

Regional TDM Marketing Meeting

Campaigns Powered by Partnership

September 15, 2026



Presented by:

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goDCgo
powered by **d.**

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

Let's GO!

d.

goDCgo is an initiative of the District Department of Transportation (DDOT).



Leading resource for transportation information and options.



Encourage the use of sustainable transportation.



We offer complimentary transit resources and consulting services to DC organizations and commuters.



Our goal serves to decrease traffic congestion, improve air quality, and create a better quality of life in the DC area.



Marketing's Role in goDCgo



Marketing Initiatives



Influencer Marketing



Senior Socials





Influencer Marketing

Expanding reach through trusted voices and nontraditional media

The Right Fit for goDCgo



- Reach new audiences
- More affordable than traditional marketing
- Reduced workload for marketing teams
- Build trust and credibility
- Increase brand awareness and engagement



Influencer Partnership Process



Reach out to
influencer

Create content
guidelines

Review
influencer-
produced content

Approve final
content for
publication

Share!

Example Content Guidelines



Payment:

- Lucy Mugford (@thetrendysenorita on Instagram) will be paid \$1,600 by goDCgo for services rendered and will share an invoice with goDCgo for payment. Payments will be due 30 days after all services rendered.

Content Guidelines:

- The final deliverable for this collaboration will be a carousel photo post on Instagram.

In the Instagram post/carousel:

- Discuss tips for avoiding burnout as a teacher going into the new school year. Mention in the caption that it may be summer break but it's not too early to prep.
 - First photo can be the topic "Prep the Night Before". Here is where you can talk about planning your outfits the night before.
 - Second photo will be the topic "Make your mornings easier". Include a photo of you on a Capital Bikeshare bike (we will provide you with a day pass). Text overlay can include something along the lines of "Skip traffic and get a workout in at the same time".
 - Third photo can be the topic "Lean on your coworkers". Here is where you can talk about collaborating with coworkers/leaning on them.
 - Fourth photo will be the topic "Don't Bring Your Work Home". This can be a photo of you on Metrobus or Metrorail. Text overlay can include something along the lines of "Relax and recharge without fighting traffic by taking Metrobus or rail. Let your commute be your reset."
- For a call to action, encourage viewers to follow @goDCgo on Instagram for more tips on easing their commute.
- Tag @goDCgo (Instagram) as a collaborator on the post so that it will publish to both Instagram pages.
- The post should be kept on the @thetrendysenorita Instagram profile for at least 90 days.

Content Deadline:

- Content will be shared with goDCgo for review by June 24, 2026 and shared on Instagram by June 30, 2026.



Influencer Spotlights

Community Ambassador Campaign



thetrendysenorita ...

Lucy • Trendy Teacher Style she/her

1,148 posts 71K followers 1,239 following

+ colorful fashion finds, teacher ootd inspo, + life in the city
+ high school Spanish teacher
collabs 📷 ... more

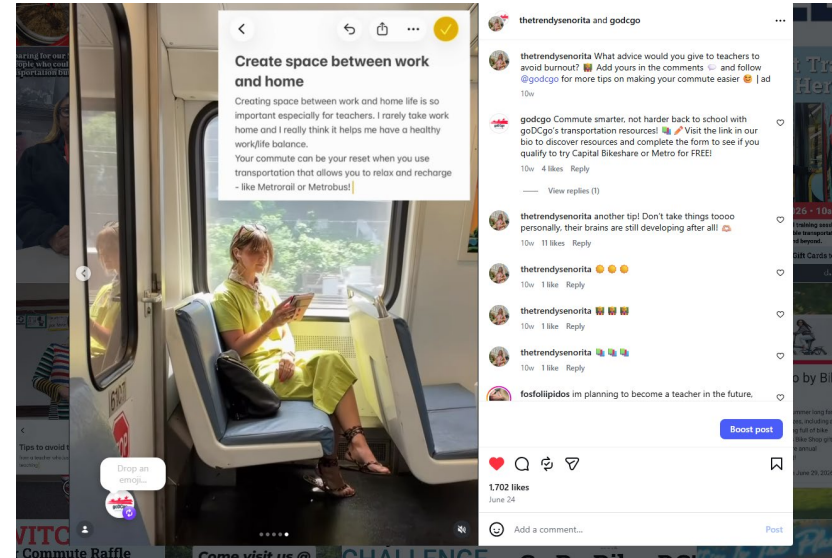
🔗 shopmy.us/thetrendysenorita and 3 more



Followed by clockoutdc

- DC Teacher Influencer
- Interest: Fashion & Lifestyle
- Paid collaboration
- Fully influencer produced

Community Ambassador Campaign



Results

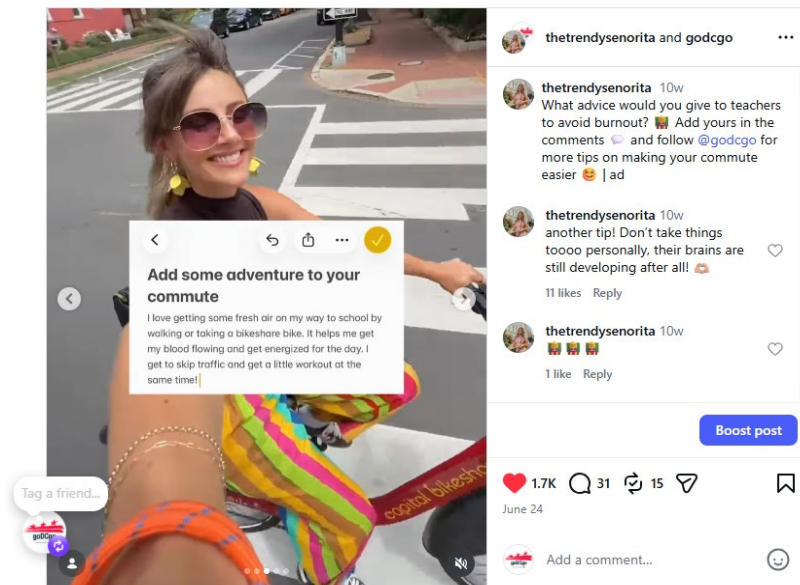


Social Media Views: 60,693

- 2,482 social media engagements

Interactions: 2,483

- 1.7k likes
- 31 comments
- 15 repost
- 94 shares



Spring Bike Campaign



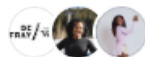
alwaysbemyfoodie ...

recel • dmv foodie • she/her

832 posts 105K followers 3,205 following

Digital creator

northern virginia • fil-am PH
dc/md/va food • lifestyle • travel
alwaysbemyfoodie@gmail.com
linktr.ee/alwaysbemyfoodie



Followed by dcfay, highvibebyonose ·

- DC Food Influencer
- Interest: Lifestyle & Restaurants
- Paid collaboration
- Fully influencer produced



javierstarks ...

Javier Starks

1,227 posts 11.7K followers 3,941 following

D.C. based educator & Emcee 🗣️ curator: @summerofHope
Content Creator. GOD is my SOURCE!
Next Con:... more

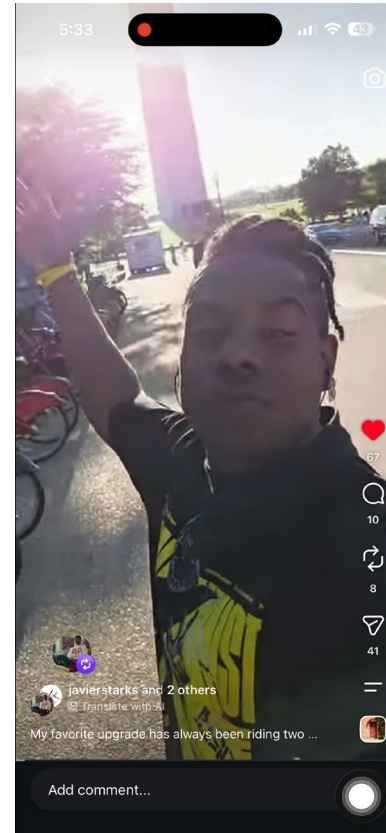
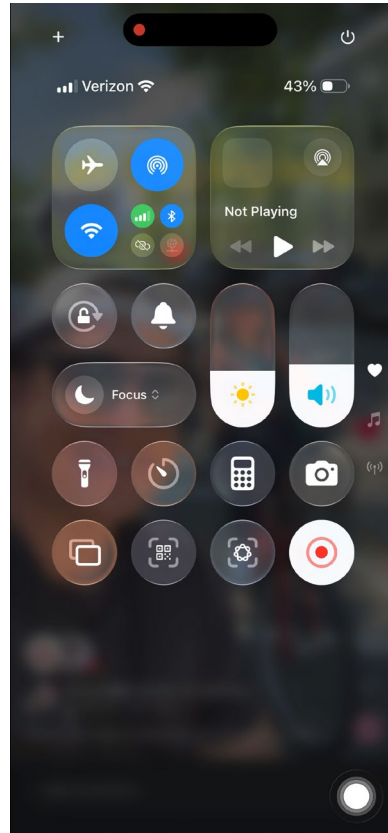
msha.ke/summerofhope and 2 more



Followed by ddotdc, capitalbikeshare + 12

- DC Sustainable Influencer
- Interest: Education & Events
- Paid collaboration
- Fully influencer produced

Final Deliverables



Results



Recel Lazarte

Social Media Views: 27, 983

- 235 shares

Interactions: 1,166

- 597 likes
- 17 comments

Javier Starks

Social Media Views: 1,308

- 41 shares

Interactions: 115

- 67 likes
- 10 comments

Lessons Learned



What worked:

- Made transportation relatable
- Authentic content outperformed promotional content
- Content drove value and more engagement
- Transportation fit naturally into lifestyle content
- Reached new audiences organically

What we learned:

- Start creator outreach earlier
- Allow creative freedom
- Set measurement goals upfront
- Build long-term creator relationships
- More followers don't always mean equal more engagement

Campaign Insights



Influencer marketing doesn't replace traditional media. It strengthens the overall media strategy for stronger results.



Senior Social

[Click here to add a subhead](#)

Senior Social

- **How did this come about?**
 - Continue engagement with seniors beyond Travel Training sessions
- **4-week campaign reaching DC residents 60+**
- **Focused on accessible, equitable and sustainable transportation.**
- **Combined digital outreach + in-person senior socials**
- **Activated community partners to expand reach and resources**



Social Media

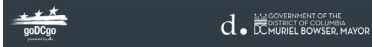


TRAVEL SMART, LIVE WELL

Need help getting around the District?

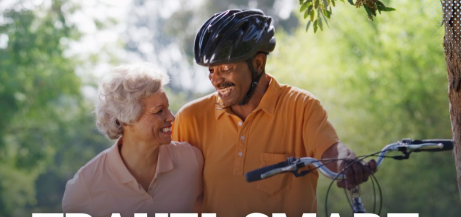
Explore free and
discounted transportation
programs available for:

- ✓ Seniors
- ✓ Veterans
- ✓ Low-income families



*Transportation
Equity Focus*

TRAVEL SMART, LIVE WELL



Need help getting around the District?

Explore free and discounted transportation programs available for:

- ✓ Seniors
- ✓ Veterans
- ✓ Low-income families

Senior Social



APRIL 8 11AM-2PM	APRIL 14 10AM-1PM
Washington Seniors Wellness Center	Bernice Elizabeth Fonteneau Wellness Center
3001 Alabama Ave SE	3531 Georgia Ave NW



Explore how to travel smart and live well with free transportation resources, senior programs, bingo, refreshments, giveaways, and more!

*Socials
Promotion*

Senior Social



Explore how to travel smart and live well with free transportation resources, senior programs, bingo, refreshments, giveaways, and more!



Washington Seniors Wellness Center

3001 Alabama Ave SE



Senior Social: Social Events

- **Hosted at two socials at DC Senior Wellness Centers**
 - 140+ attendees exceeding goal
- **Partnered with over 13 organizations**
- **Transportation resources, bingo, prizes, refreshments**
- **Accessible for all seniors to attend**
- **In-person survey at socials for feedback**
- **Marketing of the socials included:**
 - Emails, Nextdoor, Mayor's Newsletter, Listservs



What We Learned

- **Turn success into opportunity:** Amplify successful projects across teams.
- **Connect digital and in-person:** Use digital outreach to drive real-world engagement.
- **Leverage partnerships:** Use partners to expand reach and impact.
- **Meet audiences where they are:** Use trusted spaces and platforms.
- **Test and Learn:** Use each campaign or event to improve the next.



Questions? Contact us!



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Thank you!



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