



NATIONAL CAPITAL REGION TRANSPORTATION PLANNING BOARD TECHNICAL COMMITTEE MEETING SEPTEMBER 10, 2021

Car Free Day 2021

Holly Morello
Potomac & Rappahannock Transportation Commission



Car Free Day Background

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



International

London, England



Manila, Philippines



Rwanda





- Coincides with European Mobility Week.
- An annual campaign on sustainable urban mobility, Sept 16-22.
- Aims to introduce and promote sustainable transportation measures as alternatives to car use.





EUROPEAN MOBILITY WEEK

16-22 SEPTEMBER 2021

Move Sustainably. Stay Healthy.

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



Media Coverage

- Commuter Connections Wants You to Commit to a Car Free Tuesday
- CTV News Car Free Day
- Calendar Listings



Car Free Day Washington DC Region

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



Car Free Day Background

- Not just commuters.
 - Seniors
 - Students
 - Homemakers
- People who ordinarily travel SOV to work, errands, and classes.
- Pledge Goal 5,000.



Car Free Day Partnerships



Regional Proclamation



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 citizens of the region to telework and try alternative forms of transportation such as transit, bicycling, walking, and "car-lite" methods such as carpools and vanpools in a safe and healthy manner; 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 European Mobility Week, occurring September 16-22, 2020, celebrating sustainable mobility.

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

Proclaims Car Free Day throughout the Washington Metropolitan region to be observed on Tuesday, September 22, 2020; and

Encourages citizens to take the pledge to be Car Free or Car-lite at www.carfreemetrodc.org; and

Asks TPB member jurisdictions to adopt similar proclamations in support of Car Free Day 2020.

Chair, National Capital Region Transportation Planning Board



2020 TPB Proclamation Signing



Car Free Day Web Site



9.22.21
COMMUTE WITH CONFIDENCE

Take the Free Pledge

Use Safe and Healthy Practices.

CAR FREE DAY
SEPTEMBER 22, 2021

HOME

ABOUT US

HOW TO BE CAR FREE

THE CAR FREE PLEDGE

PRIZES & PROMOTIONS

NEWS

SPONSORS & PARTNERS

CONTACT

Home

Home



TAKE THE PLEDGE TODAY, IT'S FREE.
And you could Win Great Prizes!



National Capital Region
Transportation Planning Board

www.carfreemetrodc.org

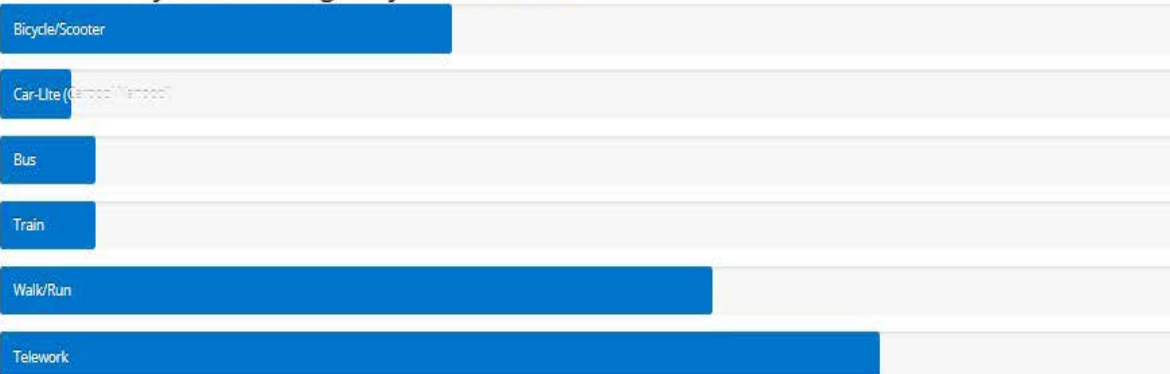
Website Leaderboard



3,834

Total Pledges

Car Free Day 2020 - Pledges by Travel Mode



Promotional Materials

Take the Free Pledge at CarFreeMetroDC.org



CAR FREE DAY

SEPTEMBER 22, 2021

Use Safe and Healthy Practices.
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 800.745.RIDE



CAR FREE DAY
METRO DC



9.22.21
COMMUTE WITH CONFIDENCE



Social Media

facebook



Car Free Day
Published by Hootsuite · 20h · 🌐

Replace your gas pedal with bike pedals when you go car free or car-lite on Wednesday, September 22, for Car Free Day! Take the free pledge at <https://bit.ly/CarFreeDay2021> and enter our raffle to win great prizes from sponsors based in Metro DC. #CarFreeDay2021 #CarFreeMetroDC



TRADE IN THE GAS PEDAL

CAR FREE DAY METRO DC
9.22.21
COMMUTE WITH CONFIDENCE

The poster features an illustration of a man with a backpack riding a bicycle on a city street. The text 'TRADE IN THE GAS PEDAL' is prominently displayed on the left. On the right, the 'CAR FREE DAY METRO DC' logo is shown with the date '9.22.21' and the slogan 'COMMUTE WITH CONFIDENCE'.

twitter



Take the Free Pledge



CAR FREE DAY METRO DC
9.22.21

Safe and Practices.

CAR FREE DAY
SEPTEMBER 22, 2021

... 📧 🔔 **Following**

Commuter Connections
@CarFreeMetroDC Follows you

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

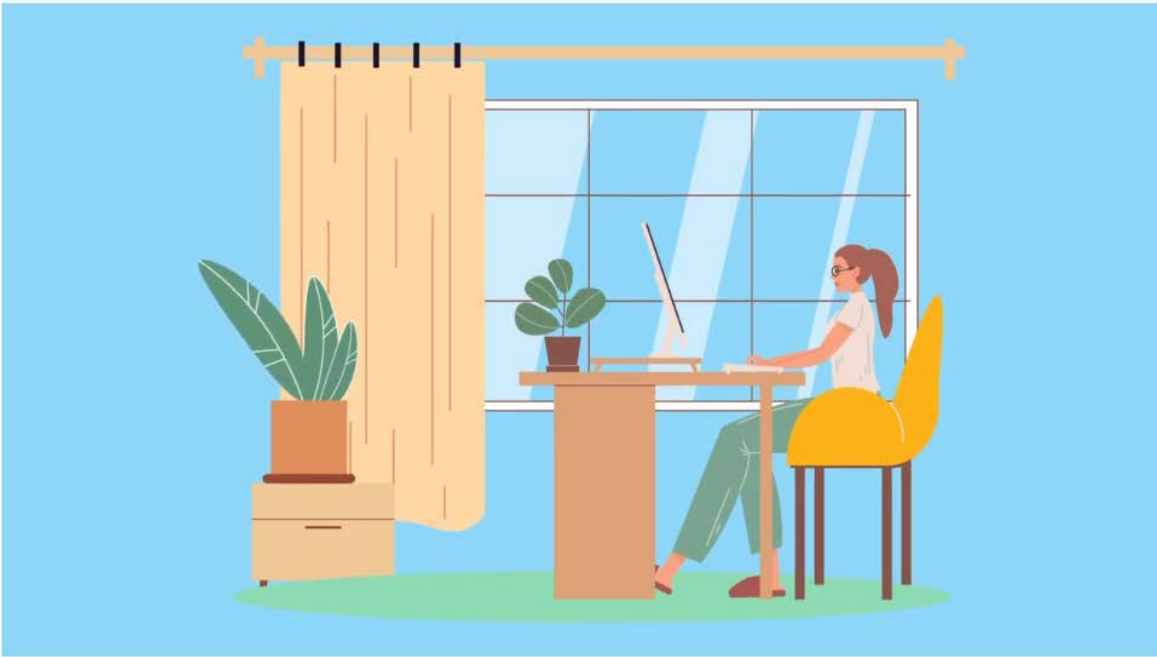
116 Following 734 Followers

Followed by AAA Mid-Atl DC News, T2O, and 3 others you follow

The Twitter profile includes a header with the text 'Take the Free Pledge' and a row of icons representing different transportation modes. The profile picture is a circular logo for 'CAR FREE DAY METRO DC' with the date '9.22.21'. The bio describes the event and provides a link to the website. It also shows the number of people followed and following, and a list of accounts followed.



Paid Social Media



youtube.com/watch?v=mXcoqN6YrcI

Apps Test Site New Com... The Bike Rack Sharepoint New Tab Open Streets DC ZIP Free zipcode looku... Regional Transporta... Commuter Connect...

YouTube Search

Car Free Day 2020

27,797 views · Sep 8, 2020

Commuter Connections
129 subscribers

3 0 SHARE SAVE ...

SUBSCRIBE

The screenshot shows a YouTube video player. The video content is a flat-style illustration of a woman with glasses and a ponytail sitting at a wooden desk, working on a laptop. She is wearing a white shirt and green pants. The desk is positioned in front of a large window with a wooden frame and yellow curtains. A potted plant sits on a small wooden cabinet to the left of the desk. The background is a solid light blue color. Below the video, the title 'Car Free Day 2020' is displayed, along with the view count '27,797 views · Sep 8, 2020'. The channel name 'Commuter Connections' and subscriber count '129 subscribers' are visible. Interaction icons for likes (3), comments (0), share, save, and a menu are present. A red 'SUBSCRIBE' button is located at the bottom right of the video player.



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ElTiempoLatino

>> AL MOMENTO LA CRISIS DEL COVID-19

Coronavirus Américas Nacional Deportes Mundo Entretenimiento Local Lifestyle Opinión Business Tecnología Salud

CAR FREE DAY METRO DC 9.22.20 COMMUTE WITH CONFIDENCE

Haz un compromiso gratis para poder ganar grandes premios, incluso si no tienes carro o lo usas poco.

#CarFreeDay @CarFreeMetroDC

COMMUTER CONNECTIONS. A SMARTER WAY TO WORK. CARFREEMETRODC.DIG 800.745.9102

Apoye el periodismo local en español. Nuestra cobertura del coronavirus es vital hoy más que nunca. **APOYE**

¿Conviene tomar vacaciones ahora?
Desconectar no es ser irresponsable, sino tomar aliento para emprender la carrera con más fuerza.

¿ESTÁS LISTO PARA SER EL PROPIETARIO DE UNA CASA?
George Mason Mortgage es el promotor local con experiencia que necesitas.
¡COMIENZA AHORA!

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Junta Electoral de Maryland informa envío de solicitudes de boletas de votación a electores

La Junta Electoral de Maryland anunció este lunes 31 de agosto que las solicitudes de boletas de votación para los comicios del 3 de noviembre se enviarán por correo a los electores elegibles, entre el

Policía de DC y manifestantes se enfrentaron cerca de la Plaza Black Lives Matter

Pandemia: En cinco meses se perdieron más empleos que en crisis de 2008

Horóscopo Semanal

Horóscopo semanal de El Tiempo Latino



Sponsors



capital bikeshare



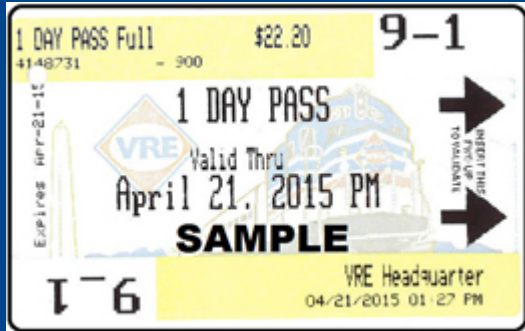
HipCityVeg



caboose
BREWING CO.



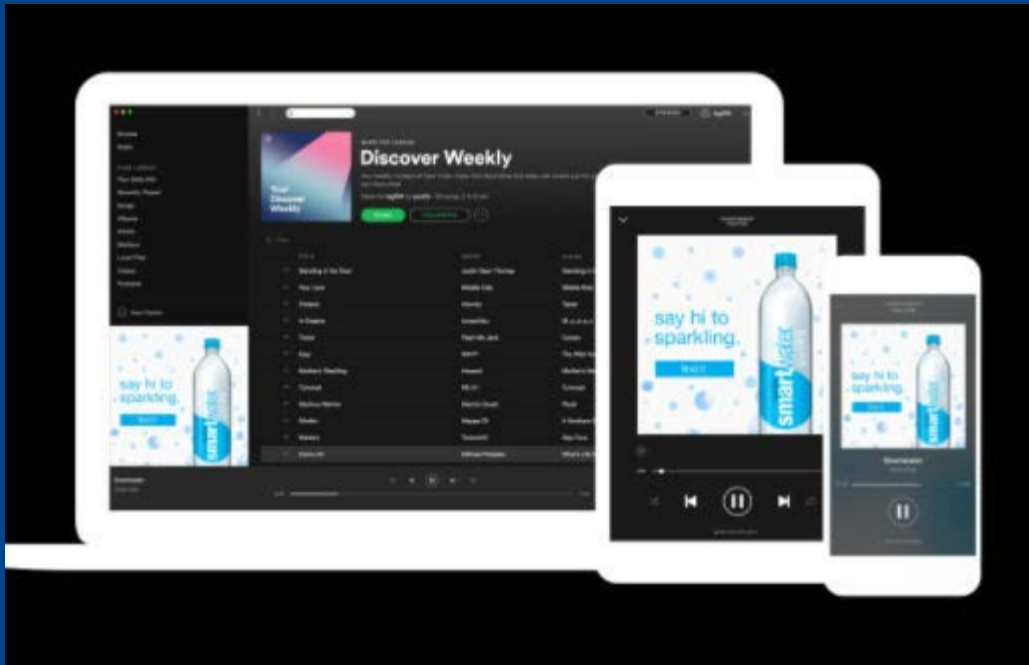
Prizes



Radio Support



Spotify



CAR FREE DAY METRO DC



9.22.20

COMMUTE WITH CONFIDENCE

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#CarFreeDay @CarFreeMetroDC

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CARFREEMETRODC.ORG 800.745.RIDE



Transit



Native Article



Est. 2006

SPONSORED

Finally, Something to Celebrate: Car Free Day!

PoP Sponsor September 8, 2020 at 12:15pm

9.22.20

CAR FREE DAY

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

Icons representing various transportation modes: car, bicycle, wheelchair, stroller, train, bus, and walking.

CAR FREE DAY METRO DC
9.22.20
COMMUTE WITH CONFIDENCE

#CarFreeDay @CarFreeMetroDC
COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

Use Safe and Healthy Practices. Wear Masks, Social Distance, Wash Hands. CARFREEMETRODC.ORG 800.745.RIDE



Has it been a year already? Don't look now, but Tuesday, September 22, is officially Car Free Day.

Car Free Day is an international event that heightens awareness of the impact of traffic on the quality of life in the region and is celebrated in more than 2,000 cities in 46 countries. Locally, the event is hosted by [Commuter Connections](#), the regional network of transportation organizations coordinated by the [Metropolitan Washington Council of Governments](#).

Jurisdiction Events



Capital Area Car Free College Campus Challenge



9.22.20

CAR FREE DAY

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#CarFreeDay @CarFreeMetroDC

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

CARFREEMETRODC.ORG 800.745.RIDE



CAR FREE DAY
METRO DC

Join the Capital Area Car Free College Campus Challenge!

9.22.20
COMMUTE WITH CONFIDENCE



Q & A

