



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



Philippines



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*



GeorgetownPatch



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

CAR FREE DAYS
METRO DC

September 20-22, 2013

HOME | **WHAT** *Is car free day?* | **HOW** *to be car free?* | **EVENTS** *prizes and promotions* | **NEWS** | **SPONSORS** | **CONTACT** *drop us a line*

TAKE THE CAR FREE CHALLENGE
PLEDGE TO BE CAR FREE

Car Free Day Pledge Count: **4188** Be one of thousands that will reduce or eliminate the use of their car on Sept 20-22, 2013
...and counting!

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.

CAR FREE DAYS Car Free Day
 Like You like this.

CAR FREE DAYS Car Free Day
Praveen Teegula won a one-year membership to Capital BikeShare, one-day car2go rental, plus a set of Urbeats headphones, courtesy RideScout for participating in Car Free Days 2013.

Sponsors



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.



Printed on recycled paper.



800.745.RIDE

Take the pledge at
carfreemetrodc.org



Social Media



The Facebook page for Car Free Day METRO DC features a large banner with the text "PARK IT. for a whole day or more. September 20-22, 2013". The banner includes a graphic of a car with various transit options like Metro, Drive Less, and Capital Bikeshare. Below the banner, there is a "Car Free Day" event listing, a photo of a man, and a list of users who liked the page, including Paul Chiarochi, Kathryn Brown Hindall, and Patty Hogarty.

The Twitter profile for Car Free Days (@CarFreeMetroDC) shows a banner with the text "PARK IT. for a whole day or more. September 20-22, 2013". The profile includes a bio, a list of "Follow Commuter Connections", and a "Tweets" section with a tweet from "Commuter Connections" about Car Free Day being an international event.

The Twitter feed for @CarFreeMetroDC shows a tweet from "Commuter Connect..." with 156 tweets, 63 photos/videos, and 421 followers. The tweet content includes: "Thanks to everyone that joined the conversation. A big thanks to @CleanAirPartner for their great tips! #CarFreeMetroDC", "Zipcar D.C. @ZipcarDC - Sep 18 @CarFreeMetroDC @bikeshare @DCBAC @goDCgo We love the great sharing options for a #CarFreeMetroDC! #sharingscaring", "Clean Air Partners @CleanAirPartner - Sep 18 @CarFreeMetroDC Here's the link to the Air Quality Index. bit.ly/gADJII #CarFreeMetroDC", and "If you Tweet, Facebook, Instagram or Vine your #CarFree experience, use the hashtag #CarFreeMetroDC".



Advertising/Marketing

The screenshot shows the website for BIG 100.3, a radio station. At the top, it says "Washington's Classic Rock" and "Listen to BIG 100.3". The navigation bar includes "Home", "On-Air", "Music", "Win", "Photos", and "Connect". There are social media icons for Facebook, Twitter, and YouTube. A search bar is labeled "Search/Keyword". Below the navigation, there are promotional banners: "TAKE THE FREE PLEDGE" and "GET A CHANCE TO WIN AN iPad" for "CAR FREE DAYS METRO DC SEP 20-22 2013". A red banner reads "NAVY YARD SHOOTINGS: Fund Collecting Money for Navy Yard Shooting Victims". A large photo of a man wearing a hat and sunglasses is featured. Below it, a section titled "PHOTOS: The Evolution of Elton John" is visible. The bottom section includes "Weather & Traffic" (66°), "On Air" (Lisa Berigan), "Now Playing" (Brown Eyed Girl), and "The BIG Choice" playlist.



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

facebook
Sign Up Facebook helps you connect and share with the people in your life.

Car Free Day
Type: Causes - Rally
Dates: Wednesday, September 22, 2010
Time: 12:00am - 12:00pm
Location: Washington D.C., Metropolitan Region

Description
Unclear for a day
Improve traffic world on Wednesday
Pledge to go Car Free
Already Car Free
Check back for more

Commuter Connections (CarFreeMetroDC) on Twitter - <http://twitter.com/CarFreeMetroDC>

CarFreeMetroDC
That's you!
Car Free Day web site is now taking pledges for the 2010 event. Pledge today to go Car Free on September 22 at <http://www.carfreemetrodc.com>

Kantiki Deshpande of Washington D.C. was announced as the Free Day grand prize winner of an iPod nano!
12:41 PM Sep 21st, 2010 via web

A Day for Rethinking Our Four-Wheeled Fixation - <http://bit.ly/1bEZR1>
10:55 AM Sep 21st, 2010 via web

A vehicle that gets only 15 mpg with 4 passengers is still 2.4 times more efficient than 4 small sedans w/ one passenger getting 24 mpg.

Real-time results for car free day dc

Save this search

- megglepoo Car free day in DC announced (via @DCist_Updates) for 9/22 <http://bit.ly/NVBBB> about 24 hours ago from TweetDeck
- GreenTdi Car Free Day DC -- <http://www.carfreemetrodc.com> 1 day ago from web
- DannyDougherty Car Free Day 2009: DC is joining in Car Free Day again this year. Take the Car Free Day Pledge, and you are eligible to win some great pr... 1 day ago from Twitterfeed
- TheNatriCapt! Sept. 22 is Car Free Day in DC - take the pledge here: <http://bit.ly/einzWF> 1 day ago from bit.ly
- GG_Green Car Free Day in #DC is September 22nd! Take the pledge: <http://www.carfreemetrodc.com> @CarFreeMetroDC 1 day ago from web
- betterDCregion RT @CarFreeMetroDC GalleryPlace-Chinatown in DC is the Sept 22 Car Free Day celebration at 7th & F Sts from 11am -3 pm. Lots of fun! 2 days ago from web
- luckywhitegirl Hey Car-free DC Day is coming up! Sept. 22nd... pledge to go car-free for one day here: <http://www.carfreemetrodc.com/> 2 days ago from TweetDeck
- CarFreeMetroDC Take Metrorail redline to GalleryPlace-Chinatown in DC for the Sept 22 Car Free Day celebration at 7th & F Sts from 11am -3 pm. Lots of fun! 3 days ago from web
- seh79 Car Free Day 2009 - take the pledge! [#dc #wmeta #environment](http://bit.ly/2rVjv) 7 days ago from Tweetie



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

