

National Capital Region
Transportation Planning Board
July 16, 2014



## Car Free Day Background

- First took place in the DC region in 2007.
- Event started in Europe in 1995, went global in 2000 and is part of Europe's mobility week.
- For at least one day during mobility week, cities set aside an area solely for pedestrians, cyclists and public transit that is ordinarily used by cars.
- Car Free Day is celebrated in 1,500 cities in 40 countries.

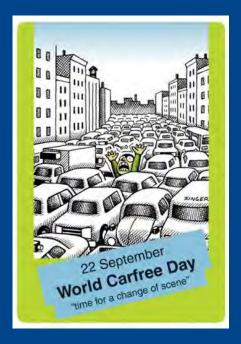


### Car Free Day Background

- Regional rollout occurred in 2008 with TPB support.
- COG's Commuter Connections program promotes and organizes the annual Car Free Day event along with its network members.
- Invites Washington region citizens to try alternative forms of transportation such as transit, bicycling and walking.
- Includes car-lite methods such as carpools and vanpools; also supports practice of teleworking.



### International







**Prague** 















Bogota

### 2013 Media Coverage Headlines

FrederickNewsPost.com

- City Notes: A surprise in the streets
- Car Free Days Registrations Opens
- Georgetown Businesses Swap Parking for Parks
- Celebrate World Car Free Day
- Car Free, Care Free: How to Get Around in DC
- Celebrate Car Free Days DC on September 20 to 22
- Car Free Days is here again!
- Encourage Your Tenants to Participate in Car Free Days!
- Car Free Weekend kicks off Friday
- Car Free Days









### **Open Participation**

Pledge to be Car Free at www.carfreemetrodc.org

- ✓ Workers
- ✓ Students
- √ Homemakers
- ✓ Seniors
- Primary targets are individuals who ordinarily travel alone by car for work, errands and classes.
- Secondary groups are those already in Car Free travel modes.



### Car Free Day Web Site



# PARK IT.

for a whole day or more, September 20-22, 2013

Join us for part of a worldwide movement to celebrate more sustainable forms of transportation on Car Free Days Friday - Sunday September 20-22, 2013.

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.





### Promotional Materials

#### Put it away.



#### Uncar for a day.

You could win a bicycle, Kindle Fire or other great prizes!

Pledge even if you're already car free or car-lite. Bike, walk, use transit, work from home, go car-lite or carpool.





Take the pledge at carfreemetrodc.org

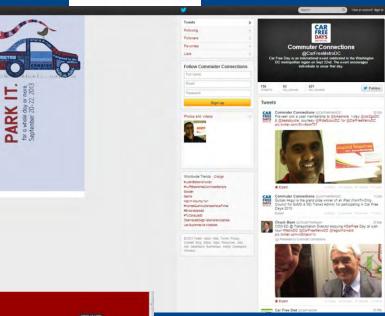


#### Social Media

#### facebook











## Advertising/Marketing













**Opt-In Text Messaging** 

## Advertising/Marketing

Email blasts were sent to employers and nine parenting listserv mailing lists, reaching thousands of email accounts in the region.

- Bolling Air Force
- Military Deployed Soldiers
- Military Families
- Military Women
- Military Retirees
- Maryland Military Group
- Maryland Military Men
- VA Military Retiree's Association
- Virginia Military Spouses



### Transit













# Social Media



### **Local Events**





#### 2014 CFD Call To Action

- 10,000 Pledges Goal
- TPB Proclamation
- Pledges and Social Media from TPB Members
- Local Activities/Events
- Media Coverage



### Questions?



**2013 TPB Proclamation Signing** 

