



Atlanta Regional Transportation Demand Management Program 2025 Annual Report



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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.

Executive Summary

The **2025 Atlanta Regional Transportation Demand Management (TDM) Program annual report** covers new activities, long-running efforts, and noteworthy achievements delivered by **Georgia Commute Options (GCO)**, **Georgia Commute Schools (GCS)**, **Transportation Management Associations (TMAs)**, and other program partners in 2025. These various undertakings and accomplishments are presented through a framework that focuses on awareness, influence, participation, and impact.

- **Awareness** refers to raising awareness among commuters, employers, and other partners about existing and new commuting resources, particularly through marketing efforts.
- **Influence** has to do with influencing travel behavior change, whether by partnering with employers and organizations to provide TDM programs and services, by undertaking engagement efforts to support alternative mode use, or by conducting research and data projects to refine TDM strategies.
- **Participation** is about promoting commuter participation in regional and local promotions to increase the use of alternative transportation modes.
- **Impact** deals with making progress toward the goals of reducing single occupancy vehicle travel and improving regional air quality through the adoption of alternative travel modes.

In 2025, GCO expanded awareness by **generating 33.4 million impressions** and drove more than **186,000 visitors to the GCO website, a nearly 20 percent increase over 2024**. Through influence, GCO more than doubled new employer partnerships, **adding 91 new employer partners**, and **conducted 103 commuter events**, while GCS updated the K–12 Air Quality Curriculum and launched the Bike Bus Program, **facilitating 12 bike buses** in its inaugural year. Participation rebounded with **554,858 alternative mode trips logged in the MyGCO app, up 12 percent**, and **commuters averaging 129 trips each compared to 110 the prior year**. The impact of that participation extended across the region, resulting in **8.5 million vehicle miles reduced** and **over \$4.4 million in commuter savings**.

2025 – By the Numbers



554,858

Alternative mode trips were logged in the MyGCO app in 2025. Alternative modes include carpool, vanpool, transit, walk, bike, telework, compressed work week, and scooter.



6,652,506

Pounds of CO₂ reduced in 2025 resulting from the Atlanta Regional TDM Program. This is equivalent to the amount of CO₂ emitted from 339,544 gallons of gasoline

8,575,531

Number of vehicle miles traveled (VMT) reduced in 2025 resulting from the Atlanta Regional TDM Program. This is equivalent to 134,035 trips around I-285 (the “Perimeter”)



\$1,044

Average dollars saved in 2025 by each MyGCO app user who logged an alternative mode trip in 2025



498

Total GCO employer and property manager partners in 2025

100

New GCO employer and property manager partners in 2025



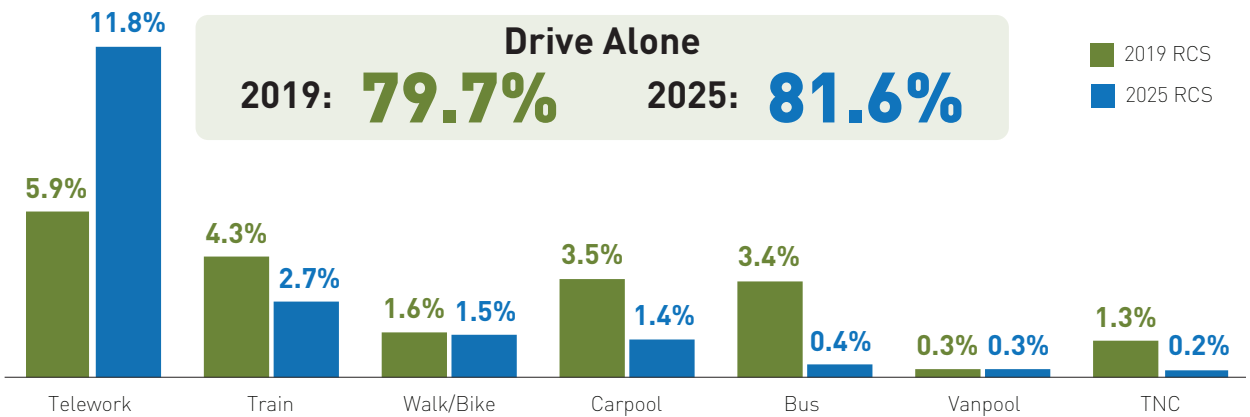


The Atlanta Region’s New Normal in Commuting

The Atlanta Regional TDM Program’s **2025 Regional Commuter Survey (RCS)** shows that a new normal in post-pandemic commuting has emerged across the Atlanta region over the last several years.

Metro Atlanta remains dominated by single occupancy vehicle travel. According to the 2025 RCS, around **82% of commuters drive alone as their primary commute mode**, the transportation mode they use most often to go to and from work. While this represents a slight uptick relative to 2019 levels, there has simultaneously been a decline in the use of alternative commute modes, especially transit and carpool. **Ten percent of the region’s commuters now take alternative travel modes on a weekly basis** to go to work. Commuters in general cited numerous challenges in using alternative commute modes, with **47% of them identifying a longer commute time as a barrier** and **44% pointing to a lack of access to transit**.

Primary Commute Mode*

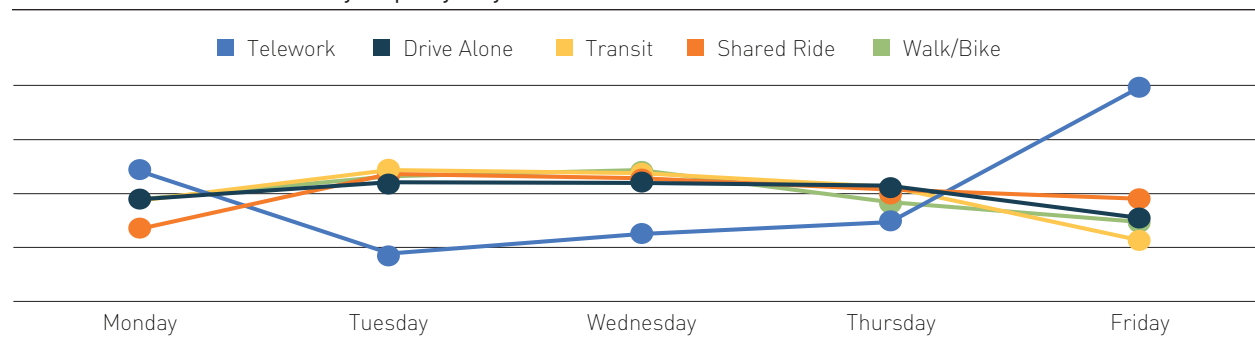


* “Primary Mode” reflects the behavior of commuters (people who work outside their home, at least occasionally) and does not include workers who are full-time Work From Home (WFH).

Traffic congestion, meanwhile, seems increasingly worse, costing commuters. According to Texas A&M Transportation Institute's *2025 Urban Mobility Report*, an **average Atlanta commuter spent around 87 hours stuck in traffic** in 2024, exceeding the pre-pandemic mark from 2019. This translated into **an estimated loss of \$2,222 from wasted productivity and fuel** for the average commuter. Traffic no longer neatly follows pre-pandemic patterns. Monday, for instance, tends to see relatively less traffic than the rest of the week, while Wednesday and Thursday typically experience the heaviest congestion.

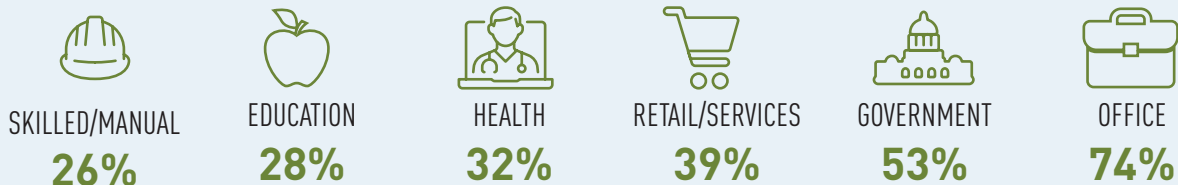
Recent shifts in congestion and commuting trends owe in part to the widespread prevalence of teleworking. Though teleworking rates are not as high as their pandemic-era peaks, the 2025 RCS has found that **60% of the region's workers have adopted remote work as part of their weekly schedules**. This figure is **up from 43% in 2019, representing close to a 50% increase**, despite recent return-to-office efforts. Perhaps even more striking is that **20% of workers now telework full-time from home, dodging the commute entirely – a drastic increase from 6% in 2019**. Teleworking now tends to be most frequent on Monday and Friday, whereas the travel commute modes, such as driving alone, transit, or biking, demonstrate an inverse pattern, experiencing their highest share of use Tuesday through Thursday.

Share of Each Mode's Weekly Trips by Day



The widespread adoption of telework has proved uneven among metro Atlanta's workforce, with differences in access to remote work emerging among various sociodemographic categories, such as occupation and household income. According to the 2025 RCS, **74% of the region's office workers who commute are able to telework at least occasionally**, while only **32% of health workers have the option to do so**. Similarly, 73% of the region's commuters with an annual household income over \$200,000 telework, whereas the **share of commuters in lower income brackets who telework is much lower, ranging from 23% to 51% depending on income bracket**.

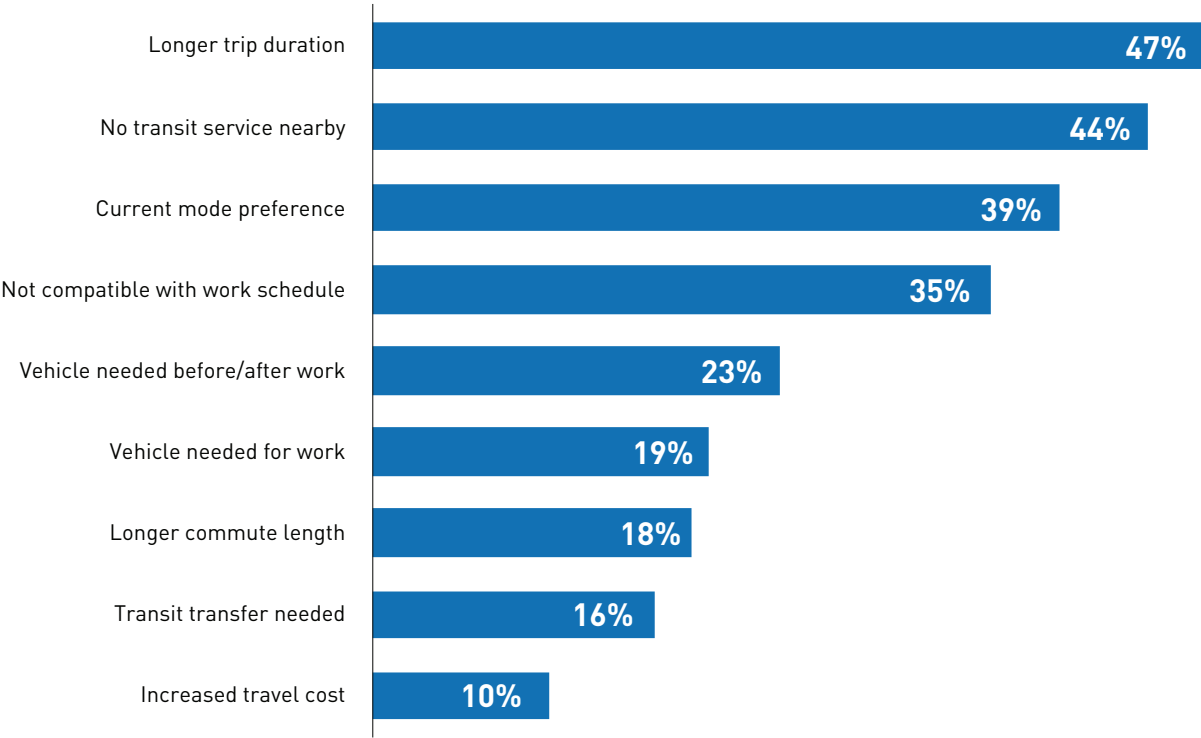
TELEWORKERS BY OCCUPATION



At the same time, attention has only increasingly grown around the issue of affordability, particularly how housing and transportation are two interrelated factors shaping it. When ARC’s **2025 Metro Atlanta Speaks Survey** asked residents about the biggest problem facing the region, **the greatest portion of respondents, 28%, pointed to housing affordability, followed by 24% of respondents who identified traffic.** Indeed, according to estimates from the Center for Neighborhood Technology’s Housing and Transportation Affordability Index, **a typical regional household earning around \$82,620 a year spends 25% of its income on housing and 19% on transportation, a combined total of 44% of its annual income.**

Continued regional growth also throws into sharp relief the importance of alleviating these affordability and mobility challenges by broadening access to alternative transportation modes. Census Bureau estimates show that between June 2024 and July 2025, **metro Atlanta’s population growth outpaced that of the country and most other large metro areas, making the Atlanta region the sixth most populous metro area in the country.** In fact, the greatest share of this growth took place in exurban counties along the region’s periphery, where workers generally face longer commute times and access to transit is relatively limited.

Barriers to Using Alternative Commute Modes



There are signals that metro Atlanta commuters are open to trying alternative transportation modes and adjusting their commuting habits. According to the 2025 RCS, **nearly 75% of regional workers reported that it was either important or very important to have access to services and benefits that facilitate the use of alternative modes.** The strategies and approaches offered through the Atlanta Regional TDM Program serve to provide this access to all employers and commuters.

Program Overview

Atlanta Regional TDM Program

Metro Atlanta has experienced one of the highest levels of population growth in the country over the past five years. The region's commuting patterns have also undergone significant changes. While teleworking has become prevalent, many of the region's residents continue to rely on single occupancy vehicles to get to and from work. Traffic congestion, air quality issues, and other mobility challenges persist.

To address these challenges, the Atlanta Regional TDM program employs an array of targeted strategies to reduce the number of single occupancy vehicles on metro Atlanta's roads. A network of TDM service providers and stakeholders works together to shift commuters towards alternative transportation modes, helping to lessen traffic congestion, improve regional air quality, and create a more sustainable transportation landscape for the region's employers and commuters.

TDM: How it works and how it helps

WHAT IS TDM?

Transportation demand management, or TDM, refers to a set of policies, strategies, and programs that help individuals 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 goal of TDM is to reduce single occupancy vehicle (SOV) travel.

HOW DOES IT HELP?

As metro Atlanta experiences continued growth and traffic challenges, the need for a region-wide TDM program is crucial.

Effective TDM strategies 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 more affordable commute solutions.

Atlanta Regional TDM Program

Serving the 20-county Atlanta region, the Atlanta Regional TDM Program provides resources, incentives, and services to decrease single occupancy vehicle (SOV) travel while also encouraging alternative mode use. A key component of the program involves engaging a range of public and private partners, including employers, property managers, community organizations, transit providers, universities, and schools, to implement TDM strategies and alternative commute programs. The regional TDM program's overarching goals are to increase the use of transportation modes other than SOVs, to expand alternative travel options and regional accessibility, and to keep the Atlanta region economically competitive.

The Atlanta Regional TDM Program is made up of Georgia Commute Options (GCO), the regional provider of TDM services, and six local Transportation Management Associations (TMAs), organizations that provide TDM services within key employment centers in the region’s core. Also included is Georgia Commute Schools, a program of GCO, which 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 the Atlanta Regional Commission (ARC) and funded by the Georgia Department of Transportation (GDOT). 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, property managers, and community organizations to provide custom TDM consultation, to implement tailored commute programs, and to supply resources that promote the use of alternative modes. For commuters, GCO organizes limited-time modal promotions, offers recurring and one-time incentive programs for using alternative modes, and assists with finding a carpool or vanpool.

GCO serves employers, organizations, and commuters across the 20-county Atlanta region, except for the major employment centers in the region’s core that the TMAs cover.

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 focus on major employment centers in the region’s core, providing customized TDM services to the employers and commuters who work there. They also promote GCO’s regional programs and services, such as modal promotions and incentive programs, within their specific service areas.



405

Total TMA Employer and Property Manager Partners



375

TMA Employer Meetings



119

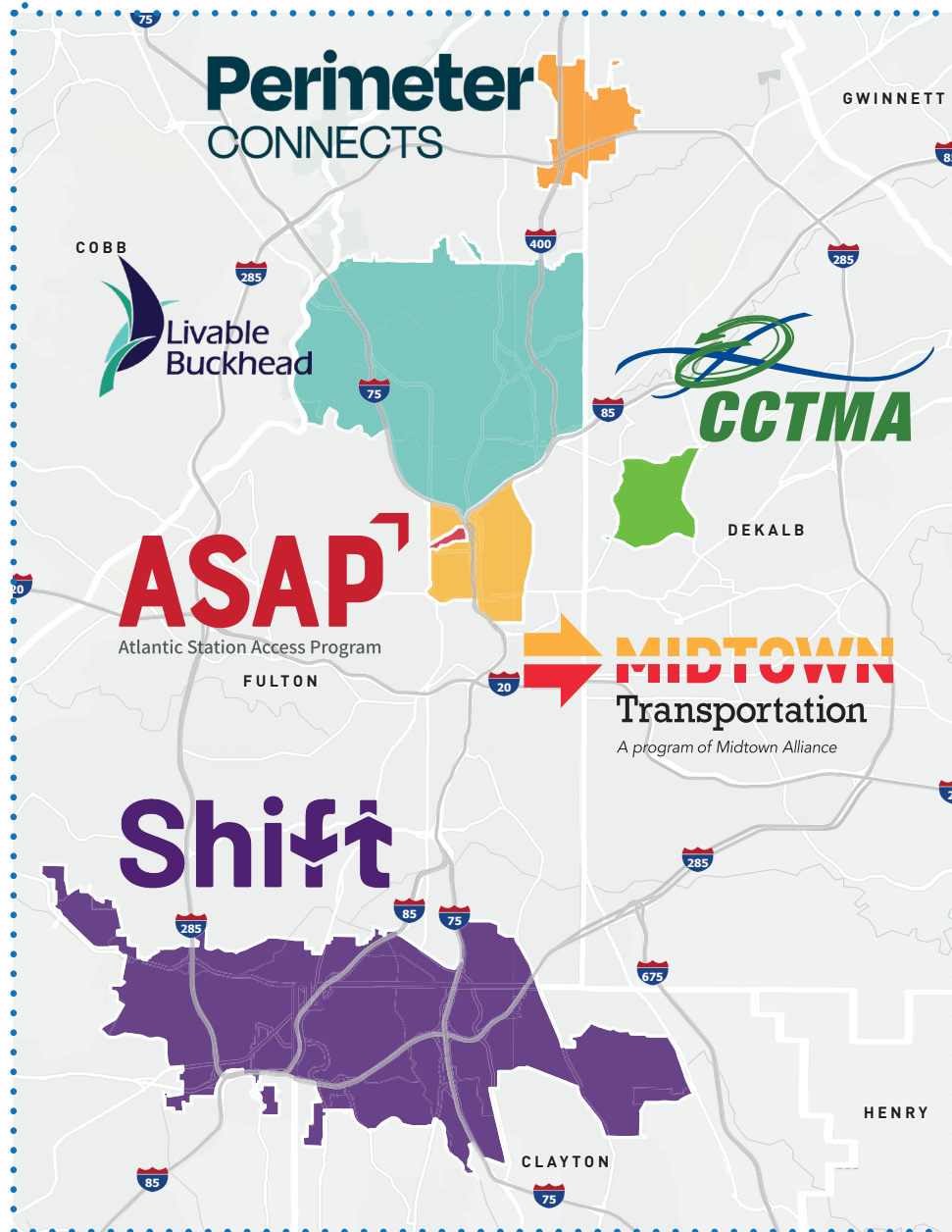
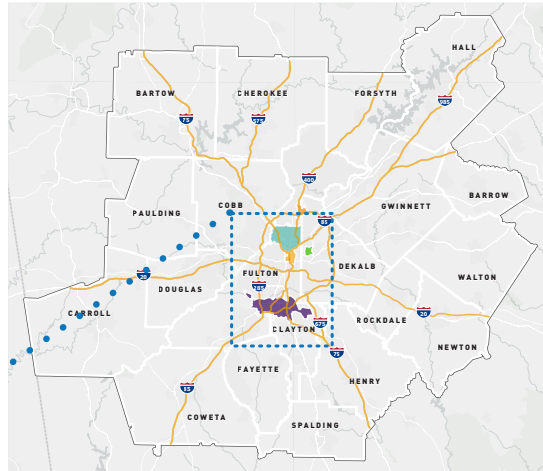
New TMA Employer and Property Manager Partners



327

TMA Commuter Events

Transportation Management Associations





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 zip 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.



CLIFTON CORRIDOR

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



LIVABLE 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,” an on-demand micro-transit service, and spearheaded the PATH400 greenway trail project.



MIDTOWN TRANSPORTATION

Midtown Transportation, a program of Midtown Alliance, has been providing TDM services to the region for more than 20 years. Midtown Transportation works with over **130 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 CONNECTS

PERIMETER CONNECTS

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.

Shift

SHIFT

Shift (formerly AERO - Airport Employee Ride Options) has served as the TMA for Hartsfield-Jackson Atlanta International Airport since 2015. After relaunching with a fresh new brand and expanded service area in 2024, 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. The TMA **serves 157,000 commuters and a diverse group of employers**, including the Department of Aviation, major airlines, and 300 on-site concession outlets.



Building Awareness

By carrying out a variety of marketing and communications efforts, GCO, GCS, and the TMAs raise awareness about alternative transportation modes and about the programs, services, and resources that the regional TDM program provides. Some of the notable marketing and communications activities during 2025 included **marketing campaigns, paid social and web advertisements, targeted newsletter distribution, the publication of blog posts**, as well as **the launch of a monthly email digest**. Ultimately, these activities helped drive GCO's partnership growth and commuter participation in regional TDM initiatives.

GCO Spring Marketing Campaign

The GCO spring campaign kicked off at the end of March and ran through June 2025. 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, display ads, 15-second broadcast radio spots, streaming audio and video ads, and billboards, among other avenues.

KEY RESULTS

33.4M



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

Impressions by channel

4.2M

Social Media



11.9M

Search Engine



9.9M

Broadcast/Radio



525.9K

Streaming Video

5.1M

Out of Home

(i.e. billboards, bus ads, etc.)



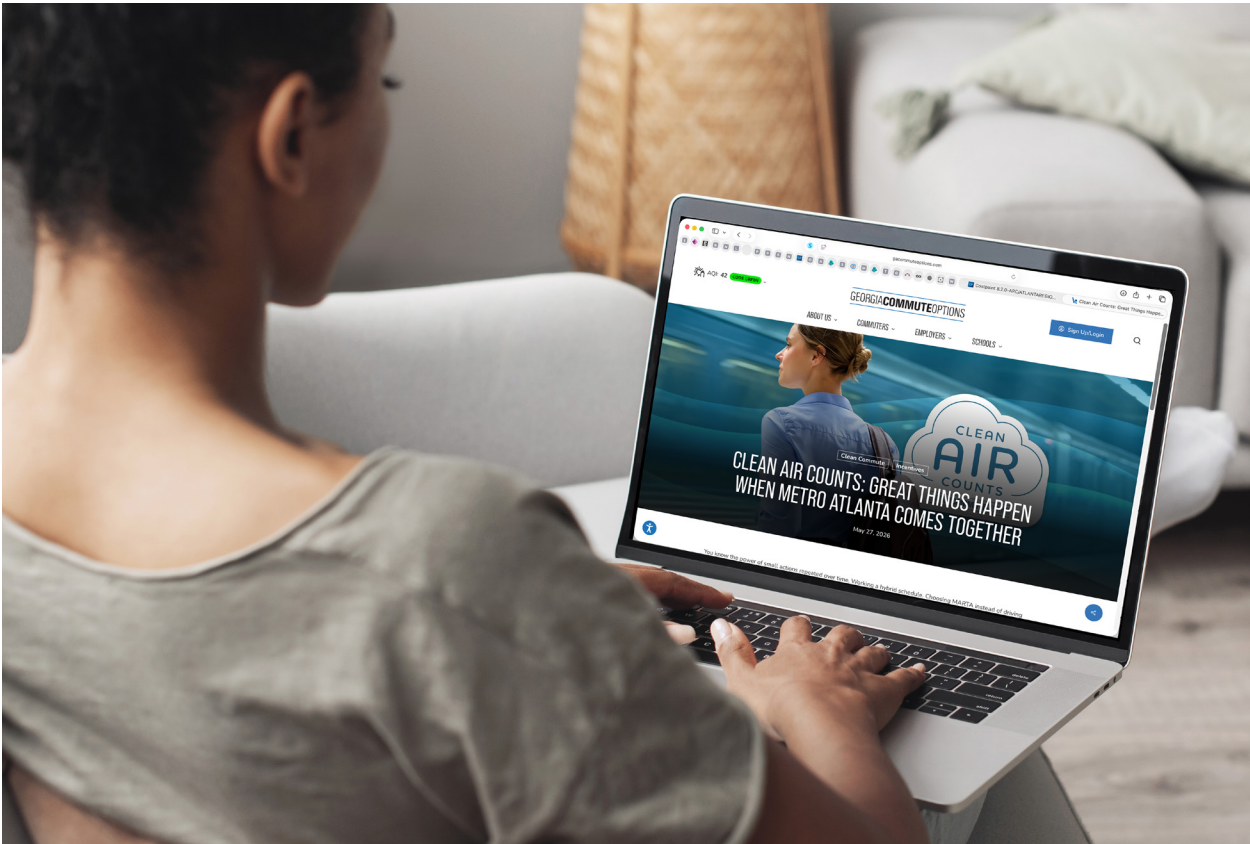
622.1K ((⏮)⏭)

Streaming Audio

GCO's Digital Activities

The GCO website served as an important source of information about GCO's services. In 2025, the **website saw more than 186,000 visitors, a figure up by nearly 20 percent** compared with that of 2024. These website visitors generated nearly **390,000 page views**. One frequently viewed webpage was "Commuters: Ways to Earn Cash;" it gives an overview of the incentives offered to GCO users who log clean commutes in the MyGCO app. Another was "Guaranteed Ride Home," a webpage highlighting a benefit offered to GCO users who take a clean commute but need to leave work unexpectedly.

GCO's social media channels, an important avenue for spreading messaging about GCO's programs and initiatives, had more than **17,000 total followers** at the end of 2025. **GCO's newsletter**, *Workplace Insider*, was distributed to employers, partners, and other stakeholders each month of the year, reaching just over **2,630 monthly recipients** by the year's end. There were **37 posts** published on **GCO's blog**; these posts provided information about TDM topics of interest as well as the services and programs offered by GCO.



GCO also launched a **monthly digest** for GCO users in 2025. Called the *Commuter Impact Report*, it provided GCO users with a monthly recap of the clean trips they logged in the MyGCO app, along with a preview of any upcoming GCO promotions and incentives. By the end of the year, the *Commuter Impact Report* was distributed to a list of more than **17,000 GCO users**.



186,316
Visitors to
GCO website in 2025



388,026
Pages viewed on
GCO website in 2025



17,191
GCO social media followers
across all platforms



2,637
GCO *Workplace Insider*
newsletter recipients

Influencing through Partnership

GCO, GCS, and the TMAs build relationships with employers, property managers, schools, universities, non-profit and community-based organizations, transit agencies, and other stakeholders. It is through these partnerships that GCO, GCS, and the TMAs seek to influence the travel behavior of metro Atlanta's commuters, connecting them to programs, resources, and tools to encourage the use of sustainable transportation options.

In 2025, **GCO and the TMAs added 161 new employer partners**, supporting **a combined total of 663 employer partners**. GCO and the TMAs also engaged **58 new property managers**, bringing their overall **number of property manager partners to 240**. On top of this, GCO and the TMAs held **598 employer meetings** and conducted **430 commuter events**.

What follows are some examples of the partnerships, engagement activities, and research efforts undertaken by GCO, GCS, and the TMAs in 2025, along with some of their notable accomplishments.



GCO Collaborates with Fastenal to Support Shift Workers

GCO developed a set of three pilot programs to test more innovative TDM outreach and marketing strategies. For one of these pilot programs, the **GCO team engaged Fastenal, an industrial employer located in the Fulton Industrial Boulevard area, to implement an employer-branded commuter program**, using Fastenal-branded materials rather than the typical GCO-branded ones. This Fastenal pilot, which kicked off in October 2025 and extended through April 2026, aimed to assess whether using employer-branded resources and incentives would resonate more strongly with Fastenal's shift and hourly wage workers, leading to greater levels of engagement.

From the pilot's kick-off to the end of 2025, GCO hosted three on-site, commuter-facing tabling events, assisting Fastenal employees with registering in the MyGCO app. The GCO team distributed digital marketing materials as well as physical ones, including a gate banner and table tents, to encourage employee participation. GCO also introduced two incentives in December 2025. The first

encouraged Fastenal employees to carpool at least 5 trips to earn a \$15 digital gas card, while the second — dubbed a “commute ladder” incentive due to its tiered structure — offered participants digital gift cards after they took one, 10, and 25 clean commutes.

Between October and December, **18 Fastenal employees created new MyGCO accounts**, growing Fastenal’s MyGCO population from 3 active users. There were **8 employees who received digital gift cards** for participating in the two special incentives offered by GCO. For the remainder of the pilot, GCO continued to test the effects of the employer branding approach on Fastenal employees’ rates of carpooling, participation in GCO incentives, and use of other MyGCO app resources.



GCO Partners with Trees Atlanta to Develop Employer Incentives

GCO worked together with Trees Atlanta, an existing GCO community partner, to develop a new commuter benefit for their employees: a pair of employer-funded incentive programs. Expecting a reduction in staff parking space in early 2026, Trees Atlanta decided that, instead of investing in additional parking, they would take the opportunity to begin a subsidized clean commute program to support their employees in taking alternative modes of transportation.

Throughout the fall and winter, **GCO worked with Trees Atlanta to design a set of incentives to be set up and run through GCO’s ridematching and incentives platform**, known as MyGCO. The incentives were designed to reward employees with points whenever they logged their transit, carpool, vanpool, bike, walk, or scooter trips in the MyGCO app, with the ability to redeem those points for digital gift cards. In addition, a monthly bonus incentive offered an additional reward to employees logging 10 or more clean commutes in a given month.

For the first time in any of its employer partnerships, GCO provided Trees Atlanta with access to a set of administrative tools in the MyGCO platform to administer these employer-funded incentives, enabling Trees Atlanta to manage and report on its incentives directly.

By the end of 2025, Trees Atlanta’s incentive programs were set to launch in the MyGCO app, with around **50 employees expected to participate**. A GCO worksite advisor was also scheduled to lead an outreach event at the organization in January 2026 to promote the programs. Ultimately, GCO’s efforts to support Trees Atlanta’s new incentive programs showed a new way of deploying GCO’s technology tools to provide tailored employer services.

Regional Transit Partnerships

GCO SUPPORTS XPRESS BUS RIDERS DURING XPRESS SERVICE CHANGES

In the summer of 2025, GCO worked with the Atlanta-region Transit Link Authority (ATL) to provide rider support during the rollout of the ATL's Xpress bus service redesign. This redesign prompted a reduction in Xpress bus routes, from 27 to 15 routes (44%), as well as a reduction in park-and-ride stops, from 27 to 20 (26%).

The GCO team conducted **rider outreach at 21 park-and-ride locations** during the week before the service changes took effect, distributing leaflets and other marketing materials to encourage riders to utilize GCO services, including individualized route change guidance and \$50 incentives for logging bus, carpool, or vanpool trips in the MyGCO app following the service changes.

Out of an estimated 2,500 Xpress riders, **940 requested support from GCO, 837 riders were registered in the MyGCO app, and 356 logged at least one eligible trip and earned the incentives.** Almost **45% of them continued to participate** in the MyGCO app after the incentive period ended in late summer.

Surveys indicated that **53% of participants felt that GCO's rider support was helpful. In addition, post-service-change Xpress ridership was 92% of its starting level.** This collaboration pointed to a path for GCO, other regional TDM providers, and transit agencies to come together to support transit riders amid transit service changes.





GCO FORMALIZES MARTA PARTNERSHIP WITH PROMOTION AGREEMENT

In 2025, GCO and the Metropolitan Atlanta Rapid Transit Authority (MARTA) formalized their partnership through a multi-year agreement laying out a framework for collaborating on promotions aimed at increasing transit ridership and supporting regional mode shift goals. This partnership builds on nearly a decade-long history of GCO, MARTA, and the TMAs working together on numerous transit-focused initiatives, particularly Try Transit, a regional modal promotion dedicated to encouraging participants to try out transit for their commute.

This new agreement sets the stage for **MARTA to supply GCO, along with the TMAs, with trial transit passes to support two programs encouraging transit ridership.** The agreement defines how GCO, MARTA, and the TMAs are to collaborate on the distribution of transit passes for the two programs and sets standards in other areas such as data sharing, outreach coordination, and co-branded marketing.

One of these programs will be a transit modal campaign encouraging commuters who are not currently transit riders to try out transit, offering free trial transit passes to help participants get started. The second will be an employer relocation partnership program that supports an employer partner relocating to a new worksite by providing free trial transit passes to its employees, along with commute resources and commuter benefits recommendations.

Ultimately, this agreement will strengthen collaboration between GCO, MARTA, and the TMAs in efforts to expand access to transit across the region.

Georgia Commute Schools

GEORGIA COMMUTE SCHOOLS (GCS) DIGITAL ACTIVITIES

The GCS website spotlights GCS events, programs, and initiatives and provides access to key GCS resources, including ones related to GCS's anti-idling program, bike bus initiatives, and K-12 curriculum. In 2025, the **GCS main webpage received just over 2,250 visits**. To promote its expanded support for bike bus initiatives, the GCS team added **a new bike bus webpage that went on to attract 1,987 visits**, making it one of the most frequently visited GCS webpages in 2025.

GCS also adopted a new strategy to promote GCS blog posts and newsletters. Having previously focused on the stories of community members through the 2024 blog series called "Community Spotlight Series," GCS blog posts now began to highlight how different facets of school life converged with TDM, and they presented topics that were especially relevant during the periods of the school calendar in which they were published. Across 4 posts in 2025, the **GCS blog earned 400 views**. The topics covered in blog posts varied from the role of commute options in addressing school absenteeism to the ways that student bike riders can stay safe in the summer months and prepare for the upcoming school year.

As a strategy to funnel more readers to the GCS blog, GCS newsletters began calling on readers to visit GCS blog posts, with the GCS team now coordinating the content and timing of these two GCS publications. The GCS team distributed **5 newsletters in 2025**, and **nearly 960 readers had subscribed** to the newsletter by the end of the year.



GCS ESTABLISHES BIKE BUS PROGRAM

In 2025, GCS developed its Bike Bus Program, a regional initiative that supports the formation and growth of bike buses, with the aims of reducing traffic around schools and improving air quality and safety conditions in their surrounding communities. A bike bus is a group of students, parents, and adult volunteers who ride their bicycles to school together along a planned route, often stopping at designated meeting points to give other riders the chance to join. Bike buses serve as an alternative to driving to school, resulting in fewer cars at school drop-off lines and reduced idling around school campuses.

The GCS Bike Bus Program provides resources that equip families and school administrators to start or sustain bike buses in their school communities. Startup items, safety guidance, communications materials, and assistance mapping bike routes are key resources. There also are networking opportunities that allow bike bus participants and advocates from a variety of Atlanta school districts to share their bike bus experiences and successes.



The GCS Bike Bus Program **facilitated the creation or growth of 12 bike buses** in 2025, a strong feat in its first year. Some of these bike bus routes even saw **30 to 50 student cyclists per bike bus per day**. Not only did these bike buses, which meant fewer cars on school campuses, lead to decreased congestion and reduced CO₂ emissions around riders' schools, but families also reported that students' confidence in biking increased, that students felt an improved readiness to learn upon arriving at school, and that they felt stronger community connections.

Building on this momentum, GCS concluded 2025 with a strategic focus on expanding partnerships into exurban communities. This next phase leverages a year of intentional coalition building, program implementation, and outreach to strengthen program legitimacy and increase brand awareness beyond existing stakeholder networks.

GCS PARTNERS WITH ATLANTA BIKE BUS NETWORK TO DEVELOP TOOLKIT

GCS partnered with the Atlanta Bike Bus Network in 2025 to develop the Bike Bus Toolkit, a comprehensive, regionally tailored guide to starting and sustaining a bike bus in metro Atlanta. The Atlanta Bike Bus Network is an existing grassroots network of five bike bus groups led by dedicated parent volunteers, each representing a different neighborhood school. Beginning in January 2025, GCS convened Atlanta Bike Bus Network members to inform the creation of the toolkit, and Sam Balto of Bike Bus World of Portland, Oregon, was also enlisted to offer support and input.

The Bike Bus Toolkit includes talking points for school administrators, ready-to-send PTA emails, supply lists, and safety guidance, allowing bike bus advocates to launch or grow their own groups. Since its release, the **toolkit has reached a broad and diverse audience** — over **900 individuals** — through newsletter downloads, direct website access, conference presentations, and school and community events. To support accessibility and inclusive engagement, the toolkit was fully translated into Spanish.

GCS FORMS BIKE BUS COALITION

In 2025, GCS formed the Bike Bus Coalition to bring together national bike bus leaders, parents, school staff, and local government administrators across metro Atlanta to create a forum for exchanging ideas and best practices about how to support and expand the region's growing network of bike buses. **19 dedicated members who represented six established bike buses initially joined** the Bike Bus Coalition's ranks, and **30 additional stakeholders expressed interest in either launching or supporting bike bus programs.**

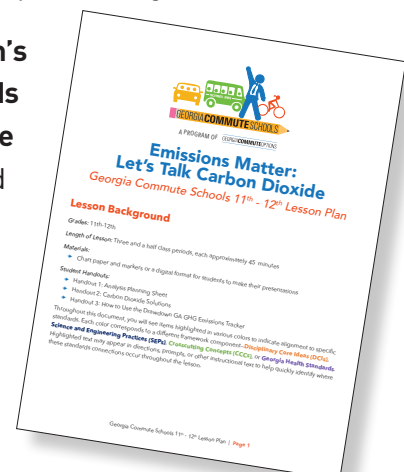
GCS convened **two Bike Bus Coalition meetings in 2025.** In the inaugural meeting in July, GoGeorgia, an organization that advocates for active transportation and recreation across Georgia, shared best practices and guidance on how riders can maintain safety while biking in groups. The coalition's end-of-year meeting in December featured BikePHG, a Pittsburg-based organization, which shared lessons learned from developing nonprofit-supported bike bus programs in the Pittsburg region. These lessons provided valuable peer learning opportunities and helped establish a foundation for continued program expansion.



GCS UPDATES K-12 AIR QUALITY CURRICULUM

GCS led an 8-month project to update its K-12 air quality curriculum used by teachers and students across metro Atlanta schools. Covering STEM-oriented topics such as air pollution, idling, and CO₂ emissions, the curriculum contains five project-based lessons that span a few grades each.

The purpose of this curriculum update was **to improve the curriculum's alignment with Georgia Department of Education (GaDOE) standards and to add supplementary resources and materials making the curriculum easier to use in the classroom**, both for students and teachers. The GCS team reworked lessons so they aligned with GaDOE science and health standards specifically. The updated lessons now emphasize phenomenon-based learning to help students relate to the lesson topics, laying out activities that give students the opportunities to talk through their understandings of topics with one another. The lessons also now highlight new literacy skills for students to learn.



Incorporating supplementary resources was also an aim of the curriculum update. There are now materials on vocabulary associated with each lesson's topic, and Spanish translations of materials are included, too. Lastly, improvements in the design layout of the lesson materials make them easier to read and follow.

2025 Regional Commuter Survey

GCO CONDUCTS 2025 REGIONAL COMMUTER SURVEY

In 2025, GCO conducted the first Regional Commuter Survey (RCS) since 2019, before the Covid-19 pandemic. Based on a randomly selected household sample from each county in the 20-County Atlanta region, the 2025 RCS provides critical insights into how employed residents of the region travel to work and how these patterns evolve over time.

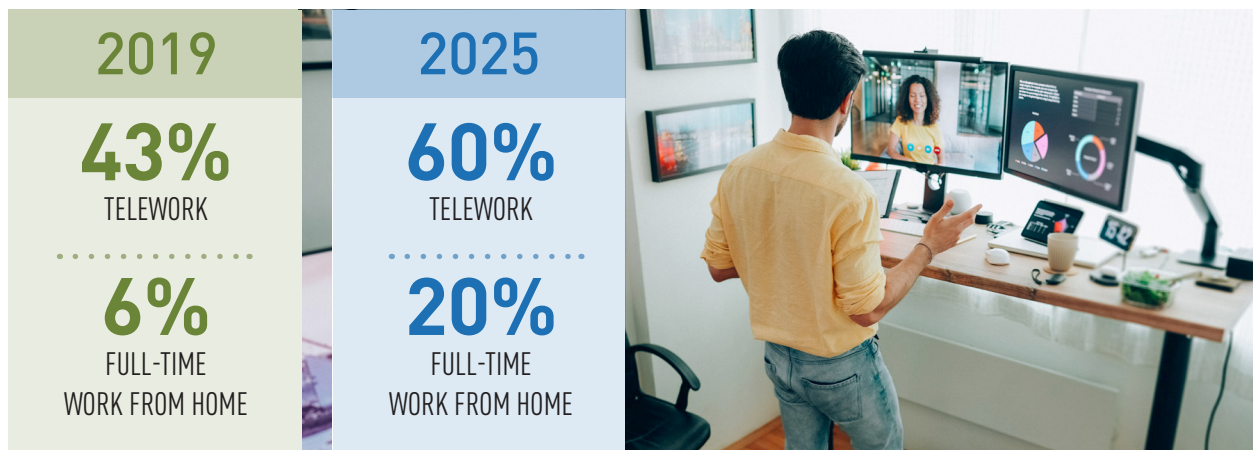
The RCS is crucial for the Atlanta Regional TDM Program because **its findings are ultimately used to influence travel behavior across the region, providing GCO, GCS, and the TMAs with an empirical foundation** for developing TDM interventions and strategies that facilitate more sustainable travel choices.

The key objectives of the Regional Commuter Survey (RCS) are to:

- **Document current commute patterns**, including mode shares, trip distances, and prevalence of hybrid and remote work;
- **Assess awareness**, perceptions, and the use of TDM programs, benefits, and services offered by ARC, local TMAs, and employers;
- **Identify barriers** to and motivating factors for alternative-mode use; and
- **Provide statistically robust data** to evaluate TDM program effectiveness and inform future planning, policy development, and marketing efforts.

KEY RESULTS

Results from the 2025 RCS illustrate ongoing adjustments in post-pandemic commuting and a settling into a new normal. This new normal includes the continued reliance on single occupancy travel, increased hybrid and non-traditional work schedules, as well as the continuation of telework, both full time and occasional, at an increased level compared to the pre-pandemic.



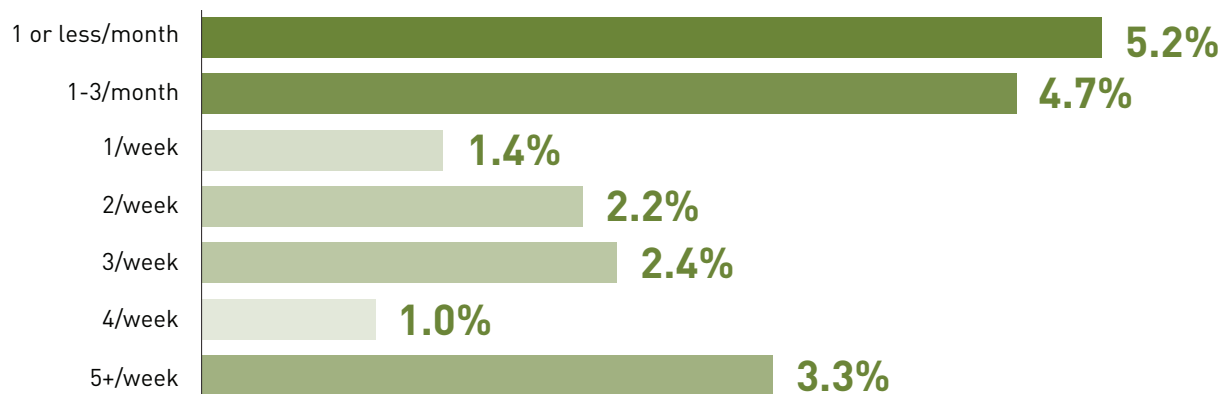
Overall, changes in the workforce's commuting patterns have been driven by increased teleworking, both workers who do so exclusively, as well as those who telework on certain days, especially Monday and Friday. While the **share of workers who telework at least occasionally has increased from 43% in 2019 to 60% in 2025**, the **share of workers full-time teleworking has more than tripled, jumping from 6% to 20%**.

DRIVE ALONE FREQUENCY (FULL-TIME WORKERS WHO COMMUTE)

5+ DAYS/WEEK **63%**

NEVER	1 OR LESS/MONTH	1-3/MONTH	1/WEEK	2/WEEK	3/WEEK	4/WEEK
2.8%	0.7%	1.2%	3.0%	5.4%	12.5%	11.5%

Alternate Mode Frequency (Full-time Workers who Commute)



The decreased regularity of commuting has also coincided with decreased use of alternative commute modes, especially transit and carpool. At the same time, telework levels decreased drastically from pandemic-era peaks when many workers were remote, and today most employees work primarily outside the home. However, a significant portion now incorporate telework into their weekly schedules.

TMA-led Partnerships

PERIMETER CONNECTS GUIDES COX ENTERPRISES AND STATE FARM TO SPECIAL RECOGNITION



Perimeter Connects assisted Cox Enterprises and State Farm, two of its longtime employer partners, in applying for a special designation from Best Workplaces for Commuters (BWC), a nationally recognized program that acknowledges companies for providing high-quality commuter benefits. Perimeter Connects worked with the two companies on their applications to show how they met rigorous national standards for transportation benefits, including transit access, ridesharing, flexible work schedule, and other commute solutions. This effort resulted in each employer's application being accepted for BWC recognition in early 2026 — a distinction that Perimeter Connects was proud to celebrate.

MIDTOWN TRANSPORTATION SUPPORTS FEDERAL RESERVE BANK OF ATLANTA IN RETURN-TO-OFFICE EFFORT

Midtown Transportation (MT) collaborated with the Federal Reserve Bank of Atlanta (FRB) to help support its return-to-office initiative in 2025. Along with **co-hosting 3 one-hour sessions for 125 FRB employees**, MT updated communications and website materials promoting the organization's commuter benefits and mapped all transportation options in the vicinity of the FRB campus.

MT also worked with the FRB Benefits team to distribute trial MARTA passes to new employees, helping to bridge the gap between a new employee's



hire date and their commuter benefits enrollment date. In addition, **personalized commute plans were created for 21 FRB employees**. MT has continued to work with the FRB team to distribute local and regional construction updates and support the rollout of MARTA's Better Breeze initiative.

LIVABLE BUCKHEAD PARTNERS WITH SHEPHERD CENTER

One of Livable Buckhead's most impactful employer partnerships in 2025 was with the Shepherd Center, a nationally recognized leader in brain and spinal cord rehabilitation. What made this collaboration stand out was the speed and depth of adoption. Within one year, Shepherd Center progressed from initial awareness of mobility programs to full implementation and measurable behavior change.



A key driver of success was Shepherd Center's participation in the *Live, Work Buckhead* employer-assisted housing program. By helping employees live closer to work, the program made alternative commute options like transit, carpooling, and biking more realistic and sustainable. Adoption of carpooling and transit was especially strong.

KEY RESULTS

1,000+ Alternative Trips Logged

11,363 Miles Traveled Via Alternative Modes

6,500 Pounds of CO₂ Reduced

\$3,300 In Commuter Savings

What set Shepherd Center apart was the company's ability to connect mobility programs directly to its organizational mission and employee experience. The company's willingness to move quickly from education to action demonstrates how employers can successfully implement scalable, high-impact transportation demand strategies.

"I am a huge fan of Livable Buckhead - it has transformed me living here into a practical enjoyable reality. Before I faced a grueling 54-mile daily commute to and from work. Now I have ditched the trek and live right in Buckhead. I carpool to work with a fellow shepherd therapist and I also take advantage of MARTA bus and train system - it has been fantastic."

— Shepherd Center Employee

ATLANTIC STATION TMA SUPPORTS RETAIL WORKFORCE

In 2025, ASAP, the Atlantic Station TMA, engaged around **870 retail employees through door-to-door, in-person outreach** and provided retail employer-focused one-pagers containing commute resources.

The ASAP team engaged new hires early through regular participation in Atlantic Station's New Hire Orientations, sharing a New Hire Toolkit. **More than 200 new hires**, most of whom were retail employees, **utilized ASAP's New Hire Pass Program and received a free 10-trip MARTA pass.**

ASAP encouraged transit use by hosting a Retail Appreciation Event that provided MARTA cards and information about the Atlantic Station Shuttle. ASAP also launched an Emergency Ride to Work program for retail employees to address commute reliability barriers, with on-site outreach conducted at retail worksites.

a better way to get to work
MyGCO is your one-stop resource for getting to work and back.

here's how it works

earn points, get rewarded
Transform your everyday commutes into points—then trade those points for great prizes from a wide range of options and perks.
What can your points get you?
Dining, Prize Drawings, Services, Shopping
Earn up to \$150 with Gimme FIVE
Get paid \$5 per day for switching to any alternative commute (carpool, vanpool, transit, bike, or walk).

we've got your back with Guaranteed Ride Home
5 free rides home. Guaranteed.
You can get 5 free rides home from work when an unexpected emergency or unscheduled overtime happens.

connect to a better commute with MyGCO
Scan the QR Code to join the Atlantic Station Network
asap-plus.com/mygco

ATLANTICSTATION7 | ASAP7
ASAP is the transportation program for Atlantic Station. Need assistance? Contact us: info@asap-plus.com

we help you get to work (and back)

ATLANTIC STATION'S ACCESS PROGRAM (ASAP) GIVES EMPLOYEES...

- 1 Free 10-trip MARTA passes for new employees or new riders**
New employees or new MARTA rider?
Request yours at <https://asap-plus.com/free-10-pass>
- 2 Free rides to Arts Center MARTA & Atlantic Station on the AS**
See the stops, MARTA connection, and tracker at asap-plus.com
- 3 Custom-made, step-by-step commute plans to save you**
Email info@asap-plus.com to request yours
- 4 Travel tips for walking, transit, carpool, scooters, biking, and more**
Visit asap-plus.com/gettingaround for info
- 5 An emergency ride to work or home through ASAP's MyGCO network**
Scan to join below and start earning your first ride home!
- 6 Monthly gift cards and prizes for non-driving commutes**
Log your trips in the ASAP MyGCO app below for rewards

Join ASAP's network in the Georgia Commute Options (MyGCO) app

Get events and rewards info in our newsletter

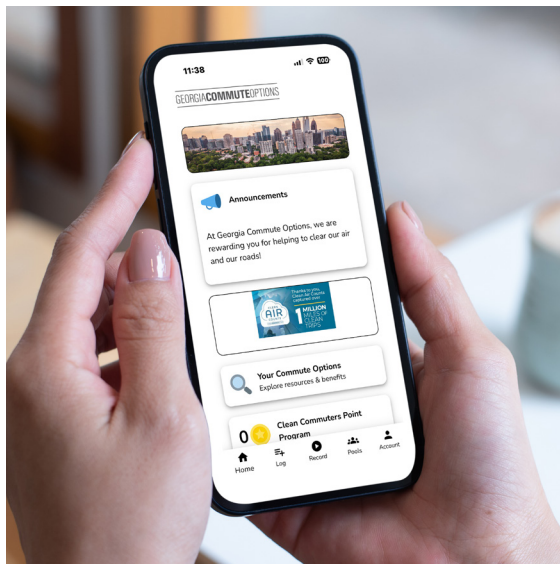
ATLANTICSTATION7 | ASAP7
Need help? Talk to us at info@asap-plus.com

Promoting Participation

Along with forming partnerships with employers, property managers, schools, and other stakeholders, the region's TDM providers — GCO, GCS, and the TMAs — engage directly with individuals to promote participation in the GCO program. This **direct engagement is designed to foster lasting changes in how individuals travel around metro Atlanta**, particularly to work and school. GCO program participants are guided through a multi-phased process that supports a shift from driving alone to taking alternative transportation modes.

Promotions and incentives are key components of GCO's strategy. Designed as short-term initiatives, **promotions call upon participants to adopt a specific behavior or set of actions for a limited period**, such as taking one specific transportation mode, as in GCO's annual Biketober promotion held in October. **Incentives offer participants a chance to win some type of reward for their clean commuting** — sometimes cash, tickets to a local attraction, or even a prize like a bike lock. Incentives are often incorporated into promotions, but the GCO program also offers a package of standing incentive programs available all year.

For individuals, participating in GCO's programs often includes using GCO's ridematching and incentives platform, known as the MyGCO app. In it, participants log their clean trips, reporting on details like mode used and distance traveled. By doing so, they can take part in various incentives or track their participation status on leaderboards during promotions. Consequently, the MyGCO app provides a window into participation in the GCO program and its collective impacts.



New MyGCO Mobile App Launches

In January 2025, GCO transitioned to a new MyGCO mobile app. Delivering both new and improved features, the new mobile app focuses on functionality and ease of use. A more streamlined trip logging tool allows users to log two weeks of clean trips at a time. There is also the option to use a new GPS-powered trip recorder, allowing users not just to track their clean trips but to verify them as well. Of the MyGCO users who logged clean trips in 2025, **44% used the new mobile app**, representing an **increase from the 29% of users** who logged clean trips in 2024 using the legacy mobile app.

Other important additions to the new mobile app include a dedicated Guaranteed Ride Home (GRH) user interface, where users can apply to the program and submit ride requests, and the ability to complete self-registration in its entirety on the mobile app, which triggers GCO's incentive programs to become available to users, when eligible. This means that it is now possible for mobile app users to avail themselves of MyGCO's incentives and benefits without ever having to switch over to the web version. For GCO, this presented the opportunity to launch a new incentive in 2025: the Clean Commuters Point Program.

MyGCO App Participants – 2025

8,167 Active Users

Individuals with a MyGCO account who have actively engaged with their account in some manner in 2025

6,501 New Users

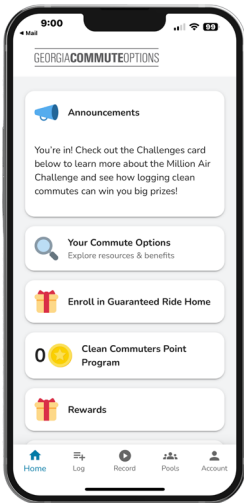
Individuals who created a new MyGCO account in 2025

4,301 Clean Loggers

Users who logged at least one alternative mode trip in 2025. Alternative modes include carpool, vanpool, transit, walk, bike, telework, compressed work week, and scooter.

554,858 Total Clean Logs

This figure represents a 12% increase in total clean logs compared to 2024’s total. The average number of clean logs per participant also increased, from 110 clean logs in 2024 to 129 clean logs in 2025, indicating greater engagement in logging activity by users in 2025.

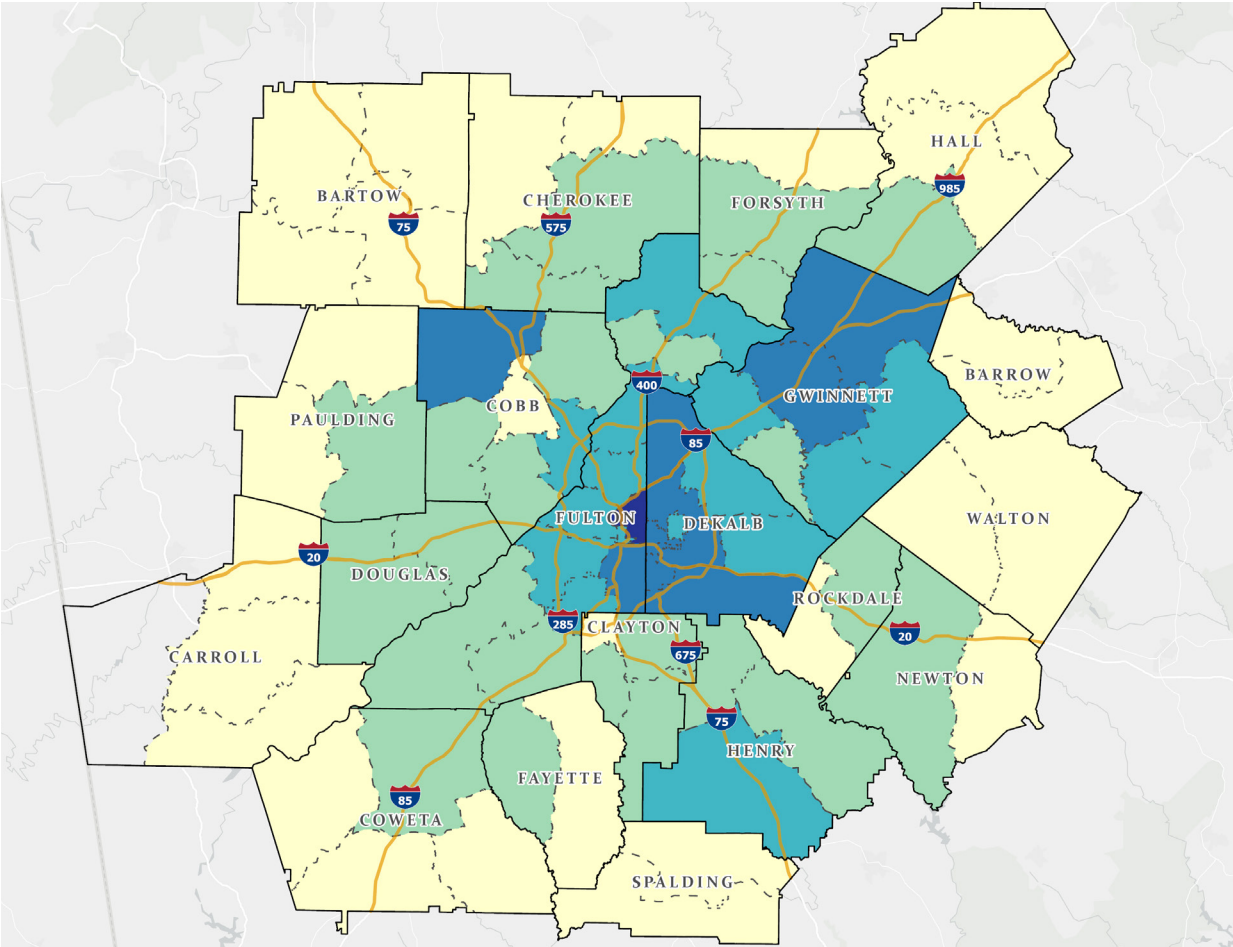


2025 CLEAN COMMUTER LOGGERS BY HOME LOCATIONS

In 2025, there were commuters from every county in the region who used the MyGCO app to log clean commute trips.

2025 Clean Commuter Loggers by Home Locations

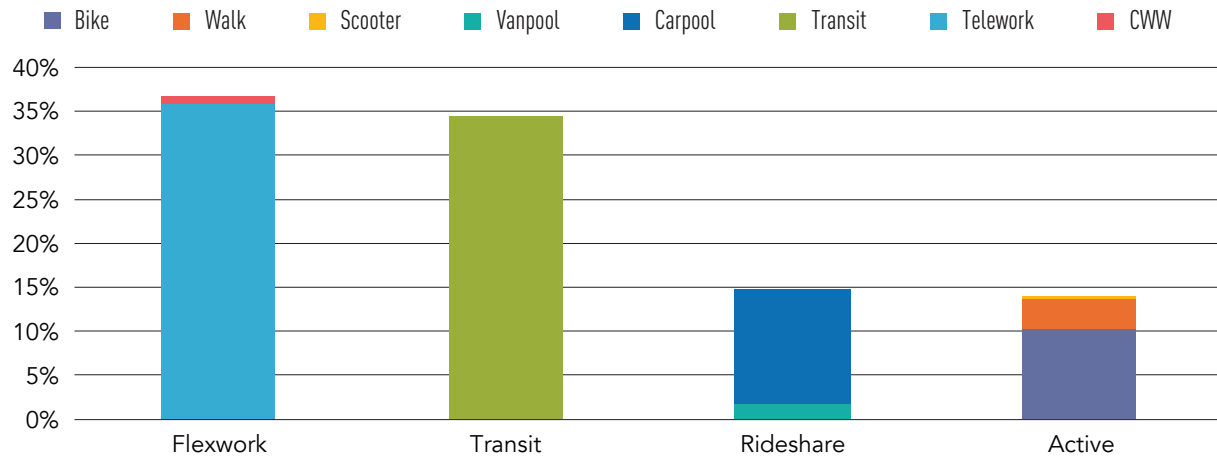
1-22 23-57 58-97 98-195 196-417



SHARE OF CLEAN LOGS BY MODE

In 2025, flexwork remained the most frequently logged clean commute in the MyGCO app. Compared to 2024, transit's share of logged trips increased, gaining on flexwork's share. The share of active modes, including biking and walking, experienced an uptick as well.

Share of Clean Logs by Mode – 2025



The regional TDM program had a significant impact when it came to reducing vehicle miles traveled (VMT) and CO₂ emissions in the region in 2025. It also saved the 4,301 people who logged clean commutes an average of \$1,044 each.



8,575,531

Total reduction in vehicle miles traveled



1,994

Average reduction in vehicle miles traveled per clean logger

The overall reduction in VMT is equivalent to nearly 134,035 trips around I-285 (the “Perimeter”).



6,652,506

Total reduction in pounds of CO₂



1,547

Average reduction in 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 339,544 gallons of gasoline.



\$4,489,957

Total dollars saved due to commuting using alternative modes



\$1,044

Average dollars saved per clean logger due to commuting using alternative modes

GCO Incentives

GCO offers financial incentives and rewards for commuters who currently drive alone, as well as for those already using alternative modes. The goal is to encourage, sustain, and increase participation in sustainable commute options.

Gimme 5

Commuters who transition from driving alone to a clean commute mode are eligible. Participants can earn \$5 per day, up to a maximum of \$150, over a designated 90-day period. They log their clean commutes to track their progress and cash out at various intervals.

Participants: 37	Rewards claimed: 79	Clean logs: 1,590
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Carpool Rewards

Carpoolers earn monthly cash rewards by logging at least eight clean commute days per month. The reward fluctuates between \$10 and \$20 per person based on the size of the carpool.

Participants: 90	Rewards claimed: 585	Clean logs: 9,360
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\$25 Prize Drawing

In February 2025, \$25 prize drawings became part of GCO’s new point program. Users logging clean commutes earn and spend points to enter into monthly drawings for \$25 gift cards. The more entries a participant has, the greater their chances of winning.

Participants: 1,735	Tickets purchased: 59,734	Clean logs: 238,936
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ATL Experiences

In February 2025, ATL Experiences launched as part of GCO’s new point program. Users spend their points earned from logging clean commutes to enter into monthly drawings for tickets to local events, cultural activities, and popular attractions.

Participants: 1,027	Tickets purchased: 5,996	Clean logs: 59,960
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Guaranteed Ride Home

Participants can redeem up to five rideshare rides per year from work to home or a park and ride location in case of an emergency such as illness or unexpected overtime. It provides peace of mind by ensuring commuters have a reliable backup ride to get home from work.

Participants who took ride(s): 563	Total rides taken: 1,515
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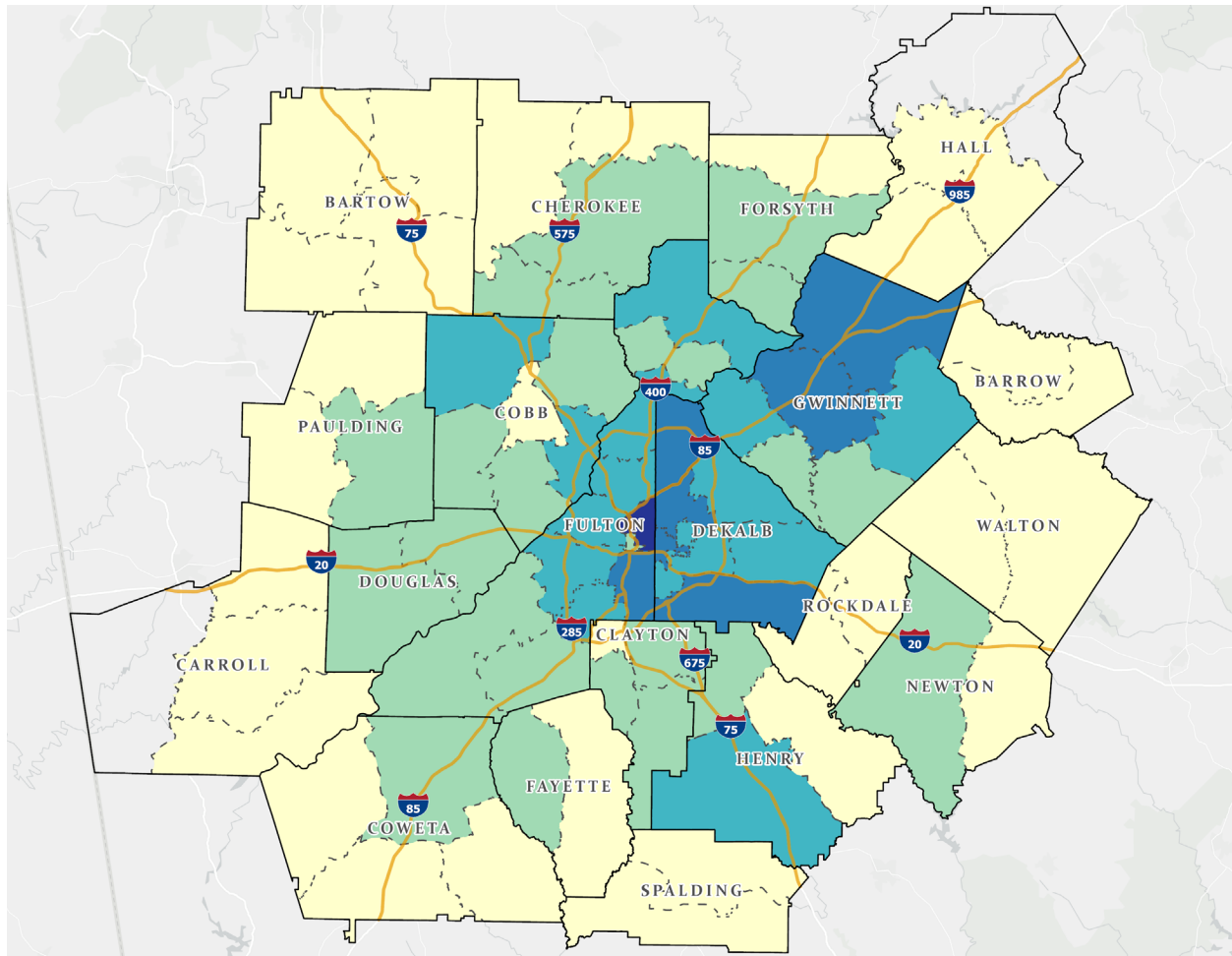
Commute Perks

Commuters who log five clean commute days per month are eligible to receive discounts at local and online retailers, restaurants, and entertainment venues.

2025 GCO Incentive Recipients by Home Location

In 2025, commuters from each county in the region received an incentive to switch to a clean commute mode or to keep up their clean commuting behavior.

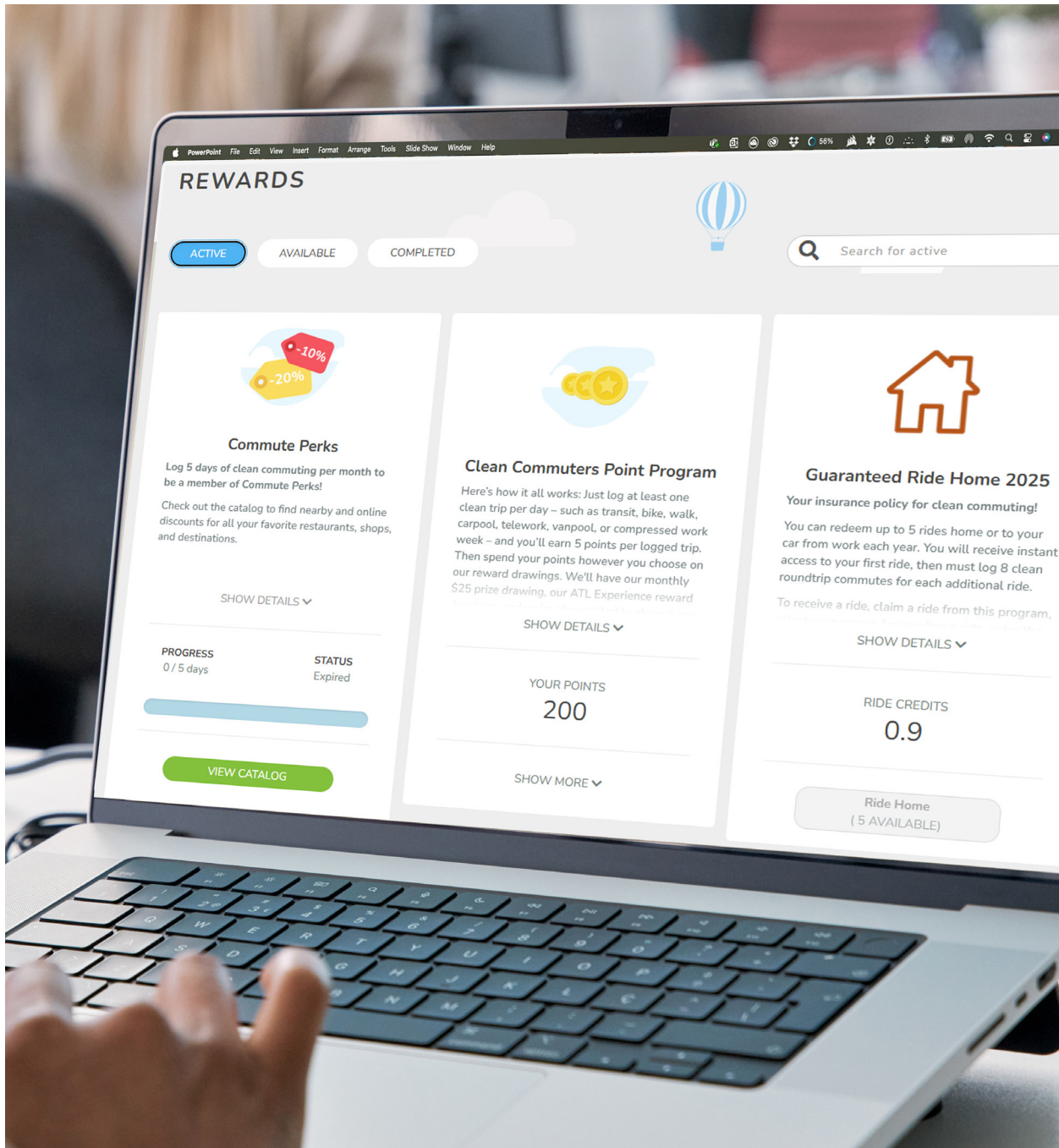
1-15 16-39 40-69 70-122 123-249



GCO Launches Clean Commuters Point Program & ATL Experiences

In February 2025, GCO launched the **Clean Commuters Point Program**, a new incentive program that **incorporates a points system and various prize drawings to promote the use of alternative modes**. Participants earn points by logging clean trips in the MyGCO app, and then they redeem those points to enter any of the available prize drawings, with winners randomly selected once a month.

In addition to monthly \$25 prize drawings, a mainstay of GCO's incentives, there is also a new series of monthly drawings called ATL Experiences. Debuted at the same time as the new point program, **ATL Experiences are drawings for tickets to sporting events, cultural activities, and popular attractions across metro Atlanta**. Some of these local "experiences" in 2025 included an Atlanta Braves game at Truist Park, a Cirque du Soleil show at Atlantic Station, a day session at the 2025 PGA Tour Championship at East Lake Golf Club, as well as a performance of *Elf The Musical* at the Fox Theatre. Typically, there are two to four ATL Experiences offered every month, with one winner chosen for each drawing and a pair of tickets going to every winner.



Coupled together, the new point program and ATL Experiences are designed to attract new users of alternative modes while also encouraging existing users to keep up their sustainable travel behavior and benefit from the MyGCO app. More than **3,970 MyGCO users ultimately earned points** under the new program in 2025. There were over **40,000 entries submitted into the various drawings** offered through the program.

Modal Promotions

BIKETOBER

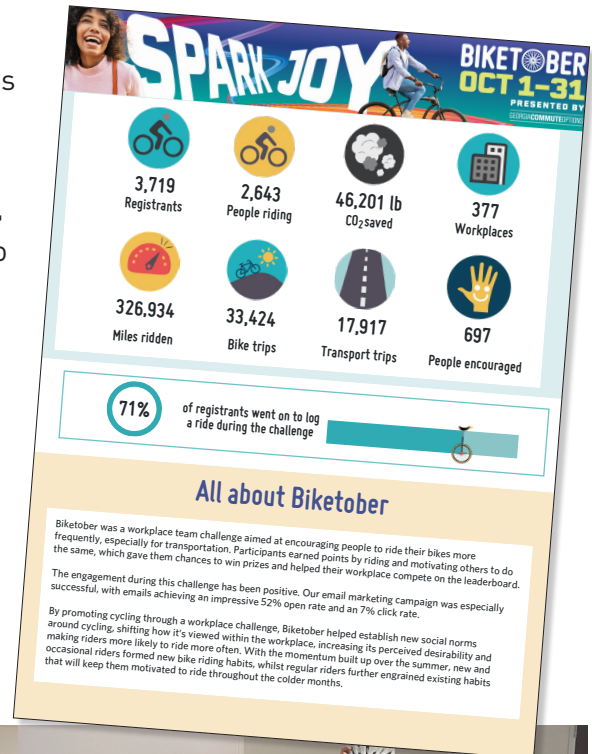
In October 2025, GCO spearheaded the 13th iteration of Biketober, the Atlanta region's annual bicycle challenge. Lasting a month, the challenge aims to promote bike commuting while helping participants to discover the benefits and joys of biking, no matter their level of experience.



GCO encouraged participants to hop on their bikes, whether to get to work, improve their fitness, or have fun, and engage in a friendly competition. Competing either individually or in workplace teams, riders earned points by logging their miles and encouraging others to join. GCO offered prizes like an e-bike and two traditional bikes for new riders.

Along with the TMAs and GCS, GCO conducted numerous worksite visits and other outreach events throughout September and October to promote the challenge. GCO also partnered with community organizations that aligned with Biketober's mission, including the Path Foundation, Upper Westside, Go Georgia, Propel ATL, and Atlanta Streets Alive.

Over **2,640 riders across some 370 workplaces participated** in the challenge, **biking more than 326,000 miles and helping reduce regional CO₂ emissions by over 46,200 pounds.**



KEY RESULTS

2,643 Participants

377 Participating Workplaces

226 New Riders

326,934 Miles Logged

33,424 Total Trips

46,201 Pounds of CO₂ Reduced



BIKETOBER MARKETING EFFORTS

GCO undertook a **comprehensive behavior change marketing campaign** for Biketober, including employer toolkits, website elements, B2B newsletter blogs, influencer engagement, and a paid social media campaign on Facebook and Instagram.

Targeting new and casual riders, the goal was to incorporate GCO's transportation behavior change methodology into messaging and creative materials, paid social media tactics, and employer and partner materials to drive engagement and participation.



GCO's unique approach built an engaged community and inspired them to act for the greater good via their participation in Biketober. GCO also incentivized and rewarded positive behavior through challenge giveaways. GCO's unique approach built relationships with commuters through a series of micro-interactions, then rewarded their positive transportation behavior change.

PAID MEDIA CAMPAIGN RESULTS

3,013,252 Impressions

28,088 Overall Clicks

1,628,190 Reach

3,771 Reactions

222,791 Engagements

BIKETOBER PROCLAMATION ISSUED BY CITY OF ATLANTA

GCO received a proclamation from the City of Atlanta that declared October "Biketober" Month." Atlanta City Council Members and city staff were joined by ARC and GCO for the Proclamation at Atlanta City Hall.



The proclamation highlighted the efforts of ARC and GCO to advance the city's goal of sustainability and connectivity by promoting active transportation that reduces congestion, improves air quality, and fosters stronger, healthier communities.

MILLION AIR CHALLENGE

For the first time since 2023, GCO held the Million Air Challenge (MAC) in April 2025. This monthlong initiative encouraged metro Atlanta residents to abandon solo car trips in favor of sustainable commutes, with a larger goal of improving the region's air quality. MAC invited the use of all sustainable modes, including transit, carpooling, vanpooling, biking, and scootering, along with teleworking.

In addition to engaging directly with commuters, GCO conducted outreach by distributing employer resources, holding meetings, and hosting events to raise awareness about the challenge goals and encourage participation. Engaged community partner organizations included Georgia Conservancy, Trees Atlanta, and Zoo Atlanta. Social media efforts drove commuters to the MyGCO app to join the challenge as well.



3.45M Total Paid Social Media Impressions

1.45M Reach

155K Engagements

Just over **1,900 individuals ended up participating** in the challenge, logging their sustainable trips in the MyGCO app, with **nearly 700 new members joining MyGCO**. Around a dozen employers across the region made a formal commitment to be a part of the challenge and to motivate their employees to try more sustainable commutes. Together, challenge **participants took over 55,000 clean trips that totaled some 964,000 miles, helping to clear the air of more than 670,000 pounds of CO₂ in April.**

The challenge put a spotlight on how every individual's embrace of more sustainable commuting habits could add up, leading to savings at the gas pump and collective improvements in air quality and traffic congestion.

KEY RESULTS

1,905 Participants

964,044 Miles of Clean Trips

698 New Users

670,258 Pounds of CO₂ Reduced

55,452 Total Clean Trips

TMA Efforts

PERIMETER CONNECTS HOSTS TRANSIT MONTH

Perimeter Connects brought back Transit Month in 2025, a monthlong campaign aimed at attracting new transit riders and increasing ride frequency among existing riders within the Perimeter district. The Perimeter TMA offered a free MARTA pass giveaway to target participants who were more likely to ride transit and focused on further incorporating the MyGCO app via increased incentives for transit riders and event engagement.

Efforts included partnering with property managers and employers to distribute lobby posters, digital signage, and a communications kit and working closely with MARTA to hold 6 events at MARTA stations to encourage riders to use the Perimeter TMA's services. These activities led to a total of 535 pass requests submitted by interested participants, with **180 new riders receiving a free 10-trip pass.**

Perimeter district **participants logged 2,411 transit trips in the MyGCO app** during the campaign, **up from 1,531 transit trips logged during the 2024 campaign**, and the **CO₂ reductions stemming from the 2025 transit trips reached nearly 28.9 tons.** These outcomes suggest that the 2025 strategy helped produce good-quality engagement as well as behavior change.



MIDTOWN PROMOTES BIKETOBER

Midtown Transportation saw increased participation in Biketober in 2025. MT focused on identifying and cultivating relationships with employer Biketober champions, distributing encourager prize packs containing bike bells, stickers, Biketober postcards and local bike maps. MT visited the offices of 10 Biketober workplaces, touring their bike storage facilities and changing rooms.

In total, **73 Midtown-area employers and 429 riders participated** in Biketober, **logging a total of 7,441 bike trips** over the course of the month.

LIVABLE BUCKHEAD LEADS BUCKHEADWALKS! CHALLENGE

One of Livable Buckhead's major initiatives in 2025 was buckheadWALKS!, an annual health and wellness challenge that directly supports alternative commuting by encouraging and rewarding participants for replacing drive-alone trips with walking and other options.

Through employer-led team participation, weekly challenges, and in-person group walks, participants were encouraged to shift short-distance commutes. This shift translated into:

459 participants

56,631 miles walked

91 million steps logged

Those miles represented trips that could have otherwise been taken by car, meaning around **50,000 pounds of CO₂ were avoided during the challenge.**



buckheadWALKS! stood out because it connected accessible activities to measurable outcomes. It positioned walking as a first-mile, last-mile, and short-trip solution, making it one of Buckhead's most scalable ways to reduce emissions and decrease congestion, while having fun.

SHIFT LAUNCHES SHIFT ON DEMAND SERVICE AROUND AIRPORT

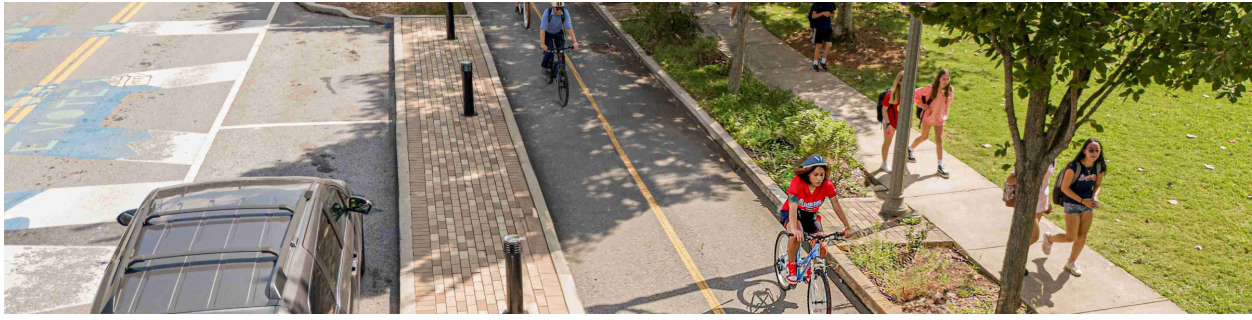
Shift, the airport-area TMA, launched Shift On Demand, a dedicated workforce microtransit service connecting airport-area employees from MARTA and nearby residential areas directly to employment centers, running 7 days a week across hours not covered by fixed-route transit. Before launching the microtransit service, Shift led a service design process that incorporated input from more than 60 employer partners, identifying core elements of the service which would be necessary to support shift workers, including a human-staffed call center, flexible booking options not dependent on reliable internet, and accessible stop locations designed for safe late-night and overnight use.

Shift was strategic about how it conducted marketing and outreach around the new microtransit service. The airport-area workforce is diverse and includes significant numbers of workers with varied schedules, inconsistent smartphone access, and limited availability for traditional engagement



tactics. Rather than defaulting to a digital-first strategy, Shift built a multi-channel approach designed to meet workers where they were. Employer partners were activated as the primary outreach channel, leveraging trusted workplace relationships to reach workers directly, while commuter-facing signup events offered one-on-one support for getting riders to use the microtransit service. A workforce communications toolkit gave employers what they needed to promote the service on Shift's behalf.

The impact of Shift On Demand has extended beyond the commute. Reliable transportation has both strengthened job retention among existing employees and given employers a tangible benefit to highlight during recruitment, expanding the pool of workers who can realistically access jobs in the airport area. During its first six months, **Shift On Demand served more than 660 unique employees and completed over 31,000 rides**, with a utilization rate approaching four passengers per vehicle during peak demand.



Looking Ahead

In 2026 and after, there are both new projects and ongoing efforts that GCO, GCS, and the TMAs are planning to undertake to support metro Atlanta's employers, schools, and commuters. GCO, GCS, and the TMAs are excited about these projects and efforts because they will undoubtedly help expand the reach of the Atlanta Regional TDM Program. Some of them are summarized here.

Supporting Employers and Commuters during 2026 FIFA World Cup

In June and July 2026, Atlanta will be one of the host sites of the 2026 FIFA World Cup, during which there will be 8 matches downtown, sponsored watch parties and fan fests throughout the region, along with an influx of visitors. GCO is partnering with the Atlanta Convention & Visitor's Bureau (ACVB) and the City of Atlanta's Department of Transportation to provide employers and commuters with resources, recommendations, and information to help them navigate commuting during the two-month stretch of World Cup events.

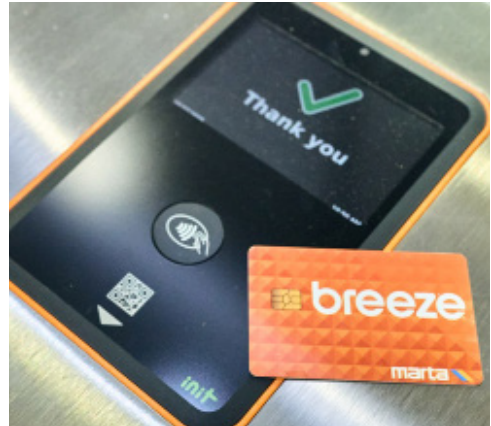
One of the strategies GCO is using to offer support is hosting informational webinars. In addition to communicating general World Cup-related information, these webinars are meant to offer guidance on how employers and commuters can devise their own commuting game plans to be better prepared for the World Cup-sponsored activities that are likely to impact them. GCO is also maintaining a World Cup-focused GCO webpage providing a special commuter guide, insights into traffic on match days, tips on how to get around other than driving, a temporary flexwork guide, as well as other resources.



Return of Try Transit Modal Promotion

In the fall of 2026, GCO will host Try Transit, a regional transit modal promotion, for the first time since 2022. The promotion aims to encourage commuters, especially those who are not current transit riders, to try out transit.

For Try Transit in 2026, GCO plans to manage the distribution of MARTA-provided trial transit passes to eligible participants at no cost, drawing on GCO's formalized agreement with MARTA laid out in 2025. By easing the potential friction felt around navigating the step of buying transit passes, these free trial passes will serve as an incentive for the promotion's participants. When it comes to promoting Try Transit, GCO and the TMAs plan on taking a partnership-based approach, marketing Try Transit through their existing network of employer and property manager partners as well as new partner leads.



Prior to 2022, other iterations of the region's Try Transit promotion took place in 2016, 2018, and 2019.

Safe Streets and Roads for All Project Kicking Off

ARC was awarded a \$3 million Safe Streets and Roads for All (SS4A) federal grant from FHWA, significantly extending the GCS program's reach into these communities and jurisdictions. This funding delivers a significant co-benefit to the GCO and GCS program consistent with Goal 6 of the 2023 Regional TDM Plan update, "Mobility Connections: Expanding Opportunity," which calls for leveraging and diversifying funding.

The SS4A grant consists of two main components. The first component will be to conduct supplemental planning — including family surveying, community bike infrastructure audits, and traditional road safety audits — for the purpose of gathering data and information. The second component will be to carry out demonstration activities — such as education campaigns for teens and families, school pool pilots, and tactical infrastructure pop-ups — to pilot intervention programs and infrastructure. This work will focus on three jurisdictions: the City of Brookhaven as well as Spalding and Clayton Counties.

The findings from both the planning component and the demonstration activities component will serve to supplement ARC's Regional Safety Strategy and support safety outcomes.

Developing TDM Factbook & Outreach Evaluation Tool/ROI Calculator

In July 2026, GCO is set to start work on two major evaluation and research projects that, ultimately, will serve to support the GCO program's outreach efforts and enhance program evaluation.

The first project will be to develop an updated TDM Fact Book, interactive and public-facing, that summarizes up-to-date information about the region's transportation infrastructure and travel patterns, placing a special focus on TDM-related data that can be used to support the GCO program's outreach and marketing efforts. Just as importantly, GCO, GCS, and the TMAs will also be able to draw upon the TDM Fact Book when they explain the contextual factors that shape the need for TDM solutions and when they point to the value of the TDM services they have to offer stakeholders and potential partners.

The second project will be to create a combined outreach services evaluation tool and ROI calculator, which will estimate the results, outcomes, and return on investment of TDM services delivered by GCO, GCS, and the TMAs. The main purpose behind this tool is to standardize the metrics used to evaluate all areas of the GCO program, making it easier to track and communicate the program's outcomes. By generating estimated outcomes of TDM services and strategies, the tool will be instrumental in equipping GCO, GCS, and the TMAs to present arguments in front of stakeholders and potential partners for the adoption of TDM measures that are specific to each organization.

Work on both projects will extend through June 2027.

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