



goDCgo

Commute Smarter, Not Harder



June 16, 2020
goDCgo Marketing Presentation
Samantha Huff & Korrea Johnston

Agenda

- What is goDCgo?
- Marketing Goals
- Social Media Engagement
- Recurring Efforts
- Campaigns
- Impact
- Questions

What is goDCgo?

- goDCgo is an initiative of the District Department of Transportation (DDOT) that encourages the use of sustainable transportation including walking, biking, and taking public transit.
- Provides sustainable transportation information, education, and assistance to:
 - Commuters
 - Residents
 - Employers
 - Schools (NEW!)
 - Hospitality



Marketing Goals

- Expand awareness of goDCgo's brand and service offerings.
- Leverage strategic communications in order to enhance engagement and reach.
- Incite behavior change from SOV commuting to sustainable transportation options.
- Support Employer, Hospitality, Residential, TDM for Schools, and Community Partner Programs in marketing and outreach endeavors.

Social Media



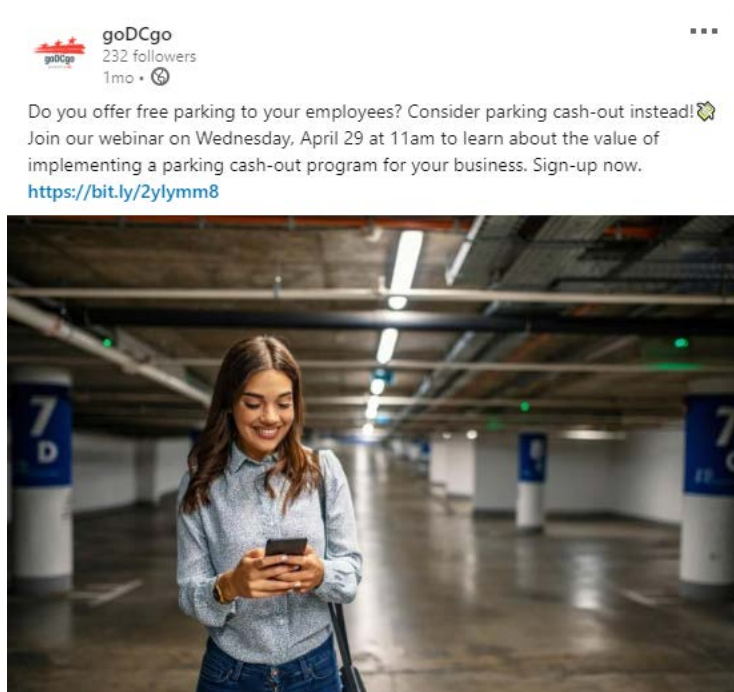
Social Media Engagement



Frequency	3 times a day	1-2 times a week	1 time a day (typically weekdays)	3 times a day	Infrequent
Audience	Commuters Hospitality School Residents	Commuters Hospitality School Residents	Employers (main audience) Commuters	Commuters Hospitality School Residents	Commuters Hospitality School Residents

Social Media Content

- DC transportation related updates, news, and events
- Scoped or timely campaigns and promotions
- Occasional contests and giveaways
- goDCgo resources, webinars, and events
- Use photo or video in every post





goDCgo

Published by HubSpot [?] · February 26 · 🌐

Telework Week DC is only 5 days away! You could win a \$500 loaded backpack with Beats by Dre headphones🎧 when you take goDCgo's #TeleworkWeekDC pledge to telework at least 1 day between March 2-6, 2020. Learn more. <http://bit.ly/2P2YtJR>

Pledge to Win

Take the pledge to telework at least one day during telework week for a chance to win!

A \$500 Value

Telework Week DC

March 2-6, 2020

goDCgo powered by d.

334
People Reached

26
Engagements

Boost Post



goDCgo @goDCgo · Mar 9

It's official! The 2020 #BikeInBloom is now out and about after its inaugural ride. 🌸🚲 If you spot the bike, take a pic and share it with @bikeshare for a chance to win prizes! #SpringBlossomsHere #bikeDC 🚲



1 15 48



goDCgo @goDCgo · Apr 14

Are you an essential worker? Get a FREE 30-day @bikeshare membership so you can get to work safely and reliably. Biking is a great way to travel while practicing social distancing. 🚲 #DCTogether #bikeDC bit.ly/3dRGuAN by @ddotdc



20 23

Helmet Decorating Contest



Impact/Results

- Twitter (4,466 followers)
 - 7 total tweets
 - Over 5K impressions
 - Over 50 engagements
- Instagram (247 followers)
 - 3 total posts
 - Over 500 impressions
 - Over 30 engagements
 - 8 related story posts/shares
 - Over 200 impressions



Commute With Care

Commute With Care For Essential Workers



Traveling by Bus

Healthcare providers, grocery store retailers, and other essential workers can still commute by bus in the District of Columbia. While DC is doing its part, we need you to do your part, too. If you're not an essential worker, **PLEASE STAY HOME**. Give the people who need space, more space to get around!

What you need to do:

- Enter and exit the bus using the rear doors **ONLY** (unless you're using mobility devices or require bus kneeling).
- Keep at least six feet of distance between you and others at all times.
- Wear a cloth face mask aboard the bus and within bus terminals.
- Carry hand sanitizer and/or disinfecting wipes.
- Do not touch your face.
- Cover your face when you cough or sneeze.
- Wash or sanitize your hands frequently.
- Stay home if you exhibit any symptoms of illness.

What you need to know:

- Monday – Friday:** Metrobus operates on a [modified Sunday Schedule](#).
- Saturday – Sunday:** Metrobus buses arrive every 30 minutes.
- Metrobus service ends at 11 pm every day.
- DC Circulator ends service at 9pm every day.
- DC Circulator National Mall route service is suspended.
- Fare collection is temporarily suspended on all DC bus routes.

Adapt marketing to meet people where they are!



goDCgo @goDCgo · 22h

To help essential employees commute with care, @goDCgo shipped FREE face masks and hand sanitizer to 10 companies and counting: @PPMWDC, @HolidayInn Central, @NCPGgov, @BallardSpahrLLP, @SofitelDC, @ResidencesatEM, @TheChannelDC, @the_belgard, @TheMILCorp, and more. #DCTogether



For more information about essential transportation in DC, visit blog.goDCgo.com.

goDCgo.com
info@goDCgo.com
202.299.2186



d. GOVERNMENT OF THE DISTRICT OF COLUMBIA
DC MURIEL BOWSER, MAYOR



Recurring Efforts

Brand Awareness



Let's GO

goDCgo is your #1 resource for transportation info and options in DC

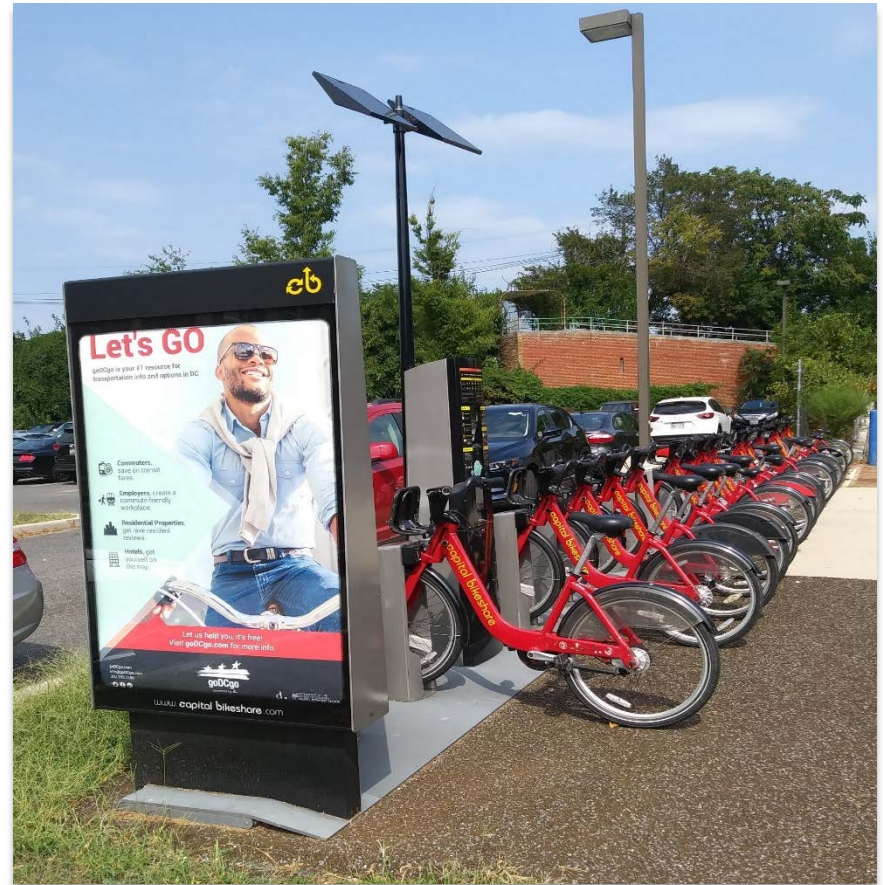
-  **Commuters,** save on transit fares.
-  **Employers,** create a commute-friendly workplace.
-  **Residential Properties,** get rave resident reviews.
-  **Hotels,** get yourself on the map.

Let us help you, it's free!
Visit goDCgo.com for more info.

goDCgo.com
info@goDCgo.com
202.299.2186

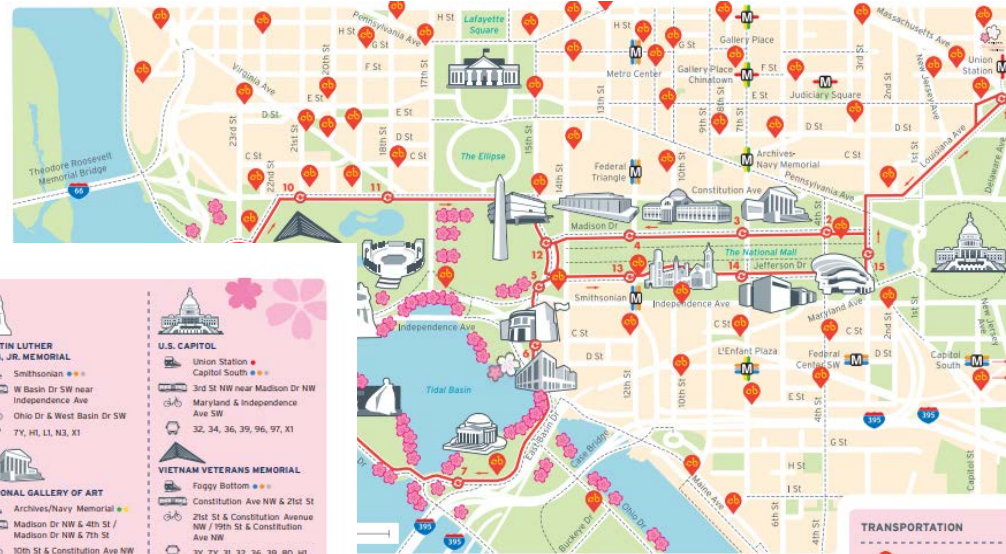

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d. DC GOVERNMENT OF THE DISTRICT OF COLUMBIA
MURIEL BOWSER, MAYOR



Getting to Special Event Guides

- Cherry Blossoms
- Fourth of July
- Winter Wonders Guide



GETTING TO THE CHERRY BLOSSOMS 2020

Parking near our renowned cherry blossoms, museums, memorials and other sites is always in high demand. Try transit instead!

TRANSIT OPTIONS

METRORAIL
Rides start at \$2 and require a SmartTrip® card.
wmata.com/rail

DC CIRCULATOR
Buses arrive every 10 minutes. Ride for just \$1.
dcccirculator.com

CAPITAL BIKESHARE
Check out a bike and return it to any station. A single trip up to 30 minutes is \$2. Unlimited trips under 30 minutes are \$8 per day. Download the app or visit the website.
capitalbikeshare.com

METROBUS
Buses run on a schedule and rides cost \$2.
wmata.com/bus

DOCKLESS VEHICLES
Grab a scooter, moped, or dockless bike in the city; prices vary. Download the app for operator of choice (Bird, Bolt, Jump, Lime, Lyft, Razor, Skip, Spin, Helbiz, Revel).
No parking on the National Mall.

LOCATION DETAILS

NATIONAL CHERRY BLOSSOM FESTIVAL - HEADQUARTERS AT UNION STATION

- Union Station
- E St & Columbus Circle NE
- Columbus Circle / Union Station
- 80, 96, 97, D7, D8, X1

TIDAL BASIN WELCOME CENTER

- Smithsonian
- 15th St near Maine Ave SW
- 17th St & Independence Ave SW / Jefferson Dr & 14th St SW
- 11Y, 16X, V1

AFRICAN AMERICAN HISTORY & CULTURE MUSEUM

- Smithsonian
- 15th St SW & Jefferson Dr / 15th St NW & Madison Dr
- 11Y, 16X, 30N, 30S, 32, 33, 36, 52, 63, 64, D1, 52, 54, X1, V1

AIR & SPACE MUSEUM

- L'Enfant Plaza
- Jefferson Dr SW & 7th St
- Maryland & Independence Ave SW / 7th & C St SW
- 52, 54, 74, 16X, V1, X1

AMERICAN HISTORY MUSEUM

- Federal Triangle
- Smithsonian
- Madison Dr NW & 12th St
- Jefferson Dr & 14th St SW / 10th St & Constitution Ave NW
- 11Y, 16X, 30N, 30S, 32, 33, 36, 52, 63, 64, D1, 52, 54, X1, V1

AMERICAN INDIAN MUSEUM

- Federal Center SW
- L'Enfant Plaza
- 3rd St NW near Madison Dr NW
- Maryland & Independence Ave SW / Washington & Independence Ave SW
- 30N, 30S, 32, 33, 36, P6, P17, P19, W3

ARLINGTON NATIONAL CEMETERY

- Arlington National Cemetery
- N Meade & 14th St N
- 4A

BUREAU OF PRINTING & ENGRAVING

- Smithsonian
- L'Enfant Plaza
- 15th St SW near Maine Ave
- Jefferson Dr & 14th St SW
- 11Y, 13Y, 16X, 52, V1, X1

HOLOCAUST MEMORIAL MUSEUM

- Smithsonian
- L'Enfant Plaza
- 15th St SW near Maine Ave
- Jefferson Dr & 14th St SW
- 11Y, 13Y, 16X, 52, V1, X1

JEFFERSON MEMORIAL

- Smithsonian
- E Basin Dr SW at Jefferson Memorial
- Jefferson Memorial / Ohio Dr & West Basin Dr SW
- 11Y, 13Y, 16X, 52, V1

LINCOLN MEMORIAL

- Foggy Bottom
- Lincoln Memorial Circle SW
- Lincoln Memorial / 21st St & Constitution Ave NW
- 7Y, 31, 39, 80, H1, L1, S1, X1

MARTIN LUTHER KING, JR. MEMORIAL

- Smithsonian
- W Basin Dr SW near Independence Ave
- Ohio Dr & West Basin Dr SW
- 7Y, H1, L1, N3, X1

NATIONAL GALLERY OF ART

- Archives/Navy Memorial
- Madison Dr NW & 4th St / Madison Dr NW & 7th St
- 10th St & Constitution Ave NW / 6th St & Indiana Ave NW
- X1, P6, 30N, 30S, 32, 34, 36, 39, 54, 70, 74, 79

NATURAL HISTORY MUSEUM

- Smithsonian
- Madison Dr NW & 7th St / Madison Dr NW & 12th St
- 10th St & Constitution Ave NW
- 11Y, 13Y, 16X, 30N, 30S, 32, 33, 36, 52, 63, 64, D1, 52, 54, X1, V1

ROOSEVELT MEMORIAL

- Smithsonian
- W Basin Dr SW near Independence Ave
- Ohio Dr & West Basin Dr SW
- 7Y, H1, L1, X1

SMITHSONIAN VISITOR CENTER

- Federal Triangle
- Smithsonian
- L'Enfant Plaza
- Archives/Navy Memorial
- Jefferson Dr SW & 12th St / Jefferson Dr SW & 7th St
- 10th St & Constitution Ave / Jefferson Dr & 12th St SW / 7th St & C St SW / Independence Ave & L'Enfant Plaza SW/DDE
- 52, 54, 74, 16X, V1, X1

U.S. CAPITOL

- Union Station
- Capitol South
- 3rd St NW near Madison Dr NW
- Maryland & Independence Ave SW
- 32, 34, 36, 39, 96, 97, X1

VIETNAM VETERANS MEMORIAL

- Foggy Bottom
- Constitution Ave NW & 21st St
- 21st St & Constitution Avenue NW / 19th St & Constitution Ave NW
- 3Y, 7Y, 31, 32, 36, 39, 80, H1, L1, N3, S1, X1

WASHINGTON MONUMENT

- Federal Triangle
- Jefferson Dr & 14th St SW / Jefferson Dr & 12th St SW
- 11Y, 16X, 30N, 30S, 32, 33, 36, 52, 63, 64, D1, 52, 54, X1, V1

WHITE HOUSE

- Farragut West
- McPherson Square
- Constitution Ave NW & 18th St
- New York Ave & 15th St NW
- 11Y, 32, 36, 37, 39, 42, 43, G8, P17, P19, 52, 54, 59, W3, X2

WWI VETERANS MEMORIAL

- Smithsonian
- Constitution Ave NW & 18th St
- 19th St & Constitution Ave NW
- 7Y, 3Y, 11Y, 13Y, 16X, 52, 80, H1, L1, S1, X1

TRANSPORTATION

- CAPITAL BIKESHARE
- DC CIRCULATOR
- METRORAIL
- BIKE ROUTE
- HOLOCAUST MEMORIAL MUSEUM
- NATIONAL GALLERY OF ART
- U.S. CAPITOL
- JEFFERSON MEMORIAL
- NATURAL HISTORY MUSEUM
- VIETNAM VETERANS MEMORIAL
- LINCOLN MEMORIAL
- ROOSEVELT MEMORIAL
- WASHINGTON MONUMENT
- MARTIN LUTHER KING, JR. MEMORIAL
- SMITHSONIAN VISITOR CENTER
- WHITE HOUSE
- WWI VETERANS MEMORIAL



Campaigns

goDCgo Marketing Campaigns

Telework Week



Tourism

Explore DC Like a Boss

Commuter Challenge



Spring Pedal Push



GET THERE WITH BIKESHARE!

April 29 – June 28

goDCgo has teamed up with [Capital Bikeshare](#) to offer DC employers a special promotion to either join Capital Bikeshare's Corporate Membership program or expand employee participation in your existing program.

Join the growing list of over 200 employers providing Capital Bikeshare Corporate Memberships. Enrolling is easy and we're making the deal even sweeter!

[Become a Member](#)

JOIN CAPITAL BIKESHARE CORPORATE

- Why Join?
- Pedal Push Perks**
- Benefits to Employees
- Capital Bikeshare Corporate Membership Options
- Already a Corporate Member?

Now through June 28, when your organization signs up for a Corporate Membership, you will receive a special incentive package that includes:

- Up to 5 FREE memberships to kick-off your new bike program
- Official goDCgo swag bag with a bike seat cover, bike lights, water bottle, and more
- \$25 VISA gift card for the Employee Transportation Coordinator or the individual who initiates enrollment
- WABA Everyday Biking Seminar to teach employees the basics of how to safely ride and fit biking into daily life



It's time to get rolling! Join the growing list of over 200 employers providing Capital Bikeshare Corporate Memberships. It is the ideal way to promote healthy, active transportation habits and lower healthcare costs for employees.

<http://bit.ly/2Y2YNdV>



goDCgo Lets goDCgo

godcgo.com



Spring Pedal Push



One Week Left to Join the Pedal Push!

When you join Capital Bikeshare's Corporate Membership program from now until June 21st, you'll receive a special incentive package that includes:

- Up to 5 FREE annual memberships to kick-off your new bike program (free for the employer and employee)
- Official goDCgo swag bag with bike seat covers, bike lights, water bottles, and more
- \$25 VISA gift card for the Employee Transportation Coordinator or the individual who initiates enrollment
- WABA Everyday Biking Seminar to teach employees the basics of how to safely ride and fit biking into daily life

Have Questions? Join our Webinar

The webinar will explain the Capital Bikeshare Corporate Membership program and the special perks during the Pedal Push. This is a chance to have all your questions answered by goDCgo's Employer Services team.

Capital Bikeshare Corporate Program Webinar

Wednesday, June 19, 2019

11am to 12pm EDT

[REGISTER](#)

2019 Results:

- 11 New Capital Bikeshare Corporate Accounts including 1 large employer, Park Hyatt with 265 employees.
- Two existing Capital Bikeshare Corporate members increased employee participation in their program by 8%
- 28 employees new to Capital Bikeshare signed up for annual memberships.



goGREEN to saveGREEN



**GO GREEN
SAVE GREEN**

Did you know?
DC has over 140 miles of trails and bike lanes. That means plenty of quality time to spend with your friends and family all while getting some healthy exercise exploring our nation's capital.

RIDING TIME = QUALITY TIME



**GO GREEN
SAVE GREEN**

Did you know?
The average annual cost of operating a car is \$8,220, but it only costs \$308 per year to maintain a bike. Don't miss out on these savings!

**BETTER RIDE =
BETTER SAVINGS**

 **goDCgo** @goDCgo · Jun 12, 2019
Who wants a FREE @bikeshare membership?! The first 100 participants to take the Pledge to Pedal will receive an annual Capital Bikeshare membership! What are you waiting for?! #giveaways #bikeDC bit.ly/2WKhOS0





**GO GREEN
SAVE GREEN**

Did you know?
DC has the longest national average car commute at nearly 44 minutes. You can get around faster by bike especially during rush hour – and you won't have to search for parking!

RIDING TIME = SAVING TIME

1 9 4

 **goDCgo** @goDCgo · Jun 18, 2019
Experience DC on two wheels! Whether you're a beginner or an expert cyclist, @goDCgo has a variety of resources to learn the basics, explore new trails, and more. #bikeDC bit.ly/2HEMkGL

 **goDCgo** @goDCgo · Jun 10, 2019
DC bike culture is on the rise and we want you to join the movement! Take the Pledge to Pedal by July 12 and you could win a brand new bike of your own! #giveaways #bikeDC bit.ly/2VEV75k

goGREEN to saveGREEN

goGREEN to saveGREEN for a Free Bike!

With over 140 miles of trails and bike lanes in DC, there's many routes to discover DC by bike this summer. Riding a bike allows you to [goGREEN to saveGREEN](#) by saving the environment and saving you money. Take our "Pledge to Pedal" to bike more by July 12, and you'll automatically be entered into our raffle to win a brand new GREEN Public bike! Want to better your chances? If you share a picture on a peddler with the hashtag #bikeDC and mention [@godcgo](#), we'll double your raffle entry. Don't wait!



Here's how you can goGREEN to saveGREEN!

Click the video above to watch DC's own [Javier Starks](#) and goDCgo explain how you can goGREEN to saveGREEN by taking the "Pledge to Pedal!"

PLEDGE TO PEDAL

2019 Results:

- 922 pledges to pedal (360.8% over goal)
- 798 unique bike pageviews
- 958 total bike pageviews
- 2,300+ social media engagements (organic + sponsored)



Pedal for Wellness



goDCgo

Published by HubSpot [?] · May 27 at 3:00 PM · 🌐

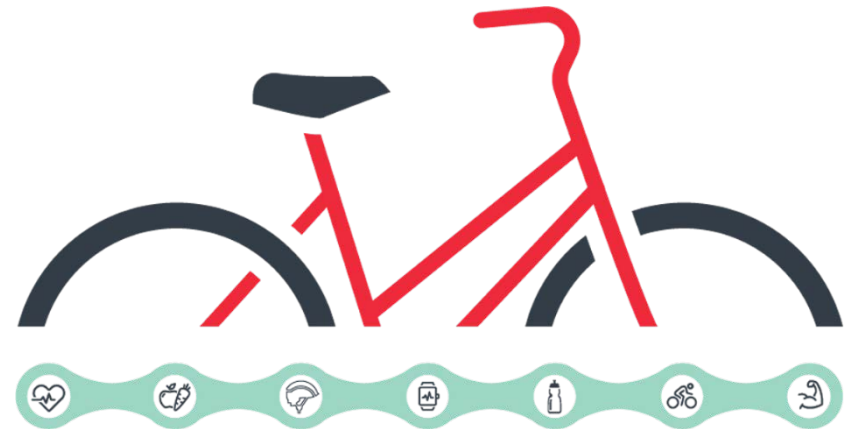
Did you know that cycling can ease feelings of stress, depression, or anxiety? 😞 Concentrating on roads and trails may help take your focus away from the mental chatter of your day. Take the pledge to "Pedal for Wellness" so you can ease your mind through biking. #MentalHealthMonth #bikeDC <https://bit.ly/2Zbmh4n>

goDCgo
powered by d.

Improves Mental Well-Being

Benefits of Biking

PEDAL *for* WELLNESS



PEDAL *for* WELLNESS

Results (as of 6/10):

- 646 pledges to pedal (64% of our goal)
- 3,716 unique bike pageviews
- 164 unique bike level specific pageviews
- 4,500+ social media engagements (organic + sponsored)



goDCgo

helps to keep
45,000 cars
off the road each day

by promoting active transportation
and public transit to the city's
commuters, residents, and visitors.

(Data reflects impact between
July 2018 - June 2019)



People Helped

41,000

shifted to a
clean commute



Decreased Traffic

733,000

car miles
saved each day



Cleaner Air

563,000

lbs of CO2
reduced each day



Energy Savings

36,000

gallons of gas
saved each day

Commute Smarter, Not Harder | Visit [goDCgo.com](https://www.goDCgo.com) for more info.

info@goDCgo.com
202.299.2186



d.  GOVERNMENT OF THE
DISTRICT OF COLUMBIA
MURIEL BOWSER, MAYOR

Questions?



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