



TPB TECHNICAL COMMITTEE MEETING JULY 12, 2019

Car Free Days 2019

Nicholas Ramfos
Transportation Operations Programs Director



Car Free Day Background

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



International

Vancouver



London



Paris

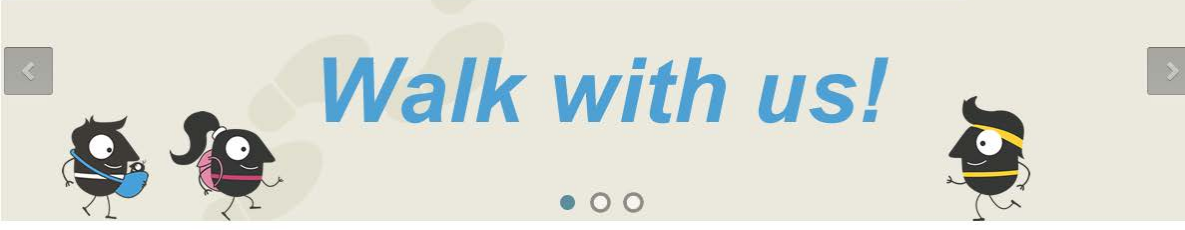


EUROPEAN MOBILITY WEEK
16-22 SEPTEMBER 2019



- 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.



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



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

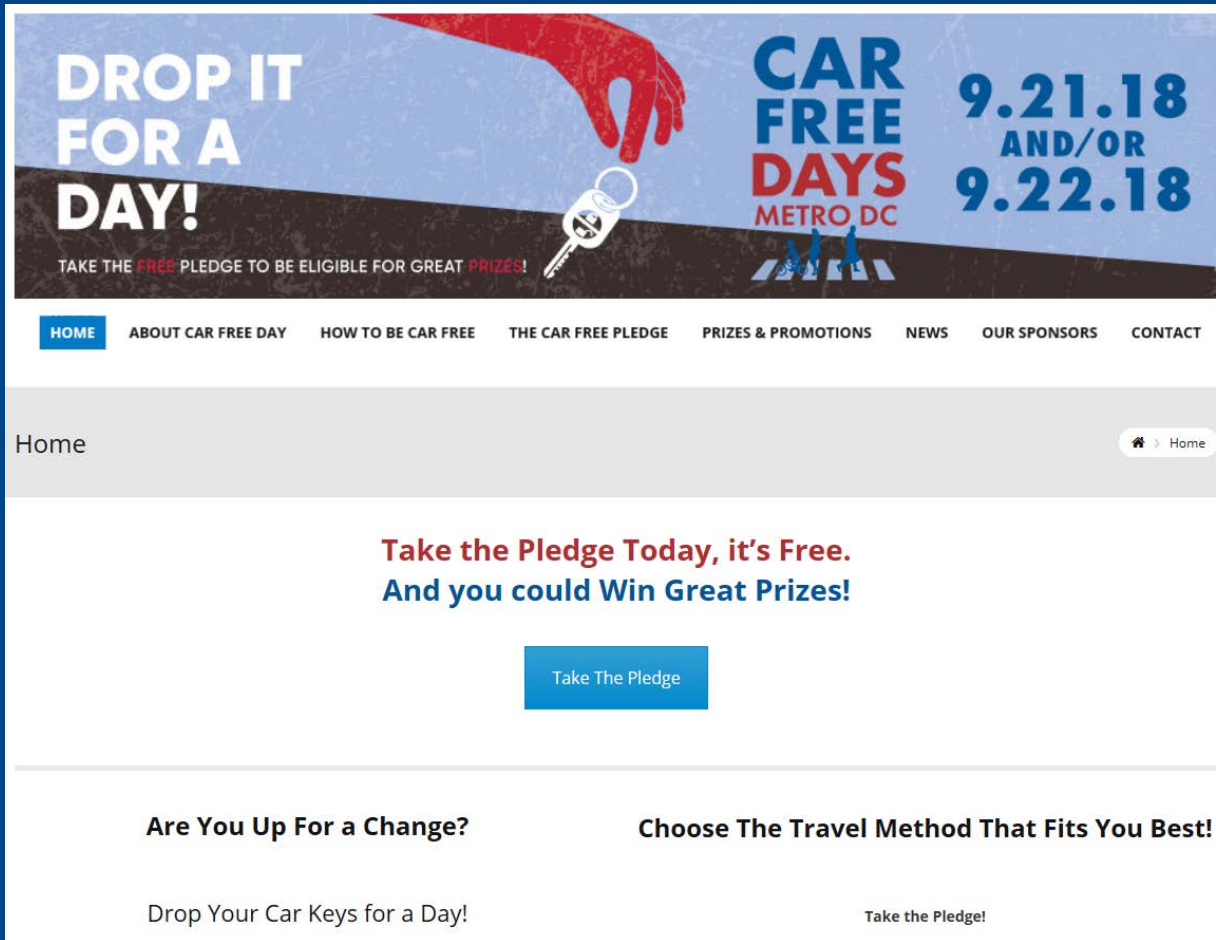


Local Jurisdiction Proclamations

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!



Car Free Day Web Site Leaderboard




2,770
Total Pledges

Car Free Day 2018 - Pledges by Travel Mode



Promotional Materials

DROP IT FOR A DAY!

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

Save up to \$100 on MetroDC fares or more on Friday Sept. 21 and/or Saturday Sept. 22. Take the pledge, even if you're already car-free.

#CarFreeDay #CarFreeMetroDC

COMMUTER CONNECTIONS
800.745.RIDE

CAR FREE DAYS METRO DC

9.21.18 AND/OR 9.22.18

Icons for car, bicycle, bus, train, and pedestrian.



Social Media



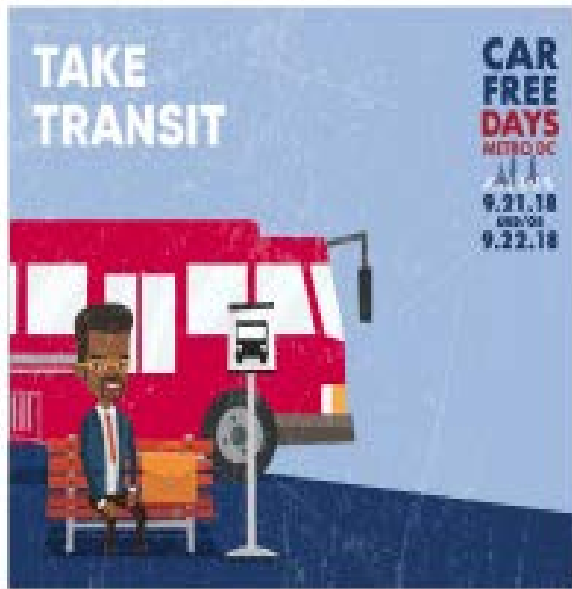
facebook

The image shows the Facebook page for Car Free Day (@carfreemetrodc). The page features a large banner with the text "DROP IT FOR A DAY!" and "TAKE THE FREE PLEDGE AT CARFREEMETRODC.ORG TO BE ELIGIBLE FOR GREAT PRIZES!". Below the banner, there are navigation options like "Home", "Services", "Reviews", "Shop", "Offers", "Photos", "Videos", "Posts", "Events", "About", "Community", "Jobs", "Pledge", and "Promote". The page also displays a "Write a post..." section and a "5.0" rating based on 2 people's opinions.

The image shows the Twitter profile for Car Free Days Metro DC (@CarFreeMetroDC). The profile includes a bio, a website link (carfreemetrodc.org), and a "Joined July 2009" date. It also displays statistics: 354 Tweets, 99 Following, 695 Followers, and 275 Likes. A tweet from Tiffany Adams (@TiffanyAdams) is visible, mentioning the Car Free Day 2018 Washington DC regional raffle prize winner. The profile picture shows a woman smiling.



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.com 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 an overnight train and job/collisions 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! See millions around the world... and don't forget to take the free pledge at www.carfreemetrodc.com. 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



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



Computer Connections

Car Free Day: Choose your favorite way to go car free

26,203 views

Up next

- How to create a 3D Terrain with Google Maps and height maps...
- Queo Pasaos Casos, con solo 3 ingredientes, sin...
- Antigua Guatemala, qué hacer y cómo llegar a Guatemala
- NBA Fights Trash Talking: Decisions Flignant Focus of...
- Rodney Dangerfield Funniest Jokes Ever On The Johnny...



Sponsors



capital bikeshare



District Taco Partnership



**CAR
FREE
DAYS**
METRO DC



**9.21.18
AND/OR
9.22.18**

\$3 OFF
an online order of \$10 or more
when you pledge to be Car Free!

Visit CarFreeMetroDC.org and take the **FREE** pledge to participate in Car Free Day! Walk, bike, bus, ride-share, or train to work! By pledging to take alternative methods of transportation, you're promoting a more sustainable lifestyle! Once you take the pledge, go to order.districttaco.com or the **District Taco app**, sign in with LevelUp, and enter the promo code provided by Commuter Connections. This offer is available at any location in VA, DC, or MD!



Offer only valid through October 22, 2018. Offer only valid for one time use. Discount only applicable to a purchase of \$10.00 or more. Discount shall not exceed \$3.00 off per check. Offer not valid for catering or in store orders. Offer may not be combined with other coupons, discounts, or promotions.



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

CAR FREE DAYS
METRO DC
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
Sleap 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.



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



National Capital Region
Transportation Planning Board

Agenda Item 2
July 12, 2019

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 includes 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



Results

Transportation Mode	# Pledges	% Pledges
Bike (bicycles)	753	27%
Rail (Metrorail, MARC, VRE)	721	26%
Bus (Metro, local bus, and commuter)	580	21%
Walk/Run	264	10%
Telework	223	8%
Pool (carpools and vanpools)	229	8%
	2,770	100%





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National Capital Region
Transportation Planning Board