



**Car Free Day 2012**  
**Washington DC Metropolitan Region**  
**Event Recap**



**Metropolitan Washington Council of Governments**  
**National Capital Region Transportation Planning Board**

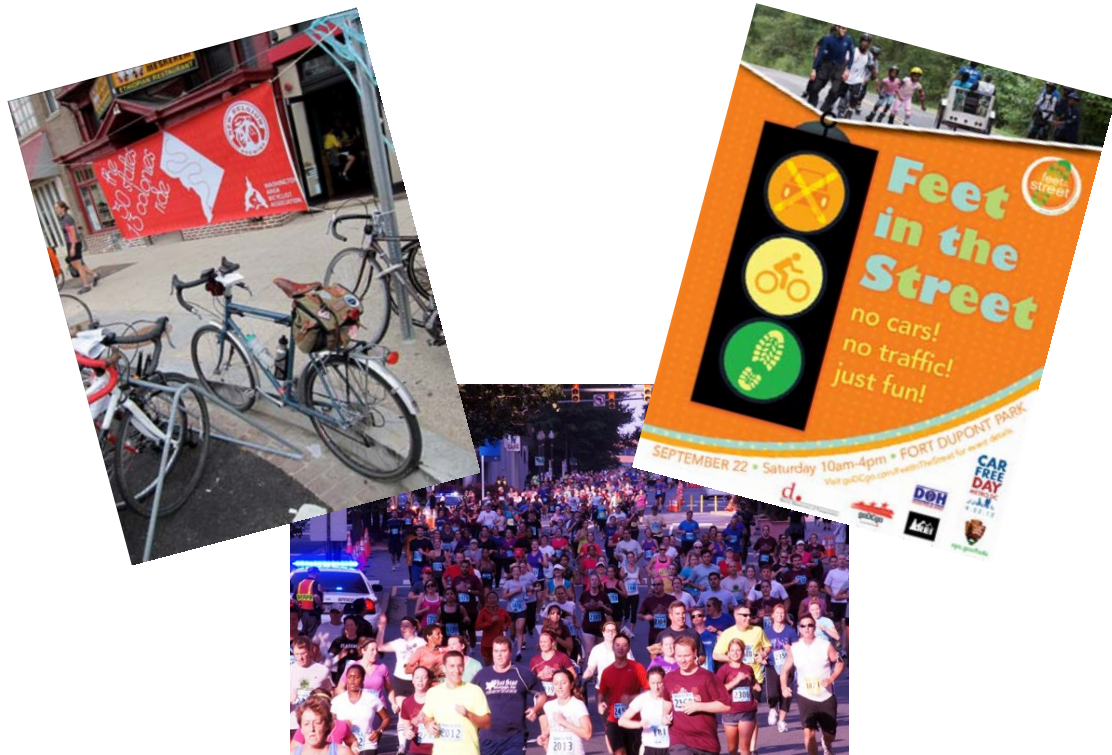
## Special Events

### Car Free Day

For the first time since metropolitan Washington started celebrating Car Free Day in 2008, Car Free Day fell on a weekend. The revised logo reflects the family-friendly focus, replacing the businessman in the crosswalk to a family.

Car Free Day is an internationally celebrated day for people to leave their cars at home for the day, and get around by train, bus, bicycle, subway, or walking. People can also go “car lite” by carpooling or vanpooling.

Nearly 7,000 people pledged to go car free or car-lite this year on Saturday, September 22nd for Car Free Day. The weekend event provided the opportunity to extend the reach of the messaging, encouraging all drivers that the same considerations given for weekday commutes can be applied to weekend errands as well. Through a little extra planning for the weekend, it’s possible to balance the demands of family life while reducing or eliminating drive alone car trips.



Commuter Connections' network members rose to the weekend challenge as well hosting numerous events and offers for those looking for car-free alternatives. Events which took place across the region included Clarendon Day with 10k and 5k fun runs, Feet in the Street at Fort Dupont hosted by the National Park Service and the District Department of Transportation (DDOT), farmers markets street closures in Montgomery County and Calvert County, and other bike and walk activities and challenges across the region.

For people looking to reduce use of their car for the day, at no charge, Bike and Roll offered free bike rentals, and Frederick County TransIT offered free rides on Connector bus routes.

Donated prizes were offered as incentives to people pledging to go car free or car-lite. Local businesses and organizations donating goods or services gained exposure and were associated with a cause that contributed to the betterment of the region's traffic congestion and air quality. Donated prizes included:

- Apple iPad™ - courtesy Base Technologies
- Bicycle - courtesy BicycleSPACE
- Bike Rentals – free rentals on Car Free Day, courtesy Bike & Roll
- Capital Bikeshare - annual memberships, courtesy Capital Bikeshare
- CarSharing Memberships –one year membership fee waived, courtesy ZipCar
- CarSharing Rentals – free one day car rental, courtesy car2go
- Commuter Rail Passes - courtesy Maryland Transit Administration and Virginia Railways Express
- eReader - Amazon Kindle, courtesy District Department of Transportation
- Free Lunch - 2 slices of pizza and beverage, courtesy Flippin' Pizza.
- Health Club Passes – Free 7 day pass, courtesy Sport & Health
- Major League Baseball - Tickets to a Nationals Game during the 2013 Season), courtesy Washington Nationals
- Discount Meal – 15% off order, courtesy Mellow Mushroom
- Segway Tours – Tours for Two, courtesy Capital Segway
- SmarTrip Cards - loaded with \$20 of fare, courtesy WMATA (Metro)
- \$500 in Groceries - delivered to your doorstep, courtesy of Relay
- 2-layer Buttercream Cake - courtesy of Sweet Themez

## Media Objectives

The marketing campaign raised public awareness of Car Free Day and challenged drivers to leave their cars home for the day and go car free, reduce the number of trips taken, or go car-lite by carpooling. A family-friendly focus was placed on the campaign to ask drivers to consider some of the same alternative options they use for their weekday commute, and apply them to their weekend errands.

The marketing campaign consisted of radio, text messaging, posters, bus cards and sides, email blasts, online banner ads, social media and an earned media effort. The efforts brought attention to this event and drove the public to [www.carfreemetrod.org](http://www.carfreemetrod.org) to make a pledge to go car free or car-lite.

## Radio

Radio was used to inform the public of Car Free Day with a call to action to pledge to go car free or car-lite for the day. An exclusive buy was negotiated with Clear Channel with Car Free Day spots running for three weeks in September on the following stations:

- WASH (97.1, Adult Contemporary)
- WBIG (100.3, Classic Rock)
- DC101 (101.1, Rock Alternative)
- WIHT (Hot 99.5, Hit Music)

A :60 second radio spot encouraged listeners to “Park It” for the day and take the pledge by going to [www.carfreemetrod.org](http://www.carfreemetrod.org).

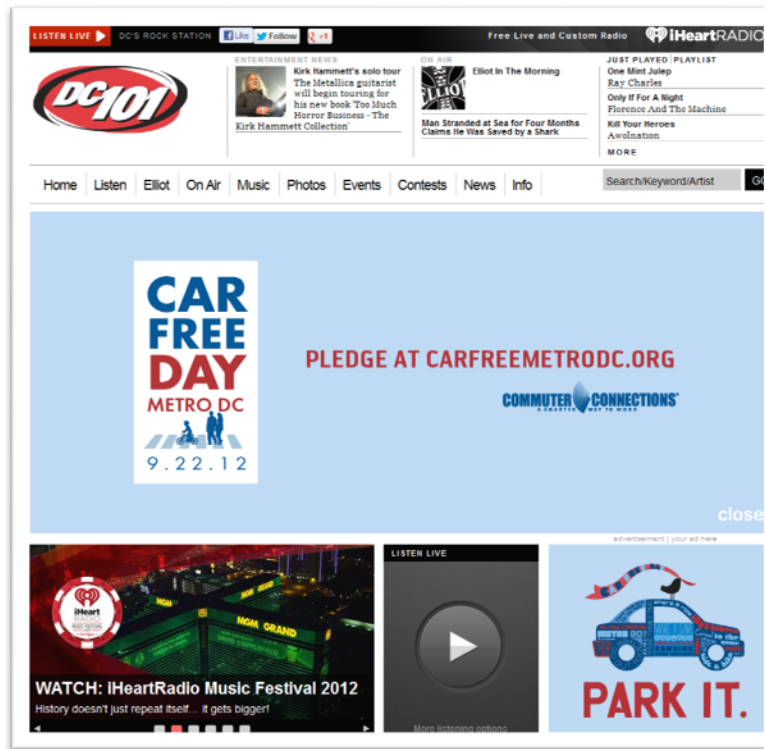
### ***Car Free Day :60—JUST PARK IT***

A precocious child, speaking as a grown-up, reminds adults that after a tough work week at the same old grind, the weekends are for relaxing and doing fun family activities, not for driving around running errands. It’s time to take back the weekend! The announcer reinforces the ‘Park It’ message and drives listeners to the website to pledge and for more information.

## Clear Channel Value Added

Clear Channel complemented the on-air promotion of Car Free Day with a substantial digital presence as value add including:

- Home Page Takeovers
  - WASH 9/21
  - WBIG 9/20
  - HOT99.5 9/13
  - DC101 9/19
- Email Blast
  - WBIG 9/17
- WASH Rewards Featured Link: 9/15-9/21
- Personality Page Sponsorships on HOT & DC101: 9/17-9/21
- ROS Banner Impressions: 9/10-9/21
  - WASH 20,000
  - WBIG 20,000
  - HOT99.5 30,000
  - DC101 25,000



DC101 and WBIG provided tickets to the Maryland Renaissance Festival and promoted a contest rewarding tickets to listeners who pledged to go car free. Winners were selected from the carfreemetrodc.org database.

## Text Messaging

Opt-in text messaging was used to encourage additional pledges through word-of-mouth. The messages thanked them for pledging, served as a reminder of the date, and encouraged them to get friends and family to pledge too. Approximately 4,000 text messages were sent out during the campaign.

September 7, 2012

Thanks for pledging to go Car Free on Sept 22. You may win an iPad courtesy of Base Technologies! Get a friend to pledge at <http://www.carfreemetrodc.org>

September 17, 2012

See full list of raffle prizes for Car Free Day at <http://www.carfreemetrodc.org> click on Events tab & scroll down. Get your family & friends to pledge today!

September 20, 2012

Park it on Saturday and enjoy the day by going Car Free or Car-Lite in Metro DC. Get a friend to pledge at <http://www.carfreemetrodc.org>

## Logo and Poster

The "Park It" poster depicted a car decorated with family-oriented weekend activities and various weekend transportation modes. The call to action directed people to [carfreemetrodc.org](http://carfreemetrodc.org) to take the pledge and for additional information including street closures and prize giveaways. The poster was sent as an email attachment to nine parenting listserv mailing lists, reaching an estimated 24,000 email accounts in the region. Elements of the new creative were incorporated in the website design, Facebook page, and Twitter account.

**PARK IT.**

for the whole day, or drive less on saturday, september 22

**CAR FREE DAY**  
METRO DC  
9.22.12

saturday  
9.22.2012

TAKE THE FREE PLEDGE AT  
**CARFREEMETRODC.ORG**  
FOR A CHANCE TO WIN AN iPad,  
BICYCLE & OTHER GREAT PRIZES!

street closures  
Arlington  
Montgomery County  
Washington D.C.  
See website for specifics.

COMMUTER CONNECTIONS  
[carfreemetrodc.org](http://carfreemetrodc.org)  
800.745.RIDE

Printed on recycled paper

## Transit Signage

Nearly 400 ad spaces were donated by network members, allowing for placement of Car Free Day signage on buses and transit shelters across the region.

- 40 Arlington Transit (ART) bus cards
- 200 Metro bus cards
- 70 Fairfax Connector bus tails
- 30 Montgomery County Ride On bus kings
- 50 Montgomery County bus shelters



**PARK IT.**  
for the day on saturday, september 22  
use metrobus or metrorail  
**PLEDGE AT CARFREEMETRODC.ORG**  
GET A CHANCE TO WIN AN iPad™

**CAR FREE DAY**  
METRO, DC  
9-22-12

**metro** **COMMUTER CONNECTIONS**  
800.745.RIDE



## Website

The Car Free Day website was updated to include elements from the new creative, unifying the campaign's digital presence.

The screenshot shows the homepage of the Car Free Day website. At the top left, the logo reads "CAR FREE DAY METRO DC" with a small graphic of a person on a bicycle. To the right, the date "September 22, 2012" is displayed. A red and blue ribbon graphic with the word "CAR" on it is positioned above a small bird icon. To the right of the ribbon, there are two smartphone icons and the text: "Pledge today for a chance to WIN an Apple iPad, bicycle, or other great prizes".

A red navigation bar contains the following links: HOME, WHAT is car free day?, HOW to be car free?, EVENTS and special promotions, PLEDGE to be car free day, NEWS, SPONSORS, and CONTACT drop us a line.

Below the navigation bar is a large photograph of a group of cyclists riding down a city street. To the right of the photo is a blue box with the text "TAKE THE CAR FREE CHALLENGE PLEDGE TO BE CAR FREE". Below this is a "Car Free Day Pledge Count" section showing a digital counter with the number "3506" and the text "...and counting!". To the right of the counter is a small text box: "Be one of many that will reduce or eliminate the use of their car on Sept. 22, 2012".

Below the photo and pledge counter is a large red heading "PARK IT." followed by the text "for the whole day, or drive less on saturday, september 22". Below this is a paragraph: "Join us for part of a worldwide movement to celebrate sustainable transportation on Car Free Day, Saturday September 22, 2012."

On the right side of the page, there is a Facebook widget titled "Car Free Day on Facebook" with a "Like" button. Below it is another Facebook widget titled "Car Free Day" with the text: "With the high cost of gasoline, Car Free Day is a great".

## Social Media



A Car Free Day Facebook page was used to keep friends of the event up to date on activities prior to and following the event. Car Free Day was “liked” by over 3,100 Facebook fans.

The screenshot displays the Facebook profile for Car Free Day Metro DC. The cover photo is a colorful graphic of a car with various activities written on it, such as "TAKE YOUR KIDS TO THE PARK", "share a ride", "PLAY CARDS", "MAKE A CAKE", "BUS SHOPPING", "COMBINE YOUR ERRANDS", and "ride a bike". The page shows 2,915 likes and several posts from August 2012. One post is a link shared by Car Free Day on August 21, titled "The DC metropolitan region's Car Free Day web site is now officially open. The goal is 10,000 pledges of residents to go car free or car-lite on Sat. Sept. 22nd." Another post is a comment by Colleen Beaty on August 21 at 11:35am, asking "But it's a Saturday... wouldn't it be better served moved to a weekday, when people will be commuting?". A third post is a link shared by Car Free Day on August 21 at 1:06pm, titled "Great point Colleen. It's the first time since Car Free Day started being observed throughout metropolitan Washington in 2008 that the event falls on a Saturday. Ordinarily, when Car Free Day falls on a weekday, most of those who pledge to go car-free or 'car-lite' are faced with finding alternative ways to get to and from work. This year, however, many Car Free Day participants will be focusing on finding alternatives like transit, bicycling, walking, and carpooling to get to and from all the places other than work that people travel. Hopefully for some this will lead to the use of these alternatives on a regular workday."



Twitter was used to follow Car Free Day activities in the region as well as to promote Car Free Day activities and sponsors. Car Free Day had 357 followers on Twitter.

**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.

68 TWEETS  
63 FOLLOWING  
330 FOLLOWERS

**Tweet to Commuter Connections**  
@CarFreeMetroDC

**Tweets**

- Commuter Connections** @CarFreeMetroDC 22h  
Make a difference - bike, walk, carpool or take mass transit on Car Free Day Saturday, Sept. 22. Pledge at [carfreemetrodc.org](http://carfreemetrodc.org)  
Expand
- Commuter Connections** @CarFreeMetroDC 28 Aug  
Learn what fun a Car Free Saturday can be. Pledge to leave your car at home at [carfreemetrodc.org](http://carfreemetrodc.org)  
Expand
- Commuter Connections** @CarFreeMetroDC 27 Aug  
Hit just over 3,000 pledges for Car Free Day. Goal is to reach 10,000 before 9.22.12 [www.carfreemetrodc.org](http://www.carfreemetrodc.org)  
Expand
- Commuter Connections** @CarFreeMetroDC 24 Aug  
Take the Car Free Day Pledge today for the chance to win an Apple iPad, a bicycle, or other great prizes. [carfreemetrodc.org](http://carfreemetrodc.org)  
Expand
- Commuter Connections** @CarFreeMetroDC 21 Aug  
DC region's Car Free Day web site officially open. Goal is 10,000 pledges to go car free or car-lite on Sept. 22nd [mwcog.org/commuter2/jpdf...](http://mwcog.org/commuter2/jpdf...)  
Expand
- Commuter Connections** @CarFreeMetroDC 14 Aug  
Car Free Day is Sat, Sept 22nd. Have you registered yet? [carfreemetrodc.org](http://carfreemetrodc.org). Please RT.  
Expand

**PARK IT.**  
saturday, september 22

**CAR FREE DAY**  
METRO DC  
9.22.12

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## Capital Car Free Campus Support

Several area colleges got involved with Car Free Day to encourage faculty, staff and students use transportation alternatives. American University and George Mason University sustainability offices were up to the task. Posters and buttons were sent to the campuses to aid with their promotion of Car Free Day.

## Outreach, Sponsorships

The success of Car Free Day involves the support of, and participation from, local communities, organizations, and businesses. The message Commuter Connections imparts on Car Free Day, to consider train, bus, subway, bicycle, carpool, or walking and reduce car usage for a day, or go car free, delivers positive benefits to the region. Traffic congestion is reduced. Air quality is improved. People may use the car free experience to explore the overlooked gems in their own neighborhood. Small and local businesses may benefit. Health benefits may be reaped and the experience may lead to changes in commute and travel behavior. By plugging in to like-minded environmental, transportation, health, and business entities, Car Free Day will continue to grow.

Outreach was used to inform and promote Car Free Day with local businesses and organizations. A pitch was included in the Restaurant Association of Metropolitan Washington newsletter asking restaurants to support the event. Mellow Mushroom in Adams Morgan responded offering a discount on Car Free Day. Flippin' Pizza, for the second year, provided coupons for a free lunch on Car Free Day. The efforts of numerous Commuter Connections network members resulted in a considerable list of donated prizes that were raffled off to people who pledged.



## Earned Media

Media outreach was conducted in collaboration with COG and its Office of Public Affairs, with a coordinated strategic approach designed to maximize Car Free Day coverage.

A steady flow of media releases built momentum over time, beginning with a calendar listing one month ahead and continuing with three press releases, each focused on a different benefit of participation. The team promoted the following press releases to newspapers, magazines, radio and television stations, and social media:

- Press Release #1: August 15, 2012; [Car Free Day Pledge Site Now Open!](#)
- Press Release #2: September 10, 2012; [Beat the High Price of Gas by Going Car Free on September 22](#)
- Press Release #3: September 19, 2012; [There is Still Time to Pledge to Go Car Free Sign up and Win Great Prizes!](#)

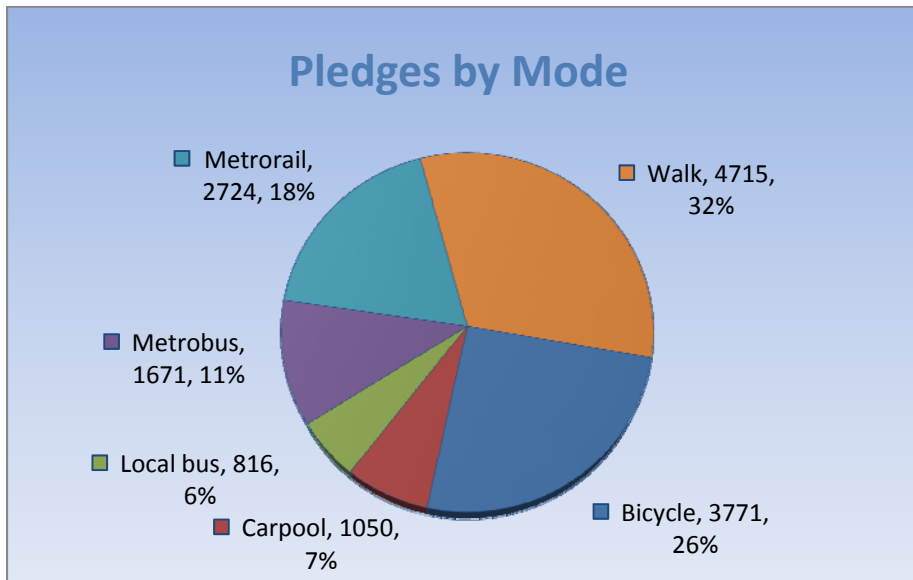
A coordinated media pitching effort followed the distribution of each press release, with direct contact with media outlets throughout the Washington region. The publicity team secured interviews, placed news stories, and drove media to report about Car Free Day. As a result of these efforts, media coverage included the following:

- 63 Car Free Day Media Placements were made, (see Appendix B) for the full listing.

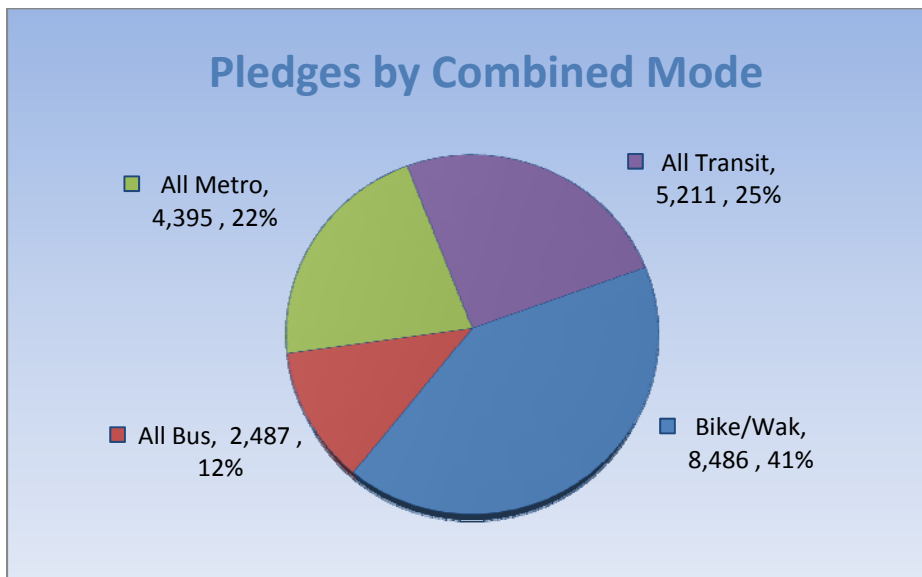


## Performance Results

- 6,572 individual pledges were made in 2012.
- 2,780 people (42%) were normally SOV.
- 144,460 miles were collectively reduced or saved overall by all who pledged.
- 77,998 miles were reduced by the SOV group, 54% of the total miles reported.
- Cell phone numbers were provided by 2,158, a third of all participants.



Pledges shown in the pie charts equal a greater number than the total pledges received. This is due to multiple modes reported by the vast majority of participants, in particular when a primary mode was combined with walking.







A Google Analytics report was generated inclusive of statistics from the Car Free Day web site. Nearly 18,000 visits were made by 14,945 unique visitors. Total pageviews were 41,426, and the average number of pages per visit was 2.31, with an average duration of 2 minutes and 13 seconds.

The referral report supported the high number of website visits driven by online banner ads seen on WASH FM's web page, providing the second highest referral rate to the Car Free Day website.

Source	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
1. <a href="http://mwcog.org">mwcog.org</a>	691	4.28	00:05:30	53.55%	39.36%
2. <a href="http://rewards.washfm.com">rewards.washfm.com</a>	542	1.28	00:02:26	39.30%	81.92%
3. <a href="http://wmata.com">wmata.com</a>	504	1.83	00:01:09	97.62%	65.87%
4. <a href="mailto:36ohk6dgmcd1n-c.c.yom.mail.yahoo.net">36ohk6dgmcd1n-c.c.yom.mail.yahoo.net</a>	472	2.38	00:02:28	86.65%	27.54%
5. <a href="http://facebook.com">facebook.com</a>	393	2.31	00:01:56	85.75%	47.84%
6. <a href="http://reddit.com">reddit.com</a>	355	1.60	00:00:31	96.34%	77.18%
7. <a href="http://carfreemetrodc.org">carfreemetrodc.org</a>	277	1.65	00:01:03	89.89%	72.20%
8. <a href="http://t.co">t.co</a>	200	1.84	00:01:32	81.50%	65.50%
9. <a href="http://livewire.nreca.org">livewire.nreca.org</a>	135	1.85	00:01:48	90.37%	48.89%
10. <a href="http://godego.com">godego.com</a>	134	2.81	00:02:35	82.84%	31.34%



## Appendix of Car Free Day Media Placements

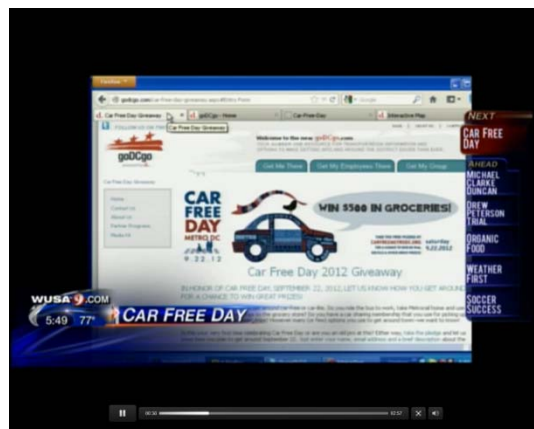
### Television

Outlet	Contact	Date	Title
News Channel 8; <i>NewsTalk</i>	Bruce DePuyt	9/4/2012	<a href="#">TV interview with Nick Ramfos</a>
The Extra Mile	Monica Samtani	9/4/2012	<a href="#">Television interview with DDOT</a>

### [News Talk: Interview with Nick Ramfos](#)



### [The Extra Mile: Interview with DDOT](#)



## Radio

Outlet	Contact	Date	Title
WFLS - Fredericksburg	Deidre Blake	9/19/2012	Taped interview with Nick Ramfos
Metro Networks*	Tom Roberts	9/19/2012	Taped interview with Nick Ramfos
WUSA Channel 9	Monica Samtani	9/24/2012	Live radio interview wrap-up with Nick Ramfos

\*Metro Networks – Tom Roberts Distributed to 20 affiliate stations:

(WAVA 105.1 FM, WBQB 101.5 FM, WFLS 93.3 FM, WFVA 1230 AM, WHUR 96.3 FM, WIAD 94.7 FM, WINC 92.5 FM, WJFK 106.7 FM, WKYS 93.9 FM, WLZL 99.1 FM, WMAL 630 AM, WMMJ 102.3 FM, WPGC 95.5 FM, WPRS 104.1 FM, WTOP 103.5 FM, WYCB 1340 AM) Interviewed August 11, 2011,

## Print/Online

Outlet	Contact	Date	Title
Connected Communities	Howard Hartman	8/20/2012	<a href="#">Car Free Day Site Now Open</a>
Bike Arlington		8/20/2012	<a href="#">Car Free Day Site Now Open</a>
TPB Weekly Report		8/21/2012	<a href="#">Washington Region to Join the World in Celebrating CFD</a>
Fairfax News	Fairfax News	9/3/2012	<a href="#">No Escape Terrible Traffic Tuesday Approaches</a>
Market Watch	Marketwire	9/4/2012	<a href="#">Get Out and Explore DC with Car Free Day Sept. 22</a>
BeforeItsNews.com	Marketwire	9/4/2012	<a href="#">Get Out and Explore DC with Car Free Day Sept. 22</a>
NBC News.com	Marketwire	9/4/2012	<a href="#">Get Out and Explore DC with Car Free Day Sept. 22</a>
Yahoo.com	Marketwire	9/4/2012	<a href="#">Get Out and Explore DC with Car Free Day Sept. 22</a>
WUSA Channel 9	Kristen Fisher	9/4/2012	<a href="#">School Begins and so Does Terrible Traffic Tuesday</a>
goDCgo		9/4/2012	<a href="#">Car Free Day 2012</a>
CBS DC		9/4/2012	<a href="#">Terrible Traffic Tuesday Drives DC Crazy again</a>
Timely Tidbits	RAMW	9/5/2012	<a href="#">Attract New Customers on Car Free Day</a>

**Car Free Day 2012 Event Recap – Washington DC Metropolitan Region – March 13, 2013**

Bethesdanow.com	Aarib Kraut	9/17/2012	<a href="#">Car Free Day is Saturday</a>
Washington Post	Associated Press	9/19/2012	<a href="#">Car Free DC is the goal for sustainable transportation advocates, at least for a day</a>
WTOP, Sprawl & Crawl	Associated Press	9/19/2012	<a href="#">Advocates urge D.C. to go car free for a day</a>
Baltimore CBS Local	Associated Press	9/19/2012	<a href="#">Advocates urge D.C. to go car free for a day</a>
My Fox DC.com	Associated Press	9/19/2012	<a href="#">Advocates urge D.C. to go car free for a day</a>
Connected Communities	Howard Hartman	9/19/2012	<a href="#">There is Still Time to Pledge to Go Car Free</a>
Grist	Greg Hanscom	9/19/2012	<a href="#">Ditch your car this week! We double-dog dare you</a>
The Washington Times	Editorial	9/20/2012	<a href="#">A World Without Cars</a>
Washington Post	DC News in Brief	9/20/2012	<a href="#">Saturday is International Car Free Day</a>
Georgetown Patch	Syd Bickers	9/20/2012	Phone interview with Nick
Riehl World View		9/21/2012	<a href="#">Ack! World Car Free Day?</a>
Redefineing Eco		9/21/2012	<a href="#">Break Your Automobile Addiction</a>
Washington DC Local Me		9/21/2012	<a href="#">Safety and Awareness are Key for CFD 2012</a>
Loudon County Traffic		9/21/2012	<a href="#">Car Free Day is Tomorrow</a>
Beyond DC		9/21/2012	<a href="#">The Reason Car-Free Day is on Saturday</a>
Georgetown Patch	Syd Bickers	9/21/2012	<a href="#">Safety and Awareness are Key for CFD 2012</a>
ExpressNightOut.com	Vickey Hallett	9/21/2012	<a href="#">DC Rider - Space Invaders</a>
Washington Post, Post Local	Dr. Gridlock	9/21/2012	<a href="#">Car Free Day tomorrow</a>
The Wash Cycle		9/21/2012	<a href="#">Thursday Afternoon Commute Capital Bikeshare Day</a>
Bike Arlington	Blogsite	9/22/2012	<a href="#">Happy Car Free Day</a>
The Wash Cycle	Blogsite	9/20/2012	<a href="#">Afternoon Commute</a>
EYA	Blogsite	9/18/2012	<a href="#">Park It - Go Car Free on September 22nd</a>
Life in the Village	Blogsite	9/19/2012	<a href="#">Car Free Day</a>
Bike Arlington Forum	Blogsite	9/22/2012	<a href="#">Happy Car Free Day</a>
WABA	Blogsite		<a href="#">Car Free Day - a Good Time to Reflect on Transportation Options</a>
Bike and Roll	Blogsite	8/27/2012	<a href="#">Go Car Free Sept. 22nd</a>

## Social Media

Outlet	Contact	Date	Title
Facebook	goDCgo	9/18/2012	Kill some time with us this blustery Tuesday morning by taking our Car Free Day Trivia Challenge. You know you love online quizzes - see how you score!
Facebook	goDCgo	9/19/2012	Countdown to Car Free Day 2012! Take the pledge today!
Facebook	goDCgo	9/24/2010	Thanks to everyone who participated in our Car Free Day Giveaway! We were overwhelmed by your enthusiastic responses and hope you all enjoyed the day. Winners have been notified by the email addresses you provided, so please check and see if you were one of them!
Facebook	goDCgo	9/17/2012	Please join us this Saturday, 9/22, for Feet in the Street! Through a partnership between the National Park Service and DDOT, this annual event is our official DC street closure for Car Free Day 2012. Come on out and enjoy biking, walking, skating and strutting on the beautiful car-free streets of Fort Dupont - plus participate in a host of fun, family-friendly activities. See you there!
Facebook	Capital Bikeshare	9/18/2012	We know you like bikes, and we're pretty sure you like prizes--so please help us support Car Free Day this Saturday by taking the pledge to go car-free or car-lite!
Facebook	Capital Bikeshare	9/19/2012	Hope all of our members will take the Car Free Pledge today! It's easy to do and you can win prizes!
Twitter	Free in DC	9/21/2012	This Saturday 9/22 is DC Car Free Day! Join @LiveWellDC at "Feet in the Street" Fort Dupont Park in SE 10am-4pm, Free!
Twitter	Free in DC	9/22/2012	Today is DC Car Free Day! Join @LiveWellDC at "Feet in the Street" Fort Dupont Park in SE 10am-4pm, Free!
Twitter	goDCgo	9/17/2012	Please join us on Sat. for Feet in the Street - DC's official road closure event for #CarFreeDay2012! See you there!
Twitter	goDCgo	9/17/2012	Free bike rentals from @BikeandRollDC - 1 more great prize that could be yours when u enter the Car Free Day giveaway!
Twitter	goDCgo	9/18/2012	Take the #CarFreeDay Trivia Challenge & see what you REALLY know! Are you as car-free savvy as you think you are?
Twitter	Capital Bikeshare	9/18/2012	Have you taken the @CarFreeMetroDC pledge to go car-free/car-lite this Saturday Sept. 22? Just a few days left!

Twitter	goDCgo	9/19/2012	Take the #CarFreeDay pledge!
Twitter	goDCgo	9/19/2012	Pledges for #CarFreeDay are just about to hit 4,500. Let's see if we can hit 5,500 by the end of the day! Please RT!
Twitter	goDCgo	9/20/2012	We made it to over 6,200 #CarFreeDay pledges! What do you think, DC? How about 8,500 today? Tell a friend!
Twitter	RelayFoods	9/21/2012	Car Free Day is tomorrow, how do you plan to spend it? Let our friends @goDCgo know!
Twitter	DDOT DC	9/21/2012	Don't want to run any Saturday errands? "Sorry honey, I'm car free today." Take the pledge
Twitter	DDOT DC	9/21/2012	It's the Family-Cycle and it's all you need for a Car Free Day. Take the pledge:
Twitter	DDOT DC	9/22/2012	Happy #CarFreeDay DC! Hope U find a creative way to celebrate!
Twitter	carfreemetrodc		<a href="#">Various tweets on Commuter Connections</a>