

Car Free Day 2015

Washington DC Metropolitan Region

Event Recap



**Metropolitan Washington Council of Governments
National Capital Region Transportation Planning Board
Commuter Connections Program**

March 9, 2016
Draft Report

Car Free Day

Car Free Day is internationally celebrated as a day for people to leave their cars at home, and get around by train, bus, bicycle, subway, or walking. In the Washington DC region, people can also go “car lite” by carpooling or vanpooling.

The Metropolitan Washington region began celebrating Car Free Day in 2008.

Three main objectives are to:

1. Use Car Free Day as an opportunity to promote alternative modes of both commute and non-commute transportation.
2. Encourage commuters and the general public to take the pledge to use car free or car-lite travel.
3. Measure and report impacts.



Proclamation Signing

The Car Free Day 2015 proclamation signing took place on July 15, 2015 at the National Capital Region Transportation Planning Board (TPB) meeting at the Metropolitan Washington Council of Governments.



Pictured L to R are Nicholas Ramfos, Commuter Connections Director, Transportation Operations Programs, and Phil Mendelson, TPB Chair, and District of Columbia Councilmember.



Proclamation

WHEREAS, the National Capital Region Transportation Planning Board (TPB) is the Metropolitan Planning Organization for the Washington Region; and

WHEREAS, the TPB through its Commuter Connections program promotes and organizes the annual Car Free Day event along with its network members throughout the Washington area; and

WHEREAS, Car Free Day invites Washington region citizens to telework and try alternative forms of transportation such as transit, bicycling and walking, and “car lite” methods such as carpools and vanpools; and

WHEREAS, Car Free Day benefits the National Capital Region through improved air quality, reduced traffic congestion and parking demands, and energy conservation; and

WHEREAS, Car Free Day corresponds with international mobility week, occurring September 16-22, celebrating sustainable mobility.

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

Proclaims September 22, 2015 as Car Free Day throughout the Washington Metropolitan Region; and

Encourages citizens to pledge to be Car Free or Car-lite by visiting www.carfreemetrodc.org; and

Asks TPB Member jurisdictions to adopt similar proclamations in support of Car Free Day.

Chair, National Capital Region Transportation Planning Board

Some jurisdictions also made their own Car Free Day proclamations.



City of Rockville
@Rockville411



Tonight: The Mayor and Council will proclaim September 22 Car Free Day in **#Rockville**.
bit.ly/1F2BXrY



READY TO TAKE THE CAR FREE DAY TEAM PLEDGE?
Choose your team, take the FREE pledge & get social!

CAR FREE DAY
METRO DC
9.22.15

RETWEETS	LIKES	
7	3	

7:16 AM - 21 Sep 2015

Media Objectives

The marketing campaign raised public awareness of Car Free Day and challenged drivers to leave their cars home for the day and go car free, reduce the distance of trips taken, or go car-lite by Ridesharing.

The marketing campaign consisted of a web site, radio, text messaging, posters, transit signage, email blasts, online banner ads, social media, stickers and earned media. The efforts brought attention to Car Free Day and encouraged the public to take the pledge.

Radio

Draft radio scripts were developed and presented to the Steering Committee and revised, based on feedback. Voiceover talent was selected for the radio ad and a :30 second radio commercial was produced. The spot aired for several weeks leading up to the event on the following stations:

WIHT (99.5 Top 40)

WBIG (100.3 Oldies/Classic Hits)

WASH (97.1 WASH-FM/Adult Contemporary)

WTOP (103.5 News)

Car Free Day Radio Script

'Join the Team that Fits'

Male game show type announcer voice:

Ready to take the Car Free Day team pledge?

Sound Effects: (a group of happy people yaying & whoo hooing)

It's easy. Just go to carfreemetrodc.org and take the free pledge! Then join the team that fits your mobility best! Choose from Team Bus, Team Rail, Team Bike, Team Walk, Team Pool and Team Telework!

Female:

Count me in for doing my part to reduce traffic and making the world a little greener!

Male:

Car Free Day - Tuesday, September 22. Visit carfreemetrodc.org. You may even win a prize!

Sponsored by Commuter Connections.

Value add

As part of the media buy negotiations, the radio stations provided complimentary web banners, home page takeovers, and background ads, mobile app banner ads, and :05 to :15 second sponsorship announcements.

HOT 99.5 The Kane Show - DJ's - Win - Media - Connect -


Listen Live on **HeartRadio** HOT 99.5 DC's #1 Hit Music Station & Home of The Kane Show

30% OFF PAINTS & STAINS **AUG 27**


Home » Contest » Win Zedd Tickets » Entry

Win Zedd Tickets

Recommend Tweet Share Facebook



READY TO TAKE THE CAR FREE DAY TEAM PLEDGE?



CAR FREE DAY
METRO DC
9.22.15

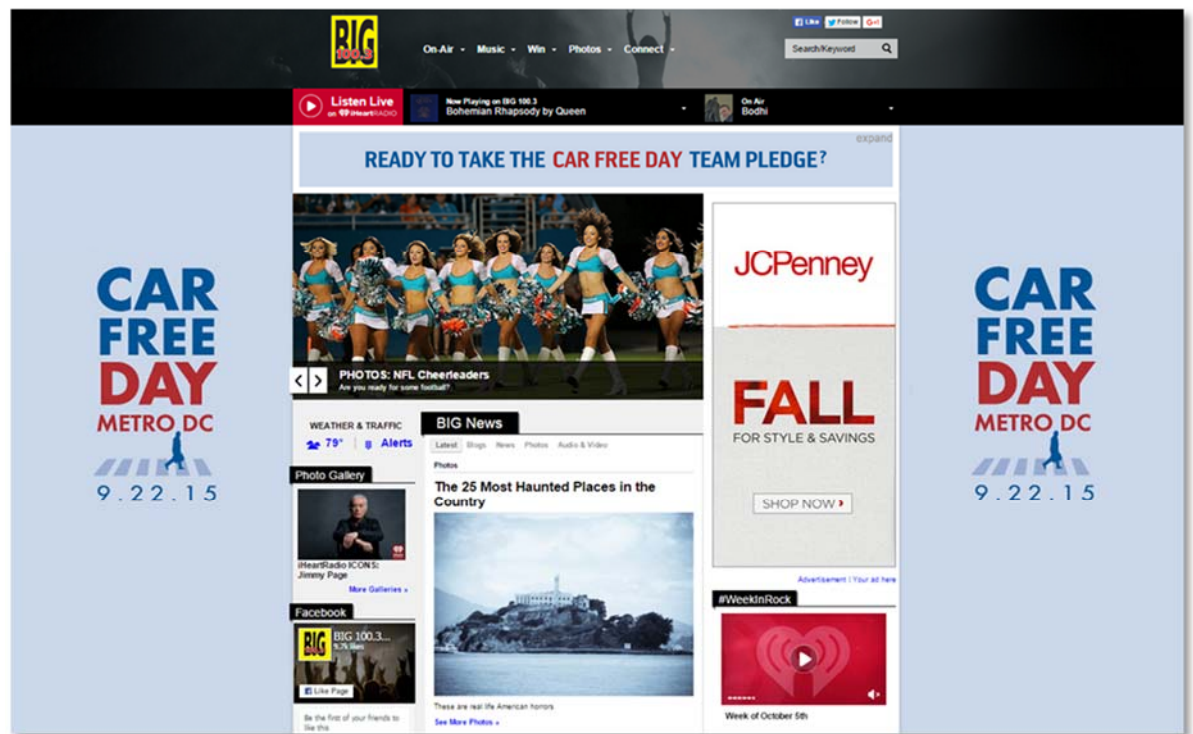
CARFREEMETRODC.ORG
You'll have an opportunity to win great prizes!

Nominate a friend who carpoolis, rides public transportation, teleworks, or walks/bikes and you think deserves to win a pair of tickets to see Zedd on October 3rd at The DC Armory!

Take the Car Free Day team pledge for Car Free Day September 22nd! Pledging to drive at CarFreeMetroDC.org. Do you know someone that is already trying their best to be Car Free? Maybe they walk to work? Or take the bus or metro? Are they a captain of the carpool? Nominate someone today and reward them by having them join you at the concert!

I understand that by submitting my information it will be collected and used by HeartRadio to administer the contest, subject to its Privacy Policy. I further understand that my information will also be collected individually by COMPUTER CONNECTION and their partners subject to its Privacy Policy only in the event that I have given my expressed consent.

Enter your email address to continue:



Poster

An all new Car Free Day poster was created, printed and delivered to network members. The poster took a team approach with the message “Join a team that fits your mobility best”. The call to action directed people to carfreemetrodc.org to take the team pledge and for additional information on event activities. It also encouraged them to ‘get social’ through the use of team-mode hashtags. Posters were mailed to employers and distributed to jurisdictional partners, for further distribution within the region.

**READY TO TAKE THE
CAR FREE DAY
TEAM PLEDGE?**

**JOIN A TEAM THAT FITS YOUR MOBILITY BEST & TAKE THE FREE PLEDGE!
AT CARFREEMETRODC.ORG**

#TEAMRAIL
#TEAMBIKE
#TEAMPPOOL
#TEAMTELEWORK
#TEAMWALK
#TEAMBUS

Choose your team & get social!
You'll have an opportunity
to win great prizes!

**CAR
FREE
DAY**
METRO DC

COMMUTER CONNECTIONS
800.745.RIDE 9.22.15

Printed on recycled paper

The poster features a central graphic of six overlapping circles, each containing an image and a hashtag: #TEAMRAIL (train), #TEAMBIKE (bicycle), #TEAMPPOOL (van), #TEAMTELEWORK (laptop), #TEAMWALK (woman with briefcase), and #TEAMBUS (bus). At the bottom, there is a row of six icons representing different modes of transport: bicycle, bus, laptop, train, van, and pedestrian. The text is primarily in blue and red, with a light blue background.

Stickers

New in 2015 were Car Free Day stickers used to promote the event in the region. Participants were asked to proudly wear the Car Free Day sticker to indicate they pledged to go car free or car-lite.



Email Blast

An email blast was sent to employers and those who took the Car Free Day pledge over the past three years. Numerous network members also sent e-mail blasts and e-newsletters of their own.

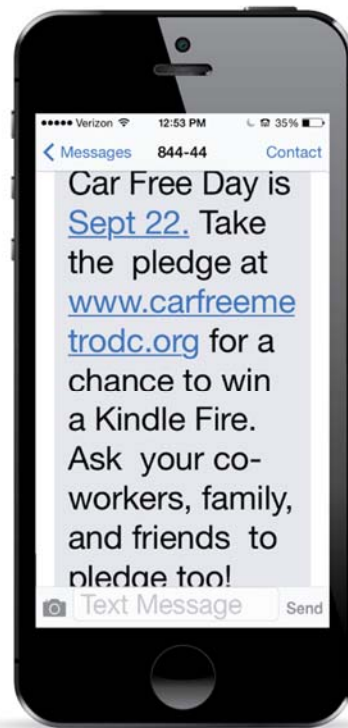
From: Commuter Connections <ridematching@nwcog.org>
Sent: Tuesday, September 15, 2015 4:35 PM
To: Douglas E. Franklin
Subject: Car Free Day Sept 22 – Take the Free Pledge

The graphic is a promotional poster for Car Free Day Metro DC. At the top, it asks 'READY TO TAKE THE CAR FREE DAY TEAM PLEDGE?' in large, bold letters. Below this, it says 'JOIN A TEAM THAT FITS YOUR MOBILITY BEST & TAKE THE FREE PLEDGE! AT CARFREEMETRODC.ORG'. The central part of the graphic features six circular icons representing different mobility options: #TEAMRAIL (a train), #TEAMBIKE (a bicycle), #TEAMPPOOL (a white van), #TEAMTELEWORK (a laptop), #TEAMWALK (a woman walking with a briefcase), and #TEAMBUS (a bus). At the bottom right, it says 'Choose your team & get social! You'll have an opportunity to win great prizes!' and features the 'CAR FREE DAY METRO DC' logo. Below the logo is the 'COMMUTER CONNECTIONS' logo with the phone number '800.745.RIDE' and the date '9.22.15'. At the bottom left, there is a small icon of a bicycle, bus, laptop, train, van, and person walking, with the text 'Printed on recycled paper'.

Commuter Connections is a program of the National Capital Region Transportation Planning Board at the Metropolitan Washington Council of Governments, www.nwcog.org. Commuter Connections promotes bicycling to work, ridesharing and other alternatives to drive alone commuting, and has been providing trusted ridematching services for carpools and vanpools since 1974, and offers the free

Text Messaging


Opt-in text messaging was used to encourage those who participated in previous year's to pledge and to share the message with others.



Transit Signage

Bus signage was secured for Car Free Day from several jurisdictions; artwork was created reflecting the poster graphics and then printed, shipped, and installed at the various transit properties. Signage appeared on Montgomery County Ride On, Metrobus, Arlington Transit, and on Prince George's bus shelters. A complimentary internet banner ad was also created for placement onto the Metro website.





Washington Metropolitan Area Transit Authority

Home
Rail
Bus
Accessibility
Getting Around
Fares
Rider Tools
About Metro


Getting Around

- Getting to Metro
- Visitor Information
- Language Assistance
- Faregates
- Metro to Events
- Commuter Tips
- Regional Transit
- Alternative Transportation
- Severe Weather
- Safety & Security
- Bikes and Metro


Getting Around




What Is Metro?
Metro is a convenient way to get around the Washington, DC metropolitan area. You can explore the city and its Virginia and Maryland suburbs without the hassles of traffic and parking or the expense of gas.



Getting to Metro
Whether you are flying into one of the region's three major airports or riding the rails of Amtrak into Union Station, getting to the Metro bus and rail systems from these transportation hubs is easy. Arriving by car? Follow our simple driving directions for Metro stations near major highways.





Trip Planner
Metro's Trip Planner lets you plan routes between two destinations, allowing you to optimize your trip itinerary based on your preferences. Suggested trip itineraries also include the fare, the estimated travel time, and any walking directions.



Buying Fares: The Least You Need to Know


- ▶ Consider buying a SmarTrip® card to save money.
- ▶ Metrorail fares vary by time of day and the distance between stations. Use Metro's Trip Planner to calculate the fare for your trip.






For scheduling or routing questions call **202-637-7000**. To submit comments or suggestions call **202-637-1328** or use our contact form.

Watch Videos



SmarTrip®: The Faster, Safer, Smarter Way to Pay
Learn how to buy and add value to a SmarTrip® Card




On the Go with Metro: Escalator
Learn more about Metro's escalators.

CAR FREE DAY
METRO DC
9.22.15

Take the Car Free Day Pledge
Use Metrorail or Metrobus
You May Win a Prize!

MyTRANSIT Guide



Website

An all new responsive website was created for Car Free Day 2015, launched in mid-August. The WordPress website contained enhanced functionality including a real time leaderboard displaying pledges by team. The Car Free Day website was visited 21,458 times with 15,751 of those visitors being unique. The total number of pages viewed were 39,499, the average number of pages viewed per session were 1.84, and the per session average duration of time spent on the CFD web site was 1 min and 41 seconds.

The screenshot shows the homepage of the Car Free Day Metro DC website. At the top, the browser address bar displays <http://www.carfreemetrodc.org/the-car-free-pledge/>. A search bar is located in the top right corner. The main banner features six circular icons representing different transportation modes: #TEAMWALK (a woman walking with a bag), #TEAMBUS (a bus), #TEAMRAIL (a train), #TEAMBIKE (a bicycle), #TEAMPPOOL (a van), and #TEAMTELEWORK (a laptop). To the right of these icons is the text "CAR FREE DAY METRO DC" and the date "9.22.15". Below the banner is a navigation menu with the following items: HOME, ABOUT CAR FREE DAY, HOW TO BE CAR FREE, THE CAR FREE PLEDGE, PRIZES AND EVENTS, NEWS, OUR SPONSORS, and CONTACT. The "HOME" item is highlighted. Below the navigation menu is a breadcrumb trail showing "Home" with a home icon and a right arrow. The main content area features a row of six circular icons representing the transportation modes: a bicycle, a bus, a laptop, a train, a van, and a person walking. Below this row are two columns of text: "Are You Up For a Change?" and "Choose The Team That Fits You Best!".

Join the Team that Fits You, then Take the Car Free Pledge!

#teampool, #teambus, #teamrail, #teambike, #teamwalk, #teamtelework.

Car Free Day

Car Free Day is Tuesday, September 22, 2015. It's a worldwide event that encourages greener methods of travel; meaning ways to get around other than driving alone by car.

Commuter Connections hosts Car Free Day in the Washington, DC region to bring awareness to the benefits of travel options such as transit, bicycling and walking; and also telework for people who can work from home. Carpooling and vanpooling count too! We call that "car-lite" since they are both lighter on the wallet and the environment than driving alone in a car.

[Click here to view and download the Car Free Day 2015 Poster.](#)

Reduce your Carbon Footprint

Using more sustainable ways to get around helps reduce greenhouse gas emissions and traffic congestion. The more people who travel using bicycles, buses, trains, carpools and vanpools, the less pollutants are released into the atmosphere.

JOIN A TEAM THAT FITS YOUR MOBILITY BEST!
You may win great prizes!

Take the Pledge!

All are welcome to take the Car Free Day pledge whether you're a Washington DC area resident, commuter, or student. Once you take the Online Pledge, we will automatically enter you into a raffle for all sorts of great prizes. Click on the image below and choose the team that fits your mobility best!



Are You Ready To Go Car Free?

Take The Pledge



3,525

Total Pledges

Leaderboard

Team Pledges



Like And Follow Us On Social Media!



2015 All rights reserved - Designed by Commuter Connections

Powered by WordPress.

Pledge Form

On the pledge form, in order to track whether one was going car free or car lite on Sept 22, visitors were asked to select the team that fits their mobility best on Car Free Day. Team choices were #TEAMBUS, #TEAMRAIL, #TEAMPOOL, #TEAMBIKE, #TEAMWALK, and #TEAMTELEWORK.

The screenshot shows a web browser window displaying the 'The Car Free Pledge' form. The browser's address bar shows the URL 'http://carfreemetrodc.org/the-car-free-pledge/'. The page has a blue header with navigation links: HOME, ABOUT CAR FREE DAY, HOW TO BE CAR FREE, THE CAR FREE PLEDGE (highlighted), PRIZES AND EVENTS, NEWS, OUR SPONSORS, and CONTACT. The form itself is on a light gray background and includes the following fields and options:

- A note: '* indicates required field'
- Instruction: 'Select the Team that fits your mobility best on Car Free Day. (Method you'll use for the greatest distance of your travels on Sept 22)*'
- A dropdown menu for 'Team Bike (bicycles)' with a checkmark icon.
- Question: 'If you didn't take this pledge today, would you travel entirely alone by car on Car Free Day?' with radio buttons for 'Yes' and 'No'.
- Field: 'Total miles traveled on Car Free Day (other than any driving alone)*'
- Field: 'Name:*
- Field: 'Email:*
- Field: 'Mobile Number (To receive updates about Car Free Day)'
- Field: 'Home address (To become prize eligible, you must provide your full address.)'
- Field: 'City'
- Field: 'State' with radio buttons for DC, MD, PA, VA, WV, and Other.
- Field: 'Zip code:*
- Field: 'County of residence*' with a dropdown menu showing 'DC District of Columbia', 'MD Anne Arundel County', 'MD Baltimore City', and 'MD Baltimore County'.
- A 'Submit' button at the bottom.

The Windows taskbar at the bottom shows the time as 9:12 AM on 9/22/2015, along with icons for various applications like Chrome, Photoshop, and Word.

Social Media

A Car Free Day Facebook page was used to keep friends of the event up to date on activities prior to and following the event. Car Free Day added over 100 Likes in 2015, for a total of nearly 4,000.

The screenshot shows the Facebook page for Car Free Day Metro DC. The page header includes navigation links like 'Page', 'Messages', 'Notifications', 'Insights', and 'Publishing Tools'. The main content area features a large banner with the text 'READY TO TAKE THE CAR FREE DAY TEAM PLEDGE?' and 'JOIN A TEAM THAT FITS YOUR MOBILITY BEST & TAKE THE FREE PLEDGE! AT CARFREEMETRODC.ORG'. Below the banner are icons for various transportation modes: TEAMRAIL, TEAMBIKE, TEAMTRAM, TEAMTELEPHONE, TEAMBUS, and TEAMWALK. A 'Sign Up' button is visible. The left sidebar shows statistics: '0% response rate, day or more to respond', '3,972 likes +55 this week', and '87,463 post reach this week'. The right sidebar shows 'THIS WEEK' statistics: '87,463 Post Reach', '3,690 Post Engagement', '27 Sign Up', and '0 of 1 Response Rate'. The main feed displays a post from 'Bike and Roll DC' about bike rentals in Washington DC, including a photo of people cycling on a path near the Washington Monument. The post has 111 people reached and 1 post click.

Twitter was used to promote Car Free Day activities and sponsors, and to engage with the public. Car Free Day increased its followers by 125 on Twitter, for a total of 600. The following hashtags were created for the various teams for use on Twitter: #TEAMBUS, #TEAMRAIL, #TEAMPOOL, #TEAMBIKE, #TEAMWALK, and #TEAMTELEWORK.

Home Notifications Messages Search Twitter CAR FREE DAY METRO DC Tweet

READY TO TAKE THE CAR FREE DAY TEAM PLEDGE?
JOIN A TEAM THAT FITS YOUR MOBILITY BEST & TAKE THE FREE PLEDGE!
AT CARFREEMETRODC.ORG

CAR FREE DAY METRO DC
9.22.15

Commuter Connections
@CarFreeMetroDC
Car Free Day is an international event celebrated in the Washington DC metropolitan region on Sept 22nd. The event encourages individuals to uncar that day.
Joined July 2009
19 Photos and videos

TWEETS 232 FOLLOWING 67 FOLLOWERS 535 FAVORITES 44 Edit profile

Tweets Tweets & replies Photos & videos

Commuter Connections retweeted
City of Rockville @Rockville411 · 5h
Tonight: The Mayor and Council will proclaim September 22 Car Free Day in #Rockville. bit.ly/1F2BxY

Commuter Connections retweeted
MWCog @RegionForward · 3h
Tomorrow is #CarFreeDay! Have you taken the pledge? bit.ly/1INDccU youtu.be/ereTVUCs18k @CarFreeMetroDC

Commuter Connections @CarFreeMetroDC · Sep 18
World's DC Councilmember Charles Allen enjoys DAD(King) Day

Who to follow · Refresh · View all

- Alexandria Police @Alex... Follow
- City Wildlife @DCCityWildlife Follow
- Free in DC @FreeinDCBlog Follow

Find friends

Trends · Change

- #PeaceDay Stop Hunger. Start Peace. Donate Today. Promoted by World Food Programme
- #AskTrump Just started trending
- #mondaymotivation 12 Ways To Beat The Monday Blues 39.8K Tweets about this trend
- #Hamitunes

Car Free Day Social Media Activity

Ballston 21 hrs · 🌐

Tomorrow is #CarFreeDay and we have partnered up with Arlington Transportation Partners to celebrate! Find us at the Ballston Metro tomorrow morning at the Ballston Metro stop with fun give-a-ways and coffee from Commonwealth Joe from 7am-9am. Don't forget to take the pledge <http://carfreemetrodc.org>

READY TO TAKE THE CAR FREE DAY TEAM PLEDGE?
Choose your team, take the FREE pledge & get social!

CAR FREE DAY METRO DC 9.22.15

Like Comment Share

Capital Bikeshare and 3 others follow

Crystal City @ccbid · Sep 18

Don't forget to take the pledge for #CarFreeDay! carfreemetrodc.org
#TeamBike #TeamMetro #TeamBus

Golden Triangle BID @GoldenTriDC · Follow

Have you made the pledge to go car free on 9/22? There is still time, visit carfreemetrodc.org #CarFreeMetroDC

CAR FREE DAY METRO DC 9.22.15

8:58 AM · 10 Sep 2015

BallstonBID @BallstonBID · 3h

Going car free today? Don't forget to stop by and see us at the Ballston Metro w @ATPcommutes for free coffee and give a ways! #carfreeday

RETWEET 1 FAVORITES 2

8:21 AM - 22 Sep 2015 · Details

Ballston added 3 new photos · 1 hr · 🌐

Going car free today? Stop by the Ballston metro and see us and Arlington Transportation Partners for some free coffee and give a ways! #carfreeday

Like Comment Share

Capitol Hill BID added 3 new photos. August 20 at 10:44am · 🌐

In this week's BID Notes: Find out more about FOX 5's "Zip Trip" to Capitol Hill Tomorrow Morning; Restaurant Week Wraps Up Sunday & More: <http://bit.ly/1KxJr2w>

Like Comment Share

Write a comment... Press Enter to post.

DowntownDC @DowntownDCBID · 38m

Dude where's my car? That's right, it's #CarFreeDay! Did you take the pledge? downtowndc.org/news/go-car-fr... @CarFreeMetroDC

Go Car Free This September in DowntownDC
If you normally find yourself behind the wheel of a car each day, take a break this month and explore the bevy of multi-modal transportation options offered in Down... downtowndc.org

RETWEET 1 FAVORITE 1

10:28 AM - 22 Sep 2015 · Details

Hide summary

DowntownDC Yesterday at 10:29am · 🌐

Car Free Day is TOMORROW! Pledge today to participate in a day of less traffic congestion, a greener environment and reduced gasoline demand. Once you pledge, you're automatically entered for a chance to win great prizes! - Read more at: <http://www.downtowndc.org/event/car-free-day>

CAR FREE DAY METRO DC 9.22.15

Like Comment Share

Clean Air Partners @CleanAirPartner · 1h
 Finally #CarFreeDay is here! Check out our new video and try out going car free—today or any day! bit.ly/1OCCrF9

YouTube



Car Free Day 2015

Make the choice to go car free today and as often as possible in the future. You have lots of other options! Learn more: <http://www.cleanairpartners.net>

[View on web](#)

FAVORITES
 2

1:12 PM · 22 Sep 2015 · Details

Capital Bikeshare and 3 others follow

Crystal City @ccbid · Sep 8

#CarFreeDay is on Sept 22nd. We'll be at the water park with snacks from 7 to 9 AM. Take the pledge to be car-free! buff.ly/1JQzIKZ

RETWEET 1 FAVORITE 1

4:54 PM · 8 Sep 2015 · Details

Robert Thomson and 8 others follow

DC Circulator @DCCirculator · Sep 10


If you're riding with us RIGHT NOW then you're officially #TeamBus! Take the pledge and join us 9/22 for #CarFreeDay carfreemetrod.org

RETWEET 1

8:25 AM · 10 Sep 2015 · Details

Bike Arlington @BikeArlington · Sep 21


#TeamJacob #TeamEdward It doesn't matter. It's all #TeamBike! Sign the @CarFreeMetroDC pledge. bit.ly/1O2T1Gj



ET

Tyson's Partnership
 September 22, 2014 · 🌐

Our friends @TheTysonsCorner and we want to know how #CarFreeMetroDC is going. Tweet us your pics, or discuss here: <http://ow.ly/BLSAG>



Car Free Day in Tysons | The Tysons Corner

It's car free day around the country, a day each when some of us try to avoid using personal automobiles and instead navigate primarily...

THE TYSONSCORNER.COM

Like Page

DOTS @DOTS_UMD · 3h

@CarFreeMetroDC is here!



FAVORITE 1

11:40 AM · 22 Sep 2015 · Details

MWCOG retweeted

City of Frederick @FredCityGovt · Aug 25

Save the date! Car Free/Car Lite Day - 9.22.2015 - Take the Pledge at carfreemetrod.com #carfreeday



RETWEET 1 FAVORITE 1

9:36 AM · 25 Aug 2015 · Details

AASHTO and 1 other follow

MD TRIP @MD_TRIP · Aug 31

For those on #TeamWalk, how will you safely participate in @CarFreeMetroDC #CarFreeDay if your sidewalks are a mess? wapo.st/1EwWkl

10:35 AM · 31 Aug 2015 · Details

MWCOG Retweeted

Tapit Metro DC @TapitMetroDC · Aug 31

Whether #Reabus or #Zambike, join #ReaRit and find free sustainable water on the go! @CarFreeMetroDC @BikeShare



Union Station Redevelopment Corporation
 September 17 at 1:25pm · 🌐

Sept 22 is #CarFreeMetroDC Day! Leave the car at home and try Metro, Bus, MARC, VRE, Amtrak, BikeStation, or Capital Bikeshare for your commute instead. Union Station has them all!

Visit www.carfreemetrod.org to learn more!



TAKE THE CAR FREE DAY TEAM PLEDGE?
 Choose your team, take the FREE pledge & get social!

Car Free Day | Are You Ready To Take The Pledge?

Car Free Day is Tuesday, September 22, 2015. It's a worldwide event that encourages greener methods of travel, meaning ways to get around other than driving alone by car.

CARFREEMETRODC.ORG

Like Page

Department of Energy & Environment
 4 hrs · 🌐

Did you know that leaving your car at home just two days a week will reduce greenhouse gas emissions by an average of 1,600 pounds per year? A small change, but a big difference. What alternative transportation methods work for you? #CarFreeMetroDC

Like Page

3 Likes

AQUAS, Inc @aquasinc · Sep 21
 Car Free Day on Tuesday! AQUASians, don't forget the raffle at Bethesda Metro when you go by **#teamwalk** **#teamrail** & in spirit, **#teamentelework**

11:32 AM - 21 Sep 2015 - Details

SBA follows
NSA/CSS @NSAGov · Sep 22
 On #CarFreeDay read how #NSA employees go #CarFree by #biking to work 1.usa.gov/1Pu48Vc #ICYMI **#teambike**

RETWEETS 7 FAVORITES 15

12:57 PM - 22 Sep 2015 - Details

MWCOG and 1 other follow
Kelly Russell @KellyMRussell · Sep 22
 Car Free Day today! **#teamwalk** and **#carpool**.

11:39 AM - 22 Sep 2015 - Details

BicycleSPACE and 2 others follow
Alex SPOKESwomen @AlexSpokeswomen · Sep 22
 It's Car Free Day and we're **#teambike**. How about you? carfreemetrodc.com

Charles Allen @CharlesAllenW6 · Sep 22
 Happy #CarFreeDay! Joined **#TeamBus** & **#TeamRail** for my regular am commute. Thinking abt **#TeamBike** for ride home. You?



Lyndsey Medsker @lmedsker · Sep 22
 @CharlesAllenW6 I'm **#teamwalk** and **#teamrail** and **#teambike** today. #CarFreeDay

FAVORITE 1

2:12 PM - 22 Sep 2015 - Details

Robert Thomson and 3 others follow
Rossllyn, Virginia @RosslynVA · Sep 16
 On, 9/22 pledge to go car-free! Choose a team **#teampool** **#teambus** **#teamrail** **#teambike** **#teamwalk** **#teamentelework**. ow.ly/Sdg0x

RETWEET 1 FAVORITE 1

10:11 AM - 16 Sep 2015 - Details

Martin Zwilling follows
Sara Pierce @smp4dc · Sep 22
#TEAMPOOL **#ridelocal**

Split @ridesplit
 Pledge to ride Split's **#TEAMPOOL** for @CarFreeMetroDC day tomorrow! Share the ride to reduce your carbon footprint carfreemetrodc.com

FAVORITE 1

9:36 AM - 22 Sep 2015 - Details

Robert Thomson and 7 others follow
Elizabeth A. Denton @TinLizzieBikes · Sep 9
 Wait @CarFreeMetroDC has 50% **#teambike** signed up for #CarFreeDay?! Where are all you **#teambus** **#teamrail** riders?! carfreemetrodc.org

11:06 AM - 9 Sep 2015 - Details

NIH Employee Services @NIHEmplSrvcs · Sep 22
 Today is #CarFreeDay - Show us how you go car free! **#TeamWalk** **#TeamBus** **#TeamRail** **#TeamBike** **#TeamTelework** bit.ly/1inGydu

9:22 AM - 22 Sep 2015 - Details

AASHTO and 1 other follow
MD TRIP @MD_TRIP · Sep 22
 Nearly empty 515 back to Fredtowne. Has everyone heeded the **#teamentelework** warning? Boy, am I looking forward to getting home! #CarFreeDay

5:47 PM - 22 Sep 2015 - Details

Curly Jess @curlyjess · Sep 22
 Car's in the shop, Pope's on his way, and it's #CarFreeDay. On **#teamrail** & caught a long-lost 8-car train on the **#redline** today!

10:56 AM - 22 Sep 2015 - Details

DC Circulator @DCCirculator · Sep 12
 Join **#TeamBus** in a Car Free Day pledge. Ditch your car for bigger wheels and ride with us 9/22. carfreemetrodc.org

5:00 PM - 12 Sep 2015 - Details

Eric Cartier @refdeskatx · Sep 22
 Proudly reppin' **#teambike** on Car Free Day! I got my #UMD bike passport & am collecting activity stickers to win a new helmet. #setpropelled

2015 - Details

Val @SportsTimeVal · Sep 22
#TeamTelework

ABC7News @ABC7News
 In just a few hours, the Pope will be in D.C. Here is a complete list of the road closures, security restrictions: wjla.com/features/pope-....

12:11 AM - 22 Sep 2015 - Details

Commuter Connections favorited
Communities in Schools @cisinational · Sep 22
 Hey @CarFreeMetroDC - we did it! We went #CarFree today! **#TeamRail** **#TeamPool** **#TeamWalk** **#TeamBike** **#TeamTelework**

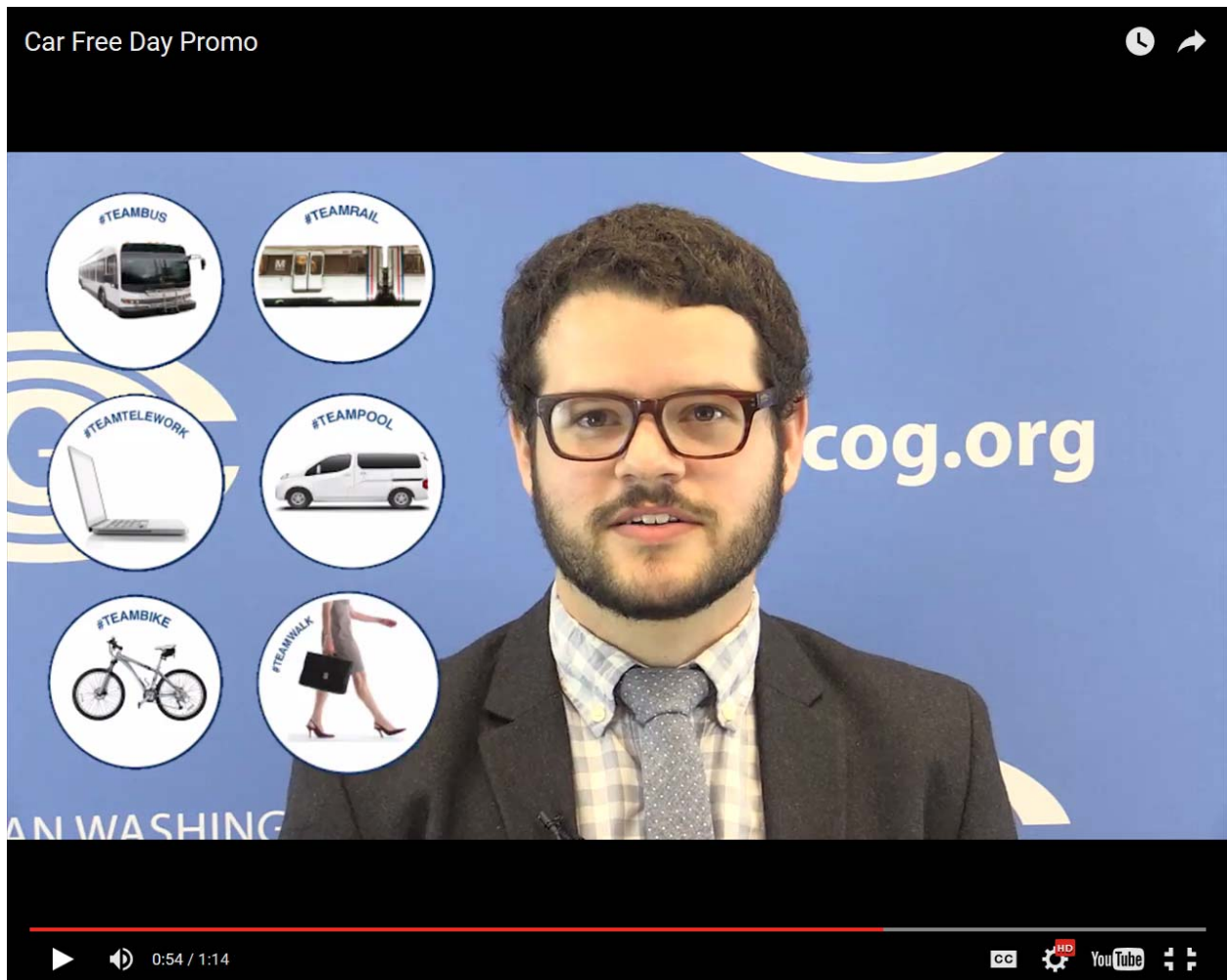


FAVORITES 4

2:18 PM - 22 Sep 2015 - Details

YouTube

The Council of Governments produced a Car Free Day promotional video with Steering Committee Chair, Jonathan Bollhoefer. The video was placed on YouTube and on the event web site, under 'About Car Free Day'.



Clean Air Partners produced a promotional video to provide a fun visual about the various types of green-minded car free travel. The video was placed on the event web site, under 'How to be Car Free'.



Jurisdiction Activities

Commuter Connections' network members hosted numerous to promote and celebrate Car Free Day.



The City of Alexandria's Local Motion program awarded free T-shirts on Car Free Day to the first 100 people who live and/or work in Alexandria who took the pledge.





In Arlington free coffee, snacks, and giveaways were provided in Ballston, Crystal City and Rosslyn by the respective Business Improvement Districts for those who took the Car Free Day pledge. The Ballston and Rosslyn events occurred at Metro stations, and the Crystal City event took place at the Crystal City Water Park.





On Car Free Day Fairfax County Department of Transportation held a Transportation Expo at the Fairfax County Government Center. In attendance were Fairfax Connector, Metro, VRE and other related vendors.



TRANSIT

TransIT Services of Frederick County made it easy to give transit a try on Car Free Day by providing free rides on Connector and shuttle buses throughout the entire day.





Loudoun County Commuter Services offered a chance to those who live and/or work in Loudoun County who took the Car Free Day pledge to become eligible for a raffle to win one of two \$75 VISA gift cards.



Montgomery County Commuter Services celebrated Car Free Day at Metro stations in Bethesda, Friendship Heights, Shady Grove, Silver Spring and Twinbrook. Plus, the Germantown Transit Center, and select Ride On bus stops.



Friday Night Farmers Market - Friday, September 18, 2015 – Tri County Council for Southern Maryland was at the North Beach Board Walk promoting Car Free Day at the Town of North Beach’s Farmers Market.





The University of Maryland held their Terp Transportation Fair on Car Free Day. Commuter Connections and other vendors were on hand.



Prizes and Sponsors

Donated prizes were offered as incentives to people pledging to go car free or car-lite. Local businesses and organizations that donating goods or services gained exposure, and were associated with a cause that contributed to the betterment of the region's traffic congestion and air quality. Sponsors included:



Raffle Prize Donations

- Kindle, **courtesy Tri-County Council for Southern Maryland**
- SmarTrip card with \$25 in fare, **courtesy Washington Metropolitan Area Transit Authority**
- Commuter train round-trip passes up to \$23, **courtesy Virginia Railway Express**
- Capital Bikeshare annual memberships \$85, **courtesy goDCgo**
- Pizza restaurant gift cards \$25, **courtesy Mellow Mushroom of Adams Morgan and Herndon**
- Snack-filled gift bag, **courtesy KIND Healthy Snacks**
- Bike shop gift certificate \$250, **courtesy BicycleSPACE**
- Six Flags America pair of tickets \$124, **courtesy Six Flags America**
- Organic food restaurant gift card \$50, **courtesy sweetgreen**
- Bike rentals \$40, **courtesy Bike and Roll DC**



Janet, Grand Prize winner.

THIS IS YOUR TICKET



Six Flags America

Complimentary Ticket

2015 Six Flags America One-day Admission, Valid
04/02/2015 - 11/01/2015

TICKET # 1499150881259808

REQUEST # 691963

CONFIRMATION # CT-ZDC9ENQ2G

Valid From 04/02/2015 To 11/01/2015



capital bikeshare™



Annual Membership

Congratulations! You've been given the gift of Capital Bikeshare. Capital Bikeshare puts thousands of bicycles at your fingertips. Choose from hundreds of stations throughout the District, Arlington, Alexandria and Montgomery County and return it to any station near your destination.

To start your membership go to CapitalBikeshare.com, click on JOIN and enter your gift certificate number.

Questions? Call 1-877-430 (BIKE)
or email customerservice@capitalbikeshare.com

To: _____

From: Capital Bikeshare & Car Free Day DC

Your Gift Certificate Number SWF11C1V

Usage fees may apply.
Not for resale.

Expires: 9/2016



\$250 GIFT CARD

valid through CARFREE DAY 2016



PROUD SPONSOR OF:



Sponsor Social Media Activity

Commuter Connections favorited

ArlingtonTransPrtnrs @ATPcommutes · 4h
#CarFreeDay is TODAY! Not too late to take the pledge > carfreemetrodc.org
 Join ATP - pick your team.

RETWEETS 3 FAVORITES 3

10:41 AM - 22 Sep 2015 · Details

Maid to Clean
 September 18 at 11:43am

Car Free Day is next week. Join us, ditch the car, take a selfie, and we'll reward you! <http://www.maidtoclean.com/.../car-free-day-september-22-2015/>

Car Free Day 2015 - Ditch the car, keep the clean!
 Go car-free or car-lite on Tuesday, September 22, 2015, send us a selfie of you car-less, and get a discount.
MAIDTOCLEAN.COM

Bike and Roll DC
 3 hrs

Happy Car Free Day everyone! Bike and Roll DC is proud to support Car Free Day and is raffling off a bunch of bike rentals to explore the nation's capital by bike. www.carfreemetrodc.org/the-car-free-pledge/ Take the pledge and you may win a free rental!

Like Comment Share

Susan Feltner Coffland and Nikki Marks like this.

BicycleSPACE @BicycleSPACE · 19m
 Happy **#CarFreeDay!** Props to everyone that gets it done by bike. #teambike #bikedc #bikethechange @CarFreeMetroDC

RETWEETS 3 FAVORITES 2

1:55 PM - 22 Sep 2015 · Details

Tri-County Council for Southern Maryland Like Page
 August 18

Car Free Day is Tuesday, September 22, 2015! Join the team that best fits YOUR preferred way to travel—and qualify for drawings for great prizes. Visit www.carfreemetrodc.org #CarFreeMetroDC

BikeArlington retweeted

Capital Bikeshare @bikeshare · Sep 9
#CarFreeDay is September 22nd. You're gonna join #teambike, right? gdcg.co/1Lkuwt1

RETWEETS 4

3:29 PM - 9 Sep 2015 · Details

Commuter Connections Network Members and Affiliate Outreach

TransIT | Frederick County ...

www.frederickcountymd.gov/105/TransIT

Frederick County
Government Maryland
Rich History, Bright Future

Government Services Community Business How Do I

Search...

Search...

Home > Government > Departments > Public Works & Transportation > TransIT

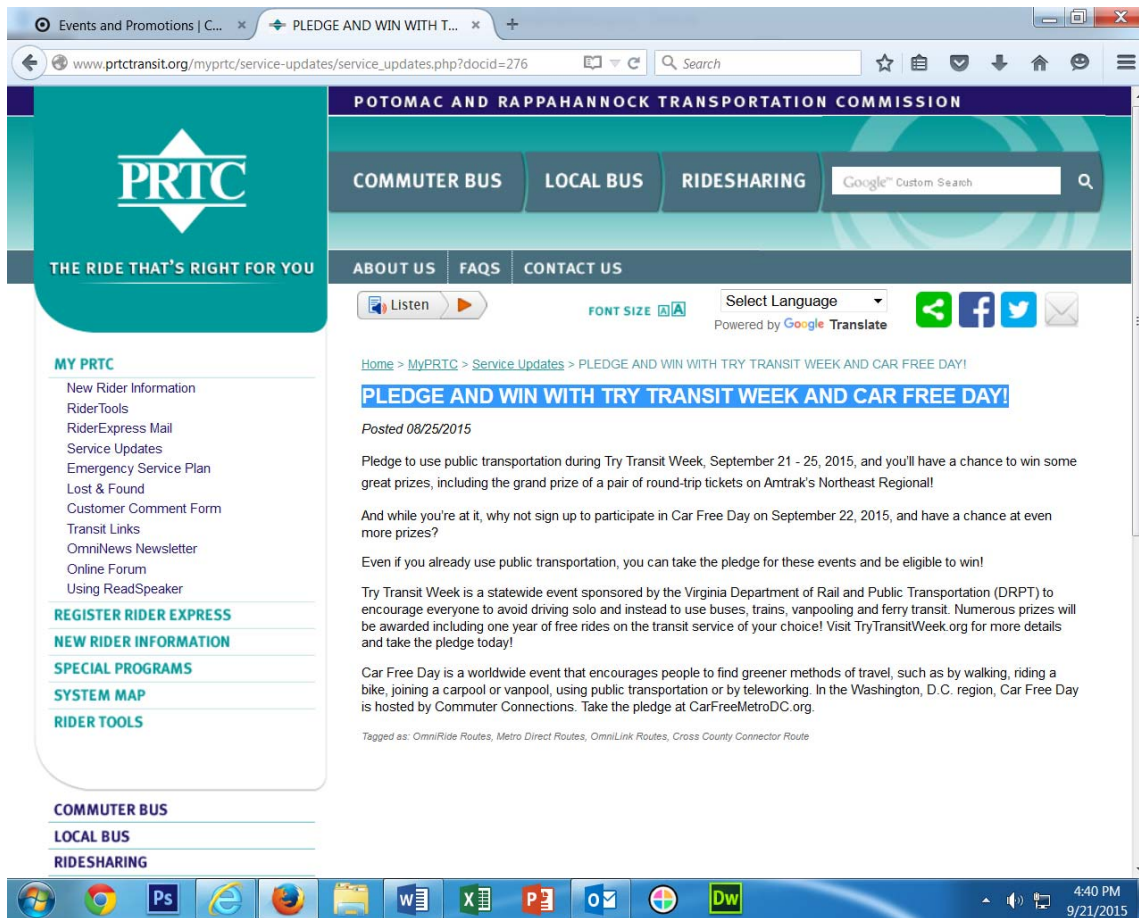
TransIT

Plan Your Trip:
Google
Transit

Chat now

- Mobile App
- Ride Guide and Map
- Route & Schedule Information
- Rider Bulletins, News Updates & Publications
- Senior Citizens & Persons with Disabilities

READY TO TAKE THE CAR FREE DAY TEAM PLEDGE?
JOIN A TEAM THAT FITS YOUR MOBILITY BEST & TAKE THE FREE PLEDGE!
AT CARFREEMETRODC.ORG



Events and Promotions | C... LOCAL MOTION :: Your Tra... +

www.alexandriava.gov/localmotion/ Search

Save money Live a healthier lifestyle Enjoy the ride



LOCAL MOTION

YOUR TRANSPORTATION RESOURCE 703.746.4686

The CHOICE is YOURS! Refuse to pay high fuel prices.
Choose to bike, walk, rideshare, and use public [transit](#) to save time and money





Pledge for Car Free Day For a Free T-Shirt
Join the City of Alexandria on September 22 in leaving your car at home for Car Free Day! Fill out the City's pledge, choose which team you are going to join (Team Bus, Team Bike, etc.) and receive a free t-shirt for joining in! Also, take a minute to pledge on the region's [Car Free Day website](#) and enter to win some more great prizes!



Provide Input to Local Motion on Commuting and Traffic
Local Motion is currently in the process of developing a Six Year Plan that will help us improve the efficiency and effectiveness of our program. The plan will help us get the most out of the investment of public funds and achieve the greatest possible public benefit. If you have 2 minutes please help us out by answering a few quick questions about our program and your commute. Your feedback is essential to improving our program.

Getting Around

-  [Bike & Walk](#)
-  [Bus & Rail](#)
-  [Rideshare](#)
-  [Travel Tools](#)

Programs

- [Carshare Alexandria!](#)
- [Van Start/Van Save](#)
- [Employer Services](#)
- [Capital Bikeshare in Alexandria](#)
- [Guaranteed Ride Home](#)
- [Pool Rewards: Cash for Carpools](#)
- [Telework](#)
- [Complete Streets](#)

Resources

- [Up to the Minute News](#)
- [Washington Area Bike](#)

4:41 PM 9/21/2015

Events and Promotions | C... Bethesda Transportation Soluti... +

www.bethesdatransit.org

Search

Open menu

Bethesda Transportation Solutions
a division of: Bethesda Urban Partnership

HOME ABOUT US TRANSIT BIKING WALKING PARKING EVENTS NEWS OTHER RESOURCES POETRY BENCHES CONTACT US

Metro | Metrobus | Ride On | Maryland Commuter Buses | MARC Rail | Bethesda Circulator | Car Sharing | Services: Senior/Disabled | facebook | g+ | pinterest | twitter

For Commuters

- Carpool & Vanpool
- Commuter Information Days
- Commuter Tax Incentives
- Guaranteed Ride Home
- Park & Ride Lots in Montgomery County
- Smart Benefits Program
- Telework and Flexible Work Schedules

For Employers

- Bethesda TMD LAWS: 42A and 36-05
- Smart Benefits Program
- Commuter Information Days
- Employer Tax Incentives
- Telework and Flexible Work Schedules
- Carpool & Vanpool
- EPA's Best places to

TAKE THE CAR-FREE PLEDGE!

Walk & Ride | Car Free Day | Pedestrian Safety | Bethesda Circulator | Garage Opening

CAR FREE DAY METRO DC 9.22.15

Check Out Our E-Newsletter!

Car Free Day 2015

Each year, cities across the world celebrate Car-Free Day on September 22, and downtown Bethesda is happy to partner with the [Metropolitan Washington Council of Governments](#) (COG) and [Montgomery County Commuter Services](#) to encourage commuters to go Car-Free or Car-Lite for just one day.

Join us on Tuesday, September 22, 2015 from 6:30-8:30 at the corner of Old Georgetown Road and Wisconsin Avenue (near the Bethesda Metro Station) and celebrate your [Car-Free Day](#) with prizes! And forget to go to [www.carfreemetrodcc.com](#) and take the [Car Free Day Pledge!](#)

4:43 PM 9/21/2015

Events and Promotions | C... x North Bethesda Transportation... x

www.nbtcc.org

NORTH BETHESDA TRANSPORTATION CENTER

Dedicated to providing free information about commuting alternatives for employees, employers, residents and visitors in the North Bethesda area.

bike | walk | carpool | vanpool | metrorail | metrobus | ride on

301.770.8108

- Annual Commuter Survey
- Accessible Ride On
- Bicycling
- Bikeshare
- Bill 32-02
- Brochure/Info Order Form
- Bus Stop Improvements
- Call 'N' Ride
- Carpool
- Cashkey
- Code Red
- Commuter Express Bus 991
- Events
- Fare Media Online
- Fare Share Program
- Guaranteed Ride Home
- HOV Lanes
- Metro
- Metro Access
- Metro Trip Planner

Operated by the North Bethesda Transportation Management District

CURRENT EVENTS:

WALK & RIDE

CAR FREE DAY
METRO DC
9.22.15

FREE
Carpool/Vanpool
Matching,
Transit Info

Better Ways To Work!
Montgomery County Commuter Services

Hosted By:
The NERDS Group
www.nerds.net

The North Bethesda Transportation Center and TMD is operated under a contract with and in partnership with the Montgomery County Department of Transportation
Consult NBTCC Transportation Action Dashboard

Home Employer Employee Community Resident Car/Vanpool Bike/Walk Telework

4:44 PM
9/21/2015

Events and Promotions | C... x Event Details x +

www.carfreediet.com/pages/news-events/event-details/?eventID=2567

ACCS Family of Sites | Transit Alerts | Share | Print | Language | Search

Arlington's Car-Free Diet

Home + News & Events + Event Details

Event Details

World Car-Free Day

Tuesday, September 22, 2015

When: Tuesday, September 22
Where: Arlington, DC Metro Area, and Worldwide
Who: Anyone who wants to save money, stay fit, reduce stress, and help the environment by going car-free
Fee: Car-Free!

What: Pledge to leave your car at home or go car-lite at www.carfreemetrodcc.org. Walk, bike, try riding transit for the day, carpool with a friend, or work from home.

[Click here for more information](#)

Did You Know?
 You could save \$816 a month, or \$9,797 a year, if you switch from driving to riding public transportation for your commute.
American Public Transportation Association

Arlington's Bicycle & Pedestrian Counters

Bikes counted 09/19/2015
 Bluemont Connector
 000,199

Peds counted 09/19/2015
 Bluemont Connector
 000,339

All counters, YTD
 09,148,733

[About Arlington's Bicycle & Pedestrian Counter Program](#)

HOW MUCH HAVE

4:46 PM 9/21/2015

Car Free Day

Events / Car Free Day



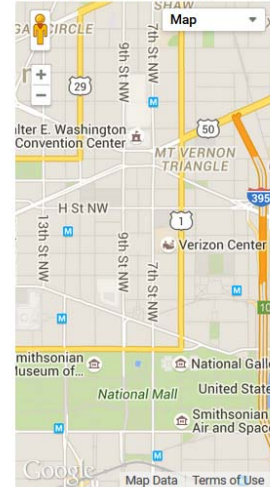
Car Free Day is an international event celebrated every September 22 in which people are encouraged to get around without cars and instead ride a train, bus, bicycle, carpool, vanpool, subway, or walk. Car Free Days are open to all people in the Washington metropolitan area.

To participate in this fun and worthwhile event, all you need to do is fill out [the pledge form](#), then go car free or rely less on your car by going car-lite on Tuesday September 22. It's that simple! Once you pledge, you're automatically entered for a chance to win great prizes! Already car free? That's great, and since you're doing the right thing, you also get the same chance to win prizes when you fill out the pledge form.

Car Free Day is organized in various cities throughout the world in different ways, but with the common goal reducing the number of cars on the streets. The benefit to greater society is a day with less traffic congestion, a greener environment and reduced gasoline demand. Today, Car Free Day includes celebrations in 1,500 cities

When

Tue, Sep 22, 2015 (All day)



Details

Fairfax Connector News an... x Fairfax Connector (@ffcco... x 3 Things to Know for Goin... x

www.fairfaxcounty.gov/fcdot/news/2015/15_009.htm

Fairfax County VIRGINIA

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Index
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 FCDOT Home
 FAQ
 Links
 News

Related Links
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 Community and Recreation Services
 Police
 Public Works and Environmental Services
 Tax Administration
 Transportation Subject Page

Online Services
 Our Government
 News and Events
 Maps, Facts & Stats
 State & Federal

homepage > department of transportation > news: Printer Friendly Text Size Text Only

3 Things to Know for Going Car Free for Try Transit Week Sept. 21-25

Sept. 8, 2015

Fairfax County is celebrating [Try Transit Week Sep. 21-25, 2015](#), and [Car Free Day Sept. 22, 2015](#), by encouraging residents to go car free for a day and try an alternative to drive-alone commuting. **Here are 3 things you need to know to help you go car free this year!**

Let the Experts Help You Find a Better Way to Commute

If you live or work in Fairfax County, come celebrate Try Transit Week by finding a better way to commute at the first ever **Fairfax County Transportation Expo!** [Fairfax Connector](#), [Metro VRE](#) and others plan to be on hand to answer questions and share commuter resources. **What you need to know:**

- The event takes place at the [Fairfax County Government Center](#) on Tuesday, Sept. 22, 2015, from 10 a.m. to 2 p.m.
- More than 20 exhibitors are expected to participate! Full list of participants will be available at www.fairfaxcounty.gov/fcdot/news/trytransit the week of Sept. 14.
- The Expo will also be the kick-off for Fairfax Connector's 30th Anniversary celebration. To mark this milestone, **you can ride Connector**

3:27 PM 9/8/2015



REMINDER: Go Car-Free Tomorrow! (and maybe the rest of the week, for that matter)

September 21st, 2015 Matthew No comments

Pledge to go car free this week!

Tomorrow, Tuesday, September 22, marks the 8th year International Car-Free Day has been celebrated here in this region. If you haven't taken the pledge to leave the car at home tomorrow, there's still time! Sign yourself up for the car-free mode of your choice. Not only will you save some carbon (find out how much using our Greenhouse Gas Calculator), but you also just might win yourself a nifty prize.



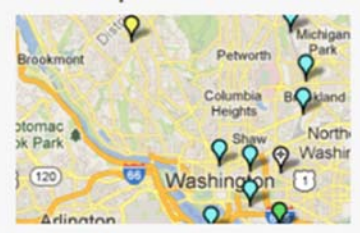
Further, given that the Papal visit will occur from Tuesday through Thursday this week, you may want to sign up mentally for another few days of a car-free lifestyle and avoid major congestion around town.

Let us know how you're going car-free in the comments.

In The News Car Free Day, green house gas reduction



Studies Map



Endorse Momentum



Momentum Endorsed By:

Business & Development



aharris@virginiainnovator.com
540-464-4754
annaharris

Anna Harris covers business, economic development, real estate and transportation.

STATISTICS ON THE NEWLY APPROVED WATERSIDE DEVELOPMENT IN DULLES:

335 ACRES	2,200 MULTI-FAMILY RESIDENTIAL UNITS	2030 PLANNED PROJECT COMPLETION DATE	3.8 million SQUARE FEET NON-RESIDENTIAL SPACE
-----------	--------------------------------------	--------------------------------------	---

Massive Waterside development gets green light for Dulles area

By Anna Harris
The massive new development approved for the Dulles area gets the necessary zoning approval from Loudoun County supervisors at a Sept. 8 business meeting.



Loudoun County supervisors approved the Waterside development in the Dulles south area.

The application, Clarify Crooked Stone, will build the residential development that's built in the wake since 2012 in a property south of the Dulles Gateway and east of Dulles Airport on the current site of one of Crooked Stone's quarters.

Clarify Crooked Stone was granted a rezoning of 225 acres including the quarry land for conversion of the pit into a lake.

The developer wants to create a residential-office campus with up to 2,200 multi-family residential units, 1.5 million square feet of non-residential use space and up to 335 agricultural units at 133 units per acre.

The approved application roughly doubled the size of the property and included significant changes to existing site plans with a greater balance between residential and commercial.

The application also included provisions for a day care center, elementary school and community center as well as a library. Another provision was added last minute to provide \$22,000 for the first 15 years of the project to be used to help mitigate wildlife impacts on the property that may occur with the creation of the lake and the ending of the mine. That \$22,000 becomes \$22,000 for the remaining 15 years.

Loudoun County supervisors approved the Waterside development in the Dulles south area, a good replacement for the current industrial use of the space as a quarry, Williams noted, and adds to the residential and commercial tax base, Route 28 and Metrorail tax districts. The rezoning calls for increased transportation lanes required in the 2010 Countywide Transportation Plan ... a "reasonable benefit."

Supervisor Matt Lutzmann (R-Dulles) said at the meeting, "This will raise the quality of development in this corridor ... and it ties us up to build the right high-value, residential development that we need to have in the Metro rail tax districts."

A walkable, mixed-use development is a good replacement for the current industrial use of the space as a quarry, Williams noted, and adds to the residential and commercial tax base, Route 28 and Metrorail tax districts. The rezoning calls for increased transportation lanes required in the 2010 Countywide Transportation Plan ... a "reasonable benefit."

"This is going to be a significant enhancement to this corridor," Supervisor Shawn Williams (R-Dulles) said at the meeting. "This will raise the quality of development in this corridor ... and it ties us up to build the right high-value, residential development that we need to have in the Metro rail tax districts."

A walkable, mixed-use development is a good replacement for the current industrial use of the space as a quarry, Williams noted, and adds to the residential and commercial tax base, Route 28 and Metrorail tax districts. The rezoning calls for increased transportation lanes required in the 2010 Countywide Transportation Plan, which Williams said will have a "reasonable benefit."

"This project is very new, this project will be viewed as a jewel in Loudoun," he said. He added the type of housing, with no single family or townhomes, won't be conducive to producing a

BUSINESS BRIEFS

RIBBON CUTTERS
Urban Mattress opens in Leesburg

A grand opening with ribbon-cutting ceremony took place Sept. 3 at the new Urban Mattress in Leesburg. The store is locally owned and is in the Bedwood Commons shopping center at 545 E. Market St. For more information, visit urbanmattress.com/virginia/leesburg.

Act Fast Urgent Care opens in Broadlands

A grand opening celebration for Act Fast Urgent Care will take place at 4:30 p.m. Sept. 9 in the Broadlands Center Plaza. The event will include tours of the facility and staff will be on hand to meet with attendees. Dr. Yusuf Khan is the founding practitioner of the center. Treatment is available for acute illnesses, sprains, abscesses and more. There is also a lab and X-ray machine. For more information, visit actfasturgentcare.com.

Neusolis staffing agency open in Ashburn

A new recruiting and staffing agency, Neusolis, has opened in Ashburn. Businessmen Tim Siegel and Chad Arnold opened the staffing agency, which specializes in the industries of commercial and federal information technology, commercial real estate and executive search. For more information, visit neusolis.com.

LOUDOUN CHAMBER
'State of Innovation in Education' Sept. 18

Loudoun County Public Schools Superintendent Dr. Eric Williams and former Virginia Education Secretary Jim Dylle will be on hand from 8 to 10 a.m. Sept. 18 for the Loudoun Chamber's "State of Innovation in Education" forum for 2015. Round Hill Elementary School principal Andrew Davis and Stone Hill Middle School dean Mitchell Seitz will also be on hand for the conversation. The event is part of the 2015 PolicyMaker series and will be held at the LCPA Administration Building, 21000 Education Court, Ashburn. For registration information, visit loudounchamber.org.

WEGMANS PHARMACY
Ranked highest among supermarkets

Wegmans pharmacy was recently ranked the highest among supermarket pharmacies by the 2015 Power 200 U.S. Pharmacy Study. Wegmans received an overall satisfaction score of 887, which was the highest among all pharmacy categories. The score was calculated on a 1,000-point scale. Wegmans has locations in Dulles and Leesburg.

DULLES AIRPORT
New cellphone lot opens

A new cellphone lot opened at Washington Dulles International Airport Sept. 1. The new location was needed to make way for construction of aerial guideways for the Silver Line Metrorail Project. The new lot is on Hubble Road, across the street from the airport's gas station. It has about 200 parking spaces and provides faster access to the terminal.

GE SLATE. SIMPLY MAGNETIC.

Once you see the elegant multi-finish of Slate, you won't be able to look away. It's a sturdy, holds fingerprints, and stays looking great. Add the ability to hold magnets, and you have an appliance with options.

Starting Appliance Inc.
21800 Town Center Plaza
Sterling, VA 20154
703-460-9452

Starting Appliance Inc.
2311 Concord Ferry Road
Leesburg, VA 20176
703-771-4080

www.sterlingappliance.com

READY TO TAKE THE CAR FREE DAY TEAM PLEDGE?

JOIN A TEAM THAT FITS YOUR MOBILITY BEST & TAKE THE FREE PLEDGE! AT CARFREEMETRODC.ORG

Choose your team & get social! You'll have an opportunity to win great prizes!

CAR FREE DAY METRO DC

COMPUTER CONNECTIONS 800.745.RIDE 9.22.15

Pledge at: CARFREEMETRODC.ORG

For Car Free Choices contact Loudoun County Commuter Services
Loudoun County Commuter Services 703-771-5665 loudoun.gov/commute

Capital Area Car Free College Campus Challenge

The Capital Area Car Free College Campus Challenge was created as a friendly competition to generate a buzz about Car Free Day on college campuses throughout the region. Eight universities encouraged their students, faculty and administration to take the Car Free pledge. The total number of pledges with .edu email addresses was 595, a 149% increase over last year. Below are the totals by institution.

Georgetown University	512
University of Maryland	22
George Mason University	43
George Washington University	11
American University	4
Northern Virginia Community College	3
University of D.C.	0
Howard University	0



College Social Media Activity

EnvironNews and 4 others follow

SustainableUMD @SustainableUMD · Sep 21
 Tomorrow is **#CarFreeDay!** Pledge to bike, walk, carpool, or Metro to @UoM Maryland. go.umd.edu/CarFreeDay @DOTS_UMD



READY TO TAKE THE **CAR FREE DAY TEAM PLEDGE?**
Choose your team, take the FREE pledge & get social!

RETWEETS 6 FAVORITES 5

12:00 PM · 21 Sep 2015 · Details

American University Sustainability Like Page
 September 17 at 3:53pm · 🌐

Join the Office of Sustainability this Tuesday the 22nd by participating in the Car Free Day College Campus Challenge in DC! Remember the Pope is in town next week so going car free might be your best option! The college with the most pledges will win! To sign the pledge click on the link below! #CarFreeMetroDC
<http://www.carfreemetrodc.org/>



TAKE THE **CAR FREE DAY TEAM PLEDGE?**
Choose your team, take the FREE pledge & get social!

Car Free Day | Are You Ready To Take The Pledge?
 Car Free Day is Tuesday, September 22, 2015. It's a worldwide event that encourages greener methods of travel, meaning ways to get around other than driving alone by car.
CARFREEMETRODC.ORG

1 Like 1 Share

DOTS @DOTS_UMD · Sep 18
 #UMD is in 2nd place in the Car Free Day College Campus Challenge. Pledge and help us beat @georgetown and win! bit.ly/CFDFA15

11:40 AM · 18 Sep 2015 · Details

Mason Parking & Transportation Like Page
 September 17 at 10:26pm · 🌐

Mason Nation—we need you to sign up to pledge to be car free this con Tuesday and catch G-town, UMD, and GW in pledge!

Car Free Day is Tues. Sept 22nd. Just a few days left for students, faculty and administration to pledge to take the Car Free Day College Campus Challenge at www.CarFreeMetroDC.org. The college with the most pledges using their .edu will win the challenge and bragging rights for a whole year.

Current Standings... See More



TAKE THE **CAR FREE DAY** PLEDGE
Choose your team, take the FREE pledge & get social!

Car Free Day | Are You Ready To Take The Pledge?
 Car Free Day is Tuesday, September 22, 2015. It encourages greener methods of travel, meaning driving alone by car.
CARFREEMETRODC.ORG

GUWellness: Mind, Body, Soul Like Page
 September 22, 2014 · 🌐

Catch us at the front gates this morning to take the #carfree pledge & have a breakfast treat! #carfreeday #carfreedc #carfreegeorgetown



GUWellness
 mind · body · soul

4 Likes

DOTS retweeted

UMD RecWell @UMDRecWell · Sep 20
 Car Free Day is Tuesday! We're biased, but we recommend walking or biking if possible. @DOTS_UMD @SustainableUMD carfreemetrodc.org

RETWEETS 2 FAVORITE 1

5:39 PM · 20 Sep 2015 · Details

Shuttle-UM @Shuttle_UM · Sep 17
 UMD is 2nd in the College Campus Challenge. Pledge to beat Georgetown and win the challenge! carfreemetrodc.org



READY TO TAKE THE **CAR FREE DAY TEAM PLEDGE?**
Choose your team, take the FREE pledge & get social!

6:08 PM · 17 Sep 2015 · Details

Shuttle-UM @Shuttle_UM · Sep 15
 Car Free Day is 9/22! Check out our schedules and take the Pledge! bit.ly/FallSched15 bit.ly/CFDFA15



1 Like 1 Share

Earned Media

A strategic calendar of media releases was designed to build momentum, beginning with a calendar listing one month ahead and continuing with several press releases, each focused on a different benefit of participation, and highlights of new features for the 2015 event. The team pitched the following press releases to newspapers, magazines, radio and televisions stations, and social media:

- Prizes, Promotions, and a Papal Visit—Great Reasons to Take the Pledge to Go Car Free on September 22 9-16-15
- Pledge for Car Free Day and Choose Your Team! – MWCOG Press Release 8-13-15

2015 september						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	 22	23	24	25	26
27	28	29	30	register today at carfreemetrodc.org		



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Sent: September 16, 2015

Prizes, Promotions, and a Papal Visit—Great Reasons to Take the Pledge to Go Car Free on September 22

Regional Businesses, Transit Agencies Support Annual Car Free Day Event

Washington, D.C. — Regional businesses are partnering with Commuter Connections to demonstrate their support for area residents and commuters who are pledging to celebrate Car Free Day on Tuesday, September 22, by providing great prizes. And this year, the Papal visit adds another great reason to participate. Pope Francis' arrival in the District of Columbia will entail street closures and traffic delays. Leaving your car at home, teleworking, or opting for another way to travel such as bicycling, walking, transit, or ridesharing will help to reduce the impact.

All residents in the region, including those who already use alternative modes of transportation, are encouraged to take the pledge at www.carfreemetrodc.org, and help reduce traffic on September 22 and during the entire week. The busy week in D.C. includes a three game Battle of the Beltways night series at Nationals Park between the Washington Nationals and Baltimore Orioles, starting Monday September 21. In addition, award winning artist Ed Sheeran will be performing at the Verizon Center on September 22 and 23.

Car Free Day is an annual worldwide event that encourages green travel options and environmental awareness, and the benefits of alternatives to drive-alone transportation. Taking the pledge to go car free offers a chance to win great prizes donated by our regional sponsors, whether you pledge as #teambike, #teamwalk, #teamrail, #teambus, #teampool or #teamtelework.

"We encourage everyone to take the Car Free Day pledge and enjoy the promotions and events to celebrate the region's green transportation options," said Nicholas Ramfos,

Q: Car-free day



My employer is pushing Tuesday as a car-free day and encouraging people to ride Metro. At first, I thought it was a joke. The pope is in town, there is a baseball game and a concert. That alone would make me wary of taking the train. But to add to it, Metro is constantly single-tracking, checking tunnels for smoke and dealing with police or fire activity at stations. Can you make a good case for me to leave my automobile at home Tuesday and take Metro. I cannot think of a single reason, including cost. By the time I pay for parking at a Metro garage and put money on my Metro card, I am over my transportation budget for the day.

A: Robert Thomson

Good for your employer, and I hope many people are aware of this annual event. See more about [Car Free Day here](#).

Sponsors encourage commuters to leave their cars at home and travel by train, bus, carpool, vanpool, bike, on foot -- or telecommute.

Metrorail has plenty of problems, and I'm not into transportation ideology, so if Metrorail doesn't work for you, don't take it.

For me, Metrorail almost always works, because it means I don't have to

Performance Results

A total of 3,442 people took the pledge to go Car Free or Car-Lite on September 22, 2015. The breakdown by mode is as follows: Team Bike 35%, Team Rail 22%, Team Bus 17%, Team Walk 13%, Team Telework 8%, and Team Pool 5%. Each state generated at least 1,000 pledges and at least 30% of the total. Virginia residents generated 36 percent of the pledges, District 32 percent, Maryland 31 percent, and other 1 percent. The top three jurisdictions were the District of Columbia 32 percent, Montgomery County 21 percent, and Fairfax County 12 percent.

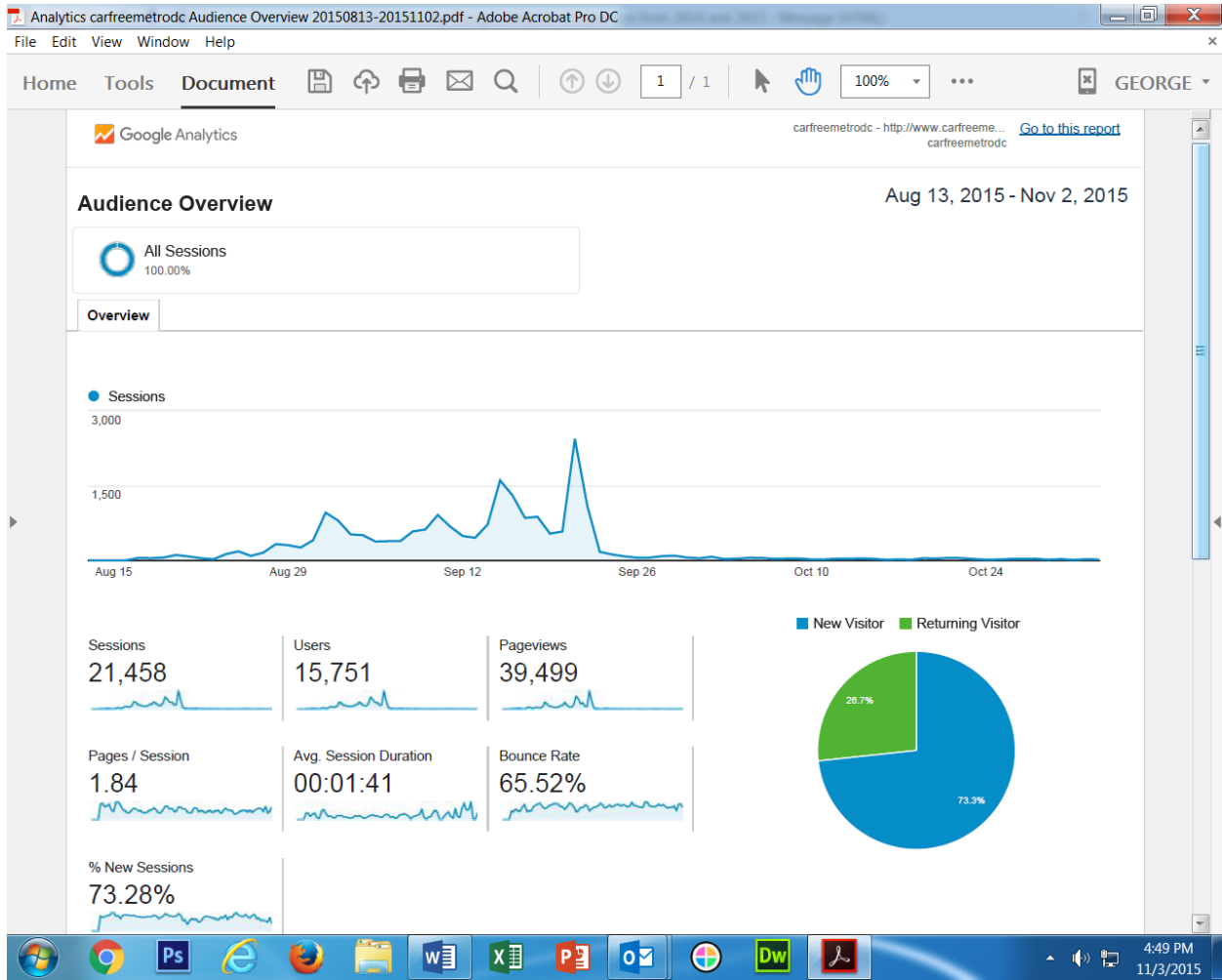
In order to separate those already in alternative modes from SOV travelers, the question was asked “If you didn’t take this pledge, would you travel entirely alone by car on Car Free Day?” Those who pledged were asked to estimate the total miles they will travel on Car Free Day, other than any distance they may drive alone, such as to the park and ride lot. The total mileage saved on Car Free Day was 61,730 miles. Those identified as the SOV group consisted of 29%, 17,596 of the vehicle miles reduced. Total trip reduction on CFD by the SOV group is unknown, it is at least however 876 trips reduced, and possible double that given the high likelihood they made round trips.

COG/TBP staff provided Car Free Day emissions impacts, in tons. NOx or nitrogen oxides are the chemical in automotive exhaust; VOC or volatile organic compounds are ground-water contaminants; GHG or greenhouse gasses are released into the atmosphere and absorb and emit radiation; and Particulate Matter are microscopic matter suspended in the earth's atmosphere.

Jurisdiction (Sorted by # Pledges)	# Pledges	% Pledges
DC District of Columbia	1,093	31.8%
MD Montgomery County	719	20.9%
VA Fairfax County	405	11.8%
VA Arlington County	321	9.3%
VA Alexandria City	165	4.8%
VA Prince William County	165	4.8%
MD Prince George's County	147	4.3%
VA Loudoun County	121	3.5%
MD Frederick County	48	1.4%
MD Howard County	33	1.0%

Transportation Mode	# Pledges	% Pledges		
Team Bike (bicycles)	1,208	35%		
Team Rail (Metrorail, MARC, VRE)	742	22%		
Team Bus (Metrobus, local bus systems, and commuter buses)	579	17%		
Team Walk	457	13%		
Team Telework	288	8%		
Team Pool (carpools and vanpools)	168	5%		
	3,442	100%		
Usual Travel Status	# of Pledges	% of Pledges	Miles Saved on CFD	% of Miles
Alt modes	2,378	69%	40,723	66%
SOV	876	25%	17,596	29%
No response given	188	5%	3,411	6%
	3,442	100%	61,730	100%
State	# Pledges	% Pledges		
Virginia	1,235	35.9%		
District	1,093	31.8%		
Maryland	1,055	30.7%		
Other	44	1.3%		
West Virginia	15	0.4%		
	3,442	100%		
Emissions Reductions	NOX	VOC	GHG	PM2.5
(in short tons/day)	0.032	0.025	28.98	0.00116

Car Free Day Website Traffic



Facebook Ad

Account: Go Greenman > Campaign: www.commuterconnections.org - Website... > Ad Set: Pool Rewards Fall 2015

Ad: tdm.commuterconnections.org/mwcog/ - Website Clicks

Search Filters: Oct 19, 2015 - Nov 17, 2015

Performance | Audience | Placement

4,049 Results: Website Clicks | \$0.15 Cost per Result | 2.41% Result Rate

52,155 People Reached

\$626.72 Amount Spent

Custom

Ad

Commuter Connections Sponsored

You plus a friend equals \$130 - what's not to like? Start or join a new carpool and earn with Pool Rewards!

Form a Carpool, Earn CASH

Sharing a ride can get you that ext... Sign Up

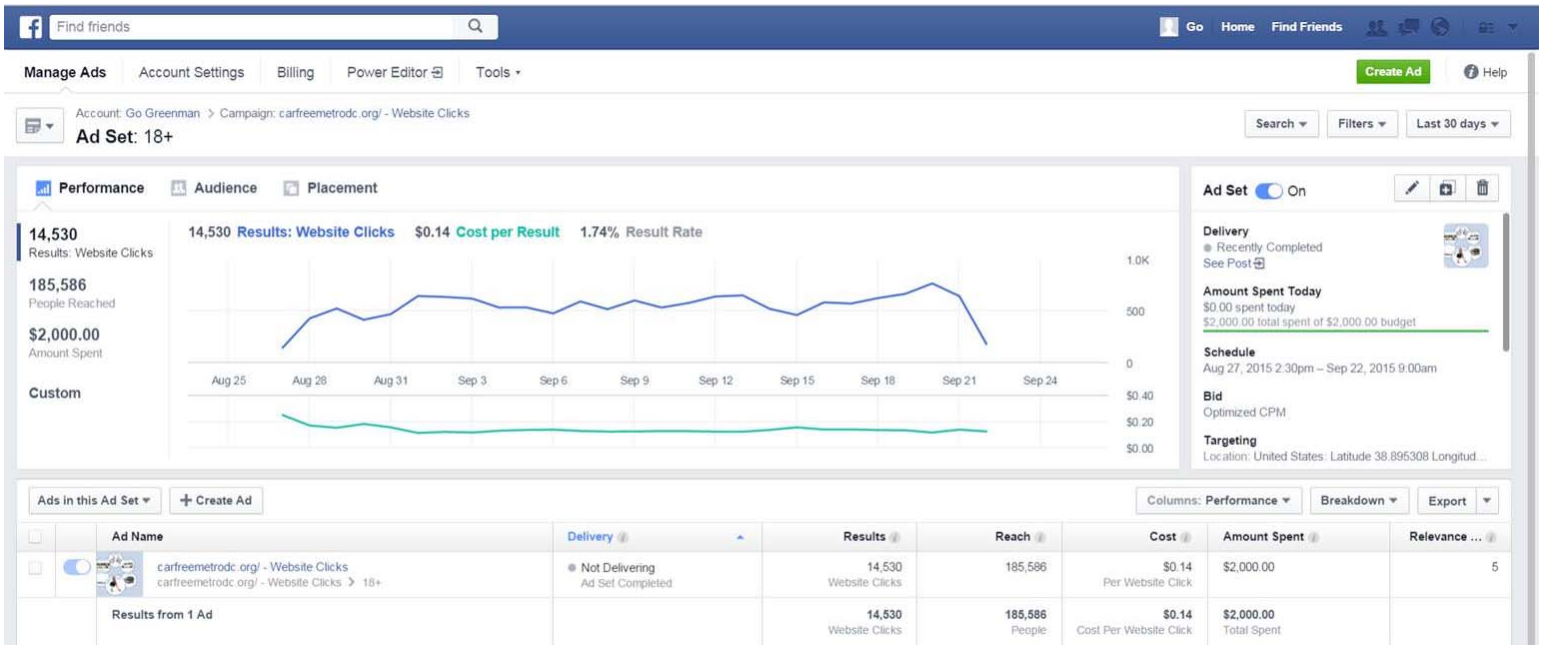
tdm.commuterconnections.org

Objective
Clicks to Website
See Post

This Ad	Create Similar Ad	Columns: Performance	Breakdown	Export		
Ad Name	Delivery	Results	Reach	Cost	Amount Spent	Rele...
tdm.commuterconnections.org/mwcog - Website Clicks	Active	4,049 Website Clicks	52,155	\$0.15 Per Website ...	\$626.72	3
Results from 1 Ad		4,049 Website Clicks	52,155 People	\$0.15 Per Website ...	\$626.72 Total Spent	

Facebook Insights De... | Facebook Insights De... | Facebook Insights De... | Show all downloads

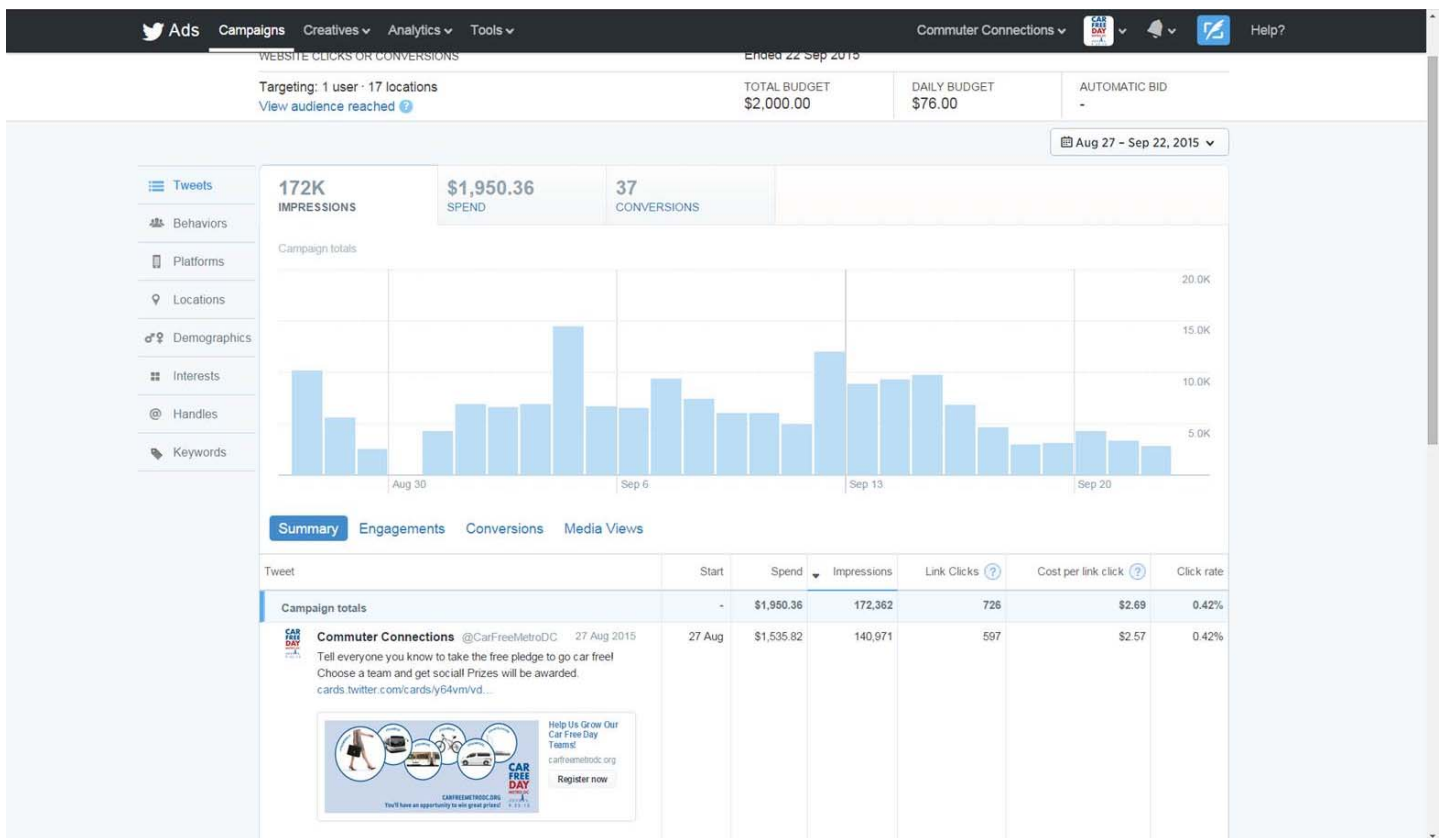
Car Free Day Facebook Analytics



Car Free Day Twitter Analytics

Appendix of Media Placements

The publicity team secured interviews and encouraged media outlets to place Car Free Day news stories. A total of 41 known placements appeared in newspapers, radio, television, newsletters and blogs, including the Washington Post, WTOP, WMAL and WUSA9.





CFD 2015 Print & Online Coverage - 28

Date	Outlet	Topic linked to URL
7/26/2015	WTOP	Car-free day coming Sept. 23
8/17/2015	Frederick News Post	On the Move: Car Maintenance 101
8/25/2015	The Hill is Home	PARK(ING) DAY PERMIT APPLICATIONS NOW BEING ACCEPTED
8/25/2015	The Wash Cycle	Going car free: it isn't just for New Yorkers
9/1/2015	Capital Bikeshare	Go #teambike for Car Free Day
9/1/2015	VRE Ride Magazine	PARTICIPATE IN TRY TRANSIT WEEK AND CAR FREE DAY
9/1/2015	The Washington Post - Dr. Gridlock	Live Chat
9/8/2015	Downtown DC BID	Go Car Free This September in DowntownDC
9/8/2015	Montgomery County Maryland	Join MCDOT and participate in Car Free Day on September 22
9/11/2015	Prince William Chamber of Commerce	Try Transit Week and Car Free Day Encourage Driving Alternatives
9/13/2015	Groundswell	HOW CAN WE MAKE THE CAR-FREE MOVEMENT MORE INCLUSIVE?
9/13/2015	Rebuilding Place in the Urban Space	Metro DC Car Free Day, September 22nd
9/13/2015	The Washington Post - Local	Prince William County news in brief
9/15/2015	ATP Blog	Car Free Day is in One Week
9/16/2015	Tri-County Council of Southern Maryland	Pledge for Car Free Day and Choose Your Team!
9/17/2015	Maid to Clean	Car Free Day! September 22, 2016
9/17/2015	Market Watch	Walker & Dunlop Recognized as the 5th Healthiest Employer in DC Region
9/18/2015	AAA Mid-Atlantic	There is No Battle of the Sexes on Car Free Day, Yet With the Papal Visit it is Wise to Take the Pledge
9/18/2015	Alexandria News	Take Car Free Day Pledge On September 22
9/21/2015	Frederick News Post	On the Move: Car-free day urges drivers to take a hike
9/21/2015	Greater Greater Washington	Events roundup: Go car free
9/21/2015	Just DC News	EVENTS ROUNDUP: GO CAR FREE
9/21/2015	PlanIt Metro	REMINDER: Go Car-Free Tomorrow! (and maybe the rest of the week, for that matter)
9/21/2015	Red Brick Town	Go Car Free in Alexandria, Virginia on World Car Free Day!
9/22/2015	ATP Blog	Today is Car Free Day
9/22/2015	The Tysons Corner	Car Free Day in Tysons

9/26/2015	The Washington Post - Transportation	Repeat the easy travel seen during the pope's visit? It would take a miracle.
10/6/15	The Hoya	GU Wins Car Free Challenge

CFD 2015 Radio Coverage - 2

Date	Outlet	Topic linked to URL
9/17/2015	WMAL	Car Free Day Interview with Nick Ramfos  WMAL (1)_9.17.17 .wav  WMAL (2)_9.17.17 .wav
9/21/2015	WPFW	Car Free Day Interview with Nick Ramfos

CFD 2015 Newsletters & Calendars - 10

Date	Outlet	Topic linked to URL
8/20/2015	Adams Morgan BID Partnership	Car Free Day - September 22
9/11/2015	Adams Morgan BID Partnership	Car Free Day - September 23
9/21/2015	The Magnet - Ballston BID	Where Minds Meet
8/19/2015	Capitol Hill BID Notes	Call for Businesses to Support Car Free Day on September 22, 2015
9/10/2015	Downtown DC Update	Go Car Free This September in DowntownDC
8/25/2015	goDCgo Employer News	Ditch the Keys and Go Car-Free Next Month
September	Bethesda Magazine	Car Free Day 2015
September	InsideNOVA	Car Free Day 2015
September	Bike Arlington	World Car Free Day
September	Washingtonian	Car Free Day 2015

CFD 2015 Television Coverage - 1

Date	Outlet	Topic linked to URL
9/17/2015	WUSA 9	Car Free Day Interview with Nick Ramfos