

goDCgo



Illustration of a red and white bus labeled "GEORGETOWN" and "d." with "Circulator" on the front. To the right is a bike-sharing station with two bicycles and a kiosk. A white speech bubble contains the text: "It's never been easier to find your way." Below the speech bubble is a red dotted line path.

Explore Your Possibilities



A row of four icons: a white walking figure on a red square, a white bus on a red square, a white bicycle on a yellow square, and a white wheelchair on a teal square.



goDCgo

powered by **d.**

Who we are:

{ goDCgo is an initiative of the District Department of Transportation. }

We provide employees, residents and visitors with education and assistance to make more informed choices about their daily travel.

Our Employers Services program helps employers in the District implement and promote commuter benefits programs.

Our programs are strategically designed to mutually benefit your organization and our nation's capital.

Employers who offer transportation benefits often save money while helping to reduce congestion and improve air quality.

How Can We Help You?

The screenshot shows the goDCgo.com website homepage. At the top, there's a navigation bar with "FOLLOW US ON TWITTER!", "BLOG", "ABOUT US", and "CONTACT US". Below this is a welcome message: "Welcome to the new goDCgo.com. YOUR NUMBER ONE RESOURCE FOR TRANSPORTATION INFORMATION AND OPTIONS TO MAKE GETTING INTO AND AROUND THE DISTRICT EASIER THAN EVER." There are three buttons: "Get Me There", "Get My Employees There", and "Get My Group There". A large banner features the text "MARKETING your Transportation Benefits" and "Learn how easy marketing your transportation benefits can be with our simple guide." Below the banner are sections for "NEWS", "EXPLORE THE INTERACTIVE MAP", "CARBON CALCULATOR", and "EVENTS". The "EVENTS" section lists "ZeeFest" (Sep 20, 2011), "WalkingTown/BikingTown" (Sep 23, 2011), and "Pilates in the Park" (Sep 27, 2011). At the bottom, there's a "NEWSLETTER" sign-up form and a footer with "district department of transportation", "d. delivers", and social media icons.

goDCgo.com

The screenshot shows the goDCgo Twitter profile. The profile name is "goDCgo" with the handle "@goDCgo" and location "Washington, DC". The bio reads: "Your #1 resource for the most comprehensive available transit information in the District. #goDCgo.com". There are two tweets visible. The first tweet is from goDCgo (@goDCgo) about RT @interactive: "Via Ave Approaching Peak Car Use -- RT by @FACT - accountability where you agree accountability doesn't delay it". The second tweet is from goDCgo (@goDCgo) about RT @TSD ACS: "members--Only 46.7% of D.C. residents drove to work in 2010 compared to nearly 66% who chose other means: RT by @TSD".

goDCgo twitter

The screenshot shows the goDCgo Facebook profile. The profile name is "goDCgo" with the location "Washington, District of Columbia". The bio reads: "Government is government - Washington, District of Columbia". There are several photos and a post visible. The post is from goDCgo about RT @inter: "Via Ave Approaching Peak Car Use -- RT by @FACT - accountability where you agree accountability doesn't delay it".

goDCgo facebook

Keys to Success



- Identify a voice
- Capture people that don't have anything to do with your topic
- Be timely and efficient
- Contribute something new
- Always consider social media as part of your brand identity



Important announcement from [@wmata](#) regarding discontinued reduced fare for several Anacostia bus routes bit.ly/pHcOxO

26 Sep



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Thanks to everyone who came out to the [@bikeshare](#) Birthday Bash last night. It was great to see you!!

23 Sep



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Great news! RT [@wmata](#) Metro launches SmarTrip® Online Reload wmata.com/tiny.cfm?id=50...

22 Sep



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[@BikeArlington](#) [@bikeshare](#) Visit us at the Smilebooth if you want to wear the sombrero.

22 Sep



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Here's our final reminder about CaBi Birthday Bash tonight, featuring wiener dog in party hat. bit.ly/qSDENN

22 Sep



goDCgo goDCgo

Happy Car Free Day! Pledges are actually at 11,805 now and still climbing wapo.st/ocughh

22 Sep [Favorite](#) [Reply](#) [Delete](#)



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Bambi spotted on W & OD Trail this morning. Best bike commute ever!

21 Sep



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This day is just so happy! MT [@bikeshare](#) Oh, almost forgot: we hit 1 million trips before 7:30 this morning! What a birthday:

bit.ly/r6dWVb

close X



@goDCgo

goDCgo


Happy Car Free Day! Pledges are actually at 11,805 now and still climbing wapo.st/ocughh

22 Sep via web


[Favorite](#) [Reply](#) [Delete](#)

Retweeted by [vabike](#) and 4 others




 If you're a fan of transit data and software development, come "Hack with the Mobility Lab" on Saturday! Details here bit.ly/qQg7XP

8 Sep

 **goDCgo** goDCgo
The student transit subsidy program has glitches to be worked out by November. wapo.st/o1slPm

8 Sep

 **goDCgo** goDCgo
Planning your weekend already? Here's the scoop on Metrorail track work bit.ly/oz3949


8 Sep

 **goDCgo** goDCgo
Looking to get out of DC this wknd? Try a car-free, wknd trip to Harpers Ferry. By [@ggwash](https://twitter.com/ggwash) - so full of great ideas! bit.ly/p9Y027


8 Sep

 **goDCgo** goDCgo
International Walk to School Day is on Oct. 5 and [@DDOTDC](https://twitter.com/DDOTDC) Encourages all students, parents, teachers to participate! on.fb.me/oBtpqn

8 Sep [Favorite](#) [Reply](#) [Delete](#)

 **goDCgo** goDCgo
Try Transit Week is Sept. 19-23. Check out the details for those commuting to DC from the suburbs bit.ly/qWc9Cc

8 Sep

 **goDCgo** goDCgo
Metro wants your help designing the next generation Metro map. Take the survey and let them know what you think. bit.ly/nZHkJR

7 Sep

 **goDCgo** goDCgo
A new look for Metro's map! Based on your feedback, the new map will debut in June 2012 wapo.st/ov0ms9

close X

 **@goDCgo**
goDCgo

International Walk to School Day is on Oct. 5 and [@DDOTDC](https://twitter.com/DDOTDC) Encourages all students, parents, teachers to participate!
on.fb.me/oBtpqn

8 Sep via web

[Favorite](#) [Reply](#) [Delete](#)Retweeted by [darsal](#) and 3 others

Mentioned in this Tweet

d. DDOTDC DDOT DC · [Unfollow](#)
The District Dept of Transportation wants to hear from you. Tweet us your concerns, questions and service requests or visit us on the web.

**goDCgo** goDCgo

New proposed routes for the [@DCCirculator](#)'s ext. into Ward 8 will be presented 7/12 1.usa.gov/oPGuQP Provide your input to [@DDOTDC](#)

7 Jul

**goDCgo** goDCgo

Expect delays on [@metroopensdoors](#) this weekend for scheduled track work on Red, Blue & Yellow lines. bit.ly/qtpTul [#knowbeforeyougo](#)

6 Jul

**goDCgo** goDCgo

Fireworks enthusiasts heading to National Mall, [@bikeshare](#) having 2 corrals for bikes on July 4 from 5pm to 11pm: on.fb.me/iZv1tK

1 Jul

**goDCgo** goDCgo

Did we mention the new 2011 DC Bike Map includes [@bikeshare](#) stations? bit.ly/iuxPuJ

29 Jun [Favorite](#) [Reply](#) [Delete](#)**goDCgo** goDCgo

Spend the holiday weekend exploring the city by bike or bike to the fireworks on the 4th!! 2011 DC Bike Map now online: bit.ly/iuxPuJ

29 Jun

**goDCgo** goDCgo

Tonight is your chance to provide input to [@DDOTDC](#) to make Anacostia [@DCStreetcar](#) route the best for your community. bit.ly/mdOaC4

29 Jun

**goDCgo** goDCgo

Are car-free cities becoming the norm? Check out our latest blog

close X

**@goDCgo**

goDCgo

Did we mention the new 2011 DC Bike Map includes [@bikeshare](#) stations? bit.ly/iuxPuJ

29 Jun via web

[Favorite](#) [Reply](#) [Delete](#)Retweeted by [mikerodan](#) and 14 others

Mentioned in this Tweet

**bikeshare** Capital Bikeshare - [Unfollow](#)



Wall

Info

Friend Activity (1+)

Photos

Discussions

Events

Join My List

About

goDCgo has the information you need to make getting around the District eas...

More

505

like this

8

are talking about this

Likes

See All



Georgetown, DC

goDCgo

Government Organization · Washington, District of Columbia



Wall

goDCgo · Everyone (Top Posts) ▾

Share: Post Photo Link Video

Write something...



goDCgo

Some very exciting news for bicycle commuters to College Park metro station! Metro is beginning construction on their first Bike and Ride facility. This will provide secure bike storage for 120 bicycles and hopefully encourage more bike commuting.



Metro - About Metro - News - Construction begins on Metro's first Bike & Ride facility at College Pa
www.wmata.com

Washington Metropolitan Area Transit Authority: About Metro

Like · Comment · Share · 17 hours ago

View 1 share

Write a comment...



goDCgo shared District Department of Transportation's album: Walk to School Day 2011.



Walk to School Day 2011

By: District Department of Transportation
Photos: 5



goDCgo

Capital Bikeshare is 1 year old! Come celebrate with us. Woo-hoo! Get down! Party-tay!



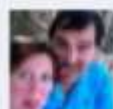
Capital Bikeshare Birthday Bash

www.godcgo.com

Capital Bikeshare's birthday celebration will include music, games, giveaways, food and much more. Celebrating it's one-year birthday, the bikeshare program will award it's top members and celebrate successes throughout the first year.

 Like ·  Comment ·  Share · August 10 at 4:14pm

 3 people like this.




Karyn Good Le Blanc Oh, we'll be there!

August 10 at 4:56pm ·  Like ·  1 person



goDCgo Great! We'll be happy to see you!

August 10 at 5:08pm ·  Like

Write a comment...



goDCgo

Fun event this weekend! Enjoy a 2.5 mile bike ride, hosted by the Washington Area Bicyclist Association, to the Yards Park Concert. Must register. Ride starts at 5 pm.



Yards Park Concert featuring WABA Concert Ride - Friday, August 12, 2011 6:00 PM - 8:00 PM

godcgo.com

Enjoy a warm evening under the stars, listening to music and enjoying tasty food, beer and wine at the Yards Park Concert Series, continuing every Friday t



Like · Comment · Share · August 10 at 3:33pm



goDCgo

CO2 emissions is not the only thing to be worried about with too many cars on the road. Air pollution from motor vehicles has major and immediate consequences for our health! Heat advisories make it worse.



Blog - Air Pollution from Motor vehicles is nothing to sneeze at

godcgo.com

According to a recent Gallup poll, the number of Americans believing that climate change is caused by human activity is dropping. Some climate change skeptics seem to be particularly concerned about their personal liberties when it comes to their driving habits. After all, if greenhouse gases don't ...

 Like ·  Comment ·  Share · August 3 at 9:17am

 Senora Donaldson likes this.

Write a comment...

Dealing with the Negative



- Don't delete it
- Take the conversation offline
- Listen—they might be making a good point

Don't Forget...

- Social media is a conversation with your audience
- People are lazy—they really don't like to read—use lots of pictures
- Your voice—it makes you unique
- Everyone is watching...



How the hell does Facebook know I'm a dog?

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