



CAR FREE DAY 2021 EVENT

**WASHINGTON, DC
METROPOLITAN REGION**

FY 2022 DRAFT REPORT

March 9, 2022

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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, scootering, and walking. In the Washington, DC region Car Free Day began in 2008 and is coordinated by Commuter Connections and its regional network partners. Car Free Day in the National Capital region also includes the option to participate by traveling “car lite” (carpool or vanpool) and also teleworking, which has grown in popularity due to the COVID pandemic.

A regional marketing campaign promoted the Car Free Day event held on September 22, 2021, which yielded 2,993 pledges. While this was a decrease from the previous year, pledges were still slightly more than in 2018. The low number of pledges in 2021 were attributed to the continued impact of the pandemic on the region. Compared to 2020, when most were teleworking during year one of the pandemic, in 2021 more workers were back at the office but hesitant to use shared modes of transportation.

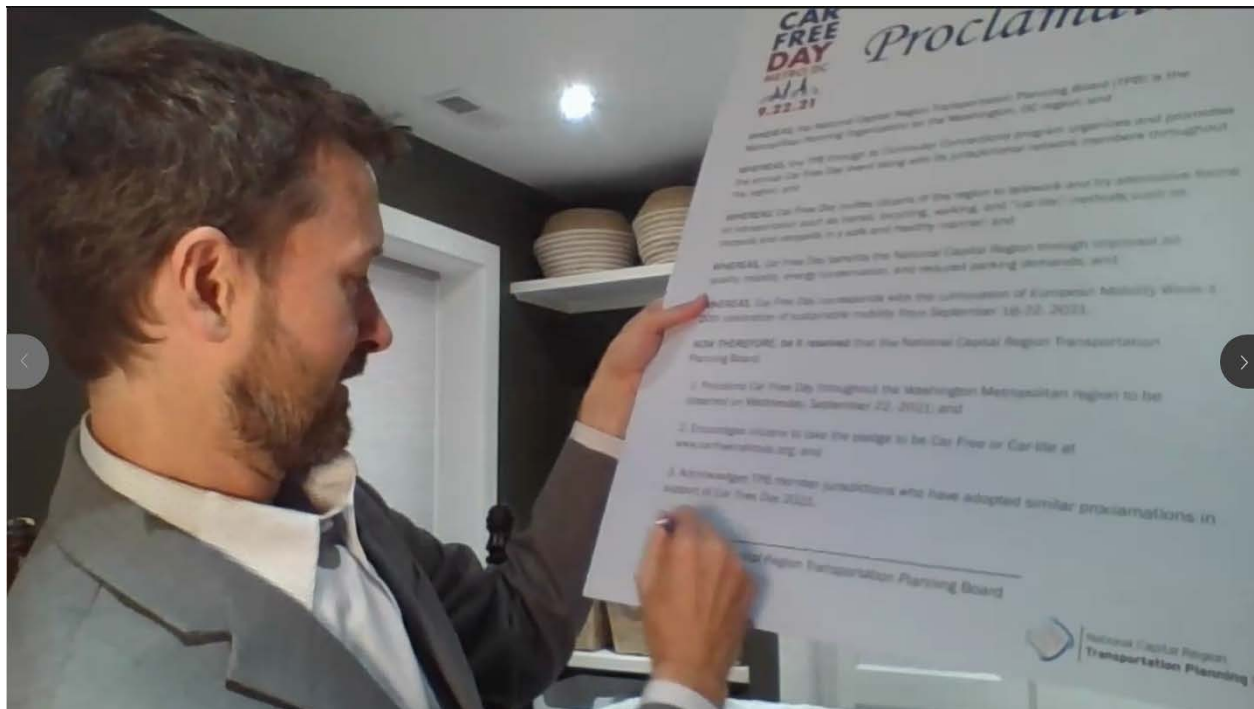
Three main objectives of the Car Free Day marketing campaign were to:

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 2021 proclamation signing took place at the Metropolitan Washington Council of Governments' National Capital Region Transportation Planning Board (TPB) meeting on September 22, 2022, which was held virtual. Charles Allen, District of Columbia Councilmember and TPB Chair, signed the enlarged proclamation during the meeting and officially proclaimed as September 22, 2022 as Car Free Day in the Washington, DC region.





9.22.21

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, 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 the culmination of European Mobility Week’s 20th celebration of sustainable mobility from September 16-22, 2021.

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 Wednesday, September 22, 2021; and
2. Encourages citizens to take the pledge to be Car Free or Car-lite at www.carfreemetrodc.org; and
3. Acknowledges TPB member jurisdictions who have adopted similar proclamations in support of Car Free Day 2021.

Chair, National Capital Region Transportation Planning Board



National Capital Region
Transportation Planning Board

Local Jurisdictional Proclamations

Many of the local jurisdictions in the region held their own Car Free Day 2021 proclamations.





PROCLAMATION

WHEREAS, the City of Fairfax envisions a sustainable community and continually works to provide a variety of safe and convenient transportation options; and

WHEREAS, Car Free Day invites citizens from the City of Fairfax and the greater Washington region to telework and to try alternative forms of transportation such as the City's CUE bus, other transit, bicycling and walking, and "car lite" methods such as carpools and vanpools; and

WHEREAS, Car Free Day benefits the City of Fairfax and the region through improved air quality, mobility, parking demands, and energy conservation; and

WHEREAS, the City of Fairfax supports regional efforts to promote sustainable transportation options through events such as Car Free Day; and

WHEREAS, the National Capital Region Transportation Planning Board through its Commuter Connections program organizes and promotes the annual Car Free Day event on September 22.

NOW THEREFORE, I, David Meyer, Mayor of the City of Fairfax, do hereby proclaim SEPTEMBER 22 as

Car Free Day

in the City of Fairfax and encourage members of the community to pledge to try car free options by visiting www.carfreemetrod.org.

Done this fourteenth day of September 2021, in the City of Fairfax.



David Meyer
Mayor

ATTEST:
Melanie Cook
City Clerk



County Commissioners of Charles County

PROCLAMATION 2021-45

CAR FREE DAY

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 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; 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 Days corresponds with European Mobility Week's 20th celebration of sustainable mobility from September 16-22, 2021.

NOW, THEREFORE, WE, THE COUNTY COMMISSIONERS OF CHARLES COUNTY, MARYLAND, do hereby proclaim September 22, 2021 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

Reshen B. Collins II, Esq.
Reshen B. Collins II, Esq., President

Bobby Rauci
Bobby Rauci, Vice President
District 4

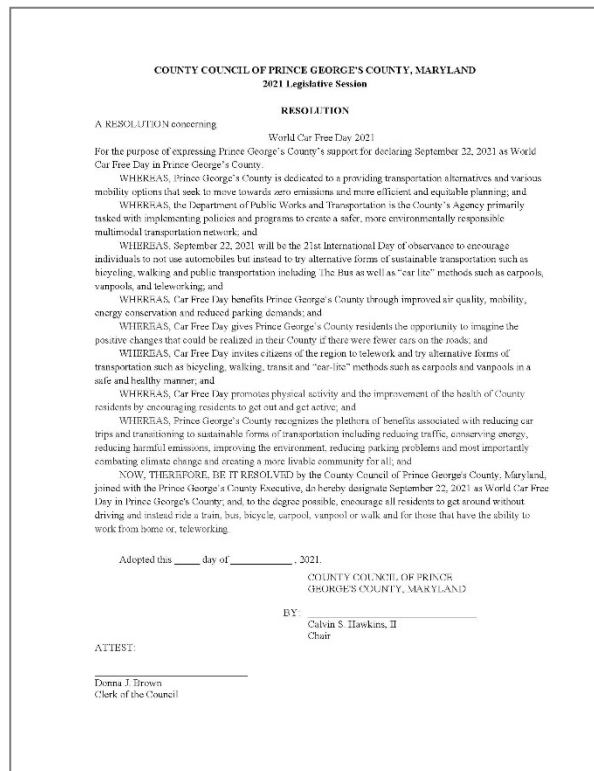
Gilbert O. Bowling III
Gilbert O. Bowling III
District 1

Thomastina O. Coates, M.S.
Thomastina O. Coates, M.S.
District 2

Jonathan M. Stewart, M.Ed.
Jonathan M. Stewart, M.Ed.
District 3



Attest:
Carol A. DeSoto
Carol A. DeSoto, Clerk to the Board of Commissioners



Sponsors

Raffle Prizes

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

- Capital Bikeshare annual memberships, courtesy goDCgo
- Samsung Galaxy Tablet, courtesy Tri-County Council for Southern Maryland
- Monthly SmarTrip Card, courtesy Washington Metropolitan Area Transit Authority
- Free T-shirt and annual membership, courtesy East Coast Greenway Alliance
- Grocery Store gift cards of \$25 value, courtesy Giant Food
- WABA annual memberships, courtesy Washington Area Bicyclist Association
- Nando's PERi-PERi, Full Platter at DC, MD, and VA locations, courtesy Nando's PERi-PERi
- Commuter train passes, courtesy VirginiaRailwayExpress
- HipCityVeg, \$20 giftcard courtesy HipCityVeg
- Brewery Tasting for 2, courtesy Caboose Tavern
- \$50 gift card, courtesy Georgetown Running Company



Special Offers

An online Nift Gift (neighborhood gift) promo code was emailed to all who took the Car Free Day 2021 pledge. With Nift, Car Free Day participants were provided with a \$30 credit to discover great local businesses in neighborhoods where they live or work.



Poster

Images developed for Car Free Day 2021 reintroduced ridesharing and transit back into the fold. Messaging reminded participants to use safe and healthy practices, but it was less prominent than in 2020. The poster was available in PDF format at www.carfreemetrodc.org and was sent as an HTML email blasé to 44,150 employers, stakeholders, and past year's participants of Car Free Day and Bike to Work Day events.

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

Icons: car, bus, train, bicycle, walking, scooter, laptop

QR code

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 such as taking transit, carpooling, vanpooling, bicycling, scootering and walking in a safe and healthy manner. Participating by teleworking was also included. The objectives were to encourage workers, residents, and students to take the Car Free Day pledge to reduce traffic congestion and auto emissions. The campaign also looked to engage employers, area universities, and the general public.

The Car Free Day media buy consisted of radio, text messaging, posters, YouTube, key influencer blog, and digital banner ads. Other efforts to promote Car Free Day included social media, earned media, and complimentary transit ads.

Car Free Day Media Spending	Gross Dollars	COG Net Cost	Actual Impressions
Spotify	\$10,588.50	\$9,000.00	613,667
YouTube	\$750.00	\$750.00	77,763
WTOP	\$26,095.00	\$22,937.25	534,463
WPGC	\$5,895.00	\$5,010.75	215,000
WHUR	\$5,950.00	\$5,057.50	595,500
El Tiempo Latino	\$1,412.00	\$1,200.00	46,170
PoPville	\$705.00	\$600.00	2,777
Text Messages	\$471.00	\$400.00	5,090
Totals	\$51,866.50	\$44,955.50	2,090,430

Value Add

A total of approximately \$20,000 in value add was negotiated for Car Free Day 2021.

Radio

New radio spots were produced for Car Free Day 2021 and aired on three radio stations: WPGC (95.5), WHUR (96.3), and WTOP (103.5).



Radio Scripts

"Car Free Day 2021" :30 seconds

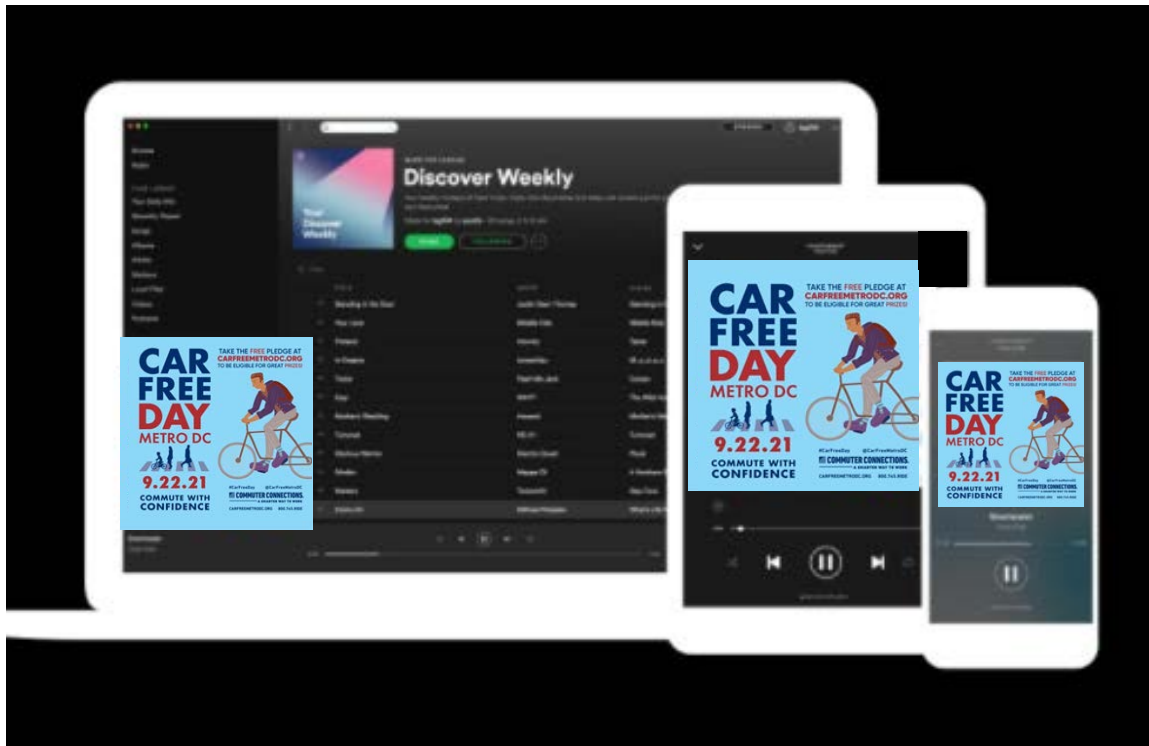
Commute with Confidence on Car Free Day! Use transit, rideshare, bike, walk, scooter, or telework on Wednesday, September 22nd. Take the free pledge at Car Free Metro D-C Dot Org for special promotions and free raffle entry for great prizes, even if you're already car free or car-lite. And remember to use safe and healthy practices as part of your trip. Take the free pledge today! Visit Car Free Metro D-C Dot Org.

"Car Free Day 2021" :10 seconds

Commute with Confidence on Car Free Day! Use transit, rideshare, bike, walk, scooter, or telework on Wednesday, September 22nd. Take the free online pledge at Car Free Metro D-C.

Spotify

A :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 www.ElTiempoLatino.com, the Spanish-language website of the weekly newspaper published in Washington, D.C.



CAR FREE DAY METRO DC
9.22.21
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.ORG 800.745.RIDE



El Tiempo Latino



CAR FREE DAY
METRO DC
9.22.21
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.ORG 800.745.RIDE

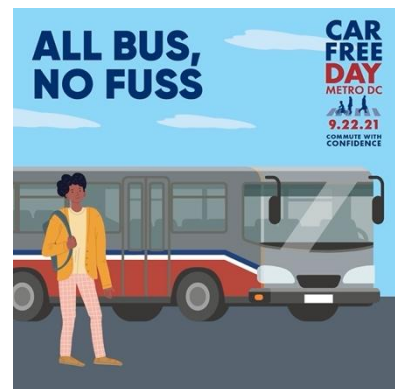
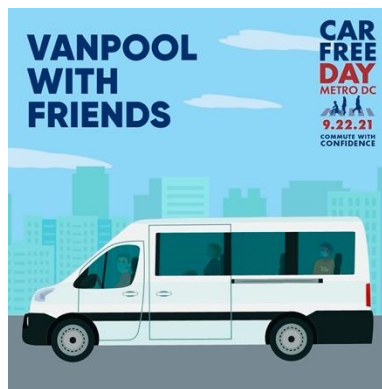
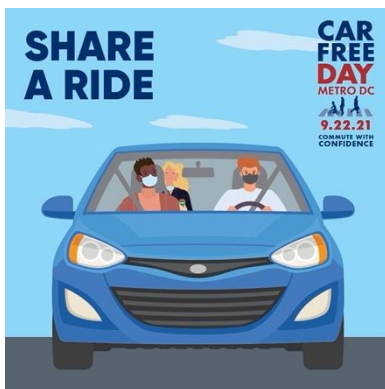
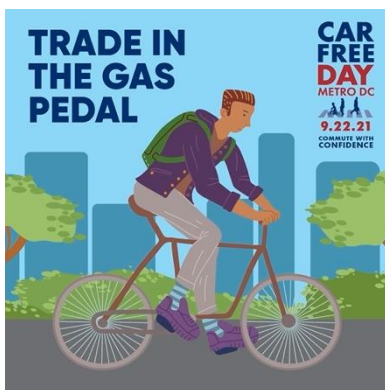
YouTube Video

A :30 second 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, 2021. A link to the YouTube video was made available on the Car Free Day website.

The image is a screenshot of a YouTube video player. At the top left is the YouTube logo. A search bar is located at the top right. The video content is an animation of a city street scene. On the left, a red and white bus is driving. A blue box with the text "COMMUTE WITH C" is overlaid on the bus. In the center, there are green trees and blue streetlights. On the right, a blue car is driving. A black box with the text "on car free day use transit" is overlaid on the scene. Below the video is a progress bar showing 0:07 / 0:32. The video title "Car Free Day 2021" is displayed below the player, along with "28,406 views • Aug 20, 2021". To the right of the title are icons for likes (2), dislikes, share, save, and a menu. At the bottom left, the channel name "Commuter Connections" and "130 subscribers" are shown. A red "SUBSCRIBE" button is at the bottom right.

Facebook Social Media Posts

A series of images featuring each travel mode was developed for use on social media. A different image was posted along with promotional copy, every several days during the month of September, leading up to Car Free Day.



Sponsored Article

A paid sponsored “native” article was placed on PoPville, a popular local blog, chronicling D.C. area neighborhood happenings. PoPville sitewide traffic yielded 32,200 pageviews on the day the article was first posted.

SPONSORED

Pledge to Go Car Free on September 22 and Become Eligible to Win Prizes

PoP Sponsor September 16, 2021 at 12:15pm



The graphic features the text 'CAR FREE DAY' in large, bold letters. 'CAR' and 'FREE' are in blue, and 'DAY' is in red. Below the text, there are illustrations of a blue car, a red bus, a person sitting at a desk, and a person riding a bicycle. At the bottom, there is a row of icons representing different modes of transportation: a car, a bus, a person walking, a person on a bicycle, and a person on a wheelchair. The date 'SEPTEMBER 22, 2021' is written in blue, with the tagline 'Use Safe and Healthy Practices.' below it. On the right side, there is a vertical logo for 'CAR FREE DAY METRO DC' with the date '9.22.21' and the slogan 'COMMUTE WITH CONFIDENCE'. At the bottom left, there are social media handles and contact information for 'COMMUTER CONNECTIONS'.

Did you know Car Free Day is an international event? Yup — mark your calendars for September 22.

Car Free Day is exactly what it sounds like — a day people are encouraged to travel without driving alone in cars. Here in the DMV, [Commuter Connections](#), the regional network of transportation organizations coordinated by the [Metropolitan Washington Council of Governments](#), is hosting the annual event.

Here’s how it works: When you take the free [pledge to go car-free](#) (or car-lite, which would include carpooling or vanpooling), on Wednesday, September 22, you’ll get a \$30 promo code to Nift (Neighborhood Gift) to spend at local businesses, *and* you’ll be entered for a chance to win a bunch of prizes, including a Samsung tablet, gift cards, transit passes and more.

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. The first was to 2020 registrants thanking them for participating last year and prompting them to take the pledge again in 2021. The second message was sent to 2021 registrants encouraging them to ask co-workers, family, and friends to take the pledge. The final last-chance message, sent two days before the event, encouraged those who took the pledge in 2020, but still haven't yet done so this year, to take the pledge. Over 5,000 text messages were sent during this campaign, and no person received more than two text messages.

September 1, 2021 - Message #1:

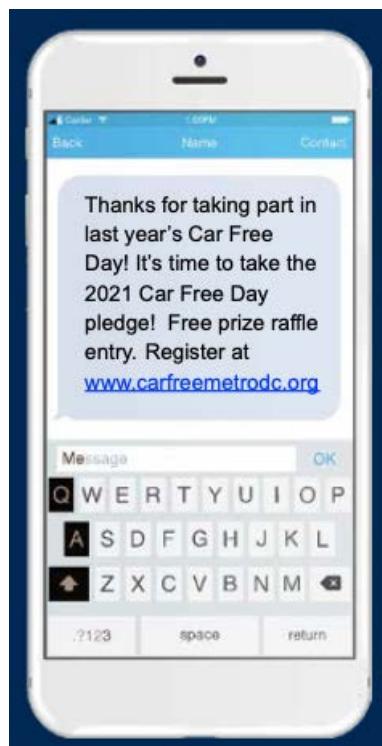
Thanks for taking part in last year's Car Free Day! It's time to take the 2021 Car Free Day pledge! Free prize raffle entry. Register at www.carfreemetrodc.org.

September 13, 2021 - Message #2:

Thanks for taking the 2021 Car Free Day pledge! Please ask your coworkers, family, and friends to take the free pledge too, at www.carfreemetrodc.org.

September 20, 2021 - Message #3:

Wed Sept 22 is Car Free Day! Last chance to take the free pledge to get FREE promotions and raffle entry for great prizes! www.carfreemetrodc.org



Transit Signage

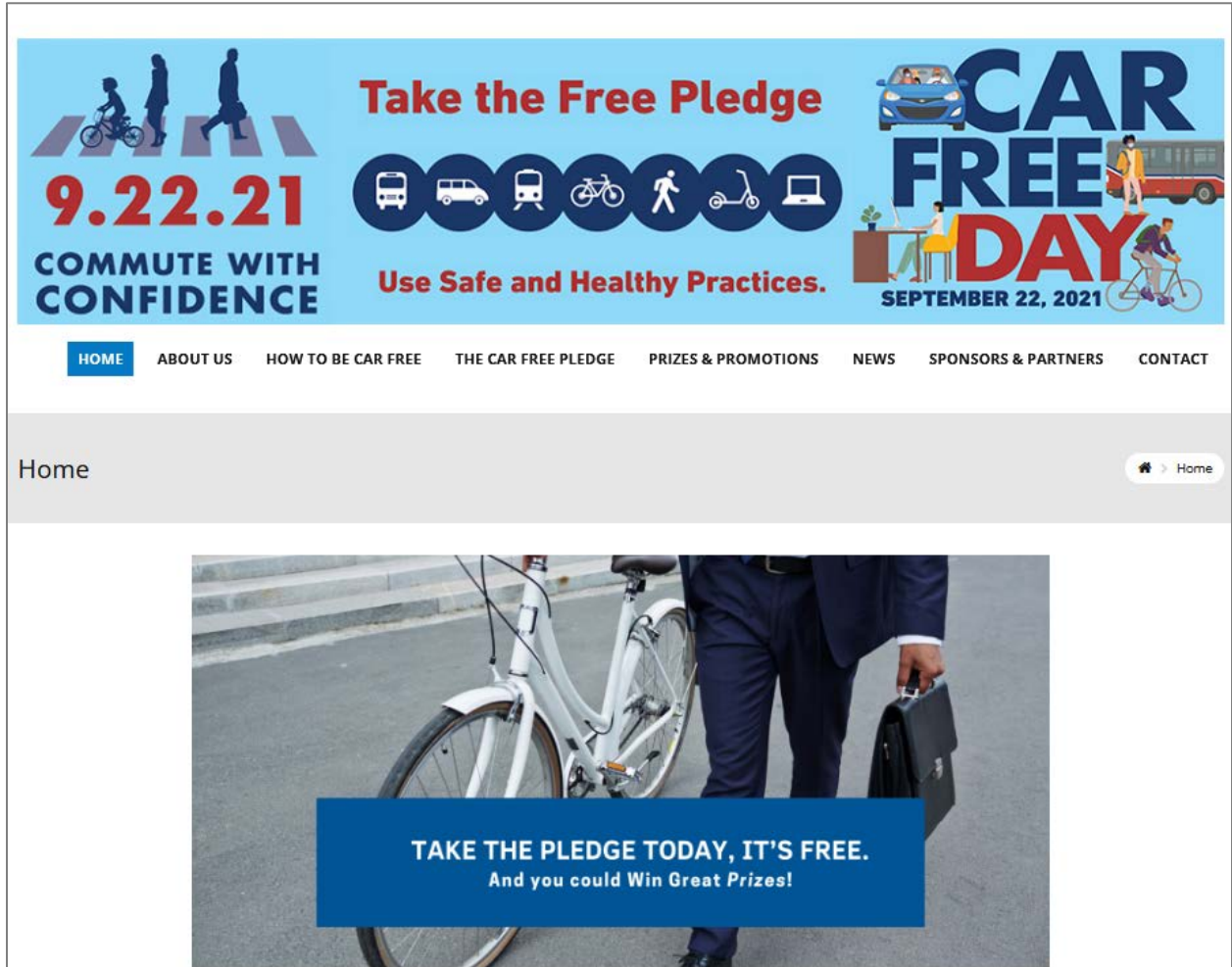
Complimentary ad space was donated by the following transit partners. Bus exteriors, interiors, and shelters promoted Car Free Day.

- Arlington Interior Bus Cards
- Prince George's County Bus Shelters (including digital)
- Fairfax County Connector Bus Tails
- Metrobus Interior Bus Cards
- Montgomery County Bus Exteriors



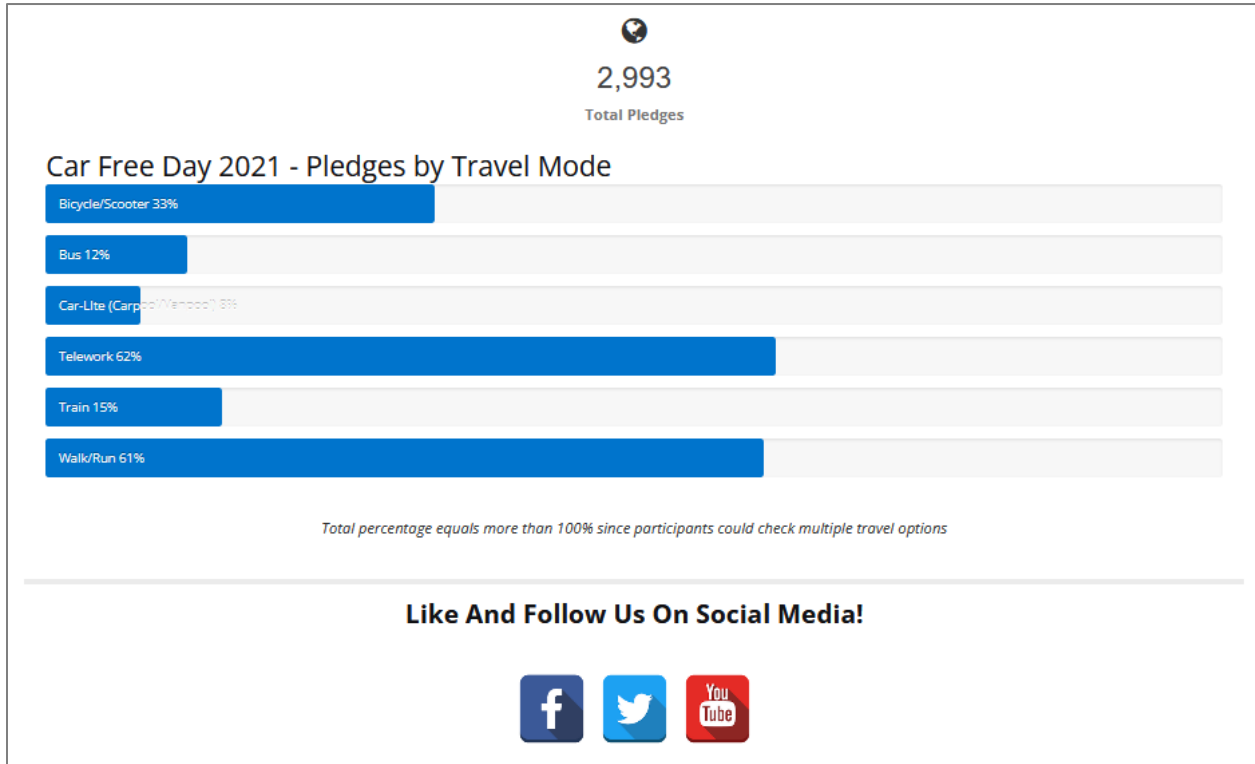
Website

Below is a screenshot of the 2021 Car Free Day website's homepage. Analytics from July 1, 2021 through September 22, 2021 are as follows: users 11,993; sessions 14,831; pageviews 55,677; pages per session 3.75; average session duration 1:34; and bounce rate 1.98%.



Leaderboard

A daily leaderboard was displayed on the Car Free Day 2021 website showing each travel mode in alphabetical order and bars indicating the percentage of pledges to date.



Social Media

Social Media was used to keep friends and followers up to date on activities and sponsor donated prizes for the Car Free Day raffle. Car Free Day is “liked” by 4,698 Facebook fans and has 739 followers on Twitter.

Facebook

Take the Free Pledge

CAR FREE DAY
SEPTEMBER 22, 2021

Use Safe and Healthy Practices.

CAR FREE DAY
METRO DC
9.22.21

Car Free Day
@carfreemetrodc · Nonprofit Organization

Sign Up

carfreemetrodc.org

Home Reviews Photos Videos More ▾

Liked Message 🔍 ⋮

About See All

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

Car Free Day
August 4 at 2:09 PM · 🌐

MWCOG.ORG

Take Your Foot off the Gas and Take the Free Pledge: Car Free Day 2021 Registration Open! - News Release - News...

Twitter

Take the Free Pledge

CAR FREE DAY
SEPTEMBER 22, 2021

Use Safe and Healthy Practices.

CAR FREE DAY
METRO DC
9.22.21

Commuter Connections
@CarFreeMetroDC


Follow

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

Email Blast

An email blast was sent to 44,000 participants from the past three year's Car Free Day and Bike to Work Day events.



COMMUTER CONNECTIONS.
— A SMARTER WAY TO WORK —

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

Commuter Connections is a program of the National Capital Region Transportation Planning Board at the Metropolitan Washington Council of Governments that promotes bicycling, ridesharing through carpools and vanpools, and other alternatives to driving alone.

f
COMMUTERCONNECTIONS.ORG

Web Version | Feedback | Unsubscribe
Metropolitan Washington Council of Governments
777 North Capitol Street NE, Suite 300, Washington, DC 20002

Earned Media

Car Free Day 2021 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 also to in-kind sponsors to help them publicize their support of the event. Media placements of note included WJLA-TV, WTOP radio, and Greater Greater Washington. A total of 17 placements and 21 calendar listings were generated.

Press Releases:

- 8/4/2021: Take Your Foot off the Gas and Take the Free Pledge: Car Free Day 2021 Registration Open!
- 9/17/2021: Last Chance to Take the Pledge for Car Free Day

The screenshot shows a news article from abc7 NEWS. The header includes navigation links for NEWS, WEATHER, CORONAVIRUS, I TEAM, CHIME IN, and WATCH LIVE. The article title is "Car-Free Day in the District" by 7NewsDC, dated Tuesday, September 21st 2021. The main image is a video thumbnail featuring a female news anchor in a red top and a male guest, Nicholas Ramfos, in a suit. Below the image is a large text overlay: "> CARFREEMETRODC.ORG". At the bottom left are social media icons for Facebook and Twitter. The text below the icons reads: "WASHINGTON ABC 7 — Wednesday, September 22nd is Car-Free Day. Nicholas Ramfos from Commuter Connections joined 7 News to share the benefits of reducing your carbon footprint."

Wednesday is Car Free Day

TRANSPORTATION NEWS/ANALYSIS By **Libby Solomon** (Writer and Editor) September 21, 2021 4

SHARE



Pedestrians on 14th Street by Mike Maquire licensed under Creative Commons.

WTOP News
 @wtopnews - Broadcasting & Media Production Company

"Car Free Day" encourages commuters to get around this Wednesday without driving solo. That means taking the train, bus, bicycle, carpool, vanpool, subway or walking.

WTOP.COM
'Car free' DC is Wednesday
 "Car Free Day" takes place every Sept. 22. People are encouraged to get around without drivin...

College Campus Challenge

Colleges were provided with a digital toolkit to promote the Car Free Day event. A 'Campus Challenge' seal was added to the PDF version of the poster and forwarded to university contacts. The college with the greatest number of pledges in 2021 was the University of Maryland. Their win was promoted on Car Free Day Facebook and Twitter, and a plaque was sent to the university's Transportation Services staff to commemorate the achievement.



Clean Air Partners

Clean Air Partners serves the metropolitan Baltimore-Washington region by empowering individuals and organizations to take simple actions to reduce pollution and protect public health. Clean Air Partners leveraged a network of local “digital ambassadors” (influencers) to build engagement around Car Free Day 2021. Below is one of ten ambassador posts and a sample of follower comments. The comments provide anecdotal indications that the social media campaign increased awareness of Car Free Day and visits to the Car Free Day website to take the pledge.



Hip Mama’s Place – Story:



hipmamasplace


1,565 Posts 257K Followers 3,654 Following


Jocelyn Brown ✨ Influencer
Digital Creator
HipMamasPlace.com Est. 2007
Lifestyle ✨ Recipes ✨ Travel ✨ Home
🇺🇸: DC/MD/VA #blogger #influencer
✉: Collabs @ info@hipmamasplace.com
www.carfreemetrodc.org/
Washington D.C.


Hip Mama's Place – Follower Comments:


 **iellenah** Oh I had no idea! Thank you for raising awareness 🙏🙏
2w 1 like Reply


 **mommakez3** Thanks so much for sharing 😊
2w Reply


 **juelz_jourdan** Love this! Wish we had a better option!!
2w Reply


 **carly.chambers3** Oh wow I didn't know this!
2w Reply

 **kyaustin_in_kc** I never knew this!
2w Reply


 **beingtessiebelle** This is such a great cause 🙌 That's so cool 🙌🙌
2w Reply

 **piccolo_sings** Ohhhh I love this! Car free days are the best!
2w Reply

 **evatuckett** That's cool. I never heard of the car free day
2w Reply

 **my.horsford.home** This is a great message
2w Reply


 **beachesarebananas** What a fun environmentally friendly event
2w Reply

 **keepingupwiththecripps** Such a great cause to support! Car free day!!! 🙌🙌
2w Reply


 **becrayonized** yes and it is a good exercise too!
2w Reply


 **ashleymarieblog_** This is such a cool event 😊
2w Reply

 **juliannehopestyling** Wow this is awesome 🙌
2w Reply

 **erikalaurenbenett** That so cool about the car free day!
2w Reply


 **busytexasmomofthree** This is all so important!
2w Reply


 **adamsjoyce** Such a great cause! Really a great idea
2w Reply

 **ginabhomeschool** What a great cause! Love that you are part of this ❤️
2w Reply

 **life_after_kids_** Such a great event!
2w Reply

 **auzzieshiela** Oh what a great idea
2w Reply

 **whatawonderburger** I love the big red chair! I always support car free!
2w Reply

 **herfempire** Thank you for sharing this post!
2w Reply

Jurisdictional Activities

Commuter Connections' network members hosted numerous promotions to celebrate Car Free Day 2021:

Arlington County, VA

Our Shared Street

Arlington Transportation Partners held the "Our Shared Street" initiative at Central Place Plaza where Mobility Stations shared giveaways and information on car free methods of traveling around Arlington County.

Calvert County, MD

North Beach Farmers Market

The Tri-County Council for Southern Maryland was at the Town of North Beach's Farmers Market in the streets of Calvert County for great giveaways in celebration of Car Free Day.

City of Fairfax

Fair City Mall Park(ing) Day Event

The City of Fairfax celebrated Park(ing) Day by turning parking spaces into temporary parks as a fun way to promote awareness of public space and connect with the community. The CUE bus booth encouraged attendees to take the Car Free Day pledge and enter the City of Fairfax Car Free Day raffle. The event had live music, activities, giveaways, and prize drawings from local businesses.

Montgomery County, MD

Transit Centers and Metrorail Stations

Department of Transportation staff were positioned at five locations with giveaways and offered a chance for those who took the Car Free Day pledge to win raffle prizes, including gift cards and bikeshare memberships.

Prince George's County, MD

RideSmart Commuter Solutions staff were at Park & Ride Lots, Metrorail Stations, Farmers Markets and Motor Vehicle Administration locations to promote Car Free Day, Vision Zero, and RideSmart Commuter Solutions programs. Visitors were given free SWAG and encouraged to take the Car Free Day pledge to be eligible for raffles for a Capital Bikeshare membership or RideSmart prize pack. Staff from Commute with Enterprise joined several of the promotional events.

Prince William County, VA

Manassas Farmers Market

OmniRide and City of Manassas staff teamed up to give residents an opportunity to learn about transportation options by playing Car Free Day BINGO, for a chance to win a Historic Manassas Inc. gift card or an OmniRide gift bag. A bus was available to take a tour and practice how to secure a bike on the front-mounted rack.


Jurisdictional Promotional Efforts

Arlington County


The banner features the Arlington Transportation Partners logo in the top left corner. The navigation menu includes: PROGRAMS, CHAMPIONS, INITIATIVES, SERVICES, OFFERS, and BLOG. The main headline reads "CELEBRATE CAR FREE DAY" with the date "September 22, 2021" below it. A red button with white text says "Take the Pledge". The background image shows a cyclist in a pink shirt and helmet riding on a path. Below the image, the text "SEPTEMBER IS NATIONAL PREPAREDNESS MONTH" is displayed in blue. A smaller line of text reads: "As you plan your return to the work place, prepare your commute for the unexpected. Download our toolkit and be ready for any emergencies."

Frederick

The Facebook post shows a video of two men on a stage. The man on the left is Mayor Michael O'Connor, and the man on the right is Alderman Kelly Russell. They are standing in front of a large blue and white graphic that says "CAR FREE DAY" and "SEPTEMBER 22, 2021". The video player shows a progress bar at 1:14. Below the video, the post is titled "Car Free Day 2021" and is from "The City of Frederick", dated "September 20 at 8:01 AM". The text of the post reads: "Car Free Day invites citizens to telework and try alternative forms of transportation such as bicycling, walking, transit, and 'car-lite' methods such as carpools and vanpools in a safe and healthy manner. If you are able, we encourage you to go 'car free' this Wednesday and benefit the Frederick community through improved air quality, mobility, and energy conservation. Take the pledge at carfreemetrodco.org". It also notes "(Video featuring Michael O'Connor, Mayor of Frederick & Alderman Kelly Russell)". The post has 12 reactions and 2 comments/3 shares.

 **Better Ways To Work!**
Montgomery County Commuter Services


Volume 9
September 2021



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- [Ride Safely, Free E-Scooter Training](#)
- [MCDOT's Community Service Day Bike Collection Event](#)
- [Temporary Bus Stops Due to Metro Closures and Construction](#)
- [Ride On Real Time: New and Improved App](#)
- [Montgomery County Extending 'Streeteries'](#)

Car Free Day Is September 22, as Bicycle Swag Bag Drawing Continues



Car Free Day is September 22! This worldwide event encourages greener methods of transportation, including biking, e-scootering or walking to work. And there is still time to submit your selfie for a chance to win a Bicycle Swag Bag prize!

Post a picture of you and your bike on any Montgomery County bike path or trail. Use hashtag #MoCoBikes and tag us

 **mocommuter**
@mocommuter

@MCDOTNow 's Commuter Services will be at the following locations on #CarFreeDay2021

- Silver Spring Transit Center 6:30am-8:30am
- Germantown Transit Center 6:30am-8:30am
- Westfield Transit Center 9:00am-11:00am
- Bethesda Metro 6:30am-8:30am
- F.H. Wisconsin Place 6:30am-8:30am



Bethesda
TRANSPORTATION SOLUTIONS

Home About Events News & Resources Contact

Car Free Day
Car Free Day is coming up on Wednesday, September 22.
Don't forget to take the pledge!
Learn More >

Take the FREE Pledge!

Use Safe and Healthy Practices

CAR FREE DAY
SEPTEMBER 22, 2021

Bethesda residents, visitors, employees and employers enjoy the conveniences of this metropolitan area with its own business center and lifestyle amenities.

To help with traffic and congestion, BTS was established to provide numerous maps, services and events. [Click Here](#) to learn more about BTS or click on the links for detailed information about specific transportation services. →

Travel and Transportation Updates
Aug. 25.21 - [New Discounts on Metro Begin September 5](#)
Aug. 13.21 - [County Plans Bike Donation Drive for October 8](#)

- Bethesda Circulator
- Ride On Bus
- MetroRail & Metrobus
- Car Share
- Car/Van Pool
- Park & Ride Lots
- Bike to Work
- Walk to Work
- MD Commuter Bus
- MARC Train
- Tele/Flex Work
- Accessible

(301) 770-8108 Email Us

North Bethesda Transportation Center

Residential Bike Carpool Vanpool Metro Ride On Events

Public Transportation Shuttle Services Bicycling & Walking Carpool & Vanpool Telework Other Options Accessible Transportation Transit Benefits

9.22.21
COMMUTE WITH CONFIDENCE

Take the Free Pledge

Use Safe and Healthy Practices.

Pledge Today!

CAR FREE DAY
SEPTEMBER 22, 2021

NORTH BETHESDA TRANSPORTATION CENTER

Prince George's County



Win Car Free Day!

Join us!
Oxon Hill Park & Ride Lot
Wednesday, September 22
6:00-8:30AM

Get RideSmart commuter info & SWAG
 Meet a Commute with Enterprise vanpool
 Learn about Vision Zero initiatives
 Take the Car Free Day pledge

CAR FREE DAY METRO DC 9.22.21

Logos at the bottom include: Prince George's County, DPWT, RideSmart, COMMUTE with Enterprise, CommuterChoice Maryland, MDT Maryland Department of Transportation, and Commuter Connections.



BINGO

3 in a row wins Bingo!

Car Free Day · 9/22/21

Get Bingo on this card for a chance to win a gift card or one of five OmniRide gift bags!

Visit the OmniRide table at the September 18 Downtown Manassas Farmer's Market

Who did you meet?



I teleworked or saved a car trip



Visit the **Love & Hope** sign in Historic Old Town Manassas

LOVE & HOPE

What is the name of the nearby Pavilion?

Name of Pavilion

Ride an OmniRide bus, VRE train or Metro train



Click here to take the Car-Free Day Pledge!



CAR FREE DAY

SEPTEMBER 22, 2021

Visit the **Bike Exploration** in Prince William County page here



Locate the nearest bus stop to your house and research the routes that serve it

Write down bus stop number:

Enter bus stop # here

Carpool or vanpool to work, play, or errands



Walk or Bike to a park near you

Name of park here



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 9/30/21 to hmorello@omniride.com for your chance to win!

Please Use Safe and Healthy Practices.

Wear Masks, Social Distance, Wash Hands.

OmniRide.com • 703-730-6664








CALVERT COUNTY MINORITY BUSINESS ALLIANCE
SMALL BUSINESS IN A BIG WAY

WEEKLY UPDATES

Hello, the Calvert County Minority Business Alliance (CCMBA) would like to share the following events happening this week that we believe you may benefit from:



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

Washington, D.C. (August 4, 2021) – Registration opened this week for metropolitan Washington’s Car Free Day 2021, an annual event organized by Commuter Connections. Commuters, residents, parents and students across the region will have the opportunity to win prizes by pledging at carfreemetrodc.org to go car free or car-lite on September 22.

Charles Co. Announces Changes to the Citizen Notification System
August 18, 2021

Swirl, Sip & Support UM Charles Regional Medical Center
August 18, 2021

LATEST NEWS

Hoyer Discusses Ransomware Attacks with Southern Maryland Businesses, Local Government Officials
August 18, 2021

SoMd, Region Under Tornado Watch until 8 pm
August 18, 2021

Historic Sotterley Holds UNESCO Day of Remembrance
August 18, 2021

Thompson Shines as Crabs Win Fifth Straight
August 18, 2021



2021 Pledge Summary

By Jurisdiction

All COG jurisdictions participated in support of Car Free Day 2021 and generated pledges. Montgomery County was the number one jurisdiction, with 843 of the total pledges, followed by the District of Columbia at 729. In a distant third was Fairfax County at 271. Triple digit pledges were attributed to five other jurisdictions: Alexandria City, and Arlington, Loudoun, Prince George's, and Prince William Counties.

By Travel Mode

Participants were asked to select the mode(s) they would use for Car Free Day 2021. Note, participants could select more than one travel mode, in fact, the average number of travel modes per person on Car Free Day was 1.9. The breakdown was as follows: Telework 1,867 (62.4%), Walk/Run 1,824 (60.9%), Bicycle/Scooter 978 (32.7%), Train 445 (14.9%), Bus 361 (12.1%), and Carpool/Vanpool 231 (7.7%).

By Alt Mode/SOV

To distinguish participants who already use alternative travel modes to get around apart from those who typically travel via single occupant vehicle, the question was asked *"If you didn't take this pledge, would you travel entirely alone by car on Car Free Day?"* Participants who self-identified as typical drive alone travelers made up 778 (26%), and those who are normally car-free were 2,215 (74%).

By State

Maryland had the greatest number of Car Free Day pledges in 2021 at 1,189 (39.7%), followed by Virginia at 1,016 (33.9%), and the District of Columbia at 729 (24.4%). Other states combined received 59 pledges (2%).

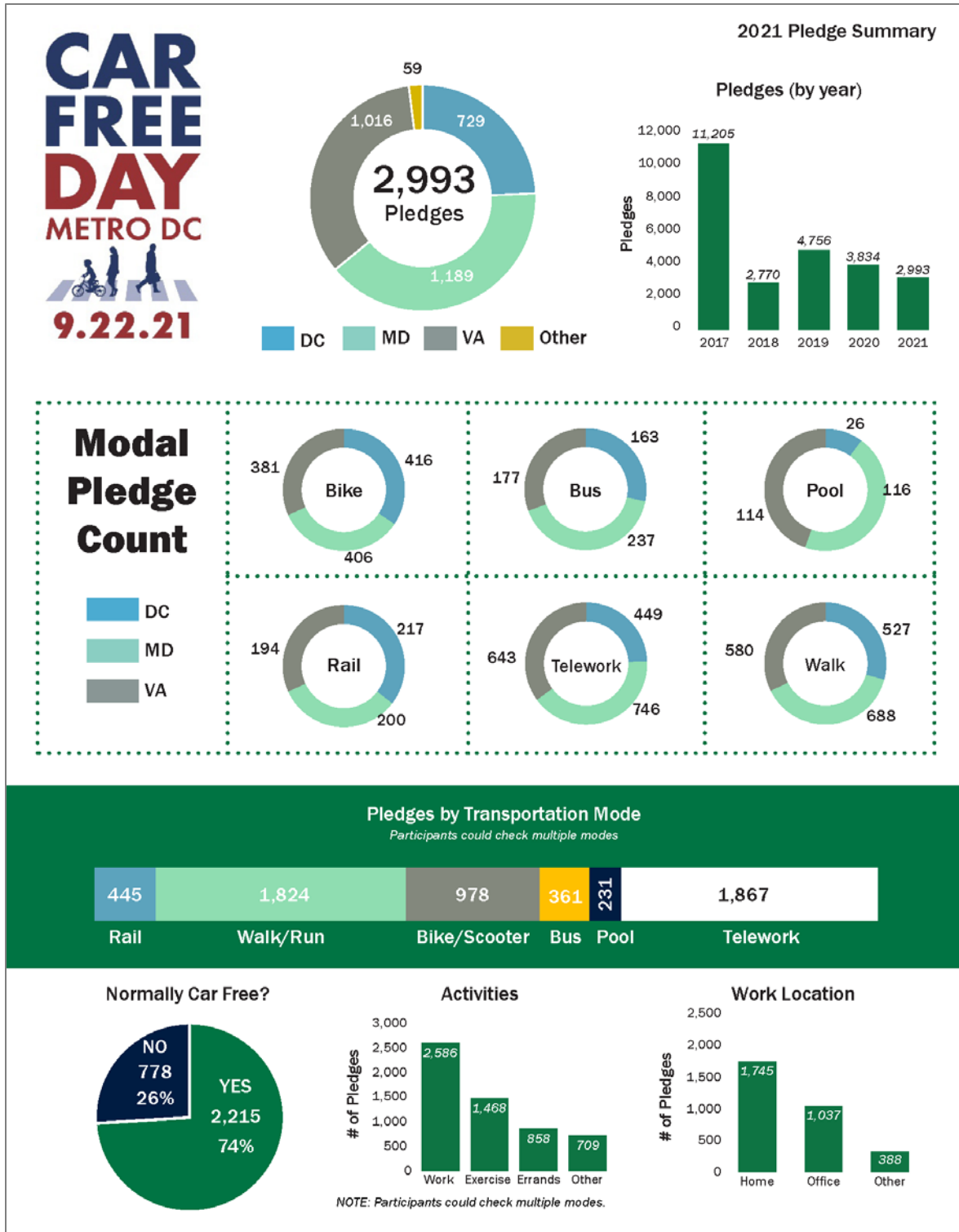
By Activity

Those who took the pledge were engaged in the following activities occurred on Car Free Day 2021: Working 2,586 (86.4%), Recreation/Exercise 1,468 (49.0%), Shopping/Errands 858 (28.7%), Other 709 (23.6%).

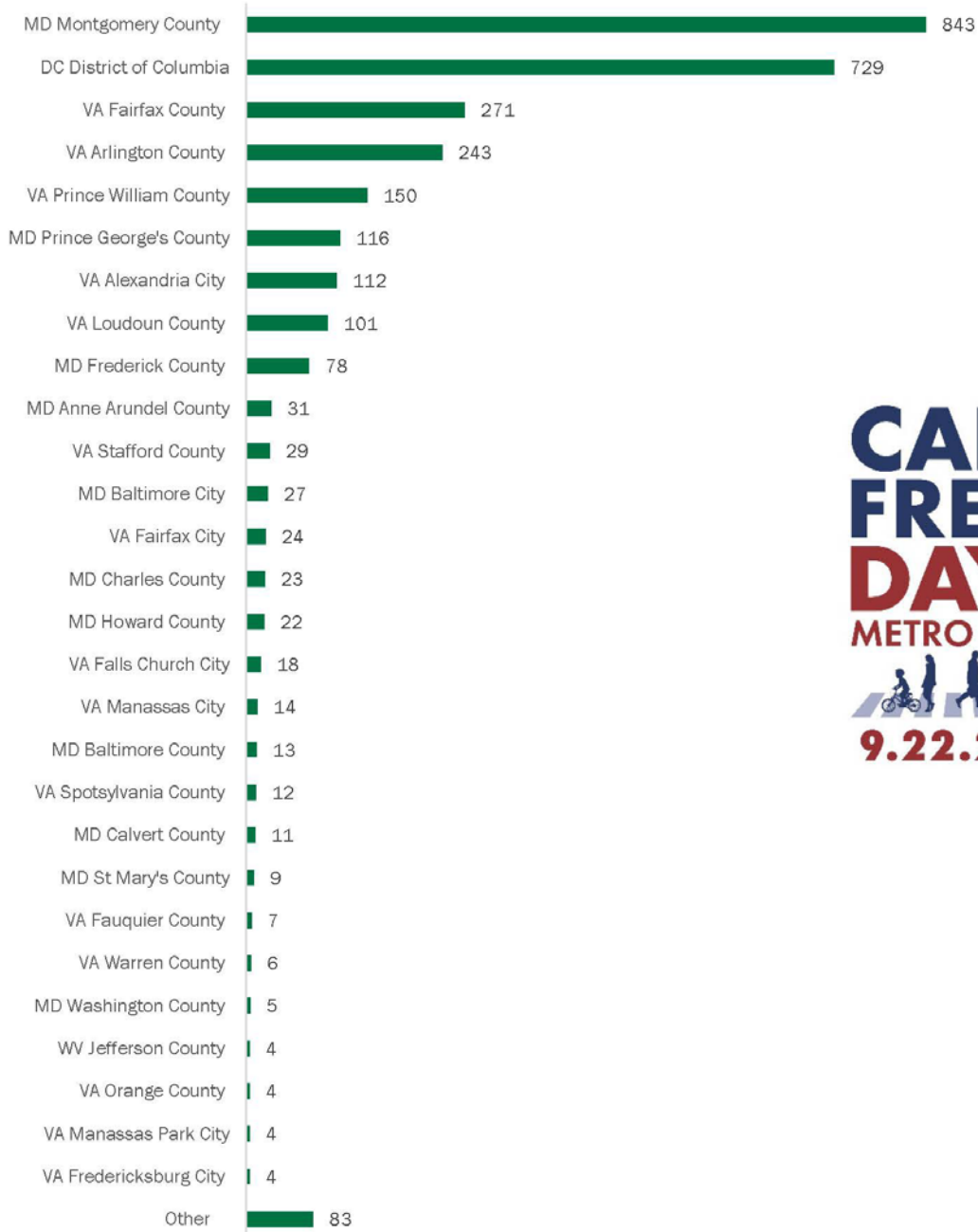
By Work Location

The following locations are where those who took the pledge worked on Car Free Day 2021: From Home 1,745 (58.3%), Commuted to Standard Workplace Location 1,037 (34.6%), Other 388 (13.0%).

APPENDIX A Pledge Data



Pledges by Jurisdiction



APPENDIX B Emissions Impacts

Emissions Impacts

COG/TBP staff prepared a Car Free Day emissions impacts analysis (in tons) which documents the method used to estimate mobile/on-road emissions saved on Car Free Day, Wednesday, September 22, 2021. The emissions savings are based on “pledged” vehicle miles traveled (VMT) savings as reported by participants planning to use non-single occupant vehicle modes of travel on that day. Emissions rates developed by EPA’s MOVES model were used.



National Capital Region
Transportation Planning Board

Nitrogen oxides (NOx) are the chemical in automotive exhaust; volatile organic compounds (VOC) are ground-water contaminants; greenhouse gases (GHG) are released into the atmosphere and absorb and emit radiation; and particulate matter (PM) are microscopic matter suspended in the earth's atmosphere.

SUMMARY

Emissions Reductions from 2013 to 2021: Car Free Day Program

Year	Car Free Day Pledged VMT*	Emissions Rate (grams/mile)				Emissions (short tons/day)				CLRP	AQ Model
		NOX	VOC	GHG	PM2.5	NOX	VOC	GHG	PM2.5		
2013	128,928	0.513	0.351	427.99	0.021	0.073	0.05	60.83	0.00298	2013	MOVES2010a
2014	109,428	0.501	0.344	452.1	0.022	0.06	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	403.081	0.01	0.064	0.064	85.06	0.00211	2016	MOVES2014a
2018	87,947	0.245	0.272	384.166	0.01	0.024	0.026	37.24	0.00097	Visualize2045**	MOVES2014a
2019	190,863	0.245	0.272	384.166	0.01	0.052	0.057	80.82	0.0021	Visualize2045**	MOVES2014a
2020	27,576	0.245	0.272	384.166	0.01	0.007	0.008	11.68	0.0003	Visualize2045**	MOVES2014a
2021	52,626	0.201	0.241	362.778	na	0.012	0.014	21.04	na	Visualize2045**	MOVES2014a

*In 2020 emission rates from Visualize 2045 were applied in emission savings because TERMS rates were not updated for 2020 Amendment to Visualize 2045.

*Pledged VMT figures for 2021 were received from Nick Ramfos via e-mail on 10/6/2021 by way of Dusan Vuksan; Pledged VMT figures for 2019 and 2020 were received from Nick Ramfos via e-mail on 10/7/2019 and 10/15/2020, respectively; and VMT for other years came from the "Emission Savings from Car Free Day 2018" memorandum dated 10/23/2018.

APPENDIX C

Earned Media Placements

Media Coverage

Car Free Day 2021 Media Coverage		
Television Interviews		
WJLA	09/21/2021	Car-Free Day in the District
Print/Online Coverage		
08/05/2021	Prince William Living	Take Your Foot off the Gas and Take the Free Pledge: Car Free Day 2021 Registration Opens!
08/07/2021	InsideNOVA	Registration for Car-Free Day now open
08/30/2021	Greater Greater Washington	Events: New year, new moniker, new murals
09/01/2021	Carlyle Council	Car Free Day 2021
09/15/2021	Patch - Manassas Park, VA	Prince William County Government: Leave The Cars At Home For A Day
09/15/2021	Potomac Local News	Transit agency offers prizes for those who go car-free, work from home
09/15/2021	Prince William Living	Car Free Day 2021
09/16/2021	Popville	Pledge to Go Car Free on September 22 and Become Eligible to Win Prizes
09/17/2021	Bristow Beat	OmniRide Asks Residents to Pledge to Go Car Free on September 22
09/17/2021	Montgomery Community Media	Montgomery County Celebrates Car Free Day with Prizes, Gift Cards
09/20/2021	Montgomery Community Media	What is Car Free Day?
09/20/2021	Greater Greater Washington	Events: GGwash's Fall Mixer is next week
09/20/2021	Downtown DC	Car Free Day Celebrates Sustainable Transportation
09/21/2021	Aws for DP	'Car Free' DC is Wednesday
09/21/2021	WTOP	'Car free' DC is Wednesday
09/21/2021	Greater Greater Washington	Wednesday is Car Free Day

Calendar Listings		
Arlington, Patch		Greater Greater Washington
Arlington Transportation Partners		Leesburg, Patch
Baltimore Sun		Washington D.C., Patch
Bethesda Magazine		Prince William Living Magazine
Capital Gazette		The Wash Cycle
Carroll County Times		Washington City Paper
DC Inno		WDCW TV 50
Frederick News Post		WMAR TV
Georgetown, Patch		WRC TV 4 NBC
Georgetown BID		Washington Plaza
goDCgo		

APPENDIX D
Digital Media Results

Program	Media	Amount Spent	Impressions	Interactions (Click Thrus)	Interaction Rate (CTR)	Cost Per Interaction
Car Free Day 2021	Spotify	\$9,000	613,667	139	0.02%	\$64.75
Car Free Day 2021	El Tiempo Latino	\$1,200	46,170	320	0.69%	\$3.75
Car Free Day 2021	Popville	\$600	2,777	460	16.56%	\$1.30
Car Free Day 2021	YouTube	\$750	77,763	92	0.12%	\$8.15
		\$11,550	740,377	1,011	0.14%	\$11.42

APPENDIX E

Clean Air Partners Ambassadors Results

Digital Ambassadors Engaged	10
Total Impressions	124,465
Total Engagements	76,997
Likes on Content	53,165
Comments on Content	668
Content Shares	10,202
Content Saves	12,425
Direct Clicks to Website	516
Hashtag Clicks (Instagram Stories Only)	21