

FY 2026 CCWP ANNUAL REPORT

Commuter Connections Data & Statistics

September 15, 2026



National Capital Region
Transportation Planning Board

CONTEXT

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

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

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

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

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

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

QUARTERLY NARRATIVE

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

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

PROGRAM EFFECTIVENESS

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

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

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

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

Page 9: Website Statistics. Monthly web visits to CommuterConnections.org.

Page 10: Employer Outreach Program Activity Summary. Self-reported data from jurisdictions participated in the Employer Outreach program.

Commuter Connections Ridematching Program Activity Summary, FY26

	New Apps	Re-Apps	Follow Ups	Matchlists
ALEXANDRIA	181	10	398	281
ARLINGTON (COG)	247	10	1,159	309
ANNE ARUNDEL	163	23	235	714
BALTIMORE CITY	434	18	949	764
BMC	138	11	227	395
COG	1,413	38	3,219	4,164
DOD/WHS	16	2	21	20
DISTRICT OF COLUMBIA	701	22	3,114	786
FDA	35	660	160	130
FAIRFAX COUNTY	690	70	1,817	1,946
FREDERICK	109	28	337	657
GW RIDE CONNECT	490	842	2,167	1625
HARFORD	24	7	84	123
HOWARD	113	8	284	693
LOUDOUN	371	236	1,486	1,326
MTA	40	9	103	206
MONTGOMERY COUNTY				
Bethesda Transportation Solutions	46	8	119	20
Countywide	360	14	1,228	741
Friendship Heights/Rockville	2	0	7	0
North Bethesda TMD	50	509	703	721
Shady Grove	1	0	2	0
Silver Spring	58	4	234	62
NIH	7	1	75	17
NORTHERN SHENANDOAH	45	14	54	208
PRINCE GEORGE'S	290	25	1,232	1,014
PRTC	306	54	475	1,971
RAPPAHANNOCK-RAPIDAN	32	7	39	305
TRI - COUNTY	296	1,284	1,647	1,819
TOTAL INPUT	6,658	3,914	21,575	21,021

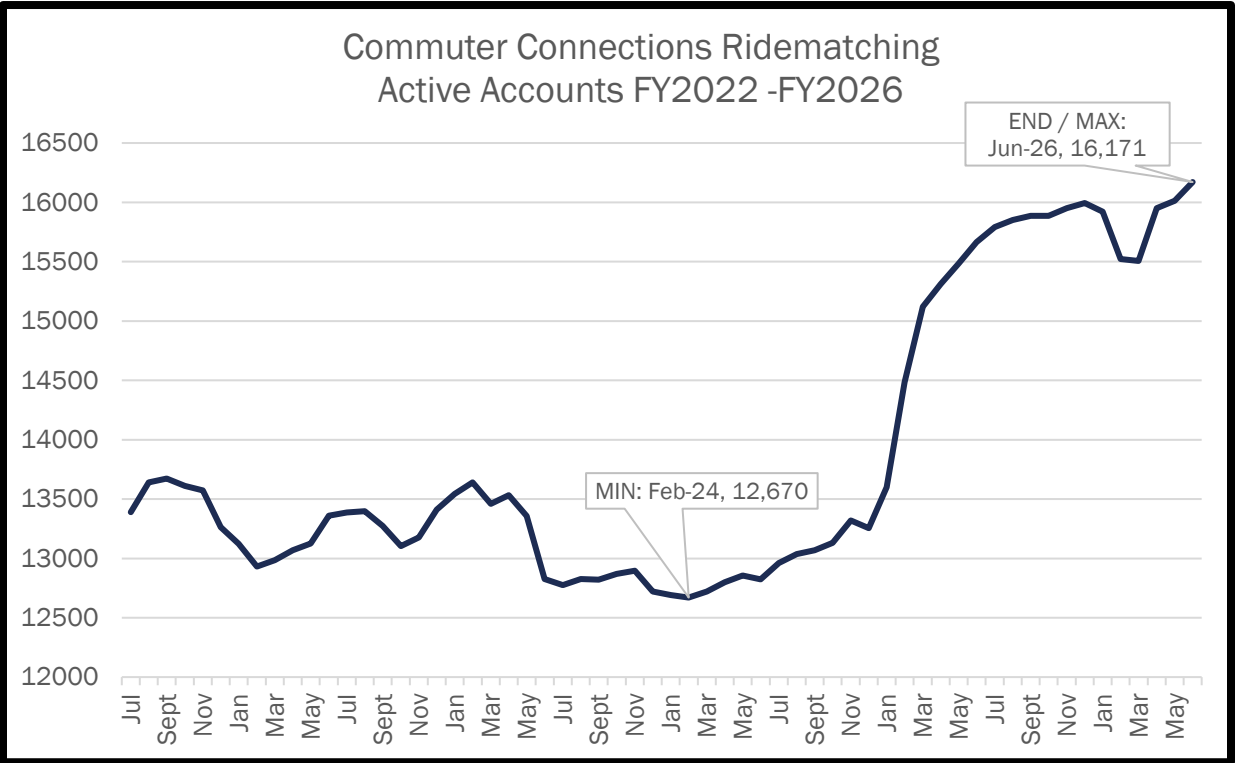
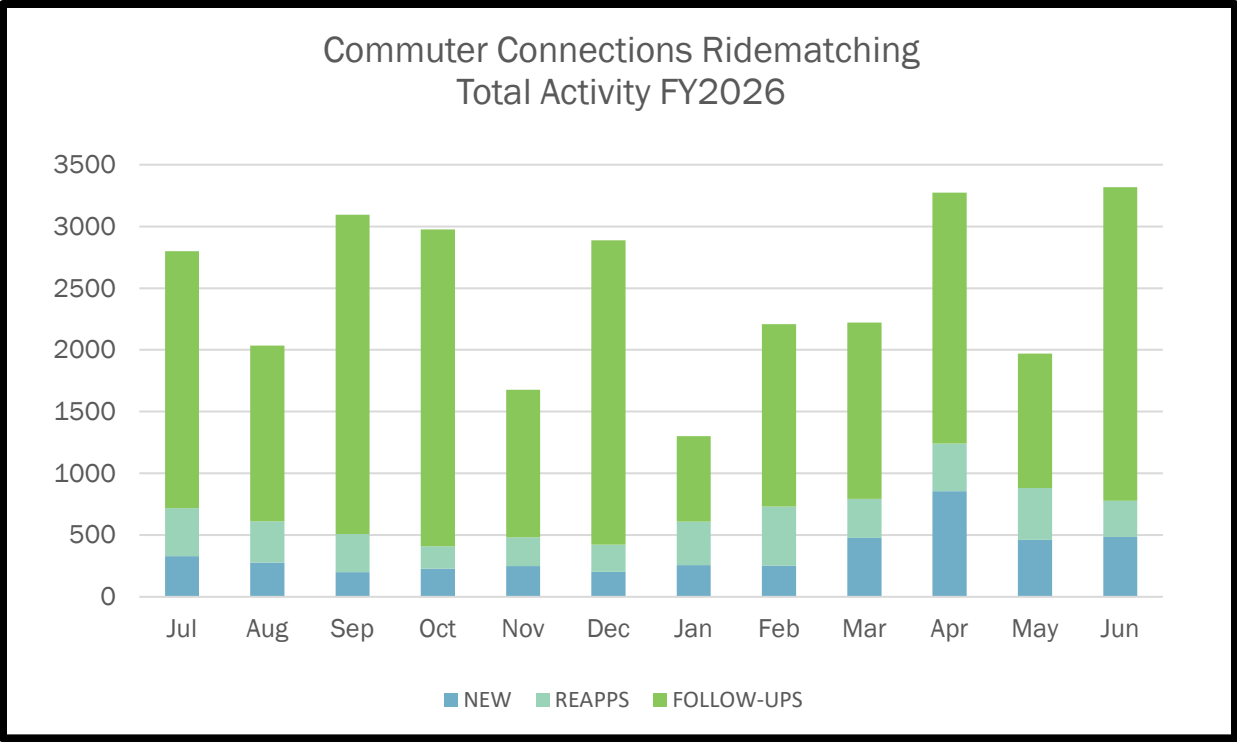
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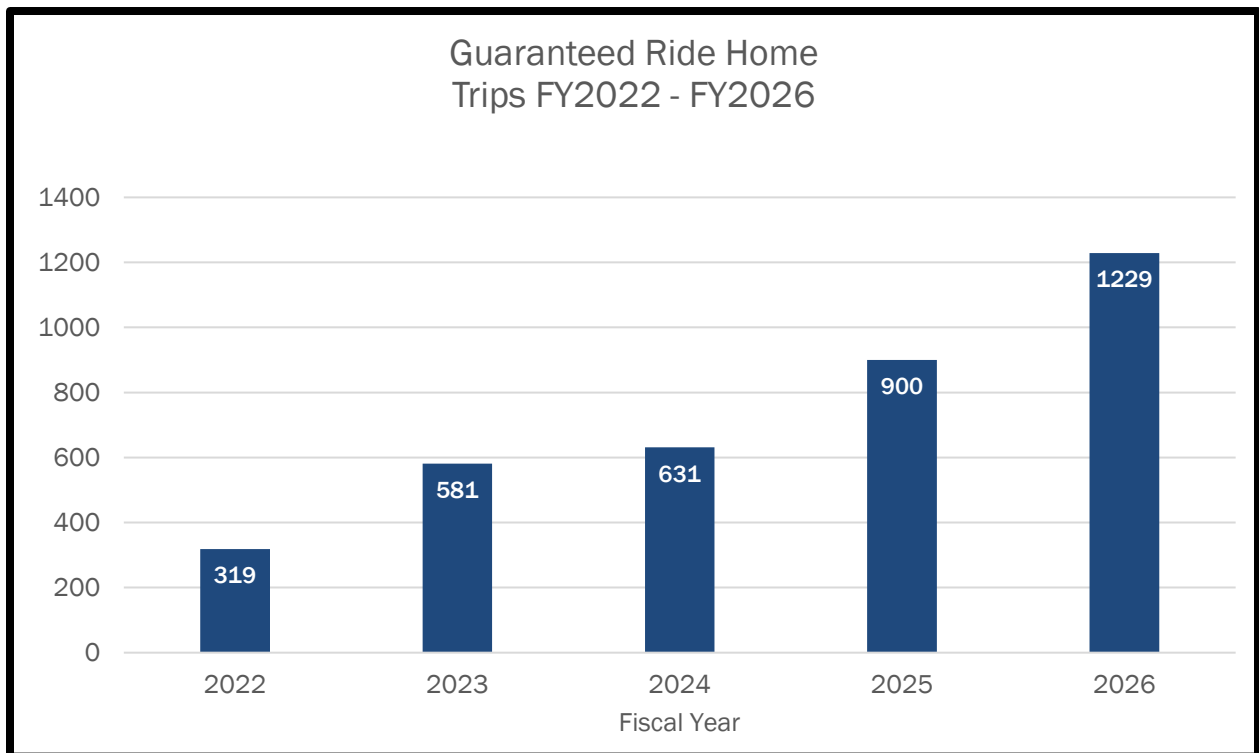
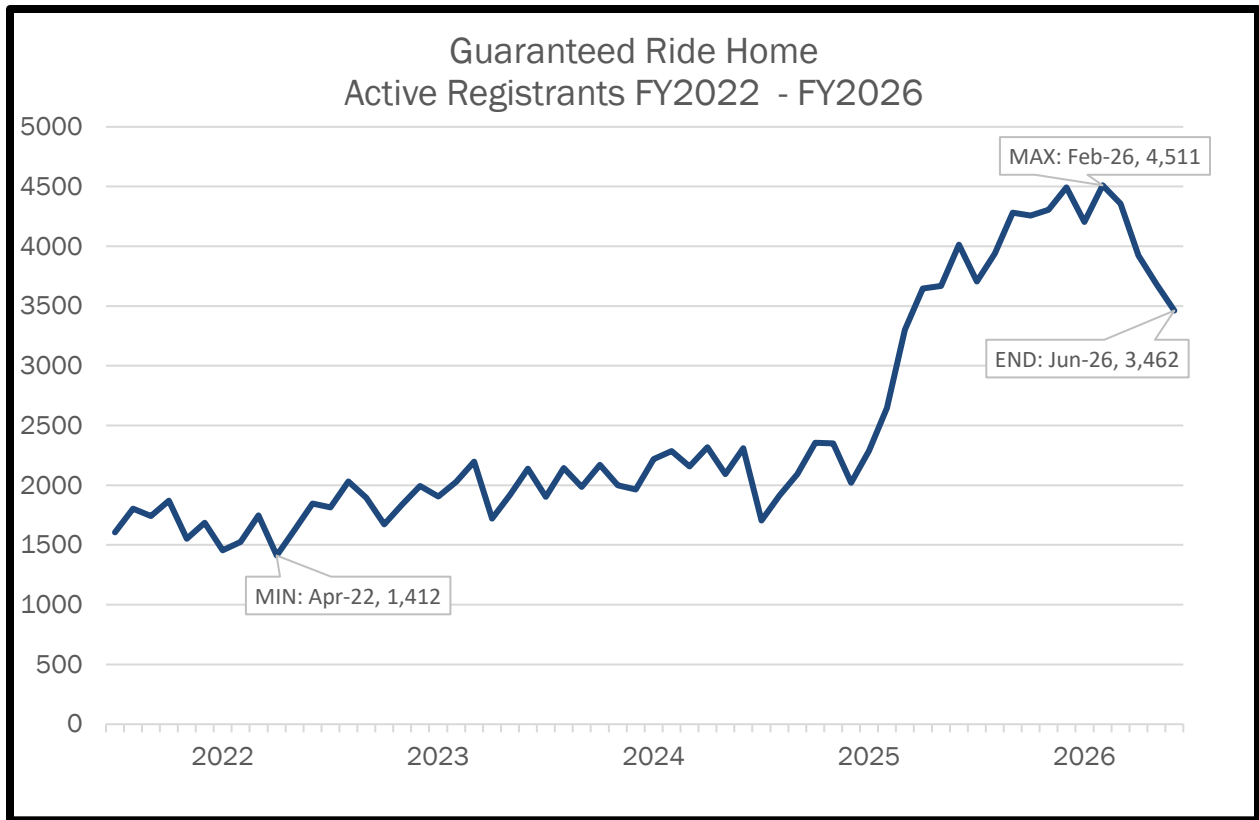
New Apps: Number of new registrants who applied for the Ridematching program during the quarter.

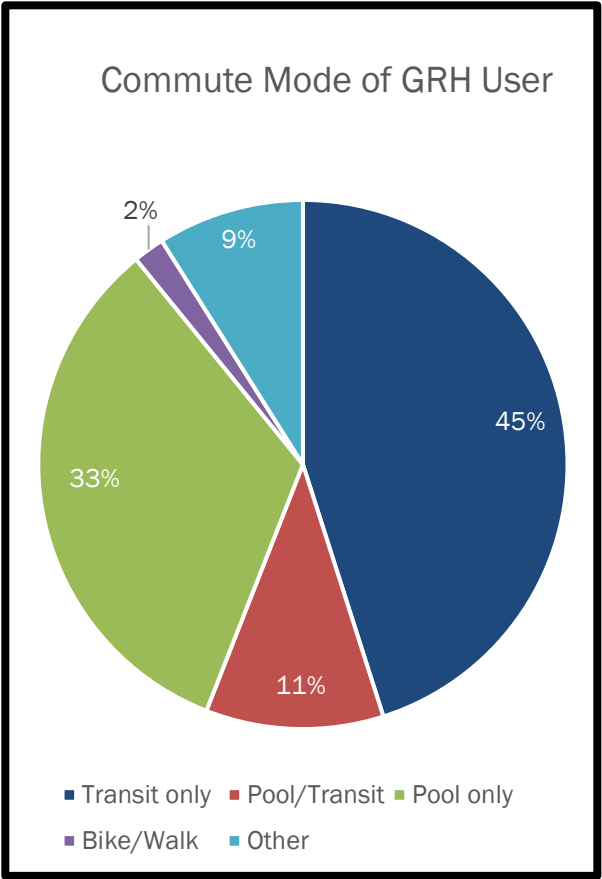
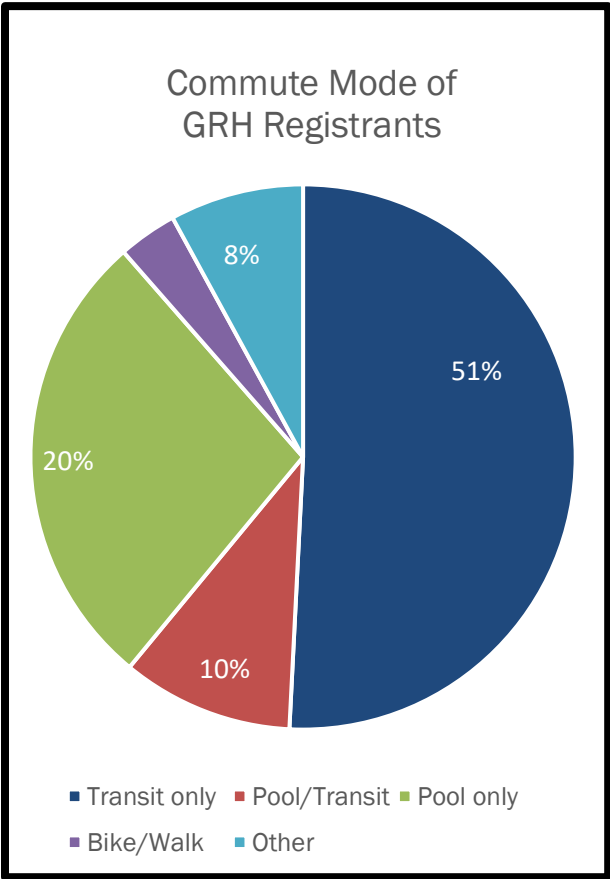
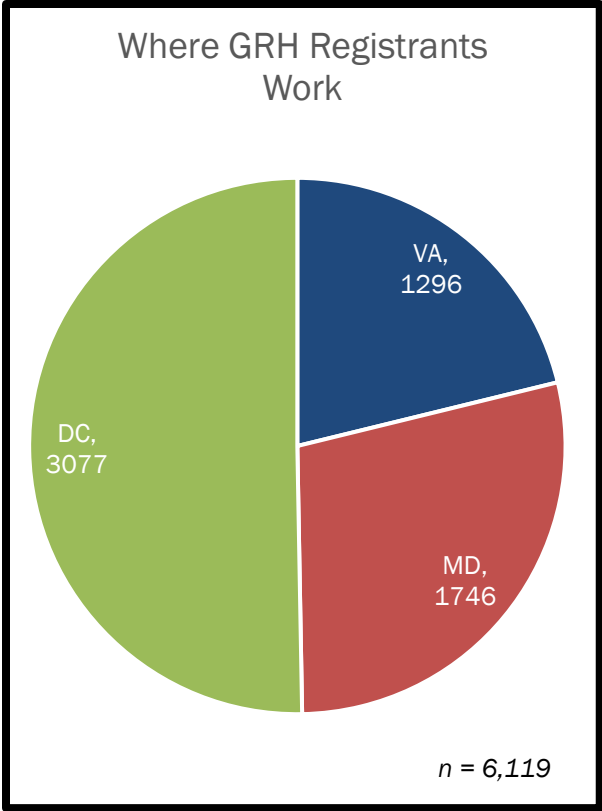
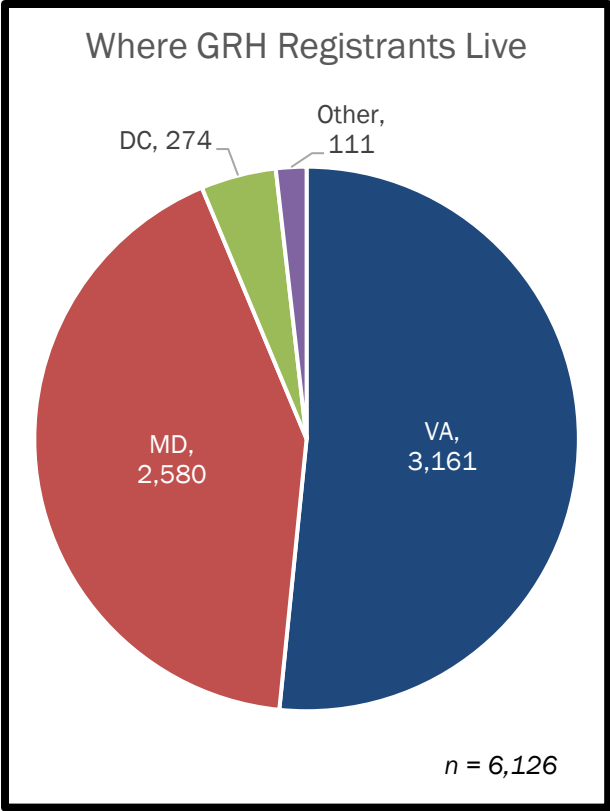
Re-Apps: Number of commuters who have been associated with the Ridematching program in the past but chose to renew their accounts during the quarter. Re-apps are commuters who typically are still looking for carpool partners.

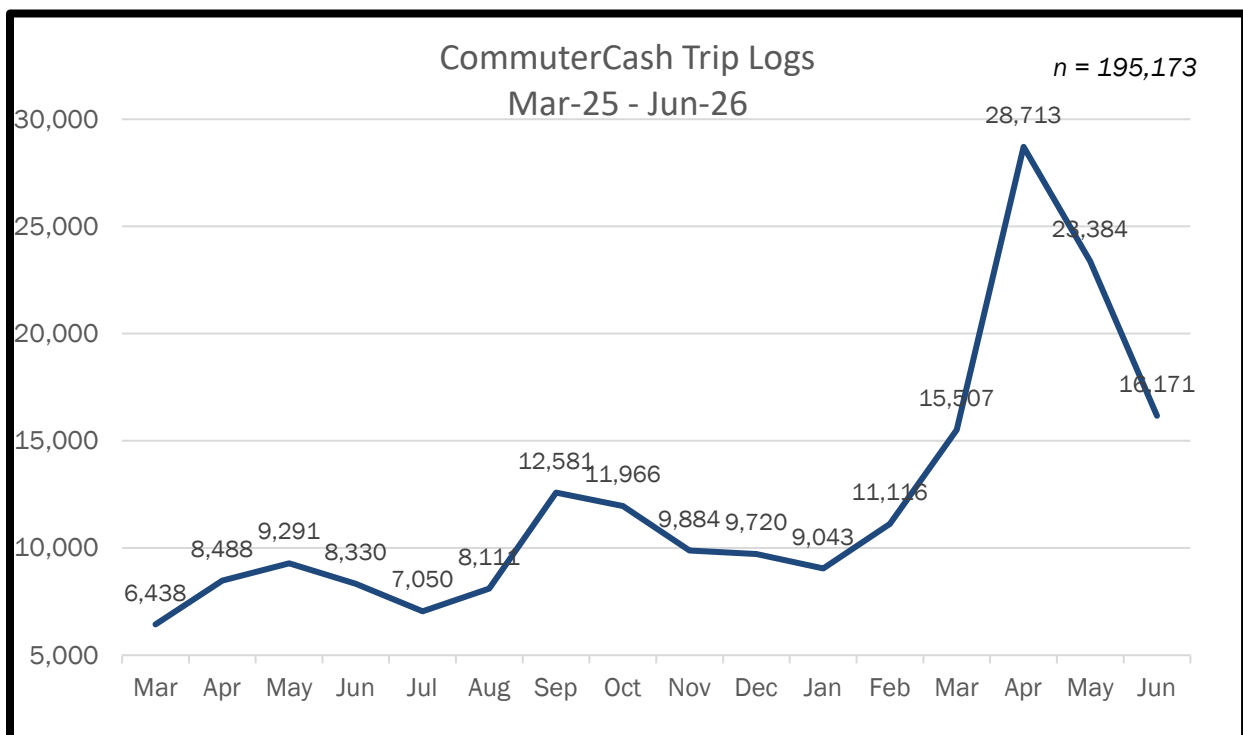
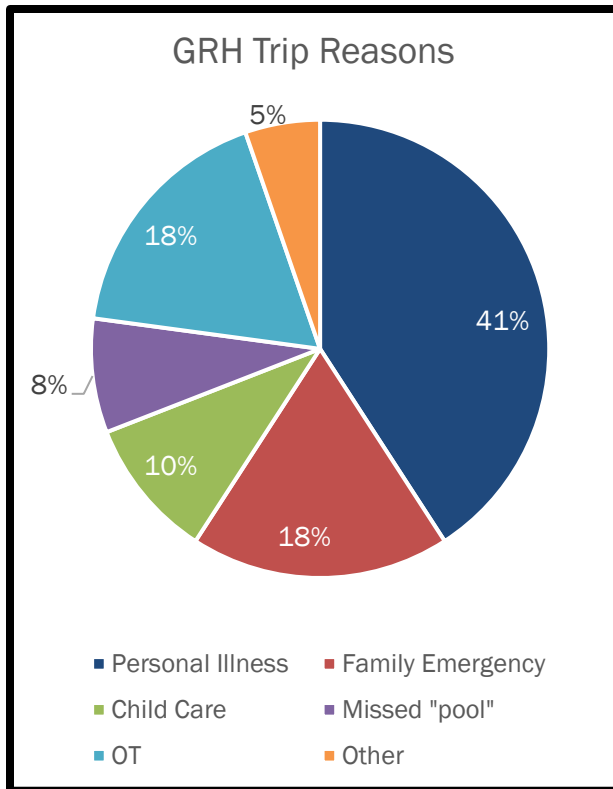
Follow Ups: Number of occurrences a local Rideshare Coordinator interacted with commuter records in the system. This could have been changing app form codes, running a matchlist, noting a phone call/email, etc.

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







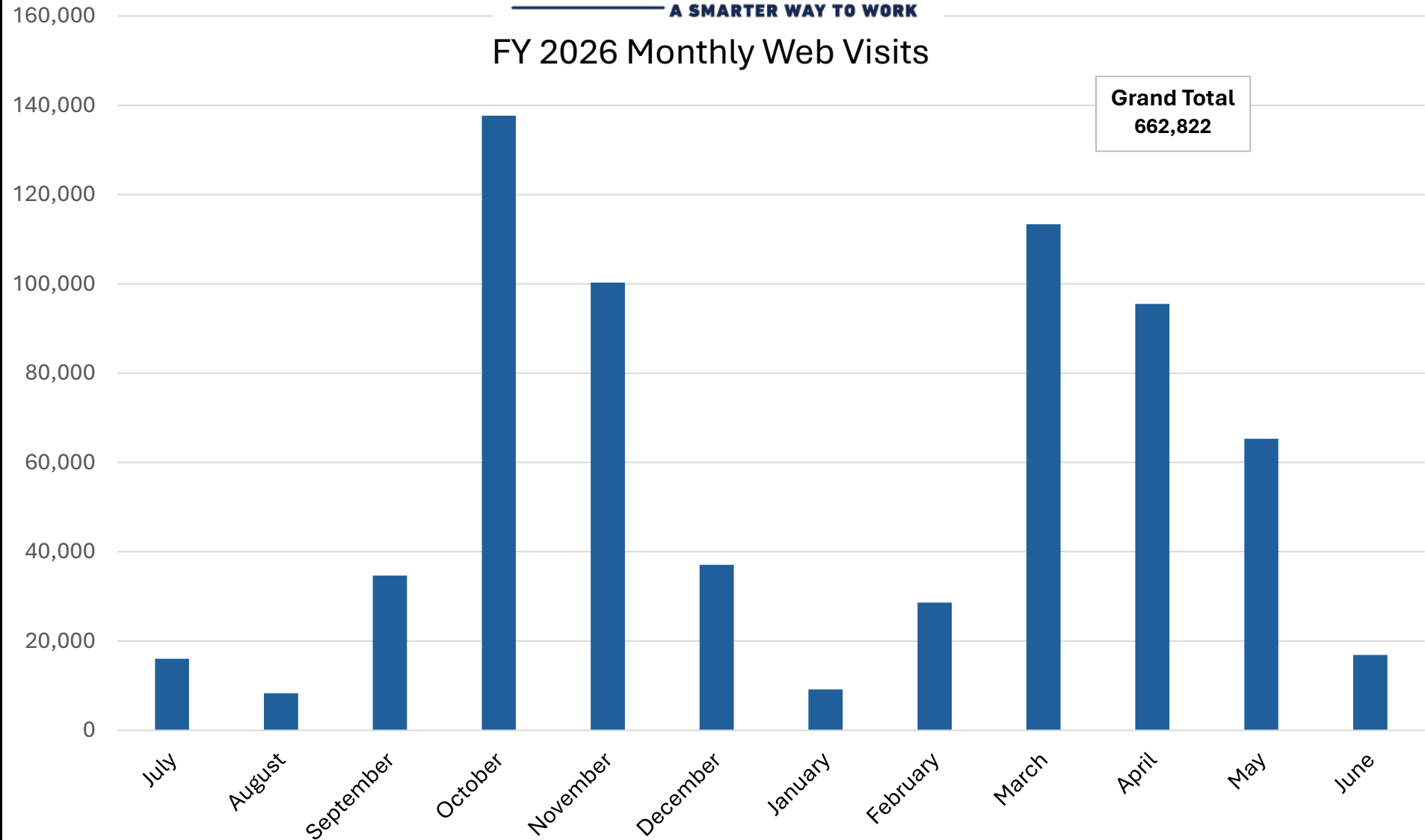


Referral Method for Accounts Created in TDM System (by jurisdiction)
FY 2026

	C O G	D C	A R L	A L X	A A C	B A L T	B T S	B M C	F D A	F F X	F R E D	G W R I D E	H A R	H O W	L D N	M C	M T A	N I H	N S H E N	D O D	P G C	P R T C	R A P	S S	N B T M D	T R I	D A T A	T O T A L
How they heard...																												
Brochure/Promo Matrls	23	65	16	10	18	49	0	9	1	45	5	26	3	5	15	41	2	1	4	1	20	27	3	3	3	17	0	412
Bus/Train Schedule	5	5	4	1	9	33	0	8	0	14	5	18	5	6	27	8	2	0	3	1	11	16	0	1	1	9	0	192
Bus/Train Sign	28	16	4	4	32	84	1	31	0	28	19	23	18	17	11	18	2	1	2	1	24	45	5	3	2	32	0	452
Direct Mail	9	33	3	115	1	4	2	4	0	12	3	5	0	0	3	13	0	1	2	5	5	10	1	0	2	2	0	235
Employer	64	521	184	81	54	133	36	67	28	276	38	70	12	32	70	293	9	5	25	5	177	119	12	23	6	45	0	2385
Employer Survey	1	7	0	3	1	2	0	2	1	2	2	1	0	0	0	2	0	1	1	0	2	1	0	0	3	0	0	32
Fair/On Site Event	7	51	11	4	2	15	1	10	0	10	4	6	1	5	1	23	0	1	0	0	9	8	1	0	68	0	0	238
Government Office	22	25	6	5	24	43	1	20	7	41	7	27	5	7	20	20	4	1	3	4	23	18	7	3	3	18	0	364
GRH Program	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Highway Sign	2	0	1	0	3	7	0	0	0	3	1	1	2	1	0	2	0	0	1	0	1	1	0	0	0	3	0	29
Information (411)	23	4	3	1	4	20	0	7	0	7	0	10	1	2	1	2	0	0	1	0	6	4	1	0	1	1	0	99
Internet	181	213	38	40	132	621	6	306	3	165	88	80	40	89	118	166	28	1	37	17	208	131	12	8	4	40	0	2772
Incentrip	2	2	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	6
Library	2	3	1	0	3	15	0	12	0	4	2	1	0	0	0	3	1	0	0	0	3	2	0	0	0	5	0	57
Mobile Billboard	2	0	0	0	3	9	0	1	0	1	0	1	1	0	1	1	2	0	0	0	1	1	0	0	0	1	0	25
Newsletter	1	23	4	1	0	2	0	1	1	3	2	5	0	0	7	9	0	0	0	0	6	4	1	0	1	0	0	71
Newspaper	0	4	0	0	0	1	0	2	0	2	0	1	0	1	0	0	0	0	0	0	0	1	0	0	0	0	0	12
Newspaper (Local)	1	1	0	0	0	4	0	0	0	2	1	1	0	1	0	1	0	0	0	0	0	1	0	0	0	0	0	13
Other Ridesharing Org	8	10	1	0	2	6	0	2	0	0	2	27	0	1	2	3	0	0	4	0	6	12	5	0	0	2	0	93
Park-and-Ride Sign	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Post Card (COG)	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
Presentation	1	2	1	1	0	3	0	2	0	1	0	1	0	1	0	4	0	0	1	0	4	0	0	0	5	0	0	27
Radio	24	29	7	2	7	18	2	7	0	41	8	16	3	6	16	25	1	0	4	3	26	18	6	4	3	16	0	292
Real Estate/WelcomeW	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	3
Referral from Transit.Org	4	3	1	0	0	3	0	2	0	1	2	1	0	1	1	2	0	0	2	0	0	1	1	0	0	0	0	25
Theatre Slide	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
TV	2	8	0	0	1	13	0	4	0	0	2	2	0	1	0	8	0	0	0	0	5	0	0	0	0	3	0	49
Van Sign	1	0	0	0	0	0	0	0	0	0	0	2	0	1	1	1	0	0	0	0	0	0	0	0	0	1	0	7
Was/Is Applicant	0	0	0	0	0	0	0	1	0	1	0	2	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0	6
White Pages	1	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
Word of Mouth	39	129	34	12	22	115	3	43	6	52	17	51	8	13	19	75	8	2	2	6	54	43	4	12	6	24	0	799
Yellow Pgs-Verizon	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Yellow Pgs-Yellow Bk	0	1	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
Yellow Pages-Local	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Voice Mail Messages	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
Other	90	103	26	17	64	163	4	91	7	96	47	237	18	35	62	97	7	2	12	6	91	119	11	5	5	42	0	1457
Total	547	1259	345	297	382	1364	56	633	54	809	255	616	117	225	375	819	67	16	104	49	682	582	70	62	113	262	0	10160

FY 2026 Monthly Web Visits

Grand Total
662,822



Commuter Connections Employer Outreach Program Activity Summary, FY26

	City of Alexandria	Arlington County	District of Columbia	Fairfax County	Frederick County	Loudoun County	Montgomery County	Prince George's County	Prince William County	Calvert & Charles Counties
Employers Contacted (new)	180	12	26	164	16	76	268	83	2	43
Employers Contacted (follow-up)	742	8,110	51	1,834	110	194	3,687	26	392	36
Total Sales Meetings	326	131	94	524	2	32	212	7	36	56
Total Employers Contacted	1,248	8,253	171	2,522	309	302	4,167	116	430	135
Total Broadcast Contacts	0	149,644	26,013	3,178	523	953	42,394	2,945	1,129	4,000
New Level 1 TDM Programs	55	7	2	37	0	15	4	3	305	34
New Level 2 TDM Programs	49	1	5	47	0	0	2	0	48	11
New Level 3 TDM Programs	36	2	4	49	1	1	2	0	14	0
New Level 4 TDM Programs	7	0	4	8	0	0	0	0	0	0