



# NATIONAL CAPITAL REGION TRANSPORTATION PLANNING BOARD TECHNICAL COMMITTEE MEETING JULY 8, 2022

## Car Free Day 2022

Nicholas Ramfos  
Transportation Operations Program Director



# Car Free Day Background

- Started in Europe in 1995.
- Global in 2000.
- Celebrated in 1,500 cities in 40 countries.



# International

London, England



Haryana, India



Warsaw, Poland





- Coincides with European Mobility Week.
- An annual campaign on sustainable urban mobility, Sept 16-22.
- Aims to introduce and promote sustainable transportation measures as alternatives to car use.







- The week culminates on Car Free Day, September 22.
- Participating cities set aside one or more areas solely for pedestrians, cyclists and public transportation for the whole day.



# Car Free Day Washington DC Region

- Began as D.C. centric in 2007.
- Regionally in 2008.
- Promotes alternative forms of transportation - transit, bicycling, scootering, and walking.
- Car-lite methods such as carpools and vanpools.
- Telework.



# Car Free Day Background

- Not just commuters.
  - Seniors
  - Students
  - Homemakers
- People who ordinarily travel SOV to work, errands, and classes.
- Pledge Goal 5,000.



# Car Free Day Participant Survey

- Conducted in 2019
- Almost 100% of respondents Used Car Free or Car Lite Options during Car Free Day
- Transit use was slightly less than pledged, but options used were generally in line with options pledged
- 71% of respondents who changed their commute mode on CFD would most likely have driven alone to work that day



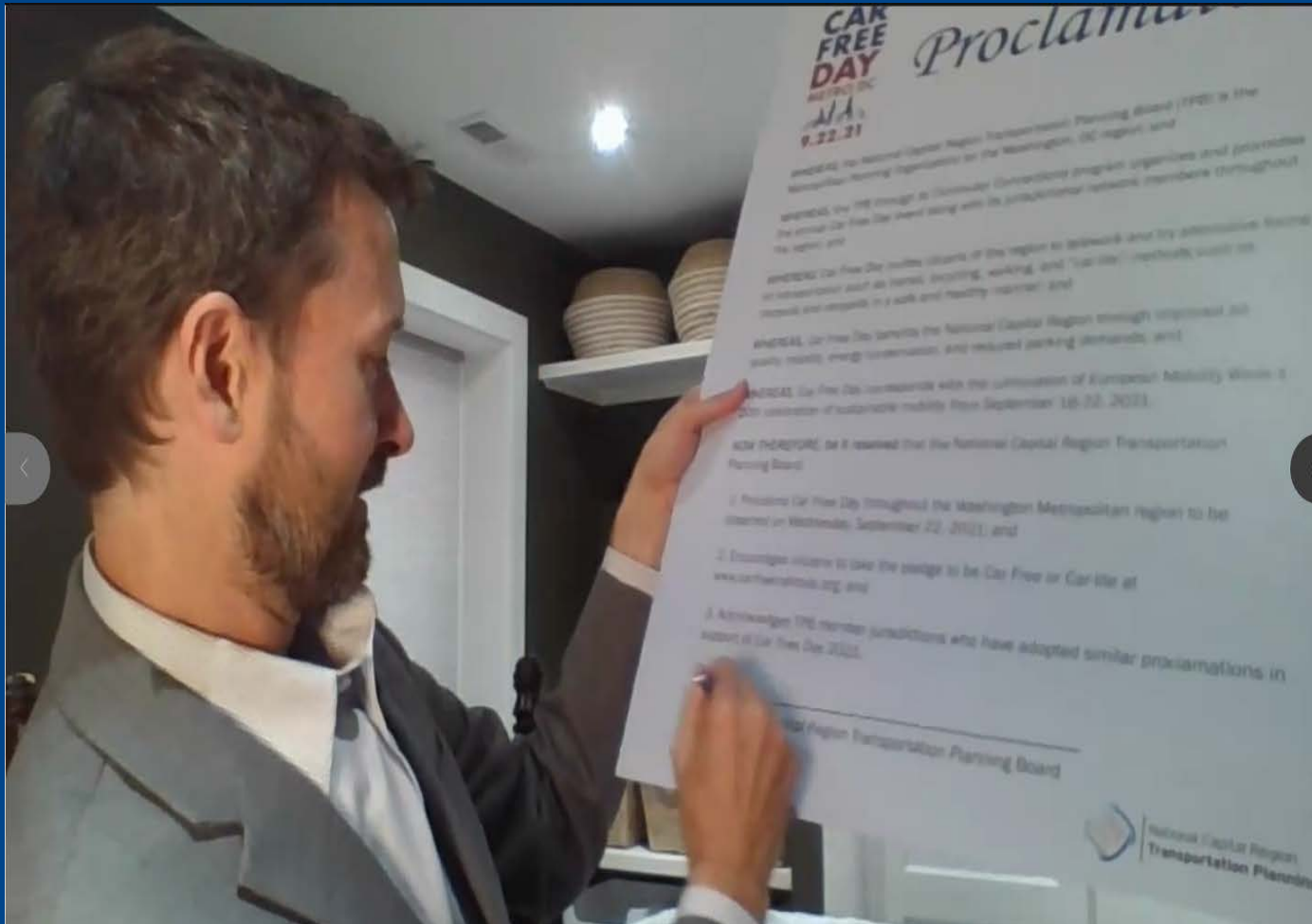


# Car Free Day Participant Survey

- 33% of respondents increased Use of Car Free and Car Lite Options for Non-Work Trips Since Car Free Day.
- Average Frequency of Car Free and Car Lite use for Work Trips Rose 0.1 Days per Week From Before Car Free Day (3.8 days/week) to After CFD (3.9 days/week).



# Regional Proclamation



## 2021 TPB Proclamation Signing



# Media Coverage

- WJLA - Car Free Day in the District
- Take Your Foot off the Gas and Take the Free Pledge: Car Free Day 2021 Registration Opens!
- Prince William County Government: Leave The Cars At Home For A Day
- Transit agency offers prizes for those who go car-free, work from home
- Montgomery County Celebrates Car Free Day with Prizes, Gift Cards
- 'Car free' DC is Wednesday
- Calendar Listings



# Car Free Day Partnerships



# Car Free Day Web Site

**9.22.21**  
COMMUTE WITH CONFIDENCE

Take the Free Pledge  
Use Safe and Healthy Practices.

**CAR FREE DAY**  
SEPTEMBER 22, 2021

HOME ABOUT US HOW TO BE CAR FREE THE CAR FREE PLEDGE PRIZES & PROMOTIONS NEWS SPONSORS & PARTNERS CONTACT

Home

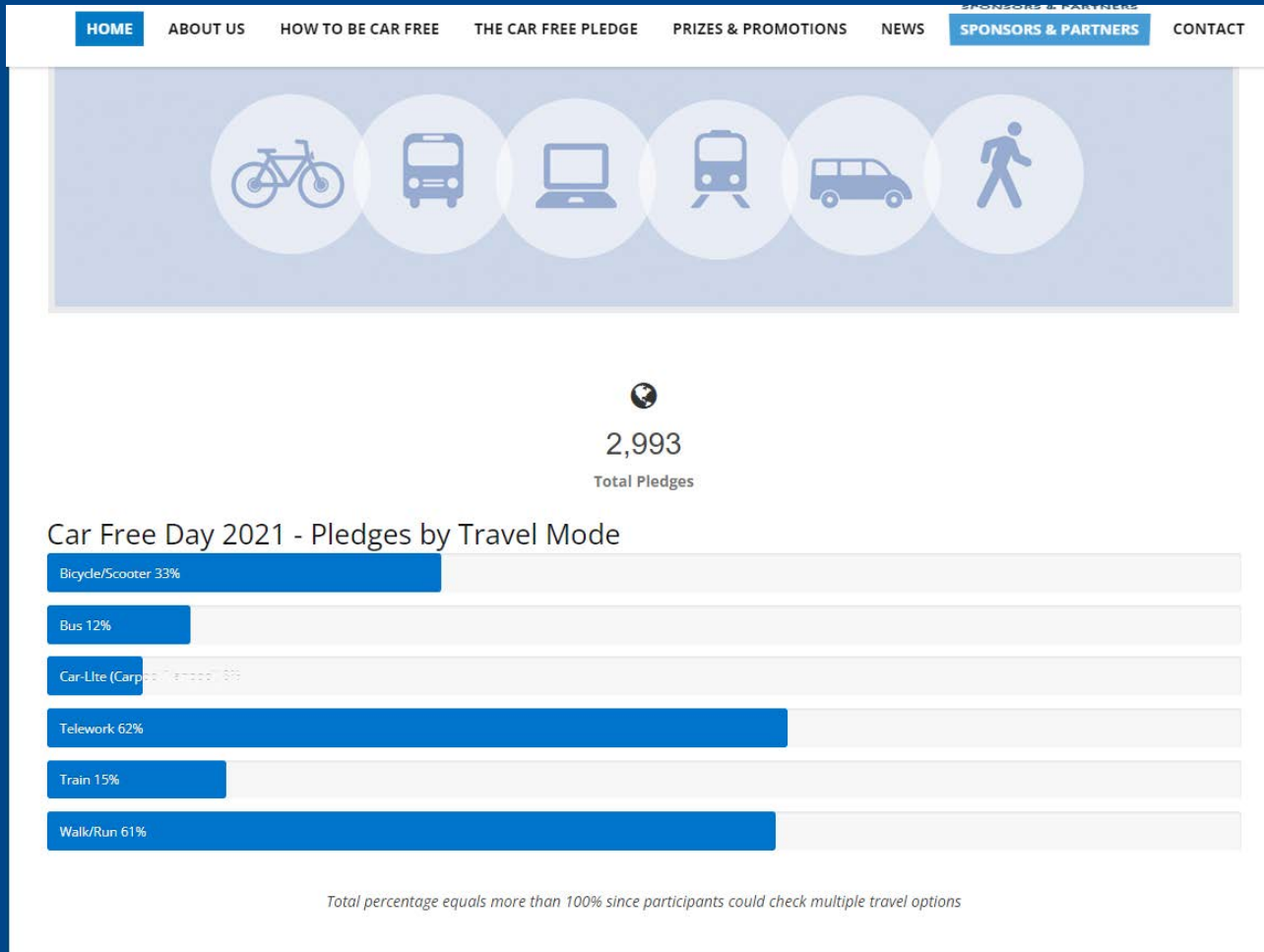
Home

TAKE THE PLEDGE TODAY, IT'S FREE.  
And you could Win Great Prizes!





# Website Leaderboard



# Promotional Materials

Take the Free Pledge at [CarFreeMetroDC.org](http://CarFreeMetroDC.org)



The poster features the text 'CAR FREE DAY' in large, bold letters. 'CAR' and 'FREE' are in dark blue, while 'DAY' is in red. The date 'SEPTEMBER 22, 2021' is written below in dark blue. Illustrations include a blue car with two people wearing masks, a person standing by a bus, a person sitting at a desk with a laptop, and a person riding a bicycle. A QR code is located in the bottom right corner of the poster.

**Use Safe and Healthy Practices.**  
Take the free pledge to be eligible for great prizes, even if you're already car free or car-lite!

#CarFreeDay @CarFreeMetroDC

**COMMUTER CONNECTIONS.**  
A SMARTER WAY TO WORK

[CARFREEMETRODC.ORG](http://CARFREEMETRODC.ORG) 800.745.RIDE

**CAR FREE DAY**  
METRO DC

**9.22.21**  
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# Social Media

## facebook

**Car Free Day**  
Published by Hootsuite · 20h · 🌐

Replace your gas pedal with bike pedals when you go car free or car-lite on Wednesday, September 22, for Car Free Day! Take the free pledge at <https://bit.ly/CarFreeDay2021> and enter our raffle to win great prizes from sponsors based in Metro DC. #CarFreeDay2021 #CarFreeMetroDC



**TRADE IN THE GAS PEDAL**

**CAR FREE DAY**  
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## twitter

**Take the Free Pledge**



**CAR FREE DAY**  
METRO DC  
9.22.21

**Safe and Practices.**

**CAR FREE DAY**  
SEPTEMBER 22, 2021

... 📧 🔔 **Following**

**Commuter Connections**  
@CarFreeMetroDC Follows you

Car Free Day is an international event celebrated in the Washington DC region on Sept 22nd. Take the pledge today and go car free or car-lite!

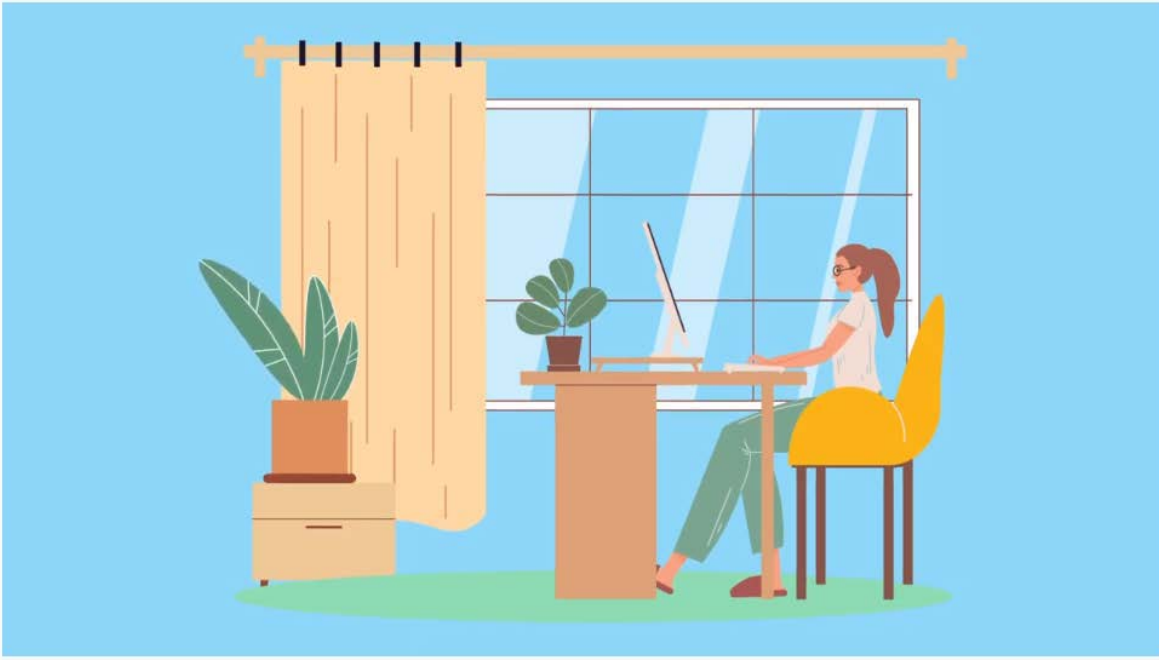
[carfreemetrodc.org](http://carfreemetrodc.org) 📅 Joined July 2009

116 Following 734 Followers

Followed by AAA Mid-Atl DC News, T2O, and 3 others you follow



# Paid Social Media



The screenshot shows a YouTube video player interface. The browser address bar displays "youtube.com/watch?v=mXcoqN6YrcI". The YouTube logo and search bar are visible at the top. The video content is a flat-style illustration of a woman with glasses and a ponytail, wearing a white shirt and green pants, sitting on a yellow chair at a wooden desk. She is working on a laptop. The desk is positioned in front of a large window with a wooden frame and yellow curtains. A potted plant sits on a small wooden cabinet to the left of the desk. The background is a solid light blue color.

Car Free Day 2020  
27,797 views · Sep 8, 2020

Commuter Connections  
129 subscribers

3 0 SHARE SAVE ...

SUBSCRIBE





# Digital Ads

# CAR FREE DAY

## METRO DC



# 9.22.21

## COMMUTE WITH CONFIDENCE

Haz un compromiso gratis para poder ganar grandes premios, incluso si no tienes carro o lo usas poco.



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## El Tiempo Latino





# Sponsors



capital bikeshare



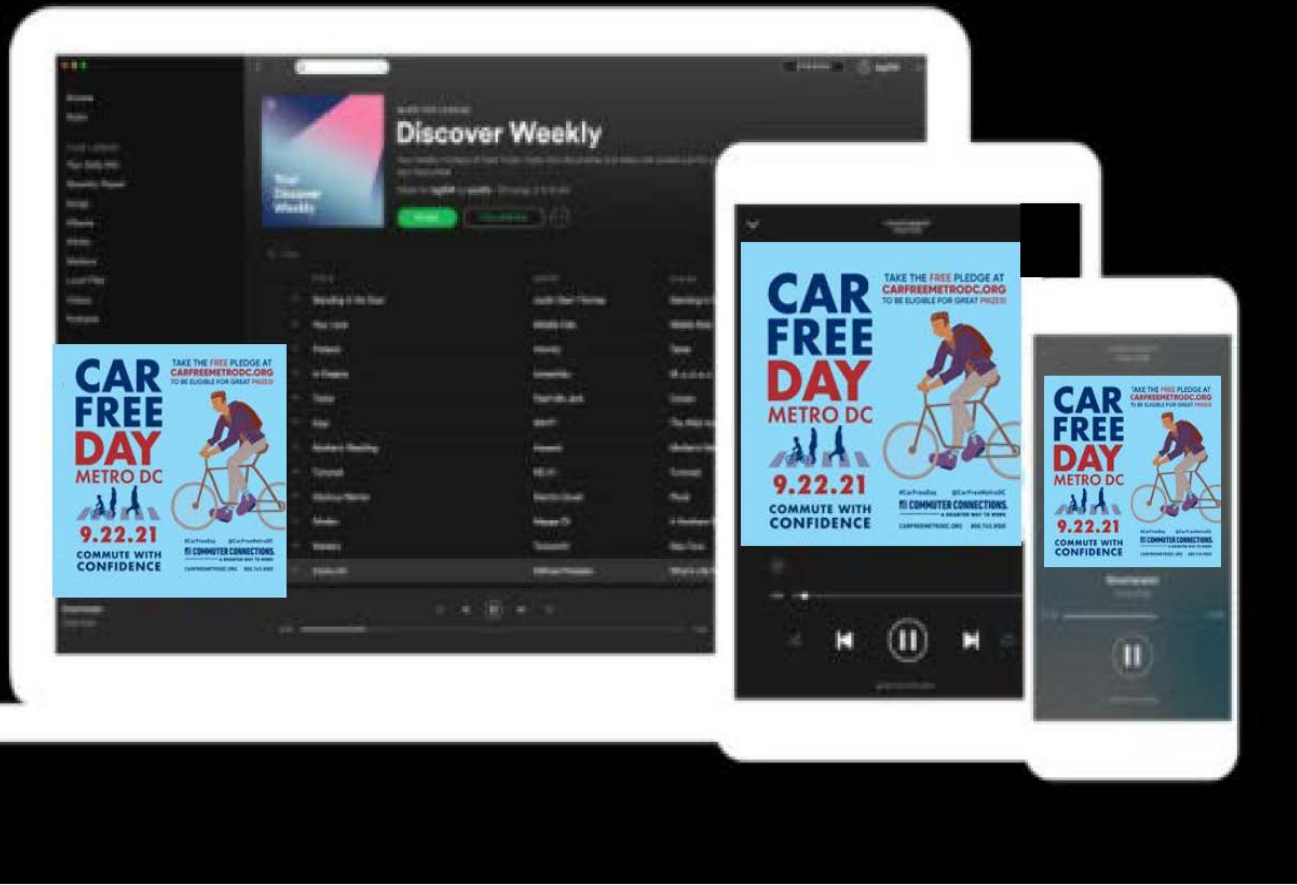
HipCityVeg



# Radio Support



# Spotify



# Transit





# Sponsored Article



Est. 2006

SPONSORED

## Pledge to Go Car Free on September 22 and Become Eligible to Win Prizes

PoP Sponsor September 16, 2021 at 12:15pm



Did you know Car Free Day is an international event? Yup — mark your calendars for September 22.

Car Free Day is exactly what it sounds like — a day people are encouraged to travel without driving alone in cars. Here in the DMV, [Commuter Connections](#), the regional network of transportation organizations coordinated by the [Metropolitan Washington Council of Governments](#), is hosting the annual event.

Here's how it works: When you take the free [pledge to go car-free](#) (or car-lite, which would include carpooling or vanpooling), on Wednesday, September 22, you'll get a \$30 promo code to Nift (Neighborhood Gift) to spend at local businesses, *and* you'll be entered for a chance to win a bunch of prizes, including a Samsung tablet, gift cards, transit passes and more.





# Jurisdiction Events



TRI-COUNTY COUNCIL  
for SOUTHERN MARYLAND

# Capital Area Car Free College Campus Challenge



Take the Free Pledge at [CarFreeMetroDC.org](http://CarFreeMetroDC.org)

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# Q & A

