



# TPB Technical Committee October 7, 2011



# Car Free Day Background

- Event took place on September 22nd.
- Car Free Day is celebrated worldwide in 2,200 cities in 43 countries.
- National Capital Region 2011 goal was 10,000 pledges.

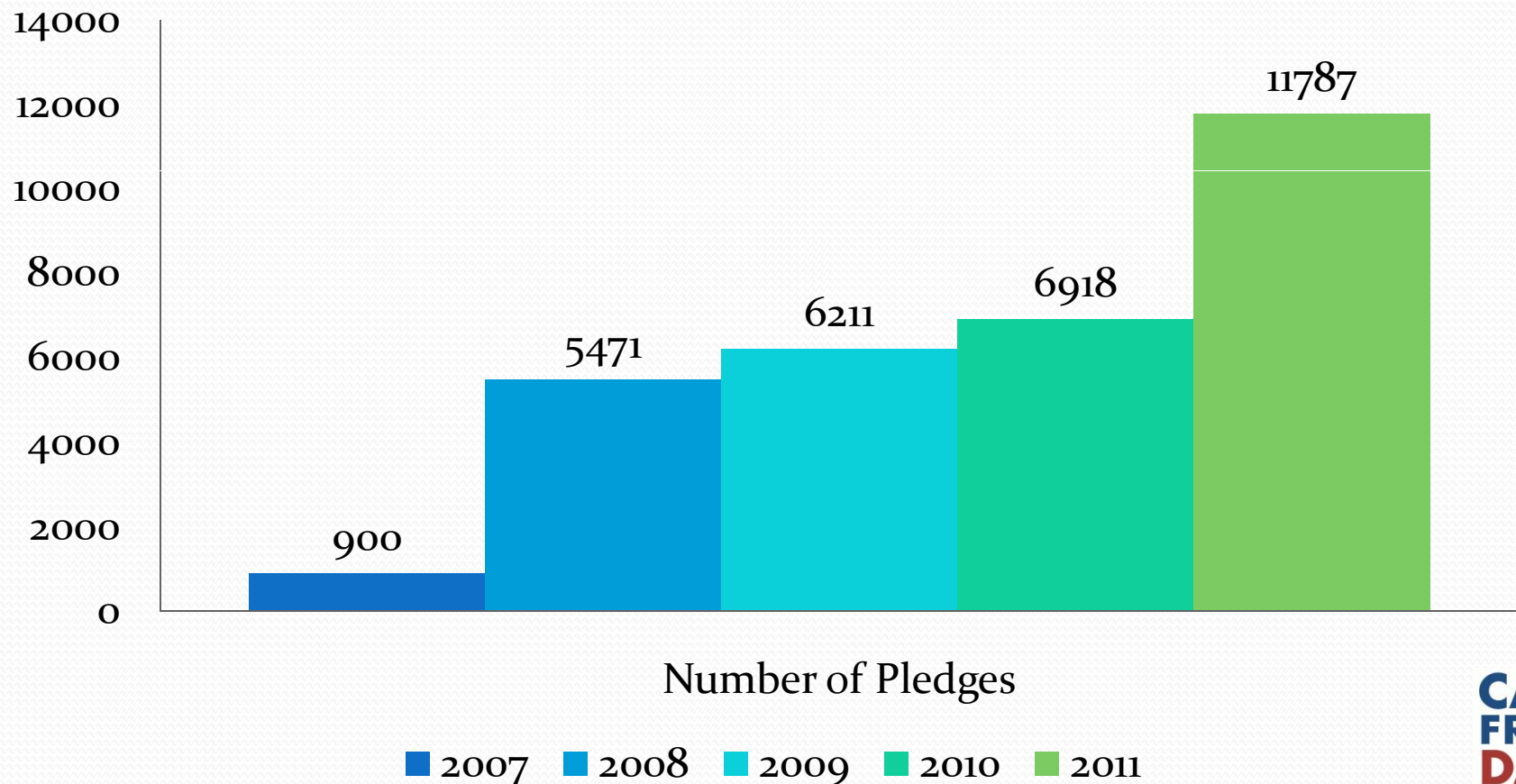


# Car Free Day Background

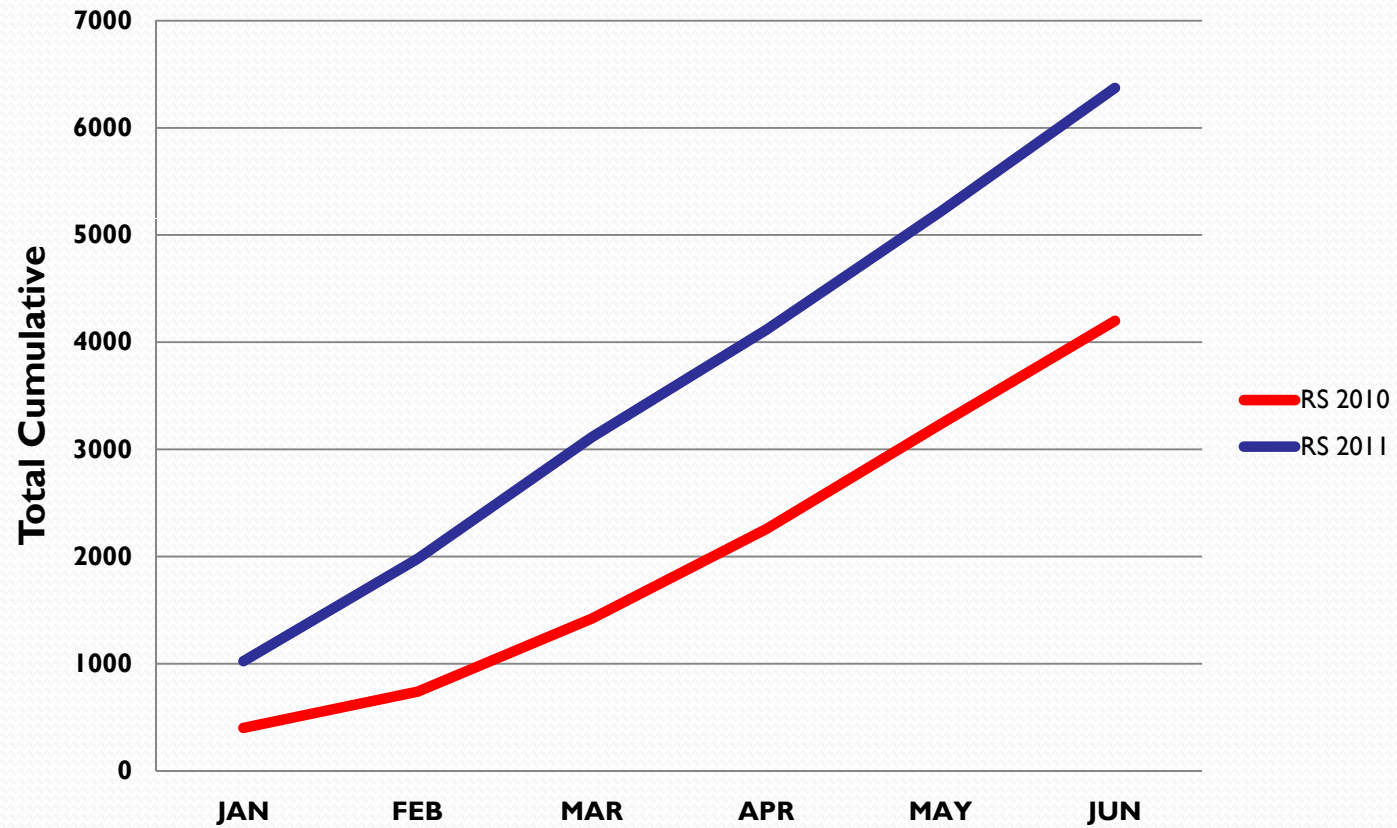
- Several events and offers were held throughout the region including:
  - Bike to College Day at Montgomery College - Rockville
  - Bike and Roll free bicycle rentals for the day
  - Capital Bikeshare Birthday Bash
  - Capital Car Free Campus Competition with six area universities
  - Flippin' Pizza free lunch coupon
  - Loudoun County Office of Transportation Services raffle
  - Metrorail Station celebrations in Montgomery County
  - Montgomery County Commuter Services coffee & donuts at the Burtonsville Park and Ride Lot
  - Sport & Health free 7 day pass
  - TransIT Services of Frederick County free bus rides



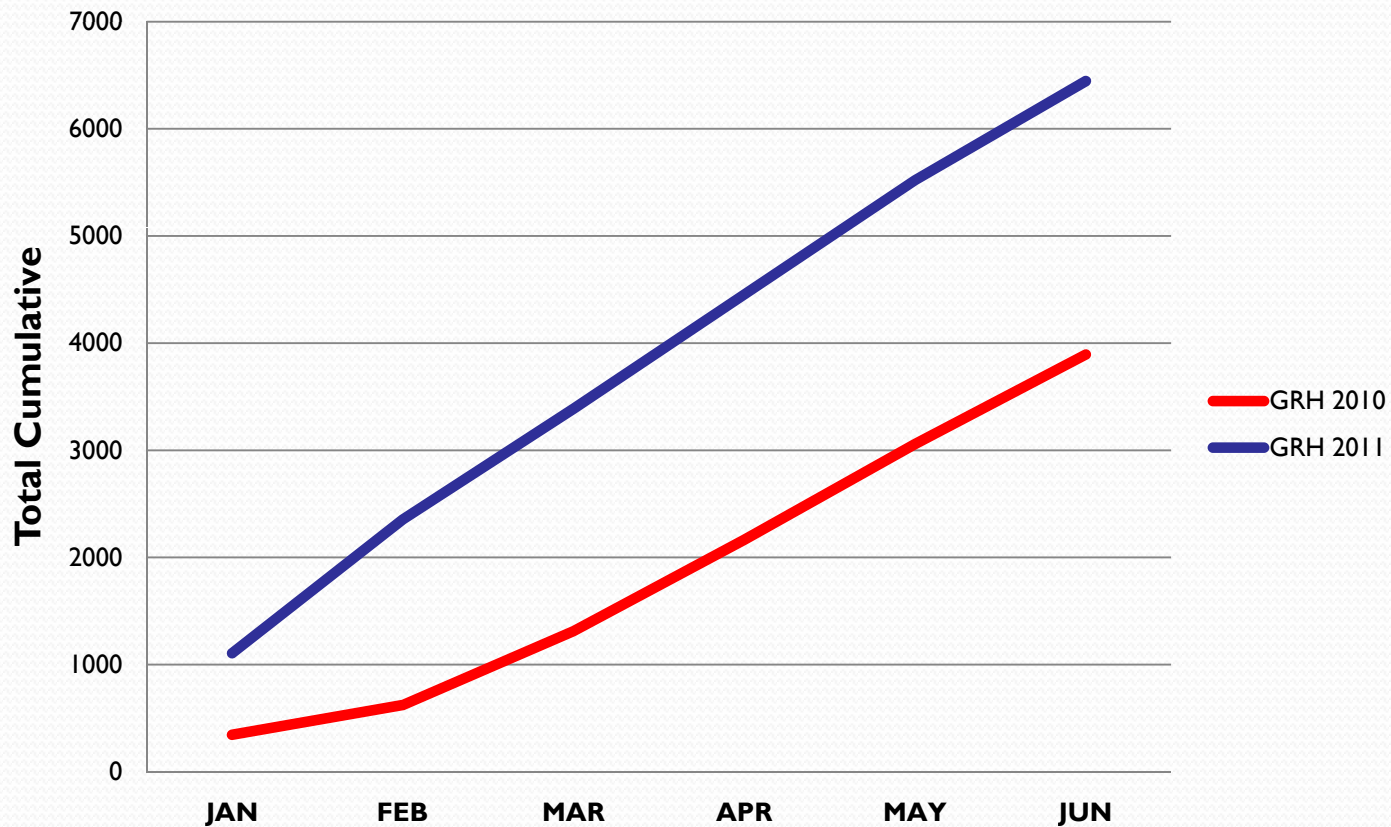
# Car Free Day Pledge History



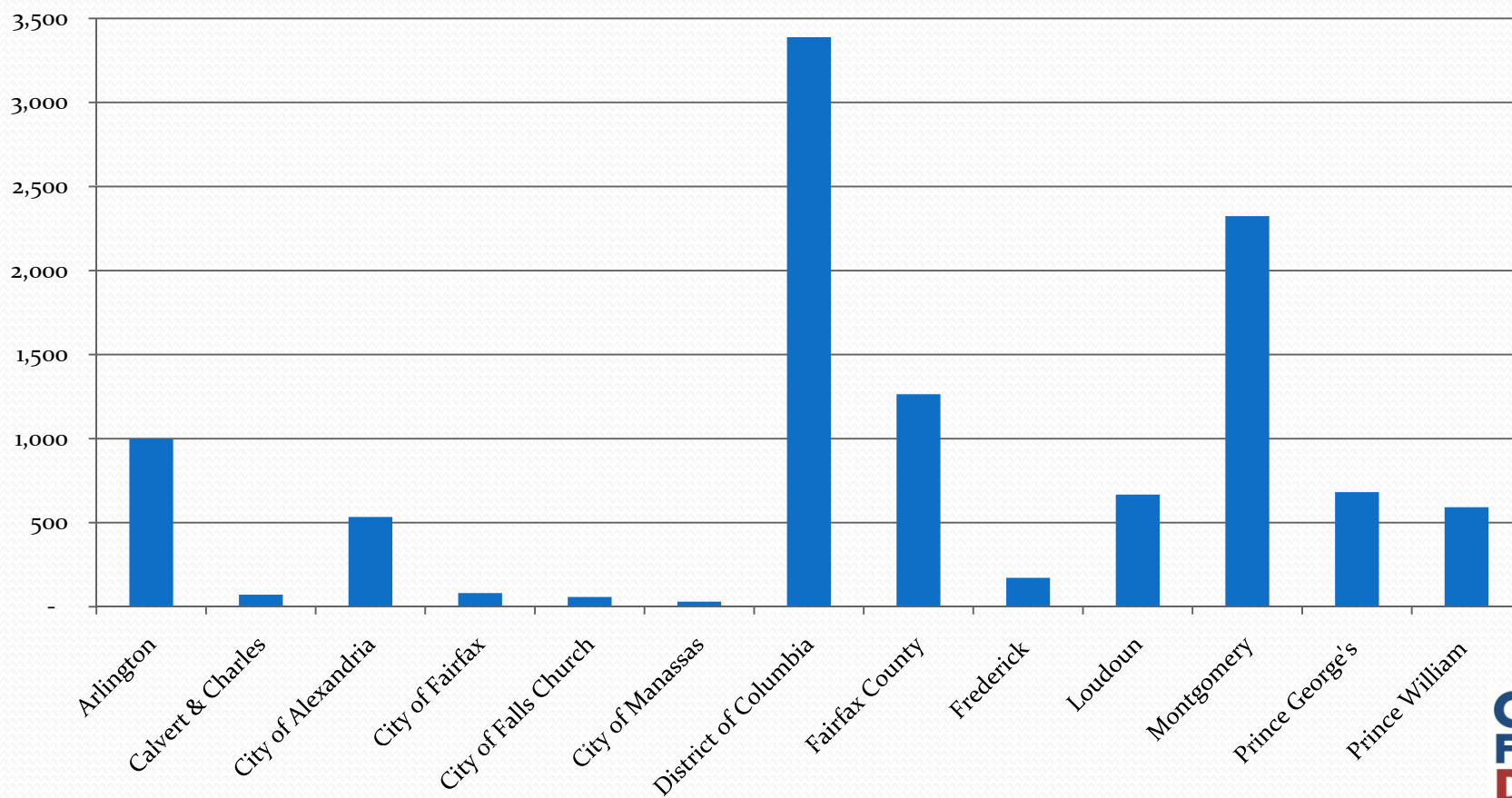
# Ridematching Applications



# Guaranteed Ride Home Applications



# Car Free Day Pledges by Jurisdiction



# 2011 Car Free Day Web Site

**CAR FREE DAY**  
METRO DC

September 22, 2011

Capital Bikeshare Memberships,  
Washington Nationals Tickets,  
PLEDGE TODAY FOR A CHANCE TO  
Win an Apple iPad, Bicycle or  
SmarTrip Cards!

HOME | WHAT | HOW | EVENTS | PLEDGE | NEWS | SPONSORS | CONTACT

TAKE THE CAR FREE CHALLENGE  
PLEDGE TO BE CAR FREE

Car Free Day Pledge Count: **7292**  
...and counting!

Be one of many that will reduce or eliminate the use of their car on Sept. 22, 2011

**CAR FREE DAY** on Facebook

Car Free Day  
Five universities in the Washington metropolitan area have created a friendly inter-campus challenge. The Capital Campus Car Free Competition, which encourages faculty and staff to ditch their cars and walk, bike and use public transit during the region's Car Free Day, Thursday, September 22. Universities participating are AU, GMU, GTU, UDC, and UMD  
<http://carfreemetrodcc.com/>

Pledge to UnCar for a Day!

Join us for part of a worldwide movement to celebrate sustainable transportation on Car Free Day, Thursday September 22, 2011.

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

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

Sponsors

**BIKE AND ROLL**  
WASHINGTON DC

Base Technologies  
Results. Delivered.  
iPad provided by Base Tech





# Web Site Stats

## Top Traffic Sources



53%



16%



8%



2%



Metropolitan Washington  
Council of Governments

2%

Other


19%

# Web Site Stats

- 27,000 visits from 84 countries/territories
  - 84% from the U.S.
  - 16% from
    - Canada
    - India
    - China
    - Indonesia
    - UK
    - Thailand
    - Germany
    - France



# Pledging to go Car Free



September 22, 2011

HOME | WHAT | HOW | EVENTS | **PLEDGE to be car free day** | NEWS | SPONSORS | CONTACT

## Pledge to be Car Free!

Take the Car Free Day Pledge, and you are eligible to win great prizes like an Apple iPad, courtesy of Base Technologies! You can still pledge and get a chance to win prizes even if you're already using alternative transportation modes, such as bicycles, transit, teleworking, and carpooling.

\* All pledges made through 5:00 p.m. Eastern Standard Time on 9-22-11 will be entered into the prize raffle drawing.

- I pledge that On Thursday, September 22, 2011 I will eliminate or reduce my driving. This includes trips for work and to run errands.

**On this day, I will get around by** (check all that apply):

Bicycle	<input type="checkbox"/>	Metrorail	<input type="checkbox"/>
Carpool	<input type="checkbox"/>	Telework	<input type="checkbox"/>
Commuter Rail (MARC, VRE)	<input type="checkbox"/>	Vanpool	<input type="checkbox"/>
Local bus service	<input type="checkbox"/>	Walk	<input type="checkbox"/>
Metrobus	<input type="checkbox"/>	Other	<input type="checkbox"/>

**Normally, I would have driven:**

I am normally car free

Number of miles:

Home zip code:

Work zip code:

County Name:

Full Name:

Email address:  \* (Required for prize notification purposes).

Cellular/Mobile No:

(Provide us with your cell number to receive periodic text messages about Car Free Day)

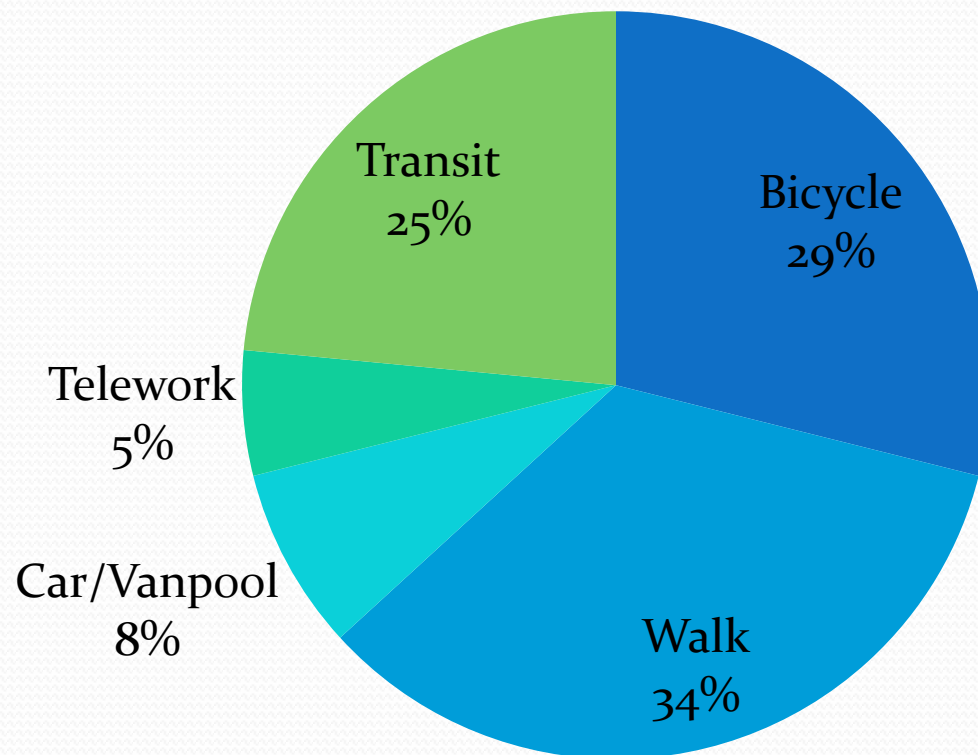
Your information will ONLY be used for communication pertaining directly to Car Free Day and will NOT be made available to any outside vendors or used for any other purpose.

FOLLOW US ON



# 2011 Car Free Day Modes Used



# 2011 Car Free Day Impacts

- Daily VT: 5,500
- Daily VMT: 272,000
- Daily Nox: 0.1182T
- Daily VOC: 0.0602T
- PM 2.5: 0.0034T
- CO<sub>2</sub>: 34,700T (annual)



Questions?

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