



# **CAR FREE DAY 2023 EVENT**

WASHINGTON, DC  
METROPOLITAN  
REGION

FY 2024  
DRAFT REPORT

May 8, 2024

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**Car Free Day 2023**

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## **Background**

Car Free Day is an internationally recognized event which started in Europe in 2000 as a day for residents to leave their cars at home, and instead get around by cleaner and more sustainable methods of travel for both commute and non-commute purposes. Travel modes include public transportation, bicycling, walking, and scootering.

In the Washington, DC region, Car Free Day began in 2008 and falls under the National Capital Region Transportation Planning Board's (TPB) Commuter Connections program, at the Metropolitan Washington Council of Governments (COG). The Commuter Connections program is funded by the District of Columbia, Maryland, Virginia, and U.S. Departments of Transportation. Commuter Connections organizes the annual event, along with its network partners, made up of local governments within the region. Car Free Day in the National Capital region also includes the option to participate by traveling "car lite" (carpool or vanpool) and also teleworking.

A regional marketing campaign promoted the Car Free Day event held on September 22, 2023, which helped to yield 5,105 pledges, a 26 percent increase over the previous year.

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

1. Use the event 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 Car Free Day.
3. Measure and report impacts, as part of the Commuter Connections Regional TDM Mass Marketing program.



## Proclamation

The Car Free Day 2023 Proclamation was signed on July 19, 2023 by National Capital Region Transportation Planning Board Chair and Charles County Commissioner President, Reuben Collins, at the Metropolitan Washington Council of Governments. This was to recognize Friday, September 22, 2023, as Car Free Day throughout the Washington, DC metropolitan region.





# 2023 Proclamation

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

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

**WHEREAS**, Car Free Day invites those who live and work in the region to telework and try alternative forms of transportation such as transit, bicycling, scootering, 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, energy conservation, and reduced parking demands; and

**WHEREAS**, Car Free Day corresponds with the culmination of European Mobility Week’s celebration of sustainable mobility from September 16-22, 2023.

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

1. Proclaims Car Free Day throughout the Washington Metropolitan region to be observed on Friday, September 22, 2023; and
2. Encourages those who live and work in the region to take the pledge to be Car Free or car-lite at [www.CarFreeMetroDC.org](http://www.CarFreeMetroDC.org); and
3. Acknowledges TPB member jurisdictions who have adopted similar proclamations in support of Car Free Day 2023.

*Chair, National Capital Region Transportation Planning Board*



National Capital Region  
Transportation Planning Board

**Local Jurisdictional Proclamations**

Many local jurisdictions in the region held their own Car Free Day proclamations in 2023.





# County Commissioners of Charles County

## PROCLAMATION 2023-67

### CAR FREE DAY

**WHEREAS**, Car Free Day is a worldwide event that encourages greener methods of travel; meaning ways to get around other than driving alone by car; and

**WHEREAS**, the National Capital Region Transportation Planning Board is the Metropolitan Planning Organization for the Washington, DC region; and

**WHEREAS**, the Transportation Planning Board through its Commuter Connections program organizes and promotes the annual Car Free Day event along with its jurisdictional network members throughout the region; and

**WHEREAS**, Car Free benefits the National Capital Region through improved air quality, mobility, energy conservation, and reduced parking demands; and

**WHEREAS**, Commuter Connections hosts Car Free Day in the Washington, DC region to bring awareness to the benefits of travel options such as transit, bicycling and walking; and also telework for people who can work from home. Carpooling and vanpooling count too, we call that "car-lite" since they are both lighter on the wallet and the environment than driving alone in a car.


**NOW, THEREFORE, WE, THE COUNTY COMMISSIONERS OF CHARLES COUNTY, MARYLAND**, do hereby proclaim September 22, 2023 as **CAR FREE DAY** in Charles County and encourage citizens to pledge to be Car Free or Car-lite.




### COUNTY COMMISSIONERS OF CHARLES COUNTY, MARYLAND

  
Reuben B. Collins, II, Esq., *President*

  
Ralph E. Patterson, II, M.A., *Vice President*  
District 4

  
Gilbert O. Bowling, III  
District 1

  
Thomasina O. Coates, M.S.  
District 2

  
Amanda M. Stewart, M.Ed.  
District 3

Attest:



Christina L. Elkins, Assistant Clerk to the Commissioners



# PROCLAMATION

**WHEREAS**, Car Free Day is celebrated in 2,000 cities and in 46 countries, with a common goal of reducing the number of cars on streets, reducing traffic congestion, and improving parking demands and overall mobility; and

**WHEREAS**, Car Free Day benefits the National Capital Region, including the City of Manassas, by improving traffic-related air pollution, by reducing noise, and by encouraging energy conservation; and

**WHEREAS**, Car Free Day provides health benefits, not only by improving environmental conditions, but also by promoting active transportation such as walking and biking; and

**WHEREAS**, Car Free Day benefits the National Capital Region, including the City of Manassas, by enhancing the quality of life for its residents and by creating healthy and vibrant communities; and

**WHEREAS**, Car Free Day supports the City of Manassas mobility vision, which seeks to provide and promote a multi-modal transportation system throughout the City; and

**WHEREAS**, Car Free Day supports the City of Manassas strategic plan by increasing pedestrian, bike, and traffic safety awareness; and

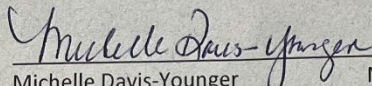
**WHEREAS**, the National Capital Region Transportation Planning Board proclaimed September 22, 2023, as Car Free Day throughout the Washington Metropolitan Region; and

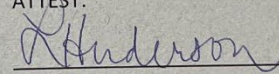
**WHEREAS**, the City of Manassas and partners will celebrate Car Free Day on Saturday, September 16, at the Farmers Market with information from the City and partners on the topic of transportation.

**NOW, THEREFORE**, I, Michelle Davis-Younger, Mayor of the City of Manassas, Virginia and on behalf of the Manassas City Council, hereby proclaim September 22, 2023, as

## *Car Free Day*

in the City of Manassas and encourage all citizens to pledge to be Car Free or Car-lite on September 22 by visiting [www.carfreemetrod.org](http://www.carfreemetrod.org), and to also try to use alternative modes of transportation throughout the year.

  
Michelle Davis-Younger Mayor  
On behalf of the City Council  
of Manassas, Virginia

ATTEST:  
  
Lee Ann Henderson City Clerk



## Sponsors

All who took the Car Free Day pledge were entered into a free raffle for a chance to win prizes from one of the following sponsors:



## Raffle Prizes

- Samsung Galaxy Tab A, courtesy Tri-County Council for Southern Maryland
- Annual Membership, courtesy Washington Area Bicyclist Association
- \$100 Gift Card to Vintage Shop, courtesy Miss Pixies
- \$50 Gift Card for certified Organic Hummus, courtesy Little Sesame
- Full Platter Voucher, courtesy of Nando's
- T-shirt and Annual Membership, courtesy East Coast Greenway Alliance
- Capital Bikeshare Annual Membership, courtesy goDCgo
- Commuter Train Pass, courtesy Virginia Railway Express
- Annual Membership and SWAG Pack, courtesy League of American Bicyclists
- SmarTrip Card w/ Fare, courtesy Washington Metropolitan Area Transit Authority
- Two Tickets to POTUS, courtesy of Arena Stage's Mead Center
- \$25 Bike Shop Gift Card (in shop purchase of \$100 or more (not including service), courtesy Maverick Bikes Cafe
- \$75 Gift Certificate, courtesy Hill Center at the Old Naval Hospital
- \$50 Gift Card, courtesy Shake Shack

## Special Offers

The following special offers were provided to all who took the 2023 Car Free Day pledge:

- \$30 special offer from Nift. Discover great local businesses in neighborhoods where you live or work; national brands as well, valid through October 31, 2023.
- 50% off orders at All About Burger on Car Free Day on September 22, 2023.
- Free Capital Bikeshare Day Pass on Car Free Day on September 22, 2023.

**Flyer**

The Car Free Day flyer from the previous year was updated for the 2023 event. A notable addition was the reference to a hybrid work schedule. A mailing was sent to employers with a cover letter and flyer and the poster was also made available in PDF format at [www.carfreemetrodc.org](http://www.carfreemetrodc.org).

**Take the Free Pledge at [CarFreeMetroDC.org](http://CarFreeMetroDC.org)**

# CAR FREE DAY

**SEPTEMBER 22, 2023**

Take the free pledge to be eligible for great prizes, even if you're already car free or car-lite, commuting full-time or on a hybrid work schedule.

#CarFreeDay @CarFreeMetroDC

**COMMUTER CONNECTIONS.**  
A SMARTER WAY TO WORK

CARFREEMETRODC.ORG 800.745.RIDE

**CAR FREE DAY METRO DC**  
9.22.23

## Media

Car Free Day challenged drivers to leave their cars home for the day and go car free or car-lite. The campaign promoted the use of alternative modes of transportation and teleworking. The event encouraged workers, residents, and students to take the Car Free Day pledge to improve mobility and air quality.

The Car Free Day media buy consisted of radio, text messages, social media, and digital banner ads. Other efforts to promote Car Free Day included flyers and earned media.

| <b>Car Free Day Media Spending</b> | <b>Gross Dollars</b> | <b>COG Net Cost</b> | <b>Final Impressions</b> |
|------------------------------------|----------------------|---------------------|--------------------------|
| Text Messages                      | \$471                | \$400               | 7,595                    |
| Spotify                            | \$9,778              | \$8,433             | 78,978                   |
| WTOP                               | \$22,625             | 19,231              | 184,078                  |
| WJFK                               | \$5,300              | \$5,005             | 208,500                  |
| WPGC                               | \$5,870              | \$4,990             | 293,300                  |
| WTOP.com & Federal NewsNetwork.com | \$5,883              | \$5,001             | 640,531                  |
| YouTube                            | \$750                | \$750               | 36,680                   |
| Facebook                           | \$1,471              | \$1,471             | 304,156                  |
| Twitter (X)                        | \$250                | \$250               | 392,496                  |
| <b>Totals</b>                      | <b>\$53,162</b>      | <b>\$45,810</b>     | <b>2,146,314</b>         |

### Value-add

A total of approximately \$4,475 in value-add was negotiated for Car Free Day 2023.

## Radio

New radio spots were produced for Car Free Day 2023 and aired on three radio stations: WJFK (106.7), WTOP (103.5), and WPGC (95.5).



## Radio Scripts

"Car Free Day 2023" :30 seconds

Take a stand for less traffic congestion and clean air on Car Free Day, Friday, September 22nd. Try other ways to get around – like transit, rideshare, biking, walking, scootering or teleworking. Take the free pledge at [CarFreeMetroDC.org](http://CarFreeMetroDC.org) for special promotions and a chance to win great prizes, even if you're already car free or commuting on a hybrid work schedule. Sign up at [CarFreeMetroDC.org](http://CarFreeMetroDC.org)

"Car Free Day 2023" :10 seconds

Stand up for less traffic and clean air on Car Free Day, Friday, September 22nd. Take the free online pledge and get a chance to win prizes. Sign up today at [CarFreeMetroDC.org](http://CarFreeMetroDC.org)

### Internet Radio

The Car Free Day :30-second radio spot ran on internet radio station Spotify and was accompanied by a companion image.



## Banner Ads

Digital banner ads were placed on WTOP.com and federalnewsnetwork.com.

The image displays five digital banner ads for Car Free Day Metro DC on September 22, 2023. Each banner includes the following text and graphics:

- Event Title:** CAR FREE DAY METRO DC 9.22.23
- Call to Action:** Take the free pledge to be eligible for great prizes, even if you're already car free or car-lite!
- Hashtags:** #CarFreeDay @CarFreeMetroDC
- Organization:** COMMUTER CONNECTIONS. A SMARTER WAY TO WORK
- Contact Info:** CARFREEMETRODC.ORG 800.745.RIDE

The banners also feature illustrations of a person with a bicycle, a person with a stroller, and a person walking, along with a Metro DC bus.

**YouTube Video**

A short, animated video was produced and advertising was purchased on YouTube to promote the Car Free Day event over a four-week period, leading up to September 22, 2023. A link to the YouTube video was made available on the Car Free Day website.





## Social Media

A series of images featuring each travel mode were developed for use on social media (Facebook, Instagram, and Twitter). The unique images were posted every several days in September, leading up to Car Free Day, along with promotional copy.



### **Text Messages**

When participants took the Car Free Day pledge, they could opt-in to receive text messages about the event. Three messages were sent throughout the campaign to encourage a visit to the website to take the Car Free Day pledge. Over 5,900 messages were sent during this campaign, and no person received more than two text messages.

#### Previous Year's Registrants

September 5, 2023 - Message #1:

Car Free Day 2023: Take the free pledge and be entered into the prize raffle at no cost!

<https://www.carfreemetrodc.org/>

#### 2023 Registrants

September 12, 2023 - Message #2:

Car Free Day 2023: Thanks for taking the free pledge. Ask a friend to do the same!

<https://www.carfreemetrodc.org/>

#### Last Chance to Pledge

September 19, 2023 - Message #3:

Car Free Day 2023. Take the free pledge on or before Sept 22 for a prize raffle entry at no cost!

<https://www.carfreemetrodc.org/>

**Transit Ads**

Transit advertising space was donated by Montgomery County Ride On, Arlington ART, Metrobus, and Fairfax County Connector.



## Website

Below is a screenshot of the 2023 Car Free Day website's homepage. Analytics are as followed: users 23,386, sessions 27,121, and pageviews 45,783.

The screenshot shows the homepage for Car Free Day Metro DC. At the top is a blue banner with the event logo on the left, the text "Take the Free Pledge" in the center, and a row of icons representing different modes of transport (bus, van, train, bicycle, person, scooter, laptop) in the middle. Below the icons is the date "9.22.23" in large red font. On the right side of the banner is another "CAR FREE DAY" logo with illustrations of people using various transport methods.

Below the banner is a navigation menu with the following items: HOME, ABOUT US, HOW TO BE CAR FREE, THE CAR FREE PLEDGE, PRIZES & PROMOTIONS, NEWS, SPONSORS & PARTNERS, CONTACT.

The main content area features a large image of a person in a suit standing next to a white bicycle. A blue overlay on the image contains the text: "TAKE THE PLEDGE TODAY, IT'S FREE. And you could Win Great Prizes!".

Below this image, the text reads: "Scooter, or Walk Take the pledge, even if you're already car free." This is followed by a paragraph explaining that Car Free Day is a worldwide event encouraging greener travel methods like transit, bicycling, and walking, and also telework. It notes that carpooling and vanpooling are also encouraged, referred to as "car-lite" because they are lighter on the wallet and environment than driving alone.

A section titled "Reduce your Carbon Footprint" explains that using sustainable ways to get around helps reduce greenhouse gas emissions and traffic congestion. It states that the more people who travel using bicycles, buses, trains, carpools, and vanpools, the fewer pollutants are released into the atmosphere.

Below this is a call to action: "CHOOSE THE TRAVEL METHOD THAT FITS YOUR MOBILITY BEST".

To the right of the text is a graphic with a dark background showing people's legs walking. The text on the graphic says: "there are 1 billion vehicles on the globe. make it one less for the day". Below this is the website URL "pledge for free at [carfreemetrodc.org](http://carfreemetrodc.org)" and the "CAR FREE DAY METRO DC 9.22.23" logo.

At the bottom of the page is a horizontal bar containing six circular icons representing different modes of transport: a bicycle, a bus, a laptop, a train, a van, and a person walking.

## Social Media

Social Media was used to keep followers up to date on activities, raffle prizes, and special promotions available for Car Free Day. Car Free Day is followed by 4,800 on Facebook and 744 on X.

**Take the Free Pledge** **CAR FREE DAY** **9.22.23**

**CAR FREE DAY** METRO DC

**Car Free Day**  
4.8K likes • 4.8K followers

Sign Up Like Message

Posts About Mentions Reviews Followers Photos More

**Intro**

Car Free Day is celebrated on September 22nd. Choose between telework, Bike, Walk, Scooter, Train, Bus, or Subway.

Page · Nonprofit organization

carfreemetrodcc.org

Rating · 4.8 (21 Reviews)

**Posts**

**Car Free Day**  
September 23, 2023

You did it, Metro DC! Car Free Day 2023 was a huge success! Thanks to you, we can all breathe a little easier. We want to give a huge shout out to all of our generous sponsors who made this event possible and provided amazing raffle prizes like a Samsung Galaxy Tab A, annual membership to WASA and gift cards. Ready for more ways to save time and money? Check out our commuter programs. Go to [CommuterConnections.org](https://CommuterConnections.org).

**Photos** See all photos

**WAY TO TAKE A STAND!**

**GREEN LIGHT TO GO CAR FREE!**

**CAR FREE DAY**  
SEPTEMBER 22, 2023  
[CARFREEMETRODC.ORG](https://CARFREEMETRODC.ORG)

**BE PART OF SOMETHING BIG!**

**LET'S CLEAR THE AIR!**

**CHANGE YOUR WHEELS FOR A DAY!**

**TAKE A STAND FOR CLEAN AIR**

**Free Pledge**

**CAR FREE DAY METRO DC**  
**WAY TO TAKE A STAND!**  
**9.22.23**

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## Email Blast

An email blast was sent to employers, stakeholders, and the past year's participants of Car Free Day and Bike to Work Day events.



Take the 2023 Car Free Day pledge at [www.carfreemetrodc.org](http://www.carfreemetrodc.org). All who take the free pledge will receive a confirmation email with a promocode for 50% off orders at All About Burger, valid on Car Free Day only - September 22, 2023, and a \$30 Nift online gift code, valid through October 31, 2023. Plus, you'll be automatically eligible to win great raffle prizes!

**Take the Free Pledge at [CarFreeMetroDC.org](http://CarFreeMetroDC.org)**

# CAR FREE DAY

**SEPTEMBER 22, 2023**

Take the free pledge to be eligible for great prizes, even if you're already car free or car-lite, commuting full-time or on a hybrid work schedule.

#CarFreeDay @CarFreeMetroDC



CARFREEMETRODC.ORG 800.745.RIDE



**CAR FREE DAY**  
METRO DC  
9.22.23



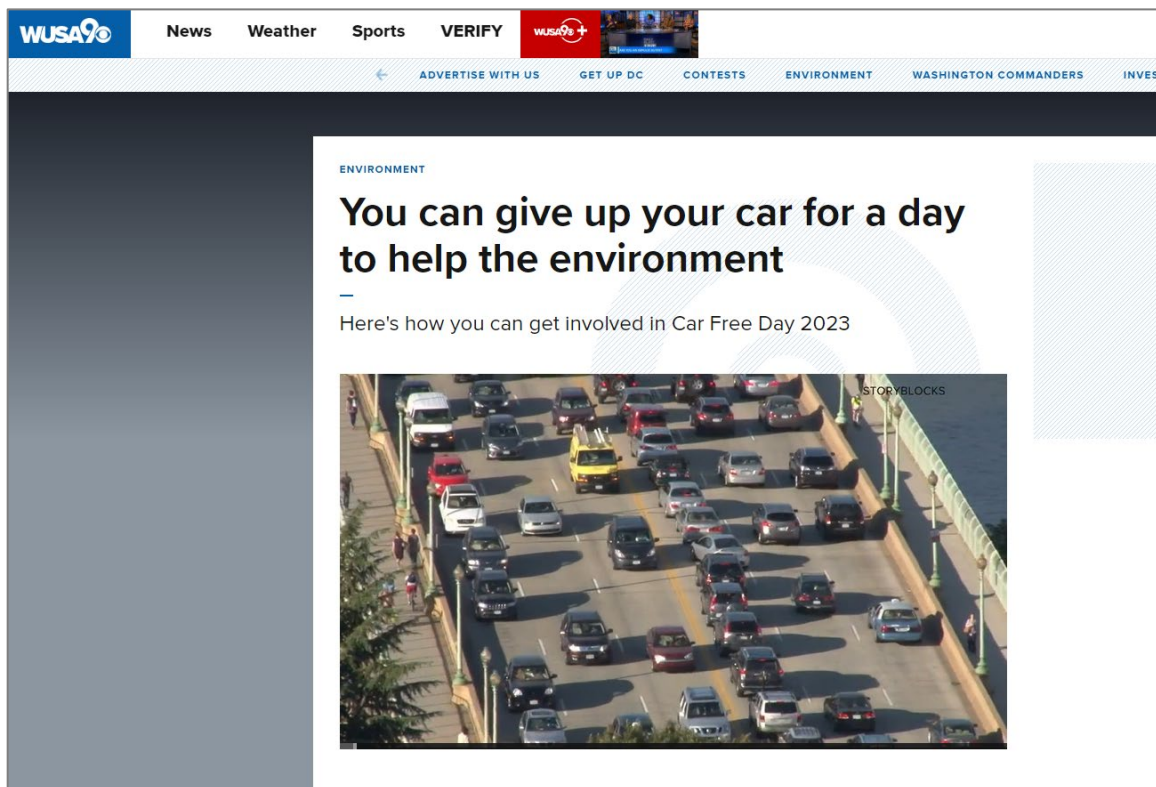
COMMUTERCONNECTIONS.ORG

## Earned Media

The Car Free Day earned media efforts included calendar listings, press releases, media pitches, and promotional tool kits. The tool kits were sent to universities to help them promote Car Free Day, and to in-kind sponsors to help them publicize support of the event.

Press Releases:

- [Participants in the D.C. area coming together in support of reducing traffic and improving air quality on Car Free Day September 22, 2023](#)
- [Join the movement towards a greener future, take the pledge and go car free with Commuter Connections](#)
- [Registration now open for Car Free Day 2023: Improve your commute, save money on gas and parking](#)



## Car Free Day 2023

**Date:** Friday, September 22, 2023  
**Location:** Across the Metropolitan DC Region  
**More Info:** [carfreemetrod.org](https://www.carfreemetrod.org)  
[Download iCal](#)



Car Free Day is a free event celebrated internationally every September 22, in which commuters are encouraged to get around without driving alone in cars, and instead, carpool, vanpool, use public transit, telework, bicycle, walk, or scooter. Car Free Day is open to all residents in the Washington, DC metropolitan region. To participate in this fun and environmentally friendly event, fill out the free pledge form at <https://www.carfreemetrod.org>, and go car free or car-lite (carpool, vanpool) on Friday, September 22, 2023. Take the pledge, even if you're already car free!

Those who take the free pledge will receive special promotions and be entered into a free raffle for a chance to win great prizes! Already car free? That's great, and since you're doing the right thing, you also get the same chance to win prizes when you fill out the pledge form.

Car Free Day is organized in various cities throughout the world in different ways, but with the common goal of improving air quality. The benefit to greater society is a day with less traffic congestion, a greener environment, and reduced gasoline demand. Today, Car Free Day includes celebrations in 46 countries and over 2,000 cities. Take the free pledge today!

### LATEST POSTS

#### LAND USE OPINION

**Transit-oriented development is not enough**

#### HOUSING OPINION

**Stop yesterday from stealing tomorrow's housing on Connecticut Avenue**

**Breakfast links: DC bus lane ticket enforcement stops before it starts**

#### EVENTS

**Events: Attend a webinar on how transportation and racial inequities affect health in DC**

[MORE POSTS >>](#)



**College Campus Challenge**

Colleges were provided with a digital toolkit to promote the Car Free Day event. A special seal was added to the PDF version of the poster and forwarded to university contacts. The winner of this year's college challenge was the University of Maryland.

**Take the Free Pledge at [CarFreeMetroDC.org](https://CarFreeMetroDC.org)**

# CAR FREE DAY

**SEPTEMBER 22, 2023**

Take the free pledge to be eligible for great prizes, even if you're already car free or car-lite!

#CarFreeDay @CarFreeMetroDC

**COMMUTER CONNECTIONS.**  
A SMARTER WAY TO WORK

[CARFREEMETRODC.ORG](https://CARFREEMETRODC.ORG) 800.745.RIDE

**CAR FREE DAY CAMPUS CHALLENGE 2023 METRO DC**

Join the Capital Area Car Free College Campus Challenge!

**CAR FREE DAY METRO DC**

**9.22.23**

## **Jurisdictional Activities**

Commuter Connections network members held a variety of events to promote and/or celebrate Car Free Day 2023.

### **MARYLAND**

September 22, 2023 through September 24, 2023 – Friday and all weekend long, the Maryland Department of Transportation Maryland Transit Administration (MTA) offered free rides on Local Bus, Light Rail, Metro Subway, MARC, Commuter Bus and Mobility service.

Frederick, MD

September 12, 2023 from 6 am – 8 am Key 103 radio broadcasted live from the MARC Train Monocacy Station 7800 Genstar Dr, Frederick.

September 13, 2023 from 5 pm – 8 pm the City of Frederick and Bike Doctor brought the “Community Mobility Clinic” to the downtown Transit Center 100 S East Street, Frederick, MD 21701.

Montgomery County, MD

September 22, 2023, from 6:30 am – 8:30 am, the Montgomery County Department of Transportation (MCDOT) Commuter Services outreach teams distributed free giveaways at the following locations:

- Bethesda Metro station
- Friendship Heights Shops at Wisconsin Place
- Germantown Transit Center
- Shady Grove Metro station
- Silver Spring Metro station
- Twinbrook Metro station
- Wheaton Marian Fryer Plaza
- White Oak Transit Center

MCDOT staff was also at the following locations and times:

- Lake Forest Transit Center, 1 – 3:30 p.m.
- Hispanic Heritage Festival at the Wheaton Marian Fryer Plaza, 5 – 8 p.m.

September 22, 2023 - the Montgomery County Department of Transportation (MCDOT) offered a “fare-free day” on Ride On buses in support of Car Free Day by waiving the usual bus fare for the day.

### **VIRGINIA**

Loudoun County, VA

September 21, 2023 from 3 pm – 5 pm in celebration of Car Free Day, Loudoun County Commuter Services staff held a pop up event at Ashburn Metro Station (south side).

Prince William County, VA

OmniRide and City of Manassas staff teamed up to give residents an opportunity to learn about transportation options by playing Car Free Day BINGO. Raffle prizes for those who completed BINGO cards included a chance to win one of four gift bags.

# Jurisdictional Support

## DISTRICT OF COLUMBIA

The screenshot shows the goDCgo website for Car Free Day. At the top left is the goDCgo logo. A navigation menu includes 'ABOUT US', 'DISCOVER', 'SERVICES', 'PLAN A TRIP', 'BLOG', and 'RESOURCES'. The main heading is 'CAR FREE DAY' with a date selector for '22 SEP' and a 'Join Day 5/6/7/8' button. A large graphic features the text 'CAR FREE DAY' in blue and red, with illustrations of a car, a bus, a person at a desk, and a cyclist. Below the graphic is an 'EVENT DETAILS' section with text explaining the event: 'Car Free Day is a free event recognized internationally every year on September 22. Residents and commuters across the region are encouraged to take the free pledge to get around without driving alone in cars and instead use transit, ride-share, bike, walk, scooter or tele-work. Participants who take the pledge are automatically entered for a chance to win raffle prizes. Car Free Day is open to all residents in the Washington, DC metropolitan region. To participate, fill out the free pledge form at <https://www.godcgo.com/pledge> and get car-free or car-free (carpool) on Thursday, September 22, 2023. Take the pledge, win it!

# MARYLAND

## Maryland Transit Administration

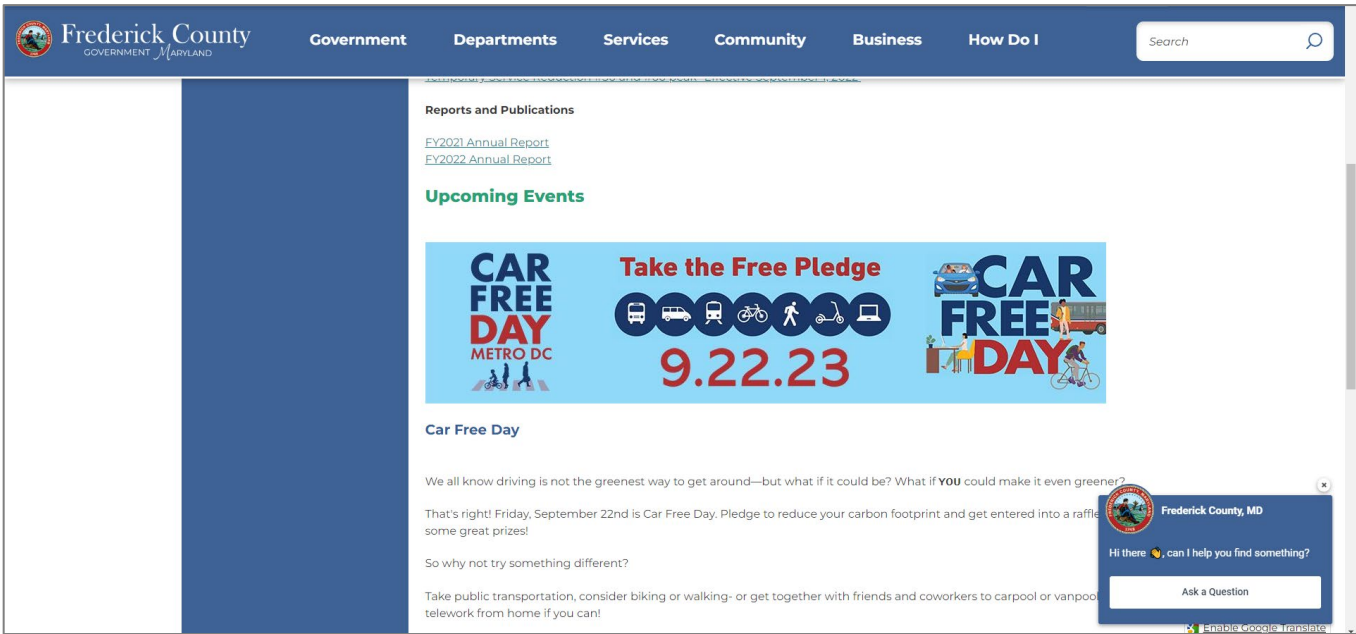
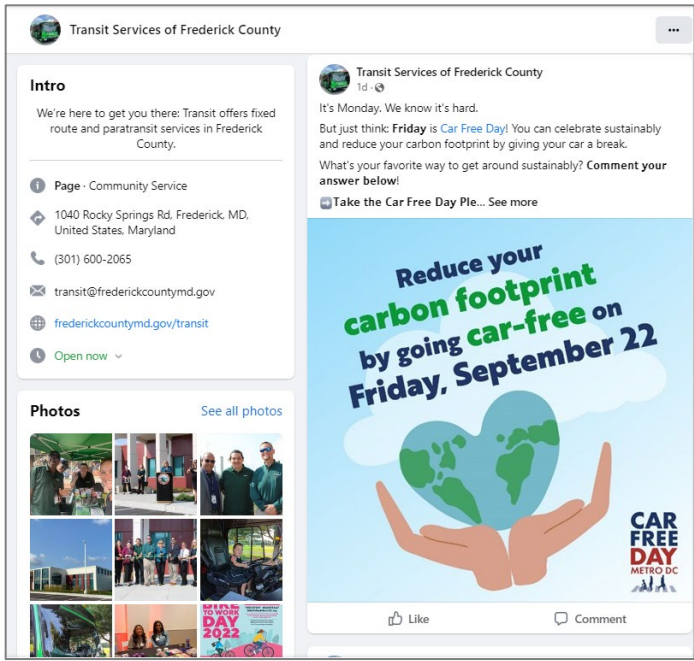
The screenshot shows the Maryland Transit Administration website. At the top, there is a navigation bar with the Maryland logo, MDT logo, and links for Maryland.gov, Phone Directory, State Agency, Online Services, Translate, and Login. Below this is a search bar and social media icons for Facebook, Twitter, Instagram, YouTube, and LinkedIn. A secondary navigation bar includes links for Getting Around, Business, Community, Media, Regional Transit, and About. The main content area features a news article dated Sep 07, 2023, titled "MARYLAND TRANSIT ADMINISTRATION EXTENDS WORLD CAR-FREE DAY BY OFFERING FREE TRANSIT ALL WEEKEND, SEPTEMBER 22-24". The article includes a "FOR IMMEDIATE RELEASE" notice and a sub-headline "Ride Fare Free on Local Bus, Light Rail, Metro Subway, MARC, Commuter Bus and Mobility to Artscape, the Ravens, to See 'The Wiz' – or Anywhere Else". The body text explains that the annual World Car Free Day is being extended to a weekend-long celebration from Friday, September 22, through Sunday, September 24. It mentions that the Maryland Department of Transportation Maryland Transit Administration is offering free rides on various transit services to encourage public transportation and reduce road congestion. The article also notes that throughout the weekend, riders can enjoy free rides to various events and locations, including the Artscape street festival, the Baltimore Ravens home game, and the play "The Wiz". A link to "Apply Now!" is visible in the job announcement section below the article.

## Charles County

The screenshot shows the Charles County Chamber of Commerce website. The header features the Charles County Chamber of Commerce logo, a search bar, and links for Member Login and Business Directory. A prominent job announcement banner reads "JOB ANNOUNCEMENT: The Charles County Chamber of Commerce is looking for our next President/CEO! Apply Now!". Below the banner is a navigation menu with links for Home, Join Now, Events, Doing Business Here, The Chamber, News You Need Now, and Charles County Living. The main content area displays an event titled "CAR FREE DAY 2023". The event details include: DATE AND TIME: Friday Sep 22, 2023, All Day Event; LOCATION: Across the Metropolitan DC Region; FEES/ADMISSION: Free. There are buttons for "Car Free Day 2023" and "Set a Reminder".

Frederick County





Montgomery County



## Press Releases - Department of Transportation

[MCDOT Home](#) » [Press Releases](#) » [Release](#)

Montgomery County Department of Transportation  
Announces Free Fare for all Ride On Buses in Support of Car-  
Free Day on September 22



For Immediate Release: Monday, September 18, 2023

Take the Free Pledge at [CarFreeMetroDC.org](http://CarFreeMetroDC.org)

**CAR FREE DAY**  
SEPTEMBER 22, 2023

Take the free pledge to be eligible for great prizes, even if you're already car free or car-lite, commuting full-time or on a hybrid work schedule.

**MCDOT**

Icons: Car, Bus, Train, Bicycle, Pedestrian, Scooter, Laptop

Sign up for

- Go Montgomery
- Ride On Alerts

Tweets by @MCDOTNow

- MCDOT News Releases
- MCDOT Photos
- MCDOT Mission and Vision (pdf)

All MCDOT News Releases



### Ride On Montgomery County Transit

September 22 at 1:00 PM · 🌐

Ride Ride On Fare-Free on Car Free Day! Fares are FREE on all Ride On buses TODAY for Car Free Day!

**MCDOT**

**FREE FARES ON ALL RIDE ON BUSES!**

**CAR FREE DAY**  
METRO DC  
9.22.23

Icons: Car, Bus, Train, Bicycle, Pedestrian, Scooter, Laptop

[carfreemetrodc.org](http://carfreemetrodc.org)



VIRGINIA  
Arlington County

Arlington Transportation Partners

PROGRAMS ▾ CHAMPIONS ▾ INITIATIVES ▾ SERVICES ▾ OFFERS ▾ BLOG

HOME >> INITIATIVES >> CAR FREE DAY

## CAR FREE DAY

September 22, 2023

Car Free Day is an international event that is celebrated each year on September 22. People are encouraged to try a more sustainable form of transportation during their commute. Whether you decide to bike, walk, use transit, or share the ride, join us in celebrating Car Free Day!

In the DC metro area, individuals can pledge and register to win prizes, courtesy of Commuter Connections. [Take the pledge today!](#)

Commuter Page .com

WAYS TO GET AROUND THE D.C. AREA NEWS TOOLS & RESOURCES ABOUT

Due to parking restrictions and construction, the Mobile Commuter Store will not be at the L'Enfant location through October 12, 2023.

Mobile Commuter Store Schedule

News & Events

Picture yourself in a new commute!

Car Free Day is Sept. 22! Take the pledge today!

Arlington Awarded Platinum-Level Walk-Friendly Community

Whether You Drive, Walk, Bike, or

The Commuter Store, Mobile Commuter Store, & CommuterDirect.com

Arlington's Car-Free Diet

ABOUT GET STARTED WAYS TO GET AROUND NEWS & EVENTS PARTNERS URBAN VILLAGES

Picture yourself in a new commute!

Car Free Day is Sept. 22! Take the pledge today!

Arlington Awarded Platinum-Level Walk-Friendly Community

Arlington's Car-Free Diet Partners

News & Events

Ways to Get Around

Sign up for CFD News

Fairfax County

**Fairfax Connector**
...

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**Page** · Transportation Service

FAIRFAX COUNTY VIRGINIA is responsible for this Page

4050 Legato Road, Suite 400, Fairfax, VA, United States, Virginia

✉ fairfaxconnector@fairfaxcounty.gov

🌐 fairfaxconnector.com

🕒 Closing Soon ▾

★ Rating · 3.2 (124 Reviews) ⓘ

👍 Like
💬 Comment

**Fairfax Connector** 1d · 🌐

If you ride the bus, you are already car-free, so why not take the pledge? <https://bit.ly/3sZTsZu>

3      2

👍 Like
💬 Comment

**Fairfax County Transportation**
...

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**Intro**

Official Facebook Page of the Fairfax County Department of Transportation.

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**Page** · Government organization

4050 Legato Road, Suite 400, Fairfax, VA, United States, Virginia

📞 (703) 877-5600

✉ dotinfo@fairfaxcounty.gov

🌐 fairfaxcounty.gov/transportation

🕒 Closing Soon ▾

**Car Free Day** 15h · 🌐

Doing good feels good – plus you can win some great prizes. Join us this Car Free Day on Friday, September 22 and be part of a global effort to reduce traffic a... See more

---

**Photos**

See all photos

Loudoun County



**Loudoun County Commuter Services**  
1.7K followers • 74 following

**Intro**  
We serve Loudoun County by engaging individuals and businesses with customized travel options.

Page · Government organization  
209 Gibson St NW, Suite 100, Leesburg, VA, United States, Virginia  
(703) 771-5665  
lccs@loudoun.gov  
loudoun.gov/commute  
Open now

**Post:** Loudoun County Commuter Services · 34m · 📍  
Need to travel on Friday, September 22? Plan to share a ride by carpooling for Car Free Day!  
Interested in finding a carpool to and from work but are not sure how to get started? Visit [loudoun.gov/commute](http://loudoun.gov/commute) to learn more about different ridesharing options available in Loudoun County.

**Photos:** See all photos

**Photos:** A grid of six promotional graphics for Car Free Day. The main graphic features a blue car with three people inside and the text "LET'S CLEAR THE AIR! CAR FREE DAY METRO DC 9.22.23". Other graphics include "TAKE A STAND FOR CLEAN AIR", "RISE UP!", "GREEN LIGHT TO GO CAR FREE!", and "BE PART OF SOMETHING BIG!".

# BINGO

3 in a row wins Bingo!

Get **Bingo** on this card for a chance to win one of four City of Manassas or OmniRide gift bags!

## Car Free Day • 9/22/23

Take a selfie in front of one of the newly painted Bus Shelters (Joint OmniRide/KPWB project) and email to [hmorello@omniride.com](mailto:hmorello@omniride.com).  
**Click here to learn more about the shelters!**

I teleworked or saved a car trip

Visit the bike racks and shelter at the downtown Manassas VRE Station.  
What is the name of the coffee shop across the railroad tracks?

Ride an OmniRide bus, VRE train or Metro train

**Click here to take the Car-Free Day Pledge!**

Learn more about the incenTrip mobile app at the Commuter Connections website here:  
[incenTrip website](#)

Locate the nearest bus stop to your house and research the routes that serve it  
**Write down bus stop number:**

Carpool or vanpool to work, play, or errands

Walk or Bike to a park near you.  
**Indicate the name of the park below:**

Please complete or answer the questions on **3 tiles in a row** (horizontally, vertically, or diagonally) and check their respective boxes. Then **email the PDF by 9/30/23** to [hmorello@omniride.com](mailto:hmorello@omniride.com) for your chance to win!

**OmniRide.com • 703-730-6664**

PRINCE WILLIAM  
 MY GOV INFO & SERVICES GET INVOLVED NEWS & SOCIAL MEDIA


THURSDAY, SEPTEMBER 22 | Transportation

### Car Free Day 2023

07:00 AM - 05:00 PM | All in Calendar

Virtual Event

Car Free Day is a free international event celebrated every September 22nd in which people are encouraged to get around without driving, work in cars and instead take a train, bus, bicycle, carpool, subway, or walk. For those that have the ability to work from home, telework also counts.



Take the Free Pledge at [CarFreeMetroDC.org](http://CarFreeMetroDC.org)

# CAR FREE DAY

SEPTEMBER 22, 2023

Take the free pledge to be eligible for great prizes, even if you're already car free or car-lite, commuting full-time or on a hybrid work schedule.

#CarFreeDay @CarFreeMetroDC

**COMMUTER CONNECTIONS.**  
 A SMARTER WAY TO WORK

CARFREEMETRODC.ORG 800.745.RIDE

CAR FREE DAY METRO DC 9.22.23

Icons representing car, bus, bicycle, walking, and subway.

**Clean Air Partners**

Clean Air Partners serves the metropolitan Baltimore-Washington regions by empowering individuals and organizations to take simple actions to reduce pollution and protect public health. Commuter Connections is one of Clean Air Partners' financial sponsors. As part of its sponsorship, during Ozone Action Month in August, Clean Air Partners integrated Commuter Connections and Car Free Day messaging at various events to build awareness about Car Free Day. One of its interactive promotions included an on-site Trivia game, with Car Free Day questions.



## 2023 Pledge Summary

Total regionwide pledges were 5,105.

### By Jurisdiction

All COG jurisdictions participated in support of Car Free Day 2023 and generated pledges. The District of Columbia was the number one jurisdiction with 1,130 (22.14%) of the total pledges, followed by Arlington County 1,006 (19.71%), and Montgomery County 993 (19.45%). Pledges in triple digit were generated in the following jurisdictions order: Fairfax County, Prince George's County, Loudoun County, City of Alexandria, and Prince William County.

### By Travel Mode

Participants were asked to select the mode(s) they would use on Car Free Day 2023. Participants could select more than one travel mode, and the average number of travel modes per person was 2.2. The breakdown was as follows: Telework 2,590 (51%), Walk/Run 3,064 (60%), Bicycle/Scooter 2,039 (40%), Train 1,764 (35%), Bus 1,241 (24%), and Carpool/Vanpool 650 (13%).

### By Alt Mode/SOV

Participants who self-identified as typical drive alone travelers made up 1,320 (26%) of the pledges, and those normally car-free accounted for 3,785 (74%) pledges.

### By State

With 2,186 (43%), Virginia had the greatest number of pledges in 2023, followed by Maryland at 1,705 (33%), and the District of Columbia at 1,130 (22%). Other states received 84 pledges (2%).

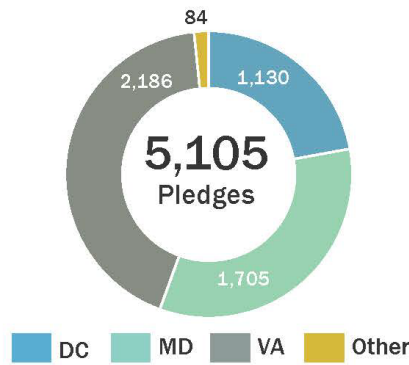
### By Activity

Those who took the pledge in 2023 were engaged in the following activities on Car Free Day: Working 4,176 (82%), Recreation/Exercise 2,227 (44%), Shopping/Errands 1,507 (30%), Dining Out/Entertainment 1,489 (29%), Taking Classes 354 (7%), Chauffeuring Kids 465 (9%) and Other 239 (5%).

### By Work Location

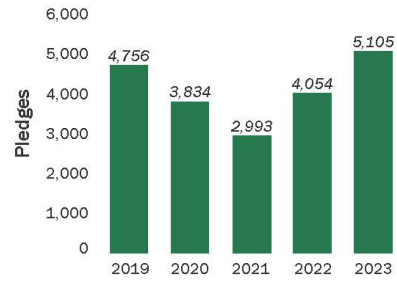
Worked From Home 2,433 (46%), Commuted to Standard Workplace 1,868 (35%), Not Working/Other 835 (16%), Co-working/Shared Workspace/Telework Center 157 (3%).

## APPENDIX A Pledge Data

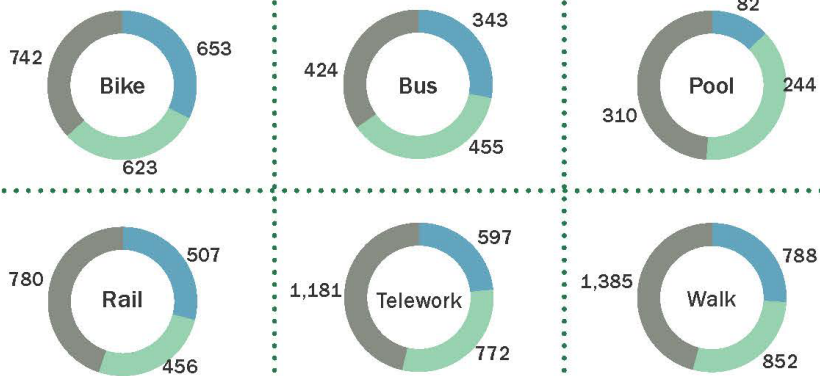
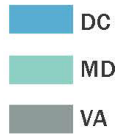


### 2023 Pledge Summary

Pledges (by year)



### Modal Pledge Count

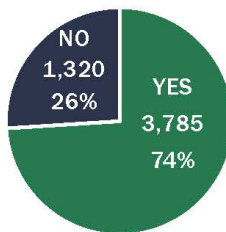


### Pledges by Transportation Mode

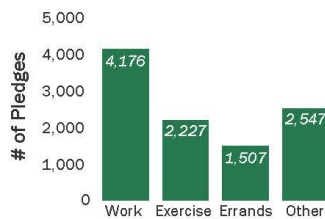
Participants could select multiple modes



### Normally Car Free?

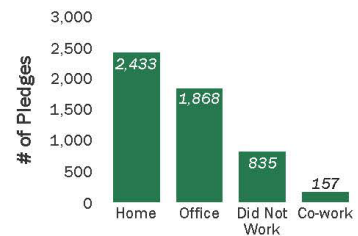


### Activities



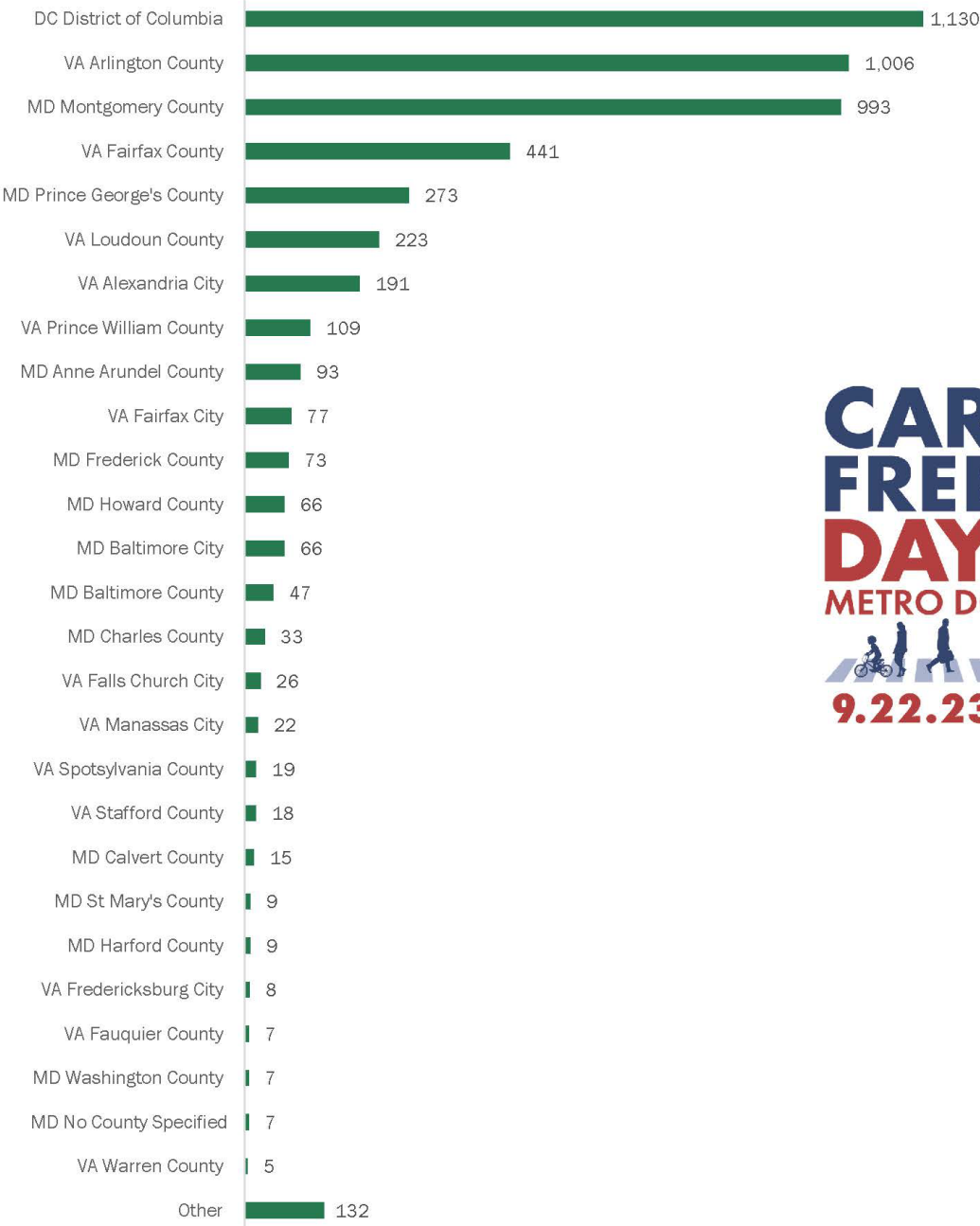
NOTE: Participants could check multiple modes.

### Work Location





Pledges by Jurisdiction



**APPENDIX B**  
**Earned Media Placements**

**Media Coverage**

| <b>Television/Broadcasting Interviews</b> |                           |   |
|---|---------------------------|---|
| 9/18/2023                                 | WMUC                      | <a href="#">9.18.23 WMUC News.mp3</a>   |
| 9/21/2023                                 | PGCTV                     | <a href="#">Car Free Day - PGCTV</a>  |
| <b>Print/Online Coverage</b>              |                           |   |
| 9/14/2023                                 | WUSA9                     | <a href="#">World Car Free Day 2023: Here's what to know - wusa9.com</a>  |
| 9/20/2023                                 | Montgomery Village        | <a href="#">Did you know that Friday, Sept. 22 is Car-Free Day? - Montgomery Village News Articles</a>  |
| 08/31/2023                                | George Mason University   | <a href="#">Friday, September 22: Car-Free Day - Parking and Transportation (gmu.edu)</a>   |
| 9/21/2023                                 | DCist                     | <a href="#">16 Things To Do Around DC This Weekend   DCist</a>  |
| 9/21/2023                                 | The Neighborhoods of EYA  | <a href="#">Driving Less: Benefits of Car-Free or Car-Lite Living (eya.com)</a>   |
| 9/19/2023                                 | Prince William Living     | <a href="#">Car Free Day is This Friday (Prince William Living)</a>   |
| 9/15/2023                                 | OmniRide                  | <a href="#">OmniRide Asks Residents to Pledge to Go Car Free on September 22</a>  |
| 9/18/2023                                 | MCDOT                     | <a href="#">Montgomery County Department of Transportation Announces Free Fare for all Ride On Buses in Support of Car-Free Day on September 22</a> |
| <b>Social Media</b>                       |                           |   |
| 8/29/2023                                 | Instagram – DDOT DC       | <a href="#">D.C. Department of Transportation (@ddotdc)</a>   |
| 8/25/2023                                 | Instagram goDCgo          | <a href="#">goDCgo (@godcgo)</a>  |
| 9/22/2023                                 | Instagram goDCgo          | <a href="#">goDCgo (@godcgo)</a>  |
| 9/22/2023                                 | Instagram – Ride on MTC   | <a href="#">Ride On Montgomery County (@rideonmct)</a>  |
| 9/22/2023                                 | Instagram – Ride on MTC   | <a href="#">Ride On Montgomery County (@rideonmct)</a>  |
| 9/22/2023                                 | Instagram – Ride on MTC   | <a href="#">Ride On Montgomery County (@rideonmct)</a>  |
| 9/22/2023                                 | Instagram – Ride on MTC   | <a href="#">Ride On Montgomery County (@rideonmct)</a>  |
| 9/21/2023                                 | Instagram – Ride on MTC   | <a href="#">Ride On Montgomery County (@rideonmct)</a>  |
| 9/20/2023                                 | Instagram – Ride on MTC   | <a href="#">Ride On Montgomery County (@rideonmct)</a>  |
|   |                           |   |
| 9/20/2023                                 | Instagram – Ride on MTC   | <a href="#">Ride On Montgomery County (@rideonmct)</a>  |
| 9/18/2023                                 | Instagram – Ride on MTC   | <a href="#">Ride On Montgomery County (@rideonmct)</a>  |
| 9/22/2023                                 | Instagram – Car-Free Diet | <a href="#">Car-Free Diet (@carfreediet)</a>  |
| 9/17/2023                                 | Instagram – Car-Free Diet | <a href="#">Car-Free Diet (@carfreediet)</a>  |
| 9/9/2023                                  | Instagram – Car-Free Diet | <a href="#">Car-Free Diet (@carfreediet)</a>  |
| 9/7/2023                                  | Instagram – Car-Free Diet | <a href="#">Car-Free Diet (@carfreediet)</a>  |
| 9/1/2023                                  | Instagram – Car-Free Diet | <a href="#">Car-Free Diet (@carfreediet)</a>  |

|            |   |  |
|------------|---|--|
| 9/15/2023  | Instagram – Art Arlington Transit                   | <a href="#">ART – Arlington Transit (@art_arlington)</a>                   |
| 9/6/2023   | Instagram – Art Arlington Transit                   | <a href="#">ART – Arlington Transit (@art_arlington)</a>                   |
| 9/22/2023  | Instagram - Roozha365                               | <a href="#">Car Free Day 2023 - (roozha3650)</a>                           |
| 9/22/2023  | Instagram -mcdotnow                                 | <a href="#">Montgomery County Department of Transportation (@mcdotnow)</a> |
| 9/22/2023  | Instagram -mcdotnow                                 | <a href="#">Montgomery County Department of Transportation (@mcdotnow)</a> |
| 9/22/2023  | Instagram -mcdotnow                                 | <a href="#">Montgomery County Department of Transportation (@mcdotnow)</a> |
| 9/19/2023  | Instagram -mcdotnow                                 | <a href="#">Montgomery County Department of Transportation (@mcdotnow)</a> |
| 9/15/2023  | Instagram -mcdotnow                                 | <a href="#">Montgomery County Department of Transportation (@mcdotnow)</a> |
| 9/12/2023  | Instagram -mcdotnow                                 | <a href="#">Montgomery County Department of Transportation (@mcdotnow)</a> |
| 9/21/2023  | Facebook -RideSmart                                 | <a href="#">RideSmart - (RideSmart)</a>                                    |
| 9/14/2023  | Facebook - RideSmart                                | <a href="#">RideSmart (RideSmart)</a>                                      |
| 9/22/2023  | Facebook - RideSmart                                | <a href="#">RideSmart - (RideSmart)</a>                                    |
| 9/8/2023   | Facebook - RideSmart                                | <a href="#">RideSmart (RideSmart)</a>                                      |
| 9/22/2023  | Facebook - goDCgo                                   | <a href="#">goDCgo (goDCgo)</a>  |
| 8/25/2023  | Facebook - goDCgo                                   | <a href="#">goDCgo (goDCgo)</a>  |
| 9/22/2023  | Facebook – Ride on MTC                              | <a href="#">Ride on MTC (Ride on MTC)</a>                                  |
| 9/22/2023  | Facebook – Ride on MTC                              | <a href="#">Ride on MTC (Ride on MTC)</a>                                  |
| 9/22/2023  | Facebook – Ride on MTC                              | <a href="#">Ride on MTC (Ride on MTC)</a>                                  |
| 9/22/2023  | Facebook – Ride on MTC                              | <a href="#">Ride on MTC (Ride on MTC)</a>                                  |
| 9/22/2023  | Facebook – Ride on MTC                              | <a href="#">Ride on MTC (Ride on MTC)</a>                                  |
| 9/22/2023  | Facebook – Ride on MTC                              | <a href="#">Ride on MTC (Ride on MTC)</a>                                  |
| 9/20/2023  | Facebook – Ride on MTC                              | <a href="#">Ride on MTC (Ride on MTC)</a>                                  |
| 9/21/2023  | Facebook – Ride on MTC                              | <a href="#">Ride on MTC (Ride on MTC)</a>                                  |
| 9/20/2023  | Facebook – Ride on MTC                              | <a href="#">Ride on MTC (Ride on MTC)</a>                                  |
| 9/19/2023  | Facebook – Ride on MTC                              | <a href="#">Ride on MTC (Ride on MTC)</a>                                  |
| 9/19/2023  | Facebook – Ride on MTC                              | <a href="#">Ride on MTC (Ride on MTC)</a>                                  |
| 08/28/2023 | Facebook – DDOT DC                                  | <a href="#">DDOT DC (DDOT DC)</a>  |
| 9/16/2023  | Facebook - Tri-County Council for Southern Maryland | <a href="#">Tri-County Council for Southern Maryland (TCCSMD)</a>          |
| 9/15/2023  | Facebook - Tri-County Council for Southern Maryland | <a href="#">Tri-County Council for Southern Maryland (TCCSMD)</a>          |

|                                    |                              |   |
|------------------------------------|------------------------------|---|
|                                    |                              |   |
| 9/22/2023                          | Facebook - Bike League       | <a href="#">Bike League (League of American Bicyclists)</a>                   |
| 9/22/2023                          | X - Bike League              | <a href="#">Bike League (League of American Bicyclists)</a>                   |
| 9/22/2023                          | X - Metro Forward            | <a href="#">Metro Forward (WMATA)</a>   |
| 9/21/2023                          | X - Metro Forward            | <a href="#">Metro Forward (WMATA)</a>   |
| 9/22/2023                          | Facebook - Metro Forward     | <a href="#">Metro Forward (WMATA)</a>   |
| 9/21/2023                          | Facebook - Metro Forward     | <a href="#">Metro Forward (WMATA)</a>   |
| 9/22/2023                          | Instagram - Metro Forward    | <a href="#">Metro Forward (WMATA)</a>   |
| 9/21/2023                          | Instagram - Metro Forward    | <a href="#">Metro Forward (WMATA)</a>   |
| 9/18/2023                          | Facebook - Fairfax Connector | <a href="#">Fairfax Connector (Fairfax Connector)</a>                         |
| <b>Calendar Listings</b>           |                              |   |
| 730 DC                             |                              | <a href="#">Weekly Scheduler (730dc.com)</a>                                  |
| Adams Morgan BID                   |                              | <a href="#">Car Free Day 2023 - Adams Morgan Partnership BID (admodc.org)</a> |
| Afro American Newspaper            |                              | <a href="#">Car Free Day 2023 - The Afro Calendar</a>                         |
| Alexandria Times                   |                              | <a href="#">Car Free Day 2023 - Alex Times</a>                                |
| All Events                         |                              | <a href="#">Car Free Day 2023 - AllEvents</a>                                 |
| ALX Now                            |                              | <a href="#">Car Free Day 2023 - ALXnow</a>                                    |
| ARL Now                            |                              | <a href="#">Car Free Day 2023 - ARLnow.com</a>                                |
| Arlington Chamber of Commerce      |                              | <a href="#">Car Free Day 2023 - arlingtonchamber.org</a>                      |
| Arlington Transportation Partners  |                              | <a href="#">Car Free Day - Arlington Transportation Partners</a>              |
| Baltimore Child                    |                              | <a href="#">Car Free Day 2023 - (baltimoreschild.com)</a>                     |
| Baltimore Sun                      |                              | <a href="#">Car Free Day 2023 - Baltimore Sun Calendar</a>                    |
| Capital Gazette                    |                              | <a href="#">Car Free Day 2023 - Capital Gazette Calendar</a>                  |
| Capitol Hill BID                   |                              | <a href="#">Car Free Day 2023 - Capitol Hill BID</a>                          |
| Carroll County Times               |                              | <a href="#">Car Free Day 2023 - Carroll County Times</a>                      |
| Charles County Chamber of Commerce |                              | <a href="#">Car Free Day 2023 - charlescountychamber.org</a>                  |
| City Spark                         |                              | <a href="#">Car Free Day 2023 - CitySpark</a>                                 |
| DC Inno                            |                              | <a href="#">Events   AmericanInno</a>   |
| DC Military                        |                              | <a href="#">Car Free Day - DCMilitary Events</a>                              |
| DC Social Guide                    |                              | <a href="#">DC Social Guide Events - Car Free Day 2023</a>                    |
| DC News Now                        |                              | <a href="#">Car Free Day 2023 - DC News Now</a>                               |
| Dulles Moms                        |                              | <a href="#">Car Free Day 2023 - Dullesmoms.com</a>                            |
| Events.com                         |                              | <a href="#">Car Free Day 2023 - Events.com</a>                                |
| Evnt                               |                              | <a href="#">Evnt Events - Car Free Day 2023</a>                               |
| FFX Now                            |                              | <a href="#">Car Free Day 2023 - FFXnow</a>                                    |
| Frederick News Post                |                              | <a href="#">Car Free Day 2023 - fredericknewspost.com</a>                     |
| Georgetown DC BID                  |                              | <a href="#">Car Free Day - Georgetown DC</a>                                  |
| Greater Greater Washington         |                              | <a href="#">Car Free Day 2023 - Greater Greater Washington (ggwash.org)</a>   |

|                                    |   |
|------------------------------------|---|
| Loudoun Chamber of Commerce        | <a href="#">Car Free Day 2023 - Loudoun Chamber</a>                 |
| Maryland Cycling Events            | <a href="#">Car Free Day 2023 - BikeRide</a>                        |
| Mommy Poppins                      | <a href="#">Car Free Day 2023 Mommy Poppins</a>                     |
| Montgomery Magazine                | <a href="#">Car Free Day 2023 - Montgomery Magazine Calendar</a>    |
| Patch - Arlington                  | <a href="#">Car Free Day 2023 - Patch</a>                           |
| Petworth News                      | <a href="#">Car Free Day - Petworth News</a>                        |
| Popville (DC blog)                 | <a href="#">Car Free Day 2023 - PoPville</a>                        |
| Potomac Local                      | <a href="#">Car Free Day 2023 - Potomac Local News</a>              |
| Prince William, VA                 | <a href="#">Car Free Day 2023 (pwcva.gov)</a>                       |
| Scene Think                        | <a href="#">Car Free Day   Sep 22   SceneThink</a>                  |
| The Bay Net                        | <a href="#">Car Free Day 2023 - The BayNet Calendar</a>             |
| The Georgetown                     | <a href="#">Car Free Day 2023 - The Georgetown</a>                  |
| Patch - DC                         | <a href="#">Car Free Day 2023 - Washington DC, DC Patch</a>         |
| The Wash Cycle                     | <a href="#">Car Free Day 2023 - TheWashCycle</a>                    |
| Washington Family, Reston          | <a href="#">Car Free Day 2023 - Washington Family Calendar</a>      |
| Washington Jewish Week             | <a href="#">Car Free Day 2023 - Washington Jewish Week Calendar</a> |
| Washington Parent                  | <a href="#">Car Free Day 2023 - Washington Parent Magazine</a>      |
| Bike League                        | Internal Shout-out  |
| Greater Washington Women's Network | Newsletter Shout-out  |

**APPENDIX C  
Media Results**

| <b>Car Free Day Media</b> | <b>Amount Spent</b> | <b>Impressions</b> | <b>Click Thrus or Interactions</b> | <b>Click Thru / Interaction Rate</b> | <b>Cost Per Click / Interaction</b> |
|---------------------------|---------------------|--------------------|------------------------------------|--------------------------------------|-------------------------------------|
| Facebook                  | \$1,470.74          | 304,156            | 1,847                              | 0.61%                                | \$0.80                              |
| X                         | \$250.00            | 392,496            | 17                                 | 0.00%                                | \$14.71                             |
| Spotify                   | \$8,432.62          | 78,978             | 571                                | 0.72%                                | \$14.77                             |
| WTOP.com                  | \$5,000.55          | 640,531            | 622                                | 0.10%                                | \$8.04                              |
| YouTube                   | \$750.00            | 36,680             | 775                                | 2.11%                                | \$0.97                              |
|                           | <b>\$15,903.91</b>  | <b>1,452,841</b>   | <b>3,832</b>                       |                                      |                                     |