shows the number of acquisitions for each campaign in the last 30, 60, and 90 days and is not affected by the date filter. These values are calculated from the current date. If today's date was April 9, for example, then the "Last 30 Days" column would show the number of accounts created between March 11 and April 9 for each campaign.
- The bottom right table shows the total number of acquisitions for each campaign during the selected date range.

## Filters

- The date range filter defines the time period for the visuals and calculated metrics and is synced across all pages.
- The campaign filter allows for focusing on a specific campaign(s). **Figure 5** shows an example of this filter in action as seen by the three MDOT campaigns.

Figure 4. Acquisitions Page

Figure 5. Campaign Filter Example



# Matchlists

The Matchlists page tracks Ridematching activity, including how many commuters request matches and how often they do so. This page helps users understand demand for Ridematching and commuter engagement with the service.

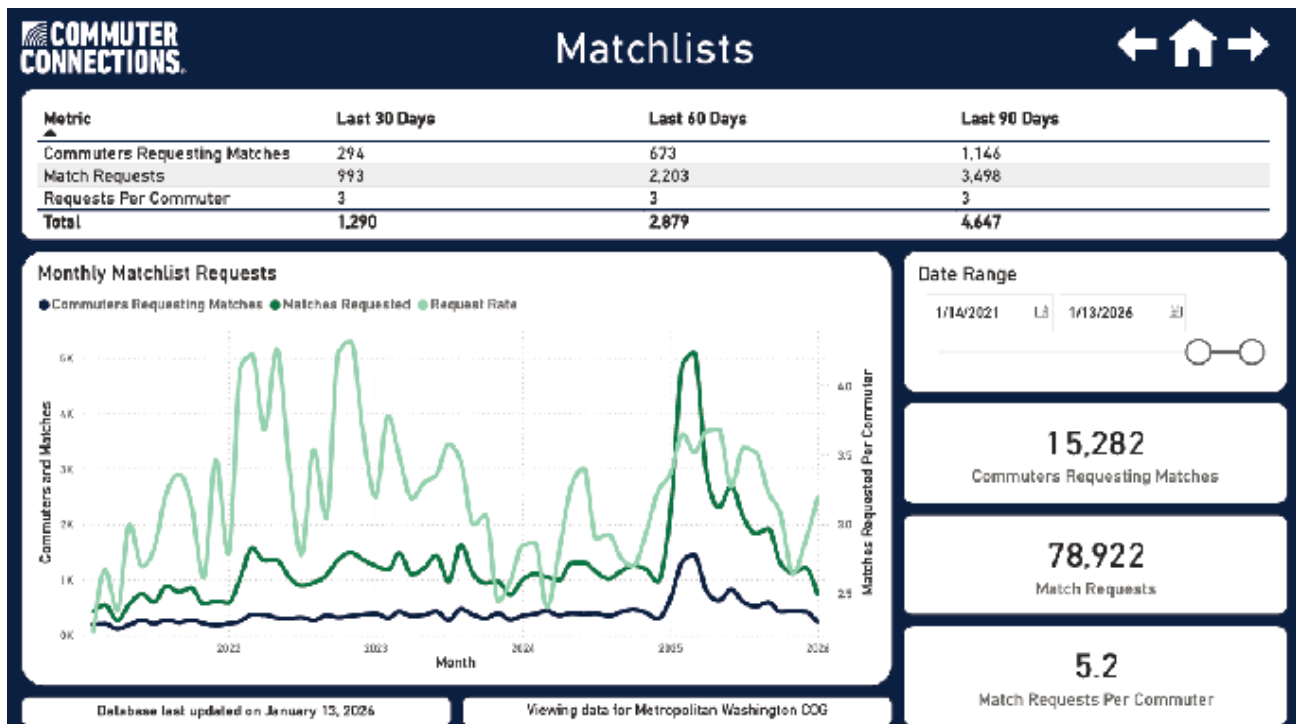
## Metrics

- The chart shows how many commuters requested matches, how many requests were made, and the average number of requests per commuter each month.
- The top table shows the numbers of commuters requesting matches, matches requested, and requests per commuter in the last 30, 60, and 90 days. These values are calculated from the current date. If today's date was April 9, for example, then the "Last 30 Days" column would show these values for the period of March 11 to April 9.
- The bottom right cards show how many commuters requested matches, how many requests were made, and the average number of requests per commuter during the selected date range.

## Filters

- The date range filter defines the time period for the visuals and calculated metrics and is synced across all pages.

Figure 6. Matchlists Page



# Re-Registrations

The Re-Registrations page shows ongoing participation in Guaranteed Ride Home and Ridematching. This page helps users track program retention and continued engagement of commuters.

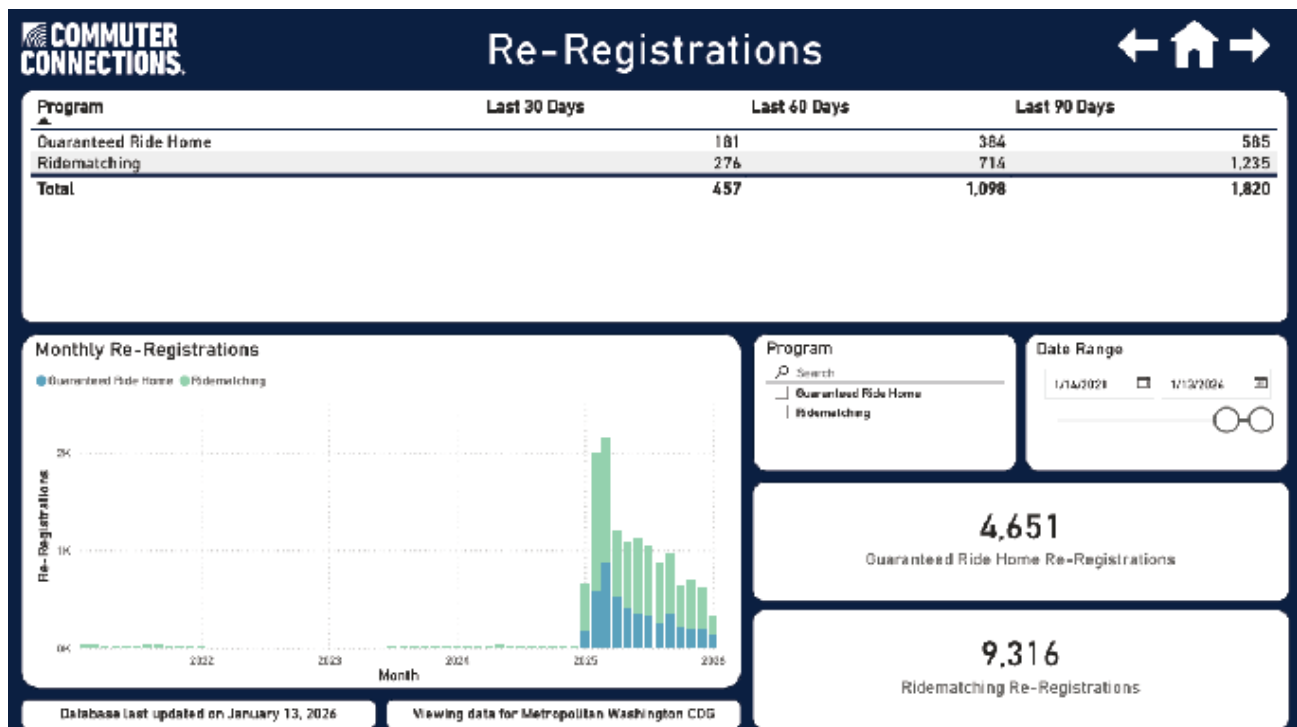
## Metrics

- The chart shows the number of re-registrations by program each month.
- The top table shows the number of re-registrations by program in the last 30, 60, and 90 days. These values are calculated from the current date. If today's date was April 9, for example, then the "Last 30 Days" column would show the number of re-registrations between March 11 and April 9 for each program.
- The bottom left cards shows the total number of re-registrations for each program during the selected date range.

## Filters

- The date range filter defines the time period for the visuals and calculated metrics and is synced across all pages.
- The program filter allows for focusing on a specific program(s).

Figure 7. Re-Registrations Page



# Upcoming Expirations

The Upcoming Expirations page shows upcoming expirations for the Guaranteed Ride Home and Ridematching programs. A commuter's registration for each program expires one year after their registration date, and they must re-register to continue participating in the program. This page helps jurisdictions anticipate renewals and plan and conduct outreach.

**This page includes personally identifiable information (PII) such as names, emails, and phone numbers. This information should only be used to contact commuters with expiring registrations and must not be shared externally. If you share any summary statistics from the Expirations page, redact or remove any PII.**

## Metrics

- The top table shows the number of upcoming expirations by program in the next 30, 60, and 90 days. These values are calculated from the current date. If today's date was April 9, for example, then the "Next 30 Days" column would show the number of upcoming expirations between April 9 and May 8 for each program.
- The two cards show the total number of upcoming expirations for each program during the selected date range.
- The bottom table lists contact information for commuters with upcoming Ridematching expirations. This information is provided to assist coordinators in their outreach.

## Filters

- The date range filter defines the time period for the visuals and calculated metrics and is synced across all pages.

Figure 8. Upcoming Expirations Page



# Glossary

The Glossary defines program metrics and describes common visualizations. It is intended for easy reference while using the dashboard.



## Metric Definitions

An **active account or program registration** represents a commuter who has an active Commuter Connections account, an active Ridematching or Guaranteed Ride Home registration, or recorded a CommuterCash trip within the last year.

A **new account or program registration** represents a commuter who created a Commuter Connections account or registered for Ridematching, Guaranteed Ride Home, or CommuterCash.

An **acquisition** refers to the creation of a new Commuter Connections account and its source. Accounts created through specific campaigns or mediums are tagged with an adsources code identifying where the signup came from.

A **matchlist**, or **match request**, is a request from a commuter participating in the Ridematching program for a list of other participating commuters to create a potential carpool or vanpool. Commuters may request more than one matchlist.

A **re-registration** refers to when a commuter registers or re-registers for Ridematching or Guaranteed Ride Home. Commuters must re-register annually to continue participating in each program.

An **expiration** refers to when a commuter's registration expires for Ridematching or Guaranteed Ride Home. A registration expires one year after it takes place.