

Clark Communications

THE GAMIFYING STRATEGY TRANSFORMING MOBILITY

📍 Tysons, VA

Clark Communications partnered with the **Tysons Community Alliance (TCA)** to deliver the **2025 Explore Tysons Trek & Treat Challenge**—an app-free, downloadable, web-based experience designed to boost mobility, exploration, and community engagement in Tysons, VA. Historically seen as a disconnected, car-dependent area, Tysons needed a fresh narrative. The challenge demonstrated just how walkable and connected the community is, showcasing how easily people can travel for everyday outings while discovering new destinations they might not have visited otherwise.

Clark served as TCA’s single integrated partner, leading the full program lifecycle—including concept development, cohesive campaign branding, route maps and signage, decals, digital assets, marketing strategy, communications, and social content. The team executed a robust multi-channel marketing campaign across web, email, social, partner networks, and paid media, and managed real-time monitoring, participant support, and in-campaign optimization. Clark also oversaw technology coordination and delivered comprehensive analytics and insights to guide future mobility programs.

The challenge guided participants along four themed 2–3.4-mile routes, encouraging walking, biking, and rolling throughout Tysons. Players used a mobile passport to check in at stops, earn points, and redeem prizes, while sidewalk decals attracted new participants and increased route visibility.

The challenge delivered strong results: **279 participants, 15,500 check-ins**, and 1,664 estimated trips—totaling **4,300+ miles traveled**. Survey responses showed clear behavior change, with **64% of participants reporting they were more likely to walk, bike, or roll afterward**. Mode share reflected meaningful shift away from car use (80% walking, 16% biking, 2% rolling), reducing VMT and GHG emissions through thousands of miles completed via active transportation.

With overwhelmingly positive feedback and increased awareness of Tysons’ destinations, amenities, and mobility options, the campaign proved both impactful and scalable. Clark’s coordinated execution and data-driven reporting have provided TCA with valuable insights to inform future route-based challenges and broader mobility initiatives.



IMPACT IN NUMBERS



279 total participants and
15,500 check-ins



1,664 estimated trips
completed and 4,300+ active
miles traveled



Meaningful mode shift:
80% walking, 16% biking, 2% rolling/other



24% joined after scanning
sidewalk decals, confirming
strong on-the-ground
engagement

