

Item #5

Commuter Connections Subcommittee  
November 18, 2014



COMMITTEE ON COMMUTER CONNECTIONS

## CAR FREE DAY STRATEGY

- Create awareness of Car Free Day through regional marketing and earned media campaigns
- Encourage both commuters and the general public to use car free or car-lite travel on Monday, September 22, 2014
- Generate in-kind sponsorships as incentives to participate
- Promote local jurisdiction promotions and events
- Engage with universities
- Generate a regional call to action to take the pledge at [www.carfreemetrodc.org](http://www.carfreemetrodc.org)
- Summarize pledge data by travel modes/VMT's, and measure emissions impacts.

# REGIONAL PROCLAMATION SIGNING



July 16, 2014

# PROCLAMATIONS - LOCAL JURISDICTIONS



# CAR FREE DAY MARKETING ELEMENTS

- Poster
- Web Site
- Social Media
- Radio
- Value added
- Text Messaging
- Donated Transit Space
- Direct Mail
- Media Coverage



# POSTER

Put it away.



Uncar for a day.

You could win a Kindle Fire or other great prizes!

Bike, walk, use transit, work from home, or go car-lite and carpool. Take the pledge today, even if you're already using car free or car-lite transportation options.

© 2014 Metro DC



Take the pledge at [carfreemetrodc.org](http://carfreemetrodc.org)

# WEBSITE



Put it away. Uncar for a day.



- HOME
- WHAT  
is car free day?
- HOW  
to be car free?
- EVENTS  
prizes and promotions
- PLEDGE  
to be car free
- NEWS
- SPONSORS
- CONTACT  
drop us a line



**PLEDGE to go CAR FREE**

Car Free Day Pledge Count: **4937**

Be one of thousands that will reduce or eliminate the use of their car on Sept 22, 2014 ...and counting!

**Put it away. Uncar for a day.**  
**Monday, September 22, 2014**

If you traveled Car Free or Car-lite (carpool) on Car Free Day, you can still take the pledge through 11:59pm (EST) on Monday, September 22, 2014 and you will be eligible for the prize raffle. Join us for part of a worldwide movement to celebrate more sustainable forms of transportation on Car Free Day - Monday September 22, 2014.

Go Car Free or Car-Lite and make a difference by bicycling, walking, teleworking, carpooling or taking transit.

Pledge even if you're already using these transportation alternatives.

**Pledge Now!**



Car Free Day  
Like

Car Free Day  
September 26

Take the free [www.CarFreeMetroDC.org](http://www.CarFreeMetroDC.org) pledge and you're eligible to win a \$250 BIKE SHOP GIFT CERTIFICATE, courtesy of [www.BicycleSPACEdc.com](http://www.BicycleSPACEdc.com)



WE ARE THE SPRINTING CYCLISTS

# SOCIAL MEDIA

facebook

Facebook interface for the Car Free Day page. The page header shows the search bar with "Car Free Day" and navigation links like "Go", "Home", and "Find Friends". Below the header, the page name "Car Free Day" is displayed with tabs for "Page", "Activity", "Insights", and "Settings".

The main content area features a large banner image of a red car hanging from a wooden hanger. The text on the banner reads: "Put it away. Uncar for a day." Below the banner, it says "Take the pledge at [carfreemetrodc.com](http://carfreemetrodc.com). You could win a bicycle, Kindle Fire or other great prizes!" The page is identified as a "Non-Profit Organization" with options to "Like", "Follow", and "Message".

On the right side, there is a "THIS WEEK" summary box showing 27 Page Likes and 839 Post Reach. Below this, there are sections for "UNREAD" (6 Notifications) and "Message" (1 Message). A "Recent" list shows years from 2013 to 2010.

The left sidebar includes a "PEOPLE" section with 3,742 likes and a "Promote Your Page" button. Below that is a "PHOTOS" section with a grid of images, including one with the text "SEE selective eyewear elements" and another with "Sorry!!".

The main timeline area shows a post from "Go Greenman" with the text: "Monday Sept 22 is the last day of summer, it's also Car Free Day. Make it count! Join area residents and commuters in going car free or car-lite. Take the free pledge at [www.carfreemetrodc.org](http://www.carfreemetrodc.org)". Below the text is a photo of a blue bicycle with a red basket in a field of sunflowers.

At the bottom right, there is an advertisement for "BicycleSPACE" with the text: "BicycleSPACE offers unique and stylish cycling products. BicycleSPACE - Voted Washington DC's Best Bike Shop <http://www.bicyclespace.com/>". A "Boost Post" button is also visible.



# SOCIAL MEDIA



Home Notifications Messages # Discover Search Twitter Tweet

## Put it away.

Uncar for a day.

Take the pledge at [carfreemetrodc.org](http://carfreemetrodc.org)  
You could win a Kindle Fire or other great prizes!

TWEETS 199 FOLLOWING 68 FOLLOWERS 474 Edit profile

### 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.

Joined July 2009

16 Photos and videos

Tweets Tweets & replies Photos & videos

Commuter Connections @CarFreeMetroDC · Sep 23  
Thanks to the nearly 5,000 people who took the Car Free Day pledge in the Washington Metro region Sept 22, 2014 Woot!

View more photos and videos

Commuter Connections retweeted

Tyson's Partnership @tysonspartners · Sep 22  
Our friends @TheTysonsCorner and we want to know how #CarFreeMetroDC is going. Tweet us your pics, or discuss here: [ow.ly/BLSAG](http://ow.ly/BLSAG)

#### Who to follow

- Urban Land Institute @UrbanLandInstitute Follow
- JDLand @JDLand Follow
- WTOP @WTOP Follow

Popular accounts · Find friends

#### Trends

- #YesWeDid
- #Halloween
- Oscar Taveras
- #TS1989
- #BoardwalkEmpire
- #SenzoMeyiwa
- Scottish Labour
- Big Ben
- Bears DE Lamarr Houston
- Dylan Thomas

[About COG](#) | [Doing Business with COG](#) | [Human Resources](#) | [Contact Us](#) | [Site Map](#) September 15, 2014

## Metropolitan Washington Council of Governments

One Region Moving Forward

- Transportation
- Environment
- Housing & Planning
- Health & Human Services
- Homeland Security & Public Safety
- Cooperative Purchasing
- Information & Publications
- Events Calendar
- Committee Business



Sign Up to Uncar for a Day!

- Dates and Events
- Transportation Planning Board  
Sep 17, 2014
- Human Services & Public Safety Policy Committee  
Sep 19, 2014
- 2014 EcoDistricts Summit  
Sep 24-26, 2014
- [more >>](#)

# TPB Weekly Report

An online publication of the National Capital Region Transportation Planning Board

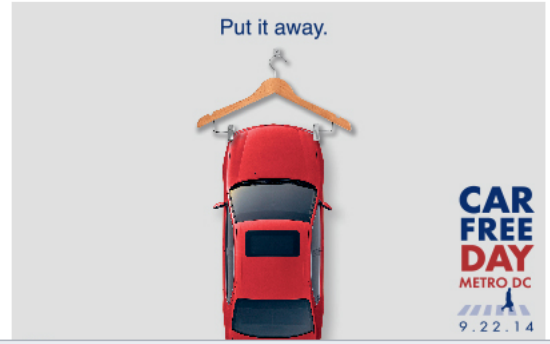
## Millions Worldwide to Go Car-Free or "Car-Lite" on Monday, Sept. 22



"Put it away. Uncar for a day."

That's the message that local organizers of Car Free Day 2014 are sending to encourage more Washington area commuters and others who usually drive to give up their car for a day and try walking, bicycling, taking transit, carpooling, or teleworking instead.

This year's Car Free Day is set for Monday, September 22, and millions of people in more than 1,500 cities in 40 countries worldwide are expected to participate.



### Related Links



[www.CarFreeMetroDC.org](http://www.CarFreeMetroDC.org)

Car Free Day 2014 Proclamation (7/16/14)

TPB Presentation on Car Free Day 2014 (7/16/14)

### Recent Weekly Reports

**August 19, 2014**  
"Fauquier County Becomes TPB's Newest Voting Member"

**August 12, 2014**  
"The Silver Line: Expanding Travel Options and Strengthening Activity Centers"

**August 5, 2014**  
"TLC Supporting Regional Economic Activity Centers"

Google Custom Search

mwoog.org site search by Google

atically expand the functionality of text messages and eventually

[more >>](#)

[Support Greener](#)

erican University, George Mason University, and walk, bike, carpool, or use transit on September 22.

[more >>](#)

idents ready to take the

September 22nd -- The Commuter

[more >>](#)

**Air Pollution**

Metropolitan Washington region as the designation would become

[more >>](#)

important meetingspaces to be held from 1987 until 2013.

[more >>](#)

**Regional Map**



**COG Publications**

- COG Annual Report/Regional Directory
- Region Forward: A Comprehensive Guide for Regional Planning
- COG Legislative Priorities
- Economy Forward

# NETWORK MEMBER SUPPORT

**BIKE LOUDOUN**  
Advocating for Better Bicycling in Loudoun County

Thursday, September 22 is Car Free Day

**CAR FREE DAY METRO DC**  
9.22.14

Thursday, September 22 is Car Free Day, a worldwide event that encourages all of us to rely less on cars and instead use alternatives such as transit, bicycling, walking, teleworking and telelearning. By using these methods, residents, employees, students, homeowners and various throughout the Washington metropolitan region will help reduce their carbon footprint and decrease traffic congestion.

We are asking that everyone take the pledge to go Car Free or Car-Lite, and all who do so will be entered into a raffle for a chance to win great prizes, such as an Apple iPad, a bicycle, Washington Nationals Tickets, Capital Bikeline Memberships, Small Trip Cards and more! Even those already using alternative transportation modes are invited to take the pledge and be entered into the raffle.

Visit the site: <http://www.carfreemetrodco.com/index.php>

**goDCgo**  
powered by DC

Your #1 resource for transportation information & options to make getting into and around the District easier than ever.

**CAR FREE DAY METRO DC**  
9.22.14

**PUT IT AWAY. UNCAR FOR A DAY.**  
YOU COULD WIN A KINDLE FIRE OR OTHER GREAT PRIZES!

BIKE, WALK, USE TRANSIT, WORK FROM HOME, OR GO CAR-LITE AND CARPOOL. TAKE THE PLEDGE TODAY AT [CARFREEMETRODC.ORG](http://CARFREEMETRODC.ORG), EVEN IF YOU'RE ALREADY USING CAR FREE OR CAR-LITE TRANSPORTATION OPTIONS.

**WAYS TO GET AROUND** | **TOOLS FOR GETTING AROUND** | **COMMUTER BENEFITS** | **GROUP TRAVEL**

**STO GET AROUND**  
Nation and links on the DC Circle and MetroRail, as well as on biking and city and much

**TOOLS FOR GETTING AROUND**  
Plan your trip through Metro's Trip Planner. Use the Carbon Calculator to see how much carbon you emit, or use our Interactive Map to find your way around DC by way of biking, bus, metro and more!

**COMMUTER BENEFITS**  
goDCgo's complimentary Employer Services program helps organizations in the District to implement and promote commuter benefits programs.

**GROUP TRAVEL**  
Getting people to your event has never been easier! goDCgo encourages all event planners' support and promote the use of transit and other sustainable modes of travel.

**car-free diet**

Put it away. Uncar for a day. You could win a Kindle Fire or other great prizes! Take the pledge at [carfreemetrodco.org](http://carfreemetrodco.org)

**CAR FREE DAY METRO DC**  
9.22.14

**Arlington's Car-Free Diet**

Welcome to Arlington's Car-Free Diet, the easy, fun way to see how incredible it can feel to live a car-free or car-lite lifestyle. Each time you leave your car at home — choosing instead to ride ART or Metro, bike, walk or telework — you can save money, improve your health and clean our environment. See how much you can save by using our [Car-Free Diet Calculator](#).

**Arlington's Urban Villages**  
Arlington's Urban Villages have shopping, restaurants, recreation, offices and homes all reachable car free. Discover all the things you can do and the many car-free ways you can get there.

**The Scoop: Car Free in Arlington County**  
A new video series — The Scoop: Car Free in Arlington County. The first episode, "Man with a Plan" is now available. It's so easy it is to plan your trip on the ART bus. Watch for exciting future episodes.

**Arlington Transportation Partners**

Home » ATP Blog » Practice Your Emergency Commute on Car-Free Day

**Practice Your Emergency Commute on Car-Free Day**

August 21, 2014

Maggie Awad is the Marketing Manager at Arlington Transportation Partners. She currently takes the ART bus to work and loves the ease of her daily commute — giving her plenty of time to catch up on her reading.

Time out, let's get serious. Do you have an Emergency Commute Plan in place? If the answer is No or you're struggling your shoulders because you're confused, take a minute and keep reading. You'll thank us when the next derecho blows through town.

Mapping out an Emergency Commute Plan is simple and Arlington Transportation Partners can help if you aren't sure where to start. One of the easiest ways to get involved is to test your commute is on September 22 — Car-Free Day!

**WHAT'S YOUR ONE?**

**CAR FREE DAY METRO DC**  
September 22, 2014

Put it away. Uncar for a day.

**Montgomery County Department of Transportation**  
Division of Transit Services

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

**CAR FREE DAY METRO DC**  
September 22, 2014

Put it away. Uncar for a day.

Join us for part of a worldwide movement to celebrate more sustainable forms of transportation on Car Free Day - Monday September 22, 2014. Do Car Free or Car-Lite and make a difference by bicycling, walking, teleworking, carpooling or taking transit. Pledge even if you're already using these transportation alternatives.

Learn more about how Montgomery County Commuter Services is celebrating Car Free Day here.

**Getting Around**  
It's easy to get around in Northern. Learn more about the local bus routes, bike and walking.

- Bus Schedules with Maps
- Business Locator
- Bicycle Programs/Maps
- Car Sharing
- Traffic Links
- Walking

**While You're Here**  
Northern is a great spot for shopping, dining, living and seasonal family activities. Find out what's going on:

- Bus Schedules with Maps
- Business Locator
- Bicycle Programs/Maps
- Car Sharing
- Traffic Links
- Hotels & Services
- North Town Center Association

**LINK**  
Your Source for Transportation Ideas and Information in and around Fairfax, Virginia

**Free Day**  
Put it away. Uncar For A Day  
Monday September 22, 2014

Take the pledge at [carfreemetrodco.org](http://carfreemetrodco.org)

Use transit, work from home, bike and carpool. Take the pledge today.

# RADIO

30- Second spot



# RADIO

Roche Endorsement



# RADIO STATION VALUE - ADD

The screenshot displays the DC 101 website interface. At the top left is the station logo "DC 101" with a lightning bolt. Navigation links include "On-Air", "Music", "Win", "Photos", and "Connect". Social media icons for Facebook (Like), Twitter (Follow), and Google+ are present, along with a search bar labeled "Search/Keyword". A speaker icon indicates audio playback. A "Listen Live" button is accompanied by the text "on iHeartRADIO". The current program is "DC101 DC's Rock Station" and the host is "On Air Elliot In The Morning".

The main banner features a woman's face and the "iHeartRADIO MUSIC FESTIVAL LAS VEGAS 2014" logo. Below the banner is a promotional message: "Win your way to Vegas for Music's Holy Grail! Lorde will be there... will you?".

On the left side, there is a "Sponsored By:" section for "CHARLESTON ALEXANDER DIAMOND IMPORTERS" and a "WEATHER & TRAFFIC" section showing "70°" and "Alerts".

The central "The Feed" section includes tabs for "Latest", "News", "Photos", "Audio & Video", and "Contests". The current feed item is "72 Celebs You Didn't Know Went To The Same High School".

On the right side, there is a "Featured" section with items: "Thursday Ticket Takeover: The Black Keys" and "Pothead Pick of the Day". Below this is an "Enter to Win" button.

# RADIO STATION VALUE - ADD



# TEXT MESSAGING






# DONATED TRANSIT SPACE



Arlington interior bus cards







Put it away.  
Uncar for a day.

Take the pledge at [carfreemetrodc.org](http://carfreemetrodc.org)

You could win a Kindle Fire or other great prizes!  
Tell a co-worker, family or friend. Take the pledge today!

**CAR FREE DAY**  
METRO DC  
9.22.14



800.745.RIDE

09.22.14



Put it away.  
Uncar for a day.

Take the pledge at [carfreemetrodc.org](http://carfreemetrodc.org)

You could win a Kindle Fire or other great prizes!  
Tell a co-worker, family or friend to use Metrobus or Metrorail.

**CAR FREE DAY**  
METRO DC  
9.22.14



800.745.RIDE




Metrobus interior bus cards

# DONATED TRANSIT SPACE







Fairfax Connector bus kings




Put it away.  
Uncar for a day.


Take the pledge at [carfreemetrodc.org](http://carfreemetrodc.org)  
You could win a Kindle Fire or other great prizes!  
Tell a co-worker, family or friend. Take the pledge today!

CarFree Day is a commitment to a pledge of nondiscrimination in all transit programs, services, and practices. Reasonable accommodations will be provided upon request. For information or to request this information in an alternate format, call the Department of Transportation at 703.671.5400, TTY 711. Please allow us to know why you pledge.



800.745.RIDE





Put it away.  
uncar for a day

Take the pledge at [carfreemetrodc.org](http://carfreemetrodc.org)  
You may win a Kindle Fire or other prizes!  
Bike, walk, use transit, work from home, or go car-lite or carpool. Take the pledge today, even if you're already using car free or car-lite transportation options.



Your local connection to Commuter Connections



800.745.RIDE



Montgomery County bus kings and tails

# DONATED TRANSIT SPACE

The screenshot shows the Washington Metropolitan Area Transit Authority (WMATA) website. At the top, there is a search bar and a navigation menu with links for Home, Rail, Bus, Accessibility, Getting Around, Fares, Rider Tools, and About Metro. The main content area is titled "Metrobus" and includes a paragraph describing the service: "Metrobus provides more than 400,000 trips each weekday serving 11,500 bus stops in the District of Columbia, Maryland, and Virginia. Metrobus is the sixth busiest bus agency in the United States, with a fleet of more than 1,500 buses operating on 325 routes." Below this text are several sections: "Where to Wait for the Bus" with a bus stop icon, "Bus Accessibility" with a text block, "Metrorail and Metrobus Transfers" with a SmarTrip card icon, and "Detours" with a bus icon. On the right side, there is a "Next Bus" section with a "Next Bus" icon and a "Find a Timetable" section with a "Select Route" dropdown and a "Submit" button. At the bottom right, there is a "Watch Videos" section with a "On The Go With Metro: Bus Operator" video thumbnail. On the left side, there is a "Metrobus" sidebar with links for Maps, Timetables, Alerts & Advisories, and Transfers. Below the sidebar is a "CAR FREE DAY" advertisement for Metrobus or Metrorail, dated September 22, 2014, with the website www.carfreemetrodc.org and a "Take the Free Pledge" button. At the bottom left, there is a "Bus Transportation" section with a "yp" logo and a "Why Pay For Gas When You Can Take The Bus?" headline.

WMATA web site

# DONATED TRANSIT SPACE



# SPONSORS



# SPONSOR RAFFLE PRIZES

**SOLE**  
BICYCLES



# SPONSOR RAFFLE PRIZES

**Congratulations!**  
 This Certificate Entitles You to a  
**One Full-Year Membership!**

**THIS IS YOUR TICKET**

**Six Flags America**  
 Complimentary Ticket

2014 Six Flags America One-day Admission-Full,  
 Valid 04/05/2014-11/01/2014

TICKET # 1499140491239851  
 REQUEST # 622276  
 CONFIRMATION # CT-42EFN8XMG  
 Valid 04/05/2014 To 11/03/2014

**Six Flags**

**LUNCH MONEY**  
 sweetgreen

sweetgreen

Complimentary  
**Sport & Health Club**  
 ONE YEAR INDIVIDUAL FITNESS MEMBERSHIP

at any one of the following Sport & Health locations:  
 Alexandria Old Town • Ballston Common • Bethesda • Brambleton • Crystal Gateway  
 Crystal Park • North & South Frederick • Fredericksburg • Gainesville • Gaithersburg (Ira  
 & Russell Ave.) • Herndon (Northgate) • McLean (Regency) • Northwest (Arlingtonville St.) • Reston  
 Rockville • Skyline • Stafford • Tenley • Tysons (Greensboro Dr.) • Waldorf • Woodbridge

Visit [sportandhealth.com](http://sportandhealth.com) to find a Sport & Health Club nearest you.

**\$25** Car Free Day  
**MELLOW MUSHROOM**

VALID ONLY AT THE FOLLOWING LOCATIONS:  
 2436 18th Street, NW, Washington, DC  
 (202) 290-2778  
 1030 Eden St., Herndon, VA  
 (703) 707-9300

**mellow MUSHROOM**  
 PIZZA BAKERS

Expires 1/31/15

**capital bikeshare**

**Annual Membership**

**To:** Car Free Day 2014 Raffle

**From:** Car Free Day 2014 Raffle

**Your Gift Certificate Number:** HHFN3CA2

**Expires:** 9/2015

**Congratulations!** You've been given the gift of Capital Bikeshare. Capital Bikeshare puts thousands of bicycles at your fingertips. Choose from hundreds of stations throughout the District, Arlington, Alexandria and Montgomery County and return it to any station near your destination.

To start your membership go to [CapitalBikeshare.com](http://CapitalBikeshare.com), click on JOIN and enter your gift certificate number.

Questions? Call 1-877-430 (BIKE) or email [customerservice@capitalbikeshare.com](mailto:customerservice@capitalbikeshare.com)

# CAPITAL AREA CAR FREE COLLEGE CAMPUS CHALLENGE





# NETWORK MEMBER EVENTS

goDCgo at Union Station –

Hot coffee and Car Free Day stickers



## NETWORK MEMBER EVENTS

Bikeshare for a Buck!



**capital bikeshare**  
**Dollar Day!**

In honor of  
Car Free Day, get a  
24-Hour Membership  
to Capital Bikeshare  
for just **\$1!**

Take the pledge at [carfreemetrodc.org](http://carfreemetrodc.org) and get rolling.

The graphic features a stylized red silhouette of a person riding a bicycle. The front wheel is replaced by a large white circle containing a red '\$1'. The text 'capital bikeshare' is written vertically along the frame of the bicycle. The background is black with a red gradient at the bottom.

# NETWORK MEMBER EVENTS

Frederick TransIT – Free Connector and Shuttle rides



# NETWORK MEMBER EVENTS

Tri County Council for Southern Maryland –

North Beach Farmers Market giving away freebies for Car Free Day



# NETWORK MEMBER EVENTS

Montgomery County Commuter Services

Metrorail Events, Transit Centers, Mobile Van Crew




# IN THE NEWS

**WUSA 9** the next generation of news  
A GANNETT COMPANY

HOME WEATHER 70° LOCAL NATION NOW TRAFFIC SPORTS FEATURES ABOUT VIDEO YOUR TAKE

Some DC residents go car-free everyday



DC TRIES TO GO CAR-FREE FOR A DAY

72° 7:14  
WUSA 9

CHEAPER TO FILL UP HALL UPDATE MAKING A PASS

WEATHER: WEDNESDAY: PARTLY CLOUDY & PLEASANT HIGH TEMPS: AROUND 75

9 10

# IN THE NEWS



# IN THE NEWS

The screenshot shows the homepage of The Frederick News-Post. At the top left, there is a weather widget for Frederick, MD, showing 86°F and clear skies. The main navigation bar includes links for Home, News, Opinion, Sports, Communities, Your Life, Things To Do, Shop, About Us, and Members. A search bar is located on the right side. Below the navigation bar, there is a promotional banner for digital services. The main article is titled "Car Free day encourages alternative transportation" and is dated Monday, September 22, 2014. The article is written by Kelsi Loos. The article text discusses road closings and the opportunity for residents to try alternative transportation modes. A sidebar on the right contains a "Road closings" section with a list of three items. Below the article, there is a "WE ARE HERE FOR YOU. Problem Solved." banner and a "Be Your Own Boss!" advertisement.

**Frederick Air**  
FLYING AND AIR CONDITIONING  
When You're Ready to Go

**The Frederick News-Post**

Advanced Search

Home News Opinion Sports Communities Your Life Things To Do Shop About Us Members

Thanks for visiting FrederickNewsPost.com. Unlimited access to our digital services is reserved for members. With a free registration, you can view 9 free premium articles every 30 days, or get unlimited access by becoming a member. If you are a current subscriber to The Frederick News-Post, please activate your membership at no additional charge to get full access to FrederickNewsPost.com content.

8 Remaining

Home » News » Politics And Government » Governmental And Political Topics » Transportation

## Car Free day encourages alternative transportation

Story Comments

Print Font Size

Recommend 0 Tweet 1 +1 0 Share 2

### Road closings

1. South Wisner Street will be closed at the dead end sometime this week between 7:30 a.m. and 3:30 p.m. for the relocation of an existing gas main.
2. One lane in front of 104 W. Third St. will be closed between today and Friday from 7:30 a.m. to 3:30 p.m. to install natural gas service.
3. There may be shoulder work on I-270 from exit 31 (Md. 85 Buckeystown Pike) to exit 32 (I-70) sometime between today and Oct. 3.

Note: Dates and times of closings are for planning purposes only. Road crews may work at different times and dates or continue earlier projects.

Posted: Monday, September 22, 2014 2:00 am  
By Kelsi Loos News-Post Staff | 0 comments

TransIT Services of Frederick County will observe Car Free Day today by offering free rides on Connector and Shuttle routes.

System spokeswoman Adrienne Moretz said the event will provide an opportunity for people to give alternative modes of transportation a try and consider using them regularly.

"Car Free Day is an opportunity for residents and citizens of the metro D.C. area to learn more about their regional transportation options," Moretz said in a phone interview.

Representatives from the system will be at the Transit Center from 2 to 4 p.m. at 100 S. East St. to hand out "I Ride Frederick" T-shirts to passengers and offer information about the upcoming mobile fare payment app.

Alderman Kelly Russell last year challenged herself to go without a car or carpool for 180 days last year, and she said she learned from the experience.

**Digital Evangelists Needed!**  
Talent, drive and solution-focused sales skills can lead you to success in our dynamic...

**AIRCRAFT OWNER'S AND...**  
AOPA invites applications for the following positions: .NET APPLICATIONS DEVELOPER SOCIAL...

**Looking for an**  
Looking for an experienced TOW TRUCK DRIVER with CDL. Apply in person at Stup's...

[View All Employment Ads](#)

**WE ARE HERE FOR YOU.**  
**Problem Solved.**  
[LEARN MORE](#)

**Be Your Own Boss!**

TransIT Services of Frederick County will observe Car Free Day today by offering free rides on Connector and Shuttle routes.

System spokeswoman Adrienne Moretz said the event will provide an opportunity for people to give alternative modes of transportation a try and consider using them regularly.



# IN THE NEWS



The Washington Post



PUT AMERICANS BACK TO WORK.

Ad


Dr. Gridlock

## Will you go car-free on Monday?


By Robert Thomson September 19   Follow @RT\_Thomson

Thousands of commuters in the D.C. region will make a pledge to leave their cars at home on Monday. It's part of the worldwide Car-Free Day that encourages travelers to reduce their impact on the environment. But like the springtime's [Bike to Work Day](#), it's a nudge to see if another style of commuting could become part of your routine.



Prizes get raffled off to those who have taken the pledge to participate in the event. But the real prize would be to find a way to break a travel habit that has left you frustrated, if not downright angry at the world.

Advertisement

  
TOYOTA

2014  
**MODEL YEAR**  
**CLOSEOUT**

Thousands of commuters in the D.C. region will make a pledge to leave their cars at home on Monday. It's part of the worldwide Car Free Day that encourages travelers to reduce their impact on the environment. But like the springtime's Bike to Work Day, it's a nudge to see if another style of commuting could become part of your routine.

# IN THE NEWS



Home All News Traffic Cameras Crime Fire & Rescue Obituaries Real Estate Weather Business

• ABOUT US • ADVERTISE • CONTACT US • WEDNESDAY'S PET • FIRE/POLICE SCANNERS • COMMUNITY

## Millions Worldwide to Go Car-Free or "Car-Lite" on Monday, Sept. 22

"Put it away. Uncar for a day."

### Transit Benefit Workshop

[employerbenefitseminar.eventbrite.com](http://employerbenefitseminar.eventbrite.com)

Join us Nov. 6 at Busboys & Poets Complimentary for DC Employers



**Uncar for a day.**

You could win a Kindle Fire or other great prizes!

Bike, walk, use transit, work from home, or go car-lite and carpool. Take the pledge today, even if you're already using car free or car-lite transportation options.



**CAR FREE DAY**  
METRO DC

Take the pledge at [carfreemetrodc.org](http://carfreemetrodc.org) 9.22.14

That's the message that local organizers of Car Free Day 2014 are sending to encourage more Washington area commuters and others who usually drive to give up their car for a day and try walking, bicycling, taking transit, carpooling, or teleworking instead.

This year's Car Free Day is set for Monday, September 22, and millions of people in more than 1,500 cities in 40 countries worldwide are expected to participate.

Car Free Day got its start in Europe in the mid-1990s and went global in 2000 as a way to celebrate sustainable mobility options during International Mobility Week.

The event made its debut in the Washington region in 2008, led by Commuter Connections, a program of the Transportation Planning Board that encourages area commuters to use modes other than driving alone to get to and from work each day.

By encouraging fewer trips by automobile, Car Free Day aims to raise awareness of transportation alternatives, reduce congestion and parking demands, improve the region's air quality, and conserve limited energy resources.

One unique way that many cities promote participation in Car Free Day is by closing off main roads or other large areas normally used by cars and reserving those spaces for use by pedestrians, bicyclists, and public transit vehicles.

Though no large-scale closures are planned in the Washington region this year, a number of local events will feature smaller-scale closures, a trend that organizers hope will continue in coming years.

The goal for this year's event is to receive pledges from at least 10,000 people to go car-free, or to go "car-lite" by carpooling or making fewer trips by

That's the message that local organizers of Car Free Day 2014 are sending to encourage more Washington area commuters and others who usually drive to give up their car for a day and try walking, bicycling, taking transit, carpooling, or teleworking instead.



**PERSONAL TAXES**

- Use only as prescribed
- Lock up your meds
- Dispose of pills safely



**SMART Medicine**  
Only as prescribed.

# 2014 PLEDGE DATA - MODE

Mode	# Pledges	% Pledges
Commuter Rail	161	3%
Walk	1,821	39%
Bicycle	1,763	38%
Local Bus	674	14%
Carpool/Vanpool	465	10%
Metrobus	1,040	22%
Metrorail	2,024	43%
Telework	307	7%
Other	155	3%
# of unique pledges	4,656	



# 2014 PLEDGE DATA - VMT

Normal Travel Status	Number of Pledges	% of Pledges	Miles Saved on CFD	% of Miles
Alt modes	2,828	61%	61,063	56%
SOV	1,322	28%	36,577	33%
No response given	506	11%	11,788	11%
	4,656	100%	109,428	100%



# 2014 PLEDGE DATA - STATE

State	# Pledges	% Pledges
District	1,334	28.7%
Maryland	1,622	34.8%
Virginia	1,674	36.0%
DE, PA, WV	26	0.6%
	4,656	100%



# 2014 PLEDGE DATA – EMISSION IMPACTS

Daily Emissions Reduction (tons/day)				
Year	NOX	VOC	CO2	PM2.5
2014	0.0604	0.0415	54.5340	0.0027



# Q&A

