



Car Free Day 2013
Washington DC Metropolitan Region
Event Recap



Metropolitan Washington Council of Governments
National Capital Region Transportation Planning Board

Car Free Day

Car Free Day is an internationally celebrated day for people to leave their cars at home for the day, and get around by train, bus, bicycle, subway, or walking. People can also go “car lite” by carpooling or vanpooling.

Metropolitan Washington started celebrating Car Free Day in 2008. In 2013 nearly 4,200 people pledged to go car free or car-lite between Friday September 20th and Sunday, September 22nd. The weekend event provided the opportunity to extend the reach of the messaging, encouraging all drivers that the same considerations given for weekday commutes can be applied to weekend errands as well. Through a little extra planning for the weekend, it’s possible to balance the demands of family life while reducing or eliminating drive-alone car trips.

Commuter Connections’ network members rose to the challenge and hosted numerous events and promotions for those looking for car-free alternatives. Events which took place across the region included Montgomery County Commuter Services and its partners at five Metrorail stations the morning of Friday September 20th with giveaways, games and prizes to celebrate taking Car Free commutes to work. TransIT Services of Frederick County offered free rides on September 20th on Connector and shuttle buses. The Tri-County Council for Southern Maryland participated in a farmer’s markets street closure in Calvert County.



Other Events

The Car Free Days event web site listed many fun affiliated and non-affiliated events happening across the region during Car Free Days in order to suggest using car free or car-lite methods to get there.

Walk & Ride - September 8-28, 2013

Great Frederick Fair - September 13-21, 2013

Try Transit Week - September 16-20, 2013

DC Shorts Film Festival - September 19-29, 2013

PARK(ing) Day - September 20, 2013

Steely Dan at Jiffy Lube Live - September 20, 2013

Washington Capitals vs. Chicago Blackhawks - September 20, 2013

Capital Home Show - September 20-22, 2013

Korean Festival - September 20-22, 2013

Washington Nationals vs. Marlins - September 20-22, 2013

50 States and 13 Colonies Rides - September 21, 2013

Annapolis Craft Beer and Music Festival - September 21, 2013

H Street Festival - September 21, 2013

Red Bull Flugtag - September 21, 2013

MS Challenge Walk - September 21-22, 2013 National Book Festival - September 21-22, 2013

Alexandria Cambodian Community Day - September 22, 2013

Fiesta DC - September 22, 2013

MedStar NRH SuperH 5K Run, Walk & Wheel - September 22, 2013

Washington Redskins vs. Detroit Lions - September 22, 2013

PARK(ing) Day

Park(ing) Day took place on September 20th and for the first time, the District Department of Transportation (DDOT) participated to highlight the District's sustainability efforts and kick off Car Free Days activities. DDOT issued six-hour permits to transform metered parking spaces into temporary public park-like places. The event served to generate debate around how public space can be used to improve the quality of human habitat in urban areas.



Prizes and Sponsors

Donated prizes were offered as incentives to people pledging to go car free or car-lite. Local businesses and organizations donating goods or services gained exposure and were associated with a cause that contributed to the betterment of the region's traffic congestion and air quality. Donated prizes included:



- Apple® iPad™, courtesy Tri-County Council for Southern Maryland and Maryland Transit Administration
- \$250 gift certificate, courtesy BicycleSPACE
- Bikeshare - annual memberships, courtesy Capital Bikeshare
- CarSharing – free one day car rental, courtesy car2go
- CarSharing – one year membership fee waived, courtesy ZipCar
- Commuter Rail – Train passes, courtesy Maryland Transit Administration and Virginia Railway Express
- Carless Commute package – Two separate identical packages will be raffled off. Both include a one-year membership to Capital BikeShare, one-day car2go rental including registration fee (max 150 miles), plus a set of Urbeats headphones, courtesy RideScout.
- Coworking office space - Single open desk at Rosslyn or Dupont locations for month of November, courtesy of UberOffices
- KIND Prize Pack - 72 KIND bars, 6 pouches of Granola, plus KIND swag, courtesy of KIND Healthy Snacks
- Restaurant – \$25 gift cards, courtesy Mellow Mushroom of Adams Morgan
- SmarTrip – Cards loaded with \$25 of fare, courtesy WMATA (Metro)

GIFT CERTIFICATE



This entitles the winner of the 2013 Car Free Day raffle to a Bicycle Overhaul Service Package or \$250 towards any items in the shop. Prize cannot be redeemed for cash. Valid through 12/31/13.



BicycleSPACE
bicyclespacedc.com

202.962.0123
1019 7th Street NW
Washington, DC 20001



To: Car Free Day Winner
From: Capital Bikeshare

Congratulations! You've been given the gift of Capital Bikeshare.™ Capital Bikeshare™ puts bicycles at your fingertips. Choose from over 200+ stations throughout the District, Arlington and Alexandria and return it to any station near your destination.

To start your membership go to CapitalBikeshare.com, click on JOIN and enter your gift certificate number.

Questions? Call 1-877-430 (BIKE) or email customerservice@capitalbikeshare.com



Your Gift Certificate Number

JB76TV7L

Usage fees may apply.

Expires 10/1/14



CARPPOOL OR GO CAR FREE. GET A FREE LUNCH. WHAT'S NOT TO LOVE?

CELEBRATING CAR FREE DAYS!
NO PURCHASE NECESSARY. THREE DAYS ONLY.
Good for 2 free slices of freshly baked pizza and a free beverage. Present this coupon.

VALID ONLY FRI-SUN, 9/20/2013-9/22/2013 UNTIL 4PM.
Taxes and Gratuities included! Limit one coupon per guest. Not redeemable for cash. Available at participating locations. For a complete list of locations, visit flippinpizza.com



NOTHING ARTIFICIAL
No Added Oil
No Added Sugar
NO KIDDING!



Grand Prize Winner

Gulcan Akgul was the grand prize raffle winner of an iPad (courtesy Tri-County Council for Southern Maryland and Maryland Transit Administration) for participating in Car Free Days 2013. Gulcan does not own a car and is not planning on getting one. She told us that public transportation is "good enough" in the DC-Metro area. "I don't have much problem with getting around. I use mostly subway and sometimes buses. I moved to Maryland from New York about five months ago. I was driving in New York, but even then, I was in some sort of car-pool agreement with a few people that used to study in the same college. I think it is very important to be conscious about traffic jams and the pollution that one creates while driving around every day. Besides, it is more expensive. In the U.S., the rate of driving is too high. In most countries, there is one car per household, in the U.S. there is almost one car per individual. It seems convenient to drive, but when you get used to taking advantage of the public transportation, it is also convenient. You get to exercise more by walking to the bus stops or stations, and up and down the stairs. Most importantly, it is the most responsible way of traveling for the environment. We should also make sure that our children appreciate that type of lifestyle. I highly recommend it to everybody.", said Ms. Akgul.



Gulcan Akgul

Media Objectives

The marketing campaign raised public awareness of Car Free Day and challenged drivers to leave their cars home for the day and go car free, reduce the number of trips taken, or go car-lite by carpooling. A family-friendly focus was placed on the campaign to ask drivers to consider some of the same alternative options they use for their weekday commute, and apply them to their weekend errands.

The marketing campaign consisted of radio, text messaging, posters, bus cards and sides, email blasts, online banner ads, social media and an earned media effort. The efforts brought attention to this event and drove the public to www.carfreemetrodc.org to make a pledge to go car free or car-lite.

Radio

Radio was used to inform the public of Car Free Day with a call to action to pledge to go car free or car-lite for the day. Car Free Day spots ran for three weeks in September on the following stations:

- WTOP (News)
- WBIG (Classic Rock)
- DC101 (Rock Alternative)

Dream: 60 Seconds

Listeners were urged to get more out of life and spend less in traffic. Through the use of restful sound effects contrasted to typical traffic noises, listeners were reminded of what's passing them by as they sit in traffic. They were encouraged to make the pledge to go car free or car-lite on September 22.



Clear Channel Value Added

WWDC and WBIG provided home page takeovers.

WTOP provided 15 total no-charge :60 second spots over the 3-week schedule, a \$1,125 in value.

The screenshot displays the website for BIG 100.3, Washington's Classic Rock station. At the top, there is a navigation bar with links for Home, On-Air, Music, Win, Photos, and Connect, along with social media icons for Facebook (Like), Twitter (Follow), and a +1 button. A search bar is located on the right side of the navigation bar.

Below the navigation bar, there are two main promotional banners. The first banner on the left says "TAKE THE FREE PLEDGE" and features the "CAR FREE DAYS METRO DC" logo for the period of SEPT 20-22 2013. The second banner on the right says "GET A CHANCE TO WIN AN iPad" and features the "COMMUTER CONNECTIONS" logo. An "expand" link is visible on the right side of these banners.

A red banner below the promotional banners reads "NAVY YARD SHOOTINGS: Fund Collecting Money for Navy Yard Shooting Victims".

On the left side, there is a large black and white photo of a person wearing a hat and sunglasses. Below this photo is a section titled "PHOTOS: The Evolution of Elton John" with a sub-headline: "The iconic musician will perform at the 2013 iHeartRadio Music Festival, where the music of the iHeartRadio app comes to life".

Below the photo section, there is a "Listen Live through iHeartRadio" button. To the right, there is an "On Air" section featuring Lisa Berigan (10AM - 3PM), a "Now Playing" section for "Brown Eyed Girl" by Van Morrison, and a "Life In The Fast Lane" by Eagles section. A "Send a shoutout or ask a question." form with a "SEND" button is also present.

On the right side, there is a "The BIG Choice" music request interface. It shows a "Now Playing" section with "Tom" and an "Instant Request" button. Below this, there is a "Request a Song" section with a search bar and a "Get Alerts" button. A list of songs is displayed, including "AC/DC HIGHWAY TO HELL", "BON JOVI WANTED DEAD OR ALIVE", "CHEAP TRICK SURRENDER", and "KINKS".

At the bottom left, there is a "Photo Gallery" section with a "VOSTALIA" image. Below this is a "BIG News" section with tabs for "Show", "Latest", "News", "Photos", "Audio & Video", "Events", and "Contests".

Text Messaging

Opt-in text messaging was used to encourage additional pledges through word-of-mouth. The messages thanked them for pledging, served as a reminder of the date, and encouraged them to get friends and family to pledge too. The messages following messages were sent:

September 16:

Get ready to Park it Sept 20-22 & enjoy a day or more going Car Free or Car-Lite in Metro DC. Get your friends & family to pledge at <http://www.carfreemetrodc.org>



September 18:

Thanks for pledging to go Car Free for a day or more Sept 20-22. You may win an iPad! Get your friends & family to pledge at <http://www.carfreemetrodc.org>

September 20:

Today thru Sunday is Car Free Days, ask your neighbors to join pledging at <http://www.carfreemetrodc.org> for a chance at an iPad and more great prizes!

Email Blast

Email blasts were sent to employers and nine parenting listserv mailing lists, reaching thousands of email accounts in the region.

List of Local Listservs

Bolling Air Force
Military Deployed Soldiers
Military Families
Military Women
Military Retirees
Maryland Military Group
Maryland Military Men
VA Military Retiree's Association
Virginia Military Spouses

Poster

The messaging requested drivers to “Park It” for the day with a call to action to go car-lite if it wasn’t possible to go car free. A parked car was labeled with fun suggestions of what could be done to celebrate the day while leaving the car at home. The call to action directed people to carfreemetrodc.org to take the pledge and for additional information.

PARK IT.

for a whole day or more, September 20-22, 2013

CAR FREE DAYS
METRO.DC
SEPT 20-22
2013

friday through sunday
(the whole weekend!)

TAKE THE FREE PLEDGE AT
WWW.CARFREEMETRODC.ORG
FOR A CHANCE TO WIN AN iPad
& OTHER GREAT PRIZES!

See website for other prizes,
local activities and
promotions in your area.

TAKE YOUR KIDS TO THE PARK
share a ride
PARK & RIDE METRO GO
DRIVE LESS
take a walk
COMBINE YOUR ERRANDS
CATCH UP W/ FRIENDS
BUS SHOPPING
carpool to the office
SMILE
WORK FROM HOME
ride a bike
Read & Relax
dream

rollerblades
shop LOCAL

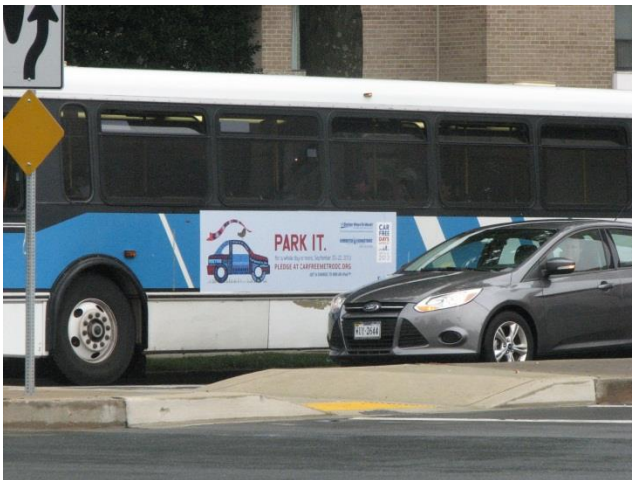
COMMUTER CONNECTIONS
www.carfreemetrodc.org
800.745.RIDE

Printed on recycled paper

Transit Signage

Nearly 400 ad spaces on transit were donated by Arlington County, Fairfax County Connector, Montgomery County Commuter Services and WMATA. Quick Response (QR) codes were used to allow smartphone users to directly connect to the Car Free Day pledge page.

- 40 Arlington Bus Cards
- 70 Fairfax Connector Bus Tails
- 50 Montgomery Country Bus Shelters
- 20 Montgomery County Bus Kings
- 10 Montgomery County Jr Bus Kings
- 200 WMATA Bus Cards



Website

The Car Free Day website was updated to include elements from the new creative, unifying the campaign's digital presence.

The screenshot shows the homepage of the Car Free Days Metro DC website. At the top left is the logo for Car Free Days Metro DC, featuring a bicycle and a person walking. To the right of the logo, the dates "September 20-22, 2013" are displayed. A decorative banner with the word "CARFREE" in a stylized font is positioned on the right side of the header. Below the header is a red navigation bar with the following links: HOME, WHAT (is car free day?), HOW (to be car free?), EVENTS (prizes and promotions), NEWS, SPONSORS, and CONTACT (drop us a line). A large photograph of cyclists on a city street is featured below the navigation bar. To the right of the photo is a "TAKE THE CAR FREE CHALLENGE PLEDGE TO BE CAR FREE" section, which includes a "Car Free Day Pledge Count" of 4188 and a note: "Be one of thousands that will reduce or eliminate the use of their car on Sept 20-22, 2013 ...and counting!". Below the photo and pledge count is the main headline: "PARK IT. for a whole day or more, September 20-22, 2013". Underneath the headline is a paragraph: "Join us for part of a worldwide movement to celebrate more sustainable forms of transportation on Car Free Days Friday - Sunday September 20-22, 2013." followed by another paragraph: "Go Car Free or Car-Lite and make a difference by bicycling, walking, teleworking, carpooling or taking transit." and a final line: "Pledge even if you're already using these transportation alternatives." On the right side of the page, there is a social media widget for "Car Free Day" with a "Like" button and a "You like this." notification. Below the widget is a list of prizes won by Praveen Teegula, including a one-year membership to Capital BikeShare, one-day car2go rental, and a set of Urbeats headphones, courtesy of RideScout. A small photo of Praveen Teegula is shown at the bottom of the widget. At the bottom left of the page, the word "Sponsors" is visible.

CAR FREE DAYS
METRO DC

September 20-22, 2013

HOME | **WHAT** *is car free day?* | **HOW** *to be car free?* | **EVENTS** *prizes and promotions* | **NEWS** | **SPONSORS** | **CONTACT** *drop us a line*

TAKE THE CAR FREE CHALLENGE
PLEDGE TO BE CAR FREE

Car Free Day Pledge Count: **4188**

Be one of thousands that will reduce or eliminate the use of their car on Sept 20-22, 2013 ...and counting!

PARK IT.

for a whole day or more, September 20-22, 2013

Join us for part of a worldwide movement to celebrate more sustainable forms of transportation on Car Free Days Friday - Sunday September 20-22, 2013.

Go Car Free or Car-Lite and make a difference by bicycling, walking, teleworking, carpooling or taking transit.

Pledge even if you're already using these transportation alternatives.

CAR FREE DAYS METRO DC Car Free Day
✓ Like You like this.

CAR FREE DAYS METRO DC Car Free Day
Praveen Teegula won a one-year membership to Capital BikeShare, one-day car2go rental, plus a set of Urbeats headphones, courtesy RideScout for participating in Car Free Days 2013.

Sponsors

Social Media



A Car Free Day Facebook page was used to keep friends of the event up to date on activities prior to and following the event. Car Free Day was “liked” by nearly 3,600 Facebook fans.

PARK IT.
for a whole day or more,
September 20-22, 2013

CAR FREE DAYS
METRO DC

Car Free Day
3,595 likes · 5 talking about this

Non-Profit Organization
Car Free Day 2013 will be celebrated for three consecutive days this year. Friday Sept. 20 - Sunday Sept. 22. We're calling it Car Free Days

1 Friend
Likes Car Free Day

Invite Your Friends to Like This Page
Type a friend's name... [Invite](#)

- Paul Claroch [Invite](#)
- Kathryn Brown Hindall [Invite](#)
- Patty Haggerty [Invite](#)

Likes

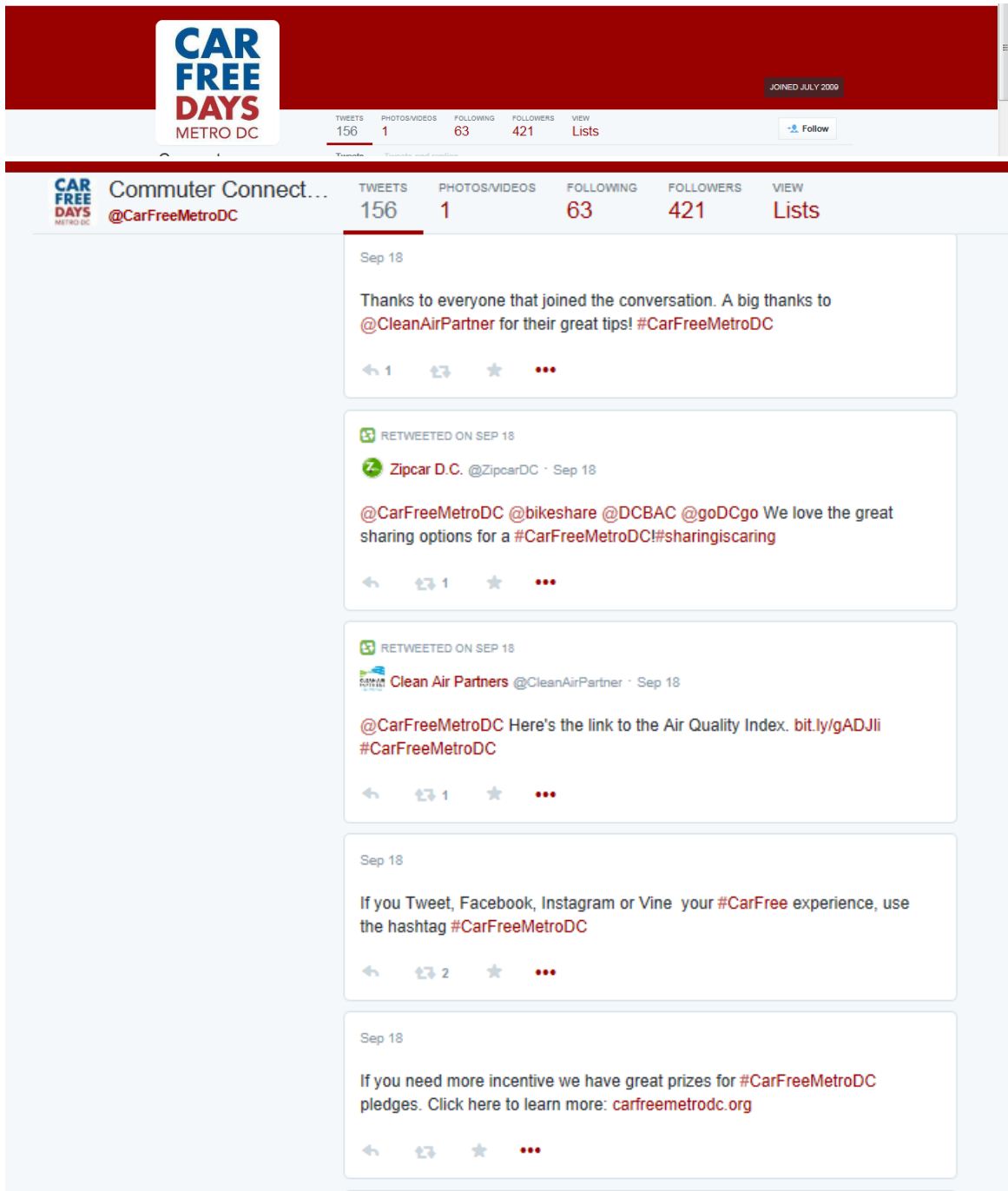
- Commuter Connections Non-Profit Organization [Like](#)
- World CarFree Day Non-Profit Organization [Like](#)
- National Capital Region Transportation Planning Board Non-Profit Organization [Like](#)
- Bike to Work Day Non-Profit Organization [Like](#)



Twitter was used to follow Car Free Days activities in the region as well as to promote Car Free Days activities and sponsors. Car Free Days had over 400 followers on Twitter.

The screenshot shows the Twitter profile page for 'Commuter Connections @CarFreeMetroDC'. The profile banner features a graphic of a car with the text 'PARK IT. for a whole day or more. September 20-22, 2013' and various icons representing transit modes. The profile bio states: 'Car Free Day is an international event celebrated in the Washington DC metropolitan region on Sept 22nd. The event encourages individuals to uncar that day.' The profile statistics show 156 tweets, 63 following, and 421 followers. The 'Tweets' section displays three tweets: 1) A tweet from 25 Oct about a year membership to @bikeshare, 1-day @car2goDC & @beatbydc, courtesy @RideScoutDC for @CarFreeMetroDC. 2) A tweet from 11 Oct stating Gulcan Akgul is the grand prize winner of an iPad (from Tri-City Council for SoMD & MD Transit Admin) for participating in Car Free Days 2013. 3) A tweet from 20 Sep by Chuck Bean (@ChuckTheRegion) COG ED @ Transportation Director enjoying #CarFree Day at rush hour #metroDC @CarFreeMetroDC @regionforward. The page also includes a 'Follow' button, a 'Sign up' button, and a 'Worldwide Trends' section.

To help create a buzz about Car Free Days, Clean Air Partners and Commuter Connections conducted a live “TwitterChat” event for one hour on September 18th. The social media event encouraged the region’s travelers and commuters to try green commute options and eliminate or reduce drive-alone commuting during the Car Free Days celebration. Tweets offered tips on using alternative transportation to create a healthier environment.



Earned Media

A strategic calendar of media releases was designed to build momentum, beginning with a calendar listing one month ahead and continuing with several press releases, each focused on a different benefit of participation and highlights of new features for the 2013 event. The team pitched the following press releases to newspapers, magazines, radio and televisions stations, and social media:

- Calendar Listing – August, 2013; *Pledge today for Car Free Days – Free Registration is Now Open!* announced the event, including regional Patches, goDCgo, Washington Post, and El Tiempo Latino.
- Press Release #1: August, 2013; *Pledge today for Car Free Days – Free Registration is Now Open!* announced the availability of online registration for the three-day event; encouraged pledging for one, two, or all three days, and listed prizes to encourage early pledging.
- Press Release #2: September, 2013; *Going Car Free Goes Interactive* highlighted the different ways social media could enhance the car free experience and offered suggestion on ways to go car free or car lite. This release also promoted sponsors and prizes, discussed PARK(ing) Day, and encouraged participants to share their experiences using #CarFreeMetroDC through Instagram. Commuter Connections teaming up with Clean Air Partners to promote CFD through social media was also emphasized.

As a result of these efforts, the following took place:

- 73 media placements. See Appendix C, Car Free Days Media Placements for the full listing.
 - 2 Radio interviews with Nicholas Ramfos (Total Traffic; WTOP)
 - 22 Print/Online
 - 49 Social media, including Facebook, Twitter, Instagram
- Coverage through association with RAMW: “Offer a Promotion on Car Free Day, Attract New Customers and Place Your Logo on Car Free Day Website”.
- New supporter: Adams Morgan BID ran CFD sponsorship opportunity in its newsletter
- New supporter: NoMa BID ran “Car Free Days – Make the Pledge” article in its newsletter

Proclamation Signing

A Car Free Day 2013 proclamation signing took place on July 17, 2013 at the National Capital Region Transportation Planning Board (TPB) meeting at the Metropolitan Washington Council of Governments.



Pictured L to R are Scott York, TPB Chair and Loudoun County Board of Supervisors Chair; and Nicholas Ramfos, Commuter Connections Director.

July 17, 2013



**NATIONAL CAPITAL REGION TRANSPORTATION PLANNING BOARD
PROCLAMATION ESTABLISHING SEPTEMBER 20-22, 2013
AS CAR FREE DAYS
IN THE METROPOLITAN WASHINGTON REGION**

WHEREAS, the National Capital Region Transportation Planning Board (TPB) is the Metropolitan Planning Organization for the Washington Region; and

WHEREAS, the TPB through its Commuter Connections program promotes and organizes an annual Car Free Day event along with its network members throughout the Washington area; and

WHEREAS, Car Free Day invites Washington region citizens to telework and try alternative forms of transportation such as taking transit, bicycling and walking, and “car lite” methods such as carpooling and vanpooling; and

WHEREAS, Car Free Day benefits the National Capital Region through improved air quality, reduced traffic congestion and parking demands, and the conservation of energy; and

WHEREAS, in 2013 World Car Free Day occurs on Sunday, September 22nd, and international mobility week occurs September 16-22nd, celebrating sustainable mobility.

WHEREAS, in order to include a weekday commute as part of the Car Free celebration, in 2013 the event will be recognized during a three day period from Friday, September 20th through Sunday, September 22nd.

NOW, therefore, be it resolved that the National Capital Region Transportation Planning Board:

- 1. Proclaims September 20-22, 2013 as Car Free Days throughout the Washington Metropolitan Region; and**
- 2. Encourages citizens to pledge to be Car Free or Car-lite on any or all of the 2013 Car Free Days by visiting www.carfreemetrodc.org; and**
- 3. Asks TPB Member jurisdictions to adopt similar proclamations in support of Car Free Days on September 20-22, 2013.**

Chair, National Capital Region Transportation Planning Board

Performance Results

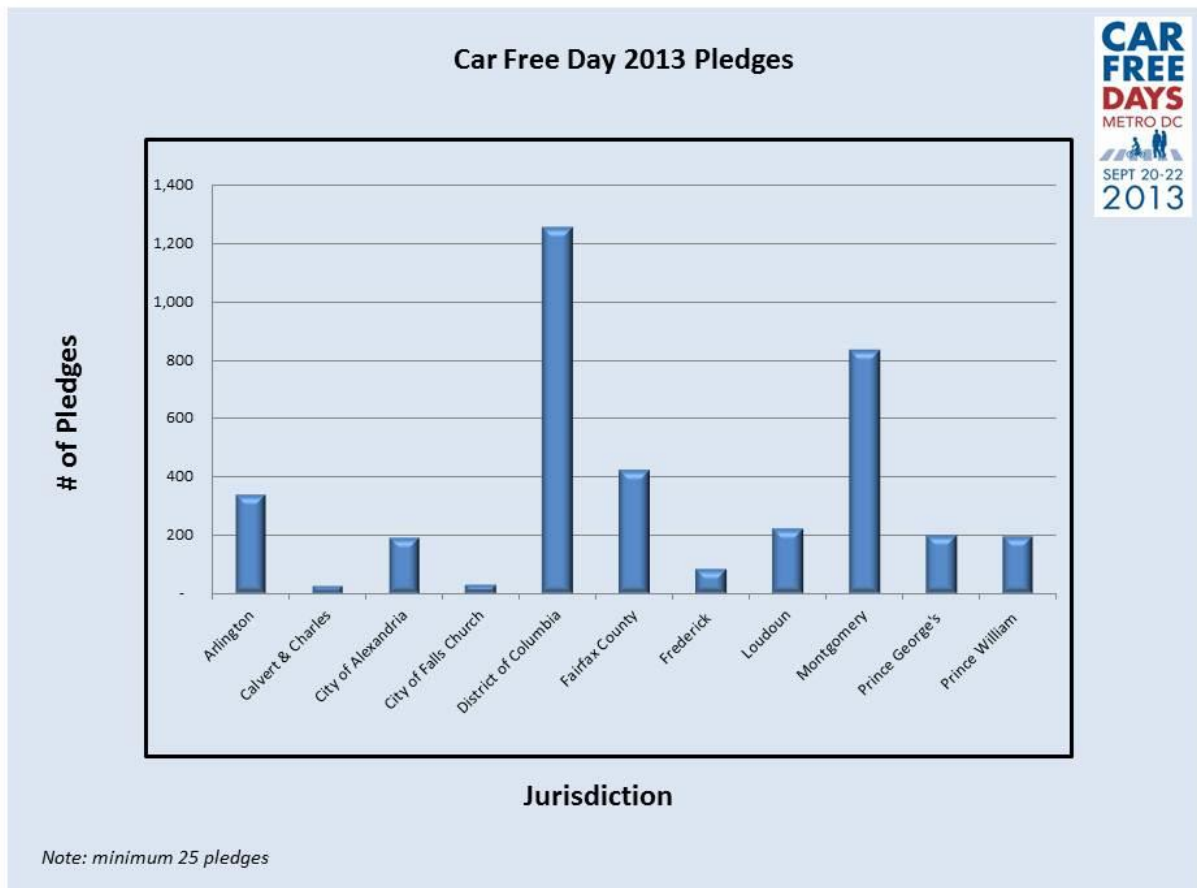
In September, over 4,000 took the pledge to go Car Free or Car-Lite. Roughly, a third from each State. The top three jurisdictions were in order: District of Columbia, Montgomery County and Fairfax County

The breakdown by mode is as follows:

- Transit 45%
- Walking 23%
- Bicycling 18%
- Carpool/vanpool 7%
- Telework 4%
- Other 2%

Half of the people who pledged were already using transportation alternatives

The SOV group reduced their driving by 64,488 miles



Mode	# Pledges	% Pledges	State	# Pledges	% Pledges
Rail*	2,459	24%	District of Columbia	1,243	30%
Walk	2,431	23%	Maryland	1,312	32%
Bus*	2,232	21%	Virginia	1,492	36%
Bicycle	1,907	18%	Other	66	2%
Carpool/Vanpool	771	7%		4,113	100%
Telework	425	4%			
Other	202	2%			
<i>* Includes Metro</i>					
		100%	Jurisdiction Name	# Pledges	% Pledges
			District of Columbia	1258	31%
			Montgomery	835	20%
<i>Separate Metro breakout (already included in above figures)</i>			Fairfax County	426	10%
Metrobus	1,444	14%	Arlington	342	8%
Metrorail	2,269	22%	Other	284	7%
			Loudoun	226	5%
			Prince George's	201	5%
Number of Days Pledged	Number of Pledges	Percentage of Pledges	Prince William	200	5%
One	1,099	27%	City of Alexandria	192	5%
Two	499	12%	Frederick	86	2%
Three	2,389	58%	City of Falls Church	34	1%
Did not specify	126	3%	Calvert & Charles	29	1%
	4,113	100%		4,113	
Normally Car Free?	Miles Saved or Reduced	Number of Pledges	Percentage of Pledges		
Yes	64,439	2,051	50%		
No	64,488	1,501	36%		
Blank	-	561	14%		
	128,928	4,113	100%		



A Google Analytics report was generated inclusive of statistics from the Car Free Day web site. Total page views were 32,692, made by 10,578 unique visitors. The average number of pages per visit was 2.63, with an average duration of 2 minutes and 53 seconds. The referral report supported the high number of website visits driven by online banner ads seen on WASH FM's web page, providing the second highest referral rate to the Car Free Day website.



http://www.carfreemetrod.com/ - htt...
www.carfreemetrod.com/ [DE...]

Jul 1, 2012 - Sep 23, 2012

Referral Traffic

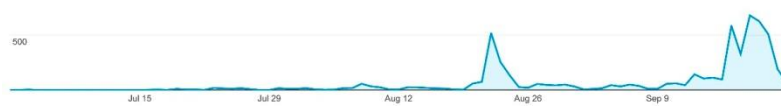
% of visits: 30.85%

Explorer

Site Usage

Visits

1,000



Visits 5,533 <small>% of Total: 30.85% (17,939)</small>	Pages / Visit 2.26 <small>Site Avg: 2.31 (-2.63%)</small>	Avg. Visit Duration 00:02:13 <small>Site Avg: 00:02:13 (0.89%)</small>	% New Visits 79.43% <small>Site Avg: 82.85% (-4.13%)</small>	Bounce Rate 52.92% <small>Site Avg: 43.91% (23.84%)</small>
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Source	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
1. mwcog.org	691	4.28	00:05:30	53.55%	39.36%
2. rewards.washfm.com	542	1.28	00:02:26	39.30%	81.92%
3. wmata.com	504	1.83	00:01:09	97.62%	65.87%
4. 36ohk6dgmcd1n-c.c.yom.mail.yahoo.net	472	2.38	00:02:28	86.65%	27.54%
5. facebook.com	393	2.31	00:01:56	85.75%	47.84%
6. reddit.com	355	1.60	00:00:31	96.34%	77.18%
7. carfreemetrod.org	277	1.65	00:01:03	89.89%	72.20%
8. t.co	200	1.84	00:01:32	81.50%	65.50%
9. livesire.nreca.org	135	1.85	00:01:48	90.37%	48.89%
10. godogo.com	134	2.81	00:02:35	82.84%	31.34%
11. dc101.com	75	1.73	00:01:01	86.67%	66.67%
12. m.facebook.com	64	1.69	00:00:55	90.62%	71.88%
13. hot995.com	61	1.15	00:00:15	91.80%	95.08%
14. mail.verizon.com	59	2.37	00:02:25	88.14%	27.12%
15. thebigdc.com	51	1.84	00:00:53	90.20%	64.71%
16. web.mail.comcast.net	47	2.26	00:02:36	89.36%	19.15%
17. bethesiatransit.org	46	2.65	00:03:04	84.78%	54.35%
18. google.com	42	1.83	00:01:30	90.48%	42.86%
19. greatergreaterwashington.org	41	1.83	00:01:09	95.12%	68.29%
20. alexandriava.gov	36	2.92	00:02:41	88.89%	36.11%
21. www6.montgomerycountymd.gov	35	2.57	00:01:52	65.71%	40.00%
22. arlingtontransit.com	34	2.29	00:02:51	85.29%	44.12%
23. fairfaxcounty.gov	33	1.58	00:00:45	90.91%	63.64%
24. dcist.com	32	1.94	00:00:38	93.75%	56.25%
25. washfm.com	27	1.22	00:00:16	96.30%	81.48%

Appendix of Media Placements

Radio			2
Outlet	Contact	Date	Title
Total Traffic	Tom Roberts	9/22/2013	Car Free Days
WTOP 103.5 FM	Ari Ashe	9/20/2013	Car Free Weekend kicks off Friday

*Total Traffic – Tom Roberts Distributed to 20 affiliate stations:

(WAVA 105.1 FM, WBQB 101.5 FM, WFLS 93.3 FM, WFVA 1230 AM, WHUR 96.3 FM, WIAD 94.7 FM, WINC 92.5 FM, WJFK 106.7 FM, WKYS 93.9 FM, WLZL 99.1 FM, WMAL 630 AM, WMMJ 102.3 FM, WPGC 95.5 FM, WPRS 104.1 FM, WTOP 103.5 FM, WYCB 1340 AM)

Print/Online			21
Outlet	Contact	Date	Title
Frederick News Post	Jen Bondeson	9/22/2013	City Notes: A surprise in the streets
Georgetown Patch	Shaun Courtney	9/20/2013	Georgetown Businesses Swap Parking for Parks Friday
WAMU 88.5 FM	Armando Trull	9/20/2013	D.C. Parking Spots Become Real Parks For A Day
GU Wellness		9/19/2013	GUEST POST: CAR FREE DAY
The Neighborhoods of EYA		9/19/2013	Park It: Car Free Days September 20th – 22nd
NoMA News		9/19/2013	Picnic in a Park(ing) Spot with NoMa
Bike and Roll DC	Bethany Dawson	9/16/2013	Car Free Days in DC
Georgetown Patch	Greg Hambrick	9/15/2013	Park(ing) Day: D.C. Parking Spaces Will Be Handed Over for Park Use
UMBC News	Karly Trinite	9/13/2013	Celebrate World Car Free Day
ActioNet		9/13/2013	ActioNet Participates in Car Free Days
Ecowomen	D. Robbins	9/9/2013	Car Free, Care Free: How to Get Around in DC
Region Forward		9/5/2013	Annual Car Free Day Event to Span Weekend of Sept. 20-22
The District of Columbia		9/4/2013	District of Columbia to Participate in PARK(ing) Day
The Free Lance-Star	Scott Shenk	9/2/2013	Drivers Brace for "Terrible Tuesday"
Go Montgomery		8/30/2013	Celebrate Car Free Days DC on September 20 to 22
Alexandria News		8/30/2013	Terrible Traffic Tuesday Strikes Again September

			3
Frederick News Post	Kelsi Loos	8/19/2013	Car-free Days registration opens
Southern Maryland News Net		8/10/2013	Pledge Today for Car Free Days
goDCgo			Car Free Days is here again!
AOBA			Encourage Your Tenants to Participate in Car Free Days!
Arlington Transportation Partners			Car-Free Days 2013

Social Media			49
Outlet	Contact	Date	Title
Twitter	CarFreeMetroDC		https://twitter.com/CarFreeMetroDC
Facebook	ART - Arlington Transit	9/23/2013	Did you participate in Car Free Day yesterday? Tell us here on our Facebook page how you went car free and where you went, and we'll put you in a drawing for a chance to get a Capital Bikeshare branded pannier or a Give Love Cycle bag.
Twitter	Council of Govts	9/22/2013	Enjoy this #CarFreeMetroDC Sunday! Pledge to go car free by 5pm and win fabulous prizes! http://ow.ly/p3V5f
Twitter	Car Free Diet	9/22/2013	It's #Carfree Day! Bike, walk or take transit to get around. Let us know how it goes on our FB page http://ow.ly/oZVts #CarFreeMetroDC
Facebook	Georgetown University Office of Sustainability	9/20/2013	CarFree Day(s) in DC! It's Car Free Day(s) in DC! Think bike, bus, metro, and walking are great ways to get around? ... Like this post through Sunday for a chance to win a FREE bike helmet or FREE GU water bottle! Prizes courtesy of GU Office of Sustainability and our friends at GUWellness: Mind, Body, Soul
Facebook	ART - Arlington Transit	9/20/2013	Sunday, Sept. 22 is Car Free Day. Post your story or photo on our Facebook page telling us how you went car free and where you went, and you're in a drawing for a chance to get a Capital Bikeshare branded pannier or a Give Love Cycle bag.

Twitter	Chuck Bean	9/20/2013	MWCOG ED @ Transportation Director enjoying #CarFree Day at rush hour #MetroDC @CarFreeMetroDC @regionforward pic.twitter.com/wGlhjecn1c
Twitter	Council of Govts	9/20/2013	Pledge to go car free in #MetroDC today & enter to win prizes, all while saving you money & stress! @CarFreeMetroDC http://ow.ly/p3V5f
Twitter	NCPD	9/20/2013	Approximately 90% of NCPD staff walk, bike, or take public transportation to work. #CarFreeMetroDC
Instagram	sustainablegu	9/20/2013	#carfreeday(s) continue thru Sunday in #metrodc! Like out #carfree posts here, @sustainablegu, @guwellness or at facebook.com/sustainablegu for a chance to win a free #drinklocal water bottle or a free #bike helmet!
Instagram	sustainablegu	9/20/2013	Join GU Sustainability and @guwellness on Healy Lawn this morning for #carfreeday and you could win a #bike helmet or snazzy #sustainability water bottle!!
Facebook	goDCgo	9/19/2013	You like prizes, right? Sure you do! Take the Car Free Days Pledge, and you'll be automatically entered to win one of many fabulous prizes, like an iPad or \$250 gift certificate fromBicycleSPACE!
Twitter	Ride Scout DC	9/19/2013	Get there with @RideScout! #CarFreeMetroDC RT @wcp: All your evening plans http://bit.ly/1a7dOMY
Twitter	Capital Bike Share	9/19/2013	MT @goDCgo >3,500 DC region residents have taken the #CarFreeMetroDC Pledge. Come on DC-we can do better than that! http://bit.ly/r6Jb9J
Twitter	goDCgo	9/19/2013	No station closings for #Metro for #CarFreeMetroDC weekend. Some service adjustments on Red & Orange lines: http://gdcg.co/1eUNFXN
Twitter	Bike Arlington	9/19/2013	It's about time you had a serious talk about your relationship, with your car http://bit.ly/1gDqeOi #CarFreeMetroDC #CarFreeDay
Twitter	Capital Bike Share	9/19/2013	Visit our parklet tomorrow for Park(ing) Day! Kick off #CarFreeDays & celebrate our 3rd Birthday. 700 F St NW. RT for chance to win prizes!
Facebook	ART Alert	9/18/2013	Going #carfree this weekend? Tell us your story on our FB page & be entered to win a bike bag. http://ow.ly/oZVQH #CarFreeMetroDC
Twitter	goDCgo	9/18/2013	@CleanAirPartner Thanks to you for providing all the great information! #CarFreeMetroDC
Twitter	Clean Air Partners	9/18/2013	@CarFreeMetroDC Here's the link to the Air Quality Index. http://bit.ly/gADJli #CarFreeMetroDC

Twitter	DC Circulator	9/18/2013	And don't forget to work a \$1 ride on Circulator into your Car Free Days! #CarFreeMetroDC
Twitter	Brett Jones	9/18/2013	I'm RTing from a bus! (Plz dont) try THAT in a car. RT @B__Casey: Who's pledging for Car-Free-Days? http://ow.ly/oZDdU #CarFreeMetroDC
Twitter	Capital Bike Share	9/18/2013	RT @DCBAC .@CarFreeMetroDC @goDCgo @ZipcarDC Don't forget that @bikeshare is also a good option! #CarFreeMetroDC
Twitter	Zanna Worzella	9/18/2013	I can definitely attest to being happier with bike and transit options in #Arlington http://bit.ly/18STGgm #CarFreeMetroDC
Twitter	goDCgo	9/18/2013	If you need help learning how to get around DC w/out a car, try our interactive map: http://gdcg.co/16F4LmF #carfreemetrodc
Twitter	Clean Air Partners	9/18/2013	In the greater Metro Balt-Wash region more than 500K adults & 190K children have asthma and are impacted by poor air quality #CarFreeMetroDC
Twitter	Clean Air Partners	9/18/2013	Each year cars and trucks travel more than 38Billion miles on roads, accounting for 30-40% of the ozone-causing pollutants #CarFreeMetroDC
Twitter	goDCgo	9/18/2013	RT @CarFreeMetroDC #Fri, #Sat & #Sun are Car Free Days in Metro #DC #CarFreeMetroDC http://bit.ly/1emG2s3
Twitter	goDCgo	9/18/2013	Join us now for twitter chat w/ Commuter Connections & @CleanAirPartner about Car Free Days! Follow hashtag #CarFreeMetroDC @CarFreeMetroDC
Twitter	Arlington Environment	9/18/2013	#carfreedays are almost here. Are you planning to go car free or car lite Sept 20-22? http://bit.ly/16t8HXt
Twitter	Desiree French	9/18/2013	Miniature #parks in metered parking spaces? c/o Park(ing) Day, Fri., 9/20. http://parkingday.org #PublicSpace #GreenSpace #CarFreeDays
Facebook	ART - Arlington Transit	9/17/2013	Car Free Day is Sunday, Sept. 22. Post your story or photo on our FB page on Sept. 22 telling us how you went car free and where you went, and you're in a drawing for a chance to get a Capital Bikeshare branded pannier or a Give Love Cycle bag.
Twitter	Ride Scout DC	9/17/2013	Heard of #CarFreeMetroDC? Join us in choosing not to drive this weekend! (plus win some awesome prizes) http://bit.ly/18t2CXI

Facebook	goDCgo	9/16/2013	Kick off Car Free Days 2013 by visiting all the "parklets" in DC on Park(ing) Day. On Sept. 20, numerous organizations and businesses will turn parkingspaces into mini-parks!
Facebook	goDCgo	9/16/2013	We're "revved up" for Car Free Days!September 20 – 22 marks Car Free Days in the DC Metro region. Join @CarFreeMetroDC on Wednesday September 18 from 2 - 3 p.m. to get revved up for Car Free Days! We'll have local experts responding to your questions and providing you with useful tips and incentives, whether you plan to go Car-Lite or Car Free. Follow @CarFreeMetroDC on Twitter for more details.
Twitter	Colleen Morgan	9/16/2013	RT @NRDC: Put down the keys, step away from the vehicle http://flip.it/5Mygq #transit #transportation. #carfreedays
Twitter	Arlington Environment	9/14/2013	Got your bike gear ready or transit routes mapped for #carfreedays and #trytransitweek? http://bit.ly/16t8HXt
Facebook	goDCgo	9/12/2013	Take the pledge for Car Free Days 2013 by September 18 and get a coupon for 2 slices and a drink from Flippin' Pizza to use 9/20-9/22.
Twitter	DC Circulator	9/10/2013	MT @goDCgo Have you taken the #CarFreeDays pledge yet? You've got 3 days to participate this year! http://gdcg.co/194PH0V @CarFreeMetroDC
Facebook	goDCgo	9/4/2013	DC will participate in annual Park(ing) Day on September 20! Sponsor a "parklet" by creating a mini-park out of a parking space. Applications are due to the District Department of Transportation by this Wednesday, September 11.
Twitter	Andy Palanisamy	9/4/2013	#CarFreeDays 2013 is set for Sept 20-22 in the Wash #DC region. Pledge today! http://bit.ly/14gD4ld @CarFreeMetroDC (via @NatCapRegTPB)
Facebook	goDCgo	9/3/2013	We're celebrating Car Free Days this year with another awesome giveaway! Tell us how you'll get around car free or car-lite September 20-22 for a chance to win free \$250 in free groceries from Relay Foods, free annual memberships to Capital Bikeshare, dinner for 2 at Jaleo and much, much more! Click here to enter: http://godcgo.com/car-free-day-giveaway.aspx

Twitter	goDCgo	9/3/2013	We're celebrating #CarFreeDays again this year w/ a great giveaway! Free groceries, @bikeshare memberships & more! http://gdcg.co/QuVC3o
Twitter	NatlCapitalRegionTPB	9/3/2013	"Park it. For a whole day or more." #CarFreeDays 2013 coming up Sept 20-22. Pledge today! http://bit.ly/14gD4ld @CarFreeMetroDC
Twitter	goDCgo	8/30/2013	Have you taken the #CarFreeDays pledge yet? You've got three whole days to participate this year! http://gdcg.co/194PH0V @CarFreeMetroDC
Twitter	DC Circulator	8/30/2013	MT @goDCgo Have you taken the #CarFreeDays pledge yet? You've got 3 days to participate this year! http://gdcg.co/194PH0V @CarFreeMetroDC
Twitter	goDCgo	8/30/2013	Have you taken the #CarFreeDays pledge yet? You've got three whole days to participate this year! http://gdcg.co/194PH0V @CarFreeMetroDC
Twitter	goDCgo	8/20/2013	Pledge to drive less Sept. 20-22 & you could win prizes like a \$250 gift certificate to @BicycleSPACE! #carfreedays http://gdcg.co/14z4s8A
Twitter	The Tower Companies	8/21/2013	#PARKIT! Can you go without your car for an entire weekend? Participate in #CommuterConnections #CarFree Days 9/20-22 http://www.carfreemetrodc.com