ITEM 7 – Action July 24, 2019

Regional Car Free Days 2019 Proclamation

Action: Approve the Car Free Days 2019

Proclamation.

Background: In an effort to create awareness and

encourage residents to go car free by using public transportation, bicycling or

walking, or go car lite and carpool,

Regional Car Free Day events are being organized in the region for September 21, 22, and 23. These events will encourage the community and regional decision-makers to support car free policies and

initiatives.





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 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, and energy conservation, and reduced parking demands; and

WHEREAS, Car Free Day corresponds with European Mobility Week, occurring September 16-22, 2019 celebrating sustainable mobility.

NOW, therefore, be it resolved that the National Capital Region Transportation Planning Board:

- 1. Proclaims Car Free Days throughout the Washington Metropolitan region to be observed from Saturday, September 21 through Monday, September 23; and
- 2. Encourages citizens to pledge to be Car Free or Car-lite by visiting www.carfreemetrodc.org; and
- 3. Asks TPB member jurisdictions to adopt similar proclamations in support of Car Free Days 2019.



NATIONAL CAPITAL REGION TRANSPORTATION PLANNING BOARD JULY 24, 2019

Car Free Days 2019

Nicholas Ramfos Transportation Operations Programs Director



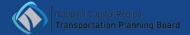


Car Free Day Background

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







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.



#mobilityweek





Register now for EUROPEANMOBILITYWEEK 2019

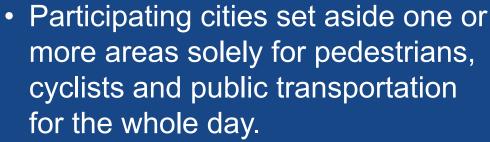


Nalk with us!

















International

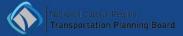












Car Free Day Washington DC Region

- 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



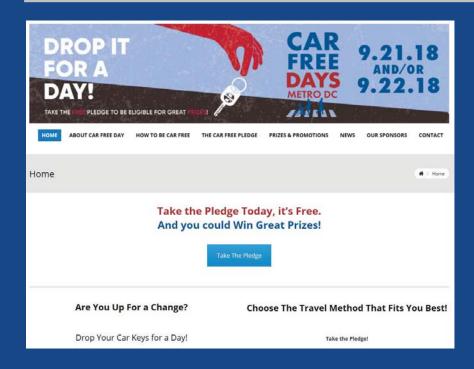




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Car Free Day Web Site



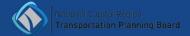




Media Coverage Headlines

- 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





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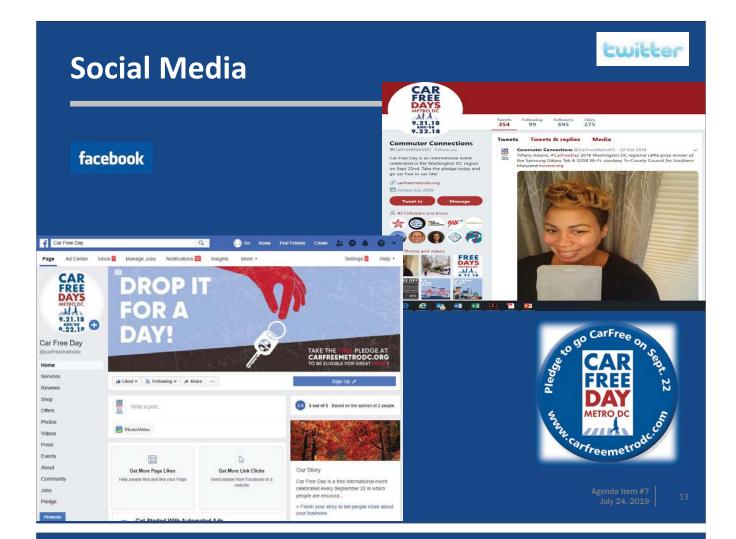
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Promotional Materials









Paid Social Media











Key Influencer Blogs











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Pandora and You Tube





Sponsors













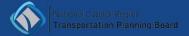














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Transit

















Jurisdictional Events







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

- Germantown Transit Center Black Hill Regional Park
- Clarksburg Premium Outlets
 Edm receive /REE NP Mondership & Soving
- BLACK HILL REGIONAL PARK activities include:
- Monarch Butterfly Fiesta Diay 11am-3pm FREE activities for all ages
- Enjoy biking with the Zagster bikeshare bikes with the first 2 hours free
- Boat rentals & pontoon ridies on Lake Seneca till 6pm



MCJOT Better Ways

extRa CLARKSBURG

carfreemetrodc.org



You're Invited!

rechesday, September 12th from 7am to 9am, TransiT Rideshare will sisting a Car Free Day and Frederick County Commuter informational WFEE at Roy Rogers on Buckeyshown Pike. Please note the location ge from Waws on Urbana Pike/ND Rouse 355.

At the event, residents can receive commuter information, take the Car Free Day pledge for September 21st and 22md, and have the ability to vian great prices -including VFREE Wheel Or Taketal Residents and commuters interested in learning more about local services, commute alternatives such as carpointing and vanpointing, as well as commuter benefits available to them are ericquiraged to stop by. For more information, please contact us at 301-600-cents.



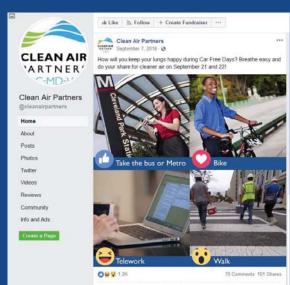
eis. TrandT Rideshare & WFRE at Roy Rogers on NC Rt. 85 for breakfast and to rec all needed information to help you change your commuted Ridespe to go car free September 23st & 22nd during the event for a chance to win great prizer.

Partnerships





American Heart Association_{*}





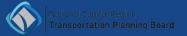
Capital Area Car Free College Campus Challenge

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





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2019 CFD Call To Action

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







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