

Car Free Day 2017 Washington, DC Region Event Recap

May 9, 2018
Final Draft Report



Metropolitan Washington Council of Governments
National Capital Region Transportation Planning Board
Commuter Connections Program

Car Free Day

Car Free Day is internationally celebrated as a day for residents to leave their cars at home, and get around by transit, bicycling, walking, or teleworking. In the Washington DC region, residents also have the option to participate in Car Free Day by traveling “car lite” by carpooling or vanpooling. The Washington metropolitan region began participating in Car Free Day in 2008, which started in Europe back in 2000.

Three main objectives of the Car Free Day marketing campaign are to:

1. Use Car Free Day as an opportunity to promote alternative modes of transportation for both commute and non-commute trips.
2. Encourage commuters and the general public to take the online pledge to use car free or car-lite travel methods on September 22.
3. Measure and report impacts.



Proclamation Signing

The Car Free Day 2017 proclamation approval and signing took place on July 19, 2017 at the National Capital Region Transportation Planning Board (TPB) meeting at the Metropolitan Washington Council of Governments. Some jurisdictions also approved local Car Free Day proclamations of their own.



COG Director Transportation Operations, Nicholas Ramfos holds the 2017 Car Free Day proclamation as TPB Chairperson/City of Rockville Mayor, Bridget Newton declares September 22, 2017 as Car Free Day throughout the Washington, DC region.



Proclamation

WHEREAS, the National Capital Region Transportation Planning Board (TPB) is the Metropolitan Planning Organization for the Washington Region; and

WHEREAS, the TPB through its Commuter Connections program promotes and organizes the annual Car Free Day event along with its network members throughout the Washington area; and

WHEREAS, Car Free Day invites Washington region citizens to telework and try alternative forms of transportation such as transit, bicycling and 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, parking demands, and energy conservation; and

WHEREAS, Car Free Day corresponds with European Mobility Week, occurring September 16-22, celebrating sustainable mobility.

NOW, therefore, be it resolved that the National Capital Region Transportation Planning Board:

- 1. Proclaims September 22, 2017 as Car Free Day throughout the Washington Metropolitan Region; and**
- 2. Encourages citizens to pledge to be Car Free or Car-lite by visiting www.carfreemetrodc.org; and**
- 3. Asks TPB Member jurisdictions to adopt similar proclamations in support of Car Free Day.**

Chair, National Capital Region Transportation Planning Board



PROCLAMATION

CAR FREE - CAR LITE DAY A Car Free Day in The City of Frederick September 22, 2017

WHEREAS: Car Free - Car Lite Day invites citizens of The City of Frederick to try alternative forms of transportation such as TransIt, bicycling and walking and “car lite” methods such as trip consolidation, carpools and vanpools, and teleworking; and

WHEREAS: Car Free - Car Lite Day benefits The City of Frederick through improved air quality, reduced traffic congestion and parking demands, and the conservation of energy; and

WHEREAS: TransIT Services of Frederick County will be offering free rides on September 22; and

WHEREAS: The National Capital Region Transportation Planning Board (TPB) is the Metropolitan Planning Organization (MPO) for the Washington Region and through its Commuter Connections program, promotes and organizes the annual Car Free - Car Lite Day event along with its network members throughout the Washington Regional area; and

NOW, THEREFORE, I, Randy McClement, Mayor of The City of Frederick, Maryland, do hereby proclaim Thursday, September 22, 2017, as **Car Free - Car Lite Day in The City of Frederick and encourage all citizens to pledge to be Car-Free - Car Lite for this day and to always consider alternative forms and ways of transportation as a way to protect our environment.**



Mayor Randy McClement

Aldermen:

Kelly Russell, President Pro-Tem.
Michael O'Connor, Phil Dacey,
Josh Bokee, Donna Kuzemchak



Car Free Day Poster

Posters were developed and presented to the Car Free Day Steering Committee for feedback. After refinement, they were distributed electronically and in hard copy. A total of 18,000 posters were printed, 7,000 of which were mailed to employers throughout the region. The poster message encouraged car drivers to “Drop it (keys) for a Day”, with a call to action to visit www.carfreemetrodc.org to take the free online pledge.



Letter to Employers



Date

Contact
Company
Address
Address 2
City, St Zip

Dear :



Your employees are cordially invited to participate in Car Free Day on Friday, September 22, 2017 by teleworking, bicycling, ridesharing, taking transit, or walking. Please display the enclosed flyer at your worksite to encourage your employees to participate by taking the free pledge to use travel alternatives on Car Free Day.

All who take the Car Free Day pledge earn a buy one get one free offer from **Chipotle** Mexican Grill, and are automatically entered into a raffle for a chance to win great prizes such as a **Kindle Fire**, **Capital Bikeshare** annual memberships, **SmarTrip Cards** loaded with \$25, retail gift cards to shops and restaurants, and more!

Car Free Day began nearly 20 years ago to focus on greener methods of transportation, other than driving alone by car. Each September 22nd, Car Free Day is celebrated worldwide to draw awareness toward more sustainable ways of travel that provide a positive effect on the environment, mobility, and the improved quality of life they bring about.

For more information, to have your employees to take the free pledge, or for a downloadable pdf of the flyer, please visit www.carfreemetrodc.org or call Commuter Connections at 800 745-RIDE.

Sincerely,

COMMUTER CONNECTIONS

 **NNSA** 
@NNSANews

Follow

For [#CarFreeDay](#), we're shining a spotlight on [#NNSA](#) employees who find alternative ways to commute. [@CarFreeMetroDC](#)
[nnsa.energy.gov/blog/nnsa-puts ...](https://nnsa.energy.gov/blog/nnsa-puts...)



12:02 PM - 22 Sep 2017

1 Retweet 5 Likes



Sponsor Donated Prizes

Each participant who pledged to go car free or car-lite was entered into a raffle for a chance to win the following sponsor-donated prizes. Sponsors were recognized on the event web site, social media, and a press release.

- **Capital Bikeshare annual memberships**, courtesy [goDCgo](#)
- **Kindle Fire**, courtesy [Tri-County Council for Southern Maryland](#)
- **Commuter train round-trip passes**, courtesy [Virginia Railway Express](#)
- **KIND Healthy Snacks gift bag**, courtesy [KIND](#), #LiveKIND
- **SmartTrip cards with \$25 in fare**, courtesy [Washington Metropolitan Area Transit Authority](#)
- **Pizza Restaurant \$50 gift card**, courtesy [Mellow Mushroom Adams Morgan](#)
- **Giant Food Stores \$25 gift cards**, courtesy [Giant LLC](#)
- **Sweetgreen Restaurant \$25 gift card**, courtesy [Sweetgreen](#)
- **40% off coupons, \$40 off suit or tux rental coupons, ties and accessories** courtesy of [Men's Wearhouse](#)
- **Sunday Brunch and Bocce for 4, \$180 value**, courtesy of [Pinstripes](#) N. Bethesda location.
- **One-year Gym Membership, \$599.98 value**, courtesy [Crunch Fitness](#)
- **Swag Bag including SmartTrip card**, courtesy [DC Circulator](#)



MEN'S WEARHOUSE®

Chipotle Special Offer

Chipotle Mexican Grill provided a Buy-One-Get-One offer valid on September 22, 2018 at DC, Maryland and Virginia locations, to anyone who showed their Car Free Day email confirmation at time of purchase. Email blasts were sent out to promote the one-day only special offer.

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

Media Objectives

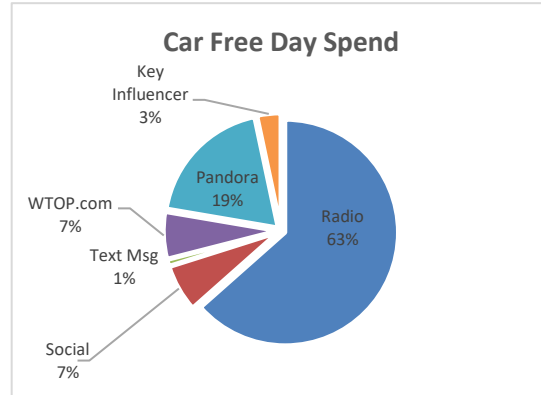
The 2017 Car Free Day marketing campaign raised public awareness of the event, challenging drivers to drop their keys for the day, and take the online pledge to go car free or car-lite.

Target market:

SOV Drivers.

Geographic Targeting

Washington D.C. DMA



Car Free Day Budget	MWCOG Cost	Gross Dollars	Impressions
Radio	\$ 28,556.15	\$33,595.50	29,850,300
WTOP.com	\$ 3,000.00	\$ 3,529.00	360,024
Pandora	\$ 8,542.50	\$10,050.00	3,568,500
Key Influencer	\$ 1,500.00	\$ 1,764.00	45,400
Social Media	\$ 3,000.00	\$ 3,529.00	25,000
Text Messaging	\$ 400.00	\$ 471.00	10,000
Total Budget	\$44,998.65	\$52,938.50	33,859,224

Radio

Draft radio scripts were developed and revised, based on Steering Committee feedback. Voiceover talent was selected, and commercials were produced. The radio spot aired for several weeks leading up to the event on HOT 99.5 WIHT (Top 40), DC101 WWDC (Alternative Rock), and WTOP (News). All stations combined provided 45 no-charge :30 second promotional spots. Stations also provided live DJ endorsements and email blasts. In addition, WTOP provided a value-added produced :30 second endorsement spot by popular longtime traffic reporter, Bob Marbourg.

Three different :30 second radio spots were created, each focused on the overall theme of “Drop it for a day”; The first was a general script, the second focused on college students and faculty, and the third targeted federal teleworkers. Each was created to encourage listeners to take the pledge on September 22nd by going to www.carfreemetrodc.org. The spots were rotated on each station as follows:

WIHT	Drop It for A Day & College-Focused (50/50)
WWDC	Drop It for A Day & College-Focused (50/50)
WTOP	Drop It for A Day & Telework-Focused & Bob Marbourg (33/33/33)

Car Free Day: :30 – Drop it for a Day Radio Scripts

“Drop it for a Day” :30 seconds

Announcer: Tired of traffic? Try something new, drop your keys for a day.

SFX: Sounds of keys dropping. Sounds of nature

Announcer: Join millions across the world for Car Free Day, Friday, September 22nd.

Telework, bike, walk, carpool, vanpool or use transit. Take the free pledge at carfreemetrodc.org for a chance to win great prizes! Car Free Day. Friday, September 22. Visit carfreemetrodc.org. Sponsored by Commuter Connections.

Car Free Day Radio Scripts

“Drop it for a Day - College”

:30 seconds

Announcer: Avoid campus parking and drop your keys on Friday, September 22nd for world Car Free Day!

SFX: Sound of keys dropping.

Announcer: Students, faculty, and administration - participate by ridesharing, using transit, bicycling or walking to campus.

Visit carfreemetrodc.org and take the free pledge. You'll be eligible to win great prizes! Visit carfreemetrodc.org. Car Free Day is sponsored by Commuter Connections.

“Drop it for a Day - Telework”

:30 seconds

Announcer: Telework eligible federal employees - Drop your keys on Friday, September 22nd for world Car Free Day.

SFX: Sound of keys dropping.

Announcer: To participate, visit carfreemetrodc.org and take the free pledge, for a chance to win great prizes!


Can't work from home? You can still participate by ridesharing, using transit, bicycling or walking. Take the free pledge at carfreemetrodc.org. Car Free Day. Friday, September 22. Sponsored by Commuter Connections.

Paid Social Media Facebook Boosted Posts

Boosted Facebook posts were placed in September 2017, a different one every several days. Collectively, the boosted posts received nearly 3,000 user engagements (clicks, comments, reactions, and shares). Below are three of the posts.

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



WORK FROM HOME ON FRIDAY!

CAR FREE DAY
METRO DC
9.22.17

Like Comment Share

445

Chronological

46 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



A GOOD BIKE RIDE FIXES ALL

CAR FREE DAY
METRO DC
9.22.17

Like Comment Share

449

Chronological

72 Shares

View 6 more comments

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



RIDE WITH A FRIEND!

CAR FREE DAY
METRO DC
9.22.17

Like Comment Share

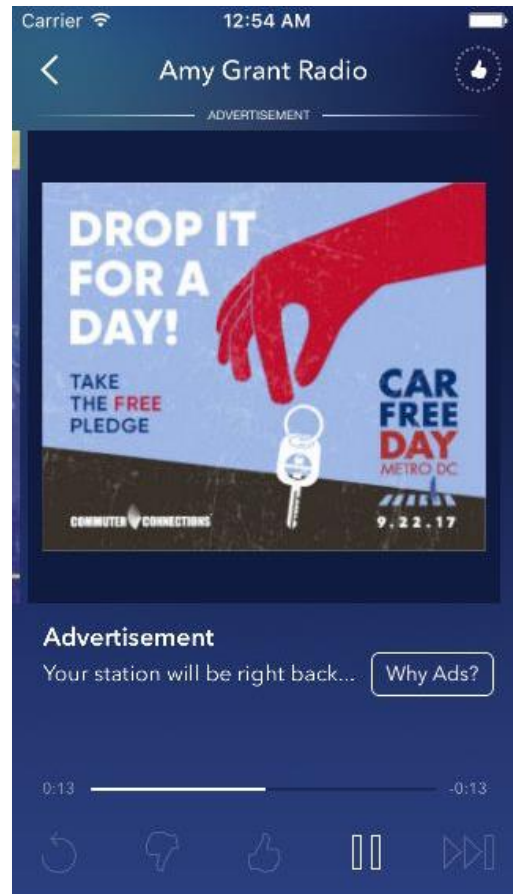
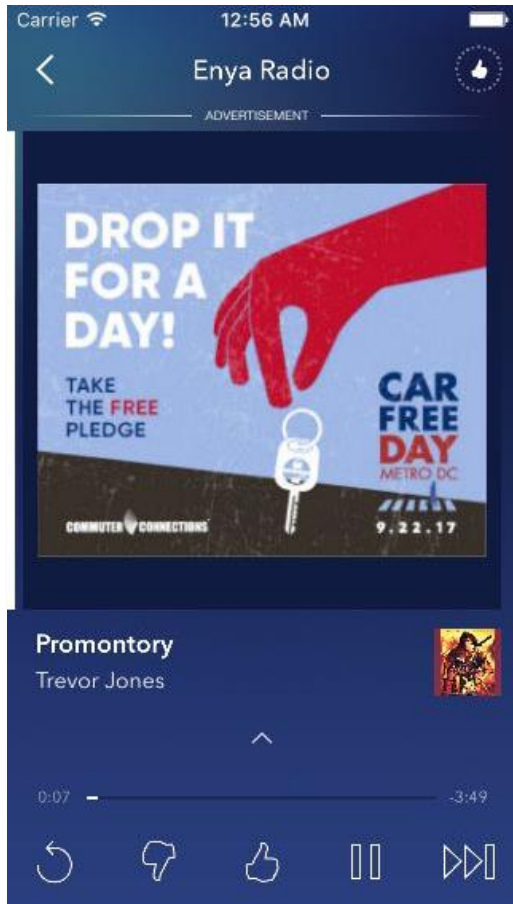
417

Chronological

30 Shares

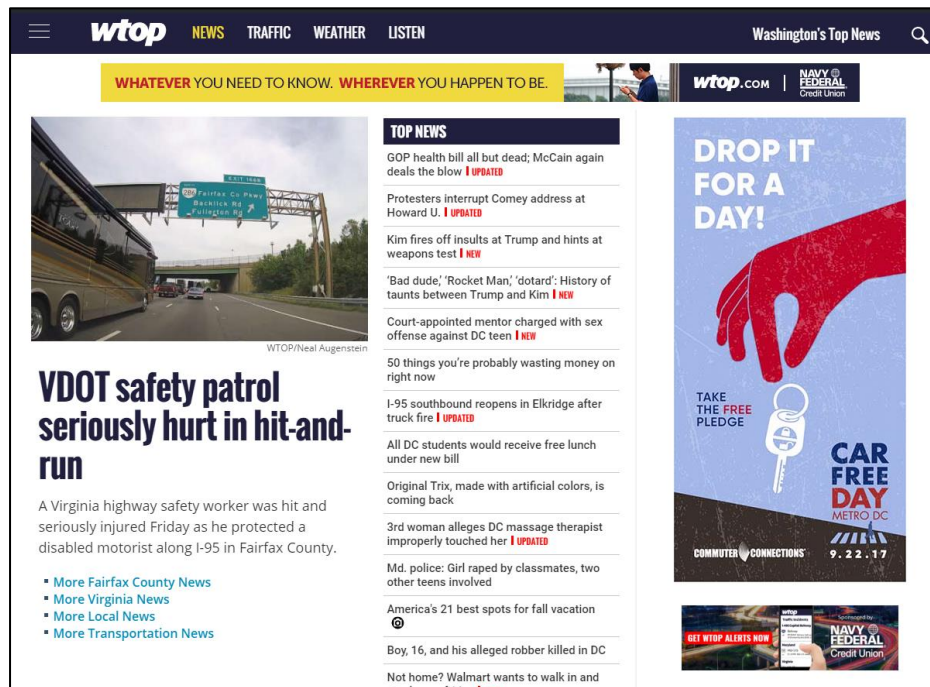
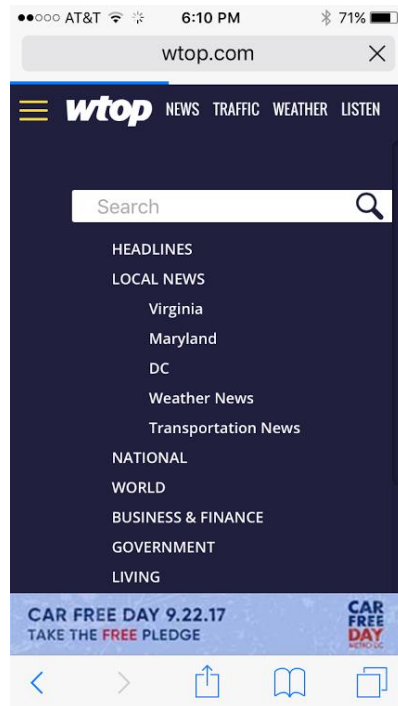
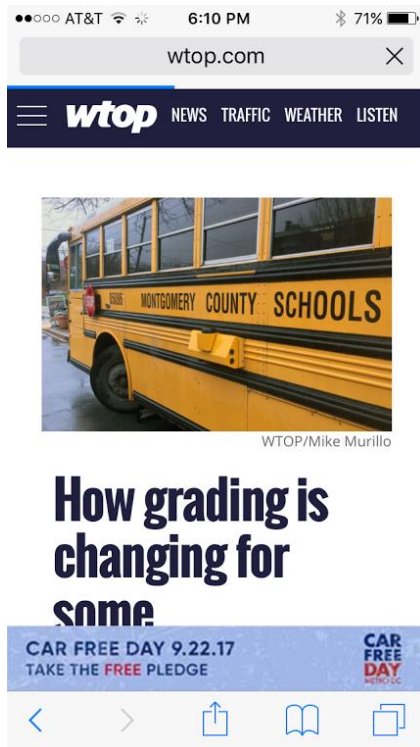
Pandora

An estimated 3,500,000 impressions were delivered using Pandora's unique geo-targeting and effective advertisement delivery system. For Car Free Day, a :30 radio spot was utilized that ran concurrently with display advertisements seen below.



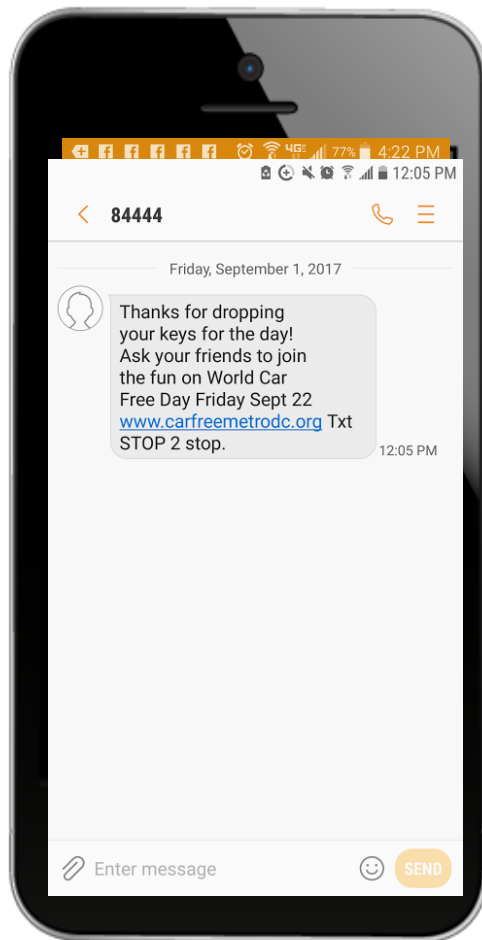
WTOP.com Digital Media

A minimum of 352,300 digital banner ad impressions were served run-of-site on WTOP.com, in various sizes across all devices: desktop, mobile, and tablet.



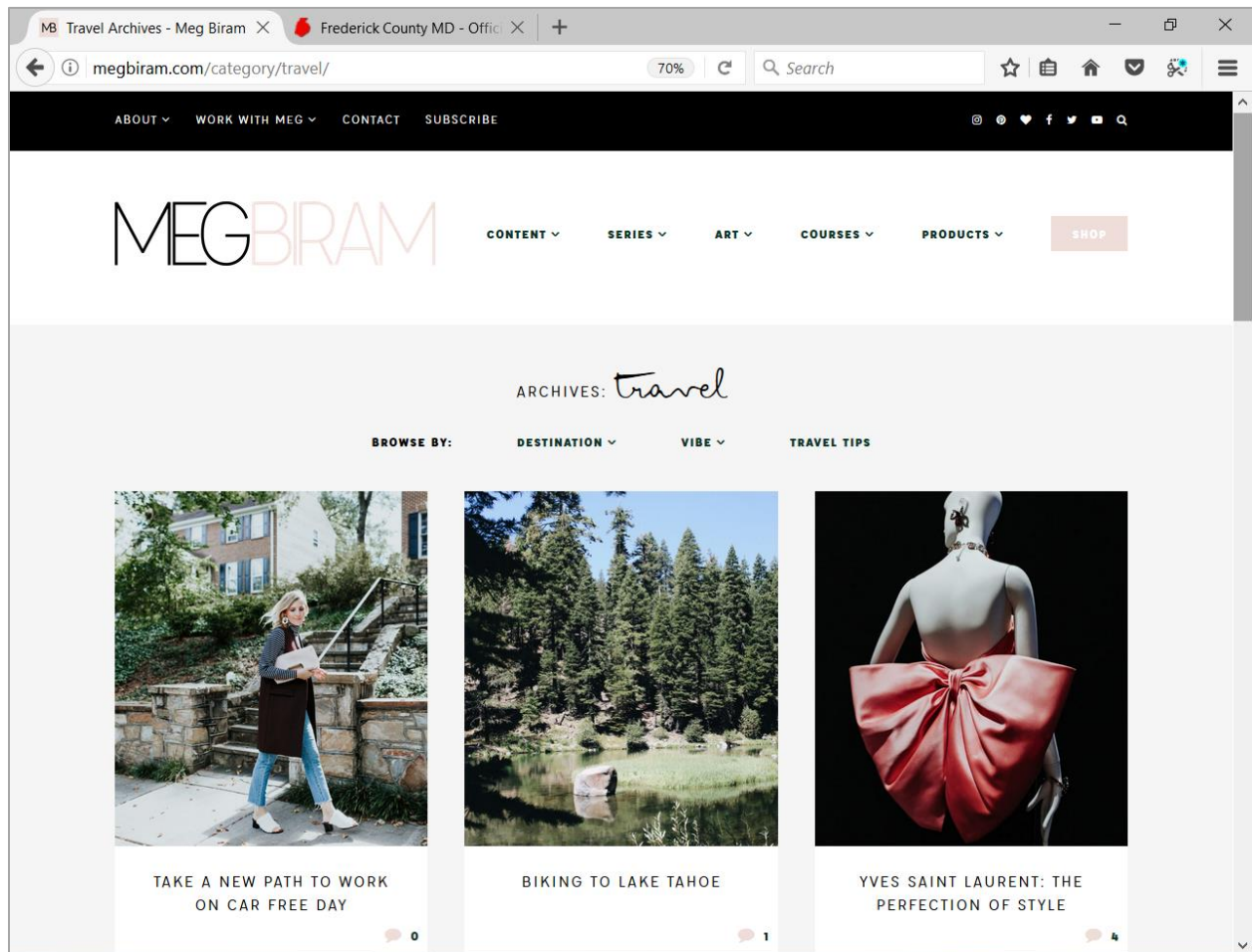
Text Messages

When event registrants took the Car Free Day pledge at www.carfreemetrodc.org, they were provided with the opportunity to enter their mobile number to receive text messages about the upcoming event. Three unique messages asked recipients to encourage friends, family, and co-workers to also take the pledge. Text messages were sent to more than 2,100 Car Free Day participants.



Key Influencer Blog


A paid endorsement with influential lifestyle blog writer Meg Biram was used to spread the word about Car Free Day in a grass-roots style fashion. Her blog with over 50,000 followers in the DC region, was a way to generate conversation and awareness of getting around without driving alone by car. Meg wrote a comprehensive article from a personal perspective, along with a professional photo shoot. In the blog she discussed various forms of transportation that readers could use on Car Free Day. The article was also shared on her social media accounts, and in her weekly newsletter. The blog post brought 93 people to the Car Free Day website. The article contained a caveat regarding sponsor transparency - *"This post was brought to you by Car Free Day Metro DC. All opinions are my own. Thank you for supporting the companies that help make this website possible."*




MEG BIRAM

CONTENT ▾ SERIES ▾ ART ▾ COURSES ▾ PRODUCTS ▾

SHOP



THERE'S SOMETHING ABOUT RIDING A BIKE



FEATURED NOW

 **Meg Biram**
@megbiram

Follow ▾

Join me THIS FRIDAY and go CAR FREE!
Learn all the options, read the post & pledge
to join me: megbiram.com/car-free-day/ #ad
@CarFreeMetroDC



7:56 AM - 18 Sep 2017

Transit Signage

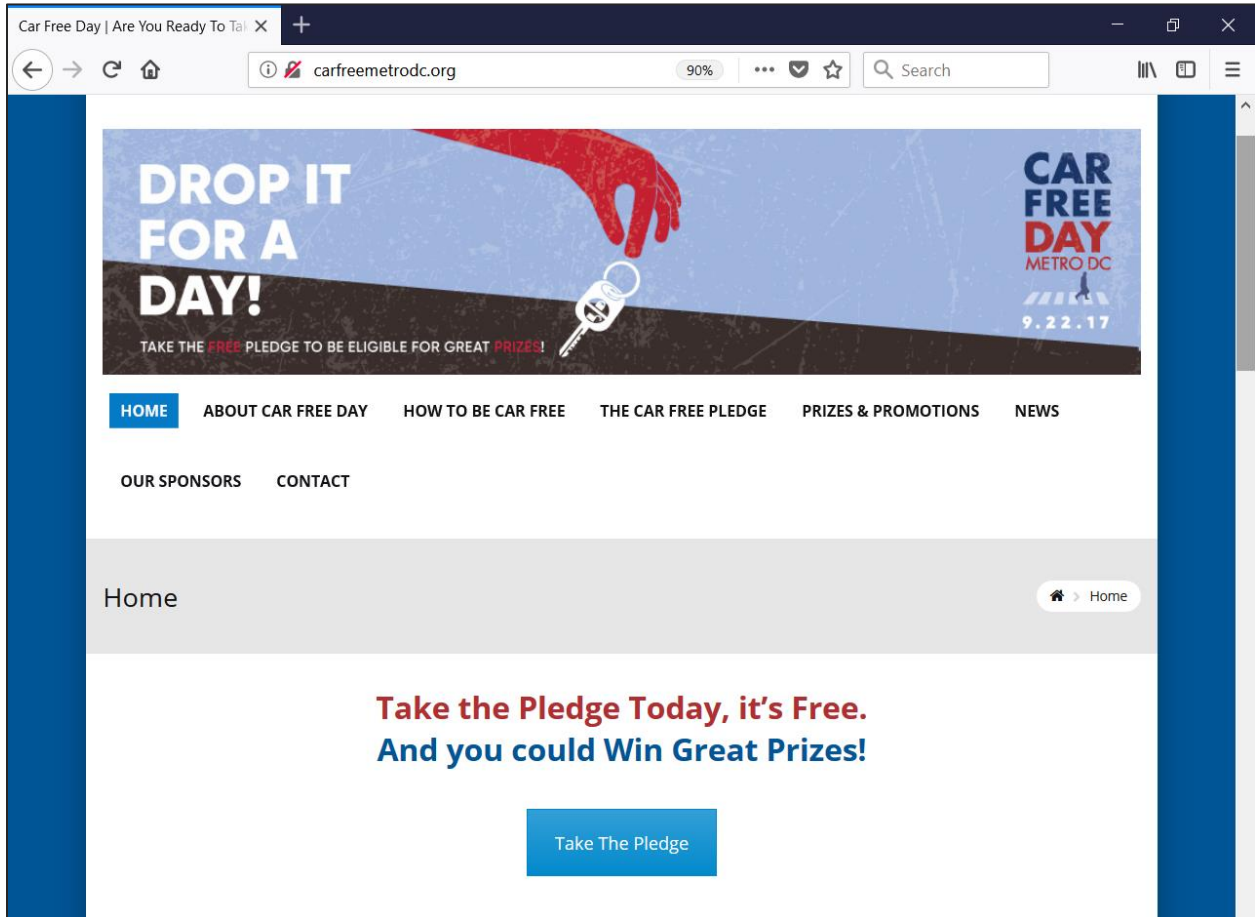
Complimentary transit ad space was donated for Car Free Day by Arlington, Prince George's, Montgomery, and Metrobus.

- Arlington Interior Bus Cards
- Prince George's County Bus Shelters
- Montgomery County Bus King, Queen and Tails
- Metrobus Interior Bus Cards



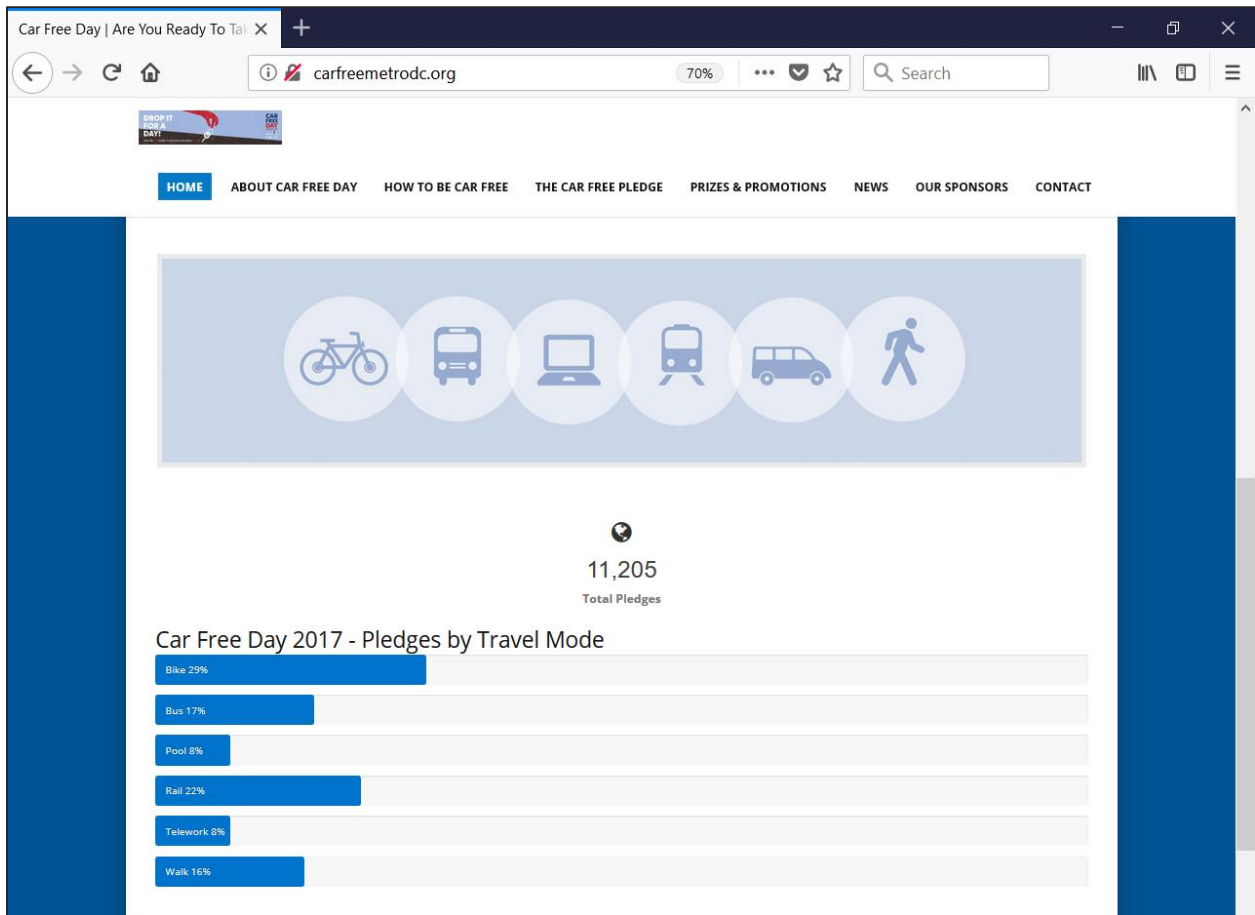
Website

Between July 1, 2017 and September 22, 2017, the Car Free Day website was visited 27,213 times by 27,168 unique users. The total number of pages viewed were 74,240, the average number of pages viewed per session were 2.22, and the per session average duration of time spent on the Car Free Day web site was 2 minutes and 10 seconds.



Leaderboard

A daily leaderboard was displayed on the Car Free Day web site's home page. The chart showed each mode and indicated the percentage of pledges.

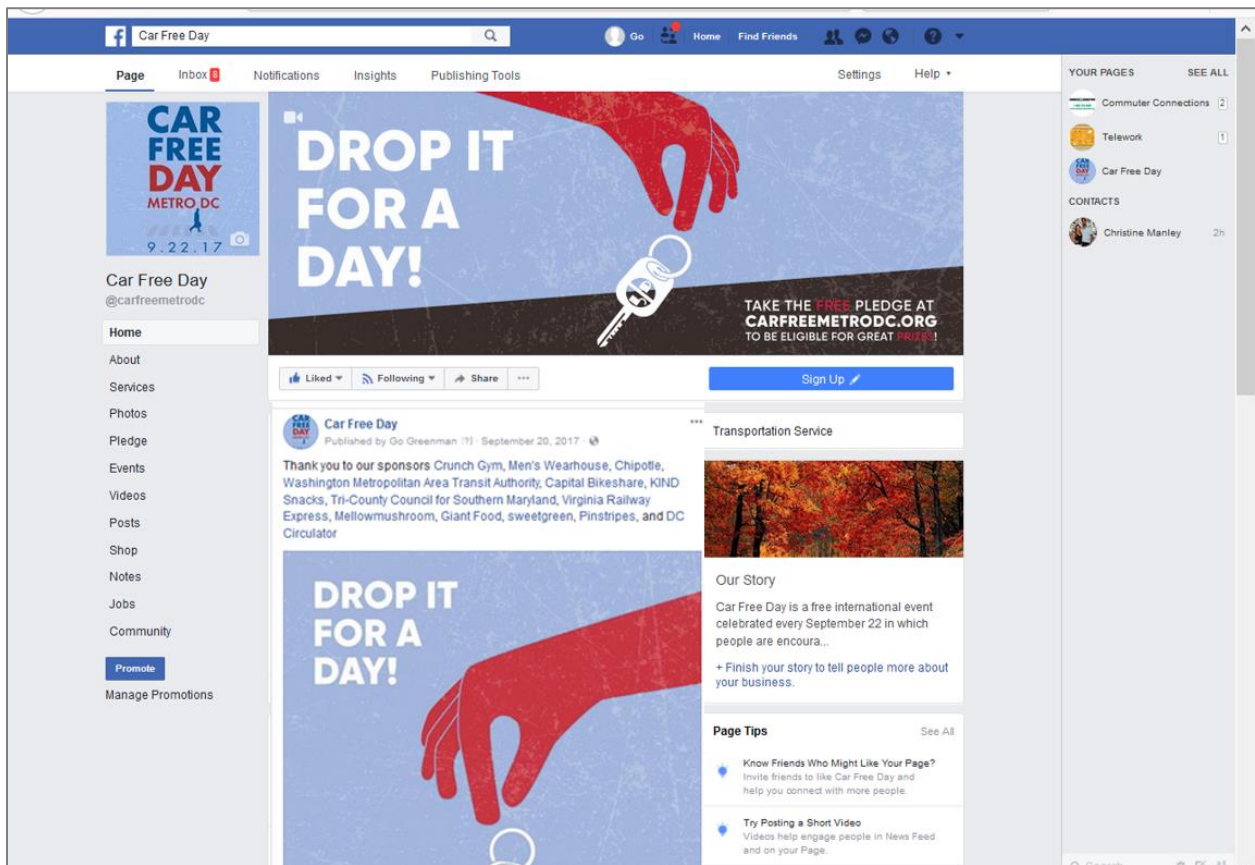


Social Media

Social media sites were used to keep friends and followers of the event engaged and up to date on activities prior to, and following the event.



Car Free Day Facebook added 164 more likes, for a total of 4,313; a nearly 4 percent increase since 2016. Pictured below is a post thanking sponsors.





The Car Free Day Twitter account added 26 more followers, for a total of 712 followers; a nearly 4 percent increase since 2016. Pictured below is a tweet of the Kindle Fire winner.

Home Moments Notifications Messages Search Twitter Tweet

DROP IT FOR A DAY!

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

CAR FREE DAY METRO DC
9.22.17

Tweets 320 Following 92 Followers 712 Likes 191 Lists 0 Moments 0 Edit profile

Commuter Connections

@CarFreeMetroDC

Car Free Day is an international event celebrated in the Washington DC region on Sept 22nd. Take the pledge today and go car free or car-lite!

carfreemetrodc.org

Joined July 2009

51 Photos and videos

ello USHROO 24 BAKERS
Gial
KINI 'ALTHY SNAC

Tweets

Commuter Connections @CarFreeMetroDC · 4 Oct 2017
Winner of Car Free Day Kindle raffle! She can use it while commuting on public transportation. Thx to tccsmd.org for donating!

Who to follow

Refresh · View all

- Capital Bikeshare** @bik... Follow
- TPB** @NatCapRegTPB Follow
- Greg Billing** @gregbilling Follow

Find people you know
Import your contacts from Gmail

Connect other address books

Trends for you

Change
Sarah Sanders

Clean Air Partners

Clean Air Partners produced a promotional video to provide a fun visual about the various types of green-minded car free travel. The video was placed on the Car Free Day event web site, under 'How to be Car Free'.

Clean Air Partners also engaged in a paid and organic social media campaign for Car Free Day, which ran from September 11 – September 22, and reached thousands of residents across the region. The campaign was both geographic and interest-targeted.




Clean Air Partners

www.cleanairpartners.net

90% Search

YOUR AIR QUALITY GET INVOLVED AIR QUALITY FACTS EDUCATION SUPPORTERS RESOURCES ABOUT



Sign Up for EnviroFlash

Sign up for EnviroFlash to get Air Quality information delivered straight to your inbox

#BreatheEasy

Available on the App Store

ANDROID APP ON Google play


Download the Air Quality App

News

Car Free Day 2017! Trying something new and drop your keys for the day! Clean Air Partners and Commuter Connections ask you to try a new routine and pledge to go Car Free on Car Free Day, September 22, 2017.

Get out of your car and try on a new transportation style for size - bike, walk, or work from home. By leaving your car at home for just one day, you keep more than a pound of pollution out of the air.

[Pledge to go Car Free on Car Free Day!](#)



Clean Air Partners

Clean Air Partners - Home


https://www.facebook.com/cleanairpartners

90% Search

facebook Sign Up

Email or Phone Password Log In

Forgot account?



Clean Air Partners @cleanairpartners

Home About Posts Photos Twitter Videos Reviews Community

Create a Page

Like Create Fundraiser

Learn More Message

Local Service in Washington, District of Columbia 5.0 ★★★★★


Community 1,606 people like this 1,564 people follow this

About Union Station

Posts

Clean Air Partners Yesterday at 4:00am

Going car free has never been easier – there are so many options! Biking, walking, taking public transit, car/van pool, and teleworking. Pledge to try something new and drop your keys for the day! Take the Car Free Day Pledge and be entered to win some great prizes. www.carfreemetrodcd.org



Jurisdiction Activities

Commuter Connections' network members hosted numerous promotions to celebrate Car Free Day.

- Montgomery County Commuter Services greeted travelers with giveaways at the Germantown Transit Center, several Metrorail stations, and Ride On bus stops.
- Tri-County Council for Southern Maryland was at the North Beach Farmer's Market in Calvert County with giveaways.
- TransIT Services of Frederick County offered free rides on all Connector and Shuttle buses on Car Free Day.
- The City of Alexandria's GoAlex team celebrated Car Free Day in front of City Hall, greeting commuters with free giveaways and information.
- The City of Manassas was at the Community Conversations 'pop-up' park on Car Free Day to discuss car-free alternatives and provide giveaways. Walking and biking tours were also given.
- The City of Falls Church gave away \$25 SmarTrip Cards, and 30-Day Capital Bikeshare memberships to those who took the Car Free Day pledge.









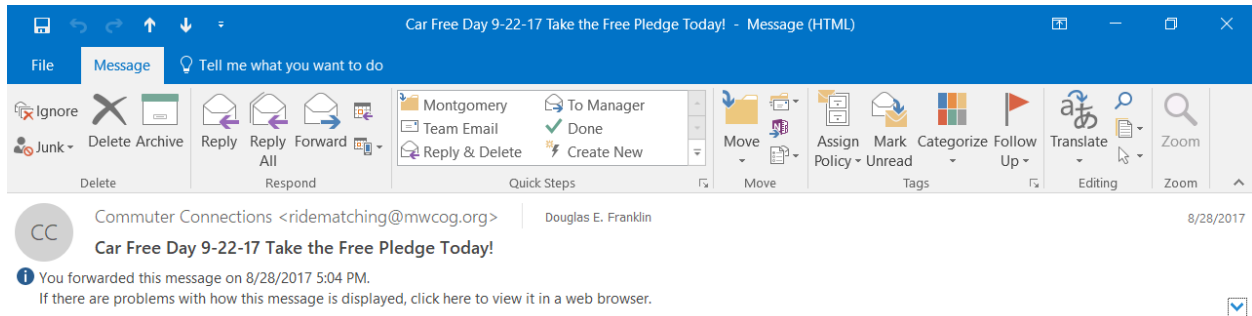
Laura Van Eperen @LauraVanEperen · 6h

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

Commuter Connections Email Blast

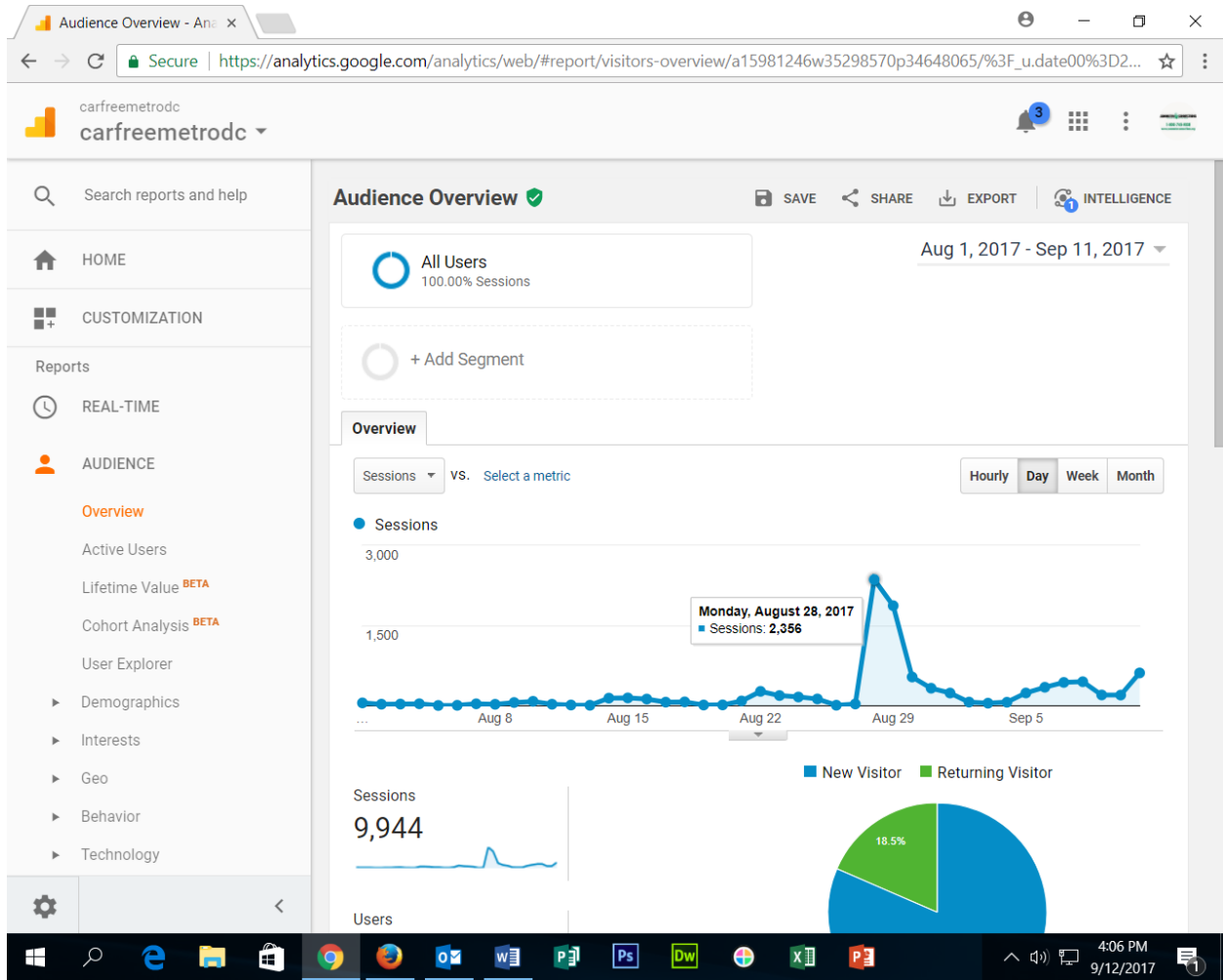


Take the free pledge and get a special Chipotle BOGO offer! For details visit www.carfreemetrodc.org or click on the image.



National Capital Region Transportation Planning Board
Metropolitan Washington Council Of Governments
777 North Capitol Street, NE • Suite 300 • Washington, DC 20002

Email Blast Web Site Impact



Earned Media

Car Free Day outreach to media outlets helped raise awareness and focus on the benefits of going car free or car-lite on September 22, 2017. Press releases and calendar listings were developed, distributed, and pitched to print, broadcast, and social media.

Commuter Connections collaborated with the American Lung Association to amplify the air quality component of Car Free Day. In addition to providing a quote for the initial 2017 Car Free Day press release, the American Lung Association distributed the release and information to its media list and stakeholders .

- **Calendar Listing:** Car Free Day 2017—Take the free pledge to go car free for a day at www.CarFreeMetroDC.org. Telework, bicycle, walk, take transit, or go car-lite with a carpool/vanpool.
- **Press Release #1:** August 22, 2017; “Commuter Connections and American Lung Association Urge Drivers to go Car-Free on September 22, 2017.” Press release announced the MWCOG partnership with the American Lung Association.



- **Press Release #2:** September 12, 2017; “More than 3,000 take the Car Free Day pledge for September 22; Join them and win great prizes!” Press Release announced the number of people who had taken the pledge to date, with 10 days left to still take the Car Free Day pledge.
- **Press Release #3:** September 20, 2017; “More than 7,000 have already pledged to go car-free on September 22.” Press release announced the last chance to participate.

Capital Area Car Free College Campus Challenge

The Capital Area Car Free College Campus Challenge was created as a friendly competition to generate a buzz about Car Free Day on college campuses throughout the region. A promotional tool kit was developed and distributed to higher learning institutions in partnership with the Consortium of Universities of the Washington Metropolitan Area.



Consortium of Universities of the Washington Metropolitan Area

The total number of pledges with .edu email addresses was over 2,000. Bragging rights went to Georgetown University, with nearly three quarters (73%) of the pledges.

Top 10 Universities

Georgetown University	1,517	73%
Virginia Tech University	80	4%
University of Maryland	58	3%
American University	49	2%
George Washington University	48	2%
University of Virginia	29	1%
Gallaudet University	28	1%
George Mason University	26	1%
University of Michigan	19	1%
Johns Hopkins University	13	1%
Other Colleges and Universities <10	205	10%

2,072



Car Free Days College Poster

The Car Free Day poster was modified to reference the College Campus Challenge.



DROP IT FOR A DAY!

CAR FREE DAY CAMPUS CHALLENGE 2017 METRO DC

CAR FREE DAY

CAR FREE DAY METRO DC

9.22.17

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

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

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

See All Conditions Car Free Campus Challenge

© Recycled Paper

#CarFreeDay @CarFreeMetroDC

COMMUTER CONNECTIONS
800.745.RIDE

Icons: Laptop, Bicycle, Bus, Van, Train, Person walking

Performance Results

A total of 11,205 people took the Car Free Day pledge in 2017. The breakdown by mode was as follows: Bike 29 percent, Rail 22 percent, Bus 17 percent, Walk 16 percent, Telework 8 percent, and Pool 8 percent. Each state generated at least 3,200 pledges, and close to one-third of the total pledges.

To segment those already in alternative modes from regular SOV travelers, the question was asked “If you didn’t take this pledge, would you travel entirely alone by car on Car Free Day?” Those who pledged were asked to estimate the total miles they will travel on Car Free Day, other than any distance they may drive alone, such as to the park and ride lot. The total mileage saved on Car Free Day was 191,428 miles. Those identified as the SOV group made up 36 percent of the pledges, and 76,959 of the vehicle miles reduced.

COG/TBP staff provided Car Free Day emissions impacts (in tons). NOx or nitrogen oxides are the chemical in automotive exhaust; VOC or volatile organic compounds are ground-water contaminants; GHG or greenhouse gases are released into the atmosphere and absorb and emit radiation; and Particulate Matter are microscopic matter suspended in the earth's atmosphere.

Emissions Savings from 2013 to 2017 Car Free Day Program

Year	Pledged VMT	Rates (In gr/mile)				Emissions Savings (In short tons/day)				CLRP	AQ Model
		NOX	VOC	GHG	PM2.5	NOX	VOC	GHG	PM2.5		
2013	128,928	0.513	0.351	427.990	0.021	0.073	0.050	60.83	0.00298	2013	MOVES2010a
2014	109,428	0.501	0.344	452.100	0.022	0.060	0.041	54.53	0.00265	2014	MOVES2010a
2015	61,730	0.472	0.372	425.963	0.017	0.032	0.025	28.98	0.00116	2015	MOVES2014
2016	93,101	0.407	0.337	417.199	0.016	0.042	0.035	42.82	0.00164	2016	MOVES2014a
2017	191,428	0.301	0.301	403.082	0.010	0.064	0.064	85.056	0.00211	2016	MOVES2014a

Pledge Data

Transportation Mode	# Pledges	% Pledges
Bike (bicycles)	3,247	29%
Rail (Metrorail, MARC, VRE)	2,440	22%
Bus (Metrobus, local bus systems, and commuter buses)	1,930	17%
Walk	1,784	16%
Telework	869	8%
Pool (carpools and vanpools)	923	8%
No Mode Selected	12	0%
	11,205	100%

Usual Travel Status	# of Pledges	% of Pledges	Miles Saved on CFD	% of Miles
Alternative Travel Modes	7,127	64%	113,442	59%
Normally SOV	4,015	36%	76,959	40%
No response given	63	1%	1,028	1%
	11,205	100%	191,428	100%


State	# Pledges	% Pledges
Virginia	3,467	30.9%
District	3,249	29.0%
Maryland	3,502	31.3%
No State Selected	826	7.4%
Other States	161	1.4%
	11,205	100.0%

Mode	DC Pledge Count	DC %	MD Pledge Count	MD %	VA Pledge Count	VA %
Bike	1,103	34%	847	24%	935	27%
Bus	488	15%	700	20%	561	16%
Pool	66	2%	325	9%	396	11%
Rail	668	21%	815	23%	737	21%
Telework	66	2%	398	11%	316	9%
Walk	805	25%	356	10%	329	9%
No mode and/or state selected	53	2%	61	2%	193	6%
	3,249	100%	3,502	100%	3,467	100%


Jurisdiction	# Pledges	% Pledges
DC District of Columbia	3,249	29.0%
MD Anne Arundel County	106	0.9%
MD Baltimore City	112	1.0%
MD Baltimore County	100	0.9%
MD Calvert County	29	0.3%
MD Charles County	83	0.7%
MD Frederick County	220	2.0%
MD Howard County	146	1.3%
MD Montgomery County	1,922	17.2%
MD Prince George's County	667	6.0%
MD St. Mary's County	17	0.2%
MD Washington County	19	0.2%
MD Other Counties	81	0.7%
VA Alexandria City	327	2.9%
VA Arlington County	1,069	9.5%
VA Fairfax County	1,022	9.1%
VA Loudoun County	268	2.4%
VA Prince William County	369	3.3%
VA Spotsylvania County Cont	54	0.5%
VA Stafford County	87	0.8%
VA Other Counties	271	2.4%
WV Berkeley County	12	0.1%
WV Jefferson County	18	0.2%
Other States or undisclosed	957	8.5%
	11,205	100.0%

Post Event Email

Personalized follow up emails were sent after the event to thank participants for taking the Car Free Day pledge. Separate letters were sent to those who indicated that they were normally SOV travelers, versus those who typically travel using alternative methods.



The Commuter Information Source
for MD, VA, and Metropolitan D.C.



Dear Pamela Santeri:

We did it thanks to your help! This year's Car Free Day was a huge success. You were one of the more than 11,000 people who took the pledge to go car free or car-lite surpassing last year's pledge number by nearly 150 percent.


We calculated the numbers and on Car Free Day alone:

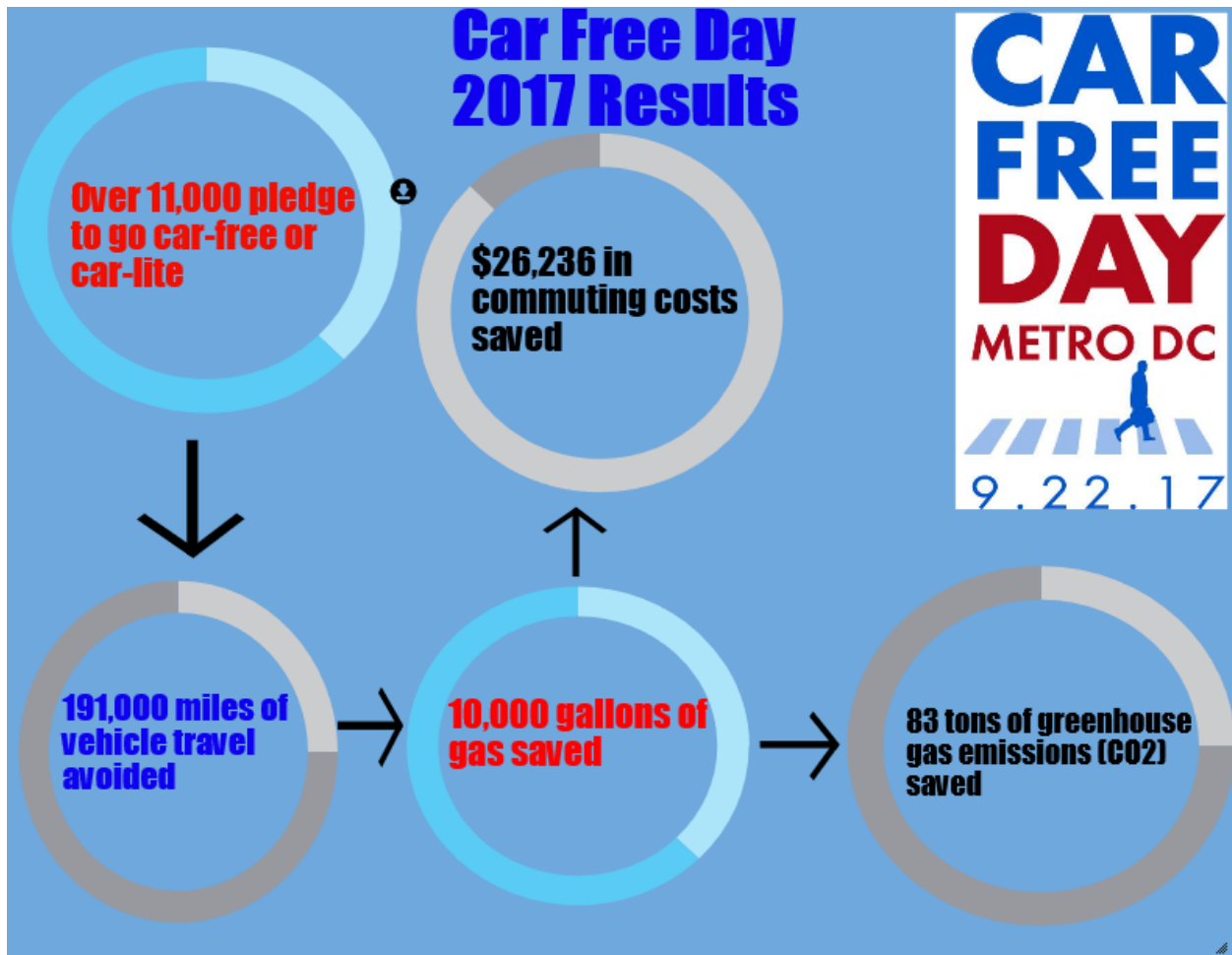
- 191,000 vehicle miles of travel were avoided
- 10,000 gallons of gasoline were saved
- \$26,236 in commuting costs were saved
- 83 tons of greenhouse gas emissions (CO2) were saved

At Commuter Connections, we're always looking to help commuters find better, faster and less costly ways to get to work. Just ask one of the more than 20,000 commuters who rely on Commuter Connections for free up-to-the-minute ridesharing information and much more. Our services are free and backed by the [Guaranteed Ride Home program](#). To find out more visit our [website](#) or call us at 1-800-745-RIDE.

Thanks again.

Sincerely,





Car Free Day Earned Media

Car Free Day 2017 media placements, across print, internet, radio, and television outlets.

CFD 2017 Print /Online Coverage		
Date	Outlet	Topic linked to URL
2/23/17	Washington Area Bicycling Association	"Bike Car-Free in DC"
8/14/17	Wash Cycle	"Car Free Day 2017"
9/11/17	goDCgo	"How Are You Preparing for Car Free Day"
9/11/17	Gallaudet University	"Car Free Day" to take place Friday, September 22, 2017
9/21/17	EYA	Park It: Car Free Day September 22
9/20/17	Alexandria News	Car Free Day Is September 22
8/29/17	The Frederick News Post	County, city to participate in Car Free Day
9/18/17	WDVM	Car Free Day
9/21/17	Reston Now	Friday is 'Car-Free Day' in Fairfax County, DC Metro
9/22/17	Bethesda Magazine	Car Free Day
9/22/17	ORS News2Use	Car Free Day 2017
9/22/17	DC.gov	Washington, DC Joins Global Breathe Life Campaign for Cleaner Air
9/22/17	Meg Biram	Take a New Path to Work on Car Free Day
9/12/17	National Capitol Region	For one day, drop the car keys for cleaner air. Car Free Day is Sept. 22!
8/02/17	Arlington Magazine	Car Free Day
9/22/17	Prince William Living	Car Free Day
CFD 2017 Television Coverage		
9/18/17	Prince George's Community Television	National Car Free Day for the Washington Metropolitan area is Friday, September 22nd.
9/22/17	WDVM	
9/12/17	Frederick County MD	PSA: Car Free Day 2017

CFD 2017 Radio Coverage		
9/21/17	WTOP	Park it: Could you get to work car-free if you had to?
9/21/17	WMAL	Park it: Could you get to work car-free if you had to?
CFD 2017 Calendar Listing		
Outlet	Listing	
Maryland		
The Baltimore Sun	Take the Car Free Day Pledge and enjoy free Chipotle!	
Capital Gazette	Take the Car Free Day Pledge and enjoy free Chipotle!	
Carroll County Times	Take the Car Free Day Pledge and enjoy free Chipotle!	
WJZ-TV (CBS – Baltimore)	Take the Car Free Day Pledge and enjoy free Chipotle!	
WMAR-TV (ABC – Baltimore) Channel 13	Take the Car Free Day Pledge and enjoy free Chipotle!	
Patch		
Across Maryland	Take the Car Free Day Pledge and enjoy free Chipotle!	
Annapolis	Take the Car Free Day Pledge and enjoy free Chipotle!	
Baltimore	Take the Car Free Day Pledge and enjoy free Chipotle!	
Bowie	Take the Car Free Day Pledge and enjoy free Chipotle!	
College Park	Take the Car Free Day Pledge and enjoy free Chipotle!	
Edgewater	Take the Car Free Day Pledge and enjoy free Chipotle!	
Laurel	Take the Car Free Day Pledge and enjoy free Chipotle!	
Sevema Park	Take the Car Free Day Pledge and enjoy free Chipotle!	
Virginia		
Arlington Now	Take the Car Free Day Pledge and enjoy free Chipotle!	
WAVY-TV (NBC – Norfolk)	Take the Car Free Day Pledge and enjoy free Chipotle!	
WDBJ-TV (CBS – Roanoke)	Take the Car Free Day Pledge and enjoy free Chipotle!	
WSLS-TV (NBC – Roanoke)	Take the Car Free Day Pledge and enjoy free Chipotle!	
WTKR-TV (CBS – Norfolk)	Take the Car Free Day Pledge and enjoy free Chipotle!	
WTVR-TV (CBS – Richmond)	Take the Car Free Day Pledge and enjoy free Chipotle!	
Patch		
Across Virginia	Take the Car Free Day Pledge and enjoy free Chipotle!	
Arlington	Take the Car Free Day Pledge and enjoy free Chipotle!	
Clarendon	Take the Car Free Day Pledge and enjoy free Chipotle!	
Norfolk	Take the Car Free Day Pledge and enjoy free Chipotle!	
Richmond	Take the Car Free Day Pledge and enjoy free Chipotle!	
Roanoke	Take the Car Free Day Pledge and enjoy free Chipotle!	
Tysons Corner	Take the Car Free Day Pledge and enjoy free Chipotle!	
Washington, D.C.		
Patch		
Georgetown	Take the Car Free Day Pledge and enjoy free Chipotle!	
Washington, D.C.	Take the Car Free Day Pledge and enjoy free Chipotle!	

Appendix

Car Free Day Digital Ad Analytics – WTOP.com

DIGITAL PERFORMANCE SUMMARY

Creative Performance

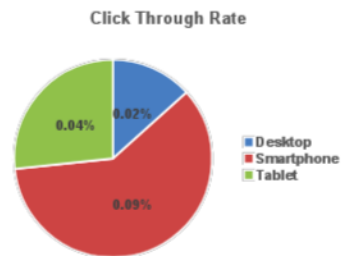
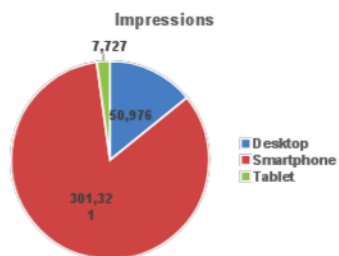
Creative	Ad server impressions	Ad server clicks	Ad server CTR
300 x 250	19,318	7	0.04%
300 x 600	14,401	5	0.03%
320 x 50	298,215	271	0.09%
468 x 60	5,693	6	0.11%
728 x 90	11,248	2	0.02%
970 x 90	11,149	2	0.02%
Total	360,024	293	0.08%

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WTOP.COM

DIGITAL PERFORMANCE SUMMARY

Device Category Performance

Device Category	Delivered Impressions	Clicks	CTR
Desktop	50,976	8	0.02%
Smartphone	301,321	282	0.09%
Tablet	7,727	3	0.04%
Totals/Averages	360,024	293	0.08%



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