



**Metropolitan Washington  
Council of Governments**

**FY25 First Half  
Marketing Campaign Summary  
Final Report**

**Regional TDM Marketing Group**

**March 18, 2025**

**FY25 First Half  
Marketing Campaign Summary**

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## Executive Summary

This document summarizes FY25 marketing activity by Commuter Connections occurring between July and December 2024.

### **Ridesharing & GRH Fall Campaigns**

The fall 2024 umbrella marketing campaign focused on encouraging alternative modes of travel with mention of hybrid workers. For Rideshare, the “Roll with Rideshare” concept focused on companionship as well as saving money and time. For Guaranteed Ride Home, the “Did Someone Say Free?” concept used a rhetorical question to emphasize the no-cost aspect of the emergency ride home program. The FY25 first half fall media buy was \$311,963 for Rideshare and \$310,870 for GRH and included digital, radio, social and out of home advertising. The GRH Baltimore \$24,974 media buy was comprised of radio and digital.

### **Car Free Day**

A marketing campaign promoted the Car Free Day 2024 event held on September 23<sup>rd</sup>. The total cost of the Car Free Day media buy budget was \$45,000.

### **50<sup>th</sup> Anniversary**

Commuter Connections celebrated its 50<sup>th</sup> anniversary during a ceremony at the National Press Club with keynote speaker and former COG alumni, District of Columbia Mayor, Muriel Bowser. A retrospective timeline brochure and video were created to mark the occasion. During the event, the CommuterCash app was announced, and the 2024 Employer Award winners were recognized.

### **Employer Recognition Awards**

A concept was designed for the 2025 call for nominations, which opened in late November.

## Introduction

The following reports were assessed as part of the planning process to help shape approaches and media selection during the first 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 the region's citizens and Commuter Connections members.

- 2022 Commuter Connections Bike to Work Survey Analysis Report
- 2022 Commuter Connections Guaranteed Ride Home Applicant Survey Report for the Baltimore Region
- 2022 Commuter Connections Guaranteed Ride Home Applicant Survey Report for the Washington, DC Region
- 2022 Commuter Connections State of the Commute Survey Report
- 2021 Commuter Connections Applicant Database Annual Placement Survey Report
- 2023 Commuter Connections TDM Analysis Report (FY21–FY23)

The first half of FY25 included the following activities:

- Car Free Day promotion and event
- Regional TDM Marketing Group meetings, September 2024
- 50<sup>th</sup> Anniversary Event
- GRH and Rideshare fall campaigns
- Employer Recognition Awards (call for nominations)
- Bike to Work Day sponsor drive and creative development
- New website
- Spring umbrella campaign creative concept development

## 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.

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 commuting assistance, services, and solutions for 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.



## Car Free Day 2024

Car Free Day was celebrated on September 23, 2024. The event promoted alternative travel modes for both commute and non-commute trips, by encouraging commuters and the general public to take the pledge to use car free or car-lite transportation.



## Media Objectives

Car Free Day challenged drivers to leave their cars home for the day and go car free or car-lite. The campaign promoted telework and the use of alternative modes of transportation such as taking transit, carpooling, vanpooling, bicycling, scootering, and walking. The objectives were to encourage workers, residents, and students to take the Car Free Day pledge to reduce traffic congestion and auto emissions. The campaign also sought to engage employers, area universities and the general public.

The Car Free Day media buy consisted of radio, text messages, social media, YouTube video, and digital banner ads. Other efforts to promote Car Free Day included flyers, outreach toolkits and earned media placements.

Car Free Day Media Spending	Description	COG Cost	Final Impressions
Purplegator	Text Messages	\$585	4,477
iHeart Radio	WASH (Adult Contemporary)	\$5,737.50	338,000
iHeart Radio	WWDC (Rock)	\$5,418.75	398,100
Audacy Radio	WPGC (Urban Contemporary)	\$6,438.75	292,500
Hubbard Radio	WTOP (News Station)	\$11,551.50	660,000
Causal IQ	Display Advertising	\$10,000	2,334,517
Social Media	Facebook/YouTube/X	\$5,268	1,002,908
<b>Totals</b>		<b>\$44,999.50</b>	<b>5,030,502</b>

### Value-add

A total of approximately \$4,845 in value-add was negotiated for Car Free Day 2024.

### Proclamation

The Car Free Day 2024 Proclamation was signed by Christina Henderson (pictured on left), DC Councilmember and Chair of the TPB (National Capital Region Transportation Planning Board), at a July TPB meeting recognizing September 23, 2024, as Car Free Day in the Washington, DC region.



## Car Free Day Flyer

A mailing was sent to employers inclusive of a cover letter and flyer. The flyer was available in PDF format on the event website and was sent as an email blast to employers, stakeholders, and past year's participants of Car Free Day.

Take the Free Pledge at [CarFreeMetroDC.org](https://CarFreeMetroDC.org)

# CAR FREE DAY

SEPTEMBER 23, 2024

Take the free pledge to be eligible for great prizes, even if you're already car free or car-lite, commuting full-time or on a hybrid work schedule.

#CarFreeDay @CarFreeMetroDC

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

[CARFREEMETRODC.ORG](https://CARFREEMETRODC.ORG) 800.745.RIDE



**CAR FREE DAY**  
METRO DC  
9.23.24



## Radio

New radio spots were developed for Car Free Day 2024 and aired on four radio stations: WWDC (101.1), WASH (97.1), WTOP (103.5), and WPGC (95.5).



## Radio Scripts

### **“Car Free Day 2024” :30 seconds**

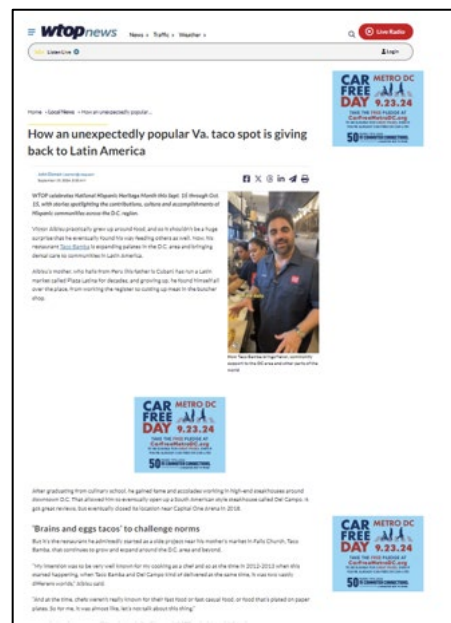
Catch a breath of fresh air! Help do your part to reduce traffic and air pollution on Car Free Day, Monday, September 23rd. Try new, different and fun ways to get around – like transit, carpooling, biking, walking, scootering or teleworking. Take the free pledge at Car Free Metro DC dot org for your chance to win great prizes. Already car free? Commuting on a hybrid work schedule? You can still make a difference! Sign up at Car Free Metro DC dot org.

### **“Car Free Day 2024” :15 seconds**

Catch a breath of fresh air on Car Free Day, September 23rd. Reduce traffic and pollution by trying a new way to get around, or telework. Take the free online pledge for a chance to win prizes at Car Free Metro DC dot org.

## Banner Ads

Digital banner ads were placed through the Causal IQ digital network and served Car Free Day banners to various targeted websites, while optimizing performance.



Transit Ads

Transit advertising space was donated by Montgomery County Ride On, Fairfax County Connector, and Prince George's The Bus.



## YouTube Video

A short animated video was produced, and advertising was purchased on YouTube to promote the Car Free Day event over a four-week period, leading up to September 23, 2024. A link to the YouTube video was made available on the Car Free Day website, social media, and Commuter Connections' YouTube channel.



## Car Free Day Social Media

Social media was used to keep followers up to date on activities and sponsor-donated prizes for the Car Free Day raffle. Car Free Day is “liked” by 4,800 Facebook fans and has 742 followers on X.

### Facebook



### X



## Social Media Posts

A series of images featuring each travel mode were developed for use on social media (Facebook, Instagram and X). The unique images were posted every several days in September, leading up to Car Free Day, along with promotional copy.



## Email Blast

An email blast was sent to participants of Car Free Day events from the previous three years.

**50 YEARS 1974-2024**  
**COMMUTER CONNECTIONS.**  
A SMARTER WAY TO WORK

Take the 2024 Car Free Day pledge at [www.carfreemetrodc.org](http://www.carfreemetrodc.org) and receive a promocode for a FREE 30-minute Capital Bikeshare ride on an ebike or classic bike. *Applicable to new riders only on Car Free Day - September 23, 2024.* Plus, be automatically eligible to win great raffle prizes! [See event website to take the pledge and for other details.](#)

**Take the Free Pledge at [CarFreeMetroDC.org](http://CarFreeMetroDC.org)**

**CAR FREE DAY**  
**SEPTEMBER 23, 2024**

Take the free pledge to be eligible for great prizes, even if you're already car free or car-lite, commuting full-time or on a hybrid work schedule.

#CarFreeDay @CarFreeMetroDC  
**COMMUTER CONNECTIONS.**  
A SMARTER WAY TO WORK  
[CARFREEMETRODC.ORG](http://CARFREEMETRODC.ORG) 800.745.RIDE

**CAR FREE DAY**  
**METRO DC**  
**9.23.24**

## Text Messages

When participants took the Car Free Day pledge, they could opt-in to receive text messages about the event. Two messages were sent during the campaign to encourage a visit to the website to take the Car Free Day pledge.

### Previous Year's Registrants

Date: 8/6/24

Car Free Day 2024: Take the free pledge and be entered into a prize raffle!

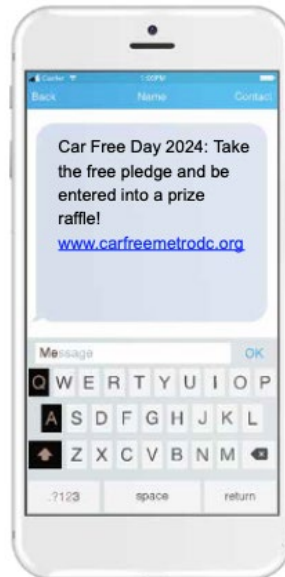
<https://www.carfreemetrodc.org/>

### 2024 Registrants

Date: 9/9/24

Car Free Day 2024: Thanks for taking the free pledge. Ask a friend to do the same!

<https://www.carfreemetrodc.org/>



## Earned Media

The Car Free Day earned media efforts included calendar listings, press releases, media pitches, and promotional tool kits. The tool kits were sent to universities/organizations to help promote Car Free Day, and to in-kind sponsors to help publicize their support of the event.

## Prizes

Each event registrant who took the Car Free Day pledge received a free 30-minute Capital Bikeshare e-bike or classic bike ride. Registrants were also entered into a raffle for a chance to win several sponsor-donated prizes.

## College Campus Challenge

Colleges were provided with a digital toolkit to promote the Car Free Day event. A special seal was added to the PDF version of the poster and forwarded to university contacts.



### Rideshare Fall Campaign

The fall Rideshare campaign reused the “Roll with Rideshare” creative from spring 2024. The concept focused on saving money, which ranks among the most important personal benefits commuters get from sharing the ride. Big playful headlines and clean, visually grabbing graphics communicated this top benefit of ridesharing.

Costs from the media buy and associated impressions are below:

Ridesharing Spending	Description	COG Cost	Actual Impressions
Causal IQ	Display & Streaming	\$80,000	10,944,677
ESPN (Good Karma Brand)	Display (Sports)	\$35,000	3,208,589
Zeta Global	Urban Panels & Gas Station Video	\$35,000	1,705,993
iHeart Radio	WWDC/WASH	\$29,643.75	1,739,559
Audacy Radio	WIAD/WPGC/WJFK	\$44,476.25	1,986,000
Hubbard Radio	WTOP(News/Talk)	\$24,097.50	2,136,000
WAMU-FM	WAMU(NPR)	\$15,300	1,062,000
SoMD Radio Group	Star98.3/WKIK10 2.9/97.7The Bay/1690AM	\$6,120	N/A
WBQB	WBQB	\$7,140	N/A
Manning Radio	WAFY/WWEG	\$5,185	N/A
Social Media	Meta/Google/X/ YouTube	\$30,000	4,384,564
<b>Totals</b>		<b>\$311,963</b>	<b>27,167,382</b>

### Value-add

A total of approximately \$18,250 in value-add was negotiated for Ridesharing.

## Radio (Rideshare)

Radio served as the main media component for the Rideshare campaign which aired on traditional radio stations with multiple formats including news/talk, sports, adult contemporary, urban contemporary, contemporary hit radio, rock, and country.

## Rideshare Scripts

### :30 Ridesharing Radio Script

The savings rock when you find a new way to roll—like sharing the ride to work. Even if you're commuting just a few days a week, Commuter Connections can match you with others who live and work near you. It's easy AND free! Plus, you can get cash and other rewards for carpooling, up to \$600 a year! Get rolling on a new way to work with Rideshare. Register today at Commuter Connections Dot Org or call 1-800-745-RIDE. Some restrictions apply.

### :15 Ridesharing Radio Read

Rock the savings when you find a way to roll—like sharing the ride to work. You can save time and money every time you Rideshare, even if you're commuting just a few days a week. Register at Commuter Connections Dot Org or call 1-800-745-RIDE.



## Digital Banner Ads (Rideshare)

Digital banner ads were placed through the Causal IQ digital network and ESPN, and served Rideshare banners to various targeted websites, while optimizing performance.

The collage displays several digital banner ads for Rideshare, featuring the following elements:

- Rock the Savings. Roll with Rideshare:** A banner with a rolled-up \$100 bill, stating "Rock the savings when you find a new way to roll—like sharing the ride to work. Earn up to \$600 a year when you sign up for Rideshare. GET STARTED TODAY!" and "50 YEARS 1974-2024 COMMUTER CONNECTIONS. A SMARTER WAY TO WORK. commuterconnections.org | 800.745.RIDE".
- Rock the Savings. Roll with Rideshare:** A banner with a rolled-up \$100 bill, stating "Rock the savings when you find a new way to roll—like sharing the ride to work. Earn up to \$600 a year when you sign up for Rideshare. GET STARTED TODAY!" and "50 YEARS 1974-2024 COMMUTER CONNECTIONS. A SMARTER WAY TO WORK. commuterconnections.org | 800.745.RIDE".
- A NEW WAY TO ROLL:** A banner with a rolled-up \$100 bill, stating "Share the ride. Skip the stress. Save big time. Earn up to \$600 cash! REGISTER FOR FREE!" and "50 YEARS 1974-2024 COMMUTER CONNECTIONS. A SMARTER WAY TO WORK. commuterconnections.org | 800.745.RIDE".
- A NEW WAY TO ROLL:** A banner with a rolled-up \$100 bill, stating "Share the ride. Skip the stress. Save big time. Earn up to \$600 cash! REGISTER FOR FREE!" and "50 YEARS 1974-2024 COMMUTER CONNECTIONS. A SMARTER WAY TO WORK. commuterconnections.org | 800.745.RIDE".
- HOW WE ROLL!:** A banner with a rolled-up \$100 bill, stating "Share the ride and save \$\$ SIGN UP TODAY!" and "50 YEARS 1974-2024 COMMUTER CONNECTIONS. A SMARTER WAY TO WORK. commuterconnections.org | 800.745.RIDE".
- A NEW WAY TO ROLL:** A banner with a rolled-up \$100 bill, stating "Share the ride and save \$\$ SIGN UP TODAY!" and "50 YEARS 1974-2024 COMMUTER CONNECTIONS. A SMARTER WAY TO WORK. commuterconnections.org | 800.745.RIDE".

The ads are shown in various placements, including:

- Mobile app (Washingtonian): "46 Things to Do in the DC Area This Week and Weekend".
- Mobile app (ESPN): "NFL Week 5: Biggest questions, takeaways for every game".
- Desktop website (Washingtonian): "34 Best Things to Do in Washington, D.C., From National Landmarks to Renowned Museums".
- Desktop website (ESPN): "NFL Week 5: Biggest questions, takeaways for every game".

### Streaming & YouTube Video (Rideshare)

A 30-second animated video was created to promote ridesharing and ran as paid advertising on YouTube and video streaming. The video touched on commuting by carpool, bus and train.



### Gas Pump Videos (Rideshare)

Gas pump videos promoted ridesharing at various gas stations in the region with over 400,000 impressions throughout the entire DMV.



### Urban Panels (Rideshare)

Urban Panels promoted ridesharing at numerous locations in the region with over 1 million impressions throughout the DMV.



### Social Media (Rideshare)

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



### GRH Fall Campaign

The fall Guaranteed Ride Home campaign reused the “Did Someone Say Free?” creative from spring 2024. The ads used a rhetorical question to emphasize the no-cost aspect of the free emergency ride home service.

<b>Guaranteed Ride Home Spending</b>	<b>Description</b>	<b>COG Cost</b>	<b>Actual Impressions</b>
Causal IQ	Display & Streaming	\$80,000	10,928,434
ESPN (Good Karma Brand)	Display(Sports)	\$30,000	2,750,428
Outfront (OOH)	VRE station posters/interior cards	\$16,945	418,744
Vector (OOH)	MARC Trains interior cards	\$21,750	2,772,000
iHeart Radio	WWDC/WASH	\$29,643.75	1,735,131
Audacy Radio	WIAD/WPGC/WJFK	\$44,688.75	1,354,000
Hubbard Radio	WTOP(News/Talk)	\$24,097.50	2,178,000
WAMU	WAMU(NPR)	\$15,300	1,062,000
SoMD Radio Group	Star98.3/WKIK102.9/97.7The Bay/1690AM	\$6,120	N/A
WBQB	WBQB	\$7,140	N/A
Manning Radio	WAFY/WWEG	\$5,185	N/A
Social Media (Odonnell)	Meta/Google/X/YouTube	\$30,000	5,300,325
<b>Totals</b>		<b>\$310,870</b>	<b>28,499,062</b>

<b>GRH Baltimore Spending</b>	<b>Description</b>	<b>COG Cost</b>	<b>Actual Impressions</b>
Causal IQ	Display & OTT	\$11,000	2,390,896
iHeart Radio	WPOC & WQSR	\$13,974	481,000
<b>Totals</b>		<b>\$24,974</b>	<b>2,871,896</b>

### Value-add

A total of approximately \$18,575 in value-add was negotiated for Guaranteed Ride Home, and \$600 for Guaranteed Ride Home Baltimore.

## Radio (GRH)

Radio served as the main media component for the GRH campaign which aired on traditional radio stations with multiple formats including news/talk, sports, adult contemporary, urban contemporary, contemporary hit radio, rock, and country.

## Scripts

### :30 Guaranteed Ride Home Radio Script

Did someone say FREE RIDE HOME? If you like carpooling or vanpooling but worry about getting stuck at the office—relax! With Commuter Connections, you can get up to 6 FREE rides home for unexpected emergencies or unscheduled overtime, even if you're commuting just a few times a week. Register or renew for Guaranteed Ride Home today at [CommuterConnectionsDotOrg](http://CommuterConnectionsDotOrg) or call 800-745-RIDE. Some restrictions apply.

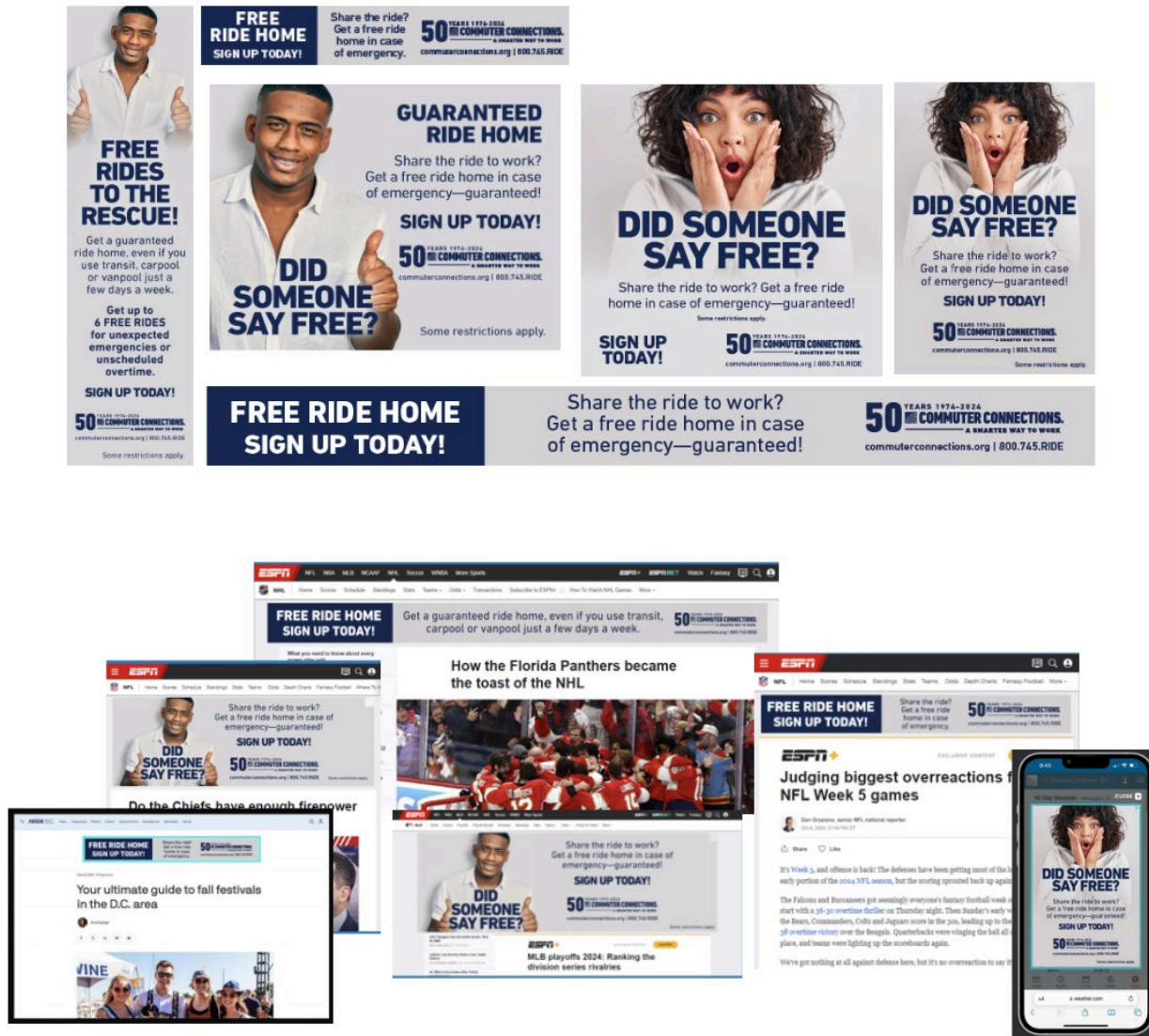
### :15 Guaranteed Ride Home Radio Read

Get a FREE RIDE HOME! You heard right! Commuter Connections offers a free guaranteed ride home for unexpected emergencies – even if you're commuting just a few times a week. Learn more at [CommuterConnections.org](http://CommuterConnections.org) or call 1-800-745-RIDE.



## Digital Banner Ads (GRH)

Digital banner ads were placed through the Causal IQ digital network and ESPN, and served Guaranteed Ride Home banners to various targeted websites, while optimizing performance.



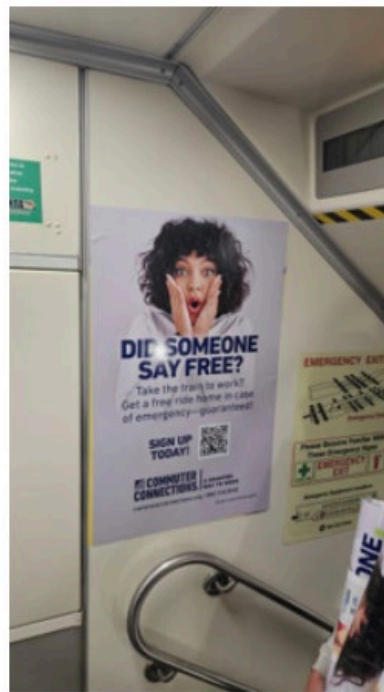
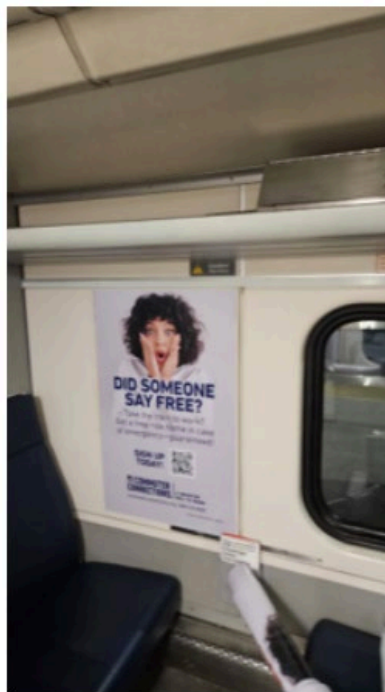
### Streaming & YouTube Video (GRH)

A 30-second animated video was created to promote Guaranteed Ride Home and ran as paid advertising on YouTube and video streaming. The video touched on the benefits of the Guaranteed Ride Home program.



### MARC Trains (GRH)

More than 150 GRH posters appear across all MARC lines.



## VRE Trains (GRH)

Forty-five interior cards were displayed on VRE trains. Two sheet posters also were posted at the following select stations: Backlick Road, BroadRun/Airport, Crystal City, L'Enfant Plaza, Leeland, Rolling Road and Spotsylvania.



## Social Media (GRH)

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



**Guaranteed Ride Home (GRH Baltimore)**

GRH radio spots aired on the following two Baltimore stations.



Commuter Connections celebrated its 50<sup>th</sup> anniversary during a ceremony at the National Press Club with keynote speaker, District of Columbia Mayor, Muriel Bowser. The event reflected upon Commuter Connections' strong track record over the past five decades of helping commuters find smarter ways to work, while reducing traffic and air pollution. A retrospective timeline brochure was created highlighting accomplishments over the half century, and a video was produced celebrating 50 years of Commuter Connections and its vision moving forward. During the event, the CommuterCash app was announced and the FY24 Employer Award winners were recognized.

We are celebrating the 50th anniversary of a program enacted by the National Capital Region Transportation Planning Board (TPB), or COG, known today as Commuter Connections. The initiative was created in 1974 in response to the OPEC oil embargo which caused gas shortages that paralyzed U.S. automotive transportation.

During the preceding decades, the Federal-Aid Highway Act and completion of the Capital Beltway paved the way to ubiquitous travel by automobile and continuing by way of single occupancy vehicles became a way of life. That all came to a halt during the gas shortages. Leaders in the metropolitan Washington region responded to the crisis by supporting the formation of a regional carpooling network, originally called Commuter Club, to facilitate moving more commuters in one vehicle by matching residents who live and work in the same areas.

Carpooling is now only one part of an overall concept known as Transportation Demand Management (TDM). Commuter Connections remains an innovative leader in this approach which focuses on reducing travel demand on existing road and highway infrastructure by influencing alternative travel behaviors.

Congratulations to the TPB for a significant milestone realized by its Commuter Connections program and for its many accomplishments over the decades to help shape travel demand. Thank you to the State DOTs and agencies who have these essential programs and to the COG jurisdictions who support, facilitate, and collaborate with Commuter Connections as part of a unified regional effort.

Looking forward, Commuter Connections will continue to work with area leaders to offer improvements and development of multimodal transit solutions. The resulting efforts will road and access future demands on roads, highways, and paths to even-improve our environmental impacts and quality of life for the region.

Sincerely,

Christine Henderson  
Chair, National Capital Region Transportation Planning Board  
Counsellor-at-Large, District of Columbia

## Commuter Connections

Founded in 1974, Commuter Connections is a regional network of transportation organizations coordinated through the TPB. The program offers free multimodal commuter services to residents and workers in the metropolitan Washington region and beyond, including ridesharing, Bike to Work Day and Car Free Day regional events, employer outreach, Guaranteed Ride Home, and a host of other incentive programs. Commuter Connections is funded by the District of Columbia, Maryland, and Virginia.

## National Capital Region Transportation Planning Board

Founded in 1965, the National Capital Region Transportation Planning Board (TPB) is the federally designated metropolitan planning organization (MPO) for the Washington, DC metropolitan region. Working with local, state, regional, and federal partners and leaders, the TPB coordinates future plans, provides data and analysis to decision makers, and coordinates regional programs to advance safety, land-use coordination, and more. The TPB is housed at and staffed by the Metropolitan Washington Council of Governments (COG).

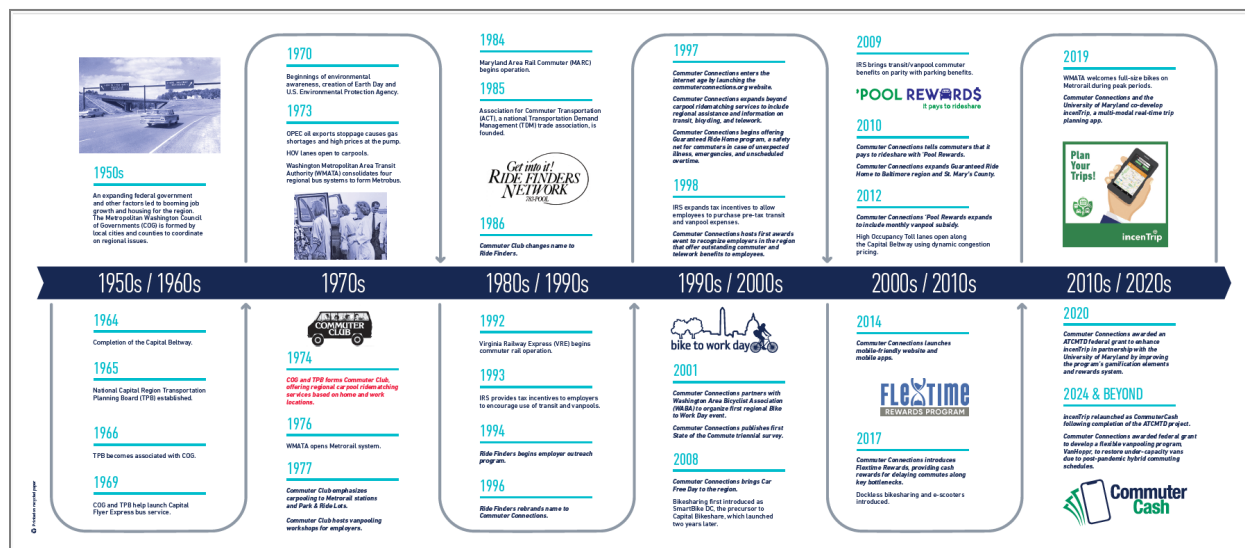
## Metropolitan Washington Council of Governments

Founded in 1957, the Metropolitan Washington Council of Governments (COG) is an independent, nonprofit association that brings area leaders together to address major regional issues in the District of Columbia, suburban Maryland, and Northern Virginia. COG's membership is comprised of 300 elected officials from local governments, the Maryland and Virginia state legislatures, and U.S. Congress.

The Commuter Connections program is funded by DDOT, MDOT, and VDOT.

## CELEBRATING 50 YEARS OF MOVING FORWARD

OCTOBER 2, 2024





Commuter Connections 50<sup>th</sup> Anniversary Video



COG Executive Director Clark Mercer accepts "Commuter Connections Day" proclamation from District of Columbia Mayor Muriel Bowser.

## Employer Awards 2025

The Employer Recognition Awards program recognizes employers who initiate outstanding commuter benefits and/or telework programs to assist their employees. A concept was designed for the call for nominations email sent in late November 2024. The nomination period was open through January 31, 2025.



## APPENDIX A

### Performance Measures

#### Web Visits

Month	FY 2024 Web Visits (Sessions)	FY 2025 Web Visits (Sessions)	Year to Year # Change	Year to Year % Change
July	7,448	7,419	-29	-0.4%
August	9,084	11,357	2,273	25.0%
September	8,039	7,467	-572	-7.1%
October	16,103	27,060	10,957	68.0%
November	14,906	26,867	11,961	80.2%
December*	18,074	2,129	-15,945	-88.2%
	<b>73,654</b>	<b>82,299</b>	<b>8,645</b>	<b>11.74%</b>

\* In December 2024, Commuter Connections transitioned to a new website and analytics capturing was temporarily unavailable for most of the month. Low numbers are due to lack of available data, not a lack web visits.

#### Phone Calls

Month	FY 2024 Phone Calls	FY 2025 Phone Calls	Year to Year # Change	Year to Year % Change
July	330	354	24	7.2%
August	419	367	-52	-12.4%
September	350	347	-3	-0.9%
October	319	362	43	13.5%
November	234	332	98	41.9%
December*	333	283	-50	-14.0%
	<b>1,985</b>	<b>2,045</b>	<b>60</b>	<b>3.0%</b>

## GRH Applications

Month	GRH FY 2024 Applications	GRH FY 2025 Applications	Year to Year # Change	Year to Year % Change
July	163	201	38	23.3%
August	242	210	-32	-13.2%
September	202	179	-23	-11.4%
October	185	236	51	27.6%
November	176	159	-17	-9.7%
December	158	122	-36	-22.8%
	<b>1,126</b>	<b>1,107</b>	<b>-19</b>	<b>-1.7%</b>

## Rideshare Applications

Month	Rideshare FY 2024 Applications	Rideshare FY 2025 Applications	Year to Year # Change	Year to Year % Change
July	413	737	324	78.5%
August	573	436	-137	-23.9%
September	533	592	59	11.1%
October	428	513	85	19.9%
November	476	435	-41	-8.6%
December	354	363	9	2.5%
	<b>2,777</b>	<b>3,076</b>	<b>299</b>	<b>10.8%</b>

**APPENDIX B**  
**Car Free Day 2024**  
**Digital Results**

Car Free Day Media	Amount Spent	Impressions	Click Thrus or Interactions	Click Thru / Interaction Rate	Cost Per Click / Interaction
Causal IQ	\$10,000	2,334,517	8,115	.35%	\$1.23
Facebook	\$2,500	330,638	2,459	.74%	\$1.02
X	\$1,000	150,320	695	.46%	\$1.44
Google Ads	\$1,768	521,950	393	.08%	\$4.50
	<b>\$15,268</b>	<b>3,337,425</b>	<b>11,662</b>		

## APPENDIX C

### Car Free Day

### Earned Media Placements

#### Media Coverage

Car Free Day 2024 Media Coverage		
Television, broadcasting, print, and online coverage		
9/20/2024	MyMCM	<a href="#">Free Ride on Bus Fare for Car-Free Day Sept. 23</a>
9/17/2024	Tysons Today	<a href="#">Car Free Day - Tysons Today</a>
8/16/2024	My MCM	<a href="#">September 23 is International Car Free Day</a>
9/22/2024	DCNewsNow (MSN)	<a href="#">Car Free Day Coming to the DMV with Free Rides, prizes</a>
09/22/2024	DCNewsNow	<a href="#">Car Free Day Coming to the DMV with Free Rides, prizes</a>
9/21/2024	MyMCM	<a href="#">Residents Urged to Find Travel Alternatives on Car Free Day</a>
9/21/2024	City of Fairfax	<a href="#">Put down the Keys, Get There Differently</a>
Social Media		
9/23/2024	Instagram – DDOT DC	<a href="#">D.C. Department of Transportation (@ddotdc)</a>
8/22/2024	Instagram – DDOT DC	<a href="#">D.C. Department of Transportation (@ddotdc)</a>
9/9/2024	Instagram goDCgo	<a href="#">goDCgo (@godcgo)</a>
9/23/2024	Instagram goDCgo	<a href="#">goDCgo (@godcgo)</a>
9/23/2024	Instagram – Ride on MTC	<a href="#">Ride On Montgomery County (@rideonmct)</a>
9/23/2024	Instagram – Car-Free Diet	<a href="#">Car-Free Diet (@carfreediet)</a>
9/16/2024	Instagram – Car-Free Diet	<a href="#">Car-Free Diet (@carfreediet)</a>
9/11/2024	Instagram – Car-Free Diet	<a href="#">Car-Free Diet (@carfreediet)</a>
9/2/2024	Instagram – Car-Free Diet	<a href="#">Car-Free Diet (@carfreediet)</a>
9/16/2024	Instagram – Art Arlington Transit	<a href="#">ART -- Arlington Transit (@art__arlington)</a>
9/6/2024	Instagram – Art Arlington Transit	<a href="#">ART -- Arlington Transit (@art__arlington)</a>
9/22/2024	Instagram – Delagate Foley	<a href="#">Car Free Day 2024 - (delagatefoley)</a>
9/21/2024	Instagram -mcdotnow	<a href="#">Montgomery County Department of Transportation (@mcdotnow)</a>
9/22/2024	Instagram -mcdotnow	<a href="#">Montgomery County Department of Transportation (@mcdotnow)</a>
9/23/2024	Instagram -mcdotnow	<a href="#">Montgomery County Department of Transportation (@mcdotnow)</a>
9/23/2024	Instagram -mcdotnow	<a href="#">Montgomery County Department of Transportation (@mcdotnow)</a>
9/14/2024	Instagram -mcdotnow	<a href="#">Montgomery County Department of Transportation (@mcdotnow)</a>
8/29/2024	Instagram -mcdotnow	<a href="#">Montgomery County Department of Transportation (@mcdotnow)</a>
8/23/2024	Instagram - mcdotnow	<a href="#">Montgomery County Department of Transportation (@mcdotnow)</a>
8/15/2024	Instagram – mcdotnow	<a href="#">Montgomery County Department of Transportation (@mcdotnow)</a>
8/7/2024	Instagram – mcdotnow	<a href="#">Montgomery County Department of Transportation (@mcdotnow)</a>

8/1/2024	Instagram – mcdotnow	<a href="#">Montgomery County Department of Transportation (@mcdotnow)</a>
9/23/2024	Instagram – Loudoun County Commuter Services	<a href="#">Loudoun County Commuter Services (@loudouncountycommuterservices)</a>
9/22/2024	Instagram – Loudoun County Commuter Services	<a href="#">Loudoun County Commuter Services (@loudouncountycommuterservices)</a>
9/20/2024	Instagram – Loudoun County Commuter Services	<a href="#">Loudoun County Commuter Services (@loudouncountycommuterservices)</a>
9/14/2024	Instagram – Loudoun County Commuter Services	<a href="#">Loudoun County Commuter Services (@loudouncountycommuterservices)</a>
9/13/2024	Instagram – Loudoun County Commuter Services	<a href="#">Loudoun County Commuter Services (@loudouncountycommuterservices)</a>
9/11/2024	Instagram – Loudoun County Commuter Services	<a href="#">Loudoun County Commuter Services (@loudouncountycommuterservices)</a>
9/9/2024	Instagram – Loudoun County Commuter Services	<a href="#">Loudoun County Commuter Services (@loudouncountycommuterservices)</a>
9/23/2024	Instagram – Commuter Choice MD	<a href="#">Commuter Choice MD (@commuterchoiceMD)</a>
9/17/2023	Facebook – Arlington Transportation Partners	<a href="#">Arlington Transportation Partners</a>
9/23/2024	Facebook - The City of Frederick	<a href="#">Facebook – City of Frederick</a>
9/20/2024	Facebook - The City of Frederick	<a href="#">Facebook – City of Frederick</a>
9/10/2024	Facebook - The City of Frederick	<a href="#">Facebook – City of Frederick</a>
9/4/2024	Facebook - The City of Frederick	<a href="#">Facebook – City of Frederick</a>
8/27/2024	Facebook - The City of Frederick	<a href="#">Facebook – City of Frederick</a>
8/28/2024	Facebook – Fairfax alliance for Better Bicycling	<a href="#">Facebook - FABB</a>
9/23/2024	Facebook -RideSmart	<a href="#">RideSmart - (RideSmart)</a>
9/14/2024	Facebook - RideSmart	<a href="#">RideSmart (RideSmart)</a>
9/6/2024	Facebook - goDCgo	<a href="#">goDCgo (goDCgo)</a>
9/23/2024	Facebook - goDCgo	<a href="#">goDCgo (goDCgo)</a>
9/23/2024	Facebook – Ride on MTC	<a href="#">Ride on MTC (Ride on MTC)</a>
9/9/2024	Facebook – Ride on MTC	<a href="#">Ride on MTC (Ride on MTC)</a>
9/17/2024	Facebook – OAR of Arlington, Alexandria, Falls Church	<a href="#">Facebook - OARJustice</a>
09/23/2024	Facebook – DDOT DC	<a href="#">DDOT DC (DDOT DC)</a>
9/22/2024	Facebook - Tri-County Council for Southern Maryland	<a href="#">Tri-County Council for Southern Maryland (TCCSMD)</a>
9/20/2024	Facebook - Tri-County Council for Southern Maryland	<a href="#">Tri-County Council for Southern Maryland (TCCSMD)</a>
9/17/2024	Facebook - Tri-County Council for Southern Maryland	<a href="#">Tri-County Council for Southern Maryland (TCCSMD)</a>
9/23/2024	X – Bryia PCS	<a href="#">Briya PCS</a>
9/23/2024	X – CM Christina Henderson	<a href="#">Christina Henderson</a>
9/17/2024	X – OAR Justice	<a href="#">Oar Justice</a>
8/5/2024	X – Purplegator Marketing	<a href="#">Purplegator Marketing</a>
9/25/2024	X – MCDOT	<a href="#">MCDOT</a>
9/23/2024	X – Walter Alcorn	<a href="#">Walter Alcorn</a>

9/23/2024	X – DRPT	<a href="#">DRPT</a>
9/23/2024	X – Ahmed Abu-Khalif	<a href="#">Ahmed Abu-Khalif</a>
9/23/2024	X - goDCgo	<a href="#">goDCgo</a>
9/23/2024	X – Metro Forward	<a href="#">Metro Forward</a>
9/23/2024	X – CM Allen’s Team	<a href="#">Cm Allen’s Team</a>
9/23/2024	X – Anne-Marie	<a href="#">Anne Marie_G_S</a>
9/23/2024	X – Walter Alcorn	<a href="#">Walter Alcorn</a>
9/23/2024	X – MCDOT	<a href="#">MCDOT</a>
9/23/2024	X – Councilmember Matt Frumin	<a href="#">Councilmember Matt Frumin</a>
9/23/2024	X – WTOP	<a href="#">WTOP</a>
9/23/2024	X - BikeArlington	<a href="#">Bike Arlington</a>
9/23/2024	X - James of Rockville	<a href="#">James of Rockville</a>
9/23/2024	X – Fairfax Connector	<a href="#">Fairfax Connector</a>
9/23/2024	X – Dieta Cero-Auto (Car Free Diet)	<a href="#">Dieta Cero-Auto</a>
9/23/2024	X – Walk Arlington	<a href="#">Walk Arlington</a>
9/23/2024	X – NVTA	<a href="#">NVTA</a>
9/23/2024	X – Arlington Transportation Partners	<a href="#">Arlington Transportation Partners</a>
9/23/2024	X – Metro Forward	<a href="#">Metro Forward</a>
<b>Calendar Listings</b>		
<a href="#">Adams Morgan BID</a>		<a href="#">Car Free Day 2024 - Adams Morgan Partnership BID (admodc.org)</a>
<a href="#">Afro American Newspaper</a>		<a href="#">Car Free Day 2024 - The Afro Calendar</a>
<a href="#">All Events</a>		<a href="#">Car Free Day 2024 - AllEvents</a>
<a href="#">ALX Now</a>		<a href="#">Car Free Day 2024 - ALXnow</a>
<a href="#">Arlington Chamber of Commerce</a>		<a href="#">Car Free Day 2024 - arlingtonchamber.org</a>
<a href="#">Arlington Transportation Partners</a>		<a href="#">Car Free Day - Arlington Transportation Partners</a>
<a href="#">Baltimore Child</a>		<a href="#">Car Free Day 2024 - (baltimoreschild.com)</a>
<a href="#">Baltimore Sun</a>		<a href="#">Car Free Day 2024 - Baltimore Sun Calendar</a>
<a href="#">Capital Gazette</a>		<a href="#">Car Free Day 2024 - Capital Gazette Calendar</a>
<a href="#">Capitol Hill BID</a>		<a href="#">Car Free Day 2024 - Capitol Hill BID</a>
<a href="#">Car Free Diet</a>		<a href="#">Car Free Day 2024 – Car Free Diet</a>
<a href="#">Carroll County Times</a>		<a href="#">Car Free Day 2024 - Carroll County Times</a>
<a href="#">Central Fairfax County Chamber of Commerce</a>		<a href="#">Car Free Day 2024 – Central Fairfax County Chamber of Commerce</a>
<a href="#">Charles County Chamber of Commerce</a>		<a href="#">Car Free Day 2024 - charlescountychamber.org</a>
<a href="#">DC Inno</a>		<a href="#">Events   AmericanInno</a>
<a href="#">DC Social Guide</a>		<a href="#">DC Social Guide Events - Car Free Day 2024</a>
<a href="#">DC News Now</a>		<a href="#">Car Free Day 2024 – DC News Now</a>
<a href="#">Dulles Moms</a>		<a href="#">Car Free Day 2024 – Dullesmoms.com</a>
<a href="#">Dupont Circle BID</a>		<a href="#">Car Free Day 2024 – Dupont Circle BID</a>
<a href="#">Evnt</a>		<a href="#">Evnt Events - Car Free Day 2024</a>
<a href="#">Fairfax County</a>		<a href="#">Car Free Day 2024 – Fairfax County Government</a>
<a href="#">FFX Now</a>		<a href="#">Car Free Day 2024 - FFXnow</a>
<a href="#">Georgetown DC BID</a>		<a href="#">Car Free Day - Georgetown DC</a>

<u>Greater Greater Washington</u>	<a href="#">Car Free Day 2024 – Greater Greater Washington (ggwash.org)</a>
Inside NoVa	<a href="#">Car Free Day 2024 – Inside NoVa</a>
<u>Loudoun Chamber of Commerce</u>	<a href="#">Car Free Day 2024 - Loudoun Chamber</a>
<u>Maryland Cycling Events</u>	<a href="#">Car Free Day 2024 - BikeRide</a>
Montgomery Magazine	<a href="#">Car Free Day 2024 - Montgomery Magazine Calendar</a>
National Landing	<a href="#">Car Free Day 2024 – National Landing</a>
<u>Popville (DC blog)</u>	<a href="#">Car Free Day 2024 - PoPville</a>
Potomac Local	<a href="#">Car Free Day 2024 - Potomac Local News</a>
Prince William Living	<a href="#">Car Free Day 2024 – Prince William Living</a>
<u>The Bay Net</u>	<a href="#">Car Free Day 2024 - The BayNet Calendar</a>
<u>Patch - DC</u>	<a href="#">Car Free Day 2024 - Washington DC, DC Patch</a>
Tysons Today	<a href="#">Car Free Day 2024 – Tysons Today</a>
<u>Washington Family, Reston</u>	<a href="#">Car Free Day 2024 - Washington Family Calendar</a>
Washington Informer	<a href="#">Car Free Day 2024 – Washington Informer</a>
<u>Washington Jewish Week</u>	<a href="#">Car Free Day 2024 - Washington Jewish Week Calendar</a>
Washington Local DMV	<a href="#">Car Free Day 2024 – Washington Local DMV</a>
Bike League	Internal Shout-out
Greater Washington Women's Network	Newsletter Shout-out

**APPENDIX D**  
**Rideshare2024**  
**Digital Results**

Ridesharing Media	Amount Spent	Impressions	Click Thrus or Interactions	Click Thru / Interaction Rate	Cost Per Click / Interaction
Causal IQ	\$80,000	10,944,677	15,094	.15%	\$5.30
ESPN	\$35,000	3,208,589	4,579	.14%	\$7.64
Facebook/Instagram	\$15,000	1,243,720	13,045	1.05%	\$1.15
X	\$5,000	1,019,176	3519	.35%	\$1.42
Google Display Ads	\$5,000	1,620,104	1,688	.10%	\$2.96
Google Video Ads	\$5,000	501,564	510	.10%	\$9.80
	<b>\$145,000</b>	<b>18,537,830</b>	<b>38,435</b>		

**Guaranteed Ride Home 2024**  
**Digital Results**

Guaranteed Ride Home Media	Amount Spent	Impressions	Click Thrus or Interactions	Click Thru / Interaction Rate	Cost Per Click / Interaction
Causal IQ	\$80,000	10,928,434	10,814	.10%	\$7.40
ESPN	\$30,000	2,750,428	3,906	.14%	\$7.68
Facebook/Instagram	\$15,000	2,112,486	24,814	1.17%	\$.60
X	\$5,000	1,001,284	3,795	.38%	\$1.32
Google Display Ads	\$5,000	1,668,639	1,819	.11%	\$2.75
Google Video Ads	\$5,000	517,916	488	.09%	\$10.25
	<b>\$140,000</b>	<b>18,979,187</b>	<b>45,636</b>		