



NATIONAL CAPITAL REGION TRANSPORTATION PLANNING BOARD JULY 24, 2019

Car Free Days 2019

Nicholas Ramfos
Transportation Operations Programs Director
Item 7



Car Free Day Background

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

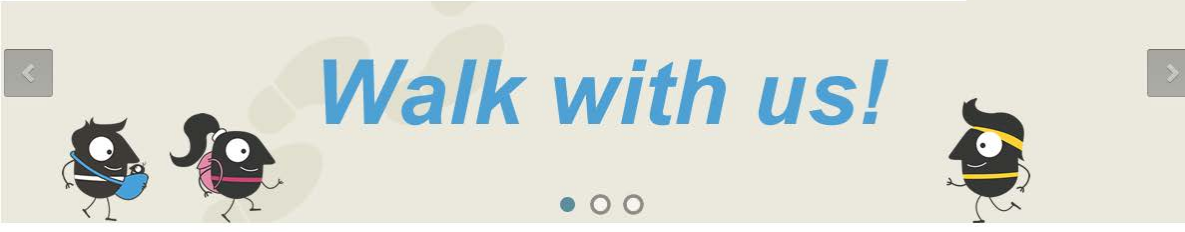


EUROPEAN MOBILITY WEEK
16-22 SEPTEMBER 2019



- Coincides with European Mobility Week.
- An annual campaign on sustainable urban mobility, Sept 16-22.
- Improve public health and quality of life through clean mobility and sustainable urban transport.





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



International

Vancouver



London



Paris



Car Free Day Washington DC Region

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



Car Free Day Background

- Not just commuters.
 - Senior Citizens
 - Students
 - Homemakers
- People who ordinarily travel SOV to work, errands, and classes.
- Pledge Goal 10,000.
- 2019 Event – Sept 21 -23



Regional Proclamation



2018 TPB Proclamation Signing

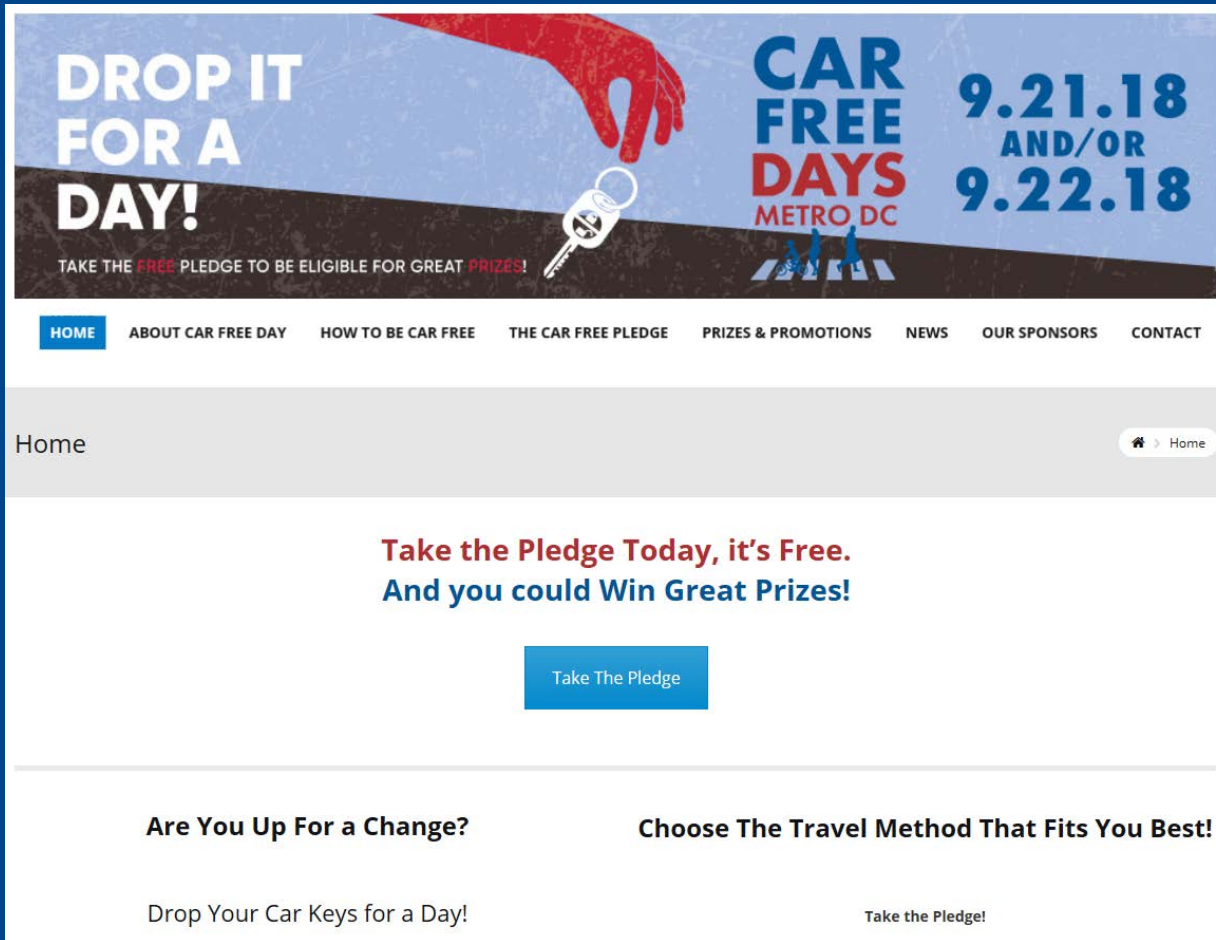


Local Jurisdiction Proclamations

City of Frederick's Proclamation



Car Free Day Web Site



DROP IT FOR A DAY!

TAKE THE **FREE** PLEDGE TO BE ELIGIBLE FOR GREAT **PRIZES!**

CAR FREE DAYS
METRO DC

9.21.18
AND/OR
9.22.18

HOME ABOUT CAR FREE DAY HOW TO BE CAR FREE THE CAR FREE PLEDGE PRIZES & PROMOTIONS NEWS OUR SPONSORS CONTACT

Home [Home](#)

Take the Pledge Today, it's Free.
And you could Win Great Prizes!

Take The Pledge

Are You Up For a Change?
Drop Your Car Keys for a Day!

Choose The Travel Method That Fits You Best!
Take the Pledge!



Media Coverage Headlines

- D.C. officials to stretch 'Car Free Day' into two days
- OmniRide encouraging participation in 'Try Transit Week' and 'Car Free Day'
- 'Try Transit Week,' 'Car Free Day' Encourages Driving Alternatives
- Consider Going Car Free for a Day
- Will a taco discount get you to go car-free this week?
- Leave the car at home on Car Free Day
- Car Free Days Taking Place Later This Week
- Car Free Days offer chance to try alternative to solo commute
- Can you go car-free for a day?
- Car Free Days Offer Chance to Try Alternative to Solo Commute



Promotional Materials



Social Media



facebook

Car Free Day
@carfreemetrodc

Home

Services

Reviews

Shop

Offers

Photos

Videos

Posts

Events

About

Community

Jobs

Pledge

Promote

Get Started With Automated Ads

Drop It For A Day!

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

5.0 5 out of 5 - Based on the opinion of 2 people

Our Story

Car Free Day is a free international event celebrated every September 22 in which people are encoura...

+ Finish your story to tell people more about your business.

CAR FREE DAYS METRO DC
9.21.18 AND/OR 9.22.18

Tweets 354 Following 99 Followers 695 Likes 275

Commuter Connections
@CarFreeMetroDC Follows you

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

carfreemetrodc.org
Joined July 2009

Tweet to Message

43 Followers you know

Photos and videos

53 OFF

FREE DAYS METRO DC 9.21.18

NEW PRIZES ON SEPT 22

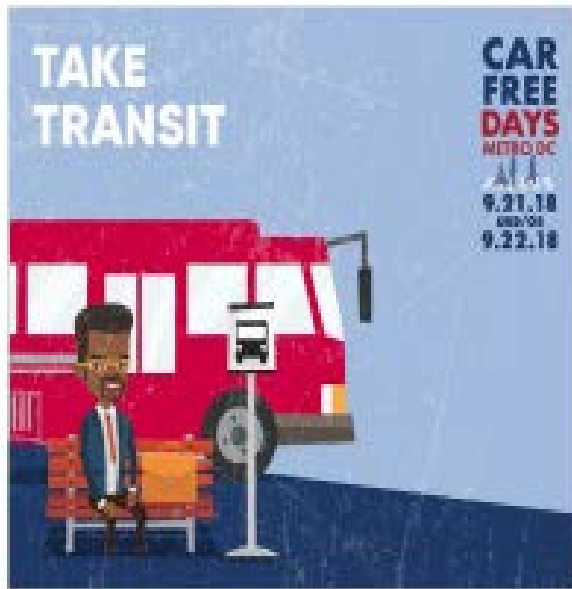
NEW PRIZES ON SEPT 22

NEW PRIZES ON SEPT 22

Commuter Connections @CarFreeMetroDC · 22 Oct 2018
Tiffany Adams, #CarFreeDay 2018 Washington DC regional raffle prize winner of the Samsung Galaxy Tab A 32GB Wi-Fi, courtesy Tri-County Council for Southern Maryland tccsmd.org



Paid Social Media



TAKE TRANSIT

On Friday, September 21 and/or Saturday, September 22, people are encouraged to get around without relying alone to cars. Instead, try the bus, train, bicycle, carpool, or walk. Take the pledge at www.carfreemetrodc.org and get entered into a free raffle to win some great prizes! Sponsored by Committee Co-Chairs, @CarFreeDay & @carfreemetroDC.



TAKE A BIKE FOR THE DAY!

So busy? No problem! The Metropolitan region offers many options for taking a bike for the day. Get a friend and take the free pledge to ride together! You can take a bike to work, school, and job interviews around the world for this important event. Drive more car-free today! Sponsored by Committee Co-Chairs, @CarFreeDay & @carfreemetroDC.



WORK FROM HOME ON FRIDAY!

Pledge CarFree Car-Free Day on Friday, September 21, which makes it the perfect day to work from home and do some good! Join millions around the world... and don't forget to take the free pledge at www.carfreemetrodc.org. Sponsored by Committee Co-Chairs, @CarFreeDay & @carfreemetroDC.



Key Influencer Blogs

Run Commute for Car Free Day!

SEPTEMBER 6, 2018 | BY: COURTNEY @ EAT PRAY RUN DC | 4 COMMENTS



Hi friends. As I've mentioned [before](#), I sometimes run commute to or from work. It is a great way to get to and from work and get your workout in. I was recently featured in a Washington Post [article](#) about run commuting and it made me realize that with Car Free Day coming up on Friday, September 21 and/or Saturday September 22, this was the perfect opportunity to combine the two.



Car Free Day is always on **September 22nd**, so if you want to help with not only cleaner air but also creating less traffic (wouldn't we all love that), take the pledge to do Car Free Day on either Friday, September 21 and/or Saturday, September 22! If you ride with other people in a car (car pool or van pool — that counts as Car Lite!). If you already don't use a car — then you can still [pledge](#) which enters you to win some prizes.




Pandora and You Tube

Michael McDonald Radio

ADVERTISEMENT



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Your station will be right back... [Why Ads?](#)



Car Free Day: Choose your favorite way to go car free
26,203 views



Sponsors



capital bikeshare



Transit



DROP IT FOR A DAY!

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

Telework, Bike, Bus, Rideshare, Train, or Walk on Friday Sept 21 and/or Saturday 22. Take the pledge, even if you're already car free.

Better Ways To Work!
MCDOT

CAR FREE DAYS
METRO DC
9.21.18 AND/OR 9.22.18

#CarFreeDay | @CarFreeMetroDC

COMMUTER CONNECTIONS
800.745.RIDE



Jurisdictional Events



JOIN US FOR

MANASSAS

CAR FREE DAY

SEPTEMBER 22 | 8:30AM-NOON
SATURDAY FARMER'S MARKET

Prince William Commuter Lot across from Baldwin Elementary

Take the pledge at www.carfreemetrodc.org & win great prizes like Manassasopoly

9.21.18 AND/OR 9.22.18

TAKE THE PLEDGE TO BE ELIGIBLE FOR GREAT PRIZES!

Shop at the Clarksburg Premium Outlets! Play at Black Hill Regional Park!

CAR FREE DAY

SHOP & PLAY THE EASY WAY

in **MONTGOMERY COUNTY**

Saturday, September 22, 2018
10:00am — 7:00pm

FREE RIDES FROM SHADY GROVE METRO
On the New Ride On extRa Buses:
Exclusive Discounts for Riders to Shop & Play

Shop & Play
Enjoy a Car Free Adventure with Free Ride On extRa bus service:
Shady Grove Metro + Black Hill Regional Park
Germantown Transit Center + Clarksburg Premium Outlets
Shop up to 65% off, Play in the great outdoors — or both!

MCDOT
Montgomery County
Department of Transportation

montgomerycountymd.gov/mcdot

Shop & Play The Easy Way!

MONTGOMERY COUNTY CAR FREE DAY

Saturday, September 22, 2018
10:00am — 7:00pm

LEAVE THE DRIVING & PARKING TO US!
Try our new Ride On extRa buses for FREE:
WiFi, USB ports & comfy seats

FREE RIDE ON EXTRA BUSES to/from Shady Grove Metro Station every 30 minutes with the following stops:

- Germantown Transit Center
- Black Hill Regional Park
- Clarksburg Premium Outlets

Riders receive FREE VIP Membership & Savings Passport with discounts at 45+ retailers.

BLACK HILL REGIONAL PARK activities include:

- Monarch Butterfly Fiesta Day 11am-3pm
FREE activities for all ages
- Enjoy biking with the Zagster bikeshare bikes with the first 2 hours free
- Boat rentals & pontoon rides on Lake Seneca till 6pm
Riders receive discounts off boat rentals.

extRa **CLARKSBURG PREMIUM OUTLETS**

carfreemetrodc.org

You're Invited!

On Wednesday, September 12th from 7am to 9am, Transit Rideshare will be co-hosting a Car Free Day and Frederick County Commuter Informational event with WFRE at Roy Rogers on Buckeystown Pike. Please note the location change from Wawa on Urbana Pike/MD Route 355.

At the event, residents can receive commuter information, take the Car Free Day pledge for September 21st and 22nd, and have the ability to win great prizes - including WFRE's Wheel O Tickets! Residents and commuters interested in learning more about local services, commute alternatives such as carpooling and vanpooling, as well as commuter benefits available to them are encouraged to stop by. For more information, please contact us at 301-600-RIDE.

TRANSIT RIDESHARE PRESENTS A

CAR FREE DAY & COMMUTER INFORMATION EVENT

Improve your commute, reduce stress, save money and find an alternative way to work.

Join Transit Rideshare & WFRE at Roy Rogers on MD Rt. 88 for breakfast and to receive all needed information to help you change your commuter lifestyle to go car free on September 21st & 22nd during the event for a chance to win great prizes!

WEDNESDAY, SEPTEMBER 12TH | 7-9AM
ROY ROGERS 8822 BUCKEYSTOWN PIKE

301-600-RIDE



Partnerships



American
Heart
Association.

A screenshot of a Facebook post from the "Clean Air Partners" page. The post is dated September 7, 2018, and asks how users will keep their lungs happy during Car Free Days on September 21 and 22. It features four images: a woman at a bus stop, a man with a bicycle, a person teleworking at a laptop, and a person walking. The post has 1.2K reactions, 70 comments, and 101 shares. The page name is "Clean Air Partners" with the handle "@cleanairpartners".



Capital Area Car Free College Campus Challenge



Consortium of Universities of the
Washington Metropolitan Area

**OVER 250 PLEDGES RECEIVED FROM .EDU
EMAIL ACCOUNTS**

Top Universities

Georgetown University	120
American University	42
University of Maryland	24
George Mason University	11
Gallaudet University	10



2019 CFD Call To Action

- 10,000 Pledges - Goal
- TPB Proclamation
- Pledges from TPB Members
- Local Activities/Events
- Media Coverage





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National Capital Region
Transportation Planning Board