

ITEM 7 – Action

July 22, 2020

Regional Car Free Day 2020 Proclamation

Action: Approve the Car Free Day 2020 Proclamation

Background: In an effort to create awareness 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.



Proclamation

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

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

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

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

WHEREAS, Car Free Day corresponds with European Mobility Week, occurring September 16-22, 2020 celebrating sustainable mobility.

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

- 1. Proclaims Car Free Day throughout the Washington Metropolitan region to be observed from Tuesday, September 22, 2020; and**
- 2. Encourages citizens to pledge to be Car Free or Car-lite by visiting www.carfreemetrod.org; and**
- 3. Asks TPB member jurisdictions to adopt similar proclamations in support of Car Free Day 2020.**

Chair, National Capital Region Transportation Planning Board



NATIONAL CAPITAL REGION TRANSPORTATION PLANNING BOARD MEETING JULY 22, 2020

Car Free Day 2020

Nicholas Ramfos
Transportation Operations Programs Director



Car Free Day Background

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



International

London



Jakarta



Bogota



Register now for EUROPEANMOBILITYWEEK 2020



- Coincides with European Mobility Week.
- An annual campaign on sustainable urban mobility, Sept 16-22.
- Improve public health and quality of life through clean mobility and sustainable urban transport.





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



EUROPEAN
MOBILITY
WEEK
16-22 SEPTEMBER



Media Coverage Headlines

- Park It on Car Free Day Starting September 21
- Loudoun Encourages Commuters To Ditch Cars Next Week
- Fairfax County Encourages Residents to Try Transit, Sept. 16-20 and Go Car Free, Sept. 16 – 23
- Weekend brings car-free days
- How to Participate in Car Free Days: September 21st – September 23rd
- Car Free Days Starts Tomorrow
- 2019 World Car Free Days Celebrated in Frederick
- Commuters Can Get Free Fares For 'Car Free Day'
- Car Free Days Are Coming Up



Car Free Day Washington DC Region

- Began as D.C. only in 2007.
- Regionally in 2008.
- Promotes alternative forms of transportation - transit, bicycling and walking.
- Car-lite methods such as carpools and vanpools.
- Telework.



Car Free Day Background

- Not just commuters.
 - Senior Citizens
 - Students
 - Homemakers
- People who ordinarily travel SOV to work, errands, and classes.
- Pledge Goal 11,000.
- 2020 Event – Sept 22nd



Regional Proclamation



2019 TPB Proclamation Signing



Local Jurisdiction Proclamations

City of Takoma Park's Proclamation



Mayoral Proclamation

Car Free Day – Sunday, September 22, 2019

- 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, walking and public transportation as well as "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, the City of Takoma Park is located in close proximity to multiple forms of transportation including the Metro, bus lines, and off-street bike trails to facilitate car-free transportation; and
- WHEREAS, Takoma Park recognizes the necessity of reducing car trips and transitioning to sustainable forms of transportation to combat climate change and create a more livable community for all.

NOW, THEREFORE, I, Kate Stewart, Mayor of the City of Takoma Park, Maryland, on behalf of the Council, staff and residents, hereby proclaim Sunday, September 22, 2019 as Car Free Day in the City of Takoma Park, and encourage all residents to pledge to be Car Free or Car Lite by visiting www.CarFreeMetroDC.org.

Dated this 11th Day of September, 2019.

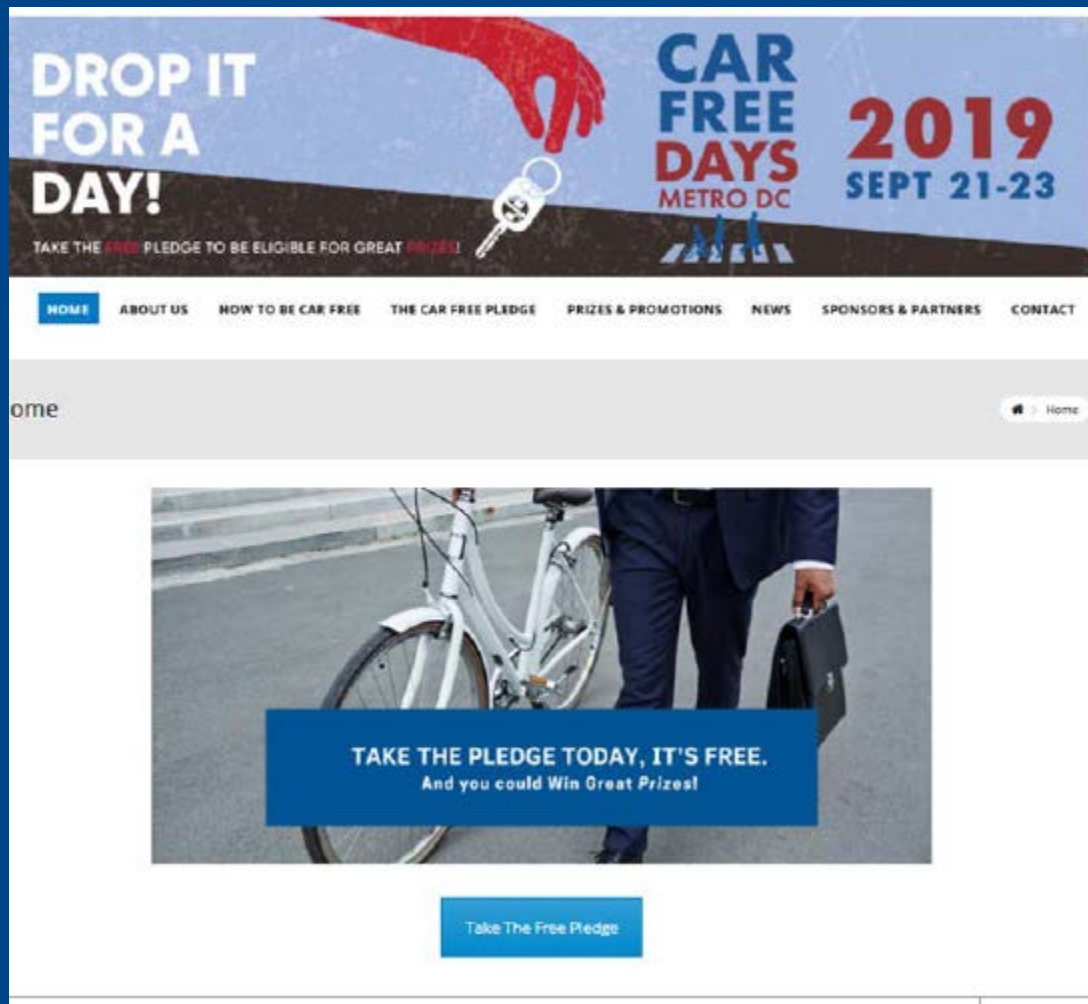
Kate Stewart
Mayor

Attest:

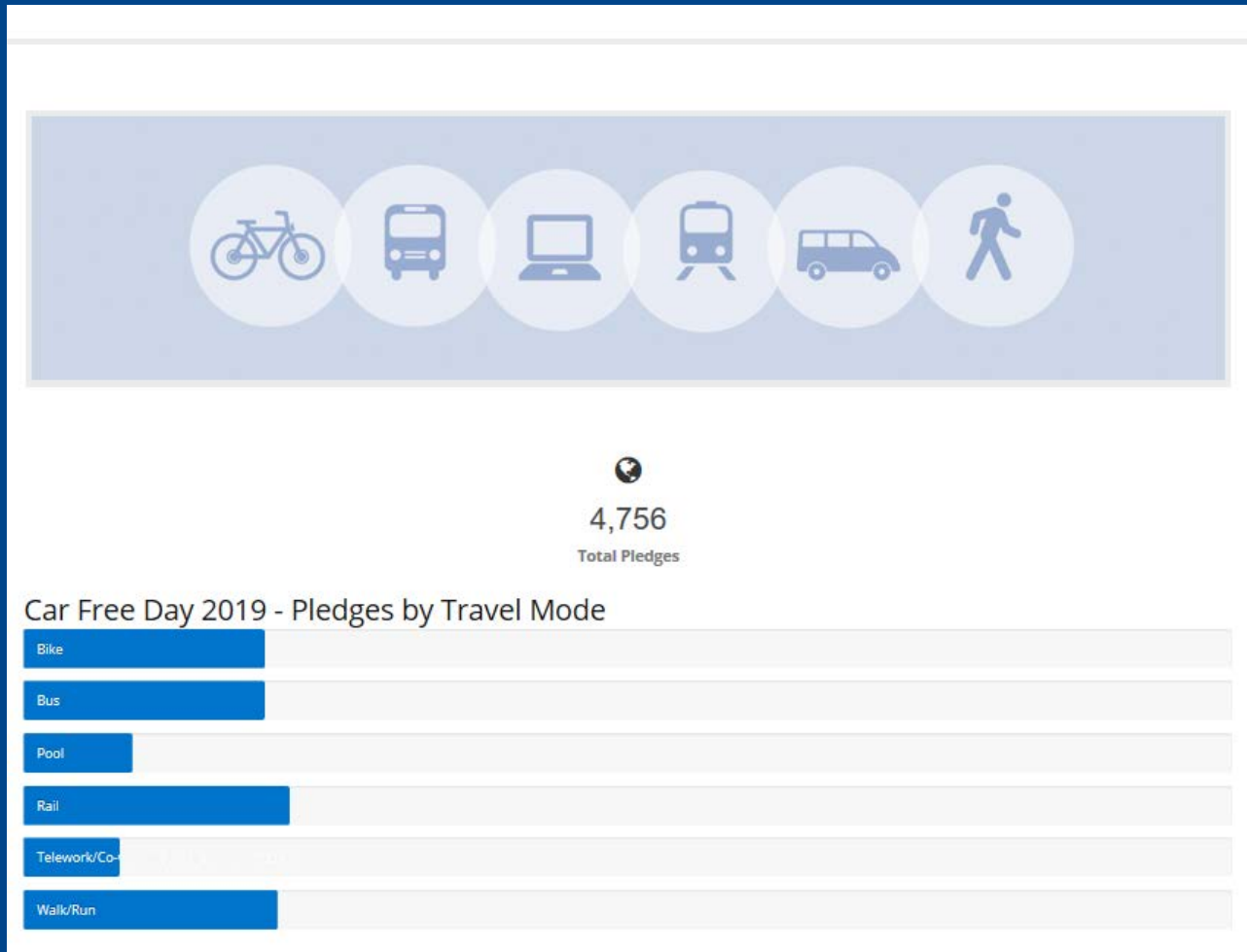
Jessie Carpenter, CMC
City Clerk



Car Free Day Web Site



Car Free Day Web Site Leaderboard



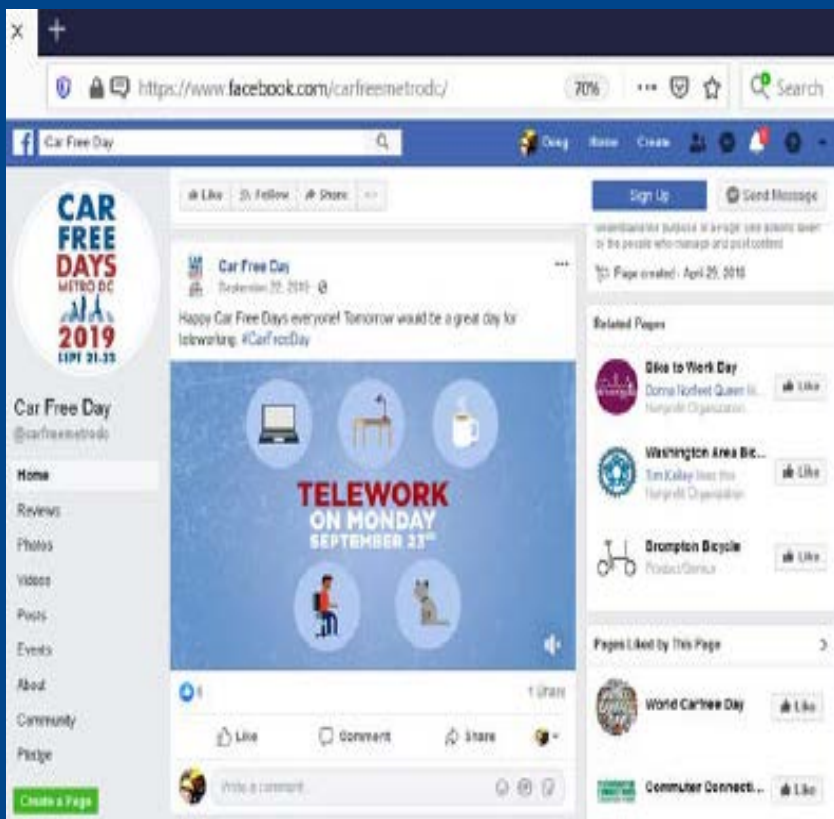
Promotional Materials



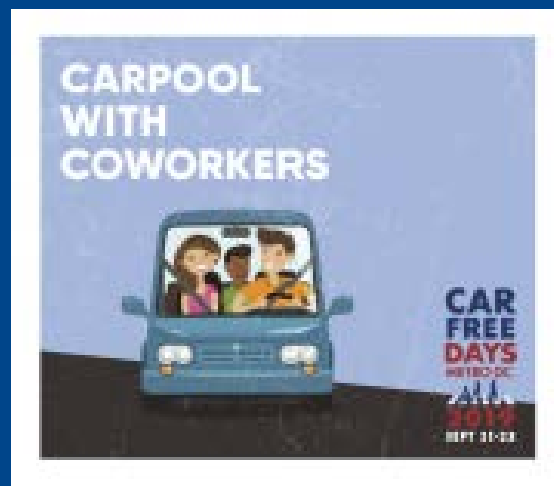
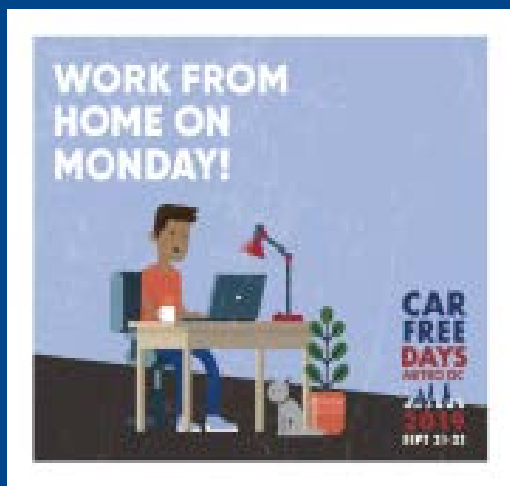
Social Media



facebook



Paid Social Media



Native Articles

7 ways you can make an impact this Car Free Day

Every year people are encouraged to take part in Car Free Days by going "car free" or "car lite" for one day or every day from Saturday September 21st thru Monday September 23rd. Any effort to help taking your car in on

SHARE THE **FREE PLEDGE!**
Saturday Sept 21 thru Monday Sept 23

DROP IT FOR A DAY!

SHARE THE **FREE PLEDGE!**
Saturday Sept 21 thru Monday Sept 23

www.carfreemetrodc.org

Potomac with Car Free Day. Paid Partnership

"Participants of Car Free Day are encouraged to share rides, take trains, Metro, bus, bicycle, walk, carpool or vanpool for one, two or all three designated days."

DROP IT FOR A DAY!

TAKE THE **FREE PLEDGE!**
carfreemetrodc.org

CAR FREE DAYS METRO DC

2019

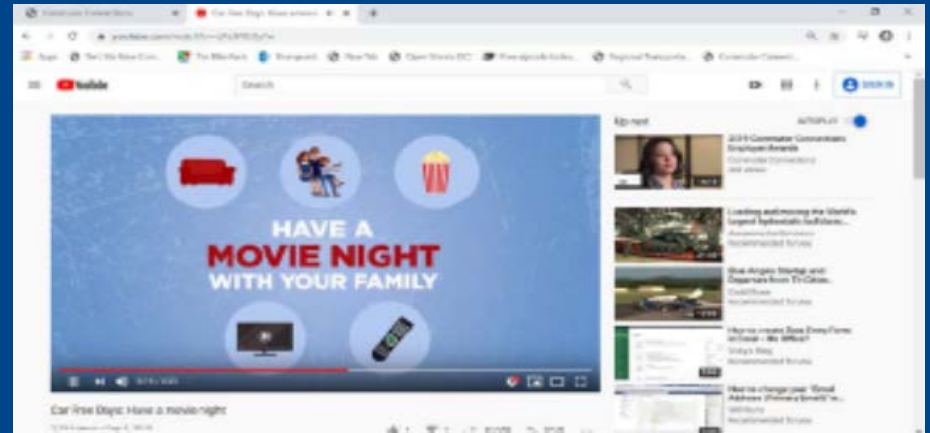
POTOMAC.COM

Park It on Car Free Day Starting September 21

Area drivers are invited to leave their motor vehicles parked in recognition...



Spotify and You Tube




Sponsors



Transit



Jurisdictional Events

 [Go to Home](#)

Charles County Government

Consider going car-free or car-lite (share a ride with friends, family, or co-workers) during Car Free Days – Saturday, September 21; Sunday, September 22; and Monday, September 23. [Join us!](#)

Participating will help reduce traffic congestion, improve air quality, and improve their overall health. Each person pledging will receive a promo code for the hit Gift app, good for \$10 toward purchases at local merchants, and will be entered into a free raffle for great prizes, including \$25-SmarTrip cards, Giant grocery gift cards, KIND Healthy Snack gift bags, Capital Bikeshare memberships, and much more!

JOIN US FOR
MANASSAS CAR FREE DAY

SEPTEMBER 21 | 8:00AM-1 PM
SATURDAY FARMER'S MARKET

Prince William Commuter Lot across from Baldwin Elementary



Relax in our Pop-Up Park



10 AM Walking Tour
Car Free Manassas in the 1900s
Meet us at the Car Free Day tent.



3 AM Bike Community Ride*
Meet us at College Hill, 900 Manassas campus, for ride to & from the Farmer's Market.



Check out the PRTC Bus



Learn about car-free alternatives from our partners

Take the pledge at www.carfreemetrod.org & win great prizes!

*Please email jwheeler@pwmva.edu for registration

DROP IT FOR A DAY! **CAR FREE DAYS METRO DC 2019 SEPT 21-23**

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

Volume 8
September 2019



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- [YWBA Community Bike Ride](#)
- [Of Note](#)

Celebrate Car Free Day 2019: Sept. 21-23


Reduce your carbon footprint this September with [Car Free Day](#) throughout the D.C. metropolitan area. This worldwide event encourages environmentally friendly travel methods in 40 countries and over 2,000 cities. There are so many options: bike, take a bus or train, ride-share, or walk. To learn more about alternative transit options, check out [this video](#).

Using sustainable travel methods will reduce greenhouse gas emissions and traffic congestion.

It's time to take the [Car Free Day pledge](#)! Those who take the pledge will receive a \$30 credit for [NIET](#) and will be entered to win [prizes](#) ranging from D.C. United Tickets to grocery store gift cards.

MCDOT will be greeting riders at Bethesda, Friendship Heights, Shady Grove, Silver Spring and White Flint Metro stations and at the Germantown Transit Center with free giveaways and a chance to win prizes for going car-free!

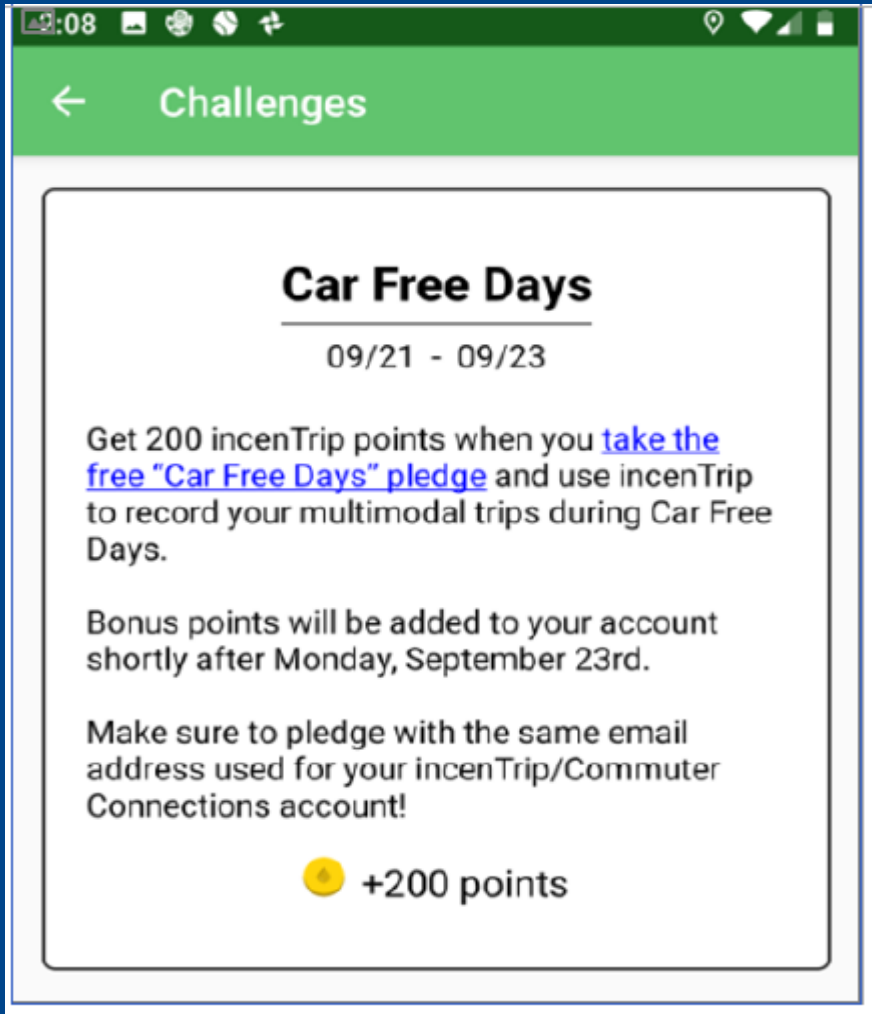
Plus, a MCDOT Mobile van will be making stops in Takoma Park, Glenmont, Wheaton and Lake Forest Ride On bus stops on September 20 with more giveaways.




Partnerships



incenTrip Promotion

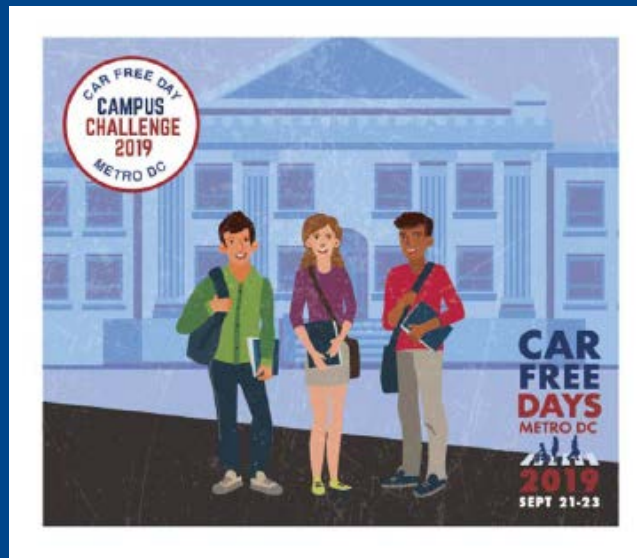


Capital Area Car Free College Campus Challenge

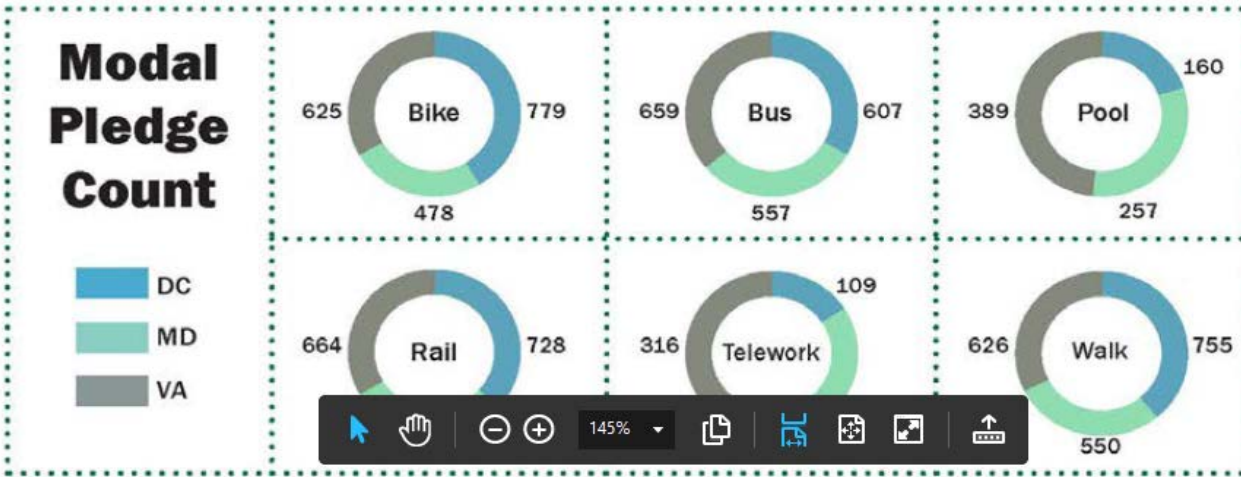
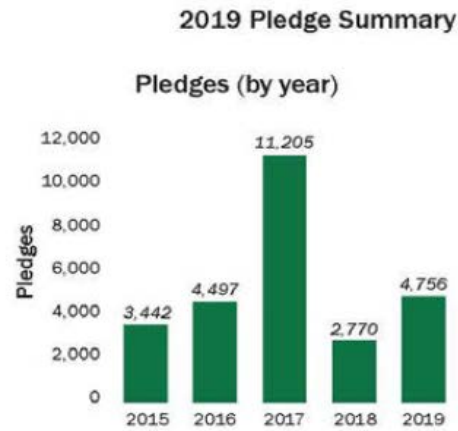
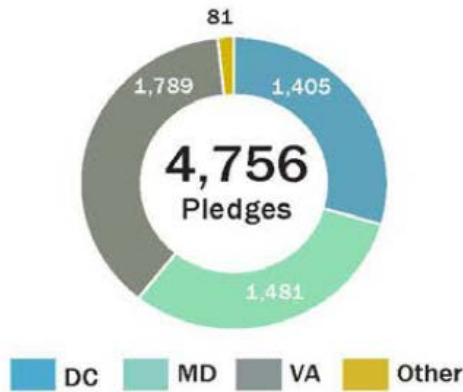


Consortium of Universities of the Washington Metropolitan Area

**ALMOST 300 PLEDGES (6% OF ALL CAR FREE DAY PLEDGES) WERE MADE THROUGH .EDU EMAIL DOMAINS. THE TOP THREE INSTITUTIONS IN ORDER WERE:
GEORGETOWN UNIVERSITY
AMERICAN UNIVERSITY
THE UNIVERSITY OF MARYLAND.**



Results



Coronavirus and Car Free Day 2020

- New creative will be designed with feedback from the Car Free Day Steering Committee
 - Health and Safety
 - Commuter Connections “Commute With Confidence” recommendations





Nicholas Ramfos

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Director

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National Capital Region
Transportation Planning Board