



**Metropolitan Washington  
Council of Governments**

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

**Regional TDM Marketing Group**

**September 16, 2025**

**FY25 Second Half  
Marketing Campaign Summary**

**Table of Contents**

<b>Section</b>	<b>Page #</b>
Executive Summary.....	1
Introduction.....	2
'Pool Rewards.....	5
goDMV.....	7
Rideshare and GRH.....	9
CommuterCash.....	18
Bike to Work Day.....	22
Employer Awards.....	29
<b>Appendix</b>	
A. Performance Measures.....	33
B. Umbrella Campaign Digital Results.....	35
C. Incentive Campaigns Digital Results.....	36
D. BTWD Campaign Digital Results.....	38
E. BTWD Earned Media.....	39

## **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 honored employers who initiated outstanding worksite commute benefits and/or telework programs. The nomination period concluded at the end of January; the Selection Committee took place in mid-March; and winners were honored at a ceremony on June 25<sup>th</sup>. The Washington Business Journal ad was \$7,500.

### **Incentive Programs**

A marketing campaign for CommuterCash regional and MDOT ran March through May 2025. The CommuterCash regional media investment was \$69,805, 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 3-month challenge for employees to use sustainable commuting methods and their log trips for a chance to win prizes and other incentives. The friendly 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 commuters.

- 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.



### '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	Actual Impressions
Causal IQ	Digital Display	\$15,000	3,353,270
Social Media	(Facebook, Instagram)	\$5,000	1,007,016
<b>Totals</b>		<b>\$20,000</b>	<b>4,360,286</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.





### goDMV Commuter Competition

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

goDMV Competition Spending	Description	COG Cost	Actual Impressions
Causal IQ	Digital Display	\$5,000	1,119,508
Social Media	Facebook/Instagram	\$5,000	1,027,028
<b>Totals</b>		<b>\$10,000</b>	<b>2,146,536</b>

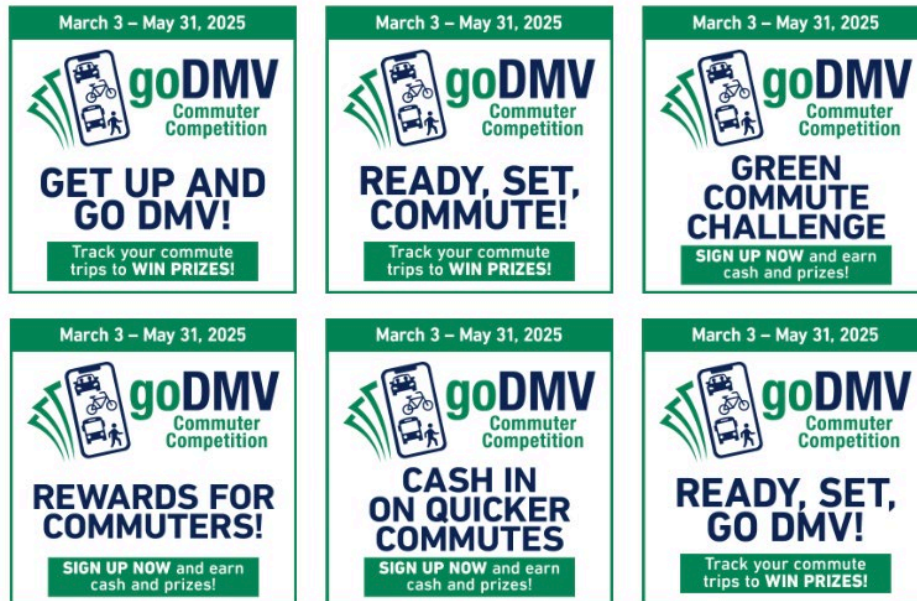
### Digital Display Ads

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.



## 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>Actual Impressions</b>
Causal IQ	Digital Display & Video Streaming	\$90,000	11,261,497
ESPN (Good Karma Brand)	Digital Display (Sports)	\$45,000	4,125,014
iHeart Radio	WWDC/WASH/WMZ Q/WBIG/WIHT	\$48,450	5,810,000
Audacy Radio	WIAD/WPGC	\$28,790	1,600,800
Hubbard Radio	WTOP (News/Talk)	\$37,128	2,469,000
WAMU-FM	WAMU (NPR)	\$20,400	1,346,051
Social Media	Facebook/Google/X /YouTube	\$42,000	8,430,687
<b>Totals</b>		<b>\$311,768</b>	<b>35,043,049</b>

## Value-add

A total of approximately \$30,660 in value-add was negotiated for Ridesharing.

## Radio (Rideshare)

Radio for the Rideshare campaign aired on multiple 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

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**

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

**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

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

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

**Emotional Shrewsbury Implores Notre Dame fans not to give up**

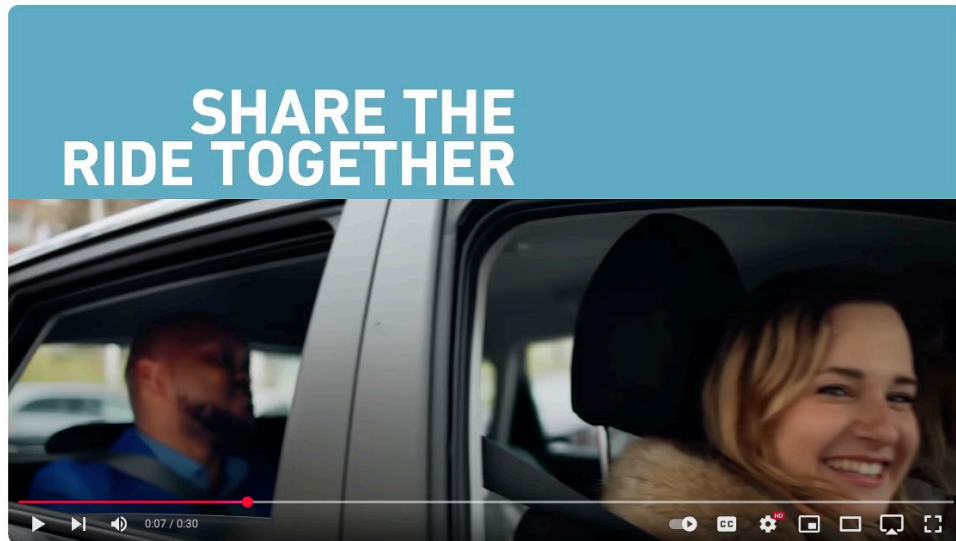
Everything's better when you share the ride together. FREE carpool ridematching even if you commute just a few days a week!  
**GET GOING TODAY!**  
**COMMUTER CONNECTIONS.**  
A SMARTER WAY TO WORK  
commuterconnections.org | 800.745.7433

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

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

### 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, and 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>Actual Impressions</b>
Causal IQ	Digital Display & Video Streaming	\$90,000	11,247,468
ESPN (Good Karma Brand)	Digital Display (Sports)	\$45,000	4,125,002
iHeart Radio	WWDC/WASH/WMZ Q/WBIG/WIHT	\$48,450	5,810,000
Audacy Radio	WIAD/WPGC	\$28,790	2,624,400
Hubbard Radio	WTOP(News/Talk)	\$37,128	2,468,000
WAMU	WAMU(NPR)	\$20,400	1,346,000
Social Media (Odonnell)	Facebook/Google/X /YouTube	\$42,000	8,890,521
<b>Totals</b>		<b>\$311,768</b>	<b>36,511,391</b>

### Value-add

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

## Radio (GRH)

Radio for the Guaranteed Ride Home campaign aired on multiple 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 [CommuterConnectionsDotOrg](http://CommuterConnectionsDotOrg) 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 [CommuterConnectionsDotOrg](http://CommuterConnectionsDotOrg) 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**

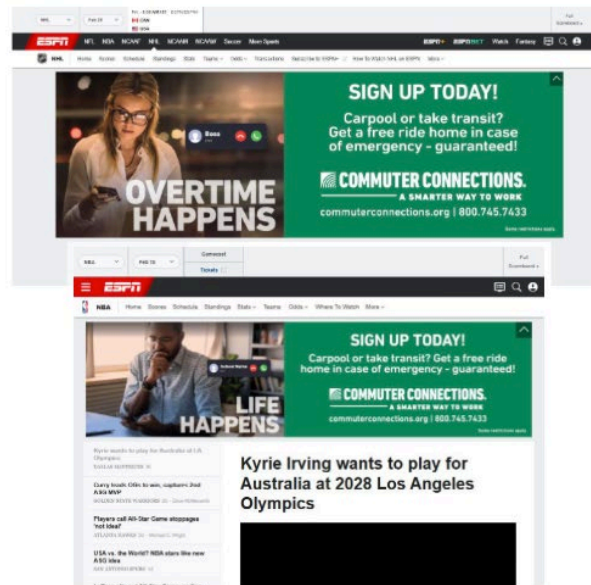
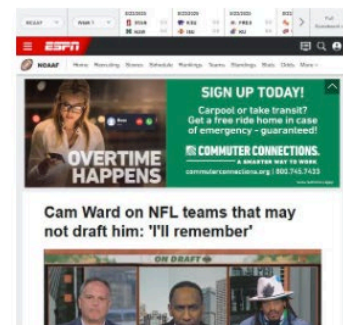
Get home from work with Guaranteed Ride Home. Up to 4 FREE RIDES in case of illness, emergency or unscheduled overtime.

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

Some restrictions apply.

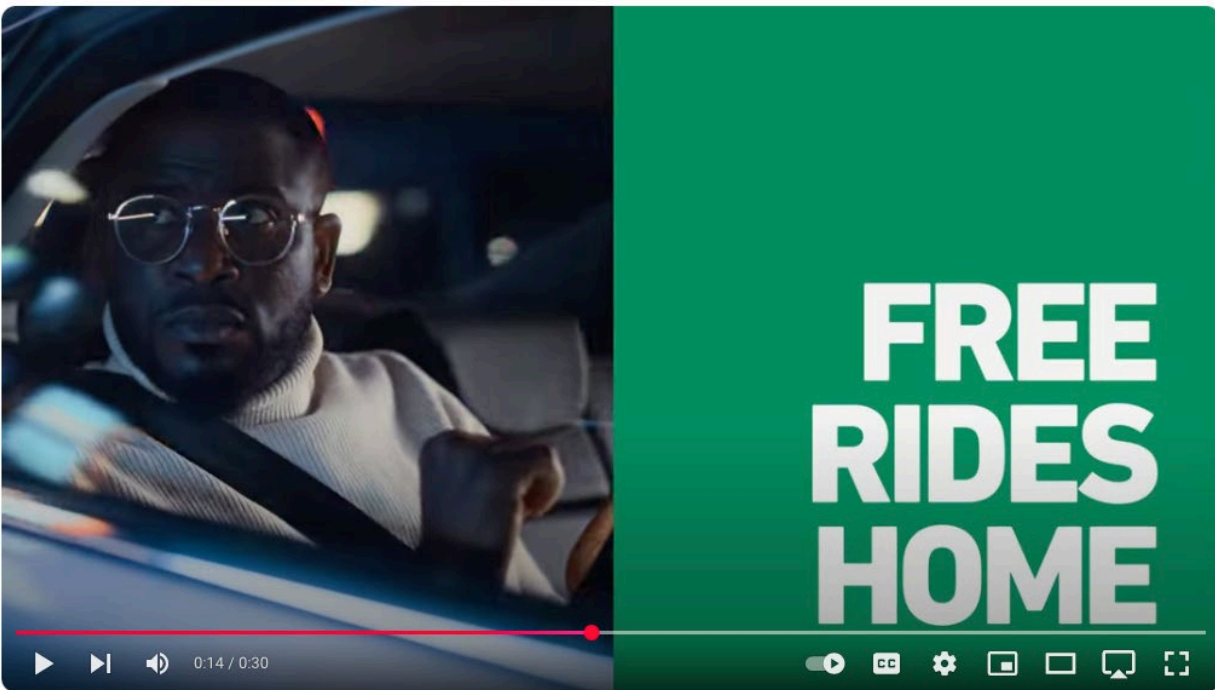
SIGN UP TODAY!  
Carpool or take transit? Get a free ride home in case of emergency - guaranteed!

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

A desktop browser view of the ESPN website. The top navigation bar includes 'NFL', 'NBA', 'MLB', 'NHL', 'Baseball', 'Hockey', 'Soccer', 'Tennis', 'Golf', 'Baseball', 'Hockey', 'Soccer', 'Tennis', 'Golf'. The main content area features the 'LIFE HAPPENS' ad. Below the ad, there are several news snippets: 'Kyrie Irving wants to play for Australia at 2028 Los Angeles Olympics', 'Darryl Keith O'Leary to win, captures first ALB MVP', 'Players call All-Star Game stoppage "not ideal"', 'USA vs. the World? NBA stars like new All-Star', and 'Lakers rally and All-Star Game, ending'.A mobile browser view of the ESPN website. The top navigation bar includes 'NFL', 'NBA', 'MLB', 'NHL', 'Baseball', 'Hockey', 'Soccer', 'Tennis', 'Golf'. The main content area features the 'LIFE HAPPENS' ad. Below the ad, there is a news snippet: 'Cam Ward on NFL teams that may not draft him: "I'll remember"'. Below the snippet is a video player showing three men.

### Streaming Video (GRH)

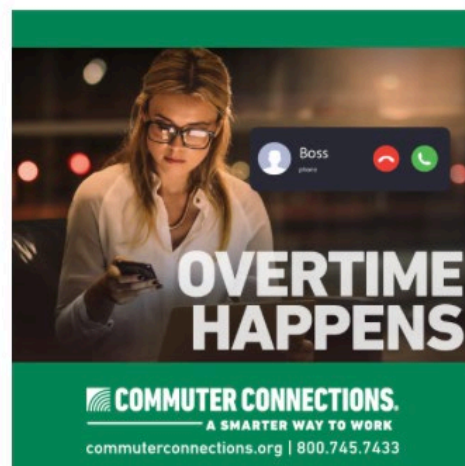
A 30-second video was created to promote ridesharing and ran as paid advertising on YouTube and the Causal IQ network of targeted websites, optimized for performance.



**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	Actual Impressions
Causal IQ	Digital Display	\$13,200	2,942,078
Hearst Radio	WIYY	\$11,798	1,072,298
<b>Totals</b>		<b>\$24,998</b>	<b>4,014,376</b>

### Value-Added

A total of \$1,000 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.

### 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 mid-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 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	Actual Impressions
Causal IQ	Digital Display	\$20,000	4,453,299
iHeart Radio	WWDC-FM/ WASH-FM / WMZQ-FM / WBIG-FM / WIHT-FM	\$39,806	3,005,116
Social Media	Facebook/ Instagram/Google	\$10,000	2,226,104
Totals		\$69,806	9,684,519

<b>CommuterCash MDOT Spending</b>	<b>Description</b>	<b>COG Cost</b>	<b>Actual Impressions</b>
Causal IQ	Digital Display	\$15,000	3,346,964
iHeart Radio	WWDC-FM/ WASH-FM	\$19,966.50	1,016,990
Social Media	Facebook/ Instagram/Google	\$15,000	3,386,812
<b>Totals</b>		<b>\$49,966.50</b>	<b>7,750,766</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 dot 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 dot 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 appeared on the Causal IQ network of targeted websites used by Maryland commuters and were optimized for performance.



### Social Media (MDOT)

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



## 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 participants 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:

<b>Bike To Work Day Spending</b>	<b>Description</b>	<b>COG Cost</b>	<b>Actual Impressions</b>
Causal IQ	Digital Display	\$25,000	5,477,903
iHeart Radio	WASH-FM	\$12,750	632,515
Audacy Radio	WIAD-FM/ WPGC-FM/ WJFK-FM	\$11,900	753,700
Social Media	Facebook/Instagram/ Google/X/YouTube	\$15,000	2,496,813
<b>Totals</b>		<b>\$64,650</b>	<b>9,360,931</b>



## 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 leading up to and during their events.



## Rack Card

Two-sided rack cards with a companion 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 T-shirts 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.



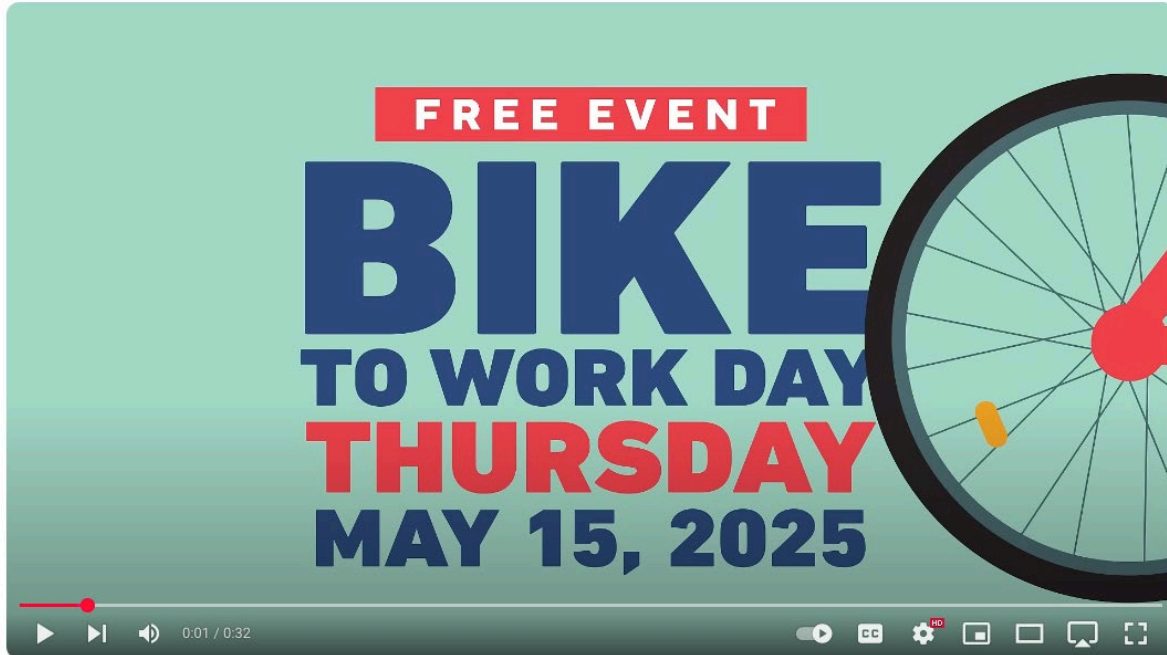
## Digital Display Ads

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!**



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.



## 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.



## Employer Awards 2025

The Employer Awards program recognized employers who initiated 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 occurred on June 25th.



### 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 distributed at the ceremony.



### Giveaway Item

Commuter Connections branded umbrellas were given to attendees of the Employer Awards ceremony.





## Print Ad

A newspaper print advertisement appeared in the Washington Business Journal to announce the employer winners of this year's awards. The media spend for the 2025 Employer Recognition Awards program was \$7,500.



Color half page run-of-press print ad which appeared in the June 30<sup>th</sup> edition of the Washington Business Journal.

20 EMPLOYER  
25 AWARDS

moving our future  
**FORWARD >>**

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

commuterconnections.org | 800.745.RIDE

**CONGRATULATIONS TO OUR  
WINNERS**

**Employer Awards**  
**City of Alexandria**  
City of Alexandria, Virginia  
**American Physical Therapy Association**  
City of Alexandria, Virginia  
**Washington Headquarters Services**  
Arlington County, Virginia

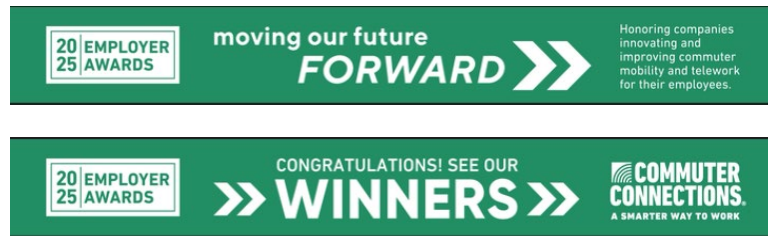
**Employer Services Organization Award**  
**Federal Realty – Pike & Rose**  
Montgomery County, North Bethesda, Maryland

**Employer Outreach Team Award**  
**Fairfax County Commuter Services**  
Fairfax County, Virginia

Honoring companies innovating and improving  
commuter mobility and telework for their employees.

## Digital Banner Ads

Animated digital banner ads recognizing the winners ran on the Washington Business Journal website <https://www.bizjournals.com/washington>.



## 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	332	802	470	141.6%
May*	361	0	-361	-100.0%
June	263	872	609	231.6%

**2,057      4,049      1,992      96.8%**

\* May 2025 data not available due to change in telephone systems, not a lack of phone calls.

### Web Visits

Month	FY 2024 Web Visits	FY 2025 Web Visits	+/-	+/- %
January*	7,968	3,225	(4,743)	-59.5%
February	12,879	38,749	25,870	200.9%
March	11,878	54,482	42,604	358.7%
April	9,417	46,282	36,865	391.5%
May	8,693	46,277	37,584	432.3%
June	14,343	34,642	20,299	141.5%

**65,178      223,657      158,479      243.1%**

\*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	196	862	666	339.8%
April	161	515	354	219.9%
May	181	399	218	120.4%
June	216	347	131	60.6%
	<b>1,233</b>	<b>2,956</b>	<b>1,732</b>	<b>139.7%</b>

### Rideshare Applications

Month	Rideshare FY 2024 Applications	Rideshare FY 2025 Applications	Change	%
January	372	664	292	78.5%
February	500	1,419	919	183.8%
March	671	1,264	593	88.4%
April	569	783	214	37.6%
May	646	673	27	4.2%
June	443	767	324	73.1%
	<b>3,201</b>	<b>5,570</b>	<b>2,369</b>	<b>74.0%</b>

## APPENDIX B

### Spring 2025 Umbrella Campaign Digital Results

#### Rideshare

Ridesharing Media	Amount Spent	Impressions	Click Thrus	Click Thru Rate	Cost Per Click
Causal IQ (Display)	\$45,000	10,008,709	8,541	.09%	\$5.27
ESPN (Good Karma Brand)	\$45,000	4,125,014	6070	.15%	\$7.41
Facebook	\$20,000	3,177,416	26,891	.85%	\$.74
X	\$5,200	379,384	1,966	.52%	\$2.64
Google Display Ads	\$8,400	3,422,891	3,628	.11%	\$2.32
Google Video Ads	\$8,400	1,450,996	387	.03%	\$21.71
	\$132,000	22,564,410	47,483		

#### Guaranteed Ride Home

Guaranteed Ride Home Media	Amount Spent	Impressions	Click Thrus	Click Thru Rate	Cost Per Click
Causal IQ (Display)	\$45,000	9,994,330	5,671	.06%	\$7.94
ESPN (Good Karma Brand)	\$45,000	4,125,002	5906	.14%	\$7.62
Facebook	\$20,000	3,447,700	26,320	.76%	\$.76
X	\$5,200	415,949	2,276	.55%	\$2.28
Google Display Ads	\$8,400	3,510,994	2,510	.07%	\$3.35
Google Video Ads	\$8,400	1,515,878	372	.02%	\$22.58
	\$132,000	23,009,853	43,055		

## APPENDIX C

### Incentive Campaigns Digital Results

#### 'Pool Rewards

'Pool Rewards Media	Amount Spent	Impressions	Click Thrus	Click Thru Rate	Cost Per Click
Causal IQ	\$15,000	3,353,270	2,531	.08%	\$5.93
Facebook/Instagram	\$5,000	1,007,016	7,851	0.78%	\$.64
	\$20,000	4,360,286	10,382		

#### goDMV Commuter Competition

goDMV Media	Amount Spent	Impressions	Click Thrus	Click Thru Rate	Cost Per Click
Causal IQ (Display)	\$5,000	1,119,508	723	.06%	\$6.92
Facebook/Instagram (Responsive Traffic Ad)	\$5,000	1,027,028	8,284	0.81%	\$.60
	\$10,000	2,146,536	9,007		

Incentive Campaigns  
Digital Results

CommuterCash

CommuterCash Media	Amount Spent	Impressions	Click Thrus	Click Thru Rate	Cost Per Click
Causal IQ (Display)	\$20,000	4,453,299	2,709	.06%	\$7.38
Facebook/Instagram (Responsive Traffic Ads)	\$5,000	891,810	7,130	0.80%	\$.70
Facebook/Instagram (Retargeting Traffic Ads)	\$2,500	293,335	2,893	0.99%	\$.86
Google Display Ads	\$2,500	1,040,959	728	.07%	\$3.43
	\$30,000	6,679,403	13,460		

CommuterCash MDOT

CommuterCash MDOT Media	Amount Spent	Impressions	Click Thrus	Click Thru Rate	Cost Per Click
Causal IQ (Display)	\$15,000	3,346,964	2,056	.06%	\$7.30
Facebook/Instagram (Responsive Traffic Ads)	\$6,000	987,121	9,300	0.94%	\$.65
Facebook/Instagram (Retargeting Traffic Ads)	\$4,000	350,142	3,934	1.12%	\$1.02
Google Display Ads	\$5,000	2,049,549	1,546	.08%	\$3.23
	\$30,000	6,733,776	16,836		

## APPENDIX D

### Digital Results

#### Bike To Work Day

Bike To Work Day Media	Amount Spent	Impressions	Click Thrus	Click Thru Rate	Cost Per Click
Causal IQ (Display)	\$25,000	5,477,903	4918	.09%	\$5.08
Meta (Awareness Ads)	\$5,000	1,543,743	2,204	0.14%	\$2.27
Meta (Traffic Ads)	\$3,500	623,536	5,497	0.88%	\$.64
X (Awareness Ads)	\$2,500	107,511	353	0.33%	\$7.08
Google (Search Ads)	\$2,500	40,514	5,159	12.73%	\$.48
Google (Video Ads)	\$1,500	181,509	197	.11%	\$7.61
	\$40,000	7,974,716	18,328		



## APPENDIX E

### Earned Media News

#### Bike to Work Day 2025

##### News Coverage

The MOCO SHOW

Bike to Work Day Returns on May 15 with Free Pit Stops and Prizes

Prince William Living

Prince William County Gears Up for Bike to Work Day 2025 with Pit Stops and Events

ARL now

Bike to Work day kicks into gear on Thursday

DC News Now

Hundreds across DMV celebrate Bike to Work Day on Wednesday

ABC7 News

DC Weather: Thursday brings warm afternoon sun following morning clouds and showers

ALX Now

Alexandria gears up for Bike to Work Day 2025

ARL now

Register for Bike to Work Day on Thursday, May 15

Yahoo! Life

Hundreds across DMV trade wheels for pedals to celebrate Bike to Work Day

DC News Now

Bike to Work Day in the DMV

FFX Now

Morning Notes for May 15, 2025

The Georgetown Metropolitan

Bike to Work Day Next Thursday

Loudoun Now

It's Bike to Work Day

My MCM

5 Things to Know Today, May 15, In Montgomery County

NBC Washington D.C.

List: What to do in the DC area this week and weekend, May 12-18

Northern Virginia Magazine

[Score Free Food and Swag at Bike to Work Day Stops Around Northern Virginia](#)

Patch

[Bike To Work Day In Prince William, Manassas Encourages Biking As Commuting Option](#)

Patch

[Bike To Work Day Features Pit Stops Around Prince William County, Manassas](#)

Patch

[Bike To Work Day 2025 Features Pit Stops Around Vienna](#)

Pike District

[Bike to Work Day – North Bethesda at Pike & Rose Pit Stop](#)

TheBayNet

[Things To Do In Southern Maryland May 9 Through May 15, 2025](#)

The MOCO SHOW

[Bike to Work Day Returns on May 15 with Free Pit Stops and Prizes](#)

Zebra

[Bike to Work Day Draws Over 1,000 Alexandria Bicyclists](#)

THX News

[Loudoun County Bike to Work Day: Community Health Celebration](#)

Tysons Central Connect

[Gear Up for Bike to Work Day Next Week! – Tysons Central Connect](#)

Tysons Today

[Bike to Work Day 2025](#)

WUSAToday9

[Happy Bike to Work Day!](#)

Zebra

[Exercise and Have Fun on Bike to Work Day, May 15](#)