



Atlanta Regional Commission



Atlanta Regional Transportation Demand Management Program 2024 Annual Report

GEORGIA**COMMUTE**OPTIONS





Atlanta Regional Commission Strategic Framework

VISION

ONE **great** REGION

MISSION

Foster thriving communities for all within the Atlanta region through collaborative, data-informed planning and investments.

VALUES

Excellence | Integrity | Equity

GOALS



Healthy, safe, livable communities in the Atlanta Metro area.



Strategic investments in people, infrastructure, mobility, and preserving natural resources.



Regional services delivered with **operational excellence** and **efficiency**.



Diverse stakeholders engage and take a regional approach to solve local issues.



A competitive economy that is inclusive, innovative, and resilient.



Welcome from the Atlanta Regional Commission and Georgia Department of Transportation

Welcome to the 2024 Atlanta Regional Transportation Demand Management (TDM) Program annual report. 2024 was a busy, exciting and productive year for Georgia Commute Options (GCO), Georgia Commute Schools (GCS), the Transportation Management Associations (TMAs), and the many other stakeholders who advance the Atlanta Regional TDM Program. Together, these partners work to create a less congested and more sustainable transportation landscape for the Atlanta region.

This annual report captures many of the activities and accomplishments that were led, managed, and supported by GCO, GCS, the TMAs, and other stakeholders in 2024. These activities and accomplishments are reported through the **Awareness, Influence, Participation, and Impact** framework throughout the report.

- **Awareness:** Awareness by individuals of existing and new commuting resources
- **Influence:** Partnering with employers and organizations to provide TDM programs and services
- **Participation:** Individual-level participation in regional and local promotions to increase awareness of the use of alternative transportation modes
- **Impact:** Progress toward reduction of single-occupancy vehicle travel and regional air quality goals

Together these activities and accomplishments – including **GCO bringing on more than 40 new employer partners and hosting nearly 100 outreach and commuter events in 2024** – led to major reductions in CO₂ emissions and vehicle miles traveled in the region. **Nearly half a million alternative mode trips were recorded in the MyGCO app in 2024**, which shows the power of the Atlanta Regional TDM Program to help commuters shift away from single occupancy vehicle travel.

As we look toward 2025 and beyond, the Atlanta Regional TDM Program remains committed to building from this progress. New and improved modal promotions, new incentive programs, refreshed regional commuter data, and strengthening existing partnerships will help mobilize even greater participation in alternative commute options in 2025.

We're excited for what's to come!

Habte Kassa

*Asst State Transportation Planning Administrator
Georgia Department of Transportation*

Bennett Foster

*Managing Director, Mobility Services
Atlanta Regional Commission*



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Executive Summary

Metro Atlanta is one of the fastest-growing metropolitan areas in the U.S., but this rapid expansion brings significant transportation challenges. Traffic congestion, long and costly commutes, high transportation expenses, and environmental concerns make mobility a pressing issue.

The Atlanta Regional TDM Program addresses these issues by using targeted strategies to reduce the number of single-occupancy vehicles on the road. This is achieved through a network of TDM service providers and stakeholders who work together to help shift commuters to alternative transportation modes, lower emissions through sustainable transportation options, and alleviate financial burdens by promoting affordable commute solutions.

Atlanta Regional TDM Program

The Atlanta Regional TDM Program serves a 20-county Atlanta region to provide resources, incentives, and services to decrease single-occupancy vehicle travel while encouraging alternative modes.

Georgia Commute Options (GCO), the regional provider of TDM services, works with six Transportation Management Associations (TMAs) to implement the Atlanta Regional TDM Program. Georgia Commute Schools (GCS), a program of GCO, works with regional school districts on TDM initiatives to improve air quality and safety around schools.

The Atlanta Regional TDM Program is managed by the **Atlanta Regional Commission (ARC)** and funded by the **Georgia Department of Transportation**.

2024 – By the Numbers



496,855

Alternative mode trips were logged in the MyGCO app in 2024. Alternative modes include carpool, vanpool, transit, walk, bike, telework, compressed work week, and scooter

10,423,877

Number of vehicle miles traveled (VMT) reduced in 2024 resulting from the Atlanta Regional TDM Program. This is equivalent to 162,924 trips around I-285 (the “Perimeter”)



8,779,801

Pounds of CO₂ reduced in 2024 resulting from the Atlanta Regional TDM Program. This is equivalent to the amount of CO₂ emitted from 448,121 gallons of gasoline.



\$1,394

Average dollars saved by each MyGCO app user who commuted using alternative modes in 2024



584

Total GCO employer partners in 2024

42

New GCO employer partners in 2024





Program Overview

Challenges facing Atlanta metro commuters

Metro Atlanta is one of the fastest-growing metropolitan areas in the U.S., but this rapid expansion brings significant transportation challenges. Traffic congestion, long and costly commutes, high transportation expenses, and environmental concerns make mobility a pressing issue.

With metro Atlanta ranking **#1 for the worst traffic in the U.S.** (*The Zebra, 2024*), drivers spend an **extra 33 hours per year on average** stuck in congestion, while peak-hour commuters lose up to **65 hours annually** on average to traffic delays. These inefficiencies translate into economic losses, with traffic congestion costing the region **more than \$2.9 billion annually**, while each commuter in the Atlanta metro loses nearly **\$1,200 per year** on average in wasted time and fuel (*INRIX, 2024*).

Beyond lost time and money, metro Atlanta's heavy reliance on single-occupancy vehicles worsens commute conditions. U.S. Census data shows that **67 percent of commuters drove alone to work in 2023**, contributing to excessive traffic volume. The **average commute time in Atlanta is nearly 30 minutes each way** (*U.S. Census Bureau*) making it one of the longest in the country.

The environmental impact of congestion and vehicle dependence is equally alarming. The transportation sector in Georgia accounted for **40 percent of gross emissions of CO₂** by sector in 2021 (EPA), with idling and stop-and-go traffic, increasing levels of ozone, and fine particulate matter contributing to poor air quality and negative health outcomes (*EPA / ARC Sustainability Reports*). Additionally, **Georgia's fatal crash rate stands at 16.5 per 100,000 residents**, ranking among the highest in the nation (*National Highway Traffic Safety Administration*).

Rising transportation costs also create economic disparities, particularly for low-income communities. According to the U.S. Bureau of Labor Statistics (BLS), metro **Atlanta households spent 16.5 percent of their annual expenditures on transportation** between 2022 to 2023. Of the \$13,466 spent annually on transportation by metro Atlanta households, **93.6 percent was allocated to purchasing and maintaining private vehicles**.

Without intervention, these trends will only worsen as population growth continues. ARC forecasts that by 2050, the **Atlanta region will gain 1.8 million new residents**, the equivalent of all of metro Indianapolis moving to the Atlanta region. Increased population density will put immense pressure on an already strained transportation network.

TDM: How it works and how it helps

As metro Atlanta continues to experience rapid population and economic growth, the need for a robust Transportation Demand Management (TDM) program becomes even more critical.

But what is TDM?

TDM is a set of policies, strategies, and programs that help people change their travel behavior by using alternative travel modes, traveling at different times of day, using different routes, or by avoiding a trip entirely. A key objective of TDM is to reduce single-occupancy vehicle travel.

A well-implemented TDM strategy can help reduce congestion by shifting commuters to alternative modes, lower emissions through sustainable transportation options, improve mobility by enhancing transit and shared mobility infrastructure, and alleviate financial burdens by offering affordable commute solutions.

Atlanta Regional TDM Program

The Atlanta Regional TDM Program serves a 20-county Atlanta region to provide resources, incentives, and services to decrease single-occupancy vehicle travel while encouraging alternative modes. The program achieves its objectives by working with public and private partners – including employers, property managers, transit providers, schools, universities and commuters.

The Atlanta Regional TDM Program is implemented by GCO, the regional provider of TDM services, working in conjunction with six TMAs – organizations which provide TDM services within specific employment centers throughout the region. GCS, a program of GCO, provides outreach and services to K-12 schools throughout the region to encourage the use of alternative transportation modes to reduce congestion, and improve air quality and safety around schools.

The Atlanta Regional TDM Program is managed by ARC and funded by the Georgia Department of Transportation.

The program aligns with and supports ARC’s mission, vision, values, and goals.

Georgia Commute Options

GEORGIA**COMMUTE**OPTIONS

GCO, the regional provider of TDM services, works with employers, commuters and schools to reduce the number of single-occupancy vehicles on metro Atlanta’s roads. It achieves this by providing customized worksite assistance, ridematching services, and incentive programs to help commuters, employers and schools with solutions for a better commute.

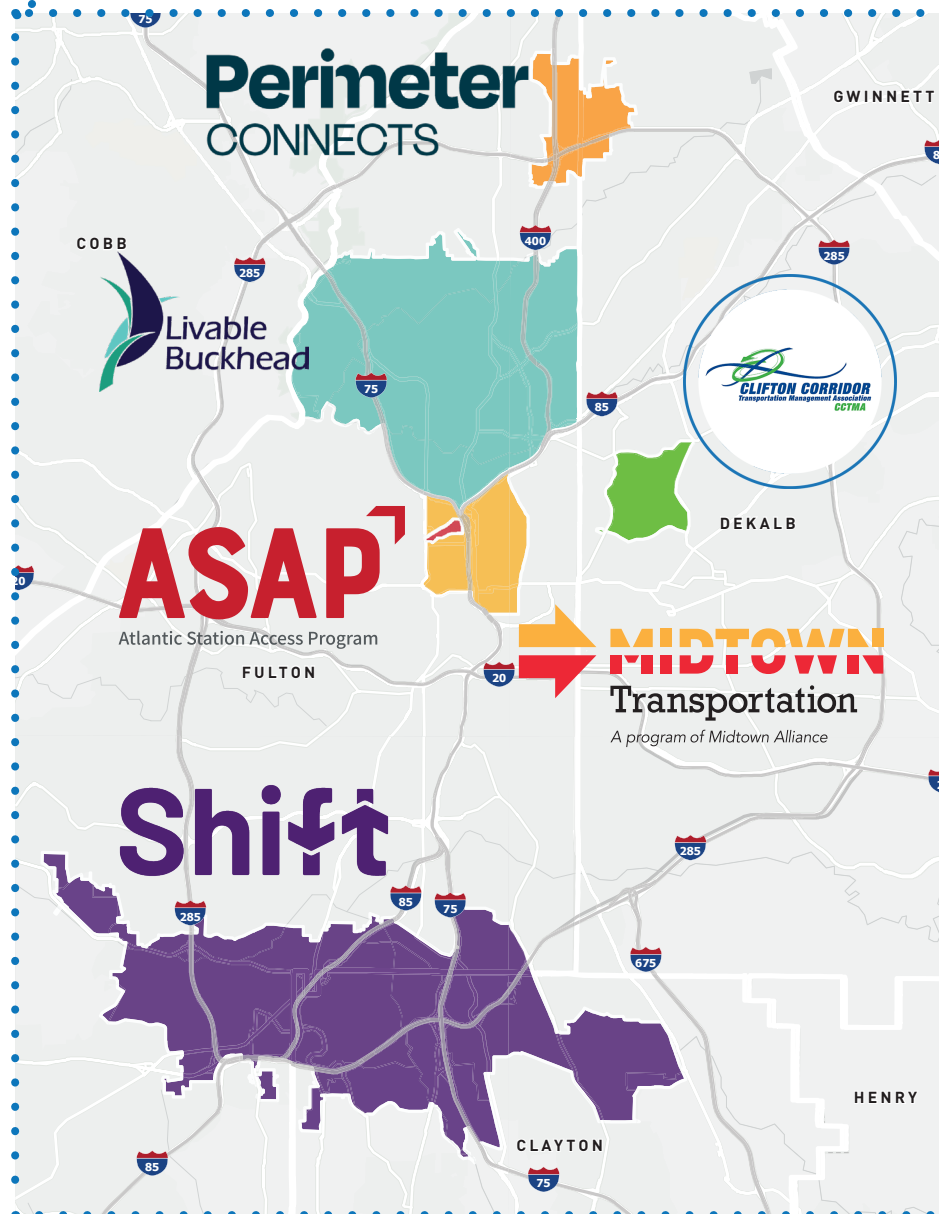
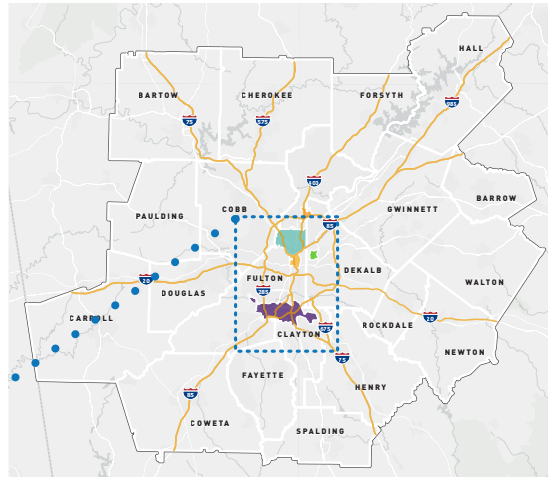
Georgia Commute Schools

GCS, a program of GCO, serves K-12 schools throughout the region to encourage healthier students, schools, and communities through air quality education and innovative community programs. GCS aims to instill values around sustainable transportation behavior, reduce single-occupancy vehicle use, and improve regional air quality and community health.

Transportation Management Associations

Six local TMAs complement and amplify the services offered by GCO by operating within specific employment centers in the region, providing customized and targeted TDM services to the employers and commuters who do business there.

Transportation Management Associations





AIRPORT

Shift (formerly AERO - Airport Employee Ride Options) has served as the TMA for Hartsfield-Jackson Atlanta International Airport since 2015. In 2024, Shift relaunched with a fresh new brand, website, and expanded service area. The TMA now supports all ATL Airport CIDs district employees and covers a 15.7-mile area across Fulton and Clayton Counties. This area includes portions of the cities of Atlanta, East Point, Hapeville, South Fulton, College Park, and Forest Park.



This relaunch marked a major milestone for the organization as it expanded its reach beyond the airport to serve 157,000 commuters and a more diverse network of employers. Area employers include the Department of Aviation, major airlines, and more than 300 on-site concession outlets.



ATLANTIC STATION

ASAP (Atlantic Station Access Program) is the TMA that covers the entire Atlantic Station site, a 138-acre mixed-use commercial real estate development, located west of Midtown Atlanta. Atlantic Station, which covers 1.5 square miles within the 30363 area code, is home to more than 100 companies that employ roughly 6,000 office and retail employees. It is also home to 4,000+ residents who enjoy the benefits of this distinct development.



BUCKHEAD



For nearly a decade, Livable Buckhead, has been promoting commute alternatives as part of a larger mission to improve local sustainability, and make it a place where people want to live, and where businesses want to operate. Livable Buckhead partners with local employers to offer their employees a better way to get to work, one that keeps them out of traffic and keeps pollutants out of the air. In addition, Livable Buckhead manages “The Buc” on-demand, micro-transit service, and spearheaded the PATH400 greenway trail project.

CLIFTON CORRIDOR

The Clifton Corridor TMA (CCTMA) has a long history of employer engagement to support employee participation in alternative transportation modes, public transit, vanpool, carpool, bike, walk, and telecommute programs. The territory includes Emory University and Emory Healthcare. With the expansion of the hospital system, the reach of the CCTMA stretches into Midtown, Perimeter, and other areas.



MIDTOWN

Midtown Transportation, a program of Midtown Alliance, has been providing TDM services to the region for more than 20 years. Midtown Transportation works with 130 plus Midtown employers to address challenges ranging from parking to relocation and transportation-related expenses. The TMA has extensive experience with program development, implementation, outreach, and innovation.



PERIMETER

Perimeter Connects has served as a program of the Perimeter Community Improvement Districts (PCIDs) since 2015. The PCIDs, representing both the Central (DeKalb) and Fulton Perimeter CIDs, help accelerate needed transportation and infrastructure improvement projects. There are more than 130,000 employees and 5,000 companies in the four-square mile Perimeter market. With 30 plus million square feet of office space and 10,000 square feet of medical offices, Perimeter boasts the largest office market in metro Atlanta.

Perimeter
CONNECTS



Building Awareness

GCO, GCS, and the TMAs drive awareness through marketing and outreach activities. In 2024, these activities included marketing campaigns, paid social and web advertisements, targeted newsletter distribution, and publication of blog posts. Together, these efforts amplified the messages and supported the growth of partnerships and commuter participation that are critical to the success of TDM initiatives.

GCO Spring Campaign

The GCO spring campaign kicked off in May and ran through June 2024. Advertisements encouraged metro Atlantans to “Go Your Way” to choose sustainable options and participate in the GCO program. Efforts to spread the word included digital and social advertisements, Google display ads, 15 second radio spots, MARTA bus and digital ads, streaming audio and podcast ads, among other avenues.



KEY RESULTS

39.2M

Total Impressions
(i.e. how many people
were reached)



Impressions by channel

2.8M

Social Media



2.4M

Streaming Video



11.9M

Search Engine



7M

Broadcast/Radio

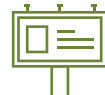


618.1K

Streaming Audio

14M

Out of Home
(i.e. billboards, bus ads, etc.)



GCO's Digital Activities

As a key entry point to the services offered by GCO, the GCO website welcomed more than **150,000 visitors** in 2024, who viewed more than half a million pages. Top pages viewed include *Guaranteed Ride Home*, a benefit offered to users who log clean commutes, and *Commuters: Ways to Earn Cash*, which provides an overview of the services and incentives offered to GCO users.

GCO's blog published 48 posts, providing information about TDM topics of interest and the services and programs offered by GCO. These posts were boosted through GCO's social media channels, which had more than 16,000 total followers at the end of 2024. GCO's newsletter, *Workplace Insider*, increased its distribution by more than 2,400 recipients in 2024. More than 3,300 employers, partners, and other stakeholders now receive *Workplace Insider* in their inboxes each month.



155,419

Visitors to
GCO website in 2024



511,736

Pages viewed on
GCO website in 2024



16,304

GCO social media followers
across all platforms



2,407

New GCO *Workplace Insider*
newsletter recipients

Georgia Commute Schools

DIGITAL ACTIVITIES

In 2024, the GCS website was expanded to better highlight the offerings and resources facilitated by the program.

This effort, combined with additional intentional marketing and communications activities, resulted in increased web traffic to GCS web pages and made the free resources available more easily accessible to users. The GCS main webpage saw a nearly 80 percent increase in visits in 2024 compared to 2023 and the number of visits to the “toolkit page,” which houses free, printable GCS resources, more than tripled.



The GCS newsletter also saw growth in distribution in 2024, almost tripling the number of subscribers over the course of the year with nearly **1,000 subscribers by year's end**.



COMMUNITY SPOTLIGHT BLOG SERIES

The “Community Spotlight Series” is an ongoing series of blogs that focus on school communities engaging in GCS promotions or other relevant work in reducing single-occupancy vehicle usage and promoting healthy and environmentally innovative solutions.

“Having students understand the beauty of our planet ensures that our future leaders understand their role in preserving it for future generations.”

- Jada Hargrove

Educator and Environmental Advocate, Charles R. Drew High School – Clayton County

A highlight of this series was when GCS visited the classroom of Ms. Jada Hargrove during her Youth Empowerment of Environmental Awareness (Y.E.E.A.) club at Charles R. Drew High School in Clayton County. Ms. Hargrove's efforts, inspired by her late mentor, demonstrate how student engagement in sustainability initiatives can lead to long-term behavioral changes that support cleaner air and more livable communities — core values of GCS.

By highlighting these efforts, GCS hoped to show the roles educators and students play in advancing TDM strategies through education, hands-on projects, and advocacy for sustainable mobility options.

K-12 CURRICULUM

GCS provides free classroom curriculum for teachers centered around air quality and environmental science designed for grades K-12. The curriculum follows students throughout their educational experience, building on concepts from previous lessons. It uses cross-cutting concepts and employs dynamic project-and questions-based learning strategies to engage students and communicate material.

In 2024, all curriculum materials were downloaded **1,184 times – a 136 percent increase from the previous year**. The materials with the greatest number of downloads were those designed for grades 6 to 8 (478 downloads), followed by grades 9 to 10 (316 downloads) and K-2 (272 downloads).

“My students loved learning about this in class. They were even able to relate certain things to the lesson that they have spoken with their parents about or other life experiences.”

*- Brandy M.
about the K-12 Lesson Plan*





Influencing through Partnership

GCO, GCS, and the TMAs build relationships with employers, property managers, universities, schools, and other stakeholders to provide people with the resources, tools, and programs they need to commute more sustainably. These partnerships are critical to advancing the goals of the Atlanta Regional TDM Program.

In 2024, GCO grew its employer partners by 42 to a total of 584 and grew its property manager partners by 8 to a total of 55. These efforts were complemented by 92 outreach and commuter events that engaged partners from across the region.

Here are a few examples of the engagement activities and partnerships advanced by GCO, GCS, and the TMAs in 2024 – and their results.

GCO Partners with Gwinnett Technical College to Promote GCO Platform to 400+ Employees

Across its Lawrenceville and Alpharetta campuses, Gwinnett Technical College employs more than 400 on-site staff and faculty. GCO worksite advisors worked closely with the college's human resources team in 2024 to bring the GCO program, resources, and platform to these employees. This included a kick-off event that introduced staff and faculty to GCO and how the MyGCO platform can make their commutes quicker, less stressful, and more affordable. A transportation survey was also issued to employees, which resulted in 146 responses. These results will help to inform future engagement efforts with the college.



Major Downtown Atlanta Office Tower Utilizes GCO Resources

At 600,000 plus square feet, downtown Atlanta's iconic office building, 100 Peachtree, serves a variety of tenants with an array of commuting needs. GCO worksite advisors met with the building's property management team for a briefing on GCO's programs and resources that could benefit their tenants. This initial meeting led to numerous GCO engagement events with office tenants and property management.

Through this partnership, Praxis3, a building tenant, was brought on as a new GCO partner, and existing GCO partners, CallRail Inc., and Georgia's Own Credit Union, two other building tenants, were re-engaged. Through these efforts, more than 120 commuters learned about GCO's programs and resources, including more than 20 in-person sign-ups in the MyGCO platform. Recommendations to improve the secure bike parking facility and other building improvements were also provided to the property management team.

GCO FlexWork Program Charges Ahead in 2024

In metro Atlanta, millions of commuters are using telework/hybrid as their preferred (non) commute option. More and more employers today are looking at telework, compressed work weeks, and flextime as part of a larger business strategy that can yield cost savings, improved employee engagement, increased productivity and morale, and enhanced retention and recruitment.

GCO provides free consulting services to employers in metro Atlanta who are interested in creating a new flexwork program, improving a current one, or implementing a program for short-term use. GCO's team of flexwork industry leaders provide employer services that focus on removing barriers, program design and implementation support.

In 2024, the GCO flexwork consulting team sent out more than 1,000 outreach emails, held nearly 20 meetings with employers, initiated three new employer partners and held three webinars for employers interested in flexwork trends in the region and nationally.



Collaboration is Key to Georgia Commute Schools' Work in 2024

In 2024, GCS formed new partnerships and strengthened existing ones with public agencies and organizations that are critical to advancing its work. These agencies and organizations include:

- Georgia Department of Education
- Southeastern Environmental Alliance
- Georgia Science Supervisors Association
- Georgia Department of Public Health
- GA Safe Routes to School & Atlanta Safe Routes to School
- Atlanta Bike Bus Network (ATL Bike Bus)

GCS PARTNERS WITH GEORGIA DEPARTMENT OF PUBLIC HEALTH TO ADVANCE ASTHMA-FREE INITIATIVES

In an unprecedented show of strategic expansion, GCS partnered with the Georgia Department of Public Health (DPH) Georgia Asthma Control Program (GAPC). This partnership allowed for cross-participation of GCS's anti-idling program, linking GCS to DPH's asthma-free schools certification. In addition to quarterly GAPC meetings, GCS provided a letter of support to DPH for the continued funding of the department's asthma initiatives.



Midtown Transportation Engages 450+ New Georgia Tech Employees

Midtown Transportation worked closely with Georgia Tech in 2024 to engage employees and students about alternative commute options to campus. This included attending biweekly new employee orientations to promote Georgia Tech's employee commuter benefits, the MyGCO platform and resources, and Midtown's transportation network.

In 2024, Midtown Transportation engaged more than 450 new Georgia Tech staff members and created personalized commute plans for 17 of these new employees. Midtown Transportation also presented twice to Georgia Tech freshmen about transit, walk, and bike commute options in Midtown.

Livable Buckhead Launches Cycling Event with Big Peach Ride + Run

In 2024, Livable Buckhead launched the Big Peach Social Ride on PATH400, a community-driven cycling event and social bike ride in partnership with Big Peach Ride + Run. This collaboration stemmed from a shared commitment to engage cyclists in Buckhead and was initiated through a connection with a local property manager in Buckhead.

Through strategic planning with local partners, Livable Buckhead hosted this event that attracted more than 100 cyclists from across the Atlanta region, significantly boosting participation in Biketober. The Big Peach Social Ride on PATH400 was not only a major success but also served as the foundation for continued collaboration and growth in sustainable transportation efforts.

This event marked the beginning of a new employer partnership between Livable Buckhead and Big Peach Ride + Run. Livable Buckhead worked with Big Peach Ride + Run employees to encourage the use of alternative commute options, connecting them with The Buc Shuttle, the MyGCO platform, and modal promotions.



Integrating Big Peach Ride + Run's team into Livable Buckhead's programs has expanded awareness and participation in sustainable transportation choices. This partnership has also allowed Livable Buckhead to broaden its reach, engage with new cycling and commuting audiences, and create momentum for future bike-friendly initiatives in Buckhead.

Shift Partners with Major Airport Employer to Improve Workforce Access

As Shift expanded its reach in 2024, the organization strengthened its employer engagement efforts to provide deeper, more comprehensive commute support. From addressing last-mile challenges to developing customized transportation solutions, Shift worked closely with employers to enhance commute options for their employees.

A prime example of this impact is Shift's work with major airport concessionaire Sunshine & Sunrise. Facing the imminent sunset of their long-standing employer shuttle program, the airport employer needed a reliable alternative to help their workforce continue commuting to the airport.




Shift partnered with Commute with Enterprise to develop a vanpool program, addressing driver eligibility concerns, securing subsidies, and crafting a workforce education and communications strategy. With the new vanpool program launching in 2025, Sunshine & Sunrise employees will have a dependable, cost-effective commute solution, demonstrating how Shift continues to drive workforce mobility forward.

Clifton Corridor TMA Partners with Emory University to Launch Sustainable Transportation Fair and Innovative MARTA Subsidy Program

In 2024, CCTMA partnered with Emory University for the second annual Sustainable Transportation Fair. The event attracted more than 1,000 attendees, showcased multiple commute modes including transit, vanpool, carpool, bike, and walk, and featured dynamic interactive exhibits that engaged participants. CCTMA's collaboration involved more than 30 regional organizations, illustrating the organization's commitment to sustainable commuting and reduced single-occupancy vehicle use.

In addition, CCTMA worked with the Emory University Graduate Student Government Association to launch an innovative MARTA Breeze Card mobile 60-day pilot program. More than 100 graduate students received fully subsidized transit passes, providing greater access to public transportation and higher education. Graduate students at Emory University overwhelmingly live off campus and often have schedules for classes and research that require them to be on campus for extended periods of time throughout the week.



2024-2025 EMORY GSGA

GSGA X MARTA UNLIMITED MARTA PASS PILOT PROGRAM

ELIGIBILITY CRITERIA

<p>STUDENT STATUS Applicants must be current graduate students at Emory University.</p> <p>PARKING RESTRICTIONS Applicants may hold an Emory parking permit for the current academic term, but priority may be given to those without a permit.</p>	<p>RESIDENCY DISTANCE Applicants must reside more than one mile from their respective campus or school.</p> <p>MARTA USAGE Applicants must currently use MARTA for commuting at least two days per week, meet the eligibility criteria, and commit to using it at least twice a week.</p>
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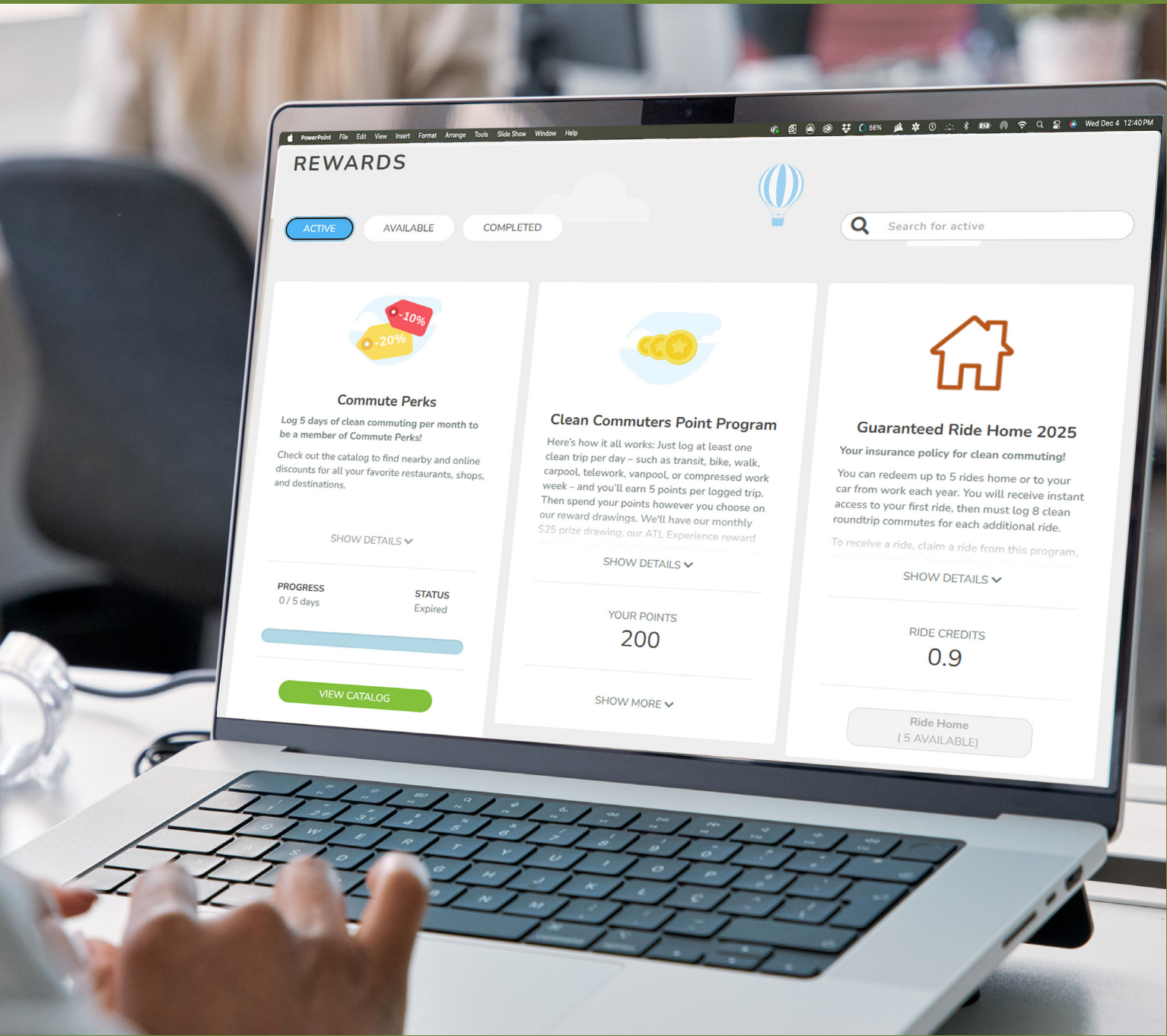
PROGRAM DETAILS

- Complete the form (SCAN the QR CODE) to apply
- Eligible students can receive a GSGA-subsidized 30-day UNLIMITED MARTA pass
- Students pay \$34.25, with GSGA covering the remaining \$34.25
- The card is strictly for personal use and CANNOT be shared or transferred.

 gsga@emory.edu

The pilot gathered crucial data on student commuting preferences and revealed an overwhelming interest in more affordable and sustainable transportation options. The pilot will continue in spring 2025 for an additional 90-day period.





Promoting Participation

GCO, GCS, and the TMAs promote participation in the regional TDM program not only to employers, property manager, schools and universities, but also to individuals. Sometimes it takes a little nudge to convince someone to take the first step in changing their travel behavior – to go from driving alone to trying out transit or perhaps giving biking or a carpool a chance.

GCO, GCS, and the TMAs organize and amplify promotions, fueled by incentives, throughout the year to help provide this nudge. These promotions provide the positive encouragement commuters need to try a new mode of transportation that can lead to long term changes in travel behavior.

Many of these promotions are integrated with the MyGCO app, which allows users to log their commutes by submitting information on their trips – including the length of the trip and the trip mode. These trip logs allow participants to earn cash, win prizes, and be informed of the resources available to them to help them commute more sustainably.

GCO Incentives

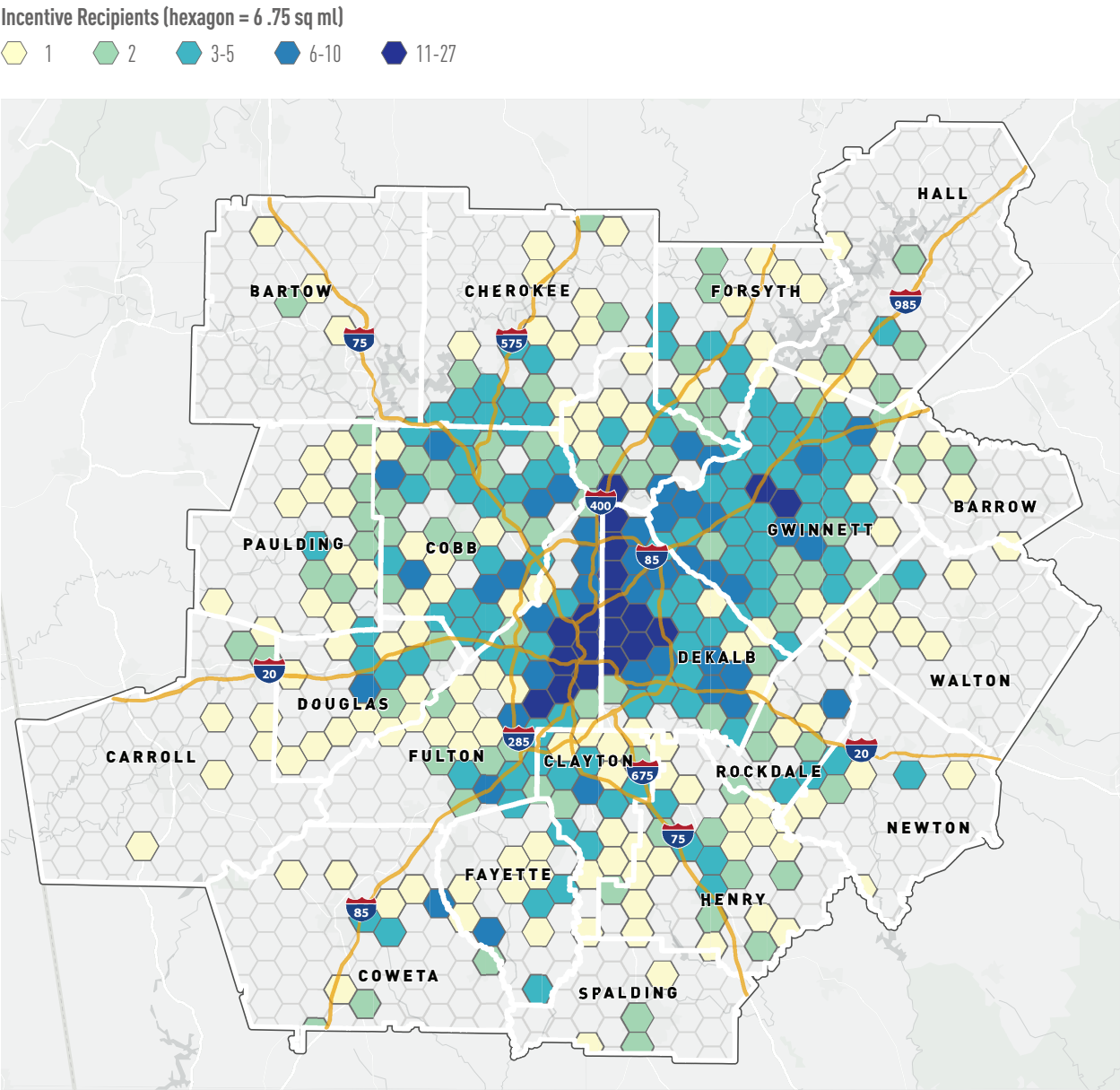
GCO provides financial incentives and rewards for commuters who currently drive alone, and for those who already use alternative modes such as carpooling, vanpooling, public transit, teleworking, compressed workweeks, bicycling, or walking to work. The goal is to encourage, sustain, and increase participation in sustainable commuting options.

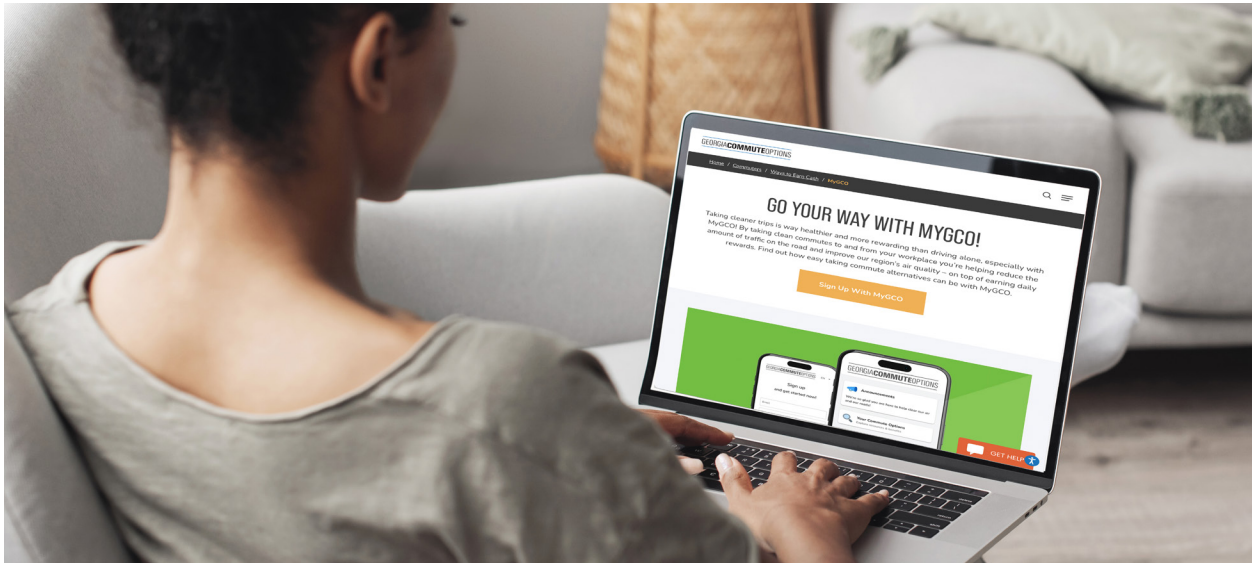
- **Gimme 5:** Rewards commuters who transition from driving alone to a cleaner commute mode. Participants can earn \$5 per day, up to a maximum of \$150 over a designated 90-day period. Users log their clean commutes to track progress and cash out at various intervals.
- **Carpool Rewards:** Carpoolers earn monthly cash rewards by logging at least eight clean commute days per month. The incentive increases between \$10 and \$20 per person based on the size of the carpool.
- **\$25 Prize Drawing:** Users who log clean commutes are automatically entered into a monthly drawing for a \$25 gift card. The more a participant logs, the more entries they receive, increasing their chances of winning.
- **Guaranteed Ride Home:** Provides peace-of-mind by ensuring commuters have a reliable backup rideshare ride in case of an emergency. Participants can redeem up to five rideshare rides per year from work to home or a designated Park & Ride location.
- **Commute Perks:** Provides exclusive discounts at local and online retailers, restaurants, and entertainment venues to commuters who log five clean commuting days per month.

GCO incentives are offered through the MyGCO app, which was relaunched in 2024.

In 2024, commuters from every county in the region received incentives to switch to a clean commute mode or continue their clean commuting behavior.

2024 GCO Incentive Recipients by Home Location





MyGCO App Relaunch

In 2024, the MyGCO app was relaunched with a fresh interface and other changes requested by users. This made the app even easier to log trips and participate in GCO. A key feature of the new app allows GCO partner organizations, including the TMAs, to manage their own challenges and promotions within their specific service areas.

This new feature offers a customizable challenge leaderboard — a feature displaying the results of a challenge as participants log their trips and compete — which partner organizations may set up and administer themselves. The app also now allows partner organizations to report on the impacts of the challenges run in their service areas. In 2024, Perimeter Connects and ASAP both managed promotions in the app as part of Try Transit Month.

GCO App Participants – 2024

9,118 Active Users

Individuals with a MyGCO account who have actively engaged with their account in some manner in 2024

5,318 New Users

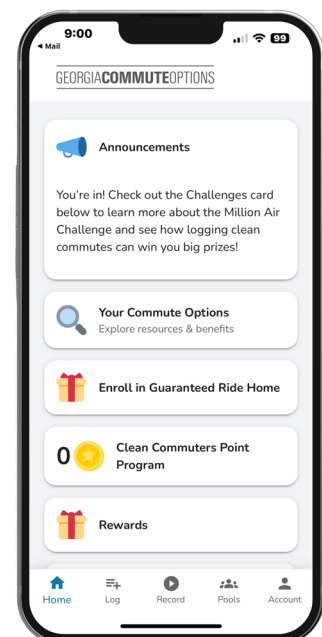
Individuals who logged into their MyGCO account for the first time in 2024

4,527 Clean Loggers

Active users who logged at least one alternative mode trip in 2024; alternative modes include carpool, vanpool, transit, walk, bike, telework, compressed work week, and scooter.

496,855 Total clean logs

Average of 110 clean logs per logger

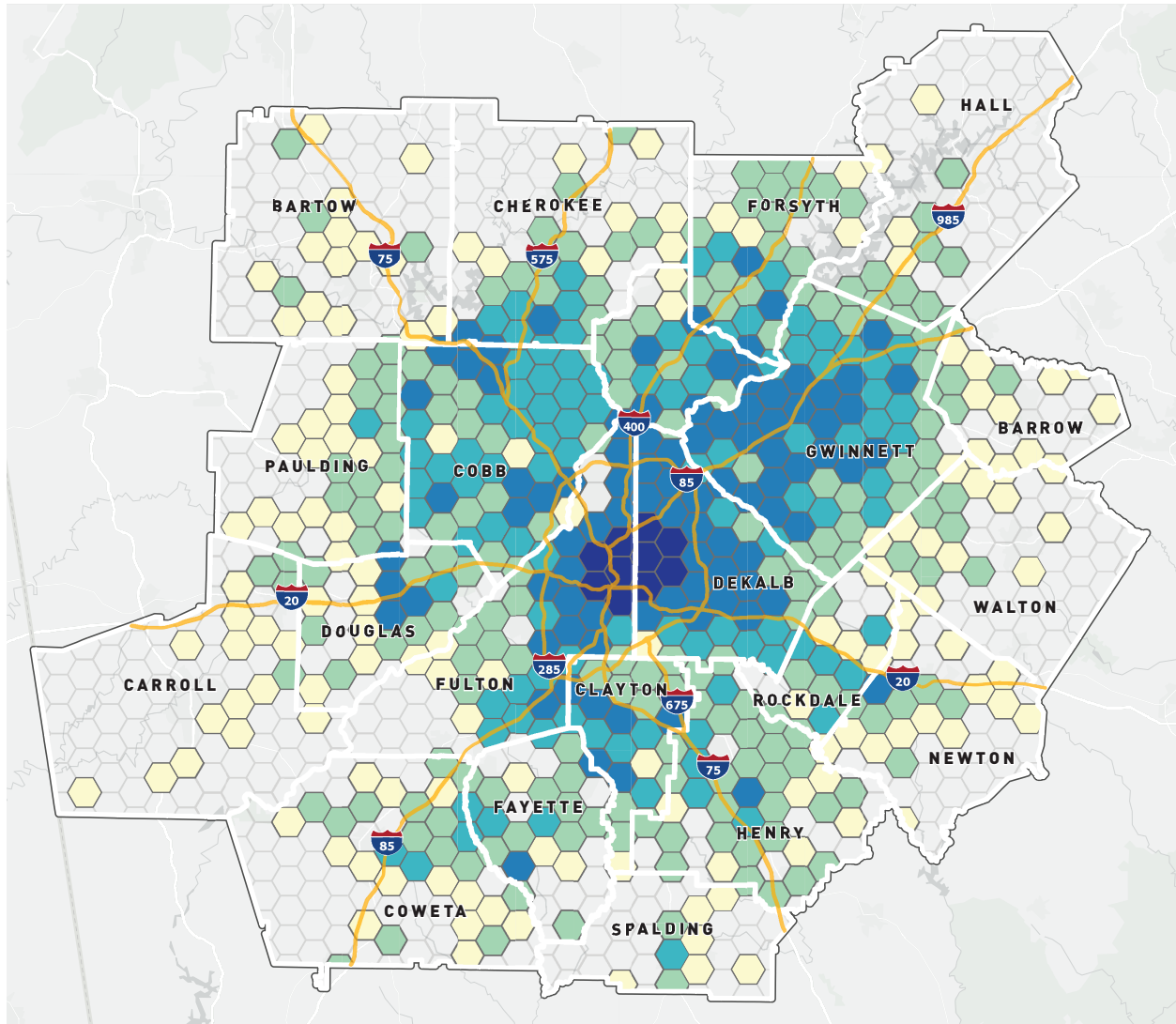


In 2024, commuters from every county in the region used the MyGCO app to log their clean commute trips.

2024 Clean Commuter Loggers by Home Location

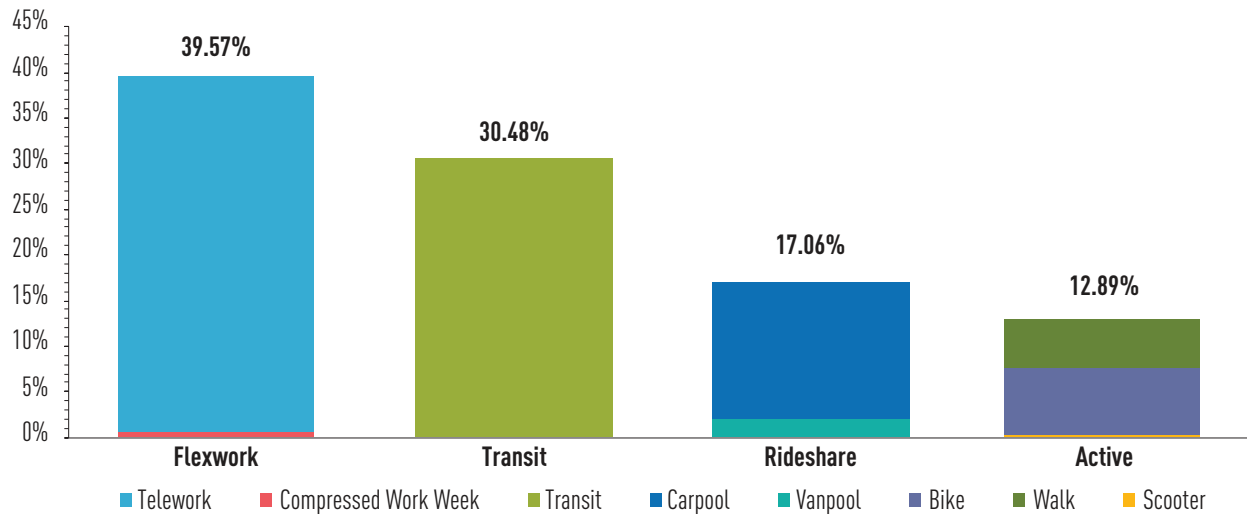
Clean Loggers (hexagon = 6.75 sq mi)

1 2-5 5-10 11-50 50+



Since the pandemic, flexwork has remained the most frequently logged clean commute. However, as workers continued to return to the office in 2024, the MyGCO app saw a steady increase in non-flexwork modes, like transit.

Share of Clean Logs by Mode – 2024



The regional TDM program is having a major impact in reducing Vehicle Miles Traveled (VMT) and CO₂ emissions in the region in 2024. It's also saving the 4,527 people who logged clean commutes a lot of money.



10,423,877

Total reduction of Vehicle Miles Traveled

2,303

Average reduction of Vehicle Miles Traveled per clean logger



The overall reduction in VMT is equivalent to nearly 163,000 trips around I-285 (the "Perimeter")



8,779,801

Total reduction of pounds of CO₂

1,939

Average reduction of pounds of CO₂ per clean logger



The overall reduction in pounds of CO₂ is equivalent to the CO₂ emissions resulting from the consumption of more than 448,121 gallons of gasoline



\$6,312,364

Total dollars saved due to commuting using alternative modes

\$1,394

Average dollars saved per clean logger commuting using alternative modes



Modal Promotions

BIKETOBER

GCO celebrated the 12th annual **Biketober** in October 2024. This month-long initiative allows workplaces and individuals to compete against one another to see who could earn the most points by choosing to ride their bicycle to commute to work, while changing attitudes and perceptions towards cycling. The challenge was successful at encouraging participants to bike more often, both recreationally and for the purpose of commuting and non-commute transportation. Prizes included a \$1,000 Airbnb gift card and an e-bike.



GCO, GCS, the TMAs, and other partners organized dozens of on-the-ground activations in 2024 across metro Atlanta, including Atlanta Streets Alive and Westside Stride. GCO partnered with organizations like Propel ATL and the Path Foundation to spread the word to additional audiences and communities.

KEY RESULTS

2,726 Participants (+3% from 2023)

348,585 Miles logged (+2.5% from 2023)

350 Workplaces Participated

36,966 Total Trips (+18% from 2023)

242 New Riders

45,793 Pounds of CO₂ Reduced

GA RIDES CHALLENGE

GCO hosted the first ever GA Rides Challenge in May 2024. The challenge spanned two weeks and encouraged cyclists from across the region to explore their communities and participate. Participants were entered to win prizes, including a grand prize of \$1,000. The challenge also called out National Ride a Bike Day, Walk and Roll to School Day, and Bike to Work Day as opportunities for additional prizes. In 2025, the GA Rides Challenge will extend over the entire month of May, with even more opportunities to log rides, win prizes, and help metro Atlanta build biking habits.

KEY RESULTS

1,505 Participants

8,619 Total Trips

125,884 Miles Logged

2,552 Trips for Transportation

10,189 Miles Logged for Transportation

6,546 Pounds of CO₂ Reduced

Try Transit Month Promotions

PERIMETER CONNECTS

During September 2024, Perimeter Connects offered two programs to increase transit ridership and commuter engagement as part of Try Transit Month. These programs included a new rider incentive, which provided 10- or 20-ride free MARTA passes to employees in Perimeter who currently rarely or never use transit. Pass recipients were also encouraged to register with the MyGCO platform to be eligible for additional incentives. Additionally, a regular rider incentive offered gift cards to employees who are regular transit users for taking and logging a specific number of trips via the MyGCO app during the month.



The 2024 Try Transit Month campaign reached the largest number of unique users of any modal promotion conducted by Perimeter Connects and had significant impact on transit use. During September and October 2024, pass recipients who reported never or rarely taking transit before receiving their pass took 585 transit trips. This included 212 transit trips from users who reported never taking MARTA within the prior year.

Furthermore, the campaign led to 232 employees registering for new accounts in the MyGCO app in September 2024. This increased the Perimeter subnetwork user base by almost half.



585

Number of trips taken by MARTA pass recipients who reported never or rarely taking transit before receiving their pass.

47%

Increase in the Perimeter subnetwork MyGCO platform user base as a result of the Try Transit Month promotions



ATLANTIC STATION ACCESS PROGRAM (ASAP)

ASAP organized the Try Transit Challenge and a Retail Appreciation Event as part of Try Transit Month. The Try Transit Challenge incentivized Atlantic Station retail employees to register for a MyGCO account and log their MARTA trips. Employees could earn up to \$25 in gift cards for doing so. More than 350 trips were logged by campaign users, with nearly one third of users logging five or more trips.

The Retail Appreciation Event provided 10-trip MARTA passes to attendees who registered for a MyGCO account at the event. More than 90 people attended the event, with 80 transit passes distributed to attendees.



Midtown Walk Challenge

Midtown Transportation (MT) brought back the Midtown Walk Challenge, a promotion designed to encourage people to see and discover their neighborhood in new ways. MT created more than 100 scavenger hunt style 'missions' celebrating public art, points of interest, greenspaces to visit, and all things Midtown. The goal of these missions was to educate Midtown commuters and residents about the district's transit network, bike infrastructure, and walkable streets – all in a compelling and gamified way.

Over the course of the three-week event, 480 people completed almost 10,000 missions. Enthusiasm and community buy-in exceeded staff expectations, and MT received positive feedback throughout. Young professionals new to the neighborhood were excited to learn more about the streets they walk every day. Similarly, older residents said they were amazed to learn something new about their neighborhood.

buckheadWALKS! Challenge

Livable Buckhead organized the 8th annual buckheadWALKS! Challenge to encourage residents and employees to stay active by exploring Buckhead by foot, to commute sustainably, connect with the community, and win prizes. This year, the challenge reached record participation levels. More than 400 people registered for the challenge in 2024, with nearly 90 percent of registrants actively participating in the campaign – the highest engagement rate to date. In total, 85 million steps were logged which equals more than 50,000 miles of walking.



Livable Buckhead's
buckheadWALKS!
powered by Wellable

“This challenge has been incredibly fun! AND, it’s helping me with my fitness goals. You all do such an outstanding job!”

- Greenberg Traurig Employee

Livable Buckhead strengthened engagement by collaborating with new employer and community partners, including InterContinental Buckhead, The Salty, Southern Baked Pies, Kula Coffee, and more. These partnerships not only made the challenge more interactive but also helped the TMA build relationships with new employers and residential communities in Buckhead.

Georgia Commute Schools

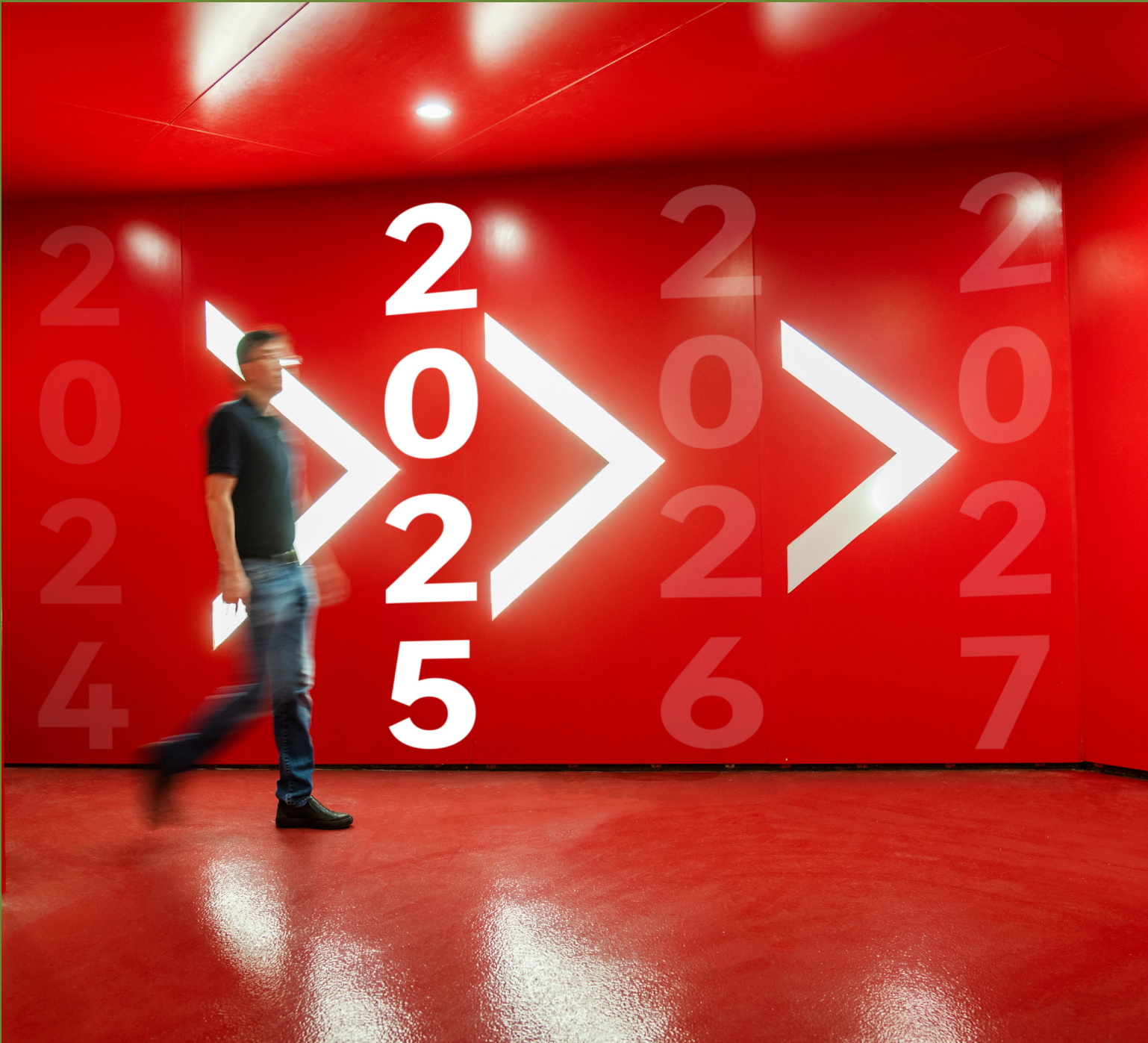
GCS boosted participation by students and schools in regional modal promotions that aligned with its goals to help students and faculty travel to school using an alternative mode, reduce congestion, and improve safety. These promotions included:

- Love My Bus Month
- National School Bus Safety Week
- Spring into Gear + May Bike Month
- Biketober



GCS ENCOURAGES BIKE BUSES DURING BIKETOBER

During Biketober, GCS engaged metro Atlanta schools to promote cycling among students and families. As part of this engagement, GCS encouraged participation in bike buses, and provided resources and information to schools. These resources included a \$25 prize for biking to school, supporting school involvement in Biketober and promoting sustainable transportation habits. GCS directly engaged five schools, three of which won prizes, and engaged six bike buses.



Looking Ahead

2025 is shaping up to be another busy year for the Atlanta Regional TDM Program. Here are a few new and ongoing key initiatives that will play a big role in advancing the program's objectives in the year ahead and beyond.

Million Air Challenge Returns

In 2025, GCO hosted its Million Air Challenge (MAC) to promote clean commuting regardless of mode. This challenge encouraged commuters to walk, bike, rideshare, take transit, or telework during the month of April. Last hosted in 2023, MAC lasted for two weeks. This time, MAC returned for four weeks for more opportunities to engage with users and encourage behavior change. During the challenge, commuters had the opportunity to win exciting prizes, and to engage with the MyGCO platform and app to earn points, which were redeemed toward monthly prizes.

\$3M+ Safe Streets and Roads for All Grant

The GCS team was awarded just over \$3 million in federal funding through the Safe Streets and Roads for All grant in November 2024. The proposal included supplemental planning and demonstration activities across three localities – the City of Brookhaven and Spalding and Clayton Counties.

Supplemental planning will consist of family surveying, community bike infrastructure audits, and traditional road safety audits. Demonstration activities will include education campaigns to teens and families, school pool pilots, and tactical infrastructure pop-ups as determined by the supplemental planning.

2025 Regional Commuter Survey

The 2025 Regional Commuter Survey (RCS) is a survey of employed residents of the 20-county Atlanta metropolitan region, which provides critical information to help ARC, GCO, and partner organizations tailor their services to meet commuter needs.

The survey is being conducted in the first half of 2025, with analysis and reporting completed by the end of the year. The RCS documents trends in commuting patterns, such as the types of transportation used and their frequency of use, commute distance and time. In addition, the survey examines commuters' perceived difficulty or satisfaction with their commute modes, as well as their awareness of travel options and commute services available to assist them.

The 2025 survey is the fifth iteration of the RCS, with previous surveys conducted in 2007, 2010, 2014, and 2019 (and a Covid-19-specific supplement in 2020).

ATL Experiences: New Rewards for Clean Commutes

In 2025, GCO will launch a new incentive program – ATL Experiences – for commuters who use alternative modes. Each month, clean commuters will be entered into a drawing to receive tickets to sporting events, cultural events, and popular attractions throughout the metro Atlanta area. The more clean commutes a user takes within a month, the more chances they will have to win. ATL Experiences will boost engagement among current users and help attract new users to the MyGCO platform.

Assisting Individuals Impacted by Transit Service Changes

2025 will see significant service changes to MARTA's bus network and the ATL's Xpress commuter bus service. GCO and the TMAs will work to support commuters and employers throughout the Xpress Redesign the Ride and the MARTA Bus Network Redesign. The team will convene a working group to assist folks impacted by the service changes by aligning on strategic priorities, by reinforcing communications, and by providing critical services such as ride matching services and incentives.



Photo credit: saportareport.com



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