

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

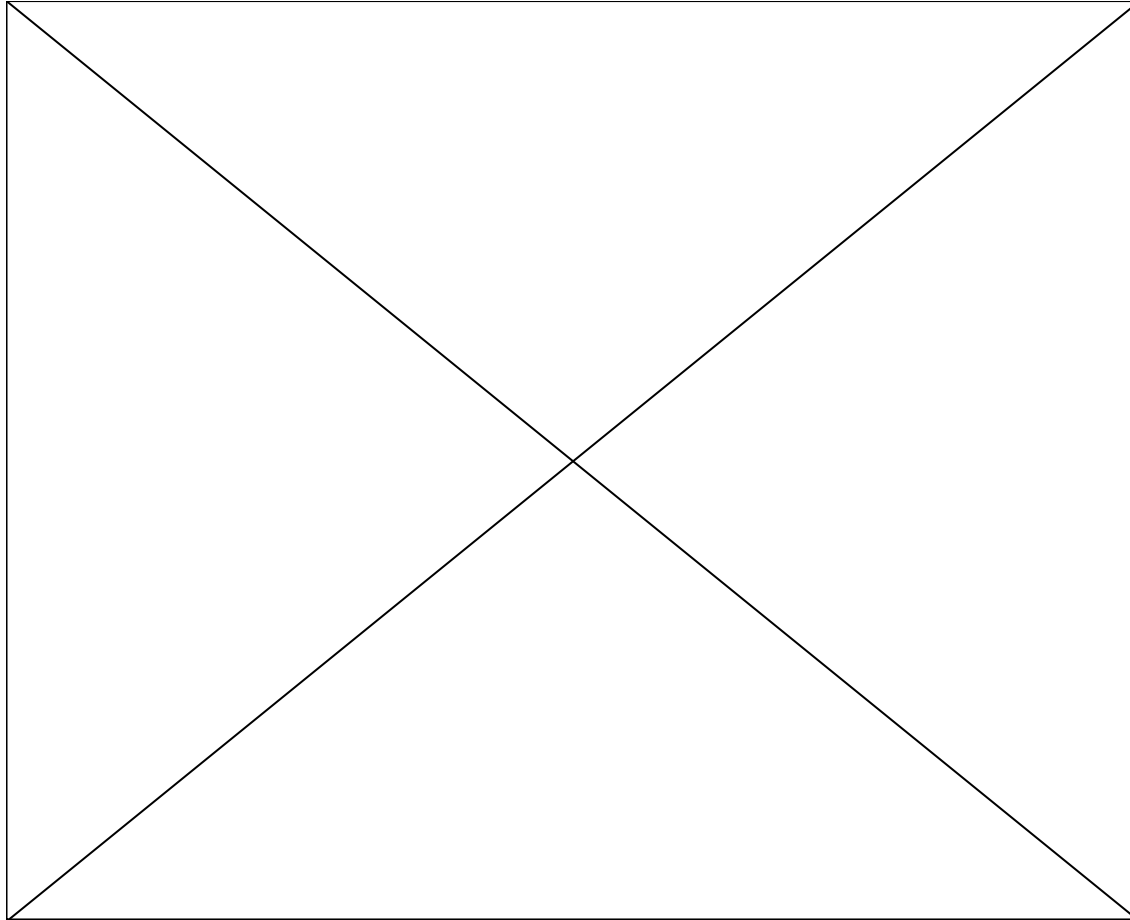


Car-Free Diet Skeptics - Background

- 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: 13, **Facebook:** 86
Twitter: 143, **YouTube:** 3

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

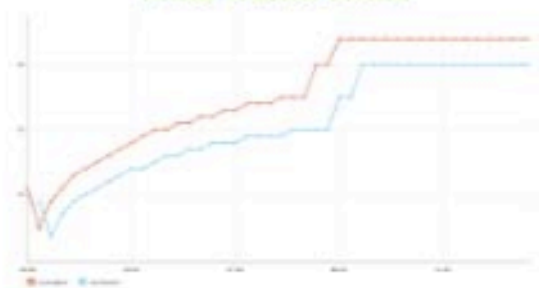
Updates
 Blog: 21, Facebook: 16
 Twitter: 47, YouTube: 5

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**

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

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

Facebook Fan Demographics

Age Group	Male	Female
13-17	0%	0%
18-24	4%	0%
25-34	13%	36%
35-44	11%	15%
45-54	7%	4%
55+	4%	4%

Facebook Fan Demographics

Age Group	Male	Female
13-17	0%	0%
18-24	17%	37%
25-34	11%	13%
35-44	7%	4%
45-54	6%	4%
55+	0%	0%

Foursquare
 1.4 (57%)

YouTube
 5 (57%)

CarfreeRoss
 YouTube: 328 views

CarfreeTodd
 YouTube: 247 views

YouTube
 2.1 (62%)

Foursquare
 2.1 (62%)

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!




ARLINGTON VIRGINIA



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

Find a more relaxing ride at carfreediet.com




ARLINGTON VIRGINIA





Arlington's Car-Free Diet

DIGITAL MARKETING REPORT

Skeptics Challenge January 1st-May 20th 2011

Page 24 Matt's Diet Dashboard

Updates
 Blog: 11, Facebook: 36
 Twitter: 75, YouTube: 28

Connections
 Blog: 10 Comments
 Twitter: 109 followers
 Facebook: 190 Likes

Facebook Fan Demographics

YouTube

The Skeptics

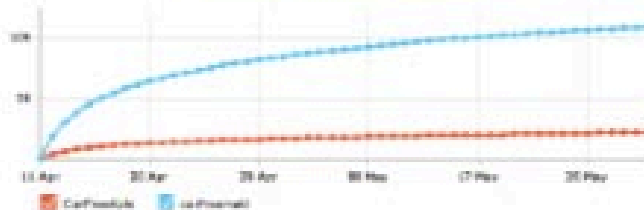
Updates
 Blog: 11, Facebook: 36
 Twitter: 75, YouTube: 28

Updates
 Blog: 10, Facebook: 43
 Twitter: 48, YouTube: 8

Connections
 Blog: 10 Comments
 Twitter: 109 followers
 Facebook: 190 Likes

Connections
 Blog: 8 Comments
 Twitter: 22 followers
 Facebook: 153 Likes

Twitter Follower Growth



Page 25 Kyle's Diet Dashboard

Updates
 Blog: 10, Facebook: 43
 Twitter: 48, YouTube: 8

Connections
 Blog: 8 Comments
 Twitter: 22 followers
 Facebook: 153 Likes

Facebook Fan Demographics

YouTube

Facebook Fan Demographics

YouTube

Location	Views	% of total views
YouTube video page	207	50.4
YouTube channel page	107	26.0
Mobile device	66	16.4
Embedded video in other videos	16	3.9

Video Title	% of total views
Car-Free Matt's Diet: Day 11: No Restaurants Left and Lots of Snacks	19.9
Snacks	16.4
Car-Free Matt: Day 1	8.0
Snacks	6.4
Car-Free Matt's Diet: Day 10	6.0

CarFreeMatt
 YouTube: 1365 views

CarFreeKyle
 YouTube: 340 views

Facebook Fan Demographics

YouTube

Location	Views	% of total views
Embedded video in other videos	239	69.7
YouTube channel page	75	21.7
YouTube homepage	26	7.7
Mobile device	1	0.3

Video Title	% of total views
Car-Free Matt: Day 10	29.7
Car-Free Matt: Day 11	18.8
Car-Free Diet: Day Four	10.7
Car-Free Matt: Day Seven	10.3
Car-Free Matt: Day 10	10.3
Car-Free Diet: Day One	10.2

From Skeptics to Believers...

