



CAR FREE DAY 2020 EVENT

**WASHINGTON, DC
METROPOLITAN REGION**

FY 2021 DRAFT REPORT

May 18, 2021

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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, and walking. In the Washington, DC region Car Free Day began in 2008 and is coordinated by Commuter Connections and its network of regional partners. Car Free Day in the National Capital region also includes the option to participate by traveling “car lite” by way of carpool or vanpool and also teleworking.

In 2020, the event faced challenges brought about by the COVID-19 pandemic, and focus was shifted to place more emphasis on bicycling, scootering, walking, teleworking, and on employer based ridematching. In 2020, transit and ridesharing were down dramatically while teleworking received the greatest number of Car Free Day pledges. During a typical year, teleworking has the least number of pledges. Biking and walking remained impactful this year, in part because nearly a third who took the Car Free Day pledge biked or walked for recreation or exercise.

The total number of Car Free Day pledges for the 2020 event was 3,834. While this was a decrease from the previous year, pledges were still greater in 2020 than in 2015 and 2018.

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

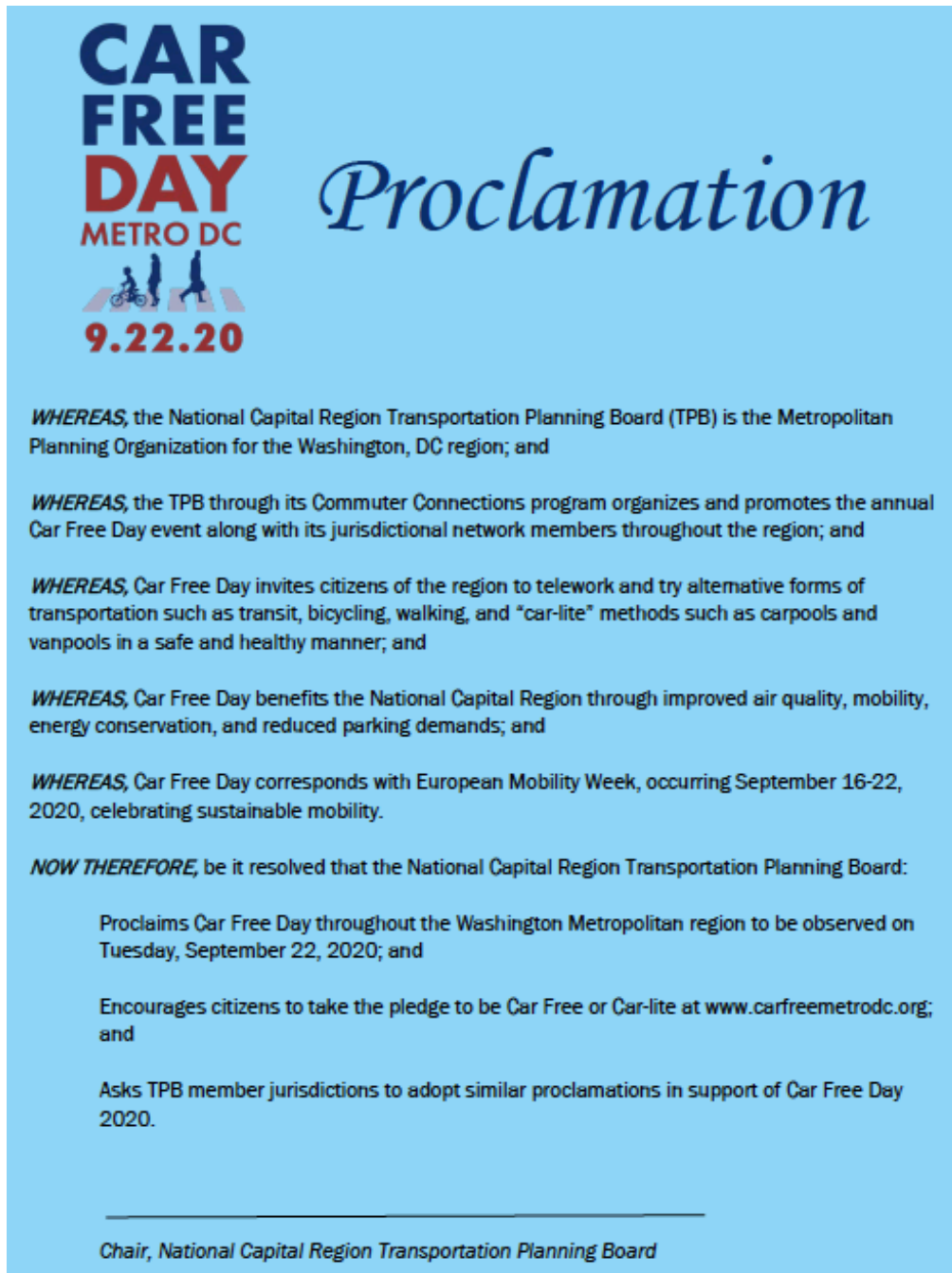
1. Use the event as an opportunity to promote alternative modes of transportation for both commute and non-commute trips.
2. Encourage commuters and the general public to take the online pledge to use car free or car-lite travel methods on Car Free Day.
3. Measure and report impacts, as part of the Commuter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



Proclamation Signing

The Car Free Day 2020 proclamation signing took place at the Metropolitan Washington Council of Governments' National Capital Region Transportation Planning Board virtual meeting. Some jurisdictions also approved local Car Free Day proclamations of their own.

Kelly Russell, City of Frederick President Pro Tem Board of Aldermen, and Chair of the National Capital Region Transportation Planning Board (TPB) signed the enlarged proclamation at the July 22, 2020 TPB meeting. The proclamation recognized September 22, 2020 as Car Free Day in the Washington, DC region.



Sponsors

All who took the Car Free Day 2020 pledge received a \$30 Nift Gift card to use with local participating businesses in the DC area and a free LOVe Burger from Leon. Registrants were also entered into a raffle for a chance to win sponsor donated raffle prizes.

Raffle Prizes

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

- **Capital Bikeshare annual memberships**, courtesy goDCgo
- **Samsung Galaxy Tab A**, courtesy Tri-County Council for Southern Maryland
- **SmarTrip cards with \$25 in fare**, courtesy Washington Metropolitan Area Transit Authority
- **Free T-shirt and annual membership**, courtesy East Coast Greenway Alliance
- **Grocery Store gift cards of \$25 value**, courtesy Giant Food
- **Annual memberships**, courtesy Washington Area Bicyclist Association
- **Nando's PERi-PERi**, Full Platter at DC, Maryland, or Virginia locations, courtesy Nando's PERi-PERi
- **Commuter train passes**, courtesy Virginia Railway Express
- **Cookbooks**, courtesy LEON
- **\$20 gift card**, courtesy HipCityVeg



Special Offers

An online Nift Gift (neighborhood gift) promo code was emailed to all who took the Car Free Day pledge. With Nift, Car Free Day participants were provided with a \$30 credit to discover great local businesses in neighborhoods where they live or work.



An online promo code for a free Love Burger was emailed to all who took the Car Free Day pledge.



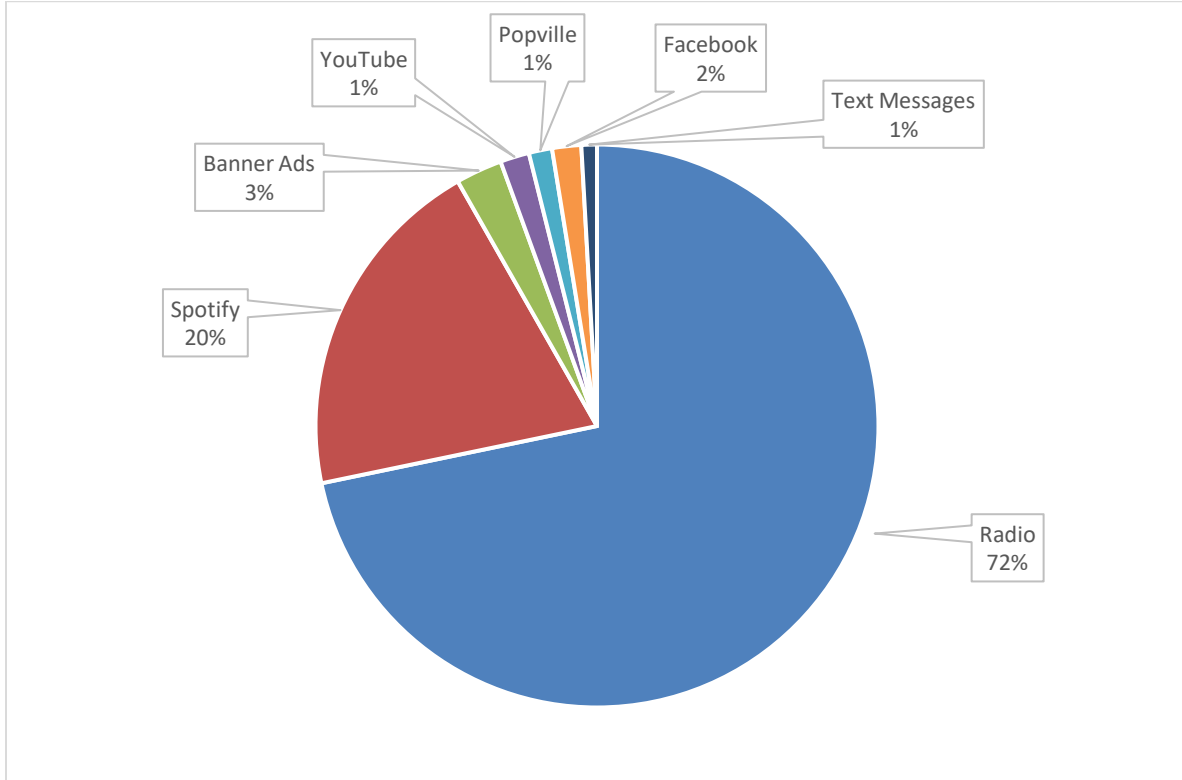
Poster

Images developed for Car Free Day 2020 were relevant to traveling during the coronavirus pandemic and working remotely. Messaging reminded participants to use safe and healthy practices such as wearing masks, practicing social distancing, and washing hands. The poster was available in PDF format at www.carfreemetrodc.org and via an HTML email to 54,000 employers, stakeholders, and past year's participants of Car Free Day and Bike to Work Day events.



Media

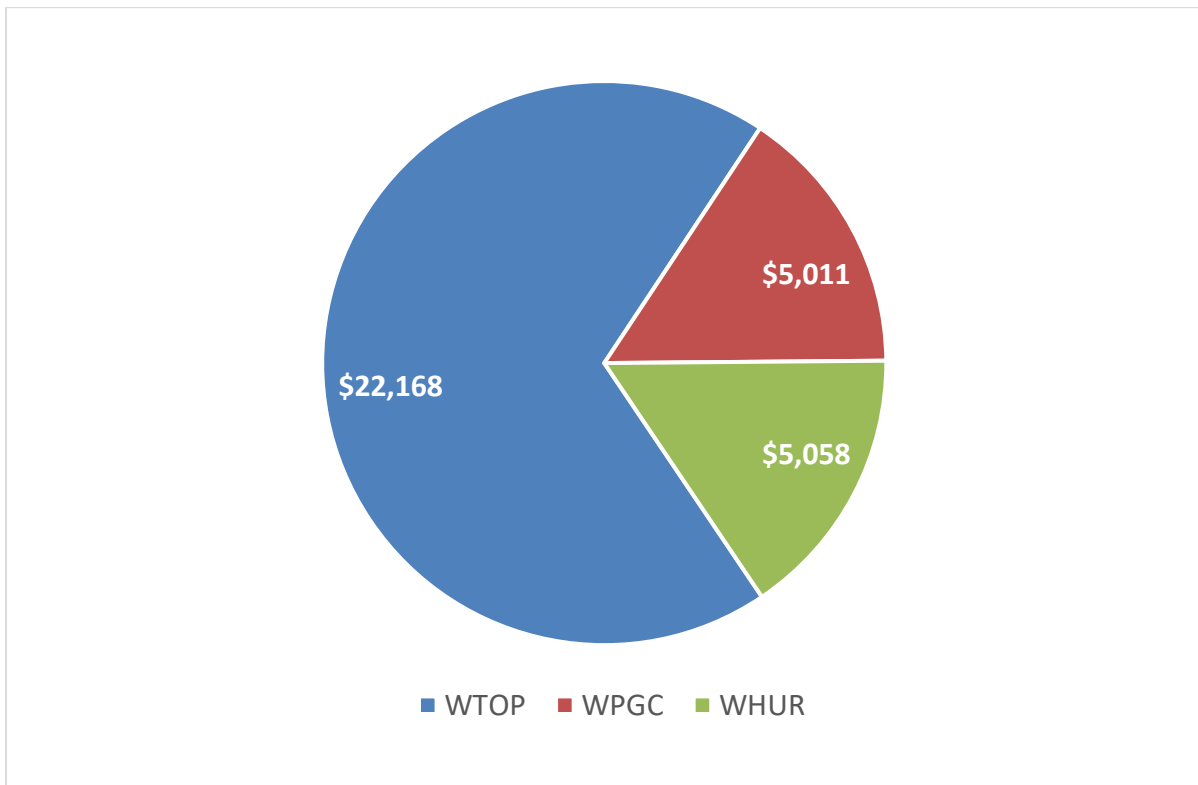
Paid media included traditional and internet radio (Spotify), video (YouTube), sponsored blog article (Popville.com), online banner ads (El Tiempo Latino), social media (Facebook), and text messaging. Many transit agencies provided complimentary ad space to promote Car Free Day as well.



Car Free Day Budget	MWCOG Cost	Gross Dollars	Impressions
Radio	\$32,236.75	\$37,925	1,379,900
Spotify	\$9,000.00	\$10,588.50	716,850
Banner Ads (El Tiempo Latino)	\$1,200.00	\$1,411.80	378,563
YouTube	\$750	\$882.00	69,676
Popville	\$600	\$705.90	105,600
Facebook	\$750.00	\$882.00	131,757
Text Messages	\$400	\$470.60	12,941
Totals	\$44,936.75	\$52,865.80	2,795,287

Radio

Radio encouraged travelers to Commute with Confidence and go car free or car-lite on Tuesday, September 22, 2020. A :30 and :10 recorded spot aired on three Washington, DC area radio stations: WPGC (95.5), WHUR (96.3), and WTOP (103.5).



Banner Ads

Advertising Contact Us Classifieds Powermeter Subscribe Search

ElTiempoLatino >>AL MOMENTO LA CRISIS DEL COVID-19

Coronavirus Américas Nacional Deportes Mundo Entretenimiento Local Lifestyle Opinión Business Tecnología Salud

CAR FREE DAY METRO DC Haz un compromiso gratis para poder ganar grandes premios, incluso si no tienes carro o lo usas poco. #CarFreeDay @CarFreeMetroDC **COMMUTER CONNECTIONS.** A SMARTER WAY TO WORK. CARFREEMETRODC.ORG 800.745.RIDE

9.22.20 COMMUTE WITH CONFIDENCE

Apoye el periodismo local en español. Nuestra cobertura del coronavirus es vital hoy más que nunca. **APOYE**

¿Conviene tomar vacaciones ahora? Desconectar no es ser irresponsable, sino tomar aliento para emprender la carrera con más fuerza



¿ESTAS LISTO PARA SER EL PROPIETARIO DE UNA CASA?
George Mason Mortgage es el prestamista local con experiencia que necesitas.
GEORGE MASON MORTGAGE
COMIENZA AHORA

CAR FREE DAY METRO DC Haz un compromiso gratis para poder ganar grandes premios, incluso si no tienes carro o lo usas poco. #CarFreeDay @CarFreeMetroDC **COMMUTER CONNECTIONS.** A SMARTER WAY TO WORK. CARFREEMETRODC.ORG 800.745.RIDE

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Advertising Contact Us Classifieds Powermeter Subscribe Search

ElTiempoLatino >>AL MOMENTO LA CRISIS DEL COVID-19

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9.22.20 COMMUTE WITH CONFIDENCE

Apoye el periodismo local en español. Nuestra cobertura del coronavirus es vital hoy más que nunca. **APOYE**



Junta Electoral de Maryland informa envío de solicitudes de boletas de votación a electores
La Junta Electoral de Maryland anunció este lunes 31 de agosto que las solicitudes de boletas de votación para los comicios del 3 de noviembre se enviarán por correo a los electores elegibles entre el



Policía de DC y manifestantes se enfrentaron cerca de la Plaza Black Lives Matter

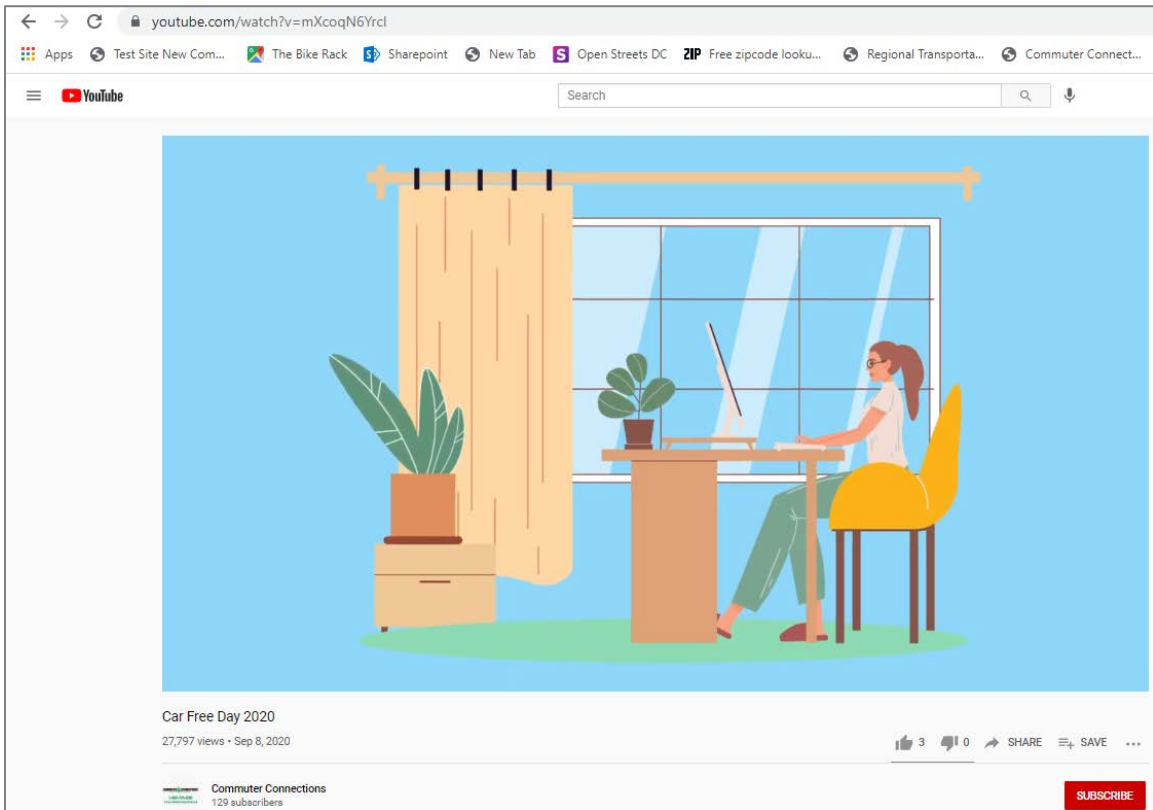


Pandemia: En cinco meses se perdieron más empleos que en crisis de 2008



Horóscopo Semanal
Horóscopo semanal de El Tiempo Latino

YouTube Video



The screenshot shows a YouTube video player interface. The browser address bar displays the URL `youtube.com/watch?v=mXcoqN6Yrcl`. The page title is "Car Free Day 2020". The video content is a flat-style illustration of a woman with glasses and a ponytail, wearing a white shirt and green pants, sitting on a yellow chair at a wooden desk. She is working on a laptop. The desk is positioned in front of a large window with a wooden frame. To the left of the window is a wooden cabinet with a potted plant. The background is a solid light blue color. Below the video, the text "Car Free Day 2020" is displayed, followed by "27,797 views • Sep 8, 2020". To the right of this text are icons for likes (3), comments (0), share, save, and a menu icon. Below the video player, the channel name "Commuter Connections" is shown with "129 subscribers" and a red "SUBSCRIBE" button.

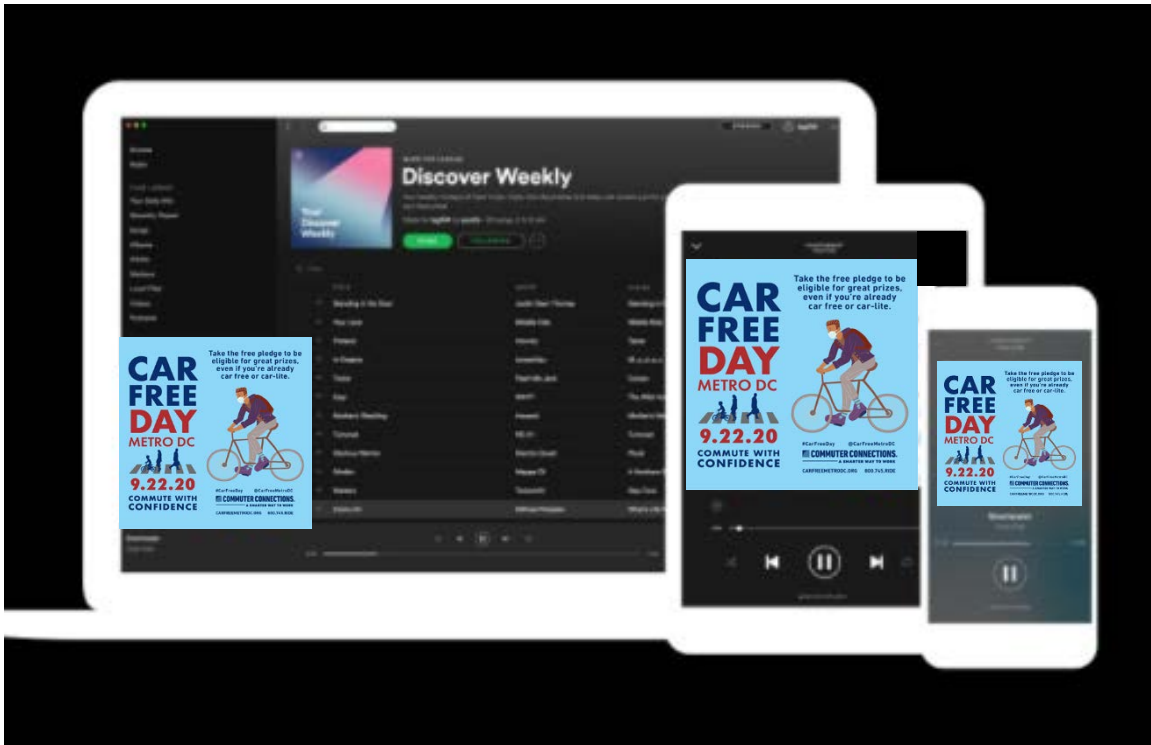
Car Free Day 2020
27,797 views • Sep 8, 2020

Commuter Connections
129 subscribers

SUBSCRIBE

Spotify

An estimated 716,850 impressions were delivered using Spotify, 35,032 more than the guaranteed number. A :30 audio spot ran concurrently with a companion image.



Social Media Posts

During the month of September, through Car Free Day, boosted posts were placed on Facebook, each with a different visual every few days.

Car Free Day
Published by Go Greenman · September 2 ·

On Tuesday, September 22, take a deep breath as you ride to work on Car Free Day! Take the free pledge at CarFreeMetroDC.org for free giveaways and raffle entry for great prizes. Sponsored by Commuter Connections. #CarFreeDay #CarFreeMetroDC

BREATHE IN FRESH AIR

CARFREEMETRODC.ORG
Car Free Day | Are You Ready To Take The Pledge? [Sign Up](#)

12,423 People Reached 278 Engagements [Boost Again](#)

Boosted on September 2 By Go Greenman Completed

People Reached	11.9K	Link Clicks	110
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[View Results](#)

👍👎❤️ 25 5 Comments 13 Shares

Car Free Day
Published by Go Greenman · September 4 ·

Hop on a scooter on Car Free Day, Tuesday, September 22, and enjoy a fuel-free alternative to get where you need to go! Take the free pledge at CarFreeMetroDC.org for free giveaways and raffle entry for great prizes. Sponsored by Commuter Connections. #CarFreeDay #CarFreeMetroDC

SCOOT YOUR WAY

CARFREEMETRODC.ORG
Car Free Day | Are You Ready To Take The Pledge? [Sign Up](#)

12,908 People Reached 276 Engagements [Boost Again](#)

Boosted on September 4 By Go Greenman Completed

People Reached	12.4K	Link Clicks	100
----------------	-------	-------------	-----

[View Results](#)

👍👎👎 20 18 Comments 6 Shares

Car Free Day
Published by Go Greenman · September 10 · 🌐

Did you know that working from home counts as going car-free? If you're teleworking on Tuesday, September 22, why not be counted! Take the free pledge to be car-free at CarFreeMetroDC.org. Sponsored by Commuter Connections. #CarFreeDay #CarFreeMetroDC

CARFREEMETRODC.ORG
Car Free Day | Are You Ready To Take The Pledge? [Sign Up](#)

16,488 People Reached 294 Engagements [Boost Again](#)

Boosted on September 10 Completed
By Go Greenman

People Reached	15.8K	Link Clicks	174
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[View Results](#)

👍 9 1 Comment 5 Shares

Car Free Day
Published by Go Greenman · September 14 · 🌐

Walking to work has numerous benefits, from getting in some exercise to taking more cars off the road! Walk to work this Car Free Day on Tuesday, September 22. Take the free pledge at CarFreeMetroDC.org for free giveaways and raffle entry for great prizes. Sponsored by Commuter Connections. #CarFreeDay #CarFreeMetroDC

CARFREEMETRODC.ORG
Car Free Day | Are You Ready To Take The Pledge? [Sign Up](#)

15,008 People Reached 283 Engagements [Boost Again](#)

Boosted on September 14 Completed
By Go Greenman


People Reached	15K	Link Clicks	191
----------------	-----	-------------	-----

[View Results](#)

👍 14 1 Comment 3 Shares

Native Article


A paid sponsored article on PoPville.com, a popular local blog chronicling DC area neighborhood happenings, was utilized to help reach local engaged audiences. PoPville yielded 105,600 pageviews the day the post went live.



SPONSORED

Finally, Something to Celebrate: Car Free Day!

PoP Sponsor September 8, 2020 at 12:15pm



9.22.20

CAR FREE DAY

TAKE THE **FREE** PLEDGE AT **CARFREEMETRODC.ORG** TO BE ELIGIBLE FOR GREAT **PRIZES!**

CAR FREE DAY METRO DC **9.22.20** COMMUTE WITH CONFIDENCE

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

Use Safe and Healthy Practices. Wear Masks, Social Distance, Wash Hands. **CARFREEMETRODC.ORG** 800.745.RIDE

Has it been a year already? Don't look now, but Tuesday, September 22, is officially Car Free Day.

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 46 countries. Locally, the event is hosted by [Commuter Connections](#), the regional network of transportation organizations coordinated by the [Metropolitan Washington Council of Governments](#).

Popville Facebook

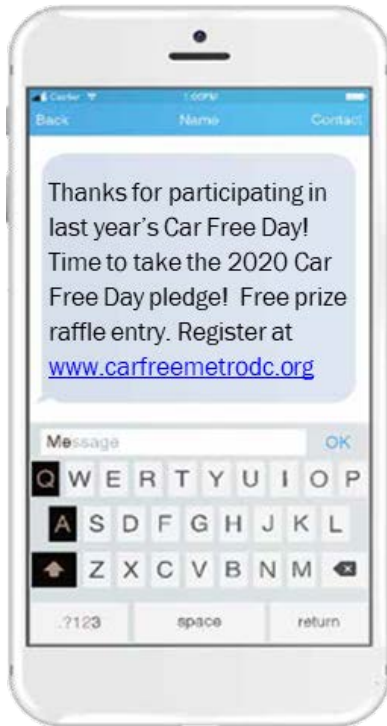
A companion post was placed on PoPville's Facebook page.



9578 People Reached		
106 Likes, Comments & Shares		
368 Post Clicks		
0 Photo Views	295 Link Clicks	73 Other Clicks

Text Messages

When event registrants took the Car Free Day pledge at carfreemetrodc.org, they could opt-in to receive text messages. Three unique messages were sent throughout the campaign, not more than twice to any one person. Approximately 13,000 text messages were sent during the campaign.



Transit Signage

Complimentary transit ad space was donated by the following area transit agencies to support the Car Free Day 2020 event.

- Arlington Interior Bus Cards
- Prince George's County Bus Shelters
- Fairfax County Connector Bus Tails
- Metrobus Interior Bus Cards
- Montgomery County Bus Exteriors



Website

Below is a screenshot of the 2020 Car Free Day website's homepage. Analytics from July – September 2020 are as follows: users 11,898; new users 11,826; sessions 14,343; number of sessions per user 1.21; pageviews 53,838; pages/session 3.75; average session duration 00:01:47; and bounce rate 2.61%.

The screenshot shows the homepage for Metro DC Car Free Day 2020. At the top, a blue banner features the text "METRO DC 9.22.20 COMMUTE WITH CONFIDENCE" on the left, a central illustration of people using various modes of transport (bicycle, scooter, walking, car), and the text "CAR FREE DAY" in large letters. To the right of the illustration, it says "Use Safe and Healthy Practices. Wear Masks, Social Distance, Wash Hands." 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. A breadcrumb trail shows "Home". The main content area features a large image of a person in a suit with a bicycle and a briefcase, with a blue overlay that reads "TAKE THE PLEDGE TODAY, IT'S FREE. And you could Win Great Prizes!". Below this, there are two columns of text. The left column is titled "Drop Your Car Keys for a Day!" and includes the date "Tuesday, September 22, 2020" and a list of travel options: "Bicycle, Bus, Carpool/Vanpool (Car-Lite), Scooter, Telework, Train, or Walk/Run". It also states "Take the pledge, even if you're already car free." and provides a paragraph about the event's purpose. The right column is titled "Choose The Travel Method That Fits You Best!" and includes a "Take the Pledge!" section with instructions on how to participate. At the bottom right, there is a large graphic with the text "there are 1 billion vehicles on the globe. make it one less for the day" and a logo for "CAR FREE DAY METRO DC 9.22.20" with the website "pledge for free at carfreemetrodcc.org".

METRO DC 9.22.20 COMMUTE WITH CONFIDENCE

CAR FREE DAY

Use Safe and Healthy Practices.
Wear Masks, Social Distance, Wash Hands.

HOME ABOUT US HOW TO BE CAR FREE THE CAR FREE PLEDGE PRIZES & PROMOTIONS NEWS SPONSORS & PARTNERS CONTACT

Home

Home

TAKE THE PLEDGE TODAY, IT'S FREE.
And you could Win Great Prizes!

Drop Your Car Keys for a Day!

In the Washington, DC metropolitan area, Car Free Day 2020 will be celebrated:

Tuesday, September 22, 2020
Bicycle, Bus, Carpool/Vanpool (Car-Lite), Scooter, Telework,
Train, or Walk/Run
Take the pledge, even if you're already car free.

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

Reduce your Carbon Footprint

Using more sustainable ways to get around helps reduce harmful greenhouse gas emissions and traffic congestion. The more people who travel using bicycles, buses, trains, carpools and vanpools, the fewer pollutants are released into the atmosphere.

CHOOSE THE TRAVEL METHOD THAT FITS YOUR MOBILITY BEST

Choose The Travel Method That Fits You Best!

Take the Pledge!

All are welcome to take the Car Free Day pledge whether you're a Washington DC area resident, commuter, or student. Once you take the Online Pledge, we will automatically enter you into a raffle for all sorts of great prizes. Click on the image below and choose the travel method that fits your mobility best!

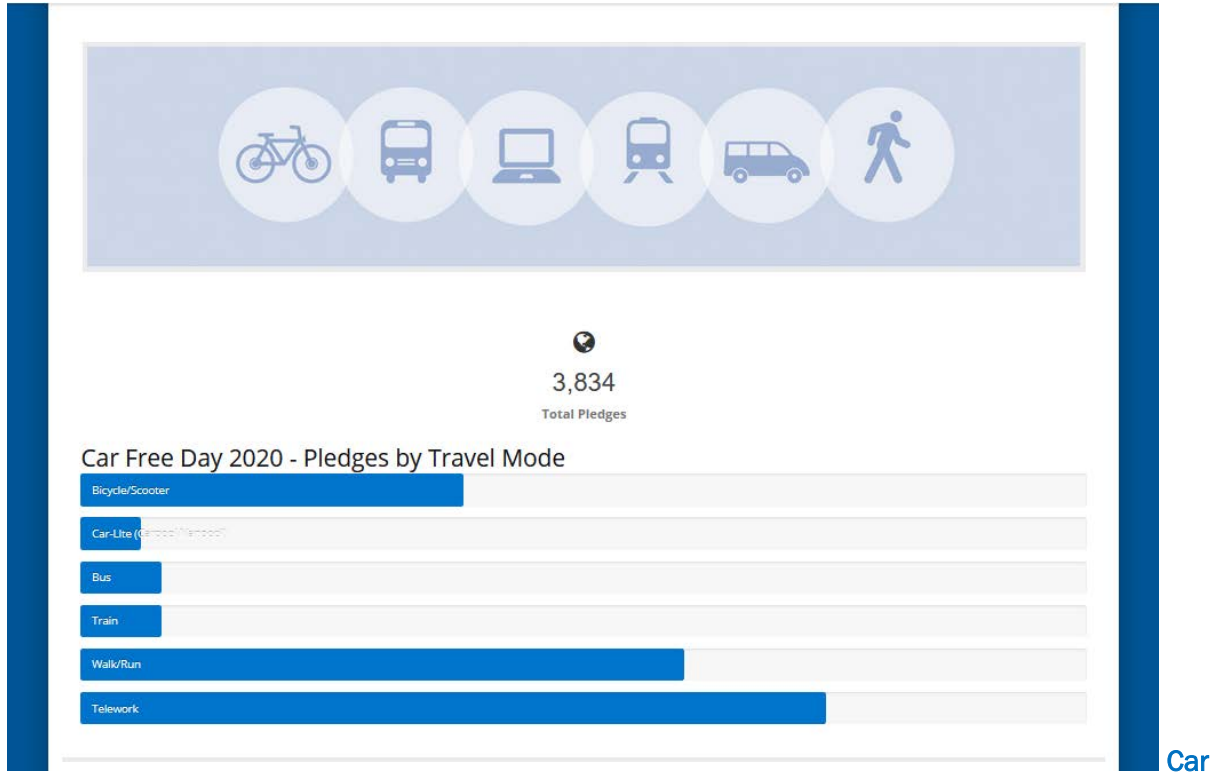
there are 1 billion vehicles on the globe. make it one less for the day

pledge for free at carfreemetrodcc.org

CAR FREE DAY METRO DC 9.22.20

Leaderboard

A daily leaderboard was displayed on the Car Free Day website showing each travel mode in alphabetical order and bars indicating the number of pledges to date.



Social Media

Social Media was used to keep friends of the event up to date on Car Free Day activities and to spread the word through post sharing. Car Free Day is “liked” by over 4,678 Facebook fans and Twitter has 733 Followers.

Facebook

CAR FREE DAY METRO DC 9.22.20

METRO DC 9.22.20

COMMUTE WITH CONFIDENCE

Use Safe and Healthy Practices. Wear Masks, Social Distance, Wash

Car Free Day
@carfreemetrodcc · Nonprofit Organization

Like Share Suggest Edits ...

Sign Up Send Message

Community See All

4,678 people like this

4,840 people follow this

About See All

800-745-RIDE

Contact Car Free Day on Messenger

www.carfreemetrodcc.org

Nonprofit Organization · Transportation Service · Event

Page Transparency See More

Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.


Page created - April 29, 2010

People >

★★★★★

Twitter

Commuter Connections
398 Tweets



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


116 Following 736 Followers

Tweets Tweets & replies Media Likes

Commuter Connections @CarFreeMetroDC · Oct 5, 2020



Search Twitter



You might like

- Raytheon Tech...** @RaytheonPolicy [Follow](#)
Promoted
- Dan O'Donnell** @dano... Follows you [Follow](#)
- Lydia** @LFST... Follows you [Follow](#)

[Show more](#)

What's happening

Music · LIVE Messages
Happy birt

College Campus Challenge

Colleges were provided with a digital toolkit to promote the event. The college with the greatest number of pledges (Georgetown) received access to a radio Interview, plus Commuter Connections branded face masks and hand sanitizer.



Earned Media

For the 2020 Car Free Day event, Commuter Connections sent one press release, a departure from recent years when several were released.

Commuter Connections partnered with the American Heart Association to support the Car Free Day initiative of improving the region's air quality. The American Heart Association provided a quote for the Car Free Day press release and shared Car Free Day promotional posts and articles on their social media page.



NEWS RELEASE

Pledge to go car free on September 22 by teleworking, biking, walking, and more

Sep 17, 2020



Despite the ongoing COVID-19 pandemic, residents, workers, and students are poised to safely participate in the region's annual [Car Free Day](#) event on Tuesday, September 22, organized by Commuter Connections.

Although many residents' commutes are different in this year, working from home or riding a bike to the local store, among other actions, count toward taking part in Car Free Day 2020.

Due to COVID-19, the practice of teleworking has become part of a typical day for a large segment of the population. Before the health crisis, one-third of all workers in the region (an estimated 1.07 million people) teleworked to some degree, according to the Commuter Connections [2019 State of the Commute Survey](#). Albeit temporarily, the pandemic has shattered that figure.

A recent Commuter Connections [survey of employers](#) revealed the average share of employees who teleworked grew from 36 percent to 82 percent at sites with telework already in place in response to the pandemic. Preliminary data of the thousands who have already taken the pledge to be Car Free on September 22 show that only 17 percent plan to commute to their standard workplace location that day.

Jurisdictional Activities

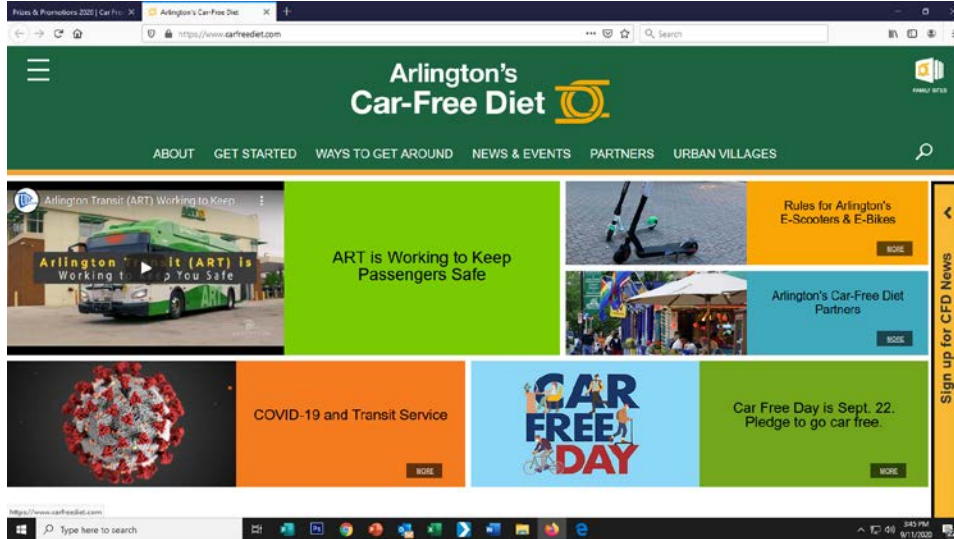
Commuter Connections' network members hosted numerous promotions to celebrate Car Free Day. Below is a summary of those events:

- **La Plata Farmers Market** – Saturday, September 19, 2020 from 9 am to 2 pm Talbot St and Washington Ave, La Plata, MD 20646. Free giveaways from Tri-County Council for Southern Maryland
- **Prince William County/City of Manassas** – Take the Car Free Day 2020 pledge and then play OmniRide Car Free Day BINGO for great prizes!
- **Montgomery County** – visit with Montgomery County Commuter Services staff on Tuesday, September 22, 2020 from 7:00-9:00 am at the locations below for free hand sanitizer, face coverings and a chance to win a \$200 SmarTrip Card, Capital Bikeshare annual membership, or other gift cards. Locations: Silver Spring, Germantown and Lake Forest Transit Centers, Shady Grove Metro, Bethesda Metro Plaza, and Friendship Heights (across from the Metro).

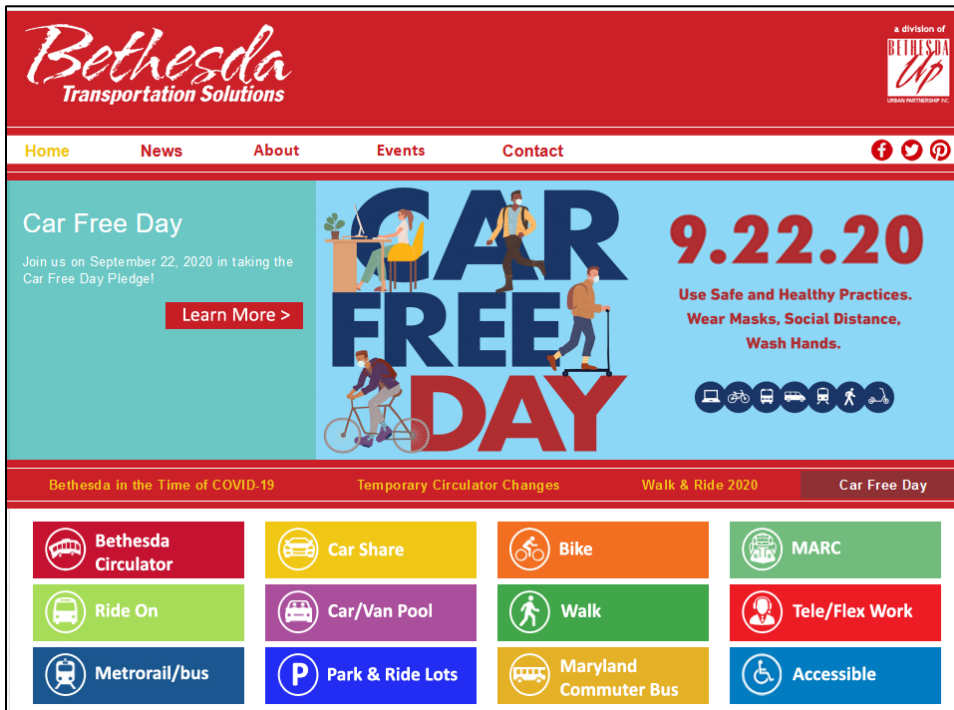


Jurisdictional Promotional Efforts


Arlington County



Bethesda




Charles County Government



Inside Your County Government


Connect with your community.

Tuesday, Sept. 15, 2020



[f](#) Share [t](#) Tweet [in](#) Share

Commemorate September's Remembrances




NATIONAL HISPANIC HERITAGE MONTH

Celebrate Contributions of the Hispanic Community

From Sept. 15 to Oct. 15, we celebrate and remember all those in the Hispanic community who have made an impact on our world.

Learn more about how you can celebrate [here](#)




We the People

Constitution Week

Constitution Week is Sept. 17-23. This year we celebrate the 233rd anniversary of the drafting of the U.S. Constitution.

Learn more about our local chapter of the Daughters of the American Revolution [here](#)



CAR FREE DAY

Car Free Day

Pledge to go "car free" on Sept. 22 for the chance to win great prizes!

Watch this [video](#) to learn how you can go car free for the day!

Learn more at carfreemetrodcc.org.

BINGO

3 in a row wins Bingo!

Car Free Day · 9/22/20

Get Bingo on this card for a chance to win a Historic Manassas Inc. gift card or an OmniRide power bank!



<p>Go check out the new Bike Lockers in the downtown Manassas VRE Parking Garage What color are the bike locker handles?</p>  <p>Enter color here</p>	<p>I teleworked or saved a car trip</p> 	<p>Find the Gum Ball Fire Hydrant close to the Downtown Manassas Visitors Center Provide the names of both streets that intersect by the fire hydrant?</p> <p>Enter street names here</p>
<p>Visit a Bike shop in your area</p> <p>Bike shop name here</p> 	<p>Locate the nearest bus stop to your house and research the routes that serve it</p> <p>Write down bus stop number:</p> <p>Enter bus stop # here</p>	<p>Check out regional bike resources here</p> 
<p>Ride or walk on the Winters Branch Trail What is the trail length (as stated on the sign at the trail head)?</p>  <p>Length here</p>	<p>Ride your bike or walk to work, play or errands</p> 	<p>Walk or Bike to a park near you</p> <p>Name of park here</p> 

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 9/28/20 to hmorelo@omniride.com for your chance to win!

Please Use Safe and Healthy Practices.
Wear Masks, Social Distance, Wash Hands.

OmniRide.com • 703-730-6664

Click here to take the car-free pledge to be eligible for great prizes!









Metropolitan Washington Council of Governments

Metropolitan Washington Council of Governments
2,158 followers
View full profile

Metropolitan Washington Council of Governments
2,158 followers
Promoted

First Day of Fall Means It's Car Free Day!

LAST DAY!
TAKE THE FREE PLEDGE &
WIN GREAT PRIZES!




CAR FREE DAY
METRO DC

9.22.20
COMMUTE WITH CONFIDENCE


Take the Free Pledge Today! [Register](#)

carfreemetrodc.org

Montgomery County Commuter Services

 **Better Ways To Work!**
Montgomery County Commuter Services


Volume 8
September 2020



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- [2020 Walk & Ride Challenge](#)
- [First Fully Electric Ride-On](#)
- [Bike Donations Needed](#)
- [Bird Electric Scooters Are Offering Teachers a Month of Free](#)
- [Of Note](#)

Celebrate Car Free Day Tomorrow, Sept. 22



pledge for free at carfreemetrodc.org

CAR FREE DAY
METRO DC
9.22.20

North Bethesda

(301) 770-8108 | Email Us | INFO REQUEST

North Bethesda Transportation Center

Bike Walk Carpool Vanpool Metro Ride On Events

Public Transportation Shuttle Services Bicycling & Walking Carpool & Vanpool Telework Other Options Accessible Transportation Transit Benefits

METRO DC
9.22.20
COMMUTE WITH CONFIDENCE

CAR FREE DAY

Use Safe and Healthy Practices.
Wear Masks, Social Distance, Wash Hands.

Pledge Today!

Prince William County

Press & Promotions 2020 | Car-Free Day | Omniride: Get There Smarter

omniride.com | 90% | Search | Rider Alert: Modified PM Service on 9/11

BUS SERVICE | RIDESHARING | NEWS | ABOUT OMNIRIDE | CONTACT US

JOIN THE CAR-FREE CELEBRATION
Play Bingo to celebrate Car-Free Day and win great prizes!
PLAY BINGO

CAR FREE DAY
METRO DC
9.22.20
COMMUTE WITH CONFIDENCE

ROUTES & SCHEDULES | **TRIP PLANNER** | **RIDER ALERTS**

GET THERE SMARTER

Clean Air Partners

Clean Air partners participated in Commuter Connections' Car Free Day 2020 event with a targeted social media promotion on Twitter and Facebook. Because the main goal was to drive pledges, the campaign was optimized for clicks to the Car Free Day pledge page. Efforts resulted in 2,980 total clicks to the Car Free Day website. Detailed results are below.



Tweets: 6

All used #CarFreeDay

5 tagged @CarFreeMetroDC and linked to the pledge

Impressions: 169,190

Link clicks: 2,961

Retweets: 14

Likes: 13

Poll responses: 6

Facebook Posts: 3

All used #CarFreeDay, tagged Commuter Connections and linked to the pledge

Impressions: 4,392

Link clicks: 19

Shares: 12

Likes/loves: 85

2020 Pledge Summary

By Jurisdiction

With 916 of the total pledges, the District of Columbia was the number one jurisdiction in 2020, followed by, Fairfax County at 676 and Montgomery County at 667.

By Travel Mode

Participants were asked to select the mode(s) they pledged for Car Free Day 2020. The breakdown was as follows: Telework 3,074 (37.4%), Walk/Run 2,521 (30.6%), Bicycle/Scooter 1,627 (19.8%), Bus 337 (4.1%), Train 331 (4.0%), and Carpool/Vanpool 270 (3.3%). Note, participants could select more than one travel mode.

By Alt Mode/SOV

To distinguish participants who already use alternative travel modes to get around, apart from those who typically travel via single occupant vehicle, the question was asked *“If you didn’t take this pledge, would you travel entirely alone by car during Car Free Day?”* In addition, those who pledged were asked to estimate the total miles they would travel on Car Free Day. Participants who self-identified as typical drive alone travelers made up 959 (25%), and those who are normally car-free were 2,875 (75%).

By State

The greatest number of Car Free Day pledges in 2020 were from Virginia at 1,752 (46%), followed by Maryland at 1,099 (29%), and the District of Columbia at 916 (24%). Other states combined received 67 pledges (1%).

By Activity

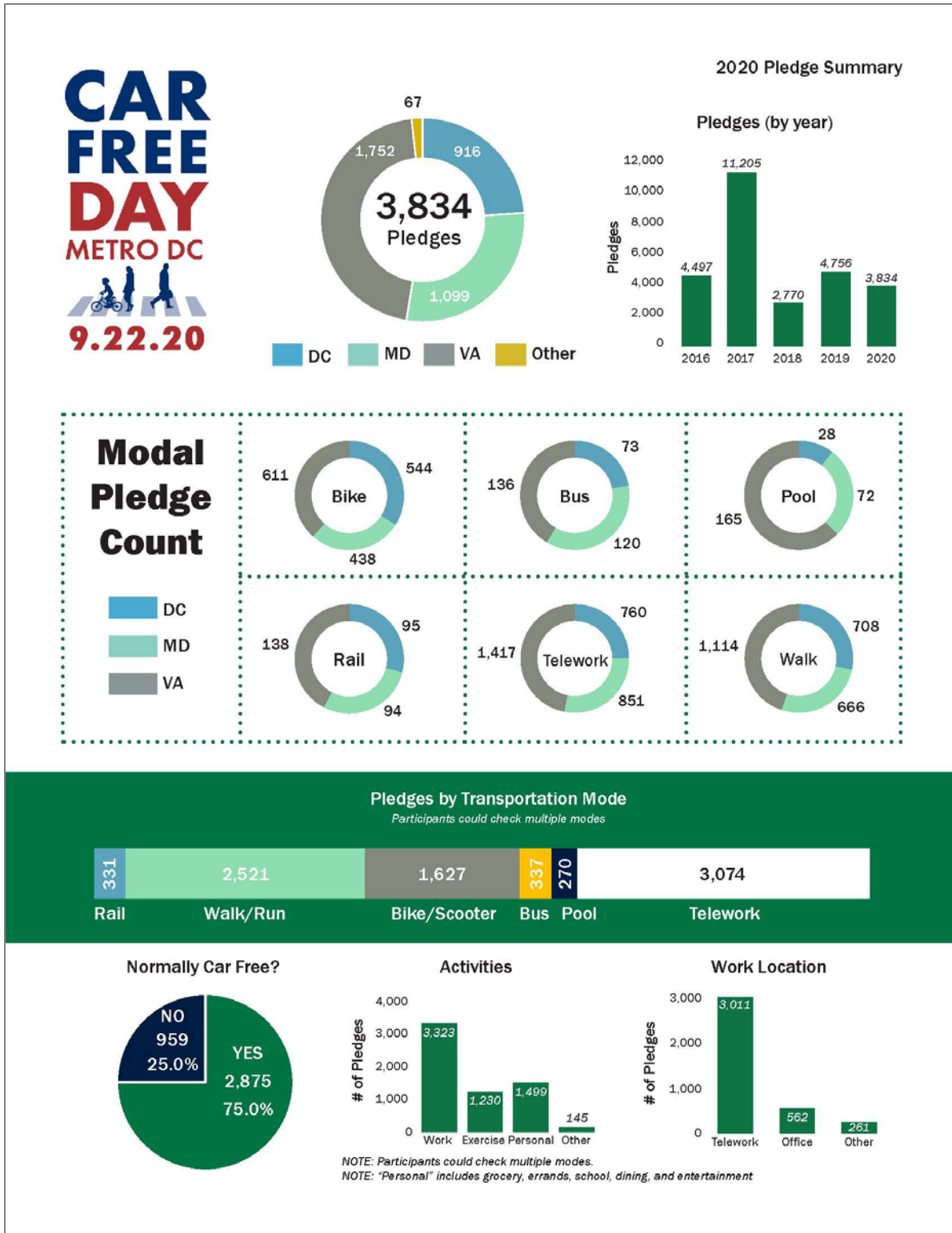
The following activities took place on Car Free Day by those who took the pledge: Working 3,323 (53.6%), Recreation/Exercise 1,230 (19.8%), Shopping/Errands 916 (14.8%), Taking Classes 306 (4.9%), Dining Out/Entertainment 277 (4.5%), and None of the Above 145 (2.3%).

By Work Location

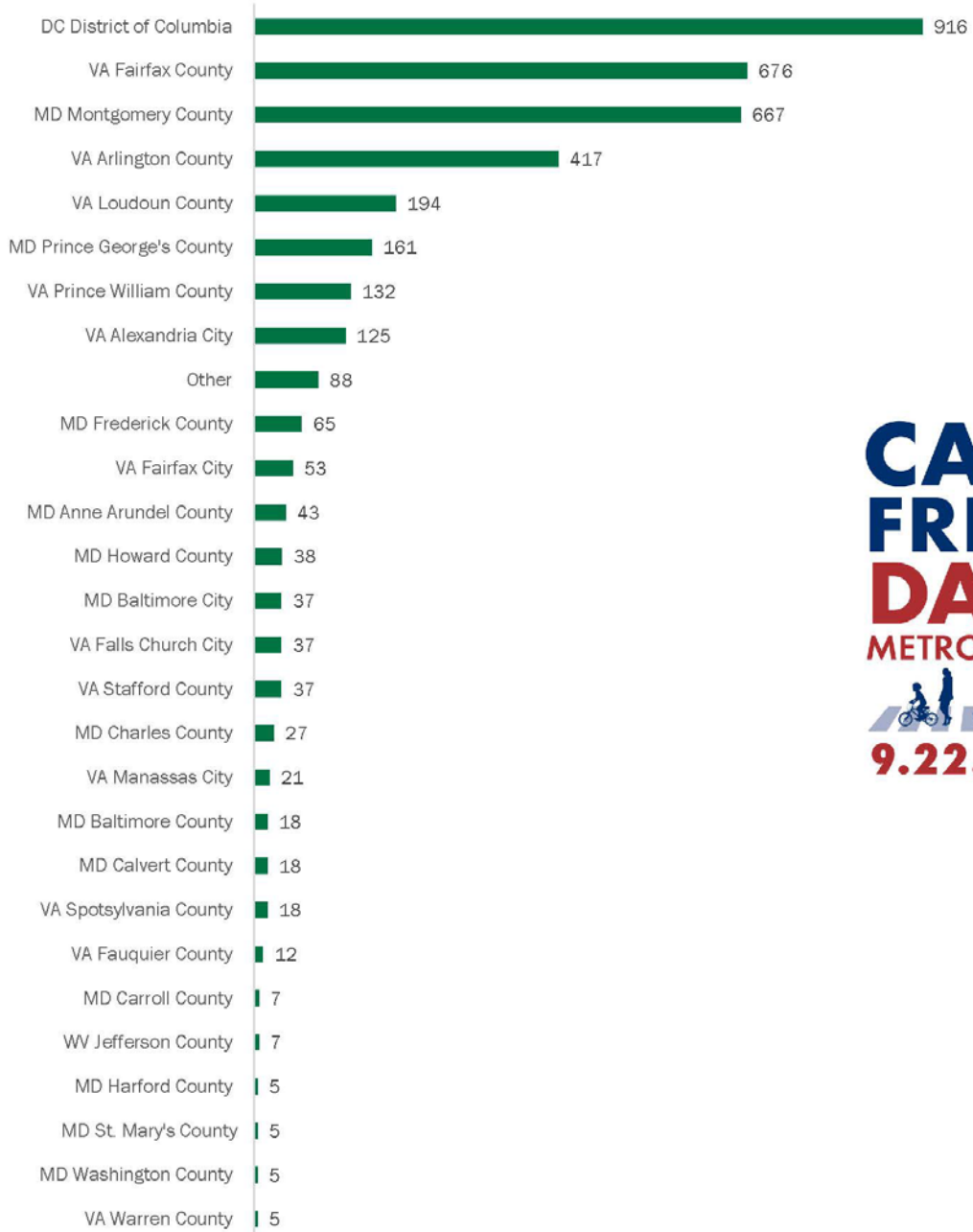
The following locations are where those who took the pledge worked on Car Free Day: Worked from Home 3,011 (78.5%), Commuted to Standard Workplace Location 562 (14.7%), Other Location/Not Working that Day 198 (5.2%), and Co-working/Telework Center/Shared Workspace 63 (1.6%).

APPENDIX A

Pledge Data



Pledges by Jurisdiction



APPENDIX B

Emissions Impacts

COG/TBP staff prepared a Car Free Day emissions impacts analysis (in tons) which documents the method used to estimate mobile/on-road emissions saved on Car Free Day, Tuesday, September 22, 2020. The emissions savings are based on “pledged” vehicle miles traveled (VMT) savings as reported by participants planning to use non-single occupant vehicle modes of travel on that day. Emissions rates developed by EPA’s MOVES model were used.



National Capital Region
Transportation Planning Board

Nitrogen oxides (NOx) are the chemical in automotive exhaust; volatile organic compounds (VOC) are ground-water contaminants; greenhouse gases (GHG) are released into the atmosphere and absorb and emit radiation; and particulate matter (PM) are microscopic matter suspended in the earth's atmosphere.

SUMMARY

Year*	Car Free Day Pledged VMT*	Emissions Rate (grams/mile)				Emissions (short tons/day)				CLRP	MOVES AQ Model
		NOX	VOC	GHG	PM2.5	NOX	VOC	GHG	PM2.5		
2013	128,928	0.513	0.351	427.99	0.021	0.073	0.05	60.83	0.00298	2013	2010a
2014	109,428	0.501	0.344	452.1	0.022	0.06	0.041	54.53	0.00265	2014	2010a
2015	61,730	0.472	0.372	425.963	0.017	0.032	0.025	28.98	0.00116	2015	2014
2016	93,101	0.407	0.337	417.199	0.016	0.042	0.035	42.82	0.00164	2016	2014a
2017	191,428	0.301	0.301	403.082	0.01	0.064	0.064	85.06	0.00211	2016	2014a
2018	87,947	0.245	0.272	384.166	0.01	0.024	0.026	37.24	0.00097	Visualize 2045**	2014a
2019	190,863	0.245	0.272	384.166	0.01	0.052	0.057	80.82	0.0021	Visualize 2045**	2014a
2020	27,576	0.245	0.272	384.166	0.01	0.007	0.008	11.68	0.0003	2020 Amendment to Visualize 2045**	2014b

APPENDIX C

Earned Media Placements

Partners Press Releases

August 26, 2020 – Montgomery County - Celebrate Car Free/Car-Lite Day on September 22

September 17, 2020 – MWCOG - “Pledge to go car free on September 22 by teleworking, biking, walking, and more”.

September 17, 2020 - Fairfax County Encourages Drivers to Go Car Free Safely on Sept. 22, 2020

September 21, 2020 - OmniRide Asks Residents to Pledge to Go Car-Free on September 22

September 22, 2020 - Prince George’s County Celebrates Car Free Day 2020

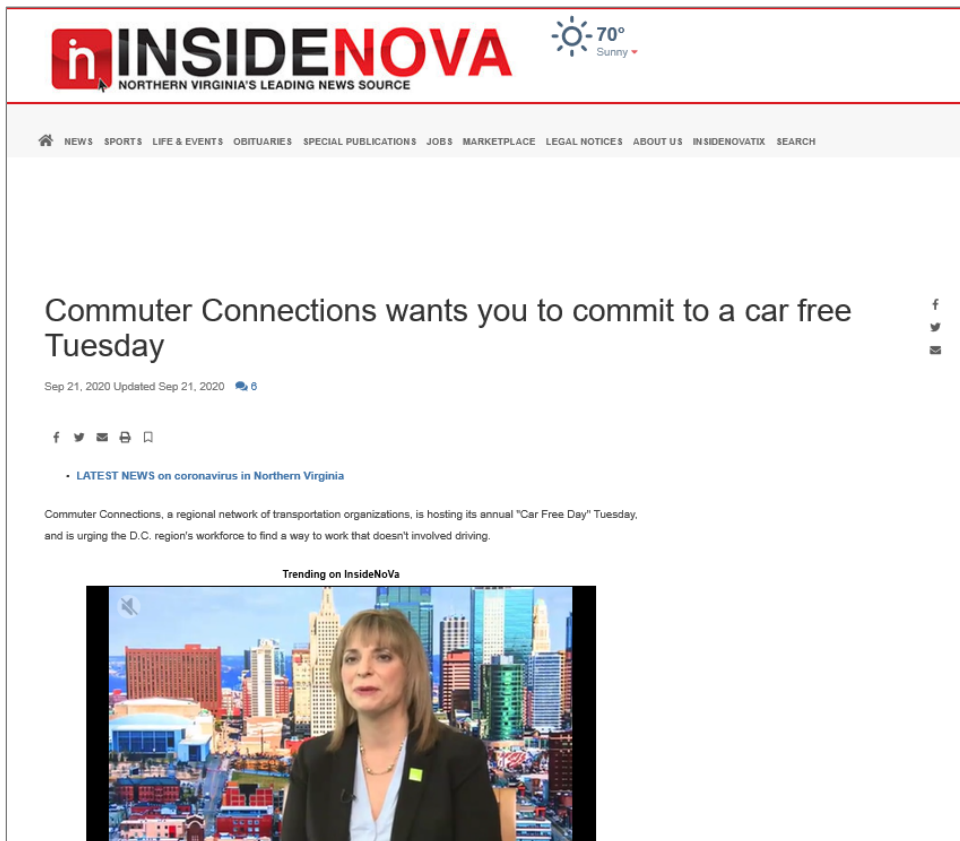
Media Placements

Car Free Day 2020 Print /Online Coverage		
Date	Outlet	Topic linked to URL
September 21, 2020	InsideNoVA	Commuter Connections wants you to commit to a car free Tuesday
September 21, 2020	WTOP News	Commuter Connections wants you to commit to a car free Tuesday
Car Free Day 2020 Television Coverage		
September 18, 2020	CTV News	September 18, 2020 – YouTube video CTV News – timestamp 7:04
Car Free Day 2020 Radio Coverage		
N/A	N/A	N/A
Car Free Day 2020 Calendar Listings		
Outlet	Listing	
Arlington Transportation Partners	https://arlingtontransportationpartners.com/initiatives/car-free-day/	
Patch	https://patch.com/district-columbia/washingtondc/calendar/event/20200922/879859/car-free-day-2020	
Frederick News Post	https://www.fredericknewspost.com/calendar/other/car-free-day-2020/event_cafac692-d281-11ea-8025-5cb9017bdf7b.html	
Prince William Living	https://princewilliamliving.com/event/car-free-day-2020/	
TaxiComp	https://www.taxicomp.com/XX/Unknown/123041014376149/Car-Free-Day	
The BayNet	https://www.thebaynet.com/events/car-free-day-2020.html	
Spingo DC	http://spingodc.spingo.com/mobile/home	
The Washington Informer	https://www.washingtoninformer.com/community-calendar/?_escaped_fragment_=%2Fshow/?start=2018-10-30#!/show/?start=2020-09-22	
WTOP News	https://wtop.com/local/2020/09/commuter-connections-wants-you-to-commit-to-a-car-free-tuesday/	

CTV News
September 18, 2020





INSIDE NOVA
September 21, 2020




WTOP

September 21, 2020 – Commuter Connections wants you to commit to a car free Tuesday

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Commuter Connections wants you to commit to a car free Tuesday

 InsideNoVa.com
September 21, 2020, 10:52 PM

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Commuter Connections, a regional network of transportation organizations, is hosting its annual "Car Free Day" Tuesday, and is urging the D.C. region's workforce to find a way to work that doesn't involve driving. Although many residents' commutes are different in this year, working from home or riding a bike to the local store, among other actions, count toward taking part in Car Free Day 2020, the Metropolitan Washington Council of Governments said in a statement.

Due to COVID-19, the practice of teleworking has become part of a typical day for a large segment of the population. Before the health crisis, one-third of all workers in the region (an estimated 1.07 million people) teleworked to some degree, according to the Commuter Connections 2019 State of the Commute Survey. Albeit temporarily, the pandemic has shattered that figure.

A recent Commuter Connections survey of employers revealed the average share of employees who teleworked grew from 36 percent to 82 percent at sites with telework already in place in response to the pandemic. Preliminary data of the thousands who have already taken the pledge to be Car Free on September 22 show that only 17 percent plan to commute to their standard workplace location that day.

Nationwide and locally, bicycle purchases and repairs have skyrocketed as the age-old transportation mode has made a resurgence. This year, more than half (52 percent) of those who have already taken the pledge plan to incorporate a bicycle or scooter into their travels on Car Free Day.

A quarter of those who have taken the pledge to date are planning to shop or run errands on September 22. Before COVID-19, stopping for errands on the way home from work was a common occurrence. "More working from home provides the perfect opportunity to combine running local errands with needed exercise by bicycling or walking," said Nicholas Ramfos, Commuter Connections Director.

Bicycling and walking are great ways to stay healthy, which is why the local chapter of the American Heart Association has endorsed taking the free pledge for Car Free Day.

"We are thrilled to work with Commuter Connections to help our community move more on Car Free Day and every day," said Soula Antoniou, Greater Washington Region American Heart Association Executive Director. Taking the Car Free Day 2020 pledge is free and brings two special online promo code offers with it, plus entry into a free prize raffle. Car Free Day promotions include a \$30 giftcard to discover great local businesses from Nift (Neighborhood Gift), and a free LOVE vegan burger from LEON.

Visit carfreemetrodc.org to learn more and take the free pledge by September 22 and join the conversation on Twitter at [@CarFreeMetroDC](https://twitter.com/CarFreeMetroDC) and [#CarFreeDay](https://twitter.com/CarFreeDay).

APPENDIX D

Car Free Day Digital Results

Program	Media	Amount Spent	Impressions	Interactions	Interaction Rate	Cost Per Interaction
Car Free Day 2020	Google Display Network	\$9.67	490	172	35.10%	\$0.06
Car Free Day 2020	Google Display Network	\$15.00	560	251	44.82%	\$0.06
Car Free Day 2020	Google Display Network	\$21.33	839	446	53.16%	\$0.05
Car Free Day 2020	YouTube Videos	\$237.58	25,667	11,242	43.80%	\$0.02
Car Free Day 2020	YouTube Videos	\$233.56	23,895	9,675	40.49%	\$0.02
Car Free Day 2020	YouTube Videos	\$223.99	18,225	5,951	32.65%	\$0.04
		\$741.13	69,676	27,737	39.81%	\$0.03

Program	Media	Amount Spent	Impressions	Interactions	Interaction Rate	Cost Per Interaction
Car Free Day 2020	Spotify	\$9,000.00	716,850	49	0.01%	\$183.67

Program	Media	Amount Spent	Impressions	Interactions	Interaction Rate	Cost Per Interaction
Car Free Day 2020	Facebook "On Tuesday, September 22, take a deep..."	\$83.00	14,788	110	0.74%	\$0.75
Car Free Day 2020	Facebook "Hop on a scooter on Car Free Day, Tuesday,..."	\$83.00	16,396	100	0.61%	\$0.83
Car Free Day 2020	Facebook "Commute with confidence on Car Free Day..."	\$83.00	16,792	104	0.62%	\$0.80
Car Free Day 2020	Facebook "Did you know that working from home..."	\$83.00	18,663	174	0.93%	\$0.48
Car Free Day 2020	Facebook "Walking to work has numerous benefits..."	\$83.00	17,502	191	1.09%	\$0.43
Car Free Day 2020	Facebook "Carpooling is a great way to socialize..."	\$83.00	17,172	152	0.89%	\$0.55
Car Free Day 2020	Facebook "Join millions all over the world and take..."	\$83.00	15,504	103	0.66%	\$0.81
Car Free Day 2020	Facebook "Happy 1st day of Fall and Car Free Day!..."	\$83.00	13,674	102	0.75%	\$0.81
Car Free Day 2020	Facebook "We'd like to thank all of our sponsors..."	\$50.23	1,266	312	24.64%	\$0.16
		\$714.23	131,757	1,348	1.02%	\$0.53