

# Car Free Days



Commuter Connections Subcommittee Meeting  
September 17, 2013

# Car Free Days

- Friday, September 20<sup>th</sup> - Sunday, September 22<sup>nd</sup>
  - Promote [www.carfreemetrod.org](http://www.carfreemetrod.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

**PARK IT.**  
for a whole day or more, September 20-22, 2013

**CAR FREE DAYS**  
METRO DC  
SEPT 20-22  
2013

friday through sunday  
(the whole weekend!)  
TAKE THE FREE PLEDGE AT  
[WWW.CARFREEMETRODC.ORG](http://WWW.CARFREEMETRODC.ORG)  
FOR A CHANCE TO WIN AN IPAD  
& OTHER GREAT PRIZES!

See website for other prizes,  
local activities and  
promotions in your area.

COMMUTER CONNECTIONS®  
[www.carfreemetrod.org](http://www.carfreemetrod.org)  
800.745.RIDE

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SEPT 20-22  
2013

# Website

**CAR FREE DAYS**  
METRO DC

September 20-22, 2013

HOME | WHAT is car free day? | HOW to be car free? | EVENTS prizes and 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: **207**

Be one of thousands that will reduce or eliminate the use of their car on Sept 20-22, 2013 ...and counting!

# PARK IT.

for a whole day or more, September 20-22, 2013

Join us for part of a worldwide movement to celebrate more sustainable forms of transportation on Car Free Days Friday - Sunday September 20-22, 2013.

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.

**CAR FREE DAYS** Car Free Day  
Like

**CAR FREE DAYS** Car Free Day  
The Car Free Day 2013 web site is now open! Show your support by taking the free pledge to go car free or car-lite!  
www.carfreemetrod.c.org

August 7 at 11:55am

**CAR FREE DAYS** Car Free Day  
Car Free Days will





# facebook

**CAR FREE DAYS**  
METRO DC

## PARK IT.

for a whole day or more,  
September 20-22, 2013

**Car Free Day**  
3,314 likes · 5 talking about this

Like Message \* ▾

Non-Profit Organization  
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

About – Suggest an Edit

Photos Likes





# 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

**CARPPOOL OR GO CAR FREE. GET A FREE LUNCH.**  
**WHAT'S NOT TO LOVE?**

CELEBRATING CAR FREE DAYS!  
NO PURCHASE NECESSARY. THREE DAYS ONLY.  
Good for 2 free slices of freshly baked pizza and a free beverage. Present this coupon.

**VALID ONLY FRI-SUN, 9/20/2013-9/22/2013 UNTIL 4PM.**  
Taxes and Gratuities included! Limit one coupon per guest. Not redeemable for cash. Available at participating locations. For a complete list of locations, visit [flippinpizza.com](http://flippinpizza.com)

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METRO DC  
SEPT 20-22  
2013

**FLIPPIN' PIZZA**

NOTHING ARTIFICIAL  
No Added Oil  
No Added Sugar  
NO KIDDING!

**COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK

**CAR FREE DAYS**  
METRO DC  
SEPT 20-22  
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# 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](http://www.wmata.com)
- 70 Fairfax Connector bus tails



# Donated Transit Ads

**PARK IT.**  
for a whole day or more, September 20-22, 2013  
**PLEDGE AT CARFREEMETRODC.ORG**  
GET A CHANCE TO WIN AN iPad™

**ART**  
arlington transit

**COMMUTER CONNECTIONS**  
800.745.RIDE

**CAR FREE DAYS**  
METRO DC  
SEPT 20-22  
2013

QR code and social media icons (Facebook, Twitter)

**PARK IT.**  
for a whole day or more, September 20-22, 2013  
use metrobus or metrorail  
**PLEDGE AT CARFREEMETRODC.ORG**  
GET A CHANCE TO WIN AN iPad™

**M**  
metro

**COMMUTER CONNECTIONS**  
800.745.RIDE

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METRO DC  
SEPT 20-22  
2013

QR code and social media icons (Facebook, Twitter)

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METRO DC  
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2013

# Donated Transit Ads



**Better Ways To Work!**  
Montgomery County Commuter Services  
Your local connection to Commuter Connections

**COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK  
800.745.RIDE

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GET A CHANCE TO WIN AN iPad™

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Questions

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