Overview

- Around 300 attendees
- Around 150 attendees to the panel discussion
- 96 general survey responses
- 75 Title VI survey responses
Reach (Idea Exchange weekend only)

**Twitter**
@WeMoveDC
- Mentions: 152
- Retweets: 62
- Statuses: 214
- Total reach*: 158,664

#IdeasMoveDC
- Mentions: 64
- Retweets: 82
- Statuses: 146
- Total reach*: 91,771

**Facebook**
- Stories: 86
- New “likes”: 29
- People engaged: 521
- Saw content: 1,816
- Impressions: 9,654

**Website**
- 553 visitors
- 441 unique visitors
- 406 unique visitors outside of DC government
- 62% referral, 26% direct, 12% search traffic
- Top referral sources: dc.gov (28%), Twitter (20%), GreaterGreaterWashington (15%), Facebook (9%)

**www.weMoveDC.org**
- Mentions: 9
- Retweets: 14
- Statuses: 23
- Total reach*: 36,447

*Unique people who potentially saw Twitter statuses
Welcome Address
- Mayor Vincent C. Gray
- Councilmember Mary Cheh
- Councilmember Tommy Wells
- DDOT Director Terry Bellamy

Future of Transportation Discussion
Panel featuring Anita Hairston, Chris Leinberger, and Matthew Yglesias focused on transportation and...
- the Competitive City
- Neighborhood Vitality
- Shared Prosperity
- the Sustainable City

Transportation Fair
Information booths and activities
- My Transportation Wish
- Transportation Activity Book
- The Great Transportation Debate
- Transportation Innovation Station
- Choose Your Move
- How’s it Moving?
- Street Dreams
- Last Call
Welcome Address

• Mayor Gray, Councilmember Cheh, Councilmember Wells & DDOT Director Bellamy
• Praise for DDOT’s continuous expansion of transportation options
• Need for transportation equity to protect existing communities and ensure access to opportunities
• moveDC will play an important role in meeting sustainableDC goal of 75% non-auto trips
• The future of mobility is walking, biking, streetcar, and bus
• Regardless of primary mode, everyone is a pedestrian
Transportation Fair

- Capital Bikeshare (CaBi)
- DC Streetcar
- goDCgo
- SustainableDC
- Office of Planning (zoning update)
- WMATA (Momentum plan)
Activities

• Fun, family-friendly, and interactive
• Understand people’s vision, needs, and values for the future of transportation in the District