



# Car Free Day Committee Meeting March 14, 2012

# Car Free Day Background

- Event takes place on September 22<sup>nd</sup>
- Car Free Day is celebrated worldwide in 2,200 cities in 43 countries
- National Capital Region 2011 goal was 10,000 pledges



# 2011 Car Free Day Web Site

**CAR FREE DAY**  
METRO DC

September 22, 2011

Capital Bikeshare Memberships,  
Washington Nationals Tickets.  
PLEDGE TODAY FOR A CHANCE TO  
Win an Apple iPad, Bicycle or  
SmarTrip Cards!

HOME | WHAT | HOW | EVENTS | PLEDGE | NEWS | SPONSORS | CONTACT

WHAT: to be car free? | HOW: to be car free? | EVENTS: and special promotions | PLEDGE: to be car free day | NEWS | SPONSORS | CONTACT: drop us a line

**TAKE THE CAR FREE CHALLENGE**  
PLEDGE TO BE CAR FREE

Car Free Day Pledge Count: **7292**

Be one of many that will reduce or eliminate the use of their car on Sept. 22, 2011  
...and counting!

### Pledge to UnCar for a Day!

Join us for part of a worldwide movement to celebrate sustainable transportation on Car Free Day, Thursday September 22, 2011.

Go Car Free or Car-Lite and make a difference by bicycling, walking, teleworking, carpooling, vanpooling or taking transit.

Pledge even if you're already using these transportation alternatives.

### Sponsors

**BIKE AND ROLL**  
WASHINGTON DC

**Base Technologies**  
Results. Delivered.

iPad provided by Base Tech

**CAR FREE DAY**  
METRO DC

Car Free Day on Facebook

Five universities in the Washington metropolitan area have created a friendly inter-campus challenge, The Capital Campus Car Free Competition, which encourages faculty and staff to ditch their cars and walk, bike and use public transit during the region's Car Free Day, Thursday, September 22. Universities participating are AU, GMU, GTU, UDC, and UMD  
<http://carfreemetrodcc.com/>

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**CAR FREE DAY**  
METRO DC  
9.22.11

# Car Free Day 2011 Flyer

BICYCLE BUS CARPOOL METRO RAIL TELEWORK TRAIN VANPOOL WALK



**CAR  
FREE  
DAY**  
METRO DC  
9.22.11

GO CAR FREE OR CAR-LITE ON SEPTEMBER 22!  
**PLEDGE NOW TO  
UNCAR FOR A DAY**  
AT **CARFREEMETRODC.COM**

**FIGHT TRAFFIC CONGESTION. GO GREEN. \$AVE GREEN.**

Pledge to go car free at [carfreemetrodccom](http://carfreemetrodccom) for a chance to win great prizes such as an iPad® or Bicycle!

Pledge even if you're already using transportation alternatives.  
We'll show you how easy it is to go car free!

© 2011 Metro DC

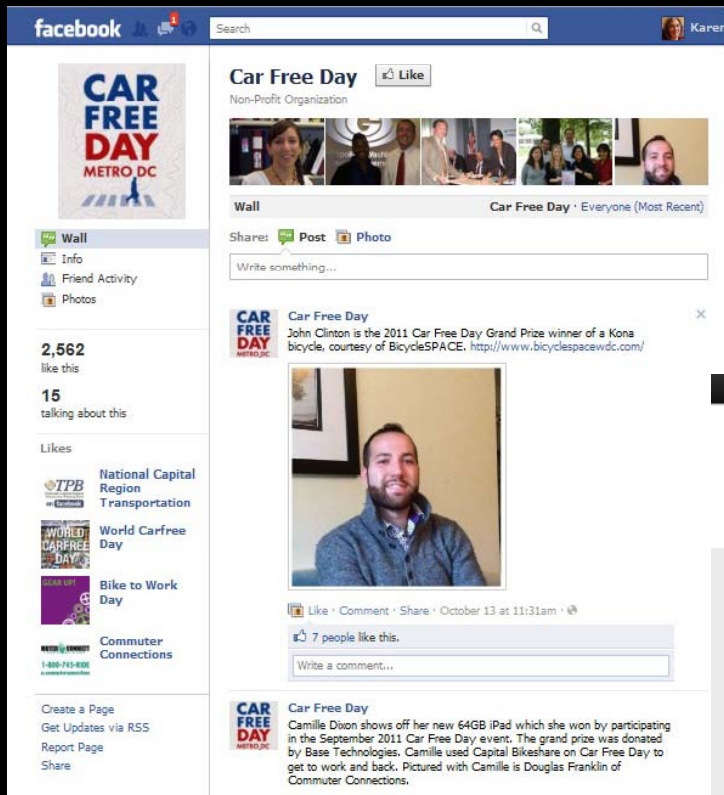
**COMPUTER CONNECTIONS**  
800.745.RIDE



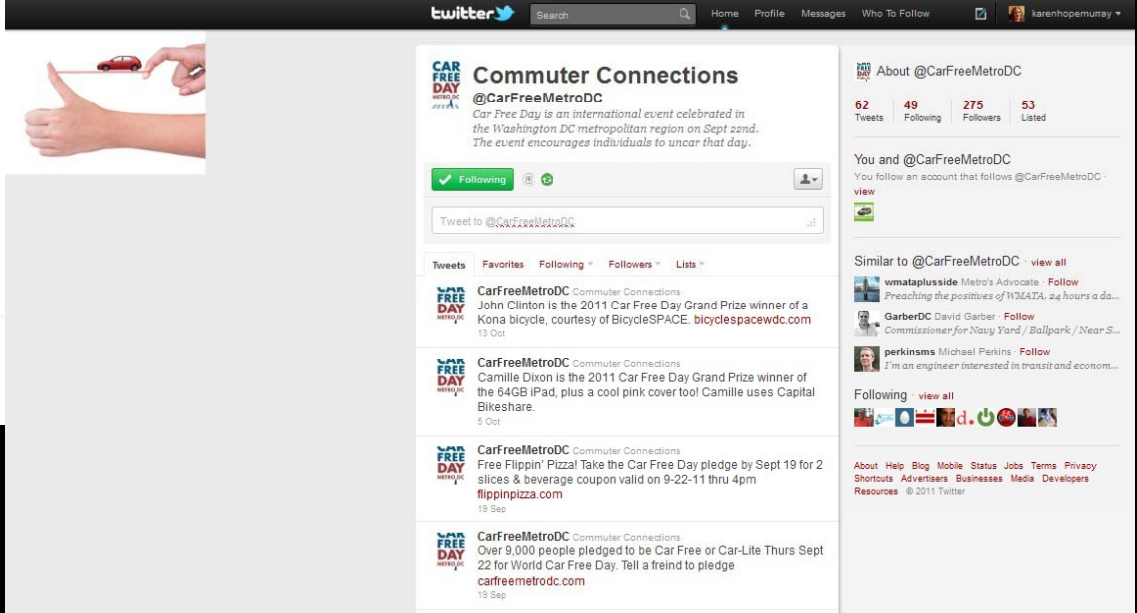
# Transit Signage



# Social Media



The image shows the Facebook profile page for Car Free Day Metro DC. The profile picture is a logo with the text "CAR FREE DAY METRO DC". The page is set to "Public" and has 2,562 likes and 15 people talking about it. The cover photo shows a group of people at an event. The main post is from Car Free Day, dated October 13, 2011, at 11:31am, with 7 likes. The post text reads: "John Clinton is the 2011 Car Free Day Grand Prize winner of a Kona bicycle, courtesy of BicycleSPACE. http://www.bicyclespacewdc.com/". Below the post is a photo of John Clinton, a man with a beard wearing a blue jacket. The left sidebar contains navigation links for Wall, Info, Friend Activity, and Photos, as well as a list of related pages including National Capital Region Transportation, World Carfree Day, Bike to Work Day, and Commuter Connections.



The image shows the Twitter profile page for CarFreeMetroDC. The profile picture is a hand holding a small red toy car. The bio states: "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." The page shows 62 tweets, 49 following, 275 followers, and 53 listed. The main content area displays a list of tweets from CarFreeMetroDC. The first tweet is from October 13, 2011, mentioning John Clinton as the 2011 Car Free Day Grand Prize winner of a Kona bicycle. The second tweet is from October 5, 2011, mentioning Camille Dixon as the 2011 Car Free Day Grand Prize winner of a 64GB iPad. The third tweet is from September 19, 2011, promoting a "Free Filipino! Pizzal" offer. The fourth tweet is from September 19, 2011, mentioning that over 9,000 people pledged to be Car Free or Car-Lite on Thursday, September 22.

# 2011 Car Free Day Events

- Bike and Roll free bicycle rentals
- Capital Bikeshare Birthday Bash
- Capital Car Free Campus Competition
- Flippin' Pizza free lunch coupon
- Frederick Co. TransIT Services free bus rides
- Loudoun Co. raffle
- Montgomery Co. Metrorail celebrations
- Montgomery Co. Park & Ride Lot coffee & donuts
- Bike to College Day at Montgomery College
- Sport & Health free 7 day pass



# Car Free Day Prizes

- Apple® iPad™ 32GB, courtesy Base Technologies
- Kona WorldBike 3-speed, with assembly and warranty, courtesy BicycleSPACE
- Tickets for 2 to 2012 Season Games, courtesy of the Washington Nationals
- Capital Bikeshare - Annual Memberships, courtesy of goDCgo
- Segway Tours – “See the City” Tours for Two, courtesy of Capital Segway
- SmarTrip Cards loaded with \$25 of fare, courtesy of WMATA
- Commuter Rail Tickets, courtesy of Virginia Railways Express and MARC/Maryland Transit Administration



# Car Free Day 2011 Winners



John Clinton, Kona bicycle winner



Camille Dixon, iPad winner

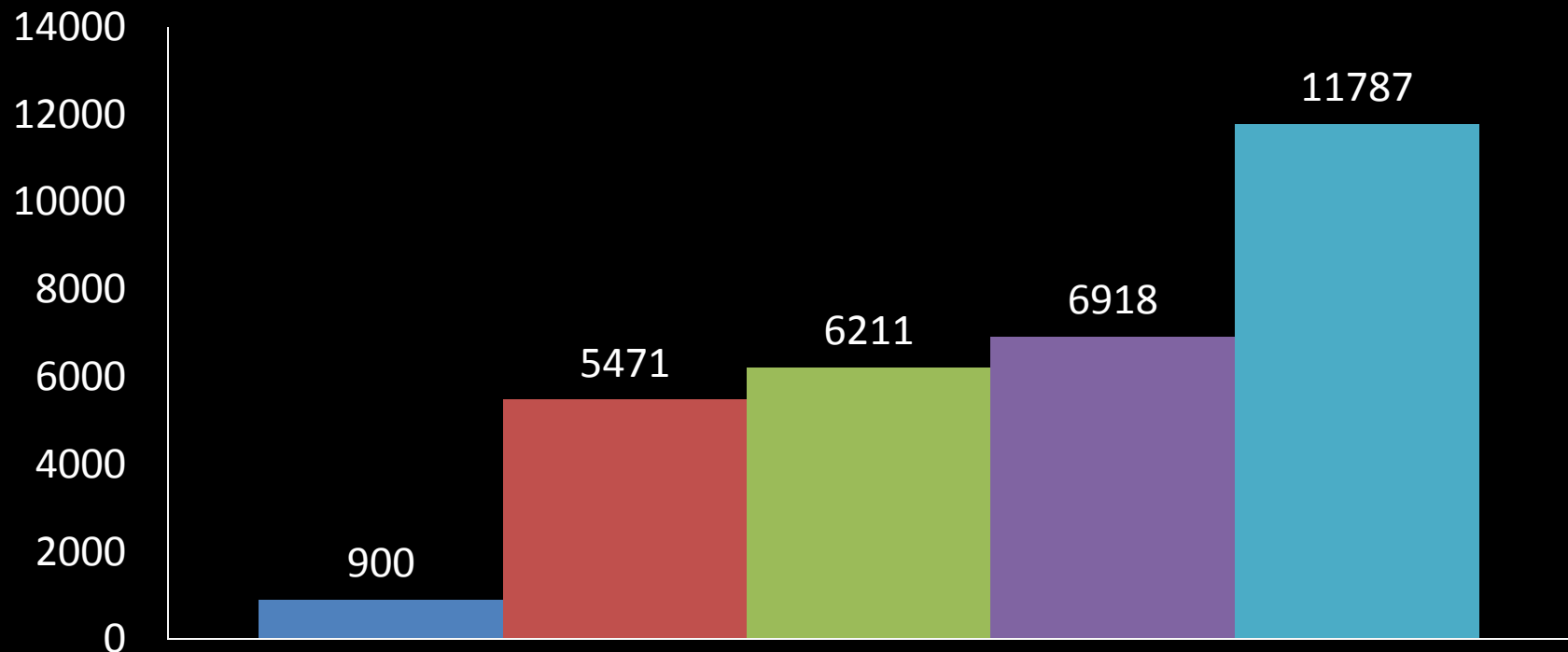


American University, Capital Car Free Campus Challenge

2,400 free slices of  
pizza provided



# Car Free Day Pledge History

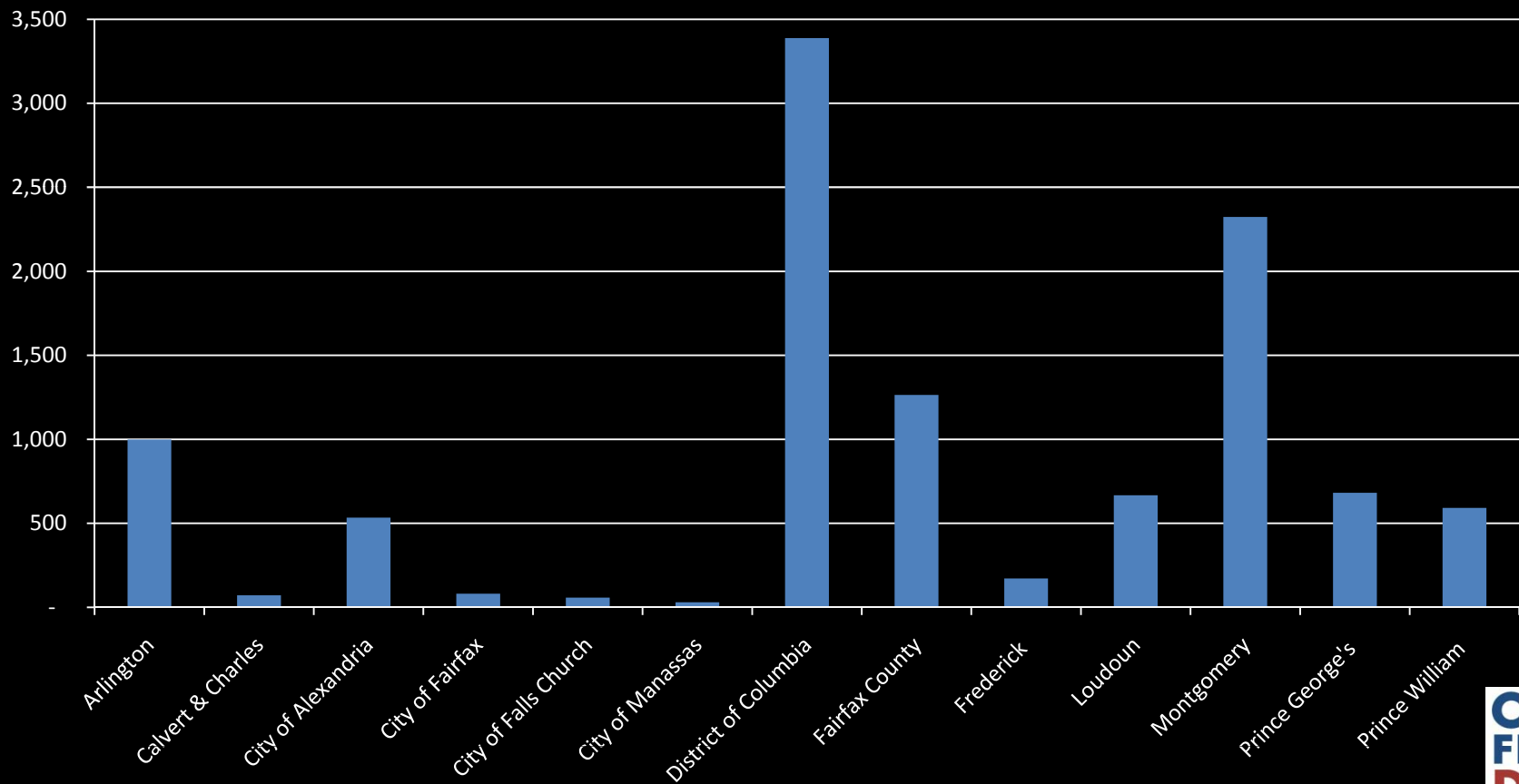


Number of Pledges

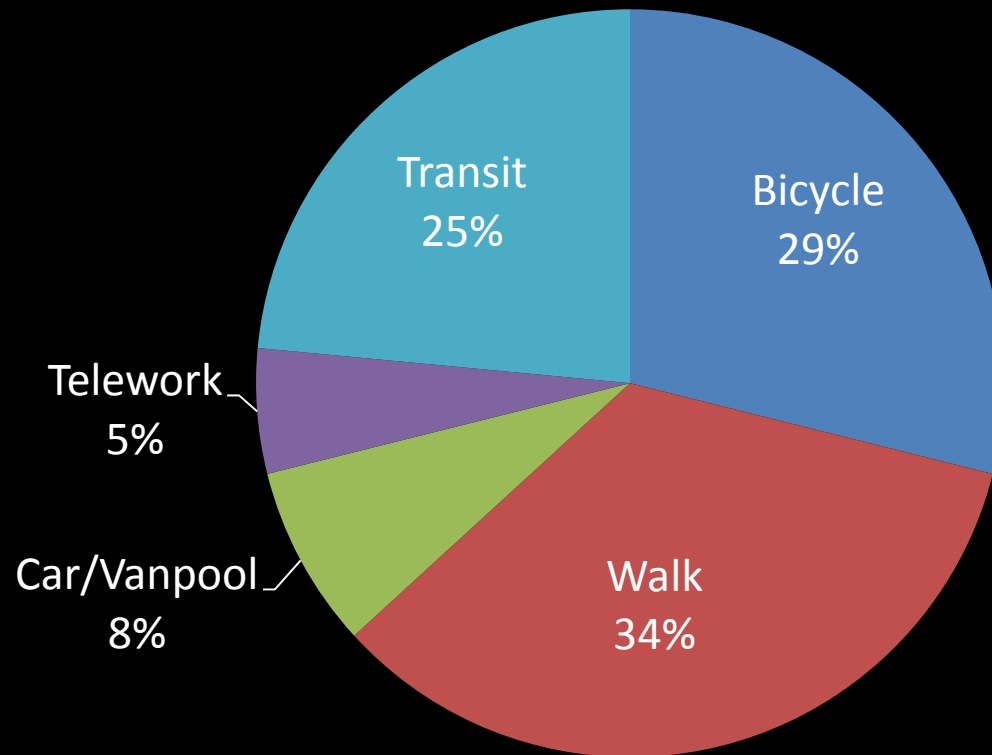
■ 2007 ■ 2008 ■ 2009 ■ 2010 ■ 2011



# 2011 Car Free Day Pledges by Jurisdiction



# 2011 Car Free Day Modes Used



# Web Site Stats

- 27,000 visits from 84 countries/territories
  - 84% from the U.S.
  - 16% from abroad
    - Canada, India, China, Indonesia, UK, Thailand, Germany



# Web Site Stats

## Top Traffic Sources



53%



16%



8%



2%



2%

Other

19%



# Car Free Day Media Coverage

## Car Free Day on Thursday

Wednesday, Sep 21, 2011 | Updated 7:27 AM EST

[View Comments \(0\)](#) | [Email](#) | [Print](#) | [Tweet](#) 7 | [Recommend](#) 4 | [Send](#) | [+](#) 0



20% increase in press coverage over 2010

- 44 placements online/print
- 11 television
- 5 radio
- 42 social media

Six interviews

New coverage: Associated Press distributed 2 stories to multiple outlets