Item #8

Car Free Days



Commuter Connections Subcommittee Meeting September 17, 2013





Car Free Days

- •Friday, September 20th Sunday, September 22nd
- Promote www.carfreemetrodc.org through various marketing and earned media outreach
- Encourage commuters and general public to pledge to travel car free or car-lite during Car Free Days
- Reach out to Military community
- Promote word of mouth "Tell a friend"
- Engage through Social Media
- Incentivize through Prizes and Promotions





Proclamation



Car Free Day 2013
proclamation signing, July 17th
Transportation Planning Board
meeting





Logo







Poster







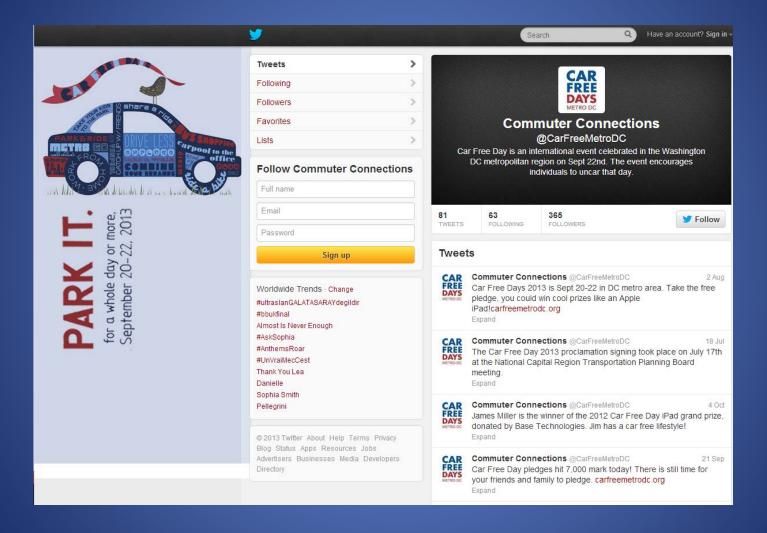
Website







Twitter







facebook







Outreach

Email Blasts

- Past Car Free Day participants
- Past Bike to Work Day participants
- Employers

Retailers and businesses:

- Past sponsors
- Transit Agencies
- Radio Stations
- Universities

Mailings

- Employers
- Military





Radio

• 60-second radio spot will air September 2 – 22 on:











Radio Ad









Extra Value

•Home page takeovers and 5-second mentions will air on:









Sponsors















































Prizes

- Pledge for a chance to win these prizes:
 - Apple iPad™
 - \$250 gift certificate courtesy BicycleSPACE
 - Bikeshare annual memberships courtesy Capital Bikeshare
 - Free one day car rental courtesy car2go
 - ZipCar one year membership fee waived courtesy ZipCar
 - Commuter Rail Train passes, courtesy Maryland Transit Administration and Virginia Railway Express
 - Restaurant \$25 gift cards, courtesy Mellow Mushroom of Adams
 Morgan
 - SmarTrip –\$20 fare cards courtesy WMATA (Metro)





Promotions

- Pizza and beverage, courtesy Flippin' Pizza
- Health Club 7 day passes, courtesy Sport & Health
- SWAG Giveaways at 5 Metro Stations, courtesy Montgomery County Commuter Services
- Free Rentals, courtesy Bike and Roll
- Free Bus Trips, courtesy Frederick County TransIT







Text Messages



Thanks for pledging to go Car Free. You may win an iPad courtesy of Tri-County Council for Southern Maryland and Maryland Transit Administration! Get a friend to pledge at http://www.carfreemetrodc.org





Donated Transit Space

- 40 Arlington interior bus cards
- 50 Montgomery County bus shelters
- 20 Montgomery County bus kings
- 10 Montgomery County jr. bus kings
- 200 Metrobus interior bus cards
- 1 Rotating web tile ad on www.wmata.com
- 70 Fairfax Connector bus tails











Donated Transit Ads









Donated Transit Ads







PARK IT. for a whole day or more, September 20-22, 2013
PLEDGE AT CARFREEMETRODC.ORG









Questions

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