

ITEM 7 – Action

July 19, 2017

Approval of Regional Car Free Day 2017 Proclamation

Staff

Recommendation: Approve the Car Free Day 2017 Proclamation.

Issues: None

Background: In an effort to create awareness and encourage residents to go car free by using public transportation, bicycling or walking, or go car lite and carpool, Regional Car Free Day events are being organized in the region for September 22. These events will encourage the community and regional decision-makers to support car free policies and initiatives.

July 19, 2017



**NATIONAL CAPITAL REGION
TRANSPORTATION PLANNING BOARD**

**PROCLAMATION ESTABLISHING SEPTEMBER 22, 2017
AS CAR FREE DAY
IN THE WASHINGTON METROPOLITAN 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 the 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 transit, bicycling and walking, and “car lite” methods such as carpools and vanpools; and

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

WHEREAS, Car Free Day corresponds with European Mobility Week, occurring September 16-22, celebrating sustainable mobility.

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

- 1. Proclaims September 22, 2017 as Car Free Day throughout the Washington Metropolitan Region; and**
- 2. Encourages citizens to pledge to be Car Free or Car-lite by visiting www.carfreemetrodc.org; and**
- 3. Asks TPB Member jurisdictions to adopt similar proclamations in support of Car Free Day.**

National Capital Region Transportation Planning Board July 19, 2017

Nicholas Ramfos
TPB Operations Programs Director



National Capital Region
Transportation Planning Board

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Car Free Day Background

- First took place in the DC region in 2007.
- Event started in Europe in 1995, went global in 2000 and is part of Europe's mobility week.
- For at least one day during mobility week, cities set aside an area solely for pedestrians, cyclists and public transit that is ordinarily used by cars.
- Car Free Day is celebrated in 1,500 cities in 40 countries.



Car Free Day Background

- Regional rollout occurred in 2008 with TPB support.
- COG/TPB's Commuter Connections program promotes and organizes Car Free Day along with its network members.
- Invites Washington region citizens to try alternative forms of transportation such as transit, bicycling and walking.
- Includes car-lite methods such as carpools and vanpools; also supports practice of teleworking.
- Results included in the Commuter Connections TERM Analysis.



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International

Paris



Manado City, Indonesia



EUROPEAN MOBILITY WEEK
16-22 SEPTEMBER



DO THE RIGHT MIX

An initiative of the



Ghaziabad, India



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2016 Media Coverage Headlines

Car Free Day Registration Opens
Alternative Transportation in the Spotlight this Week
World Car Free Day is Thursday: 5 Cities Taking part and What They're Doing
Ditching Your Car on World Car Free Day
Try Transit Week and Car Free Day Encourage Driving Alternatives
Car Free Day is Sept. 22
Car Free Day Campus Challenge
Go Car Free in Alexandria on World Car Free Day!
Eyes on the Prizes: Car Free Day 2016
Here's a good reason to ditch your car Thursday: It's World Car Free Day

reston ^{now}

YAHOO!
NEWS

FrederickNewsPost.com



 Red Brick Town
Alexandria's Neighborhood Blog



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The Washington Post

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Open Participation

Pledge to be Car Free at
www.carfreemetrodc.org

- ✓ Workers
 - ✓ Students
 - ✓ Homemakers
 - ✓ Seniors
- Primary targets are individuals who ordinarily travel alone by car for work, errands and classes.
 - Secondary groups are those already in Car Free travel modes.

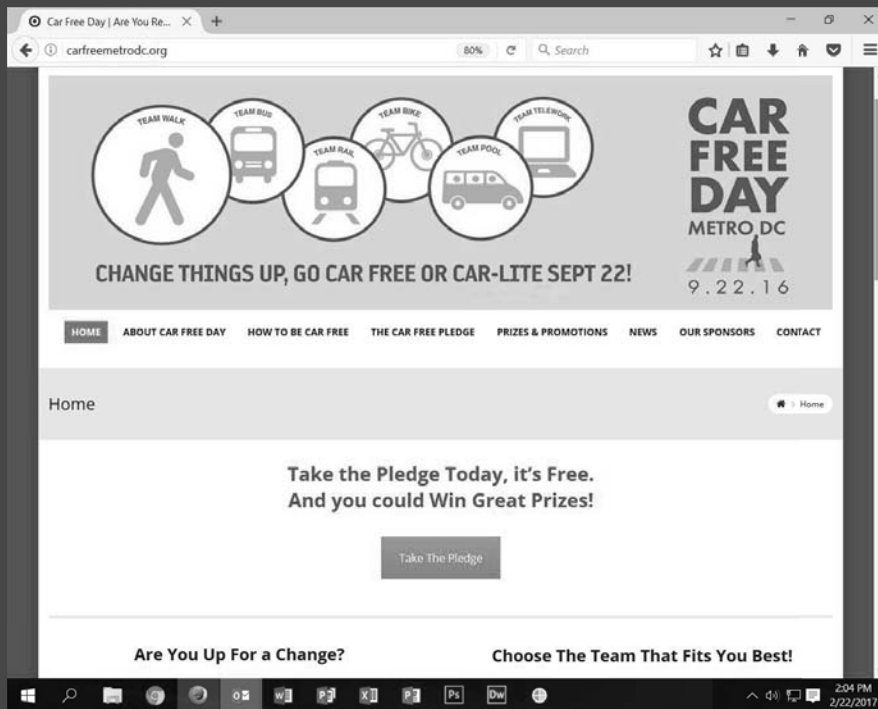


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Car Free Day Web Site



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Promotional Materials



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Social Media



facebook

Car Free Day | Are You Re... x (1) Car Free Day x (1) Car Free Day

https://www.facebook.com/carfreemetrod/

CAR FREE DAY METRO DC
9.22.16

Car Free Day @carfreemetros

Home About Photos Pledge Likes Events Posts Create a Page

READY TO TAKE THE CAR FREE DAY TEAM PLEDGE?
JOIN A TEAM THAT FITS YOUR MOBILITY BEST & TAKE THE FREE PLEDGE! AT CARFREEMETRODC.ORG

Photos

Non-Profit Organization

Car Free Day 2015 will be celebrated on Sept. 22 this year. Choose between #TeamFall, #TeamBus, #TeamVan, #TeamTelework, #TeamBike, or #TeamLike.

4,149 Likes

About Message Now See All
www.carfreemetrod.org
Non-Profit Organization Transportation Serv...

People Also Like

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Car Free Day | Are You Re... x Commuter Connections... x (1) Car Free Day

https://twitter.com/CarFreeMetroDC

READY TO TAKE THE CAR FREE DAY TEAM PLEDGE?
JOIN A TEAM THAT FITS YOUR MOBILITY BEST & TAKE THE FREE PLEDGE! AT CARFREEMETRODC.ORG

CAR FREE DAY METRO DC
9.22.16

Commuter Connections @CarFreeMetroDC
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.
Joined July 2009

Tweets 270 | Following 90 | Followers 686 | Likes 161

Commuter Connections Joy West won the Car Free Day 2016 raffle for concert tickets & backstage passes to the @WAMZQ Fall Fest, with country band @athousandhorses

New to Twitter? Sign up now to get your own personalized feed!

You may also like: Harkon, Commuter Connections, Capital Bikeshare, WABA, DCBAC, and Cgo.



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Paid Social Media

there are **1 billion** vehicles on the globe. make it **one less** for the day

pledge for free at carfreemetrod.org

CAR FREE DAY METRO DC
9.22.16

strength in numbers

and you could win a Crunch Fitness membership too!

pledge for free at carfreemetrod.org

CAR FREE DAY METRO DC
9.22.16



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Digital Ads



National Capital Region
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Take the FREE pledge at carfreemetrod.org

WASHINGTON'S TOP NEWS 92° WASHINGTON, DC

Home - Latest News - World News - Europe News - Bayer, Monsanto try to...

Bayer, Monsanto try to create global chemical and ag giant

AP By DAVID HUGHES September 14, 2016 11:23 am

FRANKFURT, Germany (AP) — The U.S. seedmaker Monsanto agreed to a \$57 billion buyout offer from Germany's Bayer in a deal that would create a global agricultural and chemical giant.

The deal comes with record-harvest driving crop prices to painfully low levels for farmers.

Visit time in four months that Bayer returned with a richer offer to sell the acquisition to

COMPUTER CONNECTIONS: THE WAY YOU PAY HAS EVOLVED

LEARN MORE

Navy Federal Credit Union pay Federally Insured by NCUA.

DON'T MISS

INSIDE TRUMP'S LUXURY DC HOTEL

wtop WASHINGTON'S TOP NEWS 92° WASHINGTON, DC

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Manassas company designing airplane of the future

'These are my babies': Driver got kids off burning bus

COMPUTER CONNECTIONS: AT CARFREEMETRODC.ORG (pledging is free!)

COMPUTER CONNECTIONS

LIVING

WTOP'S LATEST TRAFFIC WEATHER



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Radio Support



toby knapp @tkradio

Break out the bike for CarFreeDay September 22! Take the free Pledge at Carfreemetrod.org! #ad

4:47pm · 16 Sep 2016 · TweetDeck

VIEW TWEET ACTIVITY

Sprint 7:18 PM 77%

Mike Jones

Home Posts Photos Friends Ab...

Mike Jones 5 mins · 📍

One day will make a difference and can lead to more! September 22nd is Car Free Day in the DMV. I took the pledge and you can do the same: riding Metro, biking, bus, walking to work, carpooling, everything helps. And once you sign up, you can win some sweet priz... See More

GETTING UP, GO CAR FREE OR CAR-LITE SEPT 22!

Car Free Day | Are You Ready To Take The Pledge?



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Jurisdiction Events



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2017 CFD Call To Action

- 10,000 Pledges - Goal
- TPB Proclamation
- Pledges from TPB Members
- Local Activities/Events
- Media Coverage



Questions?



2016 TPB Proclamation Signing

