

ITEM 9 – Action

July 20, 2016

Approval of Regional Car Free Day 2016

Staff

Recommendation: Receive briefing

Issues: None

Background: In an effort to create awareness of and encourage residents to go car free by using public transportation, bicycling or walking, or go car lite and carpool, Regional Car Free Day events are being organized in the region for September 22. These events will encourage the community and regional decision-makers to support car free policies and initiatives.

July 20, 2016



**NATIONAL CAPITAL REGION
TRANSPORTATION PLANNING BOARD**

**PROCLAMATION ESTABLISHING SEPTEMBER 22, 2016
AS CAR FREE DAY
IN THE WASHINGTON METROPOLITAN REGION**

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

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

WHEREAS, Car Free Day invites Washington region citizens to telework and try alternative forms of transportation such as transit, bicycling and walking, and “car lite” methods such as carpools and vanpools; and

WHEREAS, Car Free Day benefits the National Capital Region through improved air quality, reduced traffic congestion and parking demands, and energy conservation; and

WHEREAS, Car Free Day corresponds with European Mobility Week, occurring September 16-22, celebrating sustainable mobility.

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

- 1. Proclaims September 22, 2016 as Car Free Day throughout the Washington Metropolitan Region; and**
- 2. Encourages citizens to pledge to be Car Free or Car-lite by visiting www.carfreemetrodc.org; and**
- 3. Asks TPB Member jurisdictions to adopt similar proclamations in support of Car Free Day.**



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



103.5 FM 107.7 FM

FrederickNewsPost.com



WUSA 9



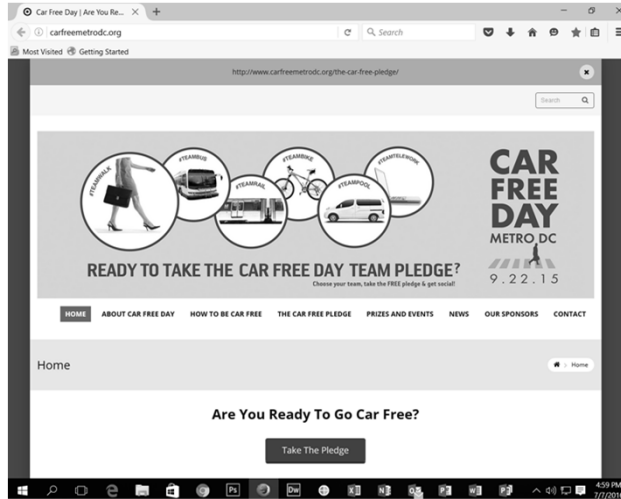
Open Participation

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



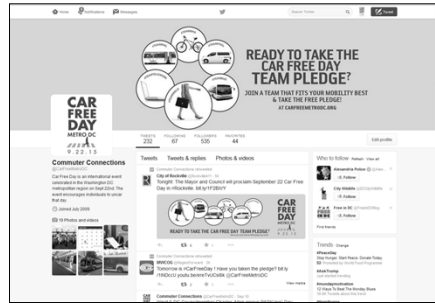
Promotional Materials



Social Media



twitter



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

