



# TPB Technical Committee Meeting July 10, 2015



# Car Free Day Background

- First took place in the DC region in 2007.
- Event started in Europe in 1995, went global in 2000 and is part of Europe's mobility week.
- For at least one day during mobility week, cities set aside an area solely for pedestrians, cyclists and public transit that is ordinarily used by cars.
- Car Free Day is celebrated in 1,500 cities in 40 countries.



# Car Free Day Background

- Regional rollout occurred in 2008 with TPB support.
- COG's Commuter Connections program promotes and organizes the annual Car Free Day event along with its network members.
- Invites Washington region citizens to try alternative forms of transportation such as transit, bicycling and walking.
- Includes car-lite methods such as carpools and vanpools; also supports practice of teleworking.



# International



Bogota

KUALA LUMPUR



JAKARTA



# 2014 Media Coverage Headlines

FrederickNewsPost.com



- Car Free Day registration opens
- Millions Worldwide to Go Car-Free or “Car-Lite” on Monday, Sept. 22
- Car Free Day: Ditch the ride or go car light!
- *County Urging Locals to Bike, Walk Or Take Public Transit On ‘Car Free Day*
- *MoCo Celebrates Car Free Day on Sept. 22*
- Commuter Connections program has spent 40 years helping people go car-free
- *Commuter Connections Seeks Business Participation for Car Free Day in September*
- *Commuters Encouraged to Have a Car Free Day*
- *Some DC residents go car-free everyday*
- *For Some D.C. Residents, Every Day Is Car Free Day*



Bethesda  
MAGAZINE




# Open Participation

Pledge to be Car Free at  
[www.carfreemetrodc.org](http://www.carfreemetrodc.org)

- ✓ Workers
  - ✓ Students
  - ✓ Homemakers
  - ✓ Seniors
- Primary targets are individuals who ordinarily travel alone by car for work, errands and classes.
  - Secondary groups are those already in Car Free travel modes.




# Car Free Day Web Site




September 22, 2014

Put it away. Uncar for a day.



[HOME](#) [WHAT](#) [HOW](#) [EVENTS](#) [PLEDGE](#) [NEWS](#) [SPONSORS](#) [CONTACT](#)

*is car free day? to be car free? prizes and promotions to be car free drop us a line*



**PLEDGE to go CAR FREE**

Car Free Day Pledge Count: **606** Be one of thousands that will reduce or eliminate the use of their car on Sept 22, 2014  
...and counting!


**Put it away. Uncar for a day.**  
September 22, 2014

*Join us for part of a worldwide movement to celebrate more sustainable forms of transportation on Car Free Day - Monday September 22, 2014.*

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


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

**Pledge Now!**



Car Free Day

Like You like this.



Car Free Day

August 20 at 2:07pm

Organizers of Car Free Day would like to apologize to anyone who received multiple text messages from us today within a short period of time. That was not supposed to happen and we are investigating why this mistake occurred. Just one text was supposed to go out as a friendly reminder about the upcoming Car Free Day event. We have contacted the telecom company who was contracted to



# Promotional Materials

Put it away.



Uncar for a day.  
You could win a Kindle Fire or other great prizes!

Bike, walk, use transit, work from home, or go car-lite and carpool.  
Take the pledge today, even if you're already using car free or car-lite transportation options.

**CAR FREE DAY**  
METRO DC  
9.22.14

Take the pledge at [carfreemetrodc.org](http://carfreemetrodc.org)

© Metrobus and Metro

**40** COMMITTEE CONNECTIONS YEARS  
800.745.RIDE



Put it away.  
Uncar for a day.

Take the pledge at [carfreemetrodc.org](http://carfreemetrodc.org)

You could win a Kindle Fire or other great prizes!  
Tell a co-worker, family or friend to use Metrobus or Metrorail.

**CAR FREE DAY**  
METRO DC  
9.22.14

**M** metro

**40** COMMITTEE CONNECTIONS YEARS  
800.745.RIDE








# Social Media



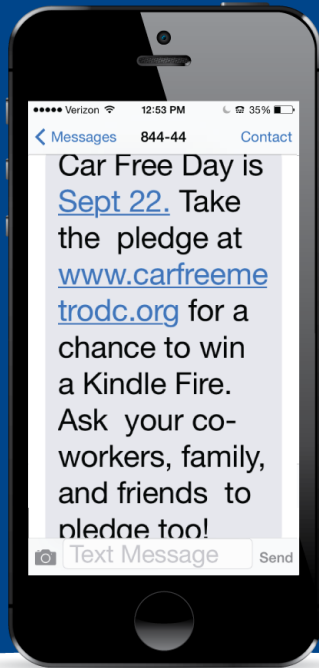
## facebook

The image shows a screenshot of the Facebook page for 'Car Free Day'. The page header includes the name 'Car Free Day', a search bar, and user profile information for 'Amy Home'. The main cover photo features a red car hanging from a wooden hanger with the text 'Put it away. Uncar for a day.' and 'Take the pledge at [carfreemetrodc.com](http://carfreemetrodc.com)'. Below the cover photo, it identifies 'Car Free Day METRO DC' as a 'Non-Profit Organization' and provides options to Like, Follow, or Message. The page statistics show 3,686 likes. The 'Timeline' section contains a post from 'Car Free Day' dated August 8, stating 'Car Free Day Free Registration is Now Open!', and a news snippet from the 'Metropolitan Washington Council of Governments' with the same headline. A bio at the bottom states: 'Car Free Day 2013 will be celebrated for three consecutive days this year. Friday Sept. 20 - Sunday Sept. 22. We're calling it Car Free Days'.

The image shows a tweet from the account 'Commuter Connections @CarFreeMetroDC'. The tweet text reads: 'Car Free Day Free Registration is Now Open! [iz3.me/InformzDataSer...](http://iz3.me/InformzDataSer...)'. The tweet has 8 replies, 159 retweets, and 435 likes. The background of the tweet features a red car hanging from a wooden hanger, with the text 'Put it away. Uncar for a day.' and 'Take the pledge at [carfreemetrodc.org](http://carfreemetrodc.org). You could win a Kindle Fire or other great prizes!'. The tweet is part of a thread of 159 tweets, with 2 photos/videos, 63 following, and 435 followers.



# Advertising/Marketing



Opt-In Text Messaging

# Transit



# Local Events



**capital bikeshare**  
**Dollar Day!**

In honor of Car Free Day, get a 24-Hour Membership to Capital Bikeshare for just \$1!

**\$1**

Take the pledge at [carfreemetrodc.org](http://carfreemetrodc.org) and get rolling.



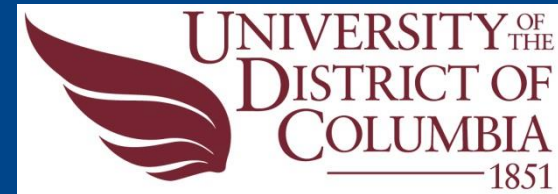
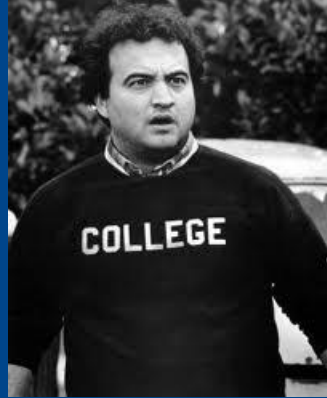
# Local Events

## PARK(ing) Day



# CAPITAL AREA CAR FREE COLLEGE CAMPUS CHALLENGE

GEORGETOWN  
UNIVERSITY



# SPONSORS



# 2015 CFD Call To Action

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





# Questions?



2014 TPB Proclamation Signing

