



National Capital Region
Transportation Planning Board
July 20, 2016



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.



International



VICTORIA



PARIS

EUROPEAN MOBILITY WEEK
16-22 SEPTEMBER 2016



DUBAI



2015 Media Coverage Headlines

- *Car-free day coming Sept. 23*
- *Going car free: it isn't just for New Yorkers*
- *On the Move: Car-free day urges drivers to take a hike*
- *Car Free Day Radio Interviews – WMAL and WPFW*
- *WUSA TV Car Free Day Interview*
- *On the Move: Car Maintenance 101*
- *Repeat the easy travel seen during the pope's visit? It would take a miracle.*
- *GU Wins Car Free Challenge*

THE HOYA



FrederickNewsPost.com



WUSA★9  A TEGNA Company

105.9 FM
WMAL
AM 630

 **WPFW 89.3 FM**
the messenger
WASHINGTON, DC WWW.WPFW.ORG

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.



Car Free Day Web Site

Car Free Day | Are You Re... x +

carfreemetrodc.org

Search

Most Visited Getting Started

http://www.carfreemetrodc.org/the-car-free-pledge/

Search

#TEAMWALK #TEAMBUS #TEAMRAIL #TEAMBIKE #TEAMPPOOL #TEAMTELEWORK

CAR FREE DAY
METRO DC
9.22.15

READY TO TAKE THE **CAR FREE DAY** TEAM PLEDGE?
Choose your team, take the FREE pledge & get social!

HOME ABOUT CAR FREE DAY HOW TO BE CAR FREE THE CAR FREE PLEDGE PRIZES AND EVENTS NEWS OUR SPONSORS CONTACT

Home

Home

Are You Ready To Go Car Free?

Take The Pledge

4:59 PM 7/7/2016



Promotional Materials

**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**

Choose your team & get social!
You'll have an opportunity
to win great prizes!

COMMUTER CONNECTIONS
800.745.RIDE 9.22.15

Printed on recycled paper





Social Media

Car Free Day
Non-Profit Organization
9.22.15

THIS WEEK
87,463 Post Reach
3,690 Post Engagement
27 Sign Up
0 of 1 Response Rate

Recent
2015
2014
2013
2012
2011
2010

Car Free Day
Published by hoodville · Yesterday at 11:02am ·
Bike and Roll DC supports Car Free Day and is raffling off a bunch of bike rentals to explore the nation's capital by bike. www.carfreemetrodc.org/the-car-free-pledge/ Take the pledge and you may win a free rental! Hurry - Car Free Day is Tuesday, Sept 22, 2015.

Bike and Roll DC | Washington DC Bike Tours and Bike Rentals; Segway...
Bike Tours Take a brake from the mundane with a bike tour. No group too big! Best value in DC. Get a night life! See the sites at sunset. We...
BIKEANDROLLDC.COM

111 People Reached
1 Post Clicks

Car Free Day Metro DC
9.22.15

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

TWEETS 232 FOLLOWING 67 FOLLOWERS 535 FAVORITES 44

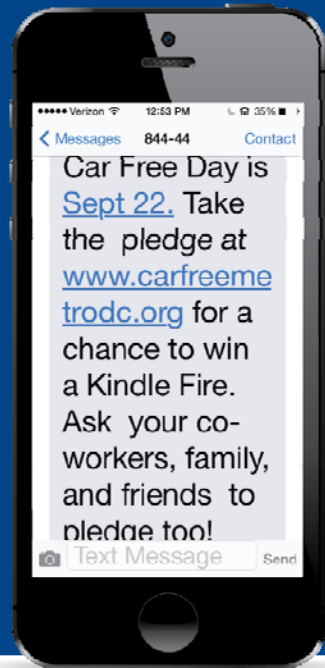
Commuter Connections @CarFreeMetroDC
Commuter Connections retweeted
City of Rockville @Rockville11 · 5h
Tonight: The Mayor and Council will proclaim September 22 Car Free Day in #Rockville. bit.ly/1F280Y7

Who to follow [Auton](#) [View all](#)
Alexandria Police @Alex...
City of Rockville @CityofRockville...
Free in DC @FreeinDC...
Find friends

Trends [Change](#)
#CarFreeDay
Stop Hunger! Start Peace. Donate Today!
Promoted by World Food Programme
#AaakTrump
Just started reading
#MondayMotivation
12 Ways To Beat The Monday Blues
35 Dk. Tweets about this trend



Advertising/Marketing



Opt-In Text Messaging



Transit



Local Events



2016 CFD Call To Action

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



Questions?



2015 TPB Proclamation Signing

