

Arlington County Commuter Services

car-free diet
SKEPTICS



An Experiential Social Media Campaign

TRB Social Media Online Workshop

Engaging Your Audience

September 21, 2011



Arlington County, Virginia

- Suburb of Washington, DC
- Geographically smallest self-governing county in the US, less than 26 square miles
- Approximately 100,000 HHs; 210,000 population; 208,000 workers
- Densely-populated with 8,150 persons per square mile
- 11 urban villages
- Transportation options
 - 11 of the 33 Metrorail stations
 - Arlington Transit and Metrobus
 - 94 mile system of trails and on-street bike lanes
 - 19 Capital Bikeshare stations and expanding
 - over 80 Zipcar locations



Arlington's Car-Free Diet



- Umbrella campaign created to brand and promote alternative forms of transportation in order to decrease SOVs
- Individual Benefits: Save money, improve your health, clean up the environment
 - Carfreediet.com – Car-Free Diet Calculator, How To Ride Transit, Ticker, Urban Village
 - *“How to Live Well Without Owning a Car”* by Chris Balish with special Arlington section
 - Brochures, transit ads, web banners, e-newsletters
 - Car-Free Diet blog
 - Facebook = facebook.com/arlingtonscarfreediet
 - Twitter = twitter.com/CarFreeDiet
 - YouTube = youtube.com/carfreediet

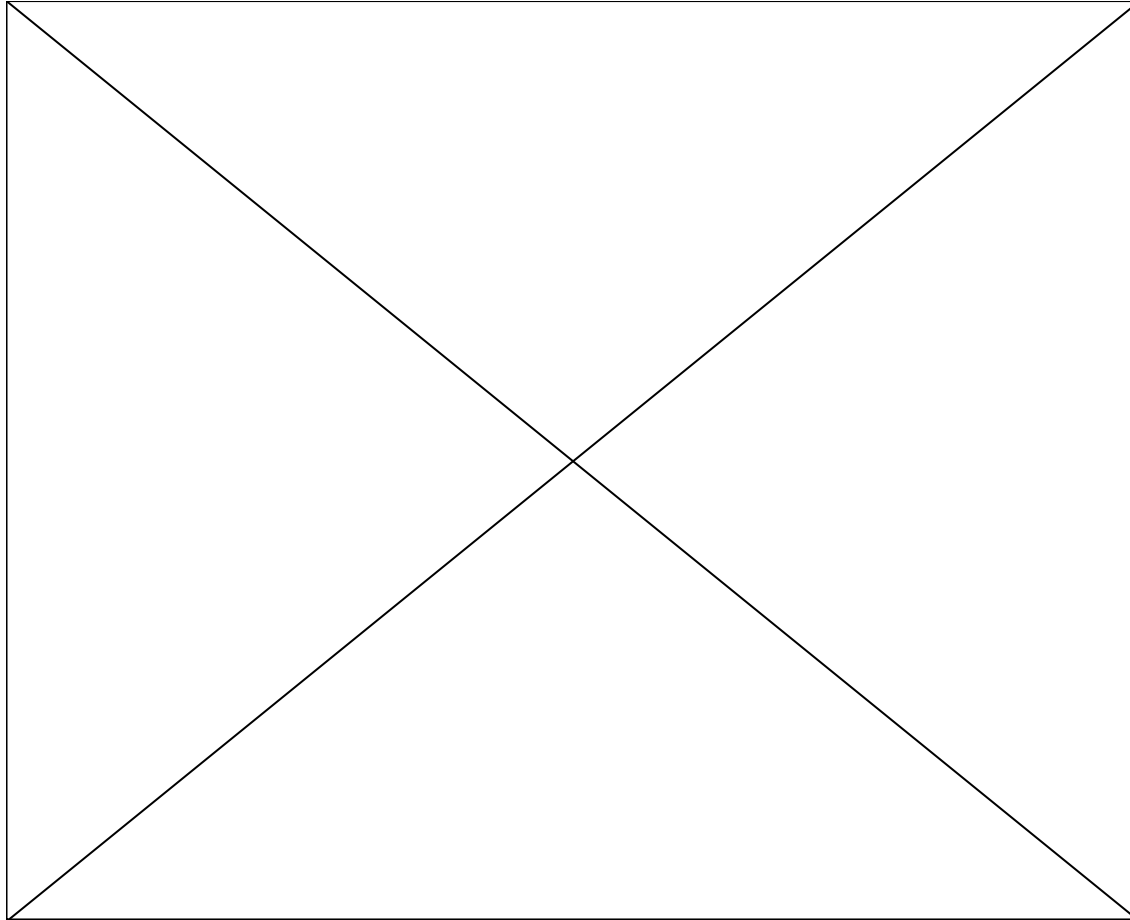


Car-Free Diet Skeptics - Background

- Objectives
 - Create awareness of Arlington’s Car-Free Diet
 - Encourage trial of the diet and show how easy it is to be car free in Arlington
 - Highlight Arlington’s many transit, bike, walk, bike and car sharing options
 - Launch user-generated experiential campaign
 - Cultivate real-life Car-Free Diet stories
 - Demonstrate “they did it, you can too!”
 - Use social media to promote campaign and create user generated content



Car-Free Diet Skeptics Video





Skeptics Challenge REPORT

CFD SKEPTICS - ROSS v. TODD

January-May 2010

Day 15 **Ross's Diet Dashboard**

Blog: 21, **Facebook:** 16
Twitter: 47, **YouTube:** 5

Connections
Blog: 17 Comments
Twitter: 25 followers
Facebook: 57 Likes

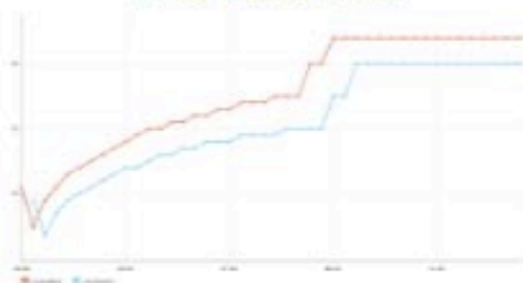
Updates
Blog: 21, **Facebook:** 16
Twitter: 47, **YouTube:** 5

Updates
Blog: 13, **Facebook:** 86
Twitter: 143, **YouTube:** 3

Connections
Blog: 17 Comments
Twitter: 25 followers
Facebook: 57 Likes

Connections
Blog: 27 Comments
Twitter: 25 followers
Facebook: 54 Likes

Twitter Follower Growth

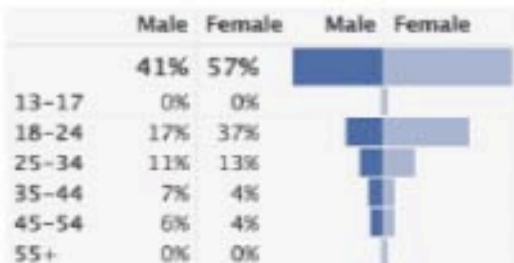


Day 15 **Todd's Diet Dashboard**

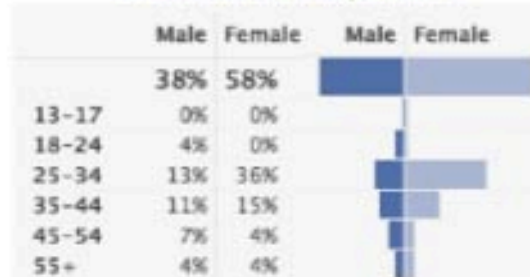
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Facebook Fan Demographics



Facebook Fan Demographics



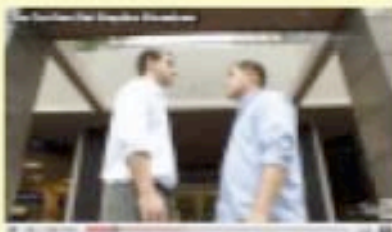
Foursquare



YouTube



CarfreeRoss YouTube: 328 views
CarfreeTodd YouTube: 247 views



YouTube



Foursquare



Season I Results



Arlington's Car-Free Diet made my t-shirts smaller. And my wallet bigger.



Improve your waistline and bottom line at carfreediet.com




THE SKEPTIC'S GUIDE TO THE CAR-FREE DIET



THEY DID IT - YOU CAN TOO!




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Arlington's Car-Free Diet helped me leave my car – and my worries – at home.

Find a more relaxing ride at carfreediet.com




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From Skeptics to Believers...

