



**Washington Metropolitan Regional  
Transportation Demand Management**

**Marketing Campaign Summary Final Report  
FY 2013 First Half**

**March 19, 2013**

**Metropolitan Washington Council of Governments  
National Capital Region Transportation Planning Board**

## Introduction

The Commuter Connections marketing campaign builds on the organization's wealth of extensive research and campaign experience. The FY2013 Marketing Communications Plan and Schedule, distributed to network members in August 2012, laid the foundation for FY2013's marketing efforts. The strategy behind the FY2013 marketing campaign reflects the current state of events for commuters throughout the region and builds upon the research and findings of the following reports:

- [FY 2012 Commuter Connections Applicant Database Annual Placement Survey Report](#)
- [2011 Commuter Connections Transportation Emission Reduction \(TERM\) Analysis Report](#)
- [2010 State of the Commute Survey Report](#)
- [2010 Commuter Connections Guaranteed Ride Home \(GRH\) program Survey Report](#)
- [2010 Bike To Work Survey TERM Analysis Report](#)

Research, campaign experience, current economic factors and transportation challenges all contribute to the planned strategy for FY2013; to convert Single Occupant Vehicle (SOV) commuters to alternate transportation by raising awareness of:

- GRH as a commuter safety net, and;
- Ridesharing as an easy way to save money.

The team's efforts for the first half of FY2013 included the following:

- The continuation of the FY2012 spring marketing campaign that promotes the cost savings of ridesharing and reminds commuters to guarantee their commute by registering for GRH.
- The promotion of Car Free Day as an opportunity to create awareness of transportation alternatives on a specific day, and not just as a commute option. For the first time since metropolitan Washington, D.C. started celebrating Car Free Day in 2008, the event fell upon a weekend.
- The development of an exciting new Mass Marketing campaign to be launched in February 2013.

## About Commuter Connections

Commuter Connections is a regional network of transportation organizations coordinated through the National Capital Region Transportation Planning Board at the Metropolitan Washington Council of Governments (COG). Commuter Connections offers free services to those who work in the metropolitan Washington area. Primary services include ridematching for carpools and vanpools and administration of the GRH program in both Washington and Baltimore. Through its Employer Outreach Representatives, Commuter Connections also helps employers establish commuter benefit programs for their employees, including teleworking.

Organizations represented in the Commuter Connections Regional Transportation Demand Management (TDM) Marketing Group include:

City of Alexandria	Virginia Railway Express (VRE)
Annapolis Regional Transportation Management Association (ARTMA)	Washington Area Bicyclist Association (WABA)
City of Fairfax	Washington Metropolitan Area Transit Authority (WMATA)
Fairfax County Office of Transportation	Arlington County
National Institutes of Health (NIH)	Maryland Department of Transportation (MDOT)
Mass Transit Administration (MTA)	Vride
Northern Virginia Transportation Commission (NVTC)	General Services Administration (GSA)
Potomac and Rappahannock Transportation Commission (PRTC)	District Department of Transportation (DDOT)
Virginia Department of Transportation Northern Virginia District Office	Loudoun County Department of Transportation & Capital Infrastructure
TYTRAN	Maryland State Highway Administration
Virginia Department of Transportation (VDOT)	Montgomery County Ride On
LINK	Montgomery County Commuter Services
Virginia Department of Rail and Public Transportation	Northern Neck Rideshare/PDC
Dulles Area Transportation Association (DATA)	Rappahannock Area Development Commission (RADCO)
Tri-County Council for Southern Maryland	Rappahannock-Rapidan Regional Commission

## Cornerstones of the Marketing Program

The key products and services that are featured in the marketing program include the GRH and Ridematching programs. Both of these programs are critical to growing the regional database and making it easier for commuters to find and maintain shared ride arrangements. Other areas included in marketing outreach were transit, bicycling and teleworking.

The objectives of the program include the following:

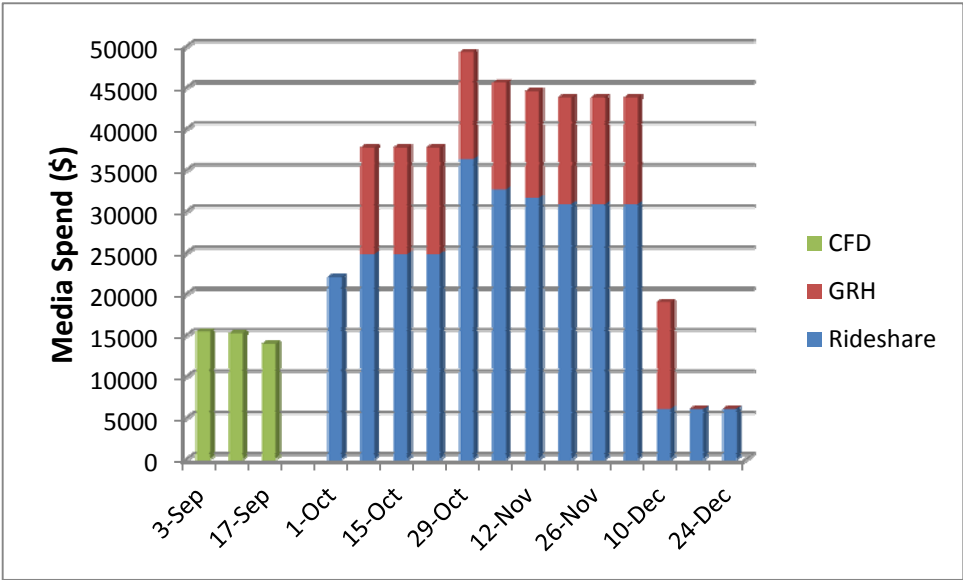
- Create a platform which promotes all network products and services individually while reinforcing the support provided by the umbrella program of Commuter Connections.
- Raise awareness of the Commuter Connections network and position the group as the region's first resource for alternatives to driving alone.
- Promote awareness of Ridematching services among commuters and increase applications for the program.
- Promote awareness of the GRH service among commuters and increase applications for the program.
- Use special events such as Car Free Day and Bike to Work Day to encourage commuters to try an alternative form of transportation on a specific day.
- Recognize employers in the region who promote and encourage the adoption of SOV commute alternatives.

## Brand Character

Commuter Connections wishes to be perceived as a network of organizations working to improve commutes. Through Commuter Connections' online ridematching system, commuters registering for the service will be given direct access to other commuters who are looking to carpool as well as access to commute routes and options. As more people share the ride to work, they collectively affect the commute in a positive manner for the region through less traffic congestion and cleaner air.

## Fall Media Campaigns

The fall media campaign was kicked off when the general population was encouraged to go car free or car-lite for Car Free Day. An exclusive buy was negotiated with Clear Channel radio during a three week period which ran through September 22, 2012. People who took the Car Free Day pledge and opted in were asked to spread the word to their family, friends, and colleagues through text messages. The Fall Mass Marketing campaign, promoting Ridesharing and GRH, started at the beginning of October and ran through December. Radio was the thrust of the campaign with spots running continuously for ten weeks. Television and online banner ads ramped up after the barrage of election advertising and coverage.



### Value Added Promotions

In addition to paid media spots, over \$116,000 in promotional media value was negotiated at no charge. Most of this value-add exposure provided by the radio stations during the fall campaign was used to promote 'Pool Rewards. Ten second promotional spots ran on WAFY, WWEG, WFMD, WFRE, and WFLS. 'Pool Rewards banner ads ran on the websites for WFMD, WFRE, and WJMA with a tile ad on WMAL. WBQB provided space for a ½ page ad in their direct mail piece, sent to 65,000 homes in November. A 'Pool Rewards ad reminded recipients that it pays to rideshare.

# 'POOL REWARDS

it pays to rideshare

Listeners were reminded of the cost-saving benefits of ridesharing through additional bonus weeks, no charge spots, and reduced rates provided by WAFY, WWEG, WSMD, WFLS, WJMA, WTOP, WILC, and for the television campaign running on Comcast. A COG/TPB staff member was interviewed on the Hispanic radio station, to discuss Commuter Connections and the programs and services offered.

Online banner ads were augmented with 35,000 bonus impressions on NBC4.com, and 150,000 impressions on Washington Times' e-newsletter, driving users to commuterconnections.org for more information or to register for ridesharing.

The Clear Channel stations, WBIG and DC101, teamed with Ledo's Pizza to provide a Guaranteed Ride Home contest. For the months of October, November, and December, the stations ran a contest for carpools to enter to win dinner from the restaurant. Included with the contest were fifteen second promotional announcements for GRH to drive listeners to a contest splash page on the station's web sites. The contest page linked to commuterconnections.org for more information.

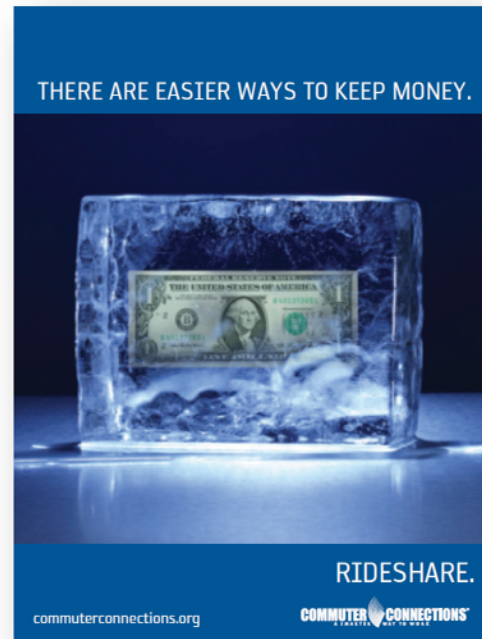
The screenshot shows the DC101 website interface. At the top, there is a navigation bar with 'LISTEN LIVE', 'DC'S ROCK STATION', social media icons, and 'Free Live and Custom Radio'. Below this is a banner for 'LIVE's Ed Kowalczyk Live at the Hamilton' with a 'Click Here for Tickets!' link. The main content area features a 'Contests' section with the headline 'Guaranteed Ride Home from Commuter Connections'. To the right of this headline is a 'MILLIONS FOR MARYLAND SCHOOLS VOTE FOR QUESTION 7' advertisement. Below the headline is a blue banner for 'COMMUTER CONNECTIONS' with the tagline 'A SMARTER WAY TO WORK'. Underneath is a promotional message: 'Win a \$50 gift certificate to Ledo Pizza from Commuter Connections Guaranteed Ride Home program.' This is followed by the 'Ledo PIZZA.' logo. At the bottom, there is a detailed description of the Guaranteed Ride Home (GRH) program, stating it provides commuters with a FREE and reliable ride home when one of life's unexpected emergencies arise, and that commuters may take advantage of GRH up to four times per year for unexpected emergencies such as a personal illness or a sick child.

## Ridematching Campaign

As indicated in past surveys and supported by market research, commuters are motivated to switch to alternative transportation primarily in order to save money.

The first half of the FY2013 campaign was built on the successful messaging strategy started in the later part of FY2012, promoting ridesharing as a cost savings alternative to SOV driving. The messaging strategy informed commuters of the money to be saved through ridesharing.

Over the years, consumers have developed numerous cost-cutting, penny-pinching ways to save money. The rideshare campaign takes a light-hearted approach contrasting some extreme ways to save money with the simple one of sharing a ride.

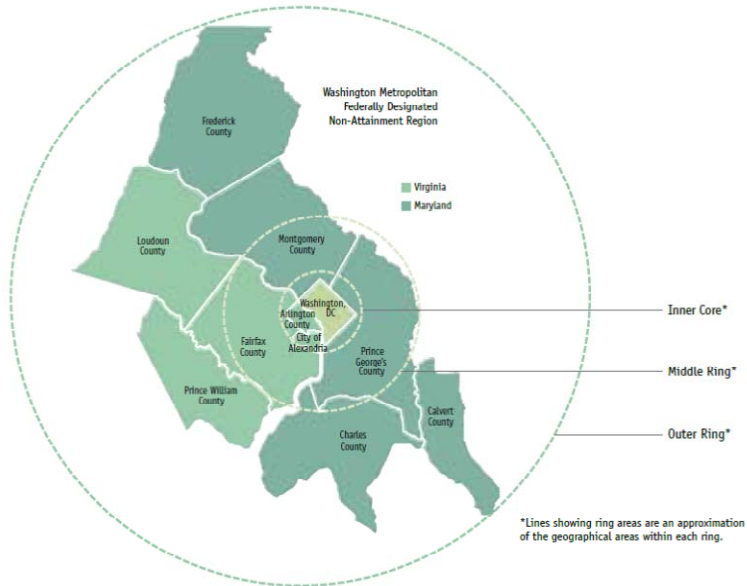


The visuals provide far-fetched examples of hiding money under a mattress or in a freezer, contrasting those ideas to sharing a ride, and reminds commuters “there are easier ways to keep your money”. The call to action is to visit [commuterconnections.org](http://commuterconnections.org).

The radio spots paint these extreme money-saving scenarios and capture the listeners’ attention through the use of over-the-top sound effects to draw them to sign-up to rideshare, save on gas, and keep their money.

## Media Objectives

The Ridematching campaign used a mix of traditional approaches to maintain awareness among commuters and increase applications. Geographic emphasis was placed on middle and outer ring commuters. With fewer public transit options, ridesharing is a preferred commute alternative for commuters with longer commute distances and times.



Geographic Sub-Areas – Inner Core, Middle Ring, Outer Ring

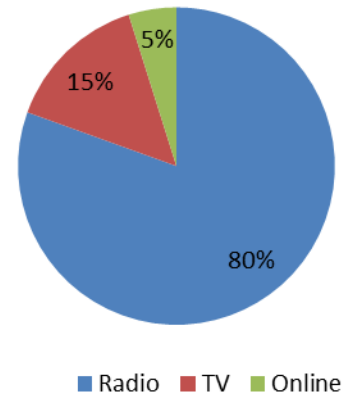
**Target market** (from [FY 2012 Commuter Connections Applicant Database Annual Placement Survey Report](#)):

- 35-64 years old (82%)
- Caucasian (69%) and African-American (17%)
- \$80,000+ annual household income (71%)
- Commute of more than 20 miles/30 minutes
- Live in Virginia (60%) or Maryland (36%); work in D.C. (57%) or Virginia (27%)
- Work for employers with 100+ employees (81%), with 1000+ employees (46%)
- Work for federal agencies (67%) and private sector (20%)

## Geographic Targeting

Washington D.C. DMA

Rideshare Fall Budget	COG Cost	Gross Dollars
Radio	\$247,718	\$291,433
Television	\$45,000	\$52,941
Online banner ads	\$15,000	\$17,647
<b>Total Budget</b>	<b>\$307,718</b>	<b>\$362,021</b>





## Radio

For the fall umbrella campaign, radio was the anchor medium for the Rideshare campaign. Placement was on the following exurb and D.C. stations:

- WAFY-FM (Key 103, Adult Contemporary) / WWEG-FM (106.9 The Eagle, Classis Hits)
- WBQB (B101.5, Adult Contemporary)
- WFLS-FM (93.3, Country)
- WFRE-FM (99.9, Country) / WFMD-AM (930, News/Talk)
- WILC-AM (Romantica 900 AM, Spanish Contemporary)
- WJMA-FM (103.1, Country) / SAM-FM (105.5, Adult Contemporary)
- WMAL (105.9 FM, AM 630, News/Talk)
- WSMD-FM (Star 98.3, Adult Contemporary)
- WTOP (News/Talk 103.5 FM)

The radio campaign ran continuously for 10 weeks, from October through December, with the following Ridematching spots:

### ***Ridesharing::30—“Easier Ways to Keep Your Money 1”***

A wry tone is used to set the stage for Ridesharing as an easier way to keep your money, as opposed to more extreme measures such as freezing it, placing it under your mattress, or hiding it under a litter box.

### ***Ridesharing::30—“Easier Ways to Keep Your Money 2”***

A spirited announcer contrasts Ridesharing as the easier way to keep your money as opposed to radical ideas such as extreme couponing, discount dentistry, or reality show contestants. Over-the-top sound effects catch the listeners’ attention and add humor to the spot.

## **WTOP Commuter Info Reports**

New for the fall campaign, Commuter Connections sponsored Commuter Info, traffic reports on WTOP. The reports ran for a total of 10 weeks on Wednesdays, Thursdays, and Fridays, and alternated weekly between morning and evening drive times. Reports also aired on WFED, WTOP’s sister station.



Reports were produced by Dave Dildine, WTOP’s traffic reporter. Content for the reports reflected newsworthy developments that effect traffic congestion and commuting in the D.C. region. Topics for the reports included:

- Teleworking increases citing data from Commuter Connections’ State of the Commute report.

- Company efforts to improve commutes for their employees with recognition of Commuter Connections' Employer Recognition Awards winners.
- DDOT's development of a bicycle lane on L Street with discussion on the support of bicycling, including events like Bike to Work Day, to make bicycling a viable commute option.

Following each taped report, one of the Commuter Connections ridesharing radio spots was aired. Banner ads also ran on wtop.com and wfed.com radio station web sites.

## Television

A television commercial reinforced saving money through ridesharing during the fall Rideshare campaign. The commercial features a carpool singing the virtues of ridesharing while driving through the streets of Washington, D.C.



The commercial ran on Comcast with placements on a mix of stations and shows including CNBC, NFL Network, ESP2, Comcast Sportsnet, Animal Planet, Lifetime, Lifetime Movie Network, Style Travel Channel, and TV Land.

### *Jingle Lyrics*

*Good mornin' sun, love to see you shine (see you shine!)*

*Lightin' up the highway as we're headin' down the line (down the line!)*

*Bye bye stress; hello to a buck or two*

*When we pull together, there ain't nothin' we can't do*

*Life is rich when we're sharing the load (together!)*

*Ridin' on down the road (female vocalist goes NUTS)*

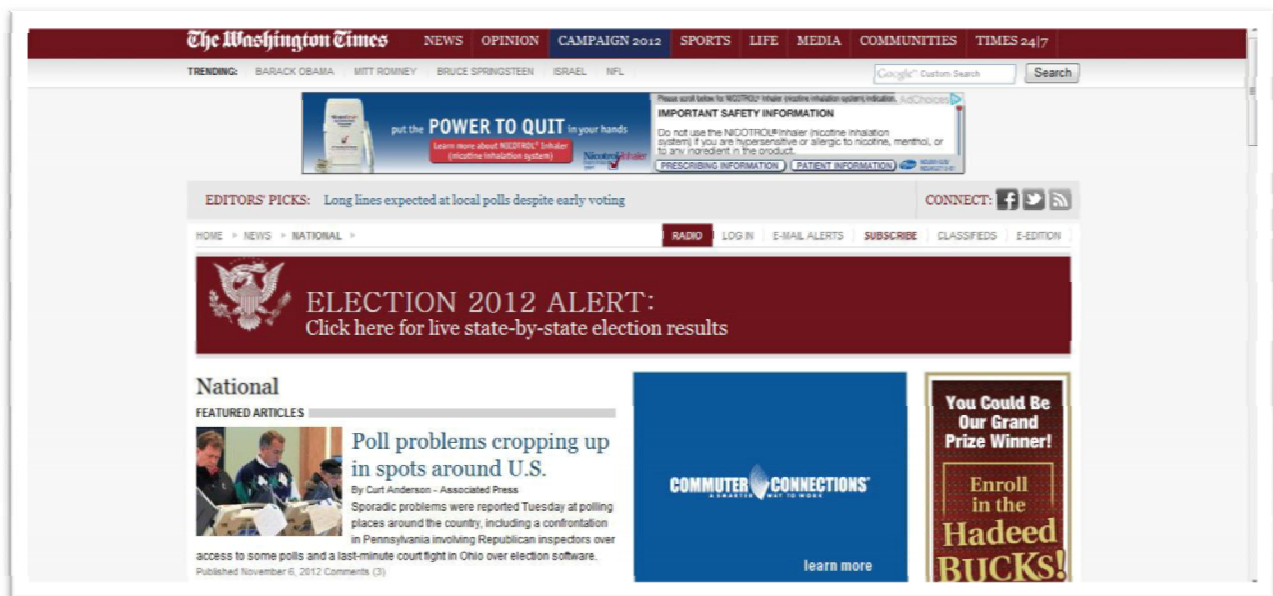
*Voice over: "You may never make it big singing on reality tv... but you can still bring home big money when you Rideshare. Rideshare...at commuterConnections.org"*

## Internet Advertising

An Internet component utilizing select local media sites that performed well in the past were used to promote the Ridematching program for the fall campaign.

Run-Of-Site (ROS) ads were placed on the Washington Times web site; on the home page, weather, traffic, and business pages of WJLA; and, on the news, weather, and traffic pages of NBC4's web site. Ad sizes include leaderboard (728x90), medium rectangle (300x250), and wide skyscraper (160x600). The ads ran for two months, November and December, with performance monitored throughout the campaign. As needed, ad placements were modified during the campaign to optimize performance.

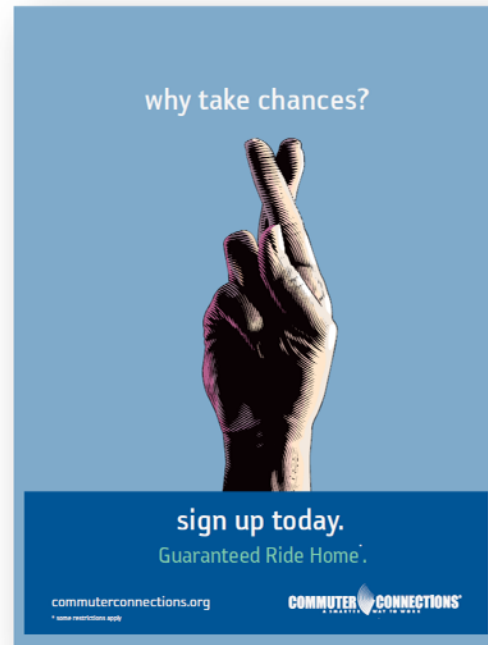
The online ads contained a call to action message and were linked to [commuterconnections.org](http://commuterconnections.org).



The screenshot shows the homepage of The Washington Times. At the top, there is a navigation bar with categories like NEWS, OPINION, CAMPAIGN 2012, SPORTS, LIFE, MEDIA, COMMUNITIES, and TIMES 24/7. Below this is a search bar and a trending section. A large banner for "ELECTION 2012 ALERT" is prominent, with a call to action to "Click here for live state-by-state election results". To the left, there is a featured article titled "Poll problems cropping up in spots around U.S." by Curt Anderson. On the right side, there is a blue advertisement for "COMMUTER CONNECTIONS" with a "learn more" link. Next to it is a yellow and red advertisement for "Hadeed BUCKS!" with the text "You Could Be Our Grand Prize Winner!" and "Enroll in the Hadeed BUCKS!".

## Guaranteed Home Campaign

For Guaranteed Ride Home, the first half of the FY2013 campaign promoted GRH as a no-risk solution to the possibility of being stuck when using commute alternatives.



Radio spots used unlikely but humorous situations of workers relying on luck or survival skills to avoid working late and missing the carpool. The level-headed colleague grounds the spot in reality with Commuter Connections' GRH message to register today for GRH in order to be prepared for the unexpected emergencies and unscheduled overtime.

## Media Objectives

The Guaranteed Ride Home program campaign focused on raising GRH awareness among commuters and increasing applications for this program. GRH leverages alternative transportation by removing one of the perceived barriers to using transportation alternatives; how to get home in case of an emergency.

**Target market** (from [2010 Commuter Connections Guaranteed Ride Home \(GRH\) program Survey Report](#)):

- 35-54 years old (63%)
- Caucasian (68%) and African-American (20%)
- \$80,000+ annual household income (80%), \$120,000+ annual household income (50%)
- Commute of more than 30 miles / 45 minutes
- Live in Virginia (65%) or Maryland (32%), with emphasis on Prince William (17%) and Fairfax Counties (13%); work in D.C. (63%) and Virginia (26%)

## Geographic Targeting

Washington D.C. DMA

<b>GRH Fall Budget</b>	<b>COG Cost</b>	<b>Gross Dollars</b>
Radio	\$132,000	\$155,294
<b>Total Budget</b>	<b>\$132,000</b>	<b>\$155,294</b>

## Radio

Radio was used exclusively for the GRH campaign. Focus was on D.C. stations using a mix of genres including sports, news, and rock with the campaign running on the following stations:

- DC101 (101.1, Rock Alternative)
- ESPN 980 (Sports)
- WBIG (100.3, Classic Rock)
- WNEW (99.1, All News)

The GRH radio campaign ran continuously for 10 weeks, staggered by one week after the Rideshare campaign began. Radio spots aired starting the second week of October and concluding in mid December.

The following spots promoted GRH this fall:

***Guaranteed Ride Home :30—“Why Risk It”***

A worker inventories his good luck charms he carries in order to avoid having to work overtime and miss his carpool. His co-worker reminds him there’s no need to rely on good luck charms when there is GRH.



***Guaranteed Ride Home :30—“Why Chance It”***

A worker surveys the survival gear he has prepared in case he needs to work late and misses his ride home. His co-worker reminds him there’s no need to rely on survival gear when he has GRH.



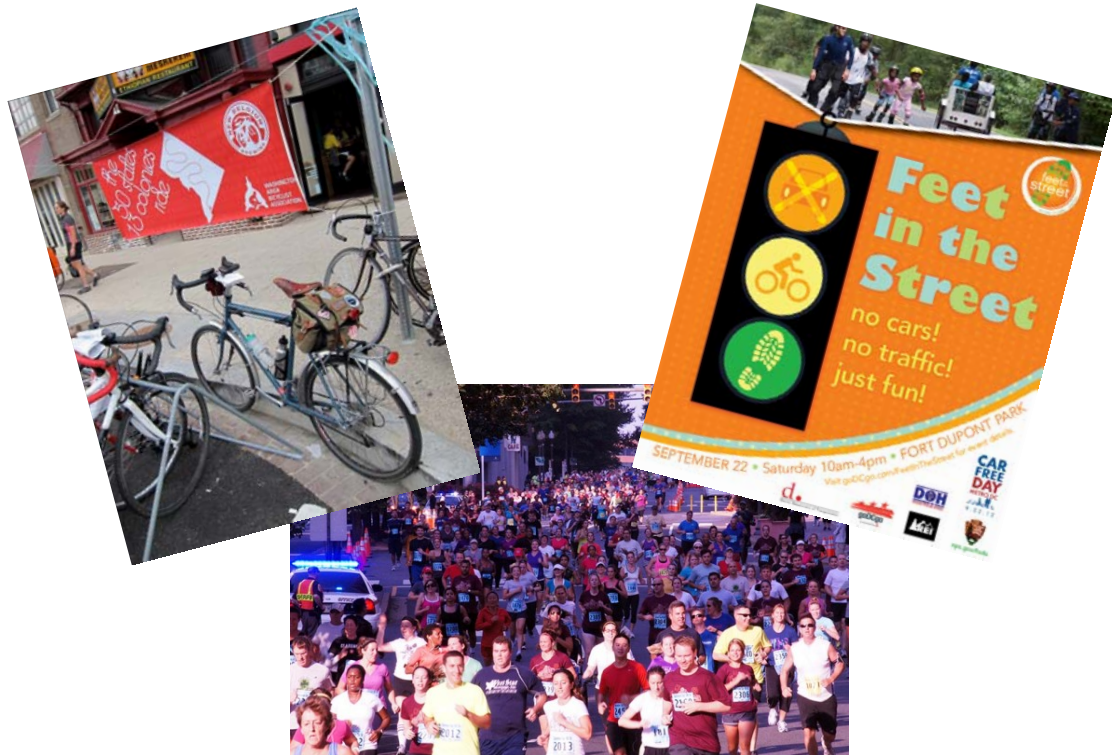
## Special Events

### Car Free Day

For the first time since metropolitan Washington started celebrating Car Free Day in 2008, Car Free Day fell on a weekend. The revised logo reflects the family-friendly focus, replacing the businessman in the crosswalk to a family.

Car Free Day is an internationally celebrated day for people to leave their cars at home for the day, and get around by train, bus, bicycle, subway, or walking. People can also go “car lite” by carpooling or vanpooling.

Nearly 7,000 people pledged to go car free or car-lite this year on Saturday, September 22nd for Car Free Day. The weekend event provided the opportunity to extend the reach of the messaging, encouraging all drivers that the same considerations given for weekday commutes can be applied to weekend errands as well. Through a little extra planning for the weekend, it’s possible to balance the demands of family life while reducing or eliminating drive-alone car trips.



Commuter Connections' network members rose to the weekend challenge as well hosting numerous events and offers for those looking for car-free alternatives. Events which took place across the region included Clarendon Day with 10k and 5k fun runs, Feet in the Street at Fort Dupont hosted by the National Park Service and the District Department of Transportation (DDOT), farmers markets street closures in Montgomery County and Calvert County, and other bike and walk activities and challenges across the region.

For people looking to reduce use of their car for the day, at no charge, Bike and Roll offered free bike rentals, and Frederick County TransIT offered free rides on Connector bus routes.

Donated prizes were offered as incentives to people pledging to go car free or car-lite. Local businesses and organizations donating goods or services gained exposure and were associated with a cause that contributed to the betterment of the region's traffic congestion and air quality. Donated prizes included:

- Apple iPad™ - courtesy Base Technologies
- Bicycle - courtesy BicycleSPACE
- Bike Rentals – free rentals on Car Free Day, courtesy Bike & Roll
- Capital Bikeshare - annual memberships, courtesy Capital Bikeshare
- CarSharing Memberships –one year membership fee waived, courtesy ZipCar
- CarSharing Rentals – free one day car rental, courtesy car2go
- Commuter Rail Passes - courtesy Maryland Transit Administration and Virginia Railways Express
- eReader - Amazon Kindle, courtesy District Department of Transportation
- Free Lunch - 2 slices of pizza and beverage, courtesy Flippin' Pizza.
- Health Club Passes – Free 7 day pass, courtesy Sport & Health
- Major League Baseball - Tickets to a Nationals Game during the 2013 Season), courtesy Washington Nationals
- Discount Meal – 15% off order, courtesy Mellow Mushroom
- Segway Tours – Tours for Two, courtesy Capital Segway
- SmarTrip Cards - loaded with \$20 of fare, courtesy WMATA (Metro)
- \$500 in Groceries - delivered to your doorstep, courtesy of Relay
- 2-layer Buttercream Cake - courtesy of Sweet Themez



## Media Objectives

The marketing campaign raised public awareness of Car Free Day and challenged drivers to leave their cars home for the day and go car free, reduce the number of trips taken, or go car-lite by carpooling. A family-friendly focus was placed on the campaign to ask drivers to consider some of the same alternative options they use for their weekday commute, and apply them to their weekend errands.

The marketing campaign consisted of radio, text messaging, posters, bus cards and sides, email blasts, online banner ads, social media and an earned media effort. The efforts brought attention to this event and drove the public to [www.carfreemetrod.org](http://www.carfreemetrod.org) to make a pledge to go car free or car-lite.

## Radio

Radio was used to inform the public of Car Free Day with a call to action to pledge to go car free or car-lite for the day. An exclusive buy was negotiated with Clear Channel with Car Free Day spots running for three weeks in September on the following stations:

- WASH (97.1, Adult Contemporary)
- WBIG (100.3, Classic Rock)
- DC101 (101.1, Rock Alternative)
- WIHT (Hot 99.5, Hit Music)

A :60 second radio spot encouraged listeners to “Park It” for the day and take the pledge by going to [www.carfreemetrod.org](http://www.carfreemetrod.org).

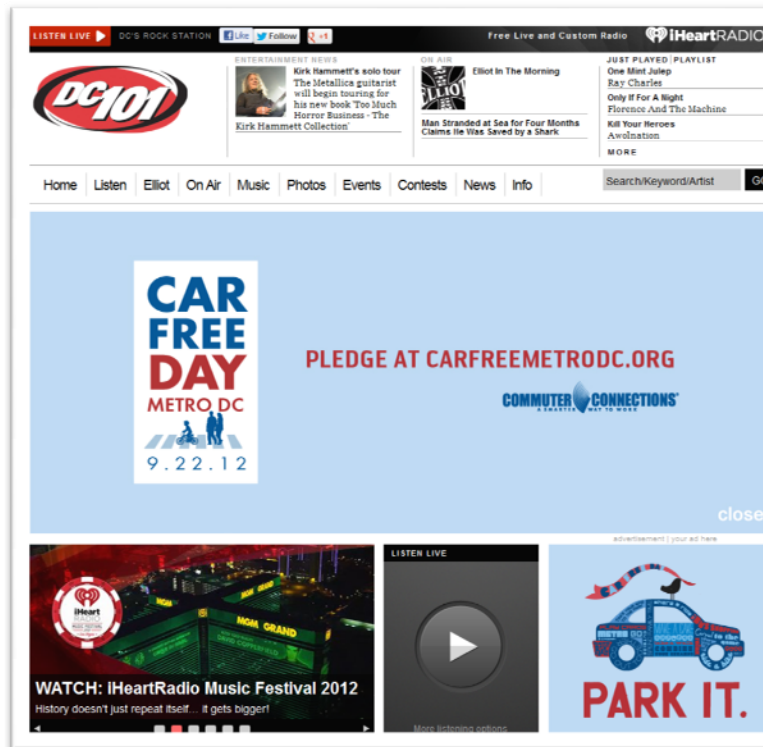
### ***Car Free Day :60—JUST PARK IT***

A precocious child, speaking as a grown-up, reminds adults that after a tough work week at the same old grind, the weekends are for relaxing and doing fun family activities, not for driving around running errands. It’s time to take back the weekend! The announcer reinforces the ‘Park It’ message and drives listeners to the website to pledge and for more information.

## Clear Channel Value Added

Clear Channel complemented the on-air promotion of Car Free Day with a substantial digital presence as value add including:

- Home Page Takeovers
  - WASH 9/21
  - WBIG 9/20
  - HOT99.5 9/13
  - DC101 9/19
- Email Blast
  - WBIG 9/17
- WASH Rewards Featured Link: 9/15-9/21
- Personality Page Sponsorships on HOT & DC101: 9/17-9/21
- ROS Banner Impressions: 9/10-9/21
  - WASH 20,000
  - WBIG 20,000
  - HOT99.5 30,000
  - DC101 25,000



DC101 and WBIG provided tickets to the Maryland Renaissance Festival and promoted a contest rewarding tickets to listeners who pledged to go car free. Winners were selected from the carfreemetrodc.org database.

## Text Messaging

Opt-in text messaging was used to encourage additional pledges through word-of-mouth. The messages thanked them for pledging, served as a reminder of the date, and encouraged them to get friends and family to pledge too. Approximately 4,000 text messages were sent out during the campaign.

September 7, 2012

Thanks for pledging to go Car Free on Sept 22. You may win an iPad courtesy of Base Technologies! Get a friend to pledge at <http://www.carfreemetrodc.org>

September 17, 2012

See full list of raffle prizes for Car Free Day at <http://www.carfreemetrodc.org> click on Events tab & scroll down. Get your family & friends to pledge today!

September 20, 2012

Park it on Saturday and enjoy the day by going Car Free or Car-Lite in Metro DC. Get a friend to pledge at <http://www.carfreemetrodc.org>

## Logo and Poster

The “Park It” poster depicted a car decorated with family-oriented weekend activities and various weekend transportation modes. The call to action directed people to [carfreemetrodc.org](http://carfreemetrodc.org) to take the pledge and for additional information including street closures and prize giveaways. The poster was sent as an email attachment to nine parenting listserv mailing lists, reaching an estimated 24,000 email accounts in the region. Elements of the new creative were incorporated in the website design, Facebook page, and Twitter account.

**PARK IT.**  
for the whole day, or drive less on saturday, september 22

**CAR FREE DAY**  
METRO, DC  
9.22.12

saturday  
9.22. 2012

TAKE THE FREE PLEDGE AT  
**CARFREEMETRODC.ORG**  
FOR A CHANCE TO WIN AN iPad,  
BICYCLE & OTHER GREAT PRIZES!

street closures  
Arlington  
Montgomery County  
Washington D.C.  
See website for specifics.

COMMUTER CONNECTIONS  
[carfreemetrodc.org](http://carfreemetrodc.org)  
800.745.RIDE

Printed on recycled paper

## Transit Signage

Nearly 400 ad spaces were donated by network members, allowing for placement of Car Free Day signage on buses and transit shelters across the region.

- 40 Arlington Transit (ART) bus cards
- 200 Metro bus cards
- 70 Fairfax Connector bus tails
- 30 Montgomery County Ride On bus kings
- 50 Montgomery County bus shelters



**PARK IT.**  
for the day on saturday, september 22  
use metrobus or metrorail  
**PLEDGE AT CARFREEMETRODC.ORG**  
GET A CHANCE TO WIN AN iPad™

**CAR FREE DAY**  
METRO, DC  
9-22-12

**M metro** **COMMUTER CONNECTIONS**  
800.745.RIDE

## Website

The Car Free Day website was updated to include elements from the new creative, unifying the campaign's digital presence.

The screenshot shows the homepage of the Car Free Day website. At the top left, the logo reads "CAR FREE DAY METRO DC" with a small graphic of a person on a bicycle. To the right, the date "September 22, 2012" is displayed. Further right is a graphic of a red and blue ribbon with the word "CAR" written on it, and a small bird icon. To the right of the ribbon, text says "Pledge today for a chance to WIN an Apple iPad, bicycle, or other great prizes" with images of an iPad and a smartphone above it.

A red navigation bar contains the following links: HOME, WHAT is car free day?, HOW to be car free?, EVENTS and special promotions, PLEDGE to be car free day, NEWS, SPONSORS, and CONTACT drop us a line.

Below the navigation bar is a large photograph of a group of cyclists riding down a city street. To the right of the photo is a blue box with the text "TAKE THE CAR FREE CHALLENGE PLEDGE TO BE CAR FREE". Below this is a "Car Free Day Pledge Count" section showing a digital counter with the number "3506" and the text "...and counting!". To the right of the counter is a small text box: "Be one of many that will reduce or eliminate the use of their car on Sept. 22, 2012".

Below the photo and pledge counter is a large red heading "PARK IT." followed by the text "for the whole day, or drive less on saturday, september 22". Below this is a paragraph: "Join us for part of a worldwide movement to celebrate sustainable transportation on Car Free Day, Saturday September 22, 2012."

On the right side of the page, there is a Facebook widget for "Car Free Day on Facebook" with a "Like" button. Below that is another Facebook widget titled "Car Free Day" with the text "With the high cost of gasoline, Car Free Day is a great".

## Social Media



A Car Free Day Facebook page was used to keep friends of the event up to date on activities prior to and following the event. Car Free Day was “liked” by over 3,100 Facebook fans.

The screenshot displays the Facebook profile for Car Free Day Metro DC. The profile picture is a colorful graphic with text such as "TAKE YOUR KIDS TO THE PARK", "share a ride", "PLAY CARDS", "MAKE A CAKE", "BUS SHOPPING", "COMBINE YOUR ERRANDS", "BICYCLE", and "SMILE". The page has 2,915 likes and is categorized as a Non-Profit Organization.

Recent posts include:

- A link shared on August 21: "The DC metropolitan region's Car Free Day web site is now officially open. The goal is 10,000 pledges of residents to go car free or car-lite on Sat. Sept. 22nd." The link is <http://www.mwcog.org/commuter2/pdf/media/CarFreeDayPledgeSiteNowOpen.pdf>.
- A comment by Colleen Beaty on August 21 at 11:35am: "But it's a Saturday... wouldn't it be better served moved to a weekday, when people will be commuting?"
- A link shared on August 28: "Learn what fun a Car Free Saturday can be. Pledge to leave your car at home at [www.carfreemetrodcc.org](http://www.carfreemetrodcc.org)"
- A link shared on August 24: "Take the Car Free Day Pledge today for the chance to win an Apple iPad, a bicycle, or other great prizes! [www.carfreemetrodcc.org](http://www.carfreemetrodcc.org)"

The page also shows a list of likes from other organizations, including Commuter Connections, World CarFree Day, National Capital Region Transportation Planning Board, and Bike to Work Day.



Twitter was used to follow Car Free Day activities in the region as well as to promote Car Free Day activities and sponsors. Car Free Day had 357 followers on Twitter.

**Commuter Connections**  
@CarFreeMetroDC  
Car Free Day is an international event celebrated in the Washington DC metropolitan region on Sept 22nd. The event encourages individuals to uncar that day.

Following 68 TWEETS 63 FOLLOWING 330 FOLLOWERS

**Tweet to Commuter Connections**  
@CarFreeMetroDC

**Tweets**

- Commuter Connections** @CarFreeMetroDC 22h  
Make a difference - bike, walk, carpool or take mass transit on Car Free Day Saturday, Sept. 22. Pledge at [carfreemetrodc.org](http://carfreemetrodc.org)  
Expand
- Commuter Connections** @CarFreeMetroDC 28 Aug  
Learn what fun a Car Free Saturday can be. Pledge to leave your car at home at [carfreemetrodc.org](http://carfreemetrodc.org)  
Expand
- Commuter Connections** @CarFreeMetroDC 27 Aug  
Hit just over 3,000 pledges for Car Free Day. Goal is to reach 10,000 before 9.22.12 [www.carfreemetrodc.org](http://www.carfreemetrodc.org)  
Expand
- Commuter Connections** @CarFreeMetroDC 24 Aug  
Take the Car Free Day Pledge today for the chance to win an Apple iPad, a bicycle, or other great prizes. [carfreemetrodc.org](http://carfreemetrodc.org)  
Expand
- Commuter Connections** @CarFreeMetroDC 21 Aug  
DC region's Car Free Day web site officially open. Goal is 10,000 pledges to go car free or car-lite on Sept. 22nd [mwcog.org/commuter2/jpdf...](http://mwcog.org/commuter2/jpdf...)  
Expand
- Commuter Connections** @CarFreeMetroDC 14 Aug  
Car Free Day is Sat, Sept 22nd. Have you registered yet? [carfreemetrodc.org](http://carfreemetrodc.org). Please RT.  
Expand

**PARK IT.**  
saturday, september 22

**CAR FREE DAY**  
METRO DC  
9.22.12

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## Capital Car Free Campus Support

Several area colleges got involved with Car Free Day to encourage faculty, staff and students use transportation alternatives. American University and George Mason University sustainability offices were up to the task. Posters and buttons were sent to the campuses to aid with their promotion of Car Free Day.

## Outreach, Sponsorships

The success of Car Free Day involves the support of, and participation from, local communities, organizations, and businesses. The message Commuter Connections imparts on Car Free Day, to consider train, bus, subway, bicycle, carpool, or walking and reduce car usage for a day, or go car free, delivers positive benefits to the region. Traffic congestion is reduced. Air quality is improved. People may use the car free experience to explore the overlooked gems in their own neighborhood. Small and local businesses may benefit. Health benefits may be reaped and the experience may lead to changes in commute and travel behavior. By plugging in to like-minded environmental, transportation, health, and business entities, Car Free Day will continue to grow.

Outreach was used to inform and promote Car Free Day with local businesses and organizations. A pitch was included in the Restaurant Association of Metropolitan Washington newsletter asking restaurants to support the event. Mellow Mushroom in Adams Morgan responded offering a discount on Car Free Day. Flippin' Pizza, for the second year, provided coupons for a free lunch on Car Free Day. The efforts of numerous Commuter Connections network members resulted in a considerable list of donated prizes that were raffled off to people who pledged.



## Earned Media

Media outreach was conducted in collaboration with COG and its Office of Public Affairs, with a coordinated strategic approach designed to maximize Car Free Day coverage.

A steady flow of media releases built momentum over time, beginning with a calendar listing one month ahead and continuing with three press releases, each focused on a different benefit of participation. The team promoted the following press releases to newspapers, magazines, radio and television stations, and social media:

- Press Release #1: August 15, 2012; [Car Free Day Pledge Site Now Open!](#)
- Press Release #2: September 10, 2012; [Beat the High Price of Gas by Going Car Free on September 22](#)
- Press Release #3: September 19, 2012; [There is Still Time to Pledge to Go Car Free Sign up and Win Great Prizes!](#)

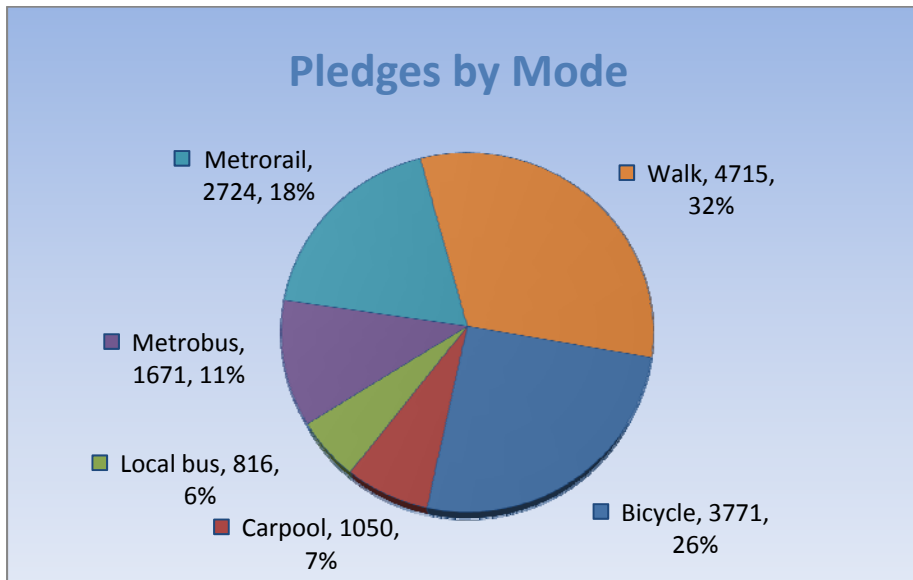
A coordinated media pitching effort followed the distribution of each press release, with direct contact with media outlets throughout the Washington region. The publicity team secured interviews, placed news stories, and drove media to report about Car Free Day. As a result of these efforts, media coverage included the following:

- 63 Car Free Day Media Placements were made, (see Appendix C) for the full listing.

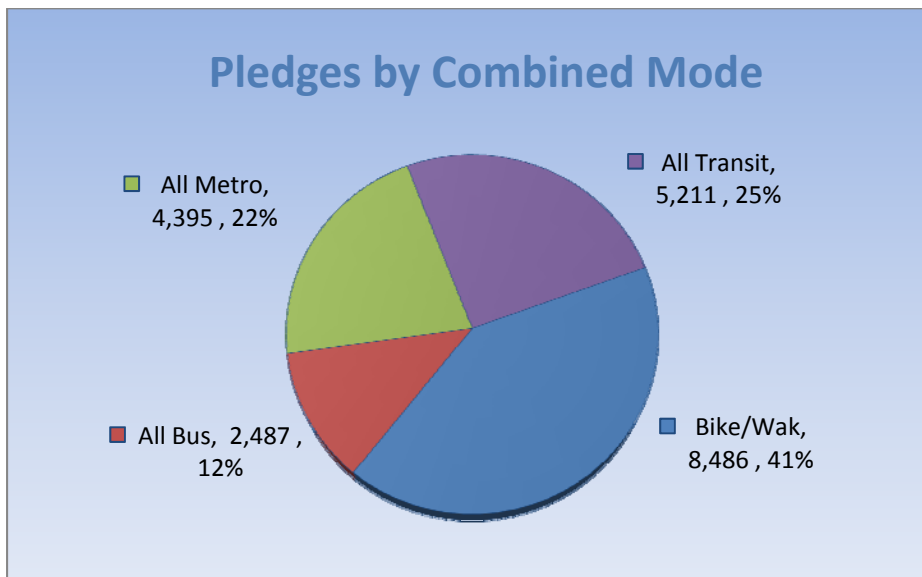


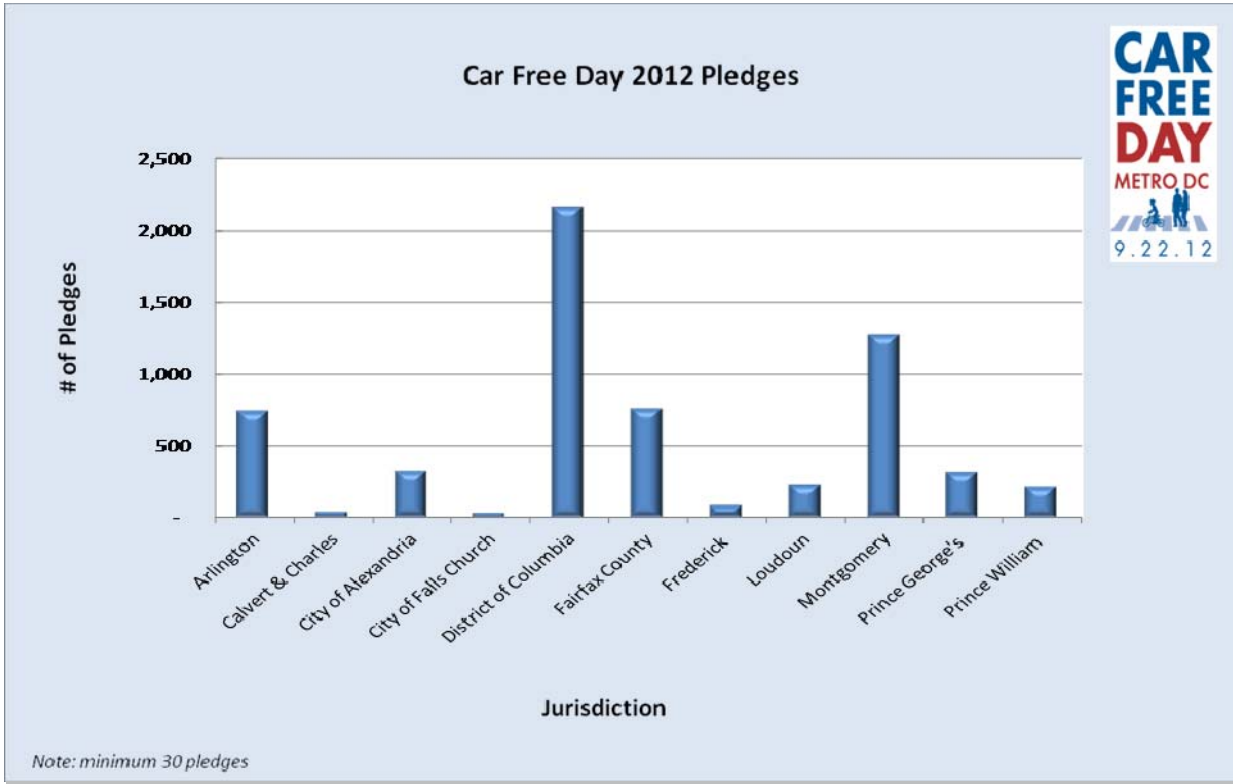
## Performance Results

- 6,572 individual pledges were made in 2012.
- 2,780 people (42%) were normally SOV.
- 144,460 miles were collectively reduced or saved overall by all who pledged.
- 77,998 miles were reduced by the SOV group, 54% of the total miles reported.
- Cell phone numbers were provided by 2,158, a third of all participants.



Pledges shown in the pie charts equal a greater number than the total pledges received. This is due to multiple modes reported by the vast majority of participants, in particular when a primary mode was combined with walking.





### Emissions Calculations

2012 Emissions factors created using growth between 2017 & 2020 based on 2011 VIN

SOV % 42% As provided in survey data  
 VT Reduced 6,194  
 VMT Reduced 347,432

	2012Factors	
	NOX	VOC
	Commute	Commute
Cold START (gm/trip)	0.4886	0.8250
RUNNING (gm/mile)	0.2754	0.1418
HOTSOAK (gm/trip)		0.5447
Cold Start+ Hot Soak (gm/trip)	-	1.3697

2012 Factors	
CO2	PM 2.5
gm/mile	gm/mile
461.7	0.0115

### Emissions Reduction

2012 Emissions Reduced on CFD	VOC	NOx	PM2.5	CO2
	tons/day			
	0.0637	0.1111	0.0044	177



A Google Analytics report was generated inclusive of statistics from the Car Free Day web site. Nearly 18,000 visits were made by 14,945 unique visitors. Total pageviews were 41,426, and the average number of pages per visit was 2.31, with an average duration of 2 minutes and 13 seconds. The referral report supported the high number of website visits driven by online banner ads seen on WASH FM's web page, providing the second highest referral rate to the Car Free Day website.

Source	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
1. <a href="http://mwcog.org">mwcog.org</a>	691	4.28	00:05:30	53.55%	39.36%
2. <a href="http://rewards.washfm.com">rewards.washfm.com</a>	542	1.28	00:02:26	39.30%	81.92%
3. <a href="http://wmata.com">wmata.com</a>	504	1.83	00:01:09	97.62%	65.87%
4. <a href="mailto:36ohk6dgmcd1n-c.c.yom.mail.yahoo.net">36ohk6dgmcd1n-c.c.yom.mail.yahoo.net</a>	472	2.38	00:02:28	86.65%	27.54%
5. <a href="http://facebook.com">facebook.com</a>	393	2.31	00:01:56	85.75%	47.84%
6. <a href="http://reddit.com">reddit.com</a>	355	1.60	00:00:31	96.34%	77.18%
7. <a href="http://carfreemetrodc.org">carfreemetrodc.org</a>	277	1.65	00:01:03	89.89%	72.20%
8. <a href="http://t.co">t.co</a>	200	1.84	00:01:32	81.50%	65.50%
9. <a href="http://livewire.nreca.org">livewire.nreca.org</a>	135	1.85	00:01:48	90.37%	48.89%
10. <a href="http://godego.com">godego.com</a>	134	2.81	00:02:35	82.84%	31.34%

## **Bike to Work Day**

### **Sponsorship Drive**

Commuter Connections began its annual Bike to Work Day sponsorship drive in October 2012. Letters and phone calls were sent to past and prospective sponsors. Commuter Connections has secured three sponsors to date. The Sponsorship drive is open until the end of January 2013.

### **Color Theme**

The Steering Committee selected Teal as the 2013 color theme.



## Employer Recognition Awards

The Commuter Connections Sixteenth Annual Employer Recognition Awards program will recognize employers who voluntarily initiated worksite commute programs to assist their employees. Winners and nominees will be honored at an awards ceremony in June 2013. A nomination brochure for the 2013 awards was developed and distributed to Level 3 & 4 employers during the first week of December and an HTML email was sent. The application form was also made available electronically at [www.commuterconnections.org](http://www.commuterconnections.org)



## Additional Marketing Collateral

### Comprint Military Relocation Guide Newspaper

To remind military personnel of their commute options as they relocate, an ad was placed in Comprint Military Publications' special Relocation Guide section of their newspaper that was delivered to several military bases in October.



**RIGHT AT HOME.**

That's how we want you to be.  
Take the first step and check out  
ways to commute around here at  
[commuterconnections.org](http://commuterconnections.org). It's easy  
and stress-free!

**COMMUTER CONNECTIONS**  
A free service

[commuterconnections.org](http://commuterconnections.org)  
800.745.RIDE



## Commuter Connections Newsletter and Federal ETC Insert

Summer and Fall editions of the Commuter Connections Newsletter were produced during the first half of FY2012. The six page 4-color newsletter is distributed to approximately 7,000 employers and mailed quarterly. It is also placed in .pdf format on the Commuter Connections web site. Newsletters with a Black & White federal ETC insert are distributed in PDF form to Federal Employee Transportation Coordinators via GSA and also placed online at [www.federaletc.org](http://www.federaletc.org).



## 'Pool Rewards

A 'Pool Rewards 4.5" x 11" ad was created for a newsletter sent to 65,000 subscribers by WBQB radio in Fredericksburg as part of value added advertising. The skyscraper banner ad on the Commuter Connections web site was updated to incorporate vanpools.



**'POOL REWARDS**  
it pays to rideshare

Join or start a new carpool and claim your 'Pool Rewards today!\*

Just 2 days a week to cash in!

If you drive alone to work, sign up to carpool 2+ days a week for three months, and you may qualify!

Get \$2/day for each day in an eligible carpool (max \$130 pp). Registration required.

Apply online!  
(we can help with partners)

\* Additional rules and limitations apply.

**COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK

commuterconnections.org 800.745.RIDE

**'pool together, get more.**

## FY 2013 New Creative

### Direct Mail

This first element of FY 2013's spring campaign was delivered to 500,000 households within the metropolitan Washington region in December. The mailers promoted the Ridematching and GRH programs and reminded residents that they may be eligible to participate in 'Pool Rewards'. Recipients were households within the COG footprint, ages 25-54 with annual incomes above \$75,000. Mailers included a postage paid reply mechanism containing a Ridematching and GRH application form. Commuters were also encouraged to go online to [commuterconnections.org](http://commuterconnections.org). Additional information on other options such as transit, SmarTrip, bicycling, telework, HOV Lanes etc. could also be requested. Costs for the mailers included list purchase, printing, postage, and mailhouse services was \$85,000.

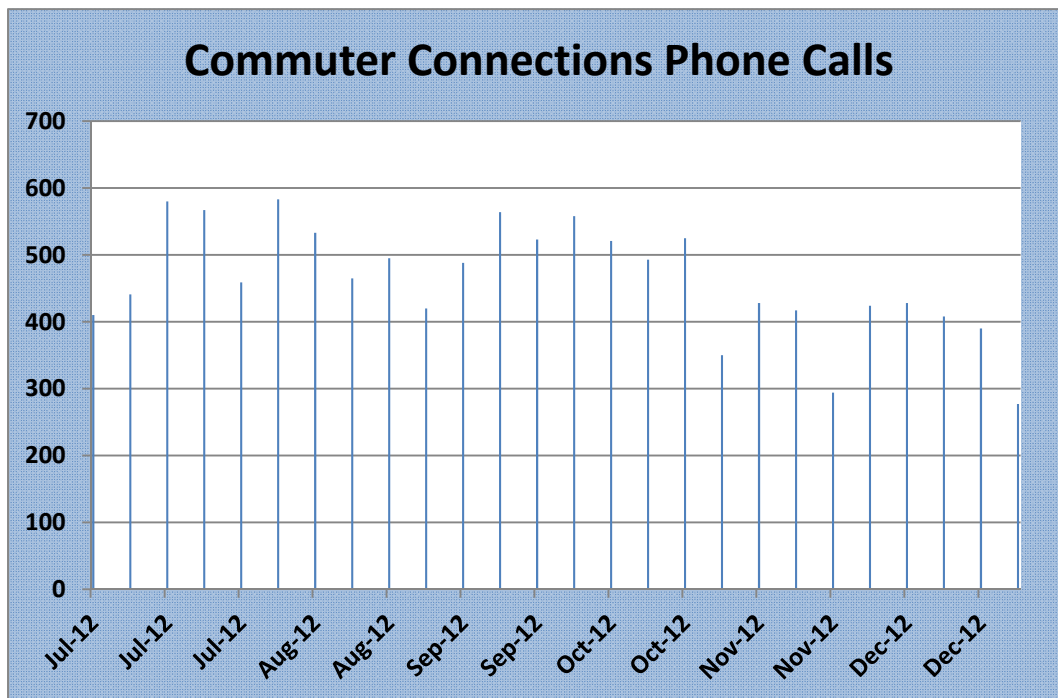


## Appendix A FY2013 First Half Performance Results

### Web Visit

Month	FY 2011 Web Visits	FY 2012 Web Visits	+/-	+/- %
July	9,531	8,622	(909)	-9.54%
August	10,041	9,299	(742)	-7.39%
September	9,306	12,855	3,549	38.14%
October	10,439	12,493	2,054	19.68%
November	10,047	13,515	3,468	34.52%
December	10,621	10,709	88	0.83%
	<b>59,985</b>	<b>67,493</b>	<b>7,508</b>	<b>12.52%</b>

### Phone Calls



## Rideshare Applications

Month	Rideshare FY 2012 Applications	Rideshare FY 2013 Applications	Change	%
July	1,209	1,672	463	38.3%
August	1,252	1,053	-199	-15.9%
September	976	880	-96	-9.8%
October	1,011	851	-160	-15.8%
November	925	978	53	5.7%
December	670	835	165	24.6%
	<b>6,043</b>	<b>6,269</b>	<b>226</b>	<b>3.7%</b>

## GRH Applications

Month	GRH FY 2012 Applications	GRH FY 2013 Applications	Change	%
July	946	899	-47	-5.0%
August	1,702	1,520	-182	-10.7%
September	1,030	851	-179	-17.4%
October	1,329	1,232	-97	-7.3%
November	916	863	-53	-5.8%
December	979	823	-156	-15.9%
	<b>6,902</b>	<b>6,188</b>	<b>(714)</b>	<b>-10.3%</b>

## Appendix B FY2013 First Half Media Flowchart

Commuter Connections Media Schedule						Week																
GRH	Media Outlet	Format	Dial Position	Campaign to Run	9/3	9/10	9/17	9/24	10/1	10/8	10/15	10/22	10/29	11/5	11/12	11/19	11/26	12/3	12/10	12/17	12/24	
					Radio	WNEW	News/Talk	99.1FM	10/8/12-12/16/12													
Radio	WBIG	Oldies/Classic Hits	100.3FM	10/8/12-12/16/12																		
Radio	WWDC	Rock	DC101.1FM	10/8/12-12/16/12																		
Radio	ESPN	Sports	980AM	10/8/12-12/16/12																		
Rideshare	WLC	Spanish	900AM	10/01/12-12/07/12																		
	WAFY/WWEG	AC/Classic Hits	103/106.9FM	10/01/12-12/15/12																		
	WBQB	AC	101.5FM	10/01/12-12/07/12																		
	WFLS	Country	93.3FM	10/01/12-12/07/12																		
	WFRE	Country	99.9FM	10/01/12-12/08/12																		
	WFMD	News/Talk	930AM	10/01/12-12/07/12																		
	WTOP/WFED	News/Talk	103.5FM/1500AM	10/01/12-12/09/12																		
	WMAL	News/Talk	105.9FM	10/01/12-12/08/12																		
	WJMA	Country	103.1FM	10/01/12-12/07/12																		
	TV	Comcast Cable	Various	Various	3/11/13-6/23/12																	
Online	WJLA	News/information	<a href="http://wjla.com">wjla.com</a>	11/01/12-12/31/12																		
	Washington Times	News/information	<a href="http://washingtontimes.com">washingtontimes.com</a>	11/01/12-12/31/12																		
	NBC4	News/information	<a href="http://nbc4.com">nbc4.com</a>	11/01/12-12/31/12																		
Radio	WASH	Soft Rock	97.1FM	09/03/12- 09/22/12																		
	WWDC	Rock	DC101.1FM	09/03/12- 09/22/12																		
	WBIG	Oldies/Classic Hits	100.3FM	09/03/12- 09/22/12																		
	WHT	Adult AC	HOT 99.5FM	09/03/12- 09/22/12																		
Text	Advance Telecom	Text Message	N/A	9/8/12																		
	Advance Telecom	Text Message	N/A	9/17/12																		
	Advance Telecom	Text Message	N/A	9/20/12																		
Donated Transit																						

## Appendix C Car Free Day Media Placements

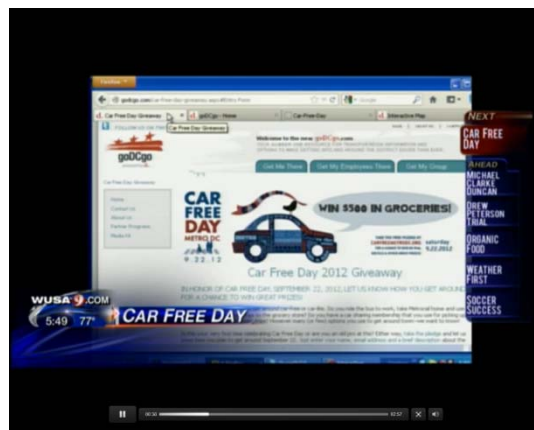
### Television

Outlet	Contact	Date	Title
News Channel 8; <i>NewsTalk</i>	Bruce DePuyt	9/4/2012	<a href="#">TV interview with Nick Ramfos</a>
The Extra Mile	Monica Samtani	9/4/2012	<a href="#">Television interview with DDOT</a>

### [News Talk: Interview with Nick Ramfos](#)



### [The Extra Mile: Interview with DDOT](#)



## Radio

Outlet	Contact	Date	Title
WFLS - Fredericksburg	Deidre Blake	9/19/2012	Taped interview with Nick Ramfos
Metro Networks*	Tom Roberts	9/19/2012	Taped interview with Nick Ramfos
WUSA Channel 9	Monica Samtani	9/24/2012	Live radio interview wrap-up with Nick Ramfos

\*Metro Networks – Tom Roberts Distributed to 20 affiliate stations:

(WAVA 105.1 FM, WBQB 101.5 FM, WFLS 93.3 FM, WFVA 1230 AM, WHUR 96.3 FM, WIAD 94.7 FM, WINC 92.5 FM, WJFK 106.7 FM, WKYS 93.9 FM, WLZL 99.1 FM, WMAL 630 AM, WMMJ 102.3 FM, WPGC 95.5 FM, WPRS 104.1 FM, WTOP 103.5 FM, WYCB 1340 AM).

## Print/Online

Outlet	Contact	Date	Title
Connected Communities	Howard Hartman	8/20/2012	<a href="#">Car Free Day Site Now Open</a>
Bike Arlington		8/20/2012	<a href="#">Car Free Day Site Now Open</a>
TPB Weekly Report		8/21/2012	<a href="#">Washington Region to Join the World in Celebrating CFD</a>
Fairfax News	Fairfax News	9/3/2012	<a href="#">No Escape Terrible Traffic Tuesday Approaches</a>
Market Watch	Marketwire	9/4/2012	<a href="#">Get Out and Explore DC with Car Free Day Sept. 22</a>
BeforeItsNews.com	Marketwire	9/4/2012	<a href="#">Get Out and Explore DC with Car Free Day Sept. 22</a>
NBC News.com	Marketwire	9/4/2012	<a href="#">Get Out and Explore DC with Car Free Day Sept. 22</a>
Yahoo.com	Marketwire	9/4/2012	<a href="#">Get Out and Explore DC with Car Free Day Sept. 22</a>
WUSA Channel 9	Kristen Fisher	9/4/2012	<a href="#">School Begins and so Does Terrible Traffic Tuesday</a>
goDCgo		9/4/2012	<a href="#">Car Free Day 2012</a>
CBS DC		9/4/2012	<a href="#">Terrible Traffic Tuesday Drives DC Crazy again</a>
Timely Tidbits	RAMW	9/5/2012	<a href="#">Attract New Customers on Car Free Day</a>
Bethesdanow.com	Aarib Kraut	9/17/2012	<a href="#">Car Free Day is Saturday</a>



Washington Post	Associated Press	9/19/2012	<a href="#">Car Free DC is the goal for sustainable transportation advocates, at least for a day</a>
WTOP, Sprawl & Crawl	Associated Press	9/19/2012	<a href="#">Advocates urge D.C. to go car free for a day</a>
Baltimore CBS Local	Associated Press	9/19/2012	<a href="#">Advocates urge D.C. to go car free for a day</a>
My Fox DC.com	Associated Press	9/19/2012	<a href="#">Advocates urge D.C. to go car free for a day</a>
Connected Communities	Howard Hartman	9/19/2012	<a href="#">There is Still Time to Pledge to Go Car Free</a>
Grist	Greg Hanscom	9/19/2012	<a href="#">Ditch your car this week! We double-dog dare you</a>
The Washington Times	Editorial	9/20/2012	<a href="#">A World Without Cars</a>
Washington Post	DC News in Brief	9/20/2012	<a href="#">Saturday is International Car Free Day</a>
Georgetown Patch	Syd Bickers	9/20/2012	Phone interview with Nick
Riehl World View		9/21/2012	<a href="#">Ack! World Car Free Day?</a>
Redefineing Eco		9/21/2012	<a href="#">Break Your Automobile Addiction</a>
Washington DC Local Me		9/21/2012	<a href="#">Safety and Awareness are Key for CFD 2012</a>
Loudon County Traffic		9/21/2012	<a href="#">Car Free Day is Tomorrow</a>
Beyond DC		9/21/2012	<a href="#">The Reason Car-Free Day is on Saturday</a>
Georgetown Patch	Syd Bickers	9/21/2012	<a href="#">Safety and Awareness are Key for CFD 2012</a>
ExpressNightOut.com	Vickey Hallett	9/21/2012	<a href="#">DC Rider - Space Invaders</a>
Washington Post, Post Local	Dr. Gridlock	9/21/2012	<a href="#">Car Free Day tomorrow</a>
The Wash Cycle		9/21/2012	<a href="#">Thursday Afternoon Commute Capital Bikeshare Day</a>
Bike Arlington	Blogsite	9/22/2012	<a href="#">Happy Car Free Day</a>
The Wash Cycle	Blogsite	9/20/2012	<a href="#">Afternoon Commute</a>
EYA	Blogsite	9/18/2012	<a href="#">Park It - Go Car Free on September 22nd</a>
Life in the Village	Blogsite	9/19/2012	<a href="#">Car Free Day</a>
Bike Arlington Forum	Blogsite	9/22/2012	<a href="#">Happy Car Free Day</a>
WABA	Blogsite		<a href="#">Car Free Day - a Good Time to Reflect on Transportation Options</a>
Bike and Roll	Blogsite	8/27/2012	<a href="#">Go Car Free Sept. 22nd</a>

## Social Media

Outlet	Contact	Date	Title
Facebook	goDCgo	9/18/2012	Kill some time with us this blustery Tuesday morning by taking our Car Free Day Trivia Challenge. You know you love online quizzes - see how you score!
Facebook	goDCgo	9/19/2012	Countdown to Car Free Day 2012! Take the pledge today!
Facebook	goDCgo	9/24/2010	Thanks to everyone who participated in our Car Free Day Giveaway! We were overwhelmed by your enthusiastic responses and hope you all enjoyed the day. Winners have been notified by the email addresses you provided, so please check and see if you were one of them!
Facebook	goDCgo	9/17/2012	Please join us this Saturday, 9/22, for Feet in the Street! Through a partnership between the National Park Service and DDOT, this annual event is our official DC street closure for Car Free Day 2012. Come on out and enjoy biking, walking, skating and strutting on the beautiful car-free streets of Fort Dupont - plus participate in a host of fun, family-friendly activities. See you there!
Facebook	Capital Bikeshare	9/18/2012	We know you like bikes, and we're pretty sure you like prizes--so please help us support Car Free Day this Saturday by taking the pledge to go car-free or car-lite!
Facebook	Capital Bikeshare	9/19/2012	Hope all of our members will take the Car Free Pledge today! It's easy to do and you can win prizes!
Twitter	Free in DC	9/21/2012	This Saturday 9/22 is DC Car Free Day! Join @LiveWellDC at "Feet in the Street" Fort Dupont Park in SE 10am-4pm, Free!
Twitter	Free in DC	9/22/2012	Today is DC Car Free Day! Join @LiveWellDC at "Feet in the Street" Fort Dupont Park in SE 10am-4pm, Free!
Twitter	goDCgo	9/17/2012	Please join us on Sat. for Feet in the Street - DC's official road closure event for #CarFreeDay2012! See you there!
Twitter	goDCgo	9/17/2012	Free bike rentals from @BikeandRollDC - 1 more great prize that could be yours when u enter the Car Free Day giveaway!
Twitter	goDCgo	9/18/2012	Take the #CarFreeDay Trivia Challenge & see what you REALLY know! Are you as car-free savvy as you think you are?
Twitter	Capital Bikeshare	9/18/2012	Have you taken the @CarFreeMetroDC pledge to go car-free/car-lite this Saturday Sept. 22? Just a few days left!
Twitter	goDCgo	9/19/2012	Take the #CarFreeDay pledge!

Twitter	goDCgo	9/19/2012	Pledges for #CarFreeDay are just about to hit 4,500. Let's see if we can hit 5,500 by the end of the day! Please RT!
Twitter	goDCgo	9/20/2012	We made it to over 6,200 #CarFreeDay pledges! What do you think, DC? How about 8,500 today? Tell a friend!
Twitter	RelayFoods	9/21/2012	Car Free Day is tomorrow, how do you plan to spend it? Let our friends @goDCgo know!
Twitter	DDOT DC	9/21/2012	Don't want to run any Saturday errands? "Sorry honey, I'm car free today." Take the pledge
Twitter	DDOT DC	9/21/2012	It's the Family-Cycle and it's all you need for a Car Free Day. Take the pledge:
Twitter	DDOT DC	9/22/2012	Happy #CarFreeDay DC! Hope U find a creative way to celebrate!
Twitter	carfreemetrodc		<a href="#">Various tweets on Commuter Connections</a>