

CAR FREE DAY EVENT OVERVIEW

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TPB Technical Committee
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Background Information

Car free day is a worldwide event that Commuter Connections promotes locally through paid marketing, and partnerships with local districts.

WHERE DID IT START?

- Car Free Day is an internationally recognized event which started in Europe in 2000 as a day for residents to leave their car at home for a day.
- Celebrated in 1,500 cities and 40 countries.
- In the DC region, Car Free Day began in 2008.
- This year it will happen on September 23rd in 2024.



Background Information

WHY DID IT START?

Three main objectives include:

- To use this event as an opportunity to promote different methods of transportation for both commute and non-commute trips.
- Encourage commuters and public to take the pledge to use car free travel methods on that day which can include public transit, carpool, vanpool, telework, biking, or walking.
- To measure and report impact, as part of the Commuter Connections Regional TDM Mass Marketing program.



HOME ABOUT US HOW TO BE CAR FREE THE CAR FREE PLEDGE PRIZES & PROMOTIONS NEWS SPONSORS & PARTNERS CONTACT



Scooter, or Walk

Take the pledge, even if you're already car free.

Car Free Day is a worldwide event that encourages greener methods of travel; meaning ways to get around other than driving alone by car. Commuter Connections hosts Car Free Day in the Washington, DC region to bring awareness to the benefits of travel options such as transit, bicycling and walking; and also telework for people who can work from home. Carpooling and vanpooling count too, we call that "car-lite" since they are both lighter on the wallet and the environment than driving alone in a car.

Reduce your Carbon Footprint

Using more sustainable ways to get around helps reduce harmful greenhouse gas emissions and traffic congestion. The more people who travel using bicycles, buses, trains, carpools and vanpools, the fewer pollutants are released into the atmosphere.

CHOOSE THE TRAVEL METHOD THAT FITS YOUR MOBILITY BEST

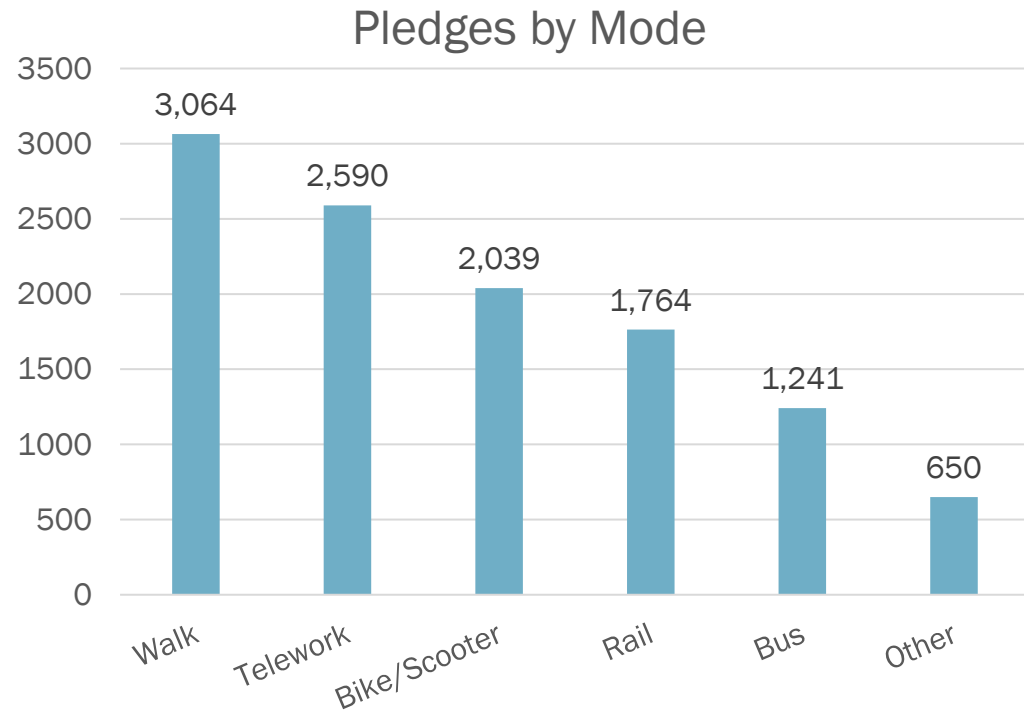
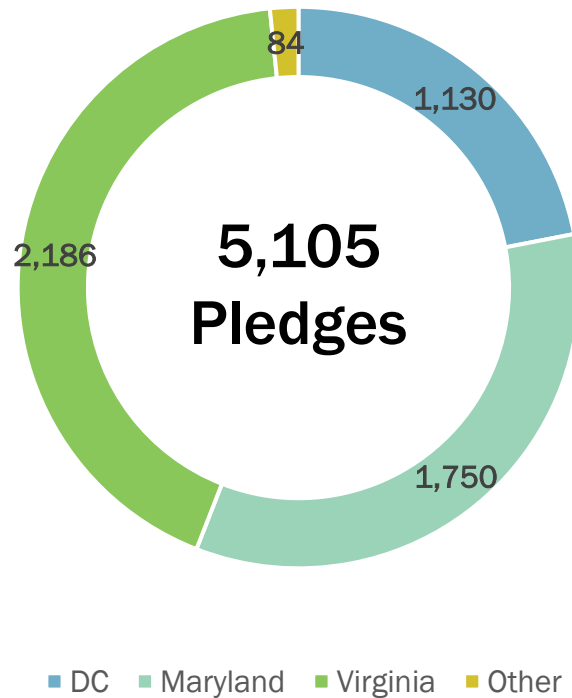
below and choose the travel method that fits your mobility best:



2024 Car Free Day Website

- Website will be updated to 2024 version.
- In 2023 There were 23,386 users, 27,121 sessions, and 45,783 pageviews.

2023 Event Results



31% of the responders to the Participation Survey increased Use of Car Free and Car Lite options for non-work trips since car free day.

Jurisdictional Activities

Maryland

From September 22, 2023, through September 24, 2023 – Friday and all weekend long, the Maryland Transit Administration (MTA) offered free rides on Local Bus, Light Rail, Metro Subway, MARC, Commuter Bus and Mobility service.

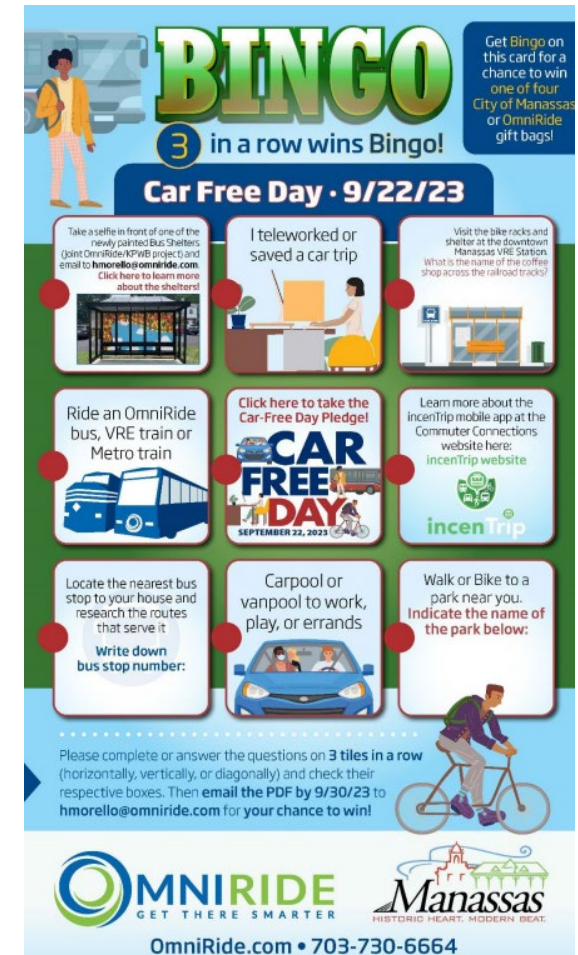
Montgomery County

- September 22, 2023, from 6:30 am – 8:30 am, the Montgomery County Department of Transportation (MCDOT) Commuter Services outreach teams distributed free giveaways.
- September 22, 2023 - the Montgomery County Department of Transportation (MCDOT) offered a “fare-free day” on Ride On buses in support of Car Free Day by waiving the usual bus fare for the day.

Jurisdictional Activities

Virginia

- Loudoun County, VA September 21, 2023, from 3 pm – 5 pm in celebration of Car Free Day, Loudoun County Commuter Services staff held a pop-up event at Ashburn Metro Station.
- Prince William County, VA OmniRide and City of Manassas staff teamed up to give residents an opportunity to gain experience about transportation options by playing Car Free Day BINGO. Raffle prizes for those who completed BINGO cards included a chance to win one of four gift bags.



Flyer, Banner Ads, Social Media

- The Car Free Day flyer was distributed to network members.
- Digital banner ads were placed on WTOP.com and federalnewsnetwork.com.
- Images featuring each travel mode were developed and posted on social media like Facebook, Instagram, and Twitter.



Transit Advertisements

Local bus transit advertising spaces was donated by Montgomery County Ride On, Arlington ART, Metrobus, and Fairfax County Connector.



Radio Support

- The radios that were used last year to promote Car Free Day included WJFK (106.7), WTOP (103.5), WPGC (95.5), and Spotify. These radio stations will be used again in 2024.
- Two radio scripts were provided;
 - 30 Seconds “Take a stand for less traffic congestion and clean air on Car Free Day, Friday, September 22nd. Try other ways to get around – like transit, rideshare, biking, walking, scootering or teleworking. Take the free pledge at CarFreeMetroDC.org for special promotions and a chance to win great prizes, even if you’re already car free or commuting on a hybrid work schedule. Sign up at CarFreeMetroDC.org”
 - 10 seconds. “Stand up for less traffic and clean air on Car Free Day, Friday, September 22nd. Take the free online pledge and get a chance to win prizes. Sign up today at CarFreeMetroDC.org”



Sponsors





2023 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 those who live and work in the region to telework and try alternative forms of transportation such as transit, bicycling, scootering, walking, and "car-lite" methods such as carpools and vanpools; and

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

WHEREAS, Car Free Day corresponds with the culmination of European Mobility Week's celebration of sustainable mobility from September 16-22, 2023.

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 on Friday, September 22, 2023; and
2. Encourages those who live and work in the region to take the pledge to be Car Free or car-lite at www.CarFreeMetroDC.org; and
3. Acknowledges TPB member jurisdictions who have adopted similar proclamations in support of Car Free Day 2023.

Chair, National Capital Region Transportation Planning Board



National Capital Region
Transportation Planning Board

2023 Proclamations

- Signed on July 19, 2023, by National Capital Region Transportation Planning Board Chair and Charles County Commissioner President, Reuben Collins, at the Metropolitan Washington Council of Governments.
- Many local jurisdictions in the region held their own Car Free Day proclamations in 2023





2024 Regional 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 those who live and work in the region to telework and try alternative forms of transportation such as transit, bicycling, scootering, walking, and "car-lite" methods such as carpools and vanpools; and

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

WHEREAS, Car Free Day corresponds with the culmination of European Mobility Week's celebration of 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 on Monday, September 23, 2024; and
2. Encourages those who live and work in the region to take the pledge to be Car Free or car-lite at www.CarFreeMetroDC.org; and
3. Acknowledges TPB member jurisdictions who have adopted similar proclamations in support of Car Free Day 2024.

Chair, National Capital Region Transportation Planning Board



2024 Proclamation

- TPB will be asked to proclaim September 23rd as Car Free Day throughout the region.
 - Included on the July 17, 2024 TPB agenda
- Local jurisdictions will be provided language to issue proclamations for their respective jurisdiction.

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