



TPB Technical Committee Meeting July 6, 2018



Car Free Day Background

- Started in Europe in 1995.
- Global in 2000.
- Celebrated in 1,500 cities in 40 countries.



International Brussels



Lokasi, Indonesia

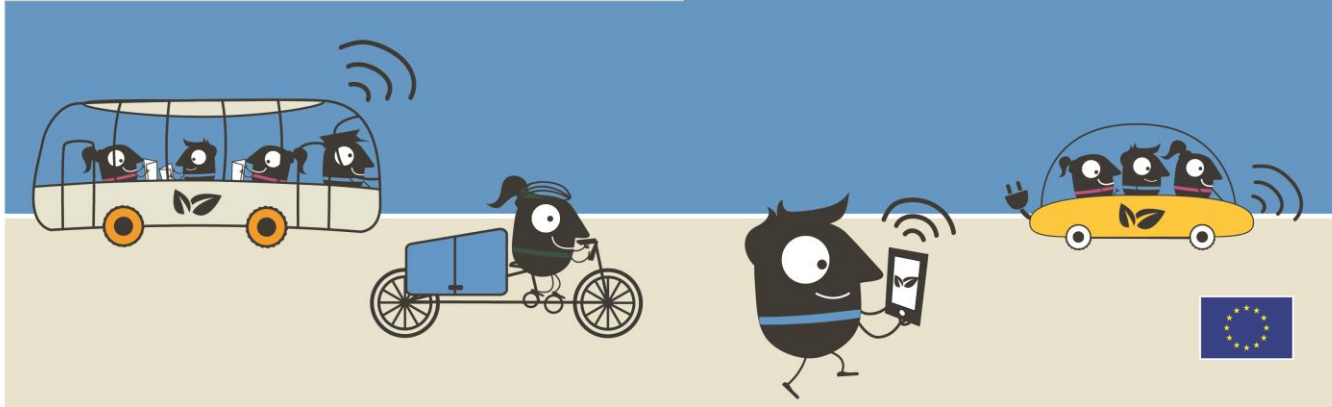


San Jose, Costa Rica



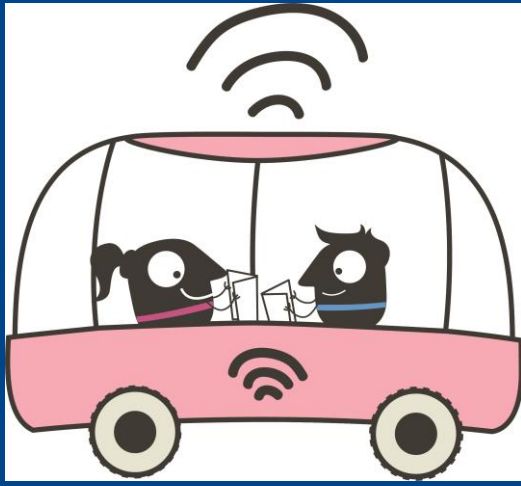
EUROPEAN MOBILITY WEEK

16-22 SEPTEMBER

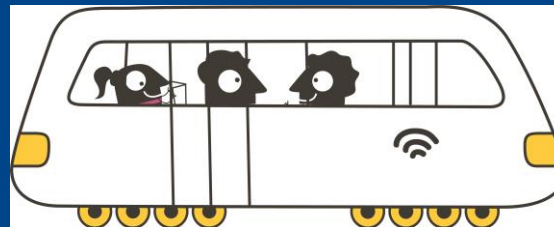


- Coincides with European Mobility Week.
- An annual campaign on sustainable urban mobility, Sept 16-22.
- Improve public health and quality of life through clean mobility and sustainable urban transport.





- The week culminates on Car Free Day, September 22.
- Participating cities set aside one or more areas solely for pedestrians, cyclists and public transportation for the whole day.



Media Coverage Headlines

- DC Joins Global BreatheLife Campaign for Cleaner Air, on Annual Car Free Day
- County, city to participate in Car Free Day
- Car Free Day Registration Opens
- Alternative Transportation in the Spotlight this Week
- World Car Free Day is Thursday: Cities Taking part and What They're Doing
- Ditching Your Car on World Car Free Day
- Try Transit Week and Car Free Day Encourage Driving Alternatives
- Car Free Day is Sept. 22
- Car Free Day Campus Challenge
- Go Car Free in Alexandria on World Car Free Day!
- Eyes on the Prizes: Car Free Day



Car Free Day Washington DC Region

- Began as D.C. only in 2007.
- Regionally in 2008.
- Promotes alternative forms of transportation - transit, bicycling and walking.
- Car-lite methods such as carpools and vanpools.
- Telework.



Car Free Day Background

- Not just commuters.
 - Senior Citizens
 - Students
 - Homemakers
- People who ordinarily travel SOV to work, errands, and classes.
- Pledge Goal 10,000.



How to be Car Free or Car-Lite



CLEAN AIR PARTNERS
DC/MD/VA

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

Try something new. TAKE the PLEDGE.
#CarFreeDay, coming September 22!



Regional Proclamation

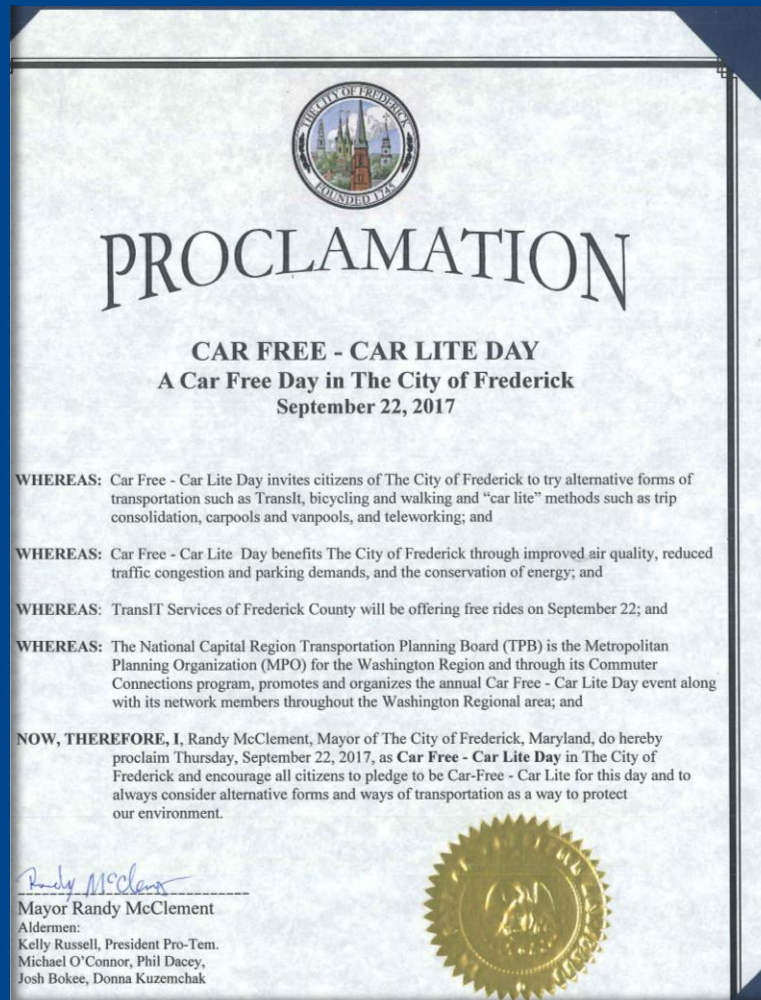


2017 TPB Proclamation Signing

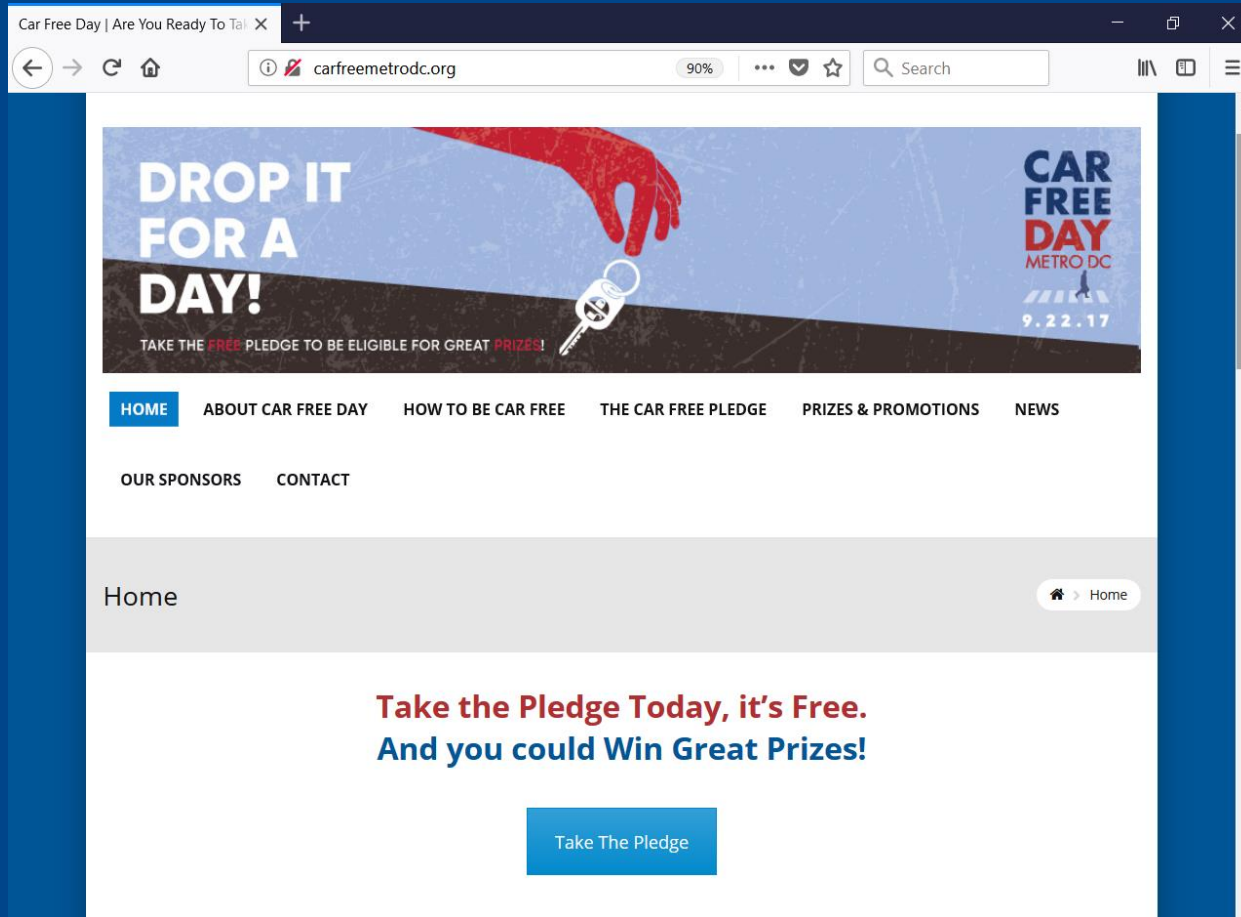


Local Jurisdiction Proclamations

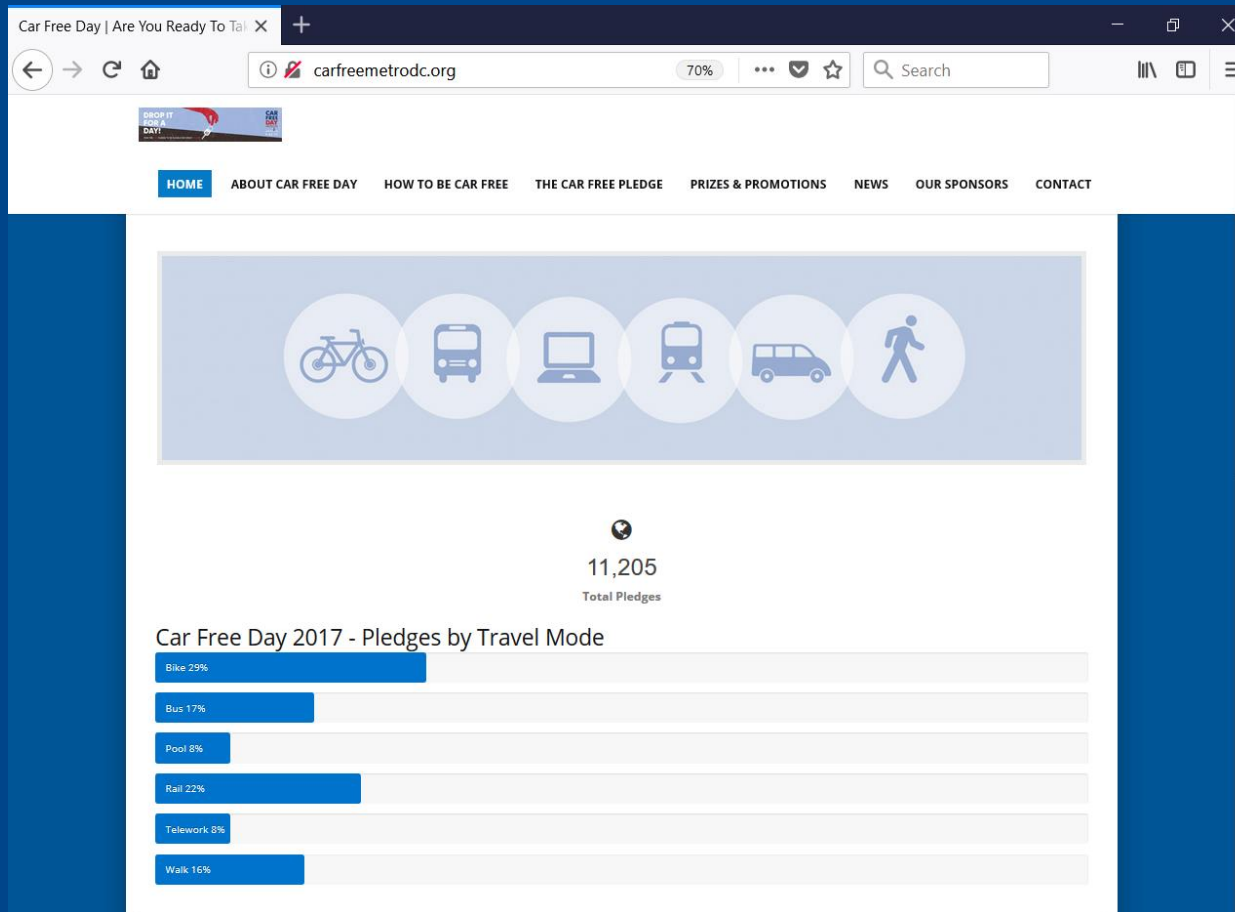
City of Frederick's Proclamation



Car Free Day Web Site



Car Free Day Web Site Leaderboard



Promotional Materials

DROP IT FOR A DAY!

TAKE THE **FREE** PLEDGE AT **CARFREEMETRODC.ORG** TO BE ELIGIBLE FOR GREAT **PRIZES!**

Win a car, a bicycle, a gym membership, or more on Friday Sept 22. Take the pledge, even if you're already car-free.

CAR FREE DAY
METRO DC

9.22.17

#CarFreeDay @CarFreeMetroDC

COMMUTER CONNECTIONSSM
800.745.RIDE



Social Media

twitter

facebook

The screenshot shows the Facebook page for Car Free Day METRO DC. The page header includes navigation links for Page, Inbox, Notifications, Insights, Publishing Tools, Settings, and Help. The main content area features a large banner with the text "DROP IT FOR A DAY!" and a graphic of a red hand holding a key. Below the banner, there is a post from "Car Free Day" dated September 20, 2017, with the text: "Thank you to our sponsors Crunch Gym, Men's Wearhouse, Chipotle, Washington Metropolitan Area Transit Authority, Capital Bikeshare, KIND Snacks, Tri-County Council for Southern Maryland, Virginia Railway Express, Mellowmushroom, Giant Food, sweetgreen, Pinstripes, and DC Circulator". The page also includes a "Sign Up" button and a "Promote" button.


The screenshot shows the Twitter profile for CarFreeMetroDC. The profile banner features the text "DROP IT FOR A DAY!" and a graphic of a red hand holding a key. The profile bio states: "TAKE THE FREE PLEDGE AT CARFREEMETRODC.ORG TO BE ELIGIBLE FOR GREAT PRIZES!". The profile statistics are: 320 Tweets, 92 Following, 712 Followers, 191 Likes, 0 Lists, and 0 Moments. The profile also includes a "Commuter Connections" section with a photo of a woman and a "Who to follow" section with several suggested accounts.



Paid Social Media

Car Free Day
September 15 · 🌐

Yippee! World Car Free Day is Friday, September 22. A perfect day to work from home and do some good! Join millions around the world... Take the free pledge at www.carfreemetrodc.org. Sponsored by Commuter Connections.
#CarFreeDay #CarFreeMetroDC



Like Comment Share

👍👎🗨️ 445 Chronological

46 Shares

Car Free Day
September 7 · 🌐

World Car Free Day is September 22...so grab a friend and take the free pledge to ride together! You could win some great prizes, and join millions around the world for this important event. Go to www.carfreemetrodc.org. Sponsored by Commuter Connections.
#CarFreeDay #CarFreeMetroDC



Like Comment Share

👍👎🗨️ 417 Chronological

30 Shares

Car Free Day
September 18 · 🌐

Bicycling is not only healthy it's a fun way to get to work. World Car Free Day is Friday, September 22. Why not bike to work? Take the free pledge at www.carfreemetrodc.org. Sponsored by Commuter Connections.
#BikeDC #DCMetro



Like Comment Share

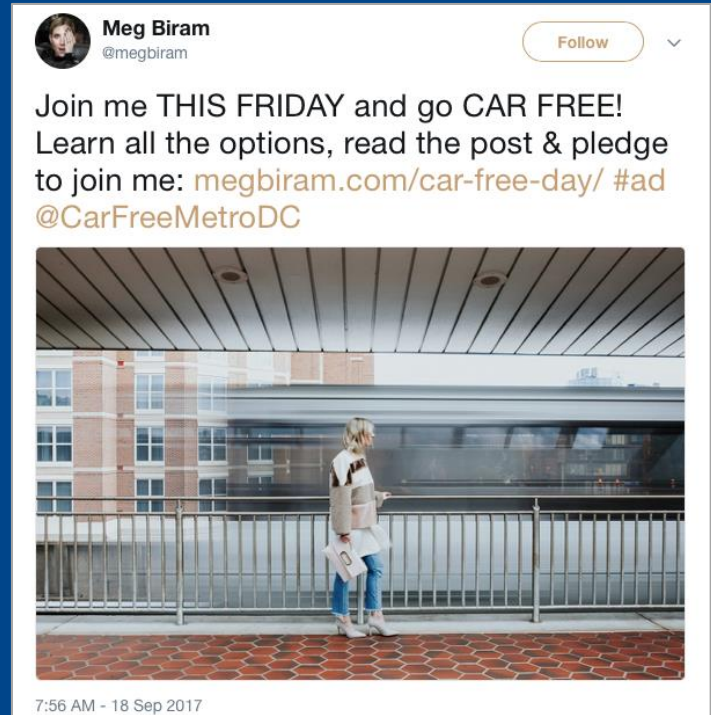
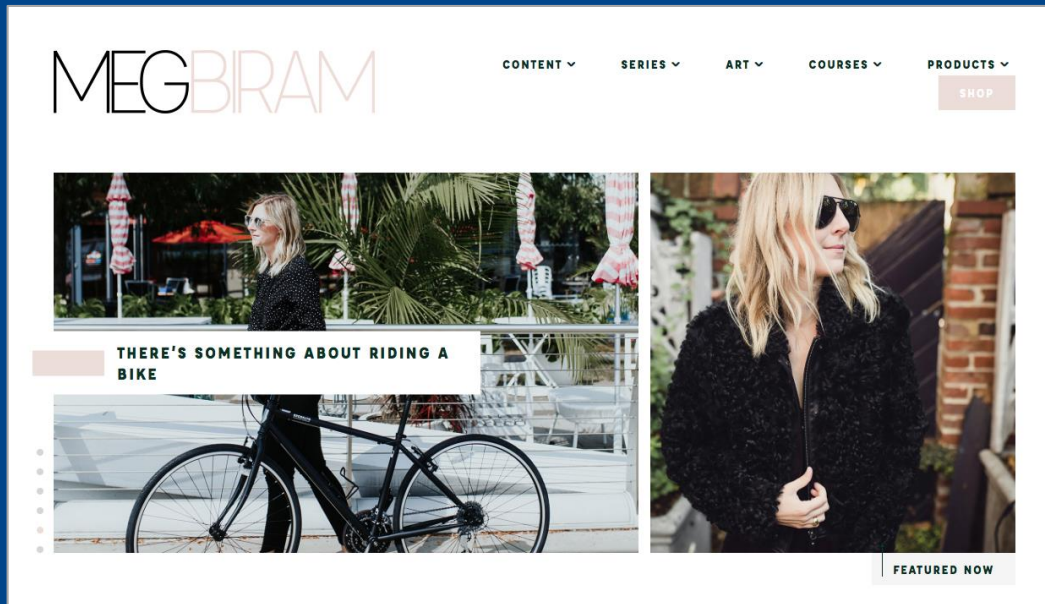
👍👎🗨️ 449 Chronological

72 Shares

View 6 more comments



Key Influencer Blog



Digital Ads

Carrier 12:54 AM

Amy Grant Radio

ADVERTISEMENT

DROP IT FOR A DAY!

TAKE THE FREE PLEDGE

CAR FREE DAY
METRO DC

COMMITTEE CONNECTIONS 9.22.17

Advertisement

Your station will be right back... [Why Ads?](#)

0:13 / 0:13

⏮ ⏪ ⏩ ⏭

wtop NEWS TRAFFIC WEATHER LISTEN Washington's Top News

WHATEVER YOU NEED TO KNOW. WHEREVER YOU HAPPEN TO BE.

NAVY FEDERAL Credit Union

TOP NEWS

GOP health bill all but dead; McCain again deals the blow **UPDATED**

Protesters interrupt Comey address at Howard U. **UPDATED**

Kim fires off insults at Trump and hints at weapons test **NEW**

'Bad dude,' 'Rocket Man,' 'dotard': History of taunts between Trump and Kim **NEW**

Court-appointed mentor charged with sex offense against DC teen **NEW**

50 things you're probably wasting money on right now

I-95 southbound reopens in Elkridge after truck fire **UPDATED**

All DC students would receive free lunch under new bill

Original Trix, made with artificial colors, is coming back

3rd woman alleges DC massage therapist improperly touched her **UPDATED**

Md. police: Girl raped by classmates, two other teens involved

America's 21 best spots for fall vacation

Boy, 16, and his alleged robber killed in DC

Not home? Walmart wants to walk in and

VDOT safety patrol seriously hurt in hit-and-run

WTOP/Neal Augenstein

A Virginia highway safety worker was hit and seriously injured Friday as he protected a disabled motorist along I-95 in Fairfax County.

- [More Fairfax County News](#)
- [More Virginia News](#)
- [More Local News](#)
- [More Transportation News](#)

DROP IT FOR A DAY!

TAKE THE FREE PLEDGE

CAR FREE DAY
METRO DC

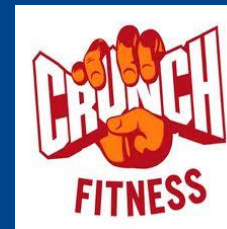
COMMITTEE CONNECTIONS 9.22.17

NAVY FEDERAL Credit Union

GET WTOP ALERTS NOW



Sponsors



Chipotle Partnership

FUEL UP WITH PREMIUM



Fuel up at any DC, Maryland, or Virginia Chipotle on **Friday, September 22 from 10:45AM-10PM**. Here's how it works: Visit CarFreeMetroDC.org and take the free pledge to use more sustainable travel methods (transit, bike, walk, carpool, vanpool, telework) on Car Free Day. Then bring in your personalized e-mail confirmation (in print or on your phone), and we'll hook you up with **BUY-ONE/GET-ONE BURRITOS, BOWLS, SALADS, OR ORDERS OF TACOS.**

A valid, current ID must be presented to redeem this offer. Offer valid only during the offer period and only at the specified Chipotle Mexican Grill locations, for a single free regular-priced entrée item per ID with the purchase of an entrée item of equal or higher price. Not valid for online, mobile, fax or catering orders or Burritos by the Box. May not be combined with coupons, promotions or other offers. Void where prohibited. Additional restrictions may apply.



Mary Linnell-Simmons
@maryfinds

Follow

Enjoying BOGO @ChipotleTweets for joining @CarFreeMetroDC. Fueling up before some volunteering with @VtVNetwork

#bikedc @WABADC #CarFreeDay



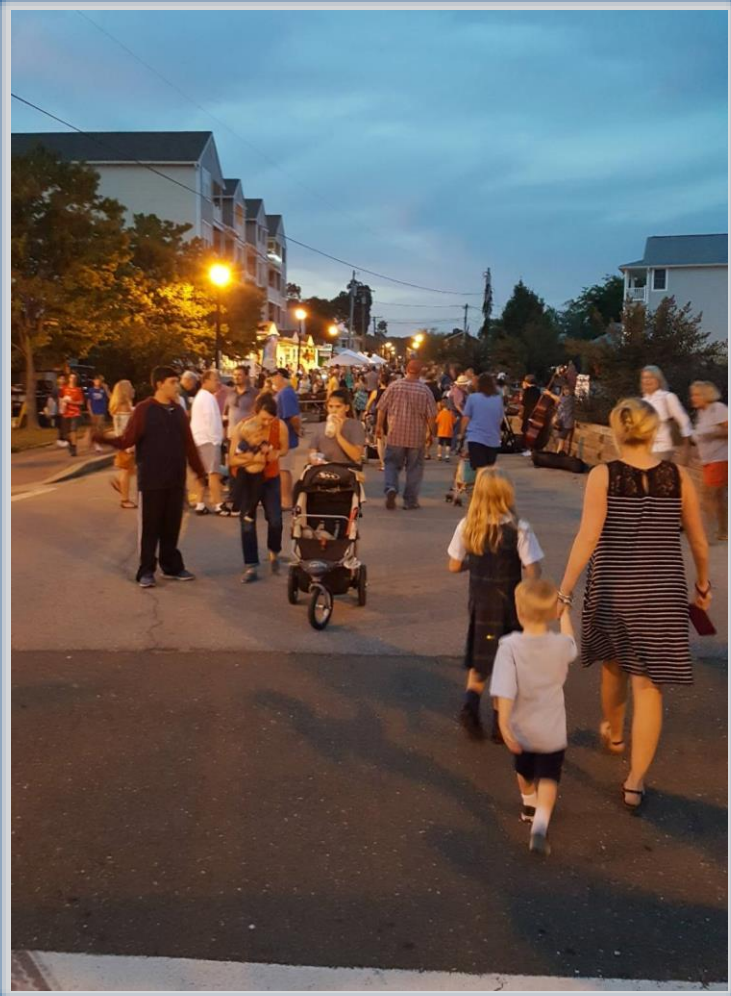
2:59 PM - 22 Sep 2017



Transit



Jurisdiction Events



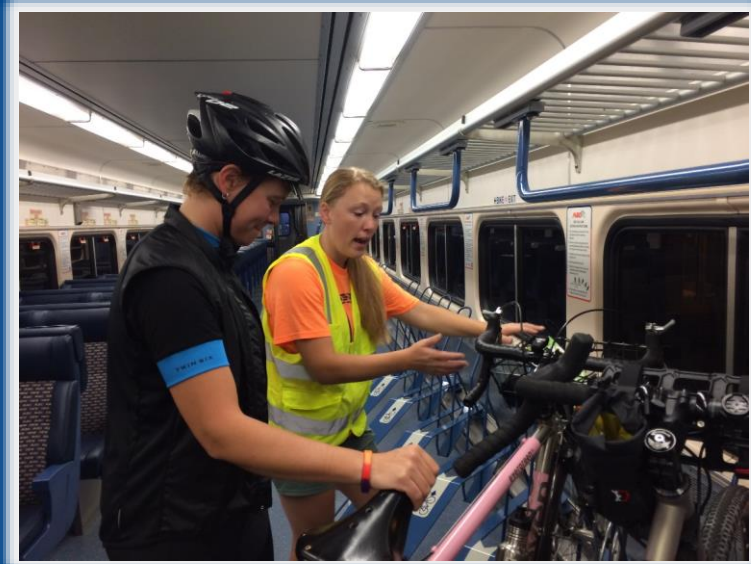


Laura Van Eperen @LauraVanEperen · 6h

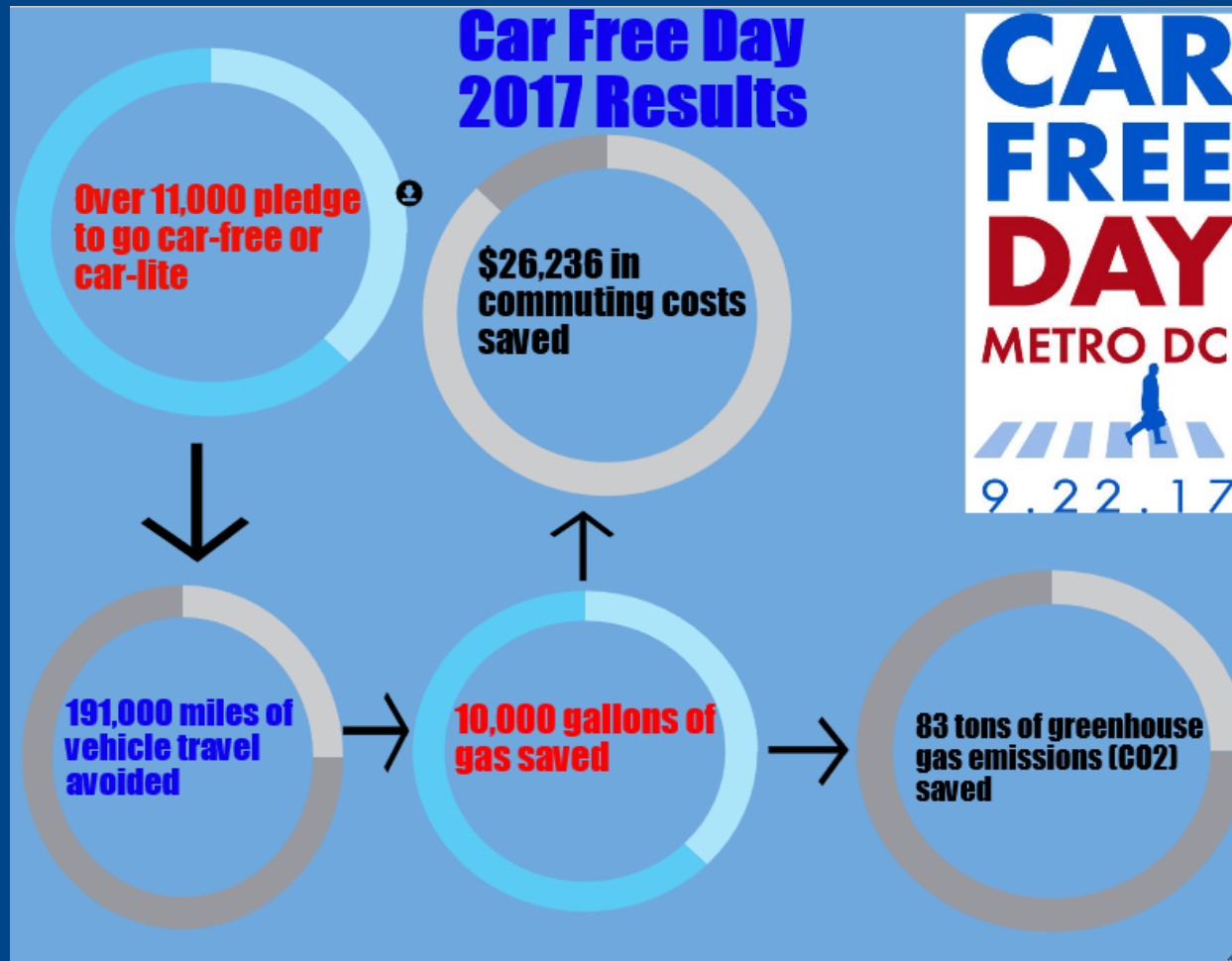
It's #CarFreeDay @MCDOTNow @CarFreeMetroDC @MontgomeryCoMD commuters 4 taking pledge at montgomerycountymd.gov



Henry Dunbar, APSFacilities and Aaron Landry liked a Tweet you were mentioned in · 7h



Results



Capital Area Car Free College Campus Challenge

American University
The Catholic University of America
Gallaudet University
The George Washington University
George Mason University
Georgetown University
Howard University
Marymount University
Montgomery College
National Defense University
National Intelligence University
Northern Virginia Community College
Prince George's Community College
Trinity Washington University
Uniformed Services University of the Health Sciences
University of the District of Columbia
University of Maryland College Park



Consortium of Universities of the
Washington Metropolitan Area



Q & A



Contacts

<p>Nicholas Ramfos Dir., Transportation Operations Programs Department of Transportation Planning MWCOG 202.962.3313 nramfos@mwkog.org</p>	<p>Daniel Sheehan Mngr., Transportation Operations Programs Department of Transportation Planning MWCOG 202.962.3287 dsheehan@mwkog.org</p>
<p>Douglas Franklin Senior Marketing Specialist Department of Transportation Planning MWCOG 202.962.3792 dfranklin@mwkog.org</p>	<p>Nicholas Robb Transportation Planner/Committee Chair Fairfax County DOT 703.877.5707 nicholas.robb@fairfaxcounty.gov</p>

