

COMMUTER CONNECTIONS[®]

Bicycle and Pedestrian Committee July 18, 2017



Car Free Day Background

- Started in Europe in 1995.
- Global in 2000.
- Celebrated in 1,500 cities in 40 countries.



EUROPEAN MOBILITY WEEK

16-22 SEPTEMBER



- Coincides with European Mobility Week.
- Annual campaign on sustainable urban mobility, Sept 16-22.
- 2017 theme – *‘Sharing Gets You Further’*
- The benefits of shared mobility:
 - reduce expenses
 - lowers carbon footprint
 - makes journey more sociable



EUROPEAN MOBILITY WEEK

16-22 SEPTEMBER 2017

SHARING GETS YOU FURTHER

#MOBILITYWEEK



**CAR
FREE
DAY**
METRO DC
9.22.17

EUROPEAN MOBILITY WEEK

16-22 SEPTEMBER



- The week culminates in Car Free Day, September 22.
- Participating cities set aside one or more areas solely for pedestrians, cyclists and public transportation for the whole day.



International



Car Free Day Washington DC Region

- Began as D.C. centric in 2007.
- Regionally in 2008.



BICYCLE BUS CARPOOL METRORAIL TELEWORK TRAIN VANPOOL WALK BICYCLE BUS CARPOOL

Uncar for a Day

go carfree in metro dc

September 22

CAR FREE DAY
METRO DC
9.22.08

pledge at carfreemetrodc.com — you may win prizes!

M opens doors COMMUTER CONNECTIONS



CAR FREE DAY
METRO DC

9.22.17

Downtown DC 2008, 7th & F St.



Objectives

Main objectives are to:

- Use Car Free Day as an opportunity to promote alternative modes of both commute and non-commute transportation.
- Encourage commuters and public to take online pledge to use car free or car-lite travel methods (and telework).
- Tabulate pledge numbers and measure and emissions impacts.
- Open Streets event



Car Free Day Washington DC Region

- Not just commuters.
 - Seniors
 - Students
 - Homemakers
- People who ordinarily travel SOV to work, classes, and errands.
- Pledge goal 10,000.




Marketing and Outreach

- The event web site
- Proclamation
- CFD posters
- Radio
- Donated transit and online space
- Social media (free and paid)
- Text messaging
- Direct mail
- Email
- Press releases
- Public outreach



Car Free Day Web Site



TEAM WALK
TEAM BUS
TEAM RAIL
TEAM BIKE
TEAM POOL
TEAM TELEWORK

CHANGE THINGS UP, GO CAR FREE OR CAR-LITE SEPT 22!
Take the Pledge and enter the Bike Raffle. It's all FREE!

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METRO DC
9.22.17

[HOME](#) [ABOUT CAR FREE DAY](#) [HOW TO BE CAR FREE](#) [THE CAR FREE PLEDGE](#) [PRIZES & PROMOTIONS](#) [NEWS](#) [OUR SPONSORS](#) [CONTACT](#)

Home [Home](#)

Take the Pledge Today, it's Free.
And you could Win Great Prizes!

[Take The Pledge](#)

www.carfreemetrodc.org



Pledge Form Questions

- The travel method taken for the greatest distance.
- Whether normally Car Free?
- Total miles traveled using non-SOV methods.
- Text number
- Name/address



How to be Car Free or Car-Lite



CLEAN AIR
PARTNERS
DC-MD-VA

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

Try something new. TAKE the PLEDGE.
#CarFreeDay, coming September 22!



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DC-MD-VA



Regional Proclamation



2016 TPB Proclamation Signing



Local Jurisdiction Proclamations



Mayoral Proclamation

Car Free Day – Thursday, September 22, 2016

- 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 residents to try alternative forms of transportation such as bicycling and walking, and "car lite" methods such as carpools, vanpools, teleworking, and making fewer trips by car; and
- WHEREAS, Car Free Day benefits the National Capital Region through improved air quality, reduced traffic congestion and parking demands, and the conservation of energy; and
- WHEREAS, this year's Car Free Day gives drivers a chance to consider more eco-friendly and less stressful ways to travel.

NOW, THEREFORE, I, Kate Stewart, Mayor of the City of Takoma Park, Maryland, on behalf of the Council, staff and residents, hereby proclaim Thursday, September 22, 2016 as Car Free Day, and encourage everyone to pledge to be Car Free or Car Lite by visiting www.CarFreeMetroDC.org.

Dated this 14th Day of September, 2016.


Kate Stewart
Mayor

Attest:


Jessie Carpenter, CMC
City Clerk



2017 Campaign

**DROP IT
FOR A
DAY!**



TAKE THE FREE PLEDGE AT
CARFREEMETRODC.ORG

COMMUTER CONNECTIONS
800.745.RIDE
#CarFreeDay
@CarFreeMetroDC



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Printed on recycled paper

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Jurisdiction Events



 Crystal City @ccbid · Sep 22
It's Car Free Day in Crystal City. Stop by the Crystal City Water Park for coffee and a breakfast snack. #CarFreeDay

CAR FREE DAY
SEPTEMBER 22, 2016
TAKE THE FREE PLEDGE
WWW.CARFREEMETRODC.ORG
FREE
BREAKFAST SNACKS
AND COFFEE



FOOD ARTISANS

6 19




Social Media

The screenshot shows the Facebook page for Car Free Day Metro DC. The page header includes the Facebook logo and the page name "Car Free Day" with the URL "/carfreemetrodc/". The main content area features a large banner with the text "READY TO TAKE THE CAR FREE DAY TEAM PLEDGE?" and "JOIN A TEAM THAT FITS YOUR MOBILITY BEST & TAKE THE FREE PLEDGE! AT CARFREEMETRODC.ORG". The banner includes icons for various transportation modes: walking, biking, carpooling, and using public transit. Below the banner, there are sections for "Photos" and "Non-Profit Organization". The "Photos" section shows a group of people standing in front of a red backdrop with the Car Free Day logo. The "Non-Profit Organization" section includes a description of the event and a list of people who have liked the page.

The screenshot shows the Twitter page for Car Free Day Metro DC. The page header includes the Twitter logo and the page name "CarFreeMetroDC". The main content area features a large banner with the text "READY TO TAKE THE CAR FREE DAY TEAM PLEDGE?" and "JOIN A TEAM THAT FITS YOUR MOBILITY BEST & TAKE THE FREE PLEDGE! AT CARFREEMETRODC.ORG". The banner includes icons for various transportation modes: walking, biking, carpooling, and using public transit. Below the banner, there are sections for "Tweets" and "Media". The "Tweets" section shows a tweet from "Commuter Connections" (@CommuterDC) about the event. The "Media" section shows a photo of a group of people standing in front of a red backdrop with the Car Free Day logo.



Paid Social Media



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

pledge for free at carfreemetrod.org



strength
in numbers

and you could win a
Crunch Fitness membership too!

pledge for free at carfreemetrod.org

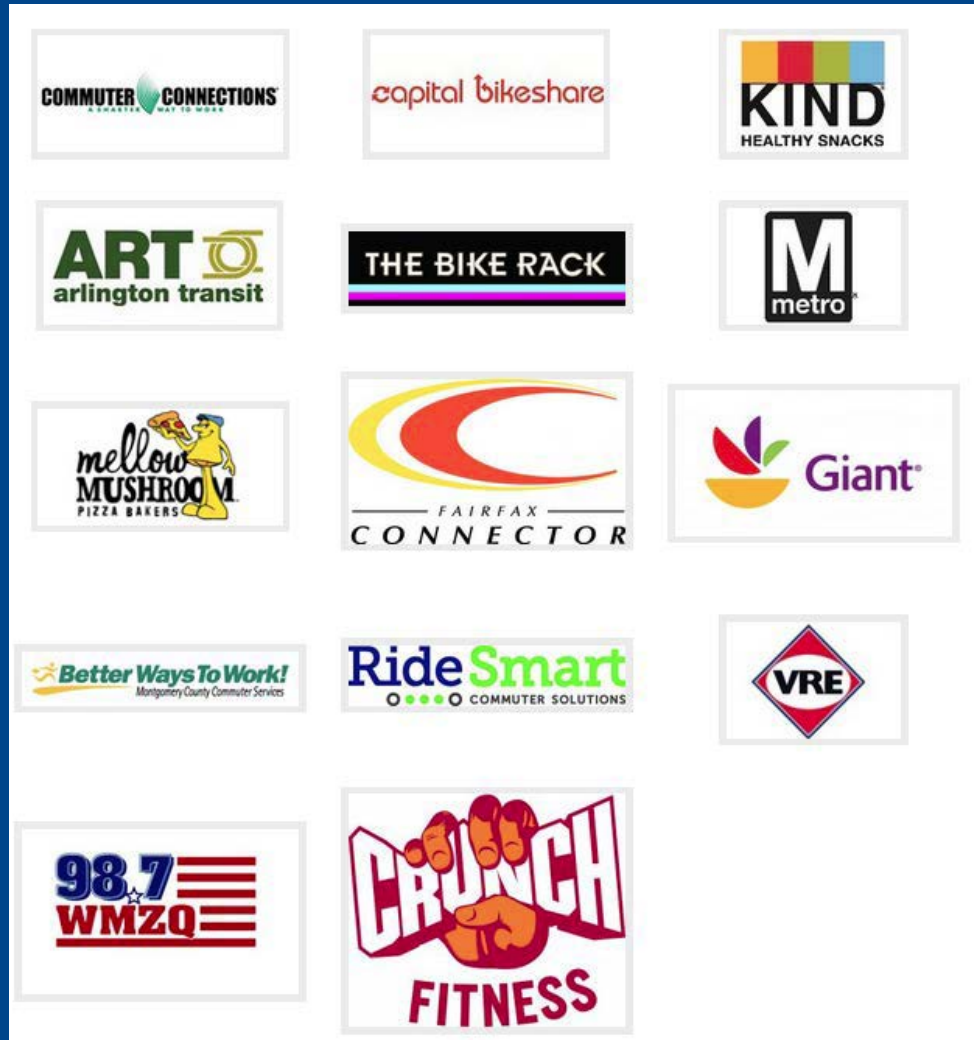


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Sponsors



Radio Support



Transit



WMATA

PlanItMetro

Washington Metropolitan Area Transit Authority
Metro's Planning Blog

Engage In The News Metro 101 Planning Studies Strategic Planning Sustainability

Type text to search here...

REMINDER: Go Car-Free Tomorrow! (and maybe the rest of the week, for that matter)

September 21st, 2015 Matthew No comments

Pledge to go car free this week!

Tomorrow, Tuesday, September 22, marks the 8th year International Car-Free Day has been celebrated here in this region. If you haven't taken the pledge to leave the car at home tomorrow, there's still time! Sign yourself up for the car-free mode of your choice. Not only will you save some carbon (find out how much using our Greenhouse Gas Calculator), but you also just might win yourself a nifty prize.

READY TO TAKE THE CAR FREE DAY TEAM PLEDGE?

JOIN A TEAM THAT FITS YOUR MOBILITY BEST & TAKE THE FREE PLEDGE! AT CARFREE.METRO.ORG

the Papal visit will occur from Tuesday through Thursday this week, you may tally for another few days of a car-free lifestyle and avoid major congestion

you're going car-free in the comments.

Car Free Day, green house gas reduction

Studies Map

Endorse Momentum

Show your support for **MOMENTUM** METRO The Next Generation of Mass

Click here to endorse!

Momentum Endorsed By:

Washington Metropolitan Area Transit Authority

Home Rail Bus Accessibility Getting Around Fares Rider Tools About Metro

Getting Around

- Getting to Metro
- Visitor Information
- Language Assistance
- Faregates
- Metro to Events
- Commuter Tips
- Regional Transit
- Alternative Transportation
- Severe Weather
- Safety & Security
- Bikes and Metro

Getting Around

What Is Metro?

Metro is a convenient way to get around the Washington, DC metropolitan area. You can explore the city and its Virginia and Maryland suburbs without the hassles of traffic and parking or the expense of gas.

Getting to Metro

Whether you are flying into one of the region's three major airports or riding the rails of Amtrak into Union Station, getting to the Metro bus and rail systems from these transportation hubs is easy. Arriving by car? Follow our simple driving directions for Metro stations near major highways.

Trip Planner

Metro's Trip Planner lets you plan routes between two destinations, allowing you to optimize your trip itinerary based on your preferences. Suggested trip itineraries also include the fare, the estimated travel time, and any walking directions.

Buying Fares: The Least You Need to Know

- Consider buying a SmarTrip® card to save money.
- Metro rail fares vary by time of day and the distance between stations. Use Metro's Trip Planner to calculate the fare for your trip.

For scheduling or routing questions call 202-637-7000. To submit comments or suggestions call 202-637-1328 or use our contact form.

Watch Videos

- SmarTrip®: The Faster, Safer, Smarter Way to Pay**
Learn how to buy and add value to a SmarTrip® Card
- On the Go with Metro: Escalator**
Learn more about Metro's escalators.

Take the Car Free Day Pledge Use Metrorail or Metrobus You May Win a Prize!

MyTRANSITGuide

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Capital Area Car Free College Campus Challenge

- American University
- Catholic University of America
- Gallaudet University
- George Washington University
- George Mason University
- Georgetown University
- Howard University
- Marymount University
- Montgomery College
- National Defense University
- National Intelligence University
- Northern Virginia Community College
- Prince George's Community College
- Trinity Washington University
- Uniformed Services University of the Health Sciences
- University of the District of Columbia
- University of Maryland College Park



Consortium of Universities of the
Washington Metropolitan Area



Media Coverage Headlines

- Car Free Day Registration Opens
- Alternative Transportation in the Spotlight
- World Car Free Day is Thursday
- Ditching Your Car on World Car Free Day
- Try Transit Week and Car Free Day Encourage Driving Alternatives
- Car Free Day is Sept. 22
- Car Free Day Campus Challenge
- Go Car Free in Alexandria on World Car Free Day!
- Eyes on the Prizes: Car Free Day 2016

The Washington Post

 **WASHINGTON**

WTOP

FrederickNewsPost.com



Q & A



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