



2022 Car Free Day Survey Highlights

Nicholas Ramfos
Transportation Operations Programs Director

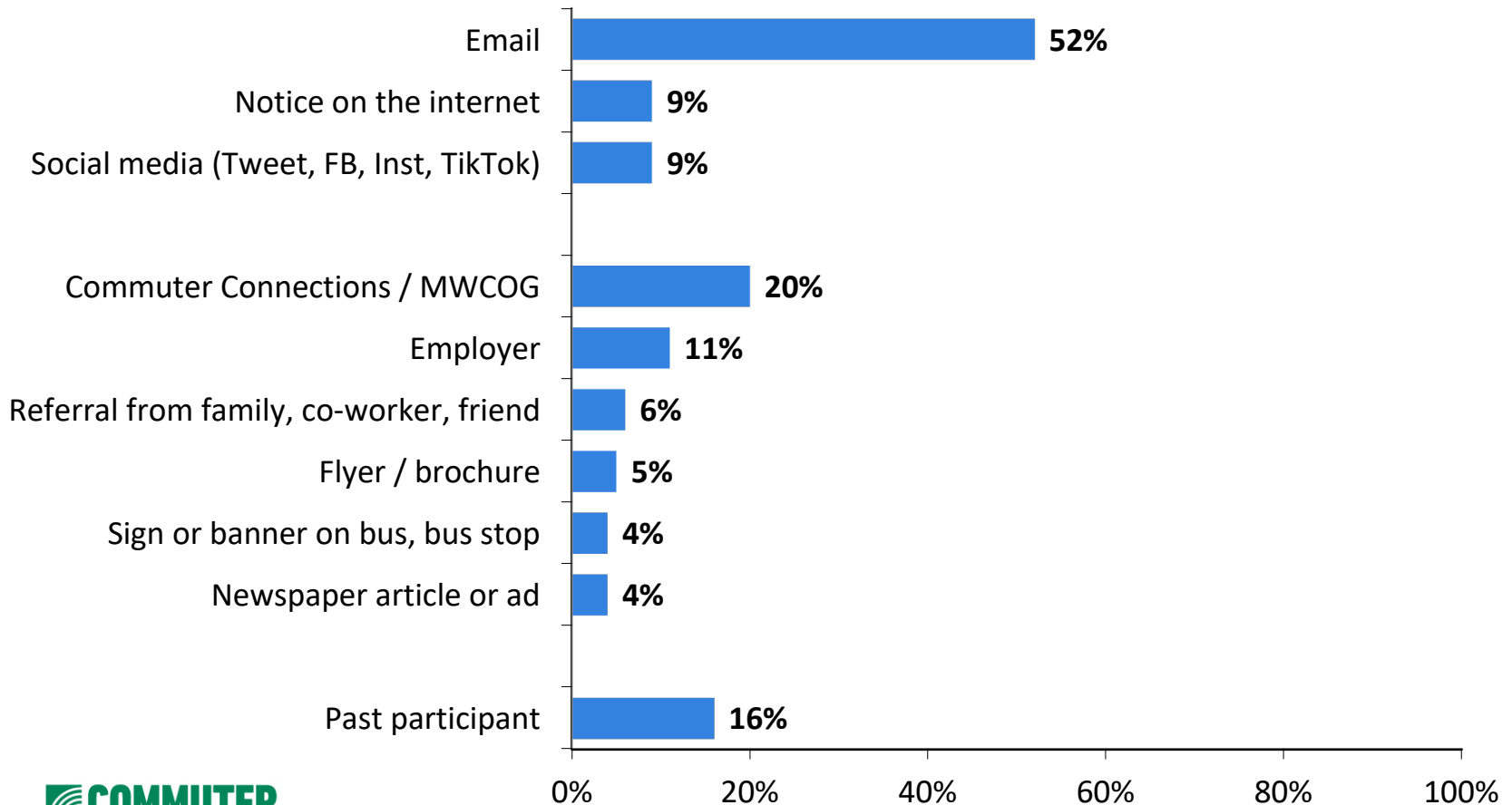
Commuter Connections Car Free Day Steering Subcommittee
July 12, 2023

Survey Methodology

- Internet survey of Sept 2022 Car Free Day participants
 - Second survey conducted by WBA Research and LDA Consulting—first was in 2019
 - Survey conducted in December 2022
 - Delivered 4,001 invitations, received 749 responses for an
 - 18.7% response rate
- Collect data for analysis of CFD component of Mass Marketing TDM
 - Pledged use and actual use of car-free/car-lite (CF-CL) options
 - Use of CF-CL options for work travel during CFD, with comparison to usual commute mode
 - Frequency of CF-CL modes for commute before/after CFD
 - Change in CF-CL use for non-work travel

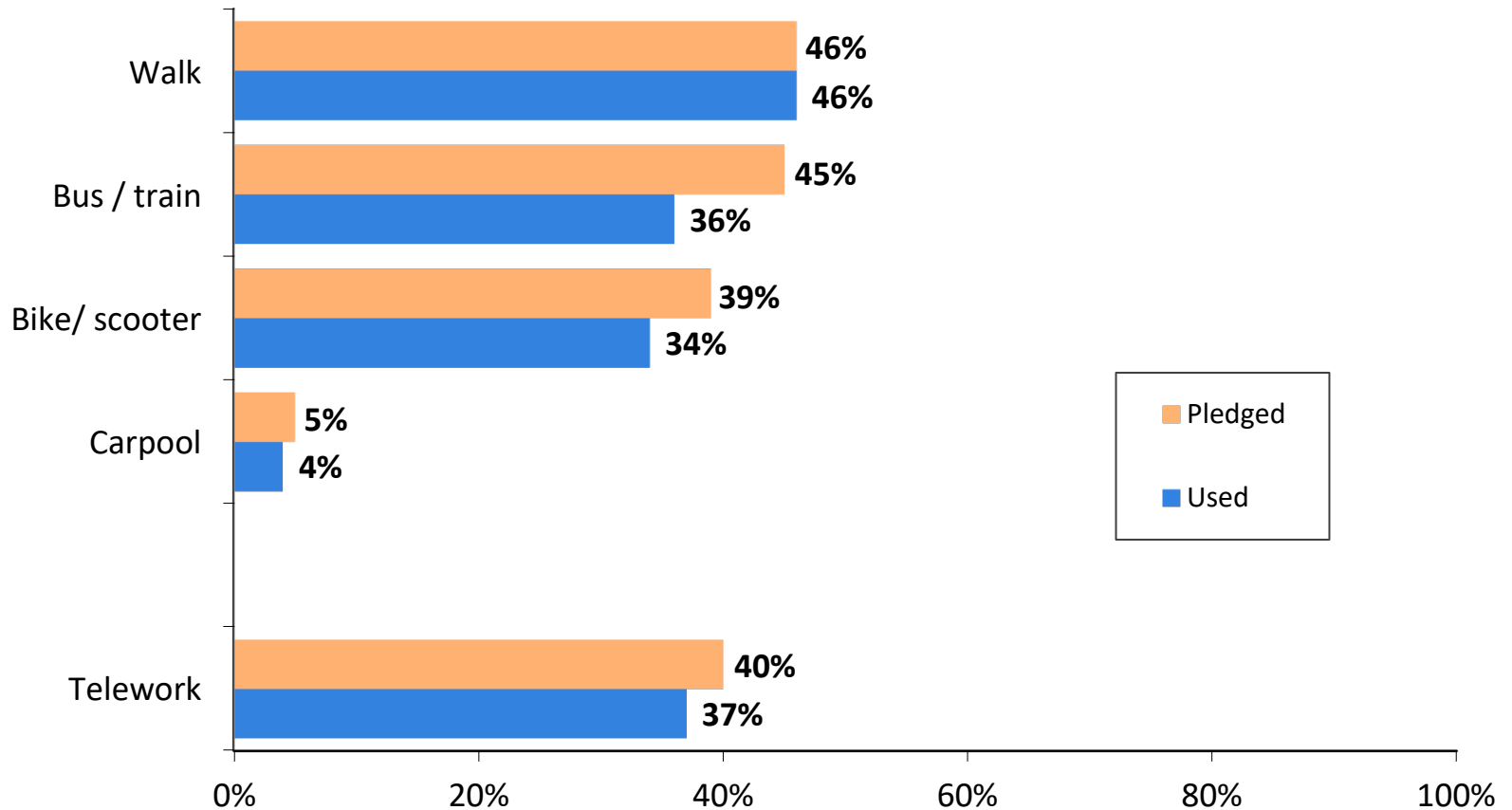
2022 Was First CFD for 32% of Respondents

Seven in ten heard about CFD through digital media; Commuter Connections (20%) and employer (11%) also were important sources



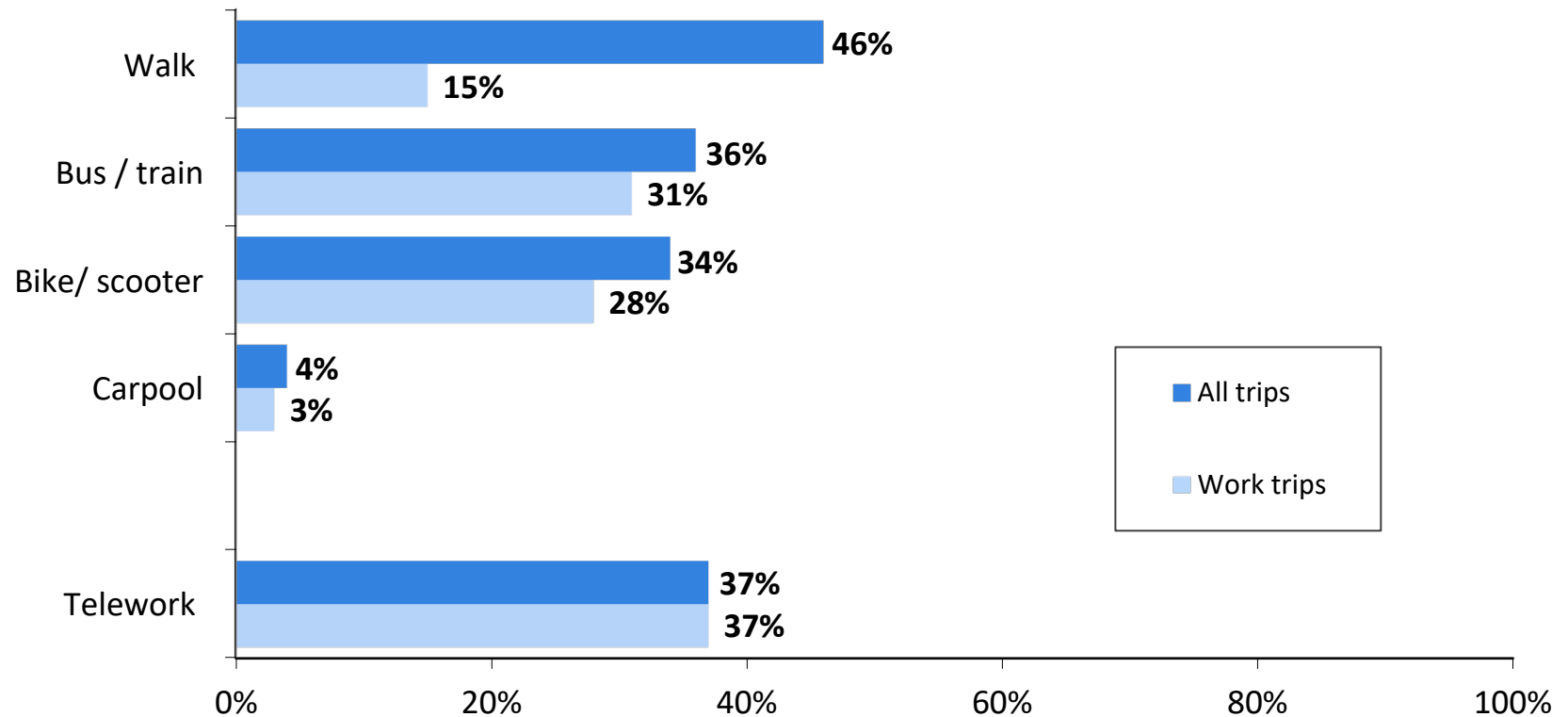
97% of Respondents Used CF-CL Option During CFD

Option use was generally in line with option pledges; transit and bike/scooter had lower used than pledged



One-third of CFD Participants Used Telework as their CF-CL Option for Work Trips

Nearly half (46%) of respondents made a walk trip during CFD, but only 15% walked for a work trip; other options were used in line with CFD use overall



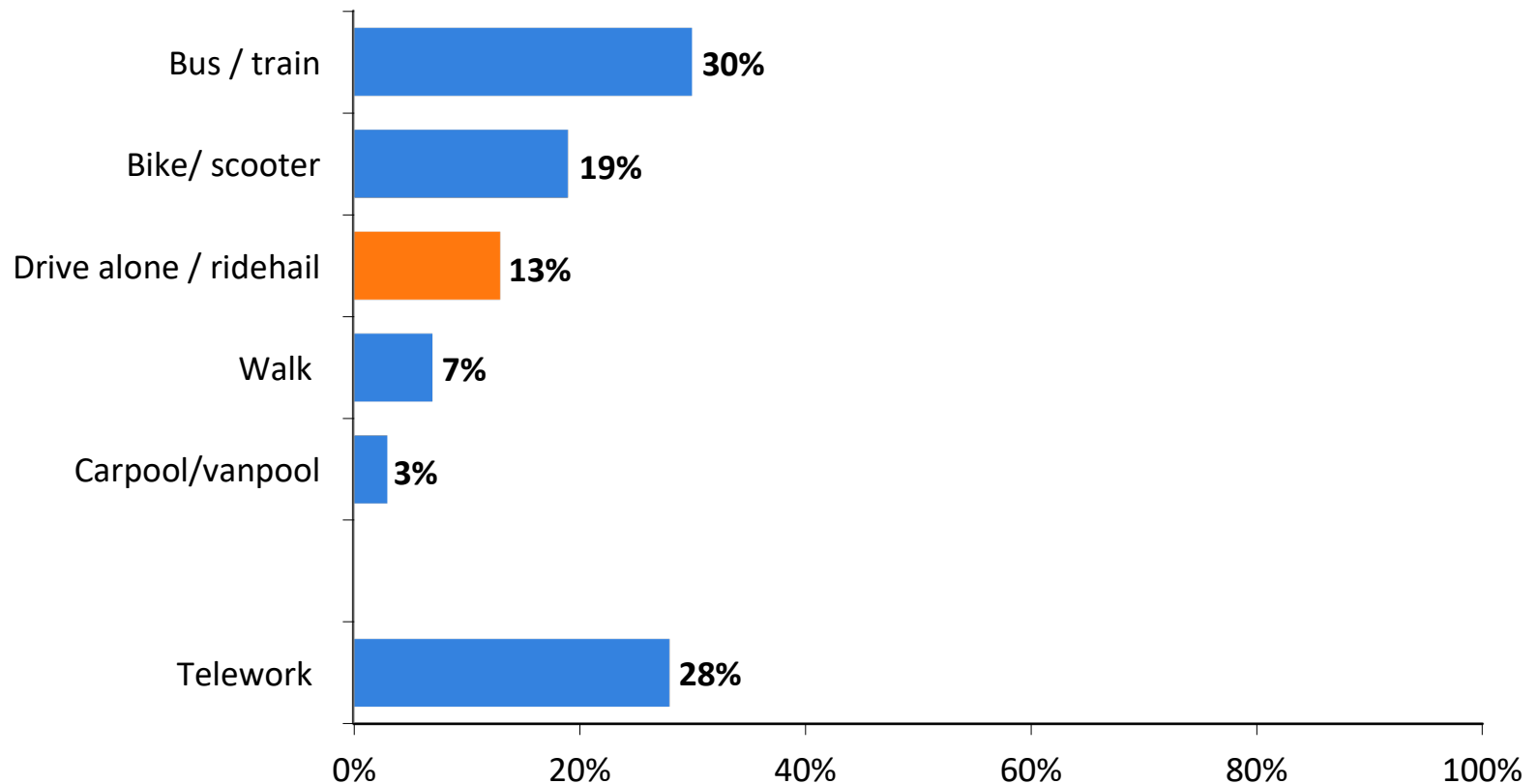
Demographics – CFD Participant vs Regional Worker

- **Employment status** – 97% of participants were employed
 - **Overwhelmingly White** – 75% vs 43% regionally
- **Similar female/male split** – 50% male vs 49% regionally
 - **Older** – 58% were 45+ years vs 44% regionally
- **Similar HH income** – 66% \$100,000+ vs 63% regionally

Regional data from 2022 SOC

87% of Employed Respondents Usually Used a CF-CL Option to Get to Work; 13% Usually Drove Alone; But Telework was the CF-CL Option for 28%

Transit (30%) and bike/scooter (19%) were other common CF-CL options.



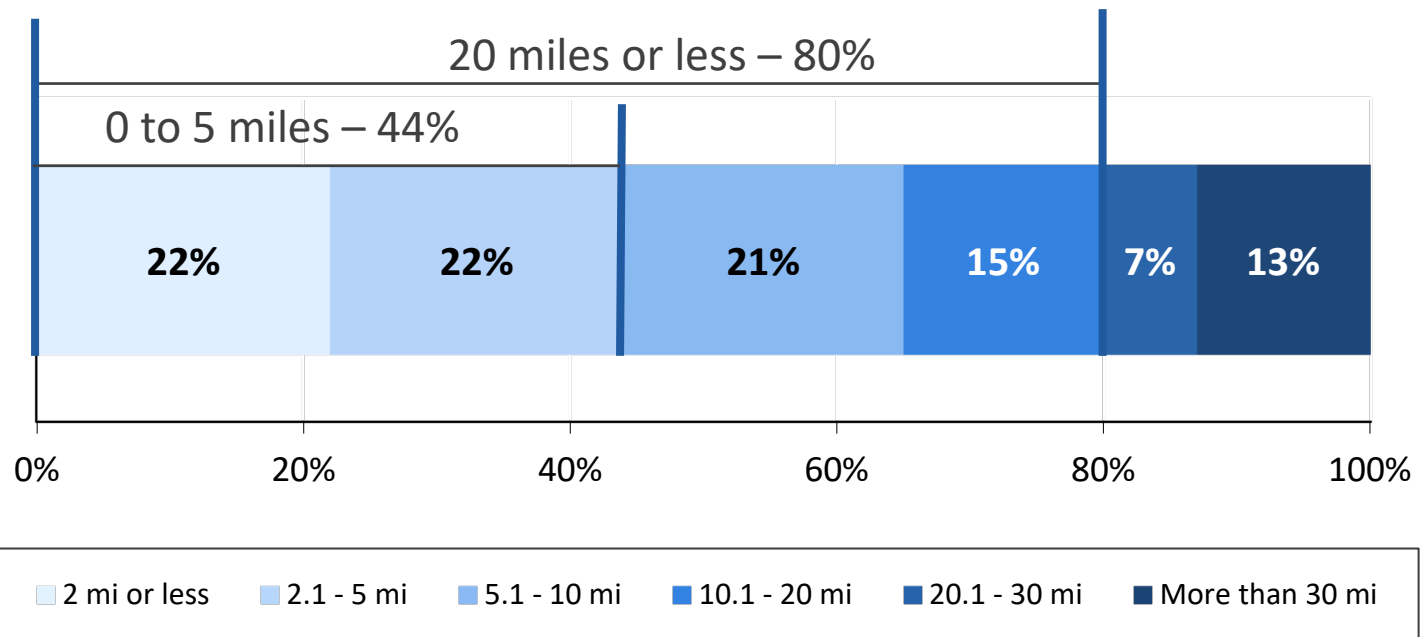
Respondents Traveled an Average of **12.8 Miles** to Work, Less than the Regional Average Commute Distance (**16.7 miles**)

44% lived within 5 miles of work and 80% lived within 20 miles.

Ave regional distance

All commuters:
16.7 miles

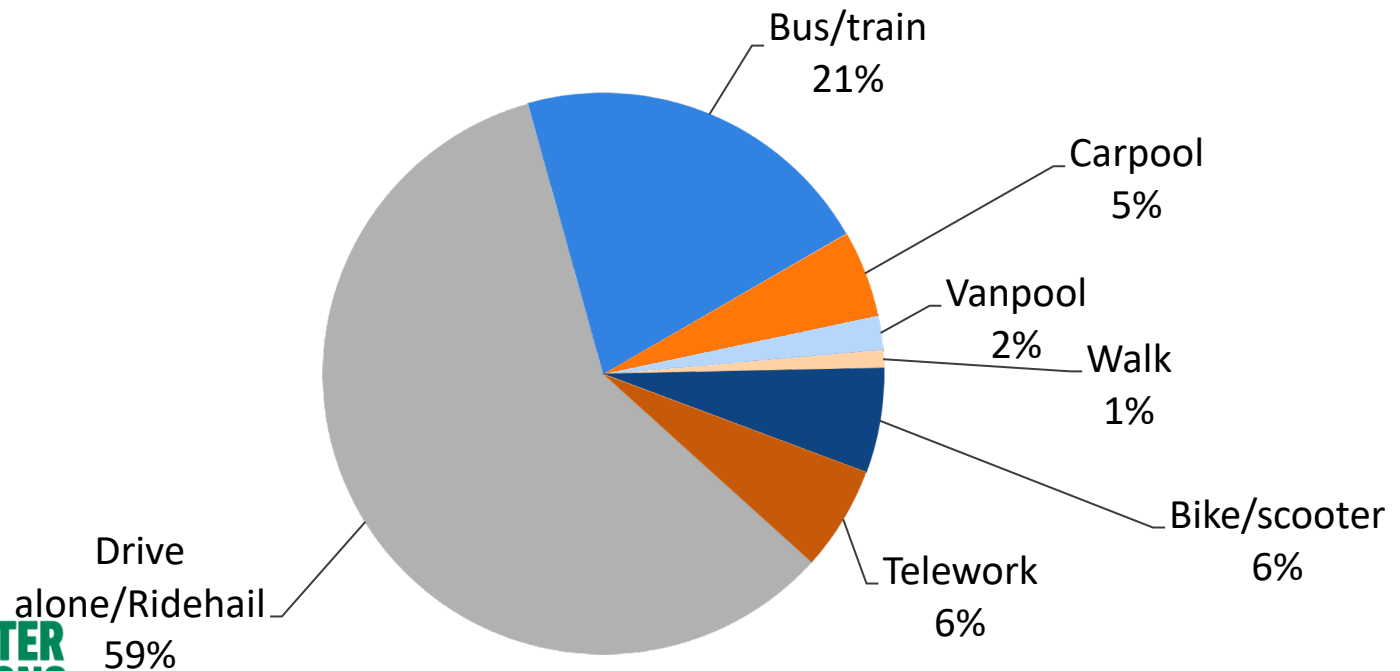
2022 SOC



20% of Respondents Who Used CF-CL for Work Trip During CFD Used a Different Mode than Usual

59% of respondents who changed their commute mode on CFD would most likely have driven alone to work that day

Most Likely Other Commute Mode
(Respondents who changed mode on CFD)



9% of Respondents Increased Use of CF-CL for Work Trips From Before CFD to After CFD But 7% Decreased

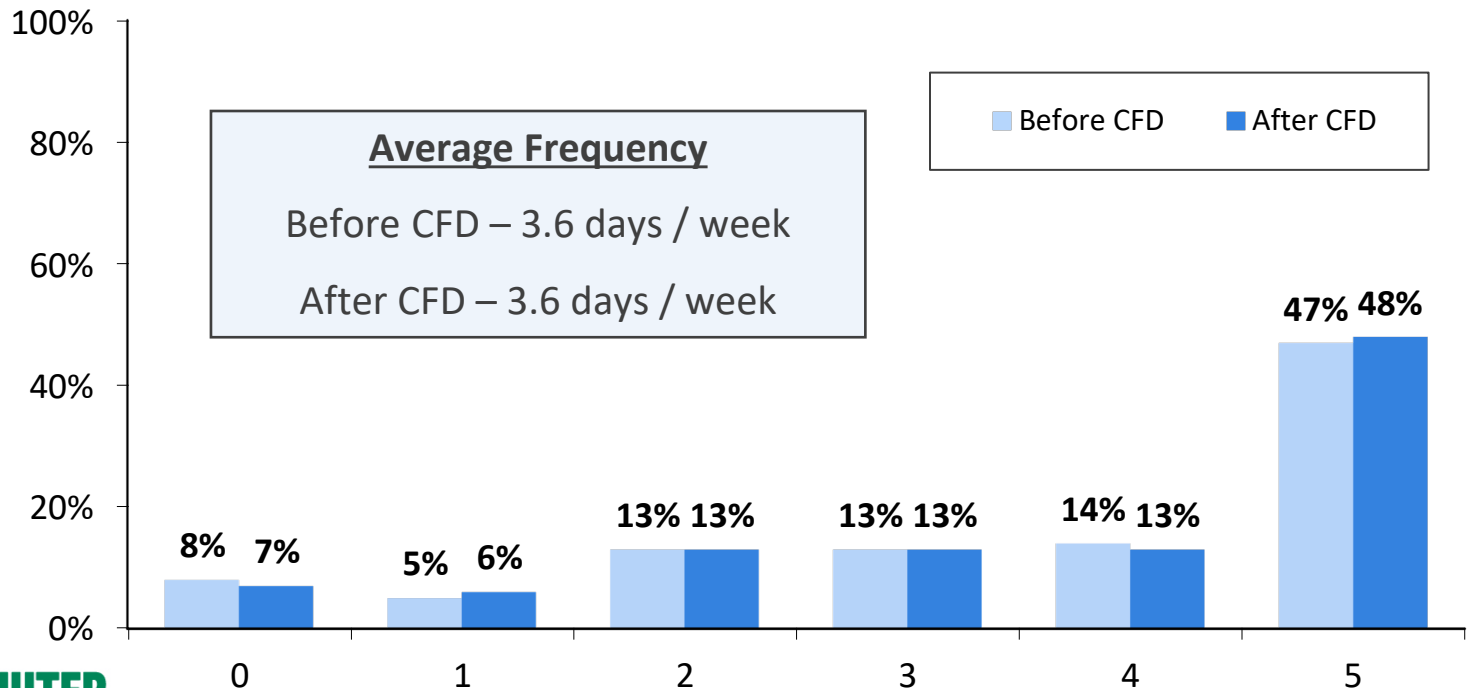
Average frequency did not change (3.6 days/week)

Respondents changed frequency

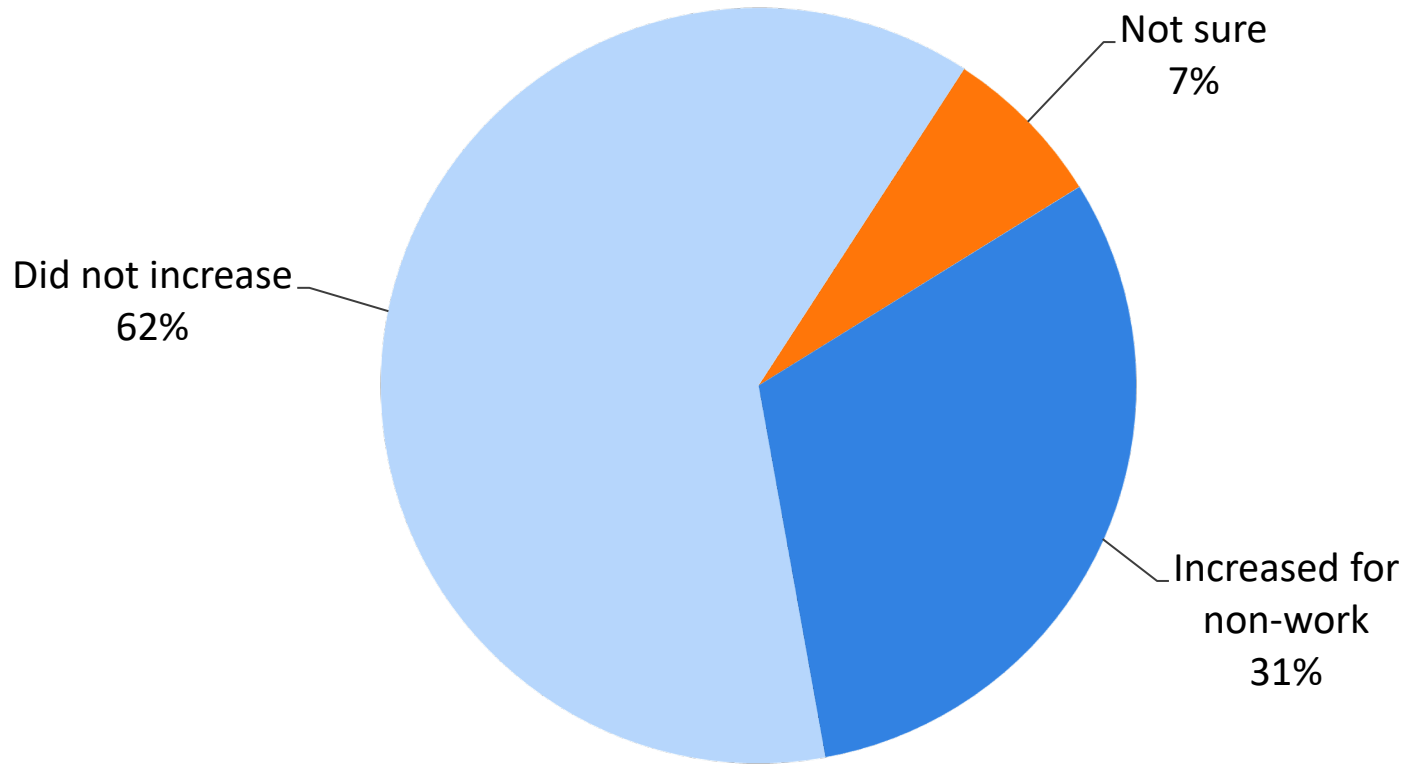
Increase: 9%

No change: 84%

Decrease: 7%



31% Increased Use of CF-CL Options for Non-Work Trips After 2022 CFD, About the Same as in 2019 (33%)



Nicholas Ramfos

Transportation Operations Programs

Director

(202) 962-3313

nramfos@mwkog.org

commuterconnections.org

Metropolitan Washington Council of Governments

777 North Capitol Street NE, Suite 300

Washington, DC 20002