



The Green American Road Trip

Austin to Boston on Natural Gas



Background

- ▶ UT graduate student studying energy and policy
- ▶ Kicked off thesis research with NGV road trip in May
- ▶ Used blog and social media to share my adventure





The Trip: by the numbers

10 days

15 CNG stations

28 meetings

2,500 miles





Join the Trip!

The Green American Road Trip

AUSTIN TO BOSTON ON NATURAL GAS

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TRACKING THE TRIP

★ BOSTON, MASSACHUSETTS: BEANTOWN

About The Trip

A 10-day, 2,300 mile road trip, all on natural gas.
May 19 - May 28, 2010

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Can your gasoline car do this?

2 Comments

So while today is mostly a day of driving with two stops for fuel along the way, we also made a cool stop in Athens, GA this morning. In addition to being able to refuel at CNG stations, there are also home fueling devices which allow you to tap into the natural gas already running into your home to fuel the water heater, stove, etc. I think the ability to fill up at home is one of the most interesting aspects of the natural gas vehicle.

Georgia Green Fuel, LLC is the local distributor for the Fuelmaker Phill home fueling device. George and Leon of the company met us at the home of Leon's daughter, Brittany, to show off the device and explain how they work.

Join the Trip



Social Media Results

- ▶ Developed online supporters who followed trip progress
- ▶ Created interactive website for education
- ▶ Developed relationships with NGV enthusiasts & experts

19 blog posts (2/day)

13,000 website page views

7,000 photo views on Facebook

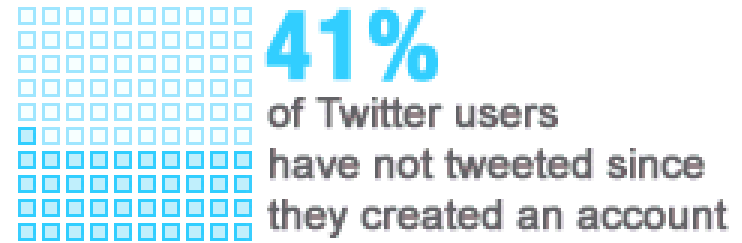
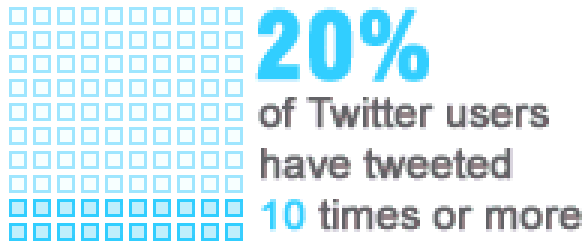
215 tweets (11/day)



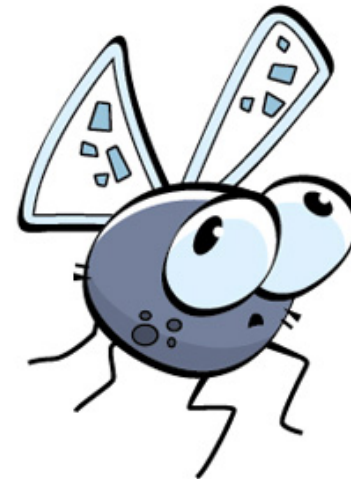
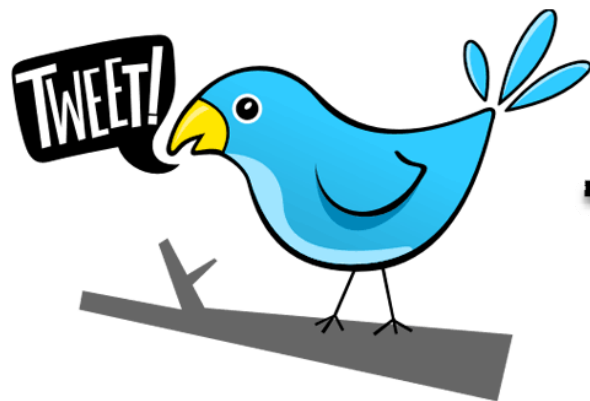


Two Social Media Lessons

1. Opportunity to influence



2. Twitter is not just a soapbox





Being the Fly on the Wall

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Unsuspecting Fan Gets Truckload of Wheat Thins

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CrunchIsCalling | June 24, 2010

Tabatha posted about Wheat Thins, so we decided to return the favor.



514,973 views





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