

## **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.





# *Proclamation*

**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](http://www.carfreemetrodc.org); and**
- 3. Asks TPB member jurisdictions to adopt similar proclamations in support of Car Free Days 2019.**

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***Chair, National Capital Region Transportation Planning Board***



# NATIONAL CAPITAL REGION TRANSPORTATION PLANNING BOARD JULY 24, 2019

## Car Free Days 2019

Nicholas Ramfos  
Transportation Operations Programs Director



National Capital Region  
Transportation Planning Board

## 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.



Register now for EUROPEANMOBILITYWEEK 2019



- 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



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Agenda Item #7  
July 24, 2019

5

## 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.



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Agenda Item #7  
July 24, 2019

6



# 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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Agenda Item #7  
July 24, 2019

9

## Car Free Day Web Site



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Transportation Planning Board

Agenda Item #7  
July 24, 2019

10

# 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



Agenda Item #7 | 13  
July 24, 2019

# Paid Social Media

**TAKE TRANSIT**

**CAR FREE DAYS METRO DC**  
9.21.18  
9.22.18

TAKE TRANSIT  
On Friday, September 21 and/or Saturday, September 22, pledge and go transit or get yourself a transit pass to use on the Metrobus, Metro, or on the Silver Line. Take the pledge at [www.carfreemetrodc.com](http://www.carfreemetrodc.com) and get yourself a transit pass to use on the Metrobus, Metro, or on the Silver Line. Take the pledge at [www.carfreemetrodc.com](http://www.carfreemetrodc.com) and get yourself a transit pass to use on the Metrobus, Metro, or on the Silver Line. Sponsored by Commuter Connections, #CarFreeDay, #CarFreeDC.

**TAKE A BIKE FOR THE DAY!**

**CAR FREE DAYS METRO DC**  
9.21.18  
9.22.18

TAKE A BIKE FOR THE DAY!  
So, don't be part of the 90 million people who are giving up on riding a bike for the day. Sign a pledge and take a bike for the day. Pledge together! You can take your own bike or join others around the world for this important event. Sign up at [www.carfreemetrodc.com](http://www.carfreemetrodc.com). Sponsored by Commuter Connections, #CarFreeDay, #CarFreeDC.

**WORK FROM HOME ON FRIDAY!**

**CAR FREE DAYS METRO DC**  
9.21.18  
9.22.18

WORK FROM HOME ON FRIDAY!  
Sign up for Car Free Day on Friday, September 21, which is exactly the perfect day to work from home and to avoid the traffic and pollution around the world. And don't forget to take the pledge at [www.carfreemetrodc.com](http://www.carfreemetrodc.com). Sponsored by Commuter Connections, #CarFreeDay, #CarFreeDC.



Agenda Item #7 | 14  
July 24, 2019



# 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.

Tips on Run Commuting



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.



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Agenda Item #7  
July 24, 2019

15

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Michael McDonald Radio

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Agenda Item #7  
July 24, 2019

16

# Sponsors



# Transit



# 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

- Relax in our Pop-Up Park
- 10 AM Walking Tour Car Free Manassas in the 1990s
- 9 AM Bike Tour with Planners. Share your voice about improvements for bikers
- Join the Transportation Community Conversation
- Learn about car-free alternatives from our partners
- Take the pledge at [www.carfreemetrodc.org](http://www.carfreemetrodc.org) & win great prizes like Manassasopoly

**DROP IT FOR A DAY!** **CAR FREE DAYS METRO DC** **9.21.18 AND/OR 9.22.18**

TAKE THE PLEDGE TO BE SURE YOU'RE GREAT

**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  
 Stop up to 65% off. Play in the great outdoors - or both!

**MCDOT** Montgomery County Department of Transportation  
[montgomerycountymd.gov/mcdot](http://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 stop:**

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

Riders receive FREE WiFi, Membership & Savings Passport with discounts at 65+ outlets.

**BLACK HILL REGIONAL PARK activities include:**

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

Riders receive discounts at both outlets.

**MCDOT** Montgomery County Department of Transportation  
[www.carfreemetrodc.org](http://www.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 Information 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. 85 for breakfast and to receive all needed information to help you change your commuter habits to go car free on September 21st & 22nd during the event for a chance to win great prizes!

**WEDNESDAY, SEPTEMBER 12th 7-9 AM**  
**ROY ROGERS FREE BUCKEYSTOWN PIKE**

**301-600-RIDE**



# Partnerships



**Clean Air Partners**  
 September 7, 2018

How will you keep your lungs happy during Car Free Days? Breathe easy and do your share for cleaner air on September 21 and 22!

**Cleveland Park Station**

Take the bus or Metro | Bike | Telework | Walk

70 Comments 101 Shares





# 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



National Capital Region  
Transportation Planning Board

Agenda Item #7  
July 24, 2019

21

## 2019 CFD Call To Action

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



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Agenda Item #7  
July 24, 2019

22





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