



CAR FREE DAY 2023 EVENT

WASHINGTON, DC
METROPOLITAN
REGION

FY 2024
DRAFT REPORT

May 21, 2024

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Background

Car Free Day is an internationally recognized event which started in Europe in 2000 as a day for residents to leave their cars at home, and instead get around by cleaner and more sustainable methods of travel for both commute and non-commute purposes. Travel modes include public transportation, bicycling, walking, and scootering.

In the Washington, DC region, Car Free Day began in 2008 and falls under the National Capital Region Transportation Planning Board's (TPB) Commuter Connections program, at the Metropolitan Washington Council of Governments (COG). The Commuter Connections program is funded by the District of Columbia, Maryland, Virginia, and U.S. Departments of Transportation. Commuter Connections organizes the annual event, along with its network partners, made up of local governments within the region. Car Free Day in the National Capital region also includes the option to participate by traveling "car lite" (carpool or vanpool) and also teleworking.

A regional marketing campaign promoted the Car Free Day event held on September 22, 2023, which helped to yield 5,105 pledges, a 26 percent increase over the previous year.

Three main objectives of the Car Free Day marketing campaign were to:

1. Use the event as an opportunity to promote alternative modes of transportation for both commute and non-commute trips.
2. Encourage commuters and the general public to take the online pledge to use car free or car-lite travel methods on Car Free Day.
3. Measure and report impacts, as part of the Commuter Connections Regional TDM Mass Marketing program.



Proclamation

The Car Free Day 2023 Proclamation was signed on July 19, 2023 by National Capital Region Transportation Planning Board Chair and Charles County Commissioner President, Reuben Collins, at the Metropolitan Washington Council of Governments. This was to recognize Friday, September 22, 2023, as Car Free Day throughout the Washington, DC metropolitan region.





2023 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, scootering, 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, 2023.

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 Friday, September 22, 2023; 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; and
3. Acknowledges TPB member jurisdictions who have adopted similar proclamations in support of Car Free Day 2023.

Chair, National Capital Region Transportation Planning Board



National Capital Region
Transportation Planning Board

Local Jurisdictional Proclamations

Many local jurisdictions in the region held their own Car Free Day proclamations in 2023.





County Commissioners of Charles County

PROCLAMATION 2023-67

CAR FREE DAY

WHEREAS, Car Free Day is a worldwide event that encourages greener methods of travel; meaning ways to get around other than driving alone by car; and

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

WHEREAS, the Transportation Planning Board 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 benefits the National Capital Region through improved air quality, mobility, energy conservation, and reduced parking demands; and

WHEREAS, Commuter Connections hosts Car Free Day in the Washington, DC region to bring awareness to the benefits of travel options such as transit, bicycling and walking; and also telework for people who can work from home. Carpooling and vanpooling count too, we call that "car-lite" since they are both lighter on the wallet and the environment than driving alone in a car.

NOW, THEREFORE, WE, THE COUNTY COMMISSIONERS OF CHARLES COUNTY, MARYLAND, do hereby proclaim September 22, 2023 as **CAR FREE DAY** in Charles County and encourage citizens to pledge to be Car Free or Car-lite.



COUNTY COMMISSIONERS OF CHARLES COUNTY, MARYLAND



Reuben B. Collins, II, Esq., *President*



Ralph E. Patterson, II, M.A., *Vice President*
District 4



Gilbert O. Bowling, III
District 1



Thomasina O. Coates, M.S.
District 2



Amanda M. Stewart, M.Ed.
District 3

Attest:



Christina L. Elkins, Assistant Clerk to the Commissioners



PROCLAMATION

WHEREAS, Car Free Day is celebrated in 2,000 cities and in 46 countries, with a common goal of reducing the number of cars on streets, reducing traffic congestion, and improving parking demands and overall mobility; and

WHEREAS, Car Free Day benefits the National Capital Region, including the City of Manassas, by improving traffic-related air pollution, by reducing noise, and by encouraging energy conservation; and

WHEREAS, Car Free Day provides health benefits, not only by improving environmental conditions, but also by promoting active transportation such as walking and biking; and

WHEREAS, Car Free Day benefits the National Capital Region, including the City of Manassas, by enhancing the quality of life for its residents and by creating healthy and vibrant communities; and

WHEREAS, Car Free Day supports the City of Manassas mobility vision, which seeks to provide and promote a multi-modal transportation system throughout the City; and

WHEREAS, Car Free Day supports the City of Manassas strategic plan by increasing pedestrian, bike, and traffic safety awareness; and

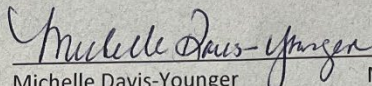
WHEREAS, the National Capital Region Transportation Planning Board proclaimed September 22, 2023, as Car Free Day throughout the Washington Metropolitan Region; and

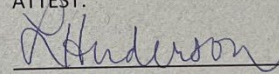
WHEREAS, the City of Manassas and partners will celebrate Car Free Day on Saturday, September 16, at the Farmers Market with information from the City and partners on the topic of transportation.

NOW, THEREFORE, I, Michelle Davis-Younger, Mayor of the City of Manassas, Virginia and on behalf of the Manassas City Council, hereby proclaim September 22, 2023, as

Car Free Day

in the City of Manassas and encourage all citizens to pledge to be Car Free or Car-lite on September 22 by visiting www.carfreemetrodc.org, and to also try to use alternative modes of transportation throughout the year.


Michelle Davis-Younger Mayor
On behalf of the City Council
of Manassas, Virginia

ATTEST:

Lee Ann Henderson City Clerk

Sponsors

All who took the Car Free Day pledge were entered into a free raffle for a chance to win prizes from one of the following sponsors:



Raffle Prizes

- Samsung Galaxy Tab A, courtesy Tri-County Council for Southern Maryland
- Annual Membership, courtesy Washington Area Bicyclist Association
- \$100 Gift Card to Vintage Shop, courtesy Miss Pixies
- \$50 Gift Card for certified Organic Hummus, courtesy Little Sesame
- Full Platter Voucher, courtesy of Nando's
- T-shirt and Annual Membership, courtesy East Coast Greenway Alliance
- Capital Bikeshare Annual Membership, courtesy goDCgo
- Commuter Train Pass, courtesy Virginia Railway Express
- Annual Membership and SWAG Pack, courtesy League of American Bicyclists
- SmarTrip Card w/ Fare, courtesy Washington Metropolitan Area Transit Authority
- Two Tickets to POTUS, courtesy of Arena Stage's Mead Center
- \$25 Bike Shop Gift Card (in shop purchase of \$100 or more (not including service), courtesy Maverick Bikes Cafe
- \$75 Gift Certificate, courtesy Hill Center at the Old Naval Hospital
- \$50 Gift Card, courtesy Shake Shack

Special Offers

The following special offers were provided to all who took the 2023 Car Free Day pledge:

- \$30 special offer from Nift. Discover great local businesses in neighborhoods where you live or work; national brands as well, valid through October 31, 2023.
- 50% off orders at All About Burger on Car Free Day on September 22, 2023.
- Free Capital Bikeshare Day Pass on Car Free Day on September 22, 2023.

Flyer

The Car Free Day flyer from the previous year was updated for the 2023 event. A notable addition was the reference to a hybrid work schedule. A mailing was sent to employers with a cover letter and flyer and the poster was also made available in PDF format at www.carfreemetrodc.org.

Take the Free Pledge at CarFreeMetroDC.org

CAR FREE DAY

SEPTEMBER 22, 2023

Take the free pledge to be eligible for great prizes, even if you're already car free or car-lite, commuting full-time or on a hybrid work schedule.

#CarFreeDay @CarFreeMetroDC

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

CARFREEMETRODC.ORG 800.745.RIDE



CAR FREE DAY METRO DC
9.22.23

Media

Car Free Day challenged drivers to leave their cars home for the day and go car free or car-lite. The campaign promoted the use of alternative modes of transportation and teleworking. The event encouraged workers, residents, and students to take the Car Free Day pledge to improve mobility and air quality.

The Car Free Day media buy consisted of radio, text messages, social media, and digital banner ads. Other efforts to promote Car Free Day included flyers and earned media.

Car Free Day Media Spending	Gross Dollars	COG Net Cost	Final Impressions
Text Messages	\$471	\$400	7,595
Spotify	\$9,778	\$8,433	78,978
WTOP	\$22,625	19,231	184,078
WJFK	\$5,300	\$5,005	208,500
WPGC	\$5,870	\$4,990	293,300
WTOP.com & Federal NewsNetwork.com	\$5,883	\$5,001	640,531
YouTube	\$750	\$750	36,680
Facebook	\$1,471	\$1,471	304,156
Twitter (X)	\$250	\$250	392,496
Totals	\$53,162	\$45,810	2,146,314

Value-add

A total of approximately \$4,475 in value-add was negotiated for Car Free Day 2023.

Radio

New radio spots were produced for Car Free Day 2023 and aired on three radio stations: WJFK (106.7), WTOP (103.5), and WPGC (95.5).



Radio Scripts

"Car Free Day 2023" :30 seconds

Take a stand for less traffic congestion and clean air on Car Free Day, Friday, September 22nd. Try other ways to get around – like transit, rideshare, biking, walking, scootering or teleworking. Take the free pledge at CarFreeMetroDC.org for special promotions and a chance to win great prizes, even if you're already car free or commuting on a hybrid work schedule. Sign up at CarFreeMetroDC.org

"Car Free Day 2023" :10 seconds

Stand up for less traffic and clean air on Car Free Day, Friday, September 22nd. Take the free online pledge and get a chance to win prizes. Sign up today at CarFreeMetroDC.org

Internet Radio

The Car Free Day :30-second radio spot ran on internet radio station Spotify and was accompanied by a companion image.



Banner Ads

Digital banner ads were placed on WTOP.com and federalnewsnetwork.com.

CAR FREE DAY METRO DC 9.22.23

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

#CarFreeDay @CarFreeMetroDC
COMMUTER CONNECTIONS.
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 CARFREEMETRODC.ORG 800.745.RIDE

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YouTube Video

A short, animated video was produced and advertising was purchased on YouTube to promote the Car Free Day event over a four-week period, leading up to September 22, 2023. A link to the YouTube video was made available on the Car Free Day website.



Social Media

A series of images featuring each travel mode were developed for use on social media (Facebook, Instagram, and Twitter). The unique images were posted every several days in September, leading up to Car Free Day, along with promotional copy.



Text Messages

When participants took the Car Free Day pledge, they could opt-in to receive text messages about the event. Three messages were sent throughout the campaign to encourage a visit to the website to take the Car Free Day pledge. Over 5,900 messages were sent during this campaign, and no person received more than two text messages.

Previous Year's Registrants

September 5, 2023 - Message #1:

Car Free Day 2023: Take the free pledge and be entered into the prize raffle at no cost!

<https://www.carfreemetrodc.org/>

2023 Registrants

September 12, 2023 - Message #2:

Car Free Day 2023: Thanks for taking the free pledge. Ask a friend to do the same!

<https://www.carfreemetrodc.org/>

Last Chance to Pledge

September 19, 2023 - Message #3:

Car Free Day 2023. Take the free pledge on or before Sept 22 for a prize raffle entry at no cost!

<https://www.carfreemetrodc.org/>

Transit Ads

Transit advertising space was donated by Montgomery County Ride On, Arlington ART, Metrobus, and Fairfax County Connector.



Website

Below is a screenshot of the 2023 Car Free Day website's homepage. Analytics are as followed: users 23,386, sessions 27,121, and pageviews 45,783.

The screenshot shows the homepage for Car Free Day Metro DC. At the top, a blue banner features the event logo on the left, the text "Take the Free Pledge" in the center, and a row of icons representing various transportation modes (bus, van, train, bicycle, person, scooter, laptop) in the middle. Below the icons is the date "9.22.23" in large red font. On the right side of the banner is another "CAR FREE DAY" logo with illustrations of people using different modes of transport.

Below the banner is a navigation menu with the following items: HOME, ABOUT US, HOW TO BE CAR FREE, THE CAR FREE PLEDGE, PRIZES & PROMOTIONS, NEWS, SPONSORS & PARTNERS, CONTACT.

The main content area features a large image of a person in a suit standing next to a white bicycle. A blue overlay on the image contains the text: "TAKE THE PLEDGE TODAY, IT'S FREE. And you could Win Great Prizes!".

Below this image, the text reads: "Scooter, or Walk Take the pledge, even if you're already car free." This is followed by a paragraph explaining that Car Free Day is a worldwide event encouraging greener travel methods like transit, bicycling, and walking, and also telework. It notes that carpooling and vanpooling are also encouraged, calling them "car-lite" because they are lighter on the wallet and the environment than driving alone.

A section titled "Reduce your Carbon Footprint" explains that using sustainable ways to get around helps reduce greenhouse gas emissions and traffic congestion. It states that the more people who travel using bicycles, buses, trains, carpools, and vanpools, the fewer pollutants are released into the atmosphere.

Below this is a call to action: "CHOOSE THE TRAVEL METHOD THAT FITS YOUR MOBILITY BEST".

To the right of the text is a graphic with a dark background showing people's legs walking. The text on the graphic says: "there are 1 billion vehicles on the globe. make it one less for the day". Below this is the website URL "pledge for free at carfreemetrodc.org" and the "CAR FREE DAY METRO DC 9.22.23" logo.

At the bottom of the page is a horizontal bar containing six circular icons representing different transportation modes: a bicycle, a bus, a laptop, a train, a van, and a person walking.

Social Media

Social Media was used to keep followers up to date on activities, raffle prizes, and special promotions available for Car Free Day. Car Free Day is followed by 4,800 on Facebook and 744 on X.

Take the Free Pledge **CAR FREE DAY** **9.22.23**

CAR FREE DAY METRO DC

Car Free Day
4.8K likes • 4.8K followers

Sign Up Like Message

Posts About Mentions Reviews Followers Photos More

Intro

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

Page · Nonprofit organization

carfreemetrodcc.org

Rating · 4.8 (21 Reviews)

Posts

Car Free Day
September 23, 2023

You did it, Metro DC! Car Free Day 2023 was a huge success! Thanks to you, we can all breathe a little easier. We want to give a huge shout out to all of our generous sponsors who made this event possible and provided amazing raffle prizes like a Samsung Galaxy Tab A, annual membership to WASA and gift cards. Ready for more ways to save time and money? Check out our commuter programs. Go to CommuterConnections.org.

Photos See all photos

WAY TO TAKE A STAND!

GREEN LIGHT TO GO CAR FREE!

CAR FREE DAY
SEPTEMBER 22, 2023
CARFREEMETHODS.ORG

BE PART OF SOMETHING BIG!

LET'S CLEAR THE AIR!

CHANGE YOUR WHEELS FOR A DAY

TAKE A STAND FOR CLEAN AIR

Free Pledge

CAR FREE DAY METRO DC
WAY TO TAKE A STAND!
9.22.23

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Email Blast

An email blast was sent to employers, stakeholders, and the past year's participants of Car Free Day and Bike to Work Day events.



Take the 2023 Car Free Day pledge at www.carfreemetrodc.org. All who take the free pledge will receive a confirmation email with a promocode for 50% off orders at All About Burger, valid on Car Free Day only - September 22, 2023, and a \$30 Nift online gift code, valid through October 31, 2023. Plus, you'll be automatically eligible to win great raffle prizes!

Take the Free Pledge at CarFreeMetroDC.org

CAR FREE DAY

SEPTEMBER 22, 2023

Take the free pledge to be eligible for great prizes, even if you're already car free or car-lite, commuting full-time or on a hybrid work schedule.

#CarFreeDay @CarFreeMetroDC

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

CARFREEMETRODC.ORG 800.745.RIDE



CAR FREE DAY
METRO DC
9.22.23

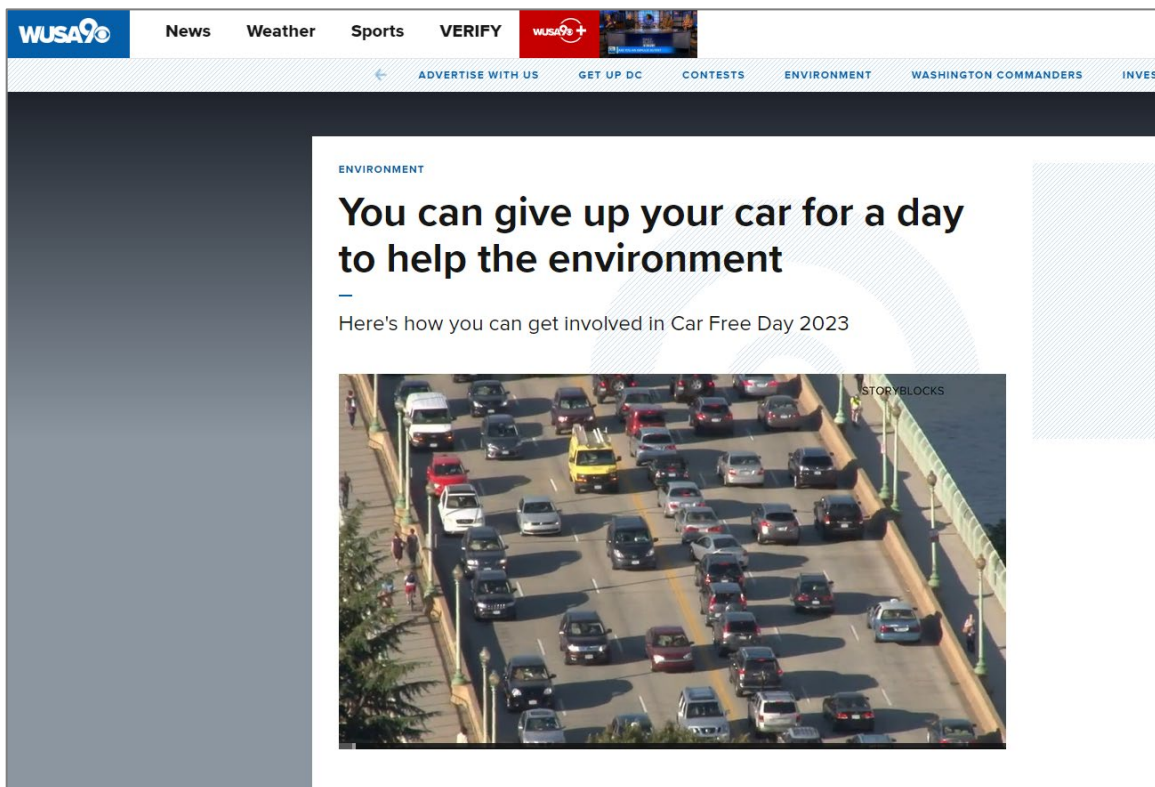
f
COMMUTERCONNECTIONS.ORG

Earned Media

The Car Free Day earned media efforts included calendar listings, press releases, media pitches, and promotional tool kits. The tool kits were sent to universities to help them promote Car Free Day, and to in-kind sponsors to help them publicize support of the event.

Press Releases:

- [Participants in the D.C. area coming together in support of reducing traffic and improving air quality on Car Free Day September 22, 2023](#)
- [Join the movement towards a greener future, take the pledge and go car free with Commuter Connections](#)
- [Registration now open for Car Free Day 2023: Improve your commute, save money on gas and parking](#)



Car Free Day 2023

Date: Friday, September 22, 2023
Location: Across the Metropolitan DC Region
More Info: [carfreemetrod.org](https://www.carfreemetrod.org)
[Download iCal](#)



Car Free Day is a free event celebrated internationally every September 22, in which commuters are encouraged to get around without driving alone in cars, and instead, carpool, vanpool, use public transit, telework, bicycle, walk, or scooter. Car Free Day is open to all residents in the Washington, DC metropolitan region. To participate in this fun and environmentally friendly event, fill out the free pledge form at <https://www.carfreemetrod.org>, and go car free or car-lite (carpool, vanpool) on Friday, September 22, 2023. Take the pledge, even if you're already car free!

Those who take the free pledge will receive special promotions and be entered into a free raffle for a chance to win great prizes! Already car free? That's great, and since you're doing the right thing, you also get the same chance to win prizes when you fill out the pledge form.

Car Free Day is organized in various cities throughout the world in different ways, but with the common goal of improving air quality. The benefit to greater society is a day with less traffic congestion, a greener environment, and reduced gasoline demand. Today, Car Free Day includes celebrations in 46 countries and over 2,000 cities. Take the free pledge today!

LATEST POSTS

LAND USE OPINION
Transit-oriented development is not enough

HOUSING OPINION
Stop yesterday from stealing tomorrow's housing on Connecticut Avenue

Breakfast links: DC bus lane ticket enforcement stops before it starts

EVENTS
Events: Attend a webinar on how transportation and racial inequities affect health in DC

[MORE POSTS >>](#)

College Campus Challenge

Colleges were provided with a digital toolkit to promote the Car Free Day event. A special seal was added to the PDF version of the poster and forwarded to university contacts. The winner of this year's college challenge was the University of Maryland.

Take the Free Pledge at CarFreeMetroDC.org

CAR FREE DAY

SEPTEMBER 22, 2023

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 800.745.RIDE

CAR FREE DAY CAMPUS CHALLENGE 2023 METRO DC

Join the Capital Area Car Free College Campus Challenge!

CAR FREE DAY METRO DC

9.22.23

Jurisdictional Activities

Commuter Connections network members held a variety of events to promote and/or celebrate Car Free Day 2023.

MARYLAND

September 22, 2023 through September 24, 2023 – Friday and all weekend long, the Maryland Department of Transportation Maryland Transit Administration (MTA) offered free rides on Local Bus, Light Rail, Metro Subway, MARC, Commuter Bus and Mobility service.

Frederick, MD

September 12, 2023 from 6 am – 8 am Key 103 radio broadcasted live from the MARC Train Monocacy Station 7800 Genstar Dr, Frederick.

September 13, 2023 from 5 pm – 8 pm the City of Frederick and Bike Doctor brought the “Community Mobility Clinic” to the downtown Transit Center 100 S East Street, Frederick, MD 21701.

Montgomery County, MD

September 22, 2023, from 6:30 am – 8:30 am, the Montgomery County Department of Transportation (MCDOT) Commuter Services outreach teams distributed free giveaways at the following locations:

- Bethesda Metro station
- Friendship Heights Shops at Wisconsin Place
- Germantown Transit Center
- Shady Grove Metro station
- Silver Spring Metro station
- Twinbrook Metro station
- Wheaton Marian Fryer Plaza
- White Oak Transit Center

MCDOT staff was also at the following locations and times:

- Lake Forest Transit Center, 1 – 3:30 p.m.
- Hispanic Heritage Festival at the Wheaton Marian Fryer Plaza, 5 – 8 p.m.

September 22, 2023 - the Montgomery County Department of Transportation (MCDOT) offered a “fare-free day” on Ride On buses in support of Car Free Day by waiving the usual bus fare for the day.

VIRGINIA

Loudoun County, VA

September 21, 2023 from 3 pm – 5 pm in celebration of Car Free Day, Loudoun County Commuter Services staff held a pop up event at Ashburn Metro Station (south side).

Prince William County, VA

OmniRide and City of Manassas staff teamed up to give residents an opportunity to learn about transportation options by playing Car Free Day BINGO. Raffle prizes for those who completed BINGO cards included a chance to win one of four gift bags.

Jurisdictional Support

DISTRICT OF COLUMBIA

The screenshot shows the goDCgo website interface for Car Free Day. At the top left is the goDCgo logo. A navigation menu at the top right includes links for ABOUT US, DISCOVER, SERVICES, PLAN A TRIP, BLOG, and RESOURCES. The main heading is "CAR FREE DAY" with a date selector for "22 SEP" and a "JUL Day 2022" button. A large graphic features the text "CAR FREE DAY" in large blue and red letters, with illustrations of a car, a bus, a person at a desk, and a cyclist. Below the graphic is the date "SEPTEMBER 22, 2022". A sidebar on the left contains a Facebook icon and a "Chat with us" button. An "EVENT DETAILS" section at the bottom provides information about the event, including a link to a registration form.

goDCgo
District of Columbia

ABOUT US | DISCOVER | SERVICES | PLAN A TRIP | BLOG | RESOURCES

CAR FREE DAY

22 SEP

JUL Day 2022

CAR FREE DAY

SEPTEMBER 22, 2022

EVENT DETAILS

Car Free Day is a free event recognized internationally every year on September 22. Residents and commuters across the region are encouraged to take the free pledge to get around without driving alone in cars and instead use transit, ride-share, bike, walk, scooter or tele-work. Participants who take the pledge are automatically entered for a chance to win raffle prizes. Car Free Day is open to all residents in the Washington, DC metropolitan region. To participate, fill out the free pledge form at <https://www.washingtondc.gov> and get car-free or car-free (carpool, carpool) on Thursday, September 22, 2022. Take the pledge, win it!

MARYLAND

Maryland Transit Administration

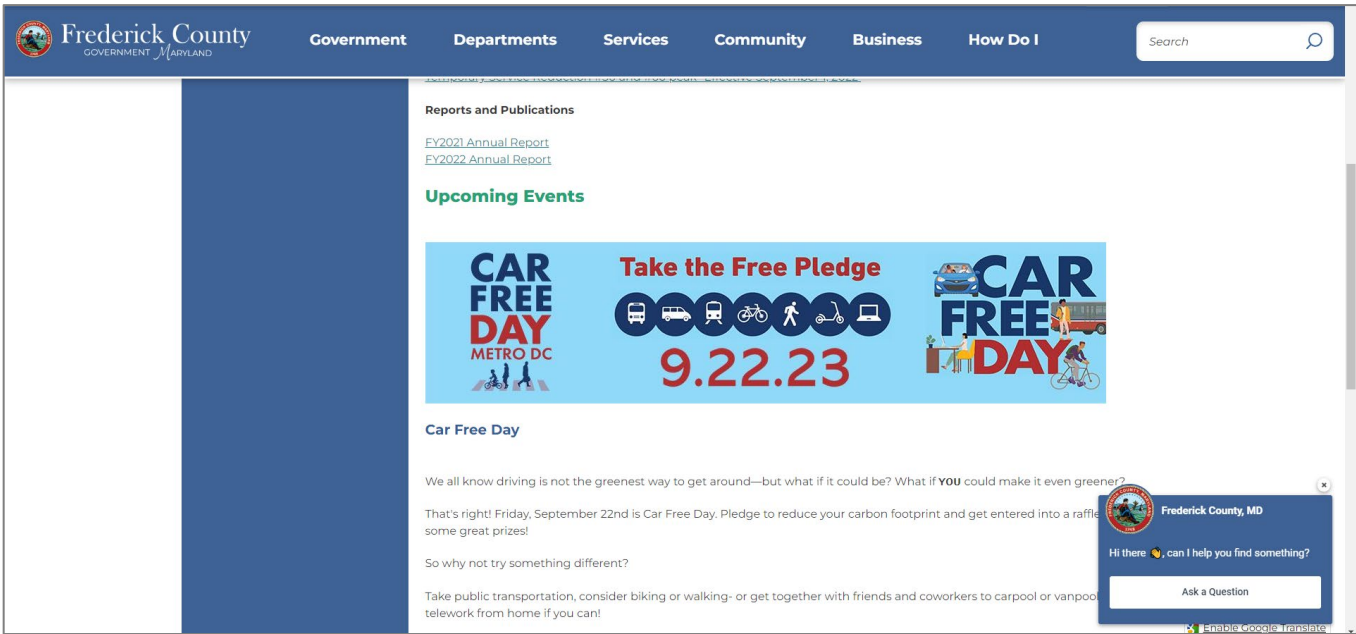
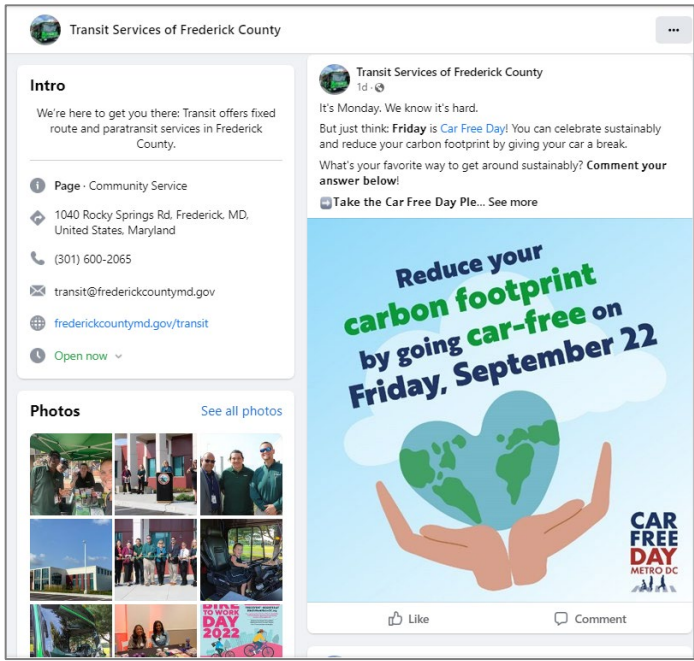
The screenshot shows the Maryland Transit Administration website. At the top, there are logos for Maryland and MDT (Maryland Department of Transportation) Maryland Transit Administration. Navigation links include Maryland.gov, Phone Directory, State Agency, Online Services, Translate, and Login. A search bar and social media icons (Facebook, Twitter, Instagram, YouTube, LinkedIn) are also present. The main navigation menu includes Getting Around, Business, Community, Media, Regional Transit, and About. The article is dated Sep 07, 2023, and has the headline: "MARYLAND TRANSIT ADMINISTRATION EXTENDS WORLD CAR-FREE DAY BY OFFERING FREE TRANSIT ALL WEEKEND, SEPTEMBER 22-24". The text below the headline states: "FOR IMMEDIATE RELEASE" and "Ride Fare Free on Local Bus, Light Rail, Metro Subway, MARC, Commuter Bus and Mobility to Artscape, the Ravens, to See 'The Wiz' – or Anywhere Else". The main body of the article begins with "BALTIMORE, MD (September 7, 2023) – The Maryland Department of Transportation Maryland Transit Administration is turning the annual World Car Free Day, September 22, into a weekend-long celebration by offering free rides on Local Bus, Light Rail, Metro Subway, MARC, Commuter Bus and Mobility service Friday, September 22, through Sunday, September 24. As people around the world help to improve air quality and reduce road congestion by leaving their cars at home, the Maryland Transit Administration is making it as attractive as possible for riders throughout our region to make public transit their first-choice option for the many events in Baltimore this weekend." It continues with a quote from Maryland Transit Administrator Holly Arnold: "There's never been a better time to experience the ease and convenience of public transportation," said Maryland Transit Administrator Holly Arnold. "Public transit is an ideal way to experience all the region has to offer, and it's an important tool in our efforts to decrease our carbon footprint." The article also mentions that World Car Free Day is an initiative encouraging motorists to take a break from driving and explore alternatives like public transit. It lists various events and locations where transit is free, including the Artscape street festival, the Baltimore Ravens home game, and the Walters Art Museum. The article concludes with information for regular riders and first-time users.

Charles County

The screenshot shows the Charles County Chamber of Commerce website. The header features the logo for the Charles County Chamber of Commerce and navigation links for Member Login and Business Directory. A search bar is located below the header. The main content area features a "JOB ANNOUNCEMENT" for the next President/CEO of the Charles County Chamber of Commerce, with an "Apply Now!" button and contact information for Board Chair Deadra Robinson. Below the announcement is a navigation menu with links for Home, Join Now, Events, Doing Business Here, The Chamber, News You Need Now, and Charles County Living. The "CAR FREE DAY 2023" event is highlighted, showing the date and time as Friday, Sep 22, 2023, and the location as Across the Metropolitan DC Region. The event is free of charge. A "Set a Reminder" button is also visible.

Frederick County





Montgomery County



Press Releases - Department of Transportation

MCDOT Home » Press Releases » Release

Montgomery County Department of Transportation
Announces Free Fare for all Ride On Buses in Support of Car-
Free Day on September 22



For Immediate Release: Monday, September 18, 2023

Sign up for

- Go Montgomery
- Ride On Alerts

Tweets by @MCDOTNow

- MCDOT News Releases
- MCDOT Photos
- MCDOT Mission and Vision (pdf)

All MCDOT News Releases




Ride On Montgomery County Transit

September 22 at 1:00 PM · 🌐

Ride Ride On Fare-Free on Car Free Day! Fares are FREE on all Ride On buses TODAY for Car Free Day!

VIRGINIA
Arlington County

Arlington Transportation Partners **com** PROGRAMS ▾ CHAMPIONS ▾ INITIATIVES ▾ SERVICES ▾ OFFERS ▾ BLOG




HOME >> INITIATIVES >> CAR FREE DAY

CAR FREE DAY


September 22, 2023


Car Free Day is an international event that is celebrated each year on September 22. People are encouraged to try a more sustainable form of transportation during their commute. Whether you decide to bike, walk, use transit, or share the ride, join us in celebrating Car Free Day!

In the DC metro area, individuals can pledge and register to win prizes, courtesy of Commuter Connections. [Take the pledge today!](#)

Commuter Page **com** Select Language 


WAYS TO GET AROUND THE D.C. AREA NEWS TOOLS & RESOURCES ABOUT

 Due to parking restrictions and construction, the Mobile Commuter Store will not be at the L'Enfant location through October 12, 2023



Mobile Commuter Store Schedule

[MORE](#)

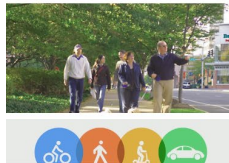


News & Events

[MORE](#)


Car Free Day is Sept. 22! Take the pledge today!

[MORE](#)




Arlington Awarded Platinum-Level Walk-Friendly Community

[MORE](#)




The Commuter Store, Mobile Commuter Store, & CommuterDirect.com

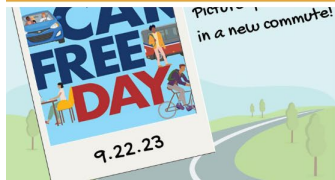
[MORE](#)



Whether You Drive, Walk, Bike, or


Arlington's Car-Free Diet **com** Select Language 

ABOUT GET STARTED WAYS TO GET AROUND NEWS & EVENTS PARTNERS URBAN VILLAGES



Car Free Day is Sept. 22! Take the pledge today!

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Ways to Get Around

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Sign up for CFD News

Fairfax County


Fairfax Connector
...

Page · Transportation Service

FAIRFAX COUNTY VIRGINIA is responsible for this Page

4050 Legato Road, Suite 400, Fairfax, VA, United States, Virginia


fairfaxconnector@fairfaxcounty.gov

fairfaxconnector.com


Closing Soon

Rating · 3.2 (124 Reviews)

Like
Comment



Fairfax Connector
1d ·

If you ride the bus, you are already car-free, so why not take the pledge? <https://bit.ly/3sZTsZu>



3
2

Like
Comment


Fairfax County Transportation
...

Intro

Official Facebook Page of the Fairfax County Department of Transportation.

Page · Government organization


4050 Legato Road, Suite 400, Fairfax, VA, United States, Virginia

(703) 877-5600

dotinfo@fairfaxcounty.gov


fairfaxcounty.gov/transportation

Closing Soon



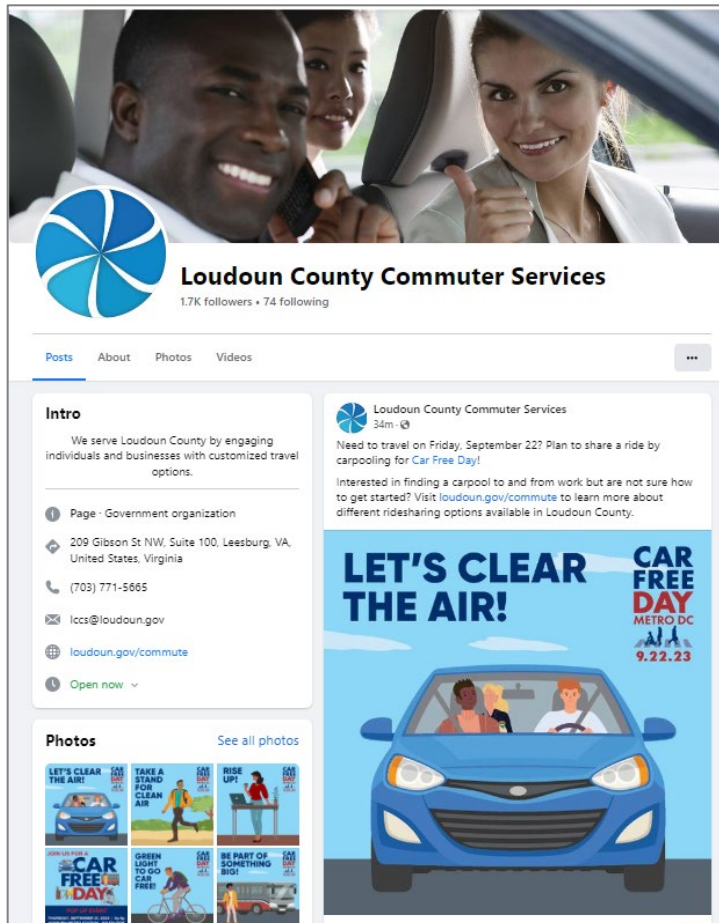
Photos

See all photos



Like
Comment

Loudoun County



BINGO

3 in a row wins Bingo!

Get **Bingo** on this card for a chance to win one of four City of Manassas or OmniRide gift bags!

Car Free Day • 9/22/23

Take a selfie in front of one of the newly painted Bus Shelters (Joint OmniRide/KPWB project) and email to hmorello@omniride.com.
Click here to learn more about the shelters!

I teleworked or saved a car trip

Visit the bike racks and shelter at the downtown Manassas VRE Station.
What is the name of the coffee shop across the railroad tracks?

Ride an OmniRide bus, VRE train or Metro train

Click here to take the Car-Free Day Pledge!

Learn more about the incenTrip mobile app at the Commuter Connections website here:
[incenTrip website](#)

Locate the nearest bus stop to your house and research the routes that serve it
Write down bus stop number:

Carpool or vanpool to work, play, or errands

Walk or Bike to a park near you.
Indicate the name of the park below:

Please complete or answer the questions on **3 tiles in a row** (horizontally, vertically, or diagonally) and check their respective boxes. Then **email the PDF by 9/30/23** to hmorello@omniride.com for your chance to win!

OmniRide.com • 703-730-6664

PRINCE WILLIAM
 MY GOV INFO & SERVICES GET INVOLVED NEWS & SOCIAL MEDIA

THURSDAY, SEPTEMBER 22 | Transportation

Car Free Day 2023

9:00 AM - 5:00 PM | All in Calendar

Virtual Event

Car Free Day is a free international event celebrated every September 22nd in which people are encouraged to get around without driving, work in cars and instead take a train, bus, bicycle, carpool, subway, or walk. For those that have the ability to work from home, telework also counts.

Take the free pledge to be eligible for great prizes, even if you're already car free or car-lite, commuting full-time or on a hybrid work schedule.

#CarFreeDay @CarFreeMetroDC
COMPUTER CONNECTIONS.
 A SMARTER WAY TO WORK

CARFREEMETRODC.ORG 800.745.RIDE

CAR FREE DAY METRO DC 9.22.23

Clean Air Partners

Clean Air Partners serves the metropolitan Baltimore-Washington regions by empowering individuals and organizations to take simple actions to reduce pollution and protect public health. Commuter Connections is one of Clean Air Partners' financial sponsors. As part of its sponsorship, during Ozone Action Month in August, Clean Air Partners integrated Commuter Connections and Car Free Day messaging at various events to build awareness about Car Free Day. One of its interactive promotions included an on-site Trivia game, with Car Free Day questions.



2023 Pledge Summary

Total regionwide pledges were 5,105.

By Jurisdiction

All COG jurisdictions participated in support of Car Free Day 2023 and generated pledges. The District of Columbia was the number one jurisdiction with 1,130 (22.14%) of the total pledges, followed by Arlington County 1,006 (19.71%), and Montgomery County 993 (19.45%). Pledges in triple-digits were generated in the following jurisdictions order: Fairfax County, Prince George's County, Loudoun County, City of Alexandria, and Prince William County.

By Travel Mode

Participants were asked to select the mode(s) they would use on Car Free Day 2023. Participants could select more than one travel mode, and the average number of travel modes per person was 2.2. The breakdown was as follows: Telework 2,590 (51%), Walk/Run 3,064 (60%), Bicycle/Scooter 2,039 (40%), Train 1,764 (35%), Bus 1,241 (24%), and Carpool/Vanpool 650 (13%).

By Alt Mode/SOV

Participants who self-identified as typical drive alone travelers made up 1,320 (26%) of the pledges, and those normally car-free accounted for 3,785 (74%) pledges.

By State

With 2,186 (43%), Virginia had the greatest number of pledges in 2023, followed by Maryland at 1,705 (33%), and the District of Columbia at 1,130 (22%). Other states received 84 pledges (2%).

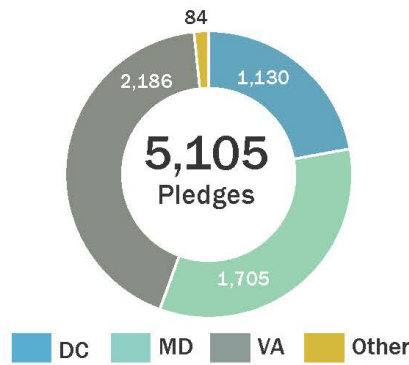
By Activity

Those who took the pledge in 2023 were engaged in the following activities on Car Free Day: Working 4,176 (82%), Recreation/Exercise 2,227 (44%), Shopping/Errands 1,507 (30%), Dining Out/Entertainment 1,489 (29%), Taking Classes 354 (7%), Chauffeuring Kids 465 (9%) and Other 239 (5%).

By Work Location

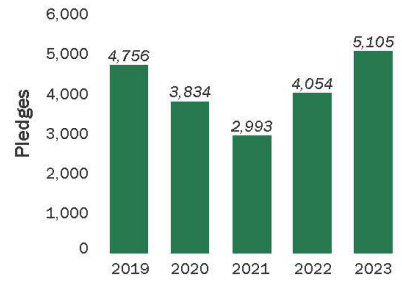
Worked From Home 2,433 (46%), Commuted to Standard Workplace 1,868 (35%), Not Working/Other 835 (16%), Co-working/Shared Workspace/Telework Center 157 (3%).

APPENDIX A Pledge Data

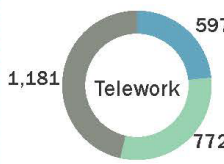
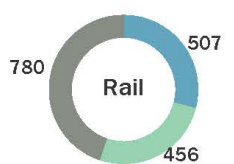
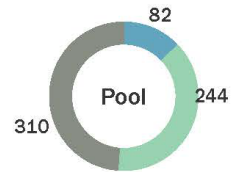
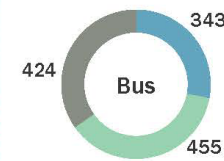
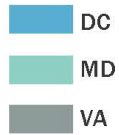


2023 Pledge Summary

Pledges (by year)



Modal Pledge Count

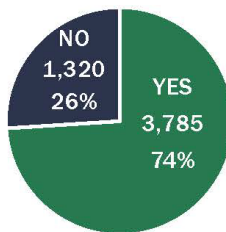


Pledges by Transportation Mode

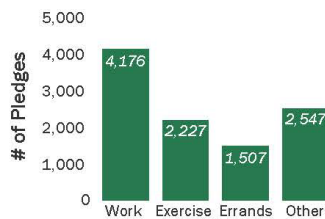
Participants could select multiple modes



Normally Car Free?

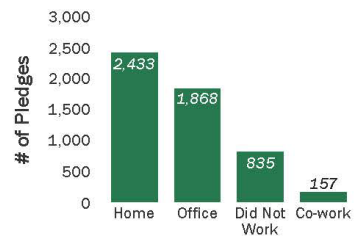


Activities

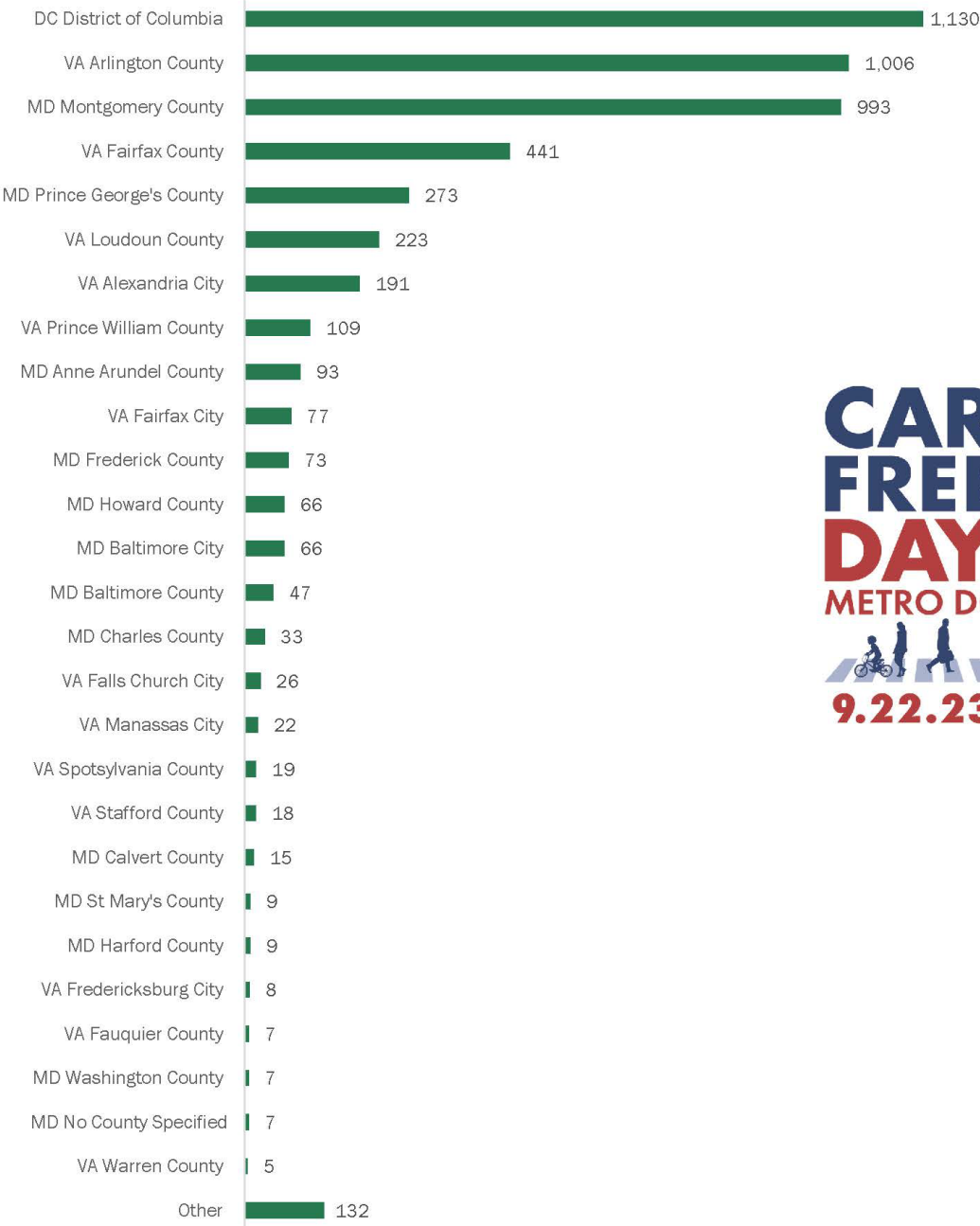


NOTE: Participants could check multiple modes.

Work Location



Pledges by Jurisdiction



APPENDIX B
Earned Media Placements

Media Coverage

Television/Broadcasting Interviews		
9/18/2023	WMUC	9.18.23 WMUC News.mp3
9/21/2023	PGCTV	Car Free Day - PGCTV
Print/Online Coverage		
9/14/2023	WUSA9	World Car Free Day 2023: Here's what to know - wusa9.com
9/20/2023	Montgomery Village	Did you know that Friday, Sept. 22 is Car-Free Day? - Montgomery Village News Articles
08/31/2023	George Mason University	Friday, September 22: Car-Free Day - Parking and Transportation (gmu.edu)
9/21/2023	DCist	16 Things To Do Around DC This Weekend DCist
9/21/2023	The Neighborhoods of EYA	Driving Less: Benefits of Car-Free or Car-Lite Living (eya.com)
9/19/2023	Prince William Living	Car Free Day is This Friday (Prince William Living)
9/15/2023	OmniRide	OmniRide Asks Residents to Pledge to Go Car Free on September 22
9/18/2023	MCDOT	Montgomery County Department of Transportation Announces Free Fare for all Ride On Buses in Support of Car-Free Day on September 22
Social Media		
8/29/2023	Instagram – DDOT DC	D.C. Department of Transportation (@ddotdc)
8/25/2023	Instagram goDCgo	goDCgo (@godcgo)
9/22/2023	Instagram goDCgo	goDCgo (@godcgo)
9/22/2023	Instagram – Ride on MTC	Ride On Montgomery County (@rideonmct)
9/22/2023	Instagram – Ride on MTC	Ride On Montgomery County (@rideonmct)
9/22/2023	Instagram – Ride on MTC	Ride On Montgomery County (@rideonmct)
9/22/2023	Instagram – Ride on MTC	Ride On Montgomery County (@rideonmct)
9/21/2023	Instagram – Ride on MTC	Ride On Montgomery County (@rideonmct)
9/20/2023	Instagram – Ride on MTC	Ride On Montgomery County (@rideonmct)
9/20/2023	Instagram – Ride on MTC	Ride On Montgomery County (@rideonmct)
9/18/2023	Instagram – Ride on MTC	Ride On Montgomery County (@rideonmct)
9/22/2023	Instagram – Car-Free Diet	Car-Free Diet (@carfreediet)
9/17/2023	Instagram – Car-Free Diet	Car-Free Diet (@carfreediet)
9/9/2023	Instagram – Car-Free Diet	Car-Free Diet (@carfreediet)
9/7/2023	Instagram – Car-Free Diet	Car-Free Diet (@carfreediet)
9/1/2023	Instagram – Car-Free Diet	Car-Free Diet (@carfreediet)

9/15/2023	Instagram – Art Arlington Transit	ART – Arlington Transit (@art_arlington)
9/6/2023	Instagram – Art Arlington Transit	ART – Arlington Transit (@art_arlington)
9/22/2023	Instagram - Roozha365	Car Free Day 2023 - (roozha3650)
9/22/2023	Instagram -mcdotnow	Montgomery County Department of Transportation (@mcdotnow)
9/22/2023	Instagram -mcdotnow	Montgomery County Department of Transportation (@mcdotnow)
9/22/2023	Instagram -mcdotnow	Montgomery County Department of Transportation (@mcdotnow)
9/19/2023	Instagram -mcdotnow	Montgomery County Department of Transportation (@mcdotnow)
9/15/2023	Instagram -mcdotnow	Montgomery County Department of Transportation (@mcdotnow)
9/12/2023	Instagram -mcdotnow	Montgomery County Department of Transportation (@mcdotnow)
9/21/2023	Facebook -RideSmart	RideSmart - (RideSmart)
9/14/2023	Facebook - RideSmart	RideSmart (RideSmart)
9/22/2023	Facebook - RideSmart	RideSmart - (RideSmart)
9/8/2023	Facebook - RideSmart	RideSmart (RideSmart)
9/22/2023	Facebook - goDCgo	goDCgo (goDCgo)
8/25/2023	Facebook - goDCgo	goDCgo (goDCgo)
9/22/2023	Facebook – Ride on MTC	Ride on MTC (Ride on MTC)
9/22/2023	Facebook – Ride on MTC	Ride on MTC (Ride on MTC)
9/22/2023	Facebook – Ride on MTC	Ride on MTC (Ride on MTC)
9/22/2023	Facebook – Ride on MTC	Ride on MTC (Ride on MTC)
9/22/2023	Facebook – Ride on MTC	Ride on MTC (Ride on MTC)
9/22/2023	Facebook – Ride on MTC	Ride on MTC (Ride on MTC)
9/20/2023	Facebook – Ride on MTC	Ride on MTC (Ride on MTC)
9/21/2023	Facebook – Ride on MTC	Ride on MTC (Ride on MTC)
9/20/2023	Facebook – Ride on MTC	Ride on MTC (Ride on MTC)
9/19/2023	Facebook – Ride on MTC	Ride on MTC (Ride on MTC)
9/19/2023	Facebook – Ride on MTC	Ride on MTC (Ride on MTC)
08/28/2023	Facebook – DDOT DC	DDOT DC (DDOT DC)
9/16/2023	Facebook - Tri-County Council for Southern Maryland	Tri-County Council for Southern Maryland (TCCSMD)
9/15/2023	Facebook - Tri-County Council for Southern Maryland	Tri-County Council for Southern Maryland (TCCSMD)

9/22/2023	Facebook - Bike League	Bike League (League of American Bicyclists)
9/22/2023	X - Bike League	Bike League (League of American Bicyclists)
9/22/2023	X - Metro Forward	Metro Forward (WMATA)
9/21/2023	X - Metro Forward	Metro Forward (WMATA)
9/22/2023	Facebook - Metro Forward	Metro Forward (WMATA)
9/21/2023	Facebook - Metro Forward	Metro Forward (WMATA)
9/22/2023	Instagram - Metro Forward	Metro Forward (WMATA)
9/21/2023	Instagram - Metro Forward	Metro Forward (WMATA)
9/18/2023	Facebook - Fairfax Connector	Fairfax Connector (Fairfax Connector)
Calendar Listings		
730 DC		Weekly Scheduler (730dc.com)
Adams Morgan BID		Car Free Day 2023 - Adams Morgan Partnership BID (admodc.org)
Afro American Newspaper		Car Free Day 2023 - The Afro Calendar
Alexandria Times		Car Free Day 2023 - Alex Times
All Events		Car Free Day 2023 - AllEvents
ALX Now		Car Free Day 2023 - ALXnow
ARL Now		Car Free Day 2023 - ARLnow.com
Arlington Chamber of Commerce		Car Free Day 2023 - arlingtonchamber.org
Arlington Transportation Partners		Car Free Day - Arlington Transportation Partners
Baltimore Child		Car Free Day 2023 - (baltimoreschild.com)
Baltimore Sun		Car Free Day 2023 - Baltimore Sun Calendar
Capital Gazette		Car Free Day 2023 - Capital Gazette Calendar
Capitol Hill BID		Car Free Day 2023 - Capitol Hill BID
Carroll County Times		Car Free Day 2023 - Carroll County Times
Charles County Chamber of Commerce		Car Free Day 2023 - charlescountychamber.org
City Spark		Car Free Day 2023 - CitySpark
DC Inno		Events AmericanInno
DC Military		Car Free Day - DCMilitary Events
DC Social Guide		DC Social Guide Events - Car Free Day 2023
DC News Now		Car Free Day 2023 - DC News Now
Dulles Moms		Car Free Day 2023 - Dullesmoms.com
Events.com		Car Free Day 2023 - Events.com
Evnt		Evnt Events - Car Free Day 2023
FFX Now		Car Free Day 2023 - FFXnow
Frederick News Post		Car Free Day 2023 - fredericknewspost.com
Georgetown DC BID		Car Free Day - Georgetown DC
Greater Greater Washington		Car Free Day 2023 - Greater Greater Washington (ggwash.org)

Loudoun Chamber of Commerce	Car Free Day 2023 - Loudoun Chamber
Maryland Cycling Events	Car Free Day 2023 - BikeRide
Mommy Poppins	Car Free Day 2023 Mommy Poppins
Montgomery Magazine	Car Free Day 2023 - Montgomery Magazine Calendar
Patch - Arlington	Car Free Day 2023 - Patch
Petworth News	Car Free Day - Petworth News
Popville (DC blog)	Car Free Day 2023 - PoPville
Potomac Local	Car Free Day 2023 - Potomac Local News
Prince William, VA	Car Free Day 2023 (pwcva.gov)
Scene Think	Car Free Day Sep 22 SceneThink
The Bay Net	Car Free Day 2023 - The BayNet Calendar
The Georgetown	Car Free Day 2023 - The Georgetown
Patch - DC	Car Free Day 2023 - Washington DC, DC Patch
The Wash Cycle	Car Free Day 2023 - TheWashCycle
Washington Family, Reston	Car Free Day 2023 - Washington Family Calendar
Washington Jewish Week	Car Free Day 2023 - Washington Jewish Week Calendar
Washington Parent	Car Free Day 2023 - Washington Parent Magazine
Bike League	Internal Shout-out
Greater Washington Women's Network	Newsletter Shout-out

**APPENDIX C
Media Results**

Car Free Day Media	Amount Spent	Impressions	Click Thrus or Interactions	Click Thru / Interaction Rate	Cost Per Click / Interaction
Facebook	\$1,470.74	304,156	1,847	0.61%	\$0.80
X	\$250.00	392,496	17	0.00%	\$14.71
Spotify	\$8,432.62	78,978	571	0.72%	\$14.77
WTOP.com	\$5,000.55	640,531	622	0.10%	\$8.04
YouTube	\$750.00	36,680	775	2.11%	\$0.97
	\$15,903.91	1,452,841	3,832		