



# NATIONAL CAPITAL REGION TRANSPORTATION PLANNING BOARD JULY 19, 2023

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## Car Free Day 2023

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Transportation Operations Program Director



National Capital Region  
Transportation Planning Board

# Car Free Day Background

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



# International

United Kingdom



Hong Kong, China



Vancouver, Canada



The 2023 Quick Guide  
Factsheets are available now!



Save Energy

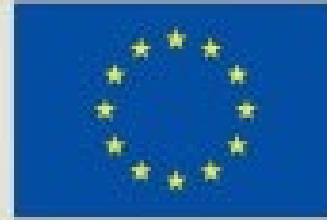
#MobilityWeek  
www.MobilityWeek.eu



- 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.



#MobilityWeek  
[www.MobilityWeek.eu](http://www.MobilityWeek.eu)



- 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 2022
- About 97% of respondents Used Car Free or Car Lite Options during Car Free Day
- Transit and bike/scooter use was slightly less than pledged, but options used were generally in line with options pledged
- 59% of respondents who changed their commute mode on CFD would most likely have driven alone to work that day

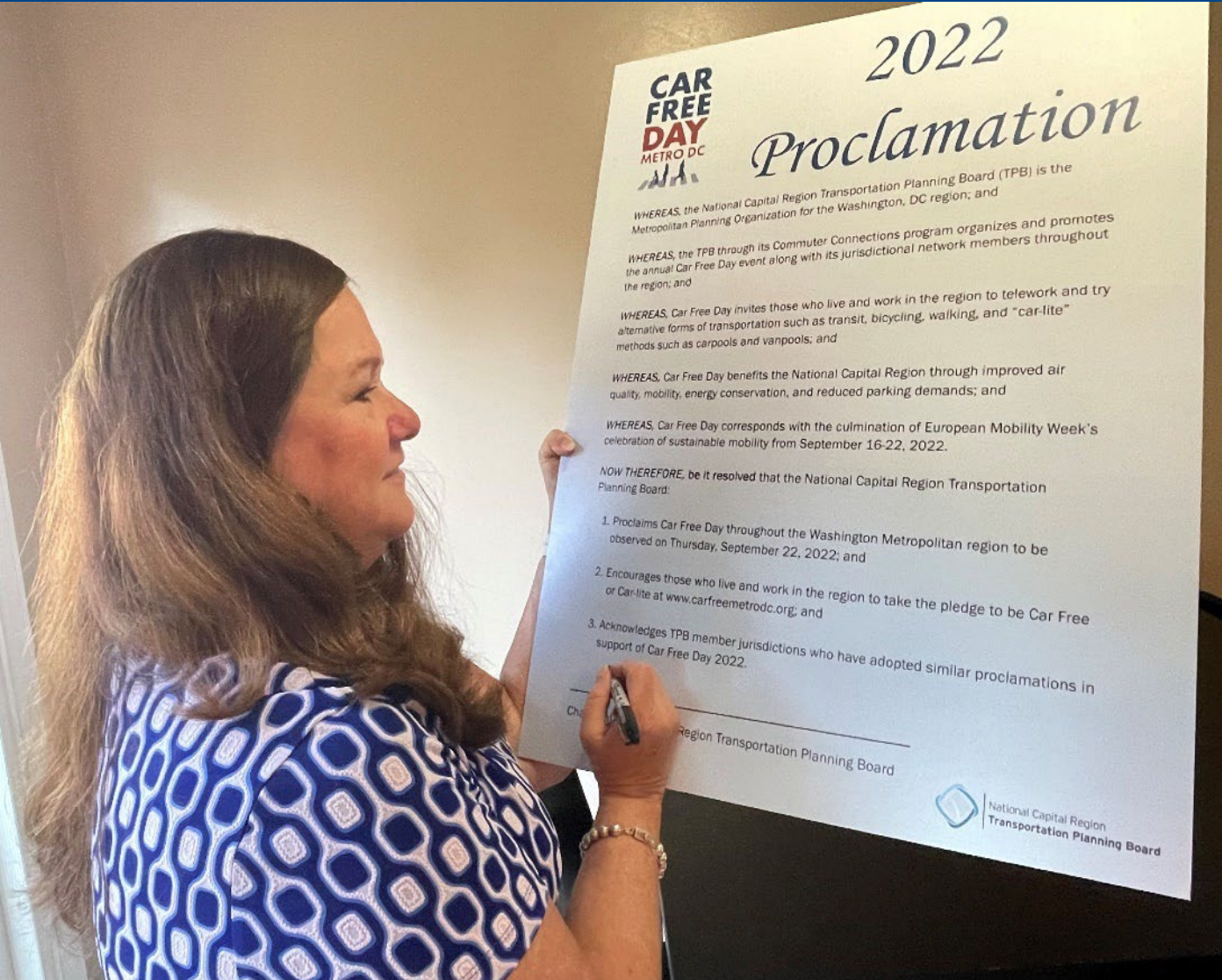




# Car Free Day Participant Survey

- 31% 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 stayed the same per Week From Before Car Free Day (3.6 days/week) to After CFD.





2022

# Proclamation

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

*WHEREAS*, the TPB through its Commuter Connections program organizes and promotes the annual Car Free Day event along with its jurisdictional network members throughout the region; and

*WHEREAS*, Car Free Day invites those who live and work in the region to telework and try alternative forms of transportation such as transit, bicycling, 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, energy conservation, and reduced parking demands; and

*WHEREAS*, Car Free Day corresponds with the culmination of European Mobility Week's celebration of sustainable mobility from September 16-22, 2022.

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

1. Proclaims Car Free Day throughout the Washington Metropolitan region to be observed on Thursday, September 22, 2022; and
2. Encourages those who live and work in the region to take the pledge to be Car Free or Car-Lite at [www.carfreemetrodc.org](http://www.carfreemetrodc.org); and
3. Acknowledges TPB member jurisdictions who have adopted similar proclamations in support of Car Free Day 2022.

\_\_\_\_\_  
National Capital Region Transportation Planning Board



## 2022 TPB Proclamation Signing

# Media Coverage

- WJLA– Ch. 7 - World Car Free Day
- WUSA– Ch. 9 - Montgomery Co. celebrates Car-Free Day with raffles for residents
- Patch – Gaithersburg - MoCo Residents Can Join 'Car-Free Day' On Sept. 22
- WJLA– Ch. 7 - Changing commuting habits doesn't mean traffic is getting better in the DMV
- Potomac Local News - OmniRide Asks Residents to Pledge to Go Car Free on September 22
- Calendar Listings



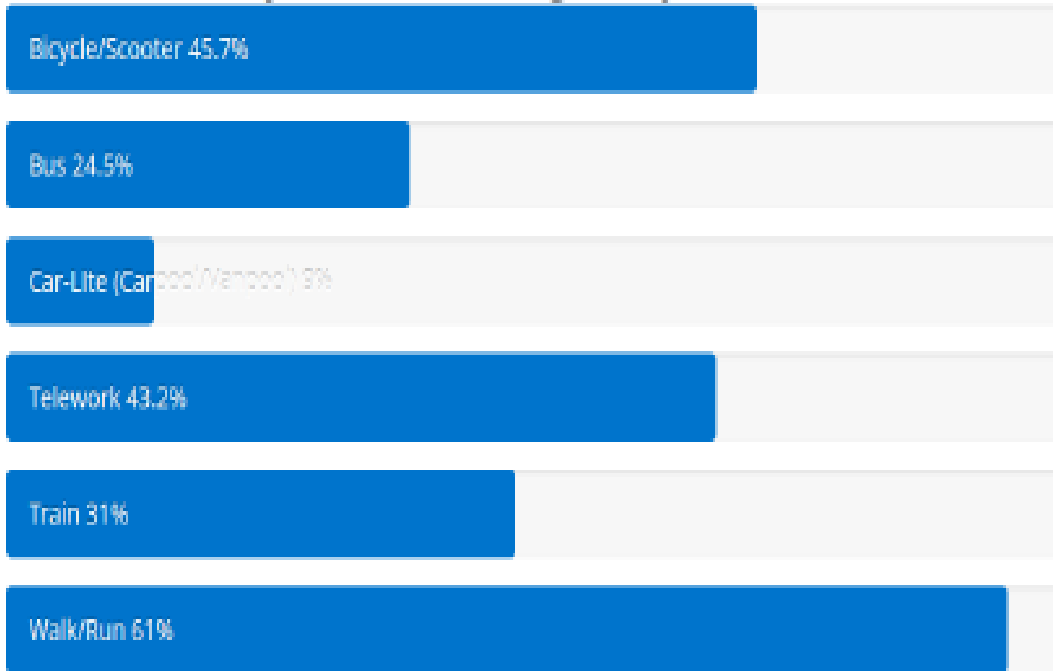
# Car Free Day Web Site

The screenshot shows the homepage of the Car Free Day Metro DC website. At the top, there is a banner with the text "CAR FREE DAY METRO DC" on the left, "Take the Free Pledge" in the center, and "CAR FREE DAY" on the right. Below "Take the Free Pledge" are icons for various modes of transport: bus, car, train, bicycle, pedestrian, stroller, and wheelchair. The date "9.22.22" is prominently displayed in the center. Below the banner is a navigation menu with links: HOME, ABOUT US, HOW TO BE CAR FREE, THE CAR FREE PLEDGE, PRIZES & PROMOTIONS, NEWS, SPONSORS & PARTNERS, and CONTACT. The main content area features a photograph of a person in a suit standing next to a white bicycle, holding a briefcase. A blue text box overlaid on the photo reads: "TAKE THE PLEDGE TODAY, IT'S FREE. And you could Win Great Prizes!"



# Website Leaderboard

## Car Free Day 2022 - Pledges by Travel Mode



# 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 word 'DAY' is partially obscured by illustrations of a person at a desk, a person on a bus, and a person on a bicycle. Below the main text, it says 'SEPTEMBER 22, 2022'. At the bottom, there is a QR code, social media handles, and a logo for 'CAR FREE DAY METRO DC' with the date '9.22.22' and the slogan 'COMMUTE WITH CONFIDENCE'. A row of icons at the bottom left represents various transit modes: car, bus, train, bicycle, walking, and wheelchair.

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

9.22.22  
COMMUTE WITH CONFIDENCE



# Social Media

twitter

facebook

**CAR FREE DAY METRO DC**

**Take the Free Pledge**

**9.22.22**

**Car Free Day**  
@carfreemetrodc  
4.7 19 reviews • Nonprofit organization

Sign Up

Home · Reviews · Photos · Videos · More

**About** See all

Car Free Day is celebrated on September 22nd. Choose between Telework, Bike, Walk, Scooter, Train, Bus, or Subway.

Car Free Day is a free international event in which people are encouraged to get around without driving alone in cars and instead travel through other... See more

4,828 people like this

4,958 people follow this

http://www.carfreemetrodc.org/

800-745-RIDE

Nonprofit Organization · Transportation Service · Event

**Photos** See all

THANK YOU! SPONSORS!

CAR FREE DAY METRO DC

ALL RIDE NO RIDES

SEE YOUR FEET

MAKING YOUR MOVE

**Videos** See all

George Clark, Tri-County Council for Southern Maryland awards a Samsung Tablet to winner Melinda B. as part of the Car Free Day 2022 prize raffle. Tri-County Council for Southern Maryland

**Commuter Connections**  
428 Tweets

**CAR FREE DAY DC**

**Take the Free Pledge**

**9.22.22**

**Commuter Connections**  
@CarFreeMetroDC

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 · Joined July 2009

119 Following · 358 Followers

Tweets · Tweets & replies · Media · Likes

**Commuter Connections** @CarFreeMetroDC · Oct 13, 2022  
George Clark, Tri-County Council for Southern Maryland awards a Samsung Tablet to winner Melinda B. as part of the Car Free Day 2022 prize raffle.

WABA @WABADC Follow

Coalition for Smarter... @betterDCregion Follow

goDCgo @goDCgo Follow


What's happening

8-4 - Last night Blues at Hurricanes

Tracking in United States Boulder High School



# Paid Social Media



**Car Free Day 2022**

2 views · Aug 29, 2022 · Opt for sustainable travel on Thursday, September 22, for Car Free Day! Take the free pledge to go car free or car-like (carpool/vanpool) at [carfreemetrodc.org](http://carfreemetrodc.org) for free promotions and to be entered into our raffle for a chance to win great prizes!

0 Dislike Share Save





# Digital Banner Ads

**CAR FREE DAY** METRO DC  
9.22.22  
COMMUTE WITH CONFIDENCE

Take the free pledge to be eligible for great prizes, even if you're already car free or car-lite!

#CarFreeDay @CarFreeMetroDC  
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**CAR FREE DAY** METRO DC  
9.22.22  
COMMUTE WITH CONFIDENCE

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

#CarFreeDay @CarFreeMetroDC  
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# Sponsors



# Radio Support



# Pandora



**CAR FREE DAY**  
METRO DC

Take the free pledge to be eligible for great prizes, even if you're already car free or car-lite!

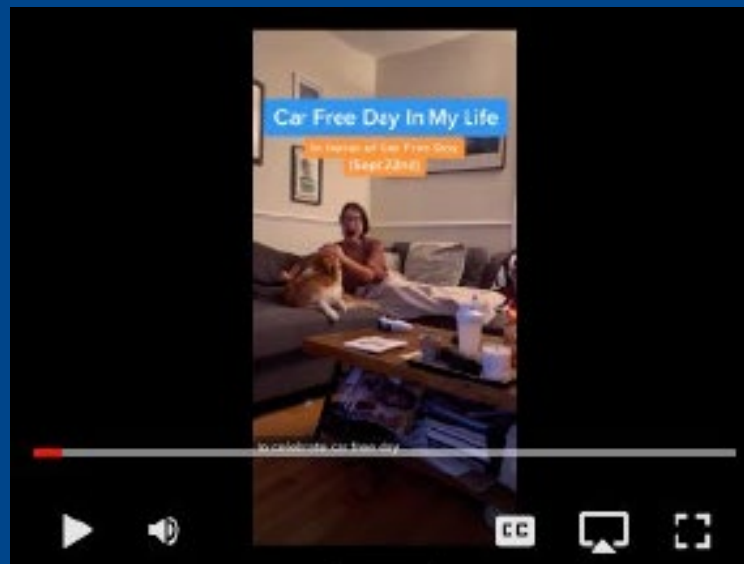
**9.22.22**  
COMMUTE WITH CONFIDENCE

#CarFreeDay @CarFreeMetroDC  
**RS COMPUTER CONNECTIONS.**  
A SPECIAL WAY TO WORK  
CARFREE@METRODC.COM 800.745.8266

The poster features an illustration of a woman in a yellow jacket and white pants standing next to a red Metrobus. In the background, there are silhouettes of people walking and a person on a bicycle.



# Social Media Influencers



# Sponsored Article



Est. 2006

SPONSORED

## Park It and Win Prizes! Revving Up for 'Car Free Day'

Pop Sponsor · September 19, 2022 at 12:15pm



Can you go just ONE DAY without your car? Try it on Car Free Day, September 22.

Concuster Connections, the regional network of transportation organizations coordinated by the Metropolitan Washington Council of Governments, challenges the area's drivers to park their vehicles for one day a year — and this year, "Car Free Day" is Thursday, September 22.

You won't be alone in the challenge. Concuster Connections has a long list of transportation alternatives to make it easy to get around, and, best of all, those who pledge to participate in Car Free Day will receive a \$30 gift passcode and a 24-hour pass for unlimited 45-minute rides via classic Capital Bikeshare. All who take the pledge will also be entered into a raffle for a Samsung tablet, gift cards to popular restaurants, annual memberships, transit passes and more.

[Take the pledge now!](#)

Car Free Day is an international event that heightens awareness of the impact of traffic on the quality of life in the region and is celebrated in more than 2,000 cities in 48 countries.

"Car Free Day is an important event for our region and presents an opportunity for us to come together and reduce our overall traffic congestion by pledging to take alternative transportation modes like riding the bus, MetroRail, or carpooling with friends and family," said Concuster Connections Director Nicholas Ramos.



# Text Messages

August 24, 2022 - (2022 Registrants): Car Free Day: Thanks for taking the 2022 pledge! Please ask your coworkers, family, and friends to take the free pledge too at [www.carfreemetrodc.org](http://www.carfreemetrodc.org)

August 26, 2022 - (Previous Year's Registrants): Car Free Day: Thanks for taking part in last year's event! It's time to take the 2022 Car Free Day pledge! Free prize raffle entry. [www.carfreemetrodc.org](http://www.carfreemetrodc.org)

September 20, 2022 - (Last Chance to Pledge): Car Free Day: Thurs Sept 22 is Car Free Day! Last chance to take the free pledge to get FREE promotions & raffle entry for great prizes! [www.carfreemetrodc.org](http://www.carfreemetrodc.org)



# Jurisdiction Events





# Capital Area Car Free College Campus Challenge

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



# CAR FREE DAY

SEPTEMBER 22, 2022

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

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Join the Capital Area Car Free College Campus Challenge!



## CAR FREE DAY

METRO DC



**9.22.22**  
COMMUTE WITH CONFIDENCE



# Q & A

