



CONTENT-SHARING STRATEGY AND ARTICLE SUBMISSION PROCESS Updated December 7, 2016

What is Mobility Lab?

Mobility Lab is a civic-engagement organization largely funded by Arlington County, Va., to research and communicate best practices for increasing awareness and education about better transportation options for people.

We promote the great work Arlington does in providing people with a multitude of transportation options. But Arlington and Mobility Lab are also interested in what's happening throughout the world regarding how people are choosing to travel. We're less interested in the infrastructure, or the supply side, because, in most cases, we need to work within the systems we have already built.

[More about Mobility Lab.](#)

Why share with Mobility Lab?

You will raise your profile and expand your professional portfolio.

In four short years, Mobility Lab has grown from a website with a few contributors towards its vision of being the top source for news and research about transportation options. With more than 100 contributors focusing on topics as wide-ranging as health, technology, the sharing economy, connected cities, and even pop culture – always bringing it back to connect with the practice of “transportation demand management.”

Becoming a contributor to MobilityLab.org will place you among well-known leaders and writers in the transportation industry. Content that appears on MobilityLab.org is also promoted heavily through social media, press outreach, videos, a forthcoming podcast series, and our popular *Mobility Lab Express* newsletter, so your ideas will have many important audiences.

We are also close partners (in the same office space) with Capital Bikeshare, BikeArlington, WalkArlington, Arlington Transportation Partners, the D.C. Circulator, and goDCgo, providing further learning and professional-growth opportunities.

Who shares with Mobility Lab?

Mobility Lab is constantly looking for the right [contributors](#). These may either be individuals looking for an outlet or representatives of relevant organizations (it is often good form to offer to share content from Mobility Lab's site on your site as well).

What to share with Mobility Lab?

The best content to share is that which tells a story about how people are finding ways to get out of their drive-alone car trips and into other modes of commuting or traveling. It can be anecdotal or research-based. Mobility Lab focuses a lot on the return-on-investment of making such a behavioral life change – so metrics about cost-savings or other data often fit well. Other great ways to present the benefits of TDM:

- Case studies of how companies or government agencies are encouraging this lifestyle to their employees
- Profiles of start-ups working in this space
- Policy implications
- Anecdotes and stories about your experiences with Uber, bikeshare, transit, driving, walking, for some examples

Who is the audience for Mobility Lab?

Mobility Lab has an aggressive overall communications strategy to share articles it publishes to professionals – in a range of industries who see the links to healthy transportation – through its:

- [Popular website](#), which averages around 30,000 pageviews per month
- [Mobility Lab Express](#), a twice-monthly email newsletter since November 2012, popular with about 8,000 transportation and planning experts from all over the world
- [Regular events](#), which range from national and regional summits, the popular “unconference” TransportationCamp, Transportation Techies, and more
- [Media-relations efforts](#)
- Twitter audience of 10,000 followers, many of whom have significant influence in transportation and other relevant industries
- [Mobility Lab Daily](#), a free daily roundup, curated by us, of the best articles across the web related to TDM
- [LinkedIn](#), [Facebook](#), [YouTube](#), and [Instagram](#) engagement

What Mobility Lab needs to start sharing your content?

- Relevant content that is either prepared exclusively for Mobility Lab or is republished by Mobility Lab with links back to your original content
- If you represent an organization, you will need to designate a contributor (more than one contributor may make sense, but it may depend on how much you plan to contribute). All our articles have an “author.”
- A headshot and one-sentence bio of the contributor

Why share content in general?

- Raise your profile and expand your professional portfolio, as noted
- Bring valuable and entertaining content to each other’s audiences
- Build knowledge of your individual work or organization

- Strengthen an allied voice for smarter spending and strategies on transportation that don't rely on drive-alone car trips

How should I structure an article submission?

Pitch either a shorter news or commentary article or a longer feature to us through Twitter, or email Paul Mackie, our communications director, at paul.mackie@mobilitylab.org, and Adam Russell, our managing editor, at adam.russell@mobilitylab.org.

After receiving a response from us, it's probably best to aim for 500 words for a shorter news or commentary article, or under 1,500 words for a longer feature. Either way, make sure to include your main argument and the context in the first 2-3 sentences. Then back up that argument throughout the article with real-world examples and research. Sometimes it's applicable to end the article with a "call to action" – what can people do to make your argument become a reality? Use your own voice throughout. We may move things around or make style changes, but we want your voice, tone, and commentary and ideas to shine through. Also, feel free to submit relevant photos or artwork, if possible.