

ITEM #7



National Capital Region  
Transportation Planning Board  
July 21, 2010

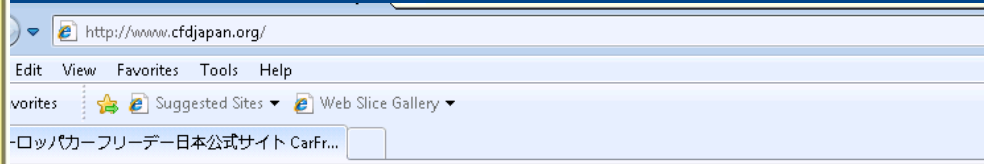


# Car Free Day Background

- First took place in Europe in 1995, went global in 2000.
- Corresponds with Europe's international mobility week occurring September 16-22, celebrating sustainable transportation.
- 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.
- Today, Car Free Day is celebrated in 1,500 cities in 40 countries.



# International



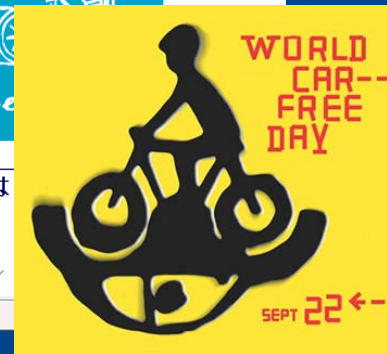
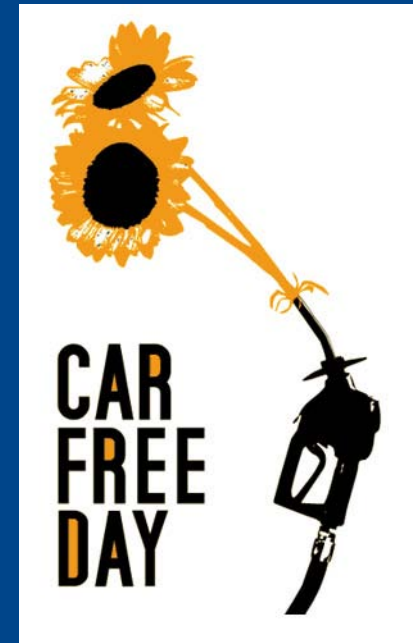
**European Mobility Week & CarFreeDay**  
 ヨーロッパモビリティウィーク&カーフリーデー  
 日本公式サイト

*"In town, without my car!"*

このサイトは、ヨーロッパモビリティウィーク&カーフリーデーの実施内容や参加方法などについて、みなさんにお伝えする日本公式サイトです。

Blog  
 Europe  
 Asia

トップページ  
 ヨーロッパモビリティウィーク&カーフリーデーとは？  
 目的と実施内容



ヨーロッパモビリティウィーク&カーフリーデーとは European Mobility Week & Car Free Day

ヨーロッパでは、毎年9月16～22日に「ヨーロッパモビリティウィーク&カーフリーデー」が開催されます。

# Wikipedia

Car-Free Days - Wikipedia, the free encyclopedia - Window DTP374

http://en.wikipedia.org/wiki/Car-Free\_Days

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W Car-Free Days - Wikipedia, the free encyclopedia

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Article Discussion

## Car-Free Days

From Wikipedia, the free encyclopedia

**!** This article **may contain original research**. Please **improve it** by **verifying** the claims made and adding **references**. Statements consisting only of original research may be removed. More details may be available on the **talk page**. (September 2009)

A **Car Free Day** encourages motorists to give up their car for a day. Organized events are held in some cities and countries. **September 22 is World Car Free Day.**<sup>[1]</sup> According to *The Washington Post*, the event "promotes improvement of mass transit, cycling and walking, and the development of communities where jobs are closer to home and where shopping is within walking distance".<sup>[1]</sup>

The events, which vary by location, give motorists and commuterists an idea of their locality with fewer cars. While projects along these lines had taken place from time to time on an *ad hoc* basis starting with the **1973 oil crisis**, it was only in October 1994 that a structured call for such projects was issued in a keynote speech by **Eric Britton** at the International **Ciudades Accesibles** (Accessible Cities) Conference held in Toledo (Spain). **Thursday: A Breakthrough Strategy for Reducing Car Dependence in Cities**

Within two years the first Days were organized in **Reykjavik** (Iceland), **Bath** (Britain) and **La Rochelle** (France), and the informal **World Car Free Days Consortium** was organized in 1995 to support Car-Free Days world wide. The first national campaign was inaugurated in Britain by the **Environmental Transport Association** in 1997, the French followed suit in 1998 as **In town, without my car!** and was established as a Europe-wide initiative by the **European Commission** in 2000. In the same year the Commission enlarged the program to a full **European Mobility Week** which now is the major focus of the Commission, with the Car-Free Day part of a greater **new mobility** whole. Also in 2000, car free days went global with a **World Carfree Day** program launched by **Carbusters**, now **World Carfree Network**, and in the same year the Earth Car Free Day collaborative program of the Earth Day Network and the World Car Free Days collaborative.

While considerable momentum has been achieved in terms of media coverage, these events turn out to be difficult to organize to achieve real success (perhaps requiring significant reorganization of the host city's transportation arrangement) and even a decade later there is considerable uncertainty about the usefulness of this approach. The sine qua non of success is the achievement of broad public support and commitment to change. By some counts by advocates (disputed), more than a thousand cities worldwide organized "Days" during 2005. The

Bruxelles Car Free Day, 2005.

Internet | Protected Mode: On 10:04 PM 7/7/2010



# Car Free Day Background

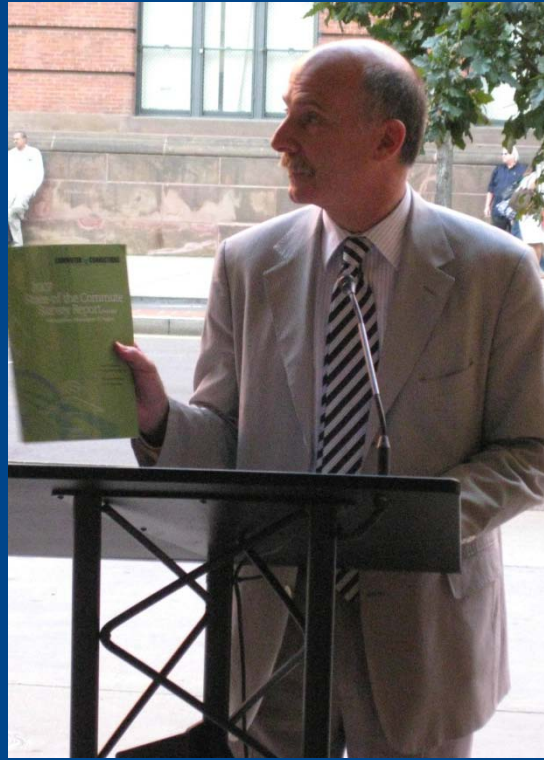
- Recognized in the District of Columbia in 2007.
- Regional rollout occurred in 2008 with TPB support.
- COG's Commuter Connections program promotes and organizes the annual Car Free Day event along with its network members.
- Invites Washington region citizens to try alternative forms of transportation such as transit, bicycling and walking.
- Includes car-lite methods such as carpools and vanpools; also supports practice of teleworking.



# National Capital Region Rollout with TPB Members



David Snyder



Phil Mendelson



Charles Jenkins



# District Street Closure Celebration



# District Street Closure Celebration





# 2009 Media Coverage Headlines

- A Car Free Tuesday for the D.C. Region
- A Day for Rethinking Our Four-Wheeled Fixation
- A Day Without the Detriments of Driving
- Car Free Day 2009 Tomorrow
- Car Free Day is 22 September
- Car Free Day is Tuesday, September 22
- Car-Free Day Comes Amid Reports of Increasing Traffic
- Car-Free Event Explores Alternatives
- Commuter Connections Offers Alternatives To Driving
- Commuters Urged to Ditch Their Wheels for 'Car Free Day'
- County tries out a Car Free Day
- D.C. Celebrates Car-free Day
- D.C. Commuters Go Car Free
- D.C. workers commute longer, more likely to use transit
- Lose the Wheels and Find Your Feet: Car Free Day Hits D.C.
- Sept. 22 marks International Car Free Day
- The Joys of Living Car-Free
- Traveling Through — Come on and take a free ride

The Washington Post



WASHINGTON BUSINESS JOURNAL



Gazette.Net

FrederickNewsPost.com



CAR FREE DAY  
METRO DC



# Open Participation

Pledge to be Car Free at [www.carfreemetrodc.com](http://www.carfreemetrodc.com)

- ✓ 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.
  - 6,200 pledges received in 2009.



# 2010 Car Free Day Web Site

**CAR FREE DAY**  
METRO DC

September 22, 2010

HOME | WHAT | HOW | INFORMATION | PLEDGE | NEWS | CONTACT

**Car Free Day 2009 was a success!**

**Thank you** to all who took the Car Free Day Pledge, participated, and made this event a successful and memorable experience. We hope you will continue to help improve air quality, save money, and reduce your carbon footprint throughout the year by using environmentally-friendly transportation. Be sure to keep an eye out for future updates and information on Car Free Day 2010!

**Sponsors**

**COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK

**TAKE THE CAR FREE CHALLENGE**  
PLEDGE TO BE CAR FREE

Car Free Day Pledge Count: **35**

Be one of many that will reduce or eliminate the use of their car on Sept. 22, 2010.

...and counting!

**CAR FREE DAY** on Facebook

Car Free Day Pledge to go Car Free on September 22 at CarFreeMetroDC.com or by calling 800.745.RIDE.

April 29 at 12:30pm

Car Free Day Uncar for a day and go Car Free in Metro D.C.! Improve traffic and help the environment! Go Car Free in Metro D.C. and join millions of others around the world on Wednesday, September 22. Or go Car

Facebook social plugin

**CAR FREE DAY**  
METRO DC  
9.22.10

# Pledging to go Car Free



September 22, 2010

- HOME
- WHAT  
What is Car Free Day?
- HOW  
To be car free?
- INFORMATION  
and events for participants
- PLEDGE  
to be car free day
- NEWS
- CONTACT  
What we think

FOLLOW US ON



## Pledge to be Car Free!

Take the Car Free Day Pledge, and you are eligible to **win great prizes!** You can still pledge and win prizes even if you're already using alternative transportation modes, such as bicycles, transit, teleworking, and carpooling.



**I pledge that On Wednesday, September 22, 2010 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<br>(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

Select ▾

Number of miles:

Home zip code:

Work zip code:

Full Name:

Email address:

Cellular/Mobile No:

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.

Submit



# Promotional Materials

BICYCLE BUS CARPOOL METRORAIL TELEWORK TRAIN VANPOOL WALK



**CAR  
FREE  
DAY**  
METRO DC  
9.22.10

**GO CAR FREE ON SEPTEMBER 22!  
PLEDGE NOW TO  
UNCAR FOR A DAY  
AT CARFREEMETRODC.COM**

**FIGHT TRAFFIC CONGESTION. SAVE THE PLANET.**  
Pledge to go car free at [carfreemetrodcs.com](http://carfreemetrodcs.com) for a chance to win great prizes.  
Pledge even if you're already using transportation alternatives.  
We'll show you how easy it is to go car free!

**COMMUTER CONNECTIONS**  
800.745.RIDE

**CAR  
FREE  
DAY**  
METRO DC  
9.22.10

# Transit



# Social Media

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

**Car Free Day**  
 Causes - Rally

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

**Description**  
 Uncar for a day and go Car Free in Metro D.C.!

Improve traffic and help the environment! Go Car Free in Metro world on Wednesday, September 22. Or go Car Lite and carpool.

Pledge to go Car Free on September 22 at [CarFreeMetroDC.com](http://www.carfreemetrodc.com)

Already Car Free? show your support and pledge at [CarFreeM](http://www.carfreemetrodc.com)

Check back for more information and event locations!

**Car Free Day Metro DC**  
 Pledge to go CarFree on Sept. 22  
[www.carfreemetrodc.com](http://www.carfreemetrodc.com)

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

**twitter**

**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>

4:39 PM Jun 29th via web

Kartild Deshpande of Washington D.C. was announced as Free Day grand prize winner of an iPod nano!  
 12:41 PM Oct 1st, 2009 via web

A Day for Rethinking Our Four-Wheeled Fixation - <http://bit.ly/1b6ZRI>  
 10:55 AM Sep 21st, 2009 via web

A vehicle that gets only 15 mpg with 4 passengers is still 2 more efficient than 4 small sedans w/ one passenger getting

Real-time results for car free day dc

Save this search

meggleepoo 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/emzWF>  
 1 day ago from bit.ly

GG\_Green Car Free Day in #DC is September 22nd! Take the pledge: [@CarFreeMetroDC](http://www.carfreemetrodc.com)  
 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 celebrati & F Sts from 11am -3 pm. Lots of fun!  
 3 days ago from web

seh79 Car Free Day 2009 - take the pledge! <http://bit.ly/1b6ZRI>  
 #wmata #environment  
 7 days ago from Tweetite

**CAR FREE DAY METRO DC**  
 9.22.10

# Newsletters



## CARPPOOLING, A SOLUTION TO HIGH GAS PRICES

As driving alone to work becomes acutely more expensive for your employees, some commuters have figured out that carpooling saves money, and lots of it. Record high gas prices have made driving alone to work the most expensive it has ever been, turning reasonable commutes into costly ones and longer commutes into budget-busters. A common point of contention among drive alone commuters has been the sky-rocketing cost of getting to work. High gas prices have caused many drivers previously reluctant to rideshare, to seriously consider the practice. "We've

seen gas prices reach the breaking point for many commuters in the Washington region," said Nicholas Ramfos, Commuter Connections Director. The practice of sharing a ride has gone beyond what our society once looked at as simply an environmental feel good, to an economical and pragmatic way of getting to and from the workplace. "Carpooling is fast becoming a bona fide



## WASHINGTON REGION TO PARTICIPATE IN INTERNATIONAL CAR FREE DAY SEPTEMBER 22



On September 22, 2008, the Washington metropolitan region will join over 1,500 towns and cities in 40 countries for "Car Free Day." The initiative will give residents, commuters, and visitors a glimpse of what the area might be like with fewer vehicles crowding the streets. Car Free Day began as a street party in Bath, England in 1995. Due to its success, English transportation officials decided to expand the program into an annual event, and the momentum of a good idea soon established similar celebrations in France, Switzerland, and now all of the countries in the European Union and some in Eastern Europe. All events are held on the same day, September 22. In Europe, town center streets

will be closed to traffic all day, with dancing, public art, and other activities. The normally auto-laden streets

While the Washington metropolitan area will have street closings, it will also have an international event by ending the normally auto-laden streets. Alternatives to drive-alone cars include carpooling, public transit, and walking. In Washington, travelers will be encouraged to use public transit, rideshare in a car, or to walk to wherever they are

## Uncar For A Day



Wednesday, September 22, might seem a long way from now, but it's a day that can unite employees in a common cause with other travelers in the Washington region and around the globe. Employees in the region are invited to encourage employees to take part in Car Free Day, an annual worldwide event in which people are called to action to get around without their cars.

Employees are asked to take the pledge and forgo driving that day and instead use transit, bicycling, walking or teleworking. Employees that find it difficult to go without a car can participate by going "car-lite" and carpooling. Using any of these alternative transportation modes will pay dividends in the form of less stress, a greener environment and hopefully save some time and money.

Those who pledge to be car free on September 22 and register will automatically be entered for a chance to win great raffle prizes. Some of last year's prizes included an iPod nano, Washington Nationals tickets, SmarTrip passes loaded with fare, store gift cards, and free Segway tours. Employees can pledge to Uncar for a Day at [www.carfreemetrod.com](http://www.carfreemetrod.com)

**Find Your Match**  
For help finding a carpool partner, employees can try Commuter Connections' free real-time ridesharing system at

[commuterconnections.org](http://commuterconnections.org). The easy to use system can search for other commuters who have expressed interest in carpooling/vanpooling and who may live and work in the same area.

Be sure to watch for details about special Car Free Day events planned within your business community. Last year's event in downtown Washington D.C. held at 7th & F Streets NW closed the street to traffic and offered music, giveaways and more. Check [www.carfreemetrod.com](http://www.carfreemetrod.com) for updates and information on special events in D.C., Maryland and Virginia.

More than 6,200 people pledged to be car-free for the day in 2009. So, take this year's car free challenge and do your part to help improve air quality, cut congestion and reduce our collective carbon footprint on September 22.



## Help Make Car Free Day a Success

- Offer a one-day subsidy to cover transit or vanpool fares for participating employees.
- Forge a mutual agreement with neighboring employers to work together to facilitate car-free commuting for your entire workcenter.
- Hold an on-site transportation fair to educate and motivate your employees for a car-free life.
- Post Car Free Day fliers and other information throughout your worksite.

- Offer a free gift or comp time to all employees who participate that day.
- Print up t-shirts that say, "EMPLOYER NAME is going car-free on September 22!"

- Use email and intranet communication to periodically remind employees to take the Car Free Day pledge at [www.carfreemetrod.com](http://www.carfreemetrod.com).

- Give an award to the top three employees who commute the farthest without driving alone.
- Proclaim September 22 as your official unofficial "Telework Day" for all eligible employees.

- Call Commuter Connections at 800-745-RIDE for assistance with planning ahead for Car Free Day 2010.





# 2010 CFD Call To Action

- 10,000 Pledges - Goal
- TPB Proclamation
- Local Activities/Events
- Media Coverage
- TPB Promotion/Podcasts



Questions?

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