

Car Free Day 2018 Washington, DC Region Event Recap

March 13, 2019
Draft Report



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

Background

Car Free Day is an internationally recognized event which started in Europe in 2000 as a day for residents to leave their cars at home, and instead get around by cleaner and more sustainable methods of travel for both commute and non-commute purposes. Travel modes include public transportation, bicycling, and walking. In the Washington, DC region Car Free Day began in 2008 and is coordinated by Commuter Connections and its network of regional partners. Car Free Day in the National Capital region also includes the option to participate by traveling “car lite” by way of carpool or vanpool. In 2018, the event was referred as Car Free Days due to spanning over a two-day period on Friday and Saturday, September 21-22. The total number of pledges for Car Free Day 2018 reached nearly 2,800.

Three main objectives of the Car Free Day marketing campaign were to:

1. Use the event as an opportunity to promote alternative modes of transportation for both commute and non-commute trips.
2. Encourage commuters and the general public to take the online pledge to use car free or car-lite travel methods during one or both days.
3. Measure and report impacts.



Proclamation Signing

The Car Free Day 2018 proclamation signing took place on July 18, 2018 at the National Capital Region Transportation Planning Board (TPB) meeting at the Metropolitan Washington Council of Governments. Some jurisdictions also approved local Car Free Day proclamations of their own.



COG Director Transportation Operations, Nicholas Ramfos holds the 2018 Car Free Day proclamation as TPB Chairperson and District of Columbia Councilmember Charles Allen declares September 21-22, 2018 as Car Free Days throughout the Washington, DC region.



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 organizes and promotes 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, mobility, parking demands, and energy conservation; and

WHEREAS, Car Free Day corresponds with European Mobility Week, occurring September 16-22, 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 by suitable convenience of the general public on either Friday - September 21, Saturday - September 22, or on both days; and**
- 2. Encourages citizens to pledge to be Car Free or Car-lite by visiting www.carfreemetrod.org; and**
- 3. Asks TPB Member jurisdictions to adopt similar proclamations in support of Car Free Days 2018.**

Chairman, National Capital Region Transportation Planning Board

City of Frederick Proclamation



PROCLAMATION

**Car-Free Car-Lite Day
September 21 and / or 22, 2018**

WHEREAS: The National Capital Region Transportation Planning Board is the Metropolitan Planning Organization for the Washington Region, and through its Commuter Connections program, promotes and organizes the annual Car-Free Car-Lite Day event, along with its network members throughout the Washington regional area; and

WHEREAS: Car-Free Car-Lite Day invites people in The City of Frederick to try alternative forms of Transportation, such as TransIT, bicycling and walking, and "car-lite" methods, such as trip consolidation, carpools and vanpools, and teleworking; and

WHEREAS: TransIT Services of Frederick County will offer free rides on Friday September 21; and

WHEREAS: Car-Free Car-Lite Day benefits The City of Frederick and region through improved air quality, mobility, parking availability, and energy conservation,

NOW, THEREFORE, I, Michael O'Connor, Mayor of The City of Frederick, Maryland, do hereby proclaim Friday, September 21, and / or Saturday September 22, 2018, as Car-Free Car-Lite Day in The City of Frederick and encourage a pledge to be car-free car-lite for this day and to always consider alternative forms and ways of transportation as a way to protect our environment.

Mayor Michael O'Connor
Aldermen: Kelly Russell, President Pro-Tem,
Derek Shackelford, Roger Wilson,
Donna Kuzemchak, Ben MacShane



Poster

The 2018 poster was a revival of a previous year's theme for Car Free Day and was refreshed with Committee feedback. Messaging encourages drivers to "Drop it For a Day" and take the free online pledge to use transportation alternatives on September 21 and/or 22. A PDF version of the poster was also made available on the web site for download.

**DROP IT
FOR A
DAY!**

**CAR
FREE
DAYS
METRO DC**

**9.21.18
AND/OR
9.22.18**

TAKE THE **FREE** PLEDGE AT
CARFREEMETRODC.ORG
TO BE ELIGIBLE FOR GREAT **PRIZES!**

Telework, Bike, Bus, Rideshare, Train, or Walk on Friday Sept 21 and/or
Saturday Sept 22. Take the pledge, even if you're already car free.

#CarFreeDay @CarFreeMetroDC

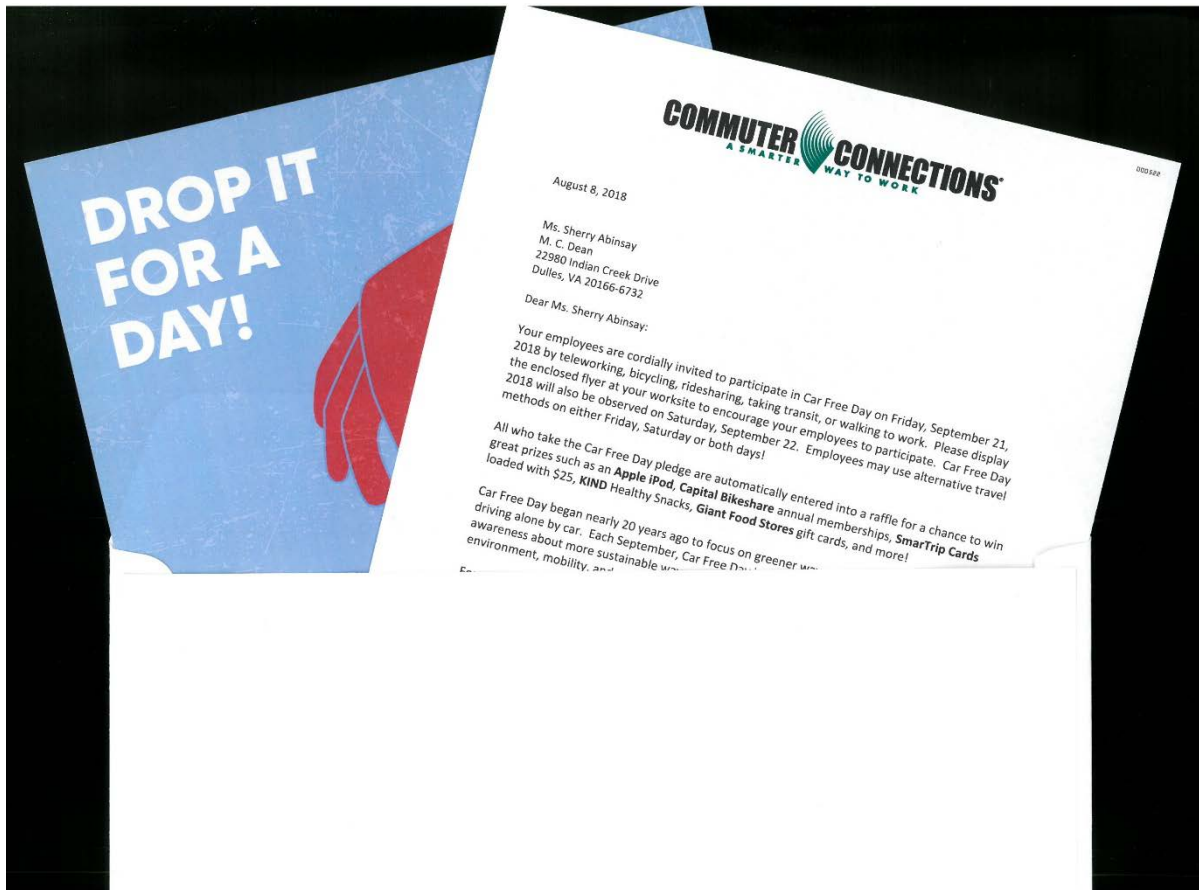
RECYCLED PAPER

COMMUTER CONNECTIONS
800.745.RIDE

Icons: Laptop, Bicycle, Bus, Car, Train, Pedestrian

Employer Mailing

A total of 16,500 posters were printed, 5,500 of which were mailed to employers throughout the region, along with a cover letter. In addition, an email blast was sent to 45,000 email addresses comprised of those who took the Car Free Day pledge over the previous three years, Commuter Connections opt-in accounts, Committee Members, employers, and Federal Telework Coordinators.



Employer's Promotion

Inter-American Development Bank poster promoting Car Free Day.



The poster features a large graphic on the left showing a hand in a red glove dropping a set of keys. The text is arranged in columns, detailing the event dates and activities. At the bottom, there are icons for various transportation modes and logos for IDBG and its associated programs.

IDBG CAR FREE DAYS

**DROP IT
FOR A DAY
OR MORE!**

September 17 - 21

- IDB Health Center Walking Challenge
- Fitness Center showers open to walkers and cyclists

Monday, September 17 - 12:30-1:30pm
Everyday Biking Seminar
Andres Bello, 4/5

Tuesday, September 18
Bike to Work with BIDciclistas
Pit Stop **MOVED TO THURSDAY**
13th Street Entrance, 8:00-9:30am
Bike Clinic – professional check-ups
Garage P1, 11am – 2pm **MOVED TO WEDNESDAY**

Wednesday, September 19 - 12:30-2:00pm
Movie and Discussion: Bikes vs. Cars
Andres Bello 4/5

Thursday, September 20 - 5:30pm
Outdoor Bike Ride
Meet in Fitness Center

Friday, September 21 - 12:30-1:30pm
Outdoor Walk (log your final steps)
Meet at fountain in atrium

Free food and drink
Win prizes

For more information, visit: idbg.sharepoint.com/sites/CSP/



 IDBG Staff Association

 IDB Fitness Center
IDB Health Unit

 IDB Corporate Sustainability Program (BDA/ACP/ACR)

Sponsor Donated Prizes

Each participant who pledged to go car free or car-lite was entered into a raffle for a chance to win the following sponsor-donated prizes. Sponsors were recognized on the event web site, social media, and a press release.

- Capital Bikeshare annual memberships, courtesy goDCgo
- Samsung Galaxy Tab A 32GB Wi-Fi , courtesy Tri-County Council for Southern Maryland
- KIND Healthy Snacks gift bag, courtesy KIND
- SmarTrip cards with \$25 in fare, courtesy Washington Metropolitan Area Transit Authority
- Annual membership and T-shirt, courtesy East Coast Greenway Alliance
- Grocery Store gift cards of \$25 value, courtesy Giant Food
- Round trip tickets, courtesy VRE
- Annual memberships, courtesy Washington Area Bicyclist Association
- Washington at Home Book – an illustrated history of neighborhoods in DC, courtesy Cultural Tourism DC.



District Taco Special Offer

District Taco provided all who took the Car Free Day Pledge with a promo code for \$3 OFF online orders of \$10 or more. The promotion was valid through October 22, 2018 at all DC, Maryland, and Virginia locations.



**CAR
FREE
DAYS**
METRO DC



**9.21.18
AND/OR
9.22.18**

\$3 OFF

an online order of \$10 or more
when you pledge to be Car Free!

Visit CarFreeMetroDC.org and take the **FREE** pledge to participate in Car Free Day! Walk, bike, bus, ride-share, or train to work! By pledging to take alternative methods of transportation, you're promoting a more sustainable lifestyle! Once you take the pledge, go to order.districttaco.com or the **District Taco app**, sign in with LevelUp, and enter the promo code provided by Commuter Connections. This offer is available at any location in VA, DC, or MD!



Offer only valid through October 22, 2018. Offer only valid for one time use. Discount only applicable to a purchase of \$10.00 or more. Discount shall not exceed \$3.00 off per check. Offer not valid for catering or in store orders. Offer may not be combined with other coupons, discounts, or promotions.

Media Objectives

The Car Free Days campaign raised public awareness and promoted use of more sustainable modes of transportation. Car Free Days challenged drivers to leave their cars home and go car free or car-lite on September 21 and/or 22.

Radio, text messaging, blogs, posters, bus signage, bus shelters, banner ads on radio station websites, social media, and an earned media effort were used to bring attention to the Car Free Day event and drive the public to www.carfreemetrodc.org to take the pledge.

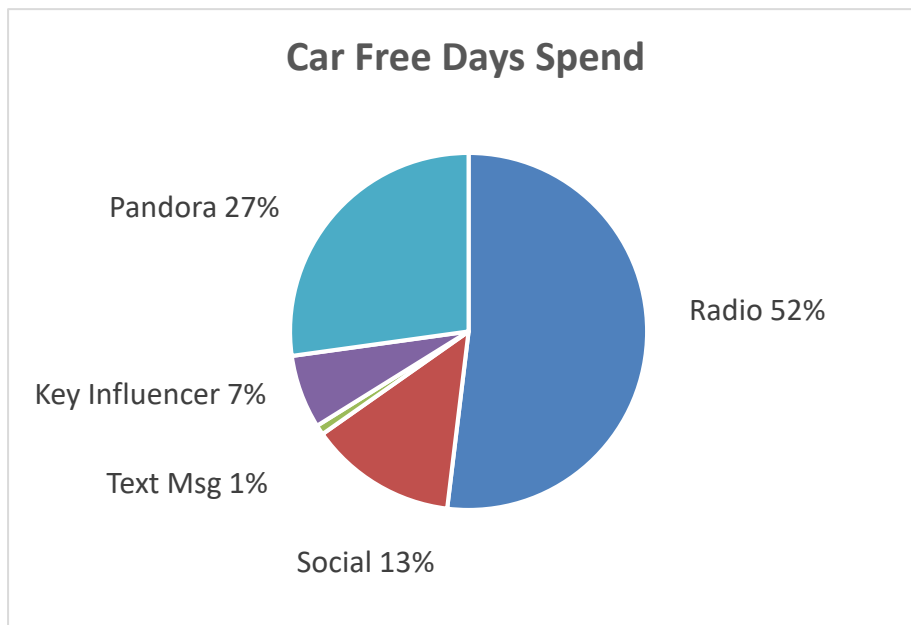
Target market:

Drivers of Single Occupant Vehicles

Geographic Targeting

Washington D.C. DMA

Car Free Days Budget	MWCOG Cost	Gross Dollars
Radio	\$ 23,364.00	\$27,487.00
Pandora	\$ 12,236.00	\$14,071.00
Social Media	\$ 6,000.00	\$ 6,000.00
Key Influencer (blogs)	\$ 3,000.00	\$ 3,529.00
Text Messaging	\$ 400.00	\$ 471.00
Total Budget	\$45,000.00	\$51,558.00



Radio

Radio comprised of half the media budget and informed the public about Car Free Days. Stations included WIAD (94.7 Fresh), WTOP (103.5 WTOP News), and WJFK (103.5 The Fan). Stations also provided pre-recorded DJ endorsements inviting listeners to participate from a personal level.



Social Media Sites

Social Media was used to keep fans up to date on activities prior to and after the event, and to spread the word through shares. The Car Free Day Facebook site is “liked” by over 4,300 users.

The image shows a screenshot of the Facebook page for Car Free Day Metro DC. The page features a blue header with the Facebook logo and login fields. The main content area includes a large banner with the text "DROP IT FOR A DAY!" and "TAKE THE FREE PLEDGE AT CARFREEMETRODC.ORG". Below the banner are sections for "Recommendations and Reviews", "Photos", and "Videos". The "Recommendations and Reviews" section shows two reviews: one from November 23, 2015, and another from September 7, 2015. The "Photos" section displays a photo of a woman and a photo of a bus with the text "THANKS TO OUR SPONSORS!". The right sidebar contains a search bar, a "Car Free Day Transportation Service" section with a 5-star rating, a "Community" section with 4,340 likes and 4,285 followers, an "About" section with contact information, and a "People" section with 4,340 likes. The "Related Pages" section lists several organizations, including "Elkes for the World", "Washington Area Bicyclist As...", "Mook Brass Rolling", and "Elura Audio".



Car Free Day Twitter has 702 followers.

Paid Social Media

Boosted Facebook posts were placed in September 2018; a different one every several days.



TAKE TRANSIT
On Friday, September 21 and/or Saturday, September 22 people are encouraged to get around without driving alone in cars. Instead try the bus, train, bicycle, carpool, vanpool, or walk. Take the pledge at www.carfreemetrodc.org and get entered into a free raffle to win some great prizes! Sponsored by Commuter Connections. #CarFreeDay #CarFreeMetroDC



TAKE A BIKE FOR THE DAY!
No Bike? No problem! The Metropolitan region offers many options for taking a bike for the day. Grab a friend and take the free pledge to ride together! You could win some great prizes and join millions around the world for this important event. Go to www.carfreemetrodc.org. Sponsored by Commuter Connections. #CarFreeDay #CarFreeMetroDC



WORK FROM HOME ON FRIDAY!
Yippee! Celebrate Car Free Day on Friday, September 21, which makes it the perfect day to work from home and do some good! Join millions around the world... and don't forget to take the free pledge at www.carfreemetrodc.org. Sponsored by Commuter Connections. #CarFreeDay #CarFreeMetroDC



WATCH A MOVIE WITH YOUR FAMILY
Stay at home and go car free with your family. Break out the popcorn and watch your favorite movies on Friday, September 21 and/or Saturday, September 22 - it's the perfect way to do your part on World Car Free Day! Take the free pledge at www.carfreemetrodc.org. Sponsored by Commuter Connections. #CarFreeDay #CarFreeMetroDC



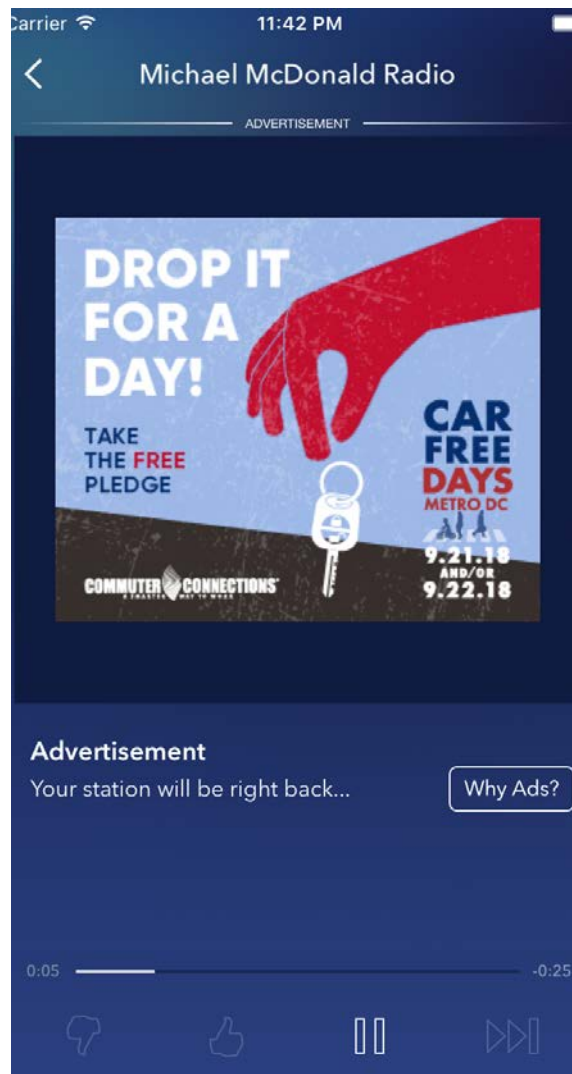
DO YOUR SHOPPING ONLINE
You bet it counts! You can be car free and still be productive! Shopping online is another great way to skip driving. Take the free pledge at www.carfreemetrodc.org and enter for your chance to win some great prizes. Sponsored by Commuter Connections. #CarFreeDay #CarFreeMetroDC



WALK TO WORK!
Walk to work on Friday, September 21 or to the store on Saturday, September 22! Take the free pledge and you could win some great prizes. Join millions around the world for this important event. Go to www.carfreemetrodc.org. Sponsored by Commuter Connections. #CarFreeDay #CarFreeMetroDC

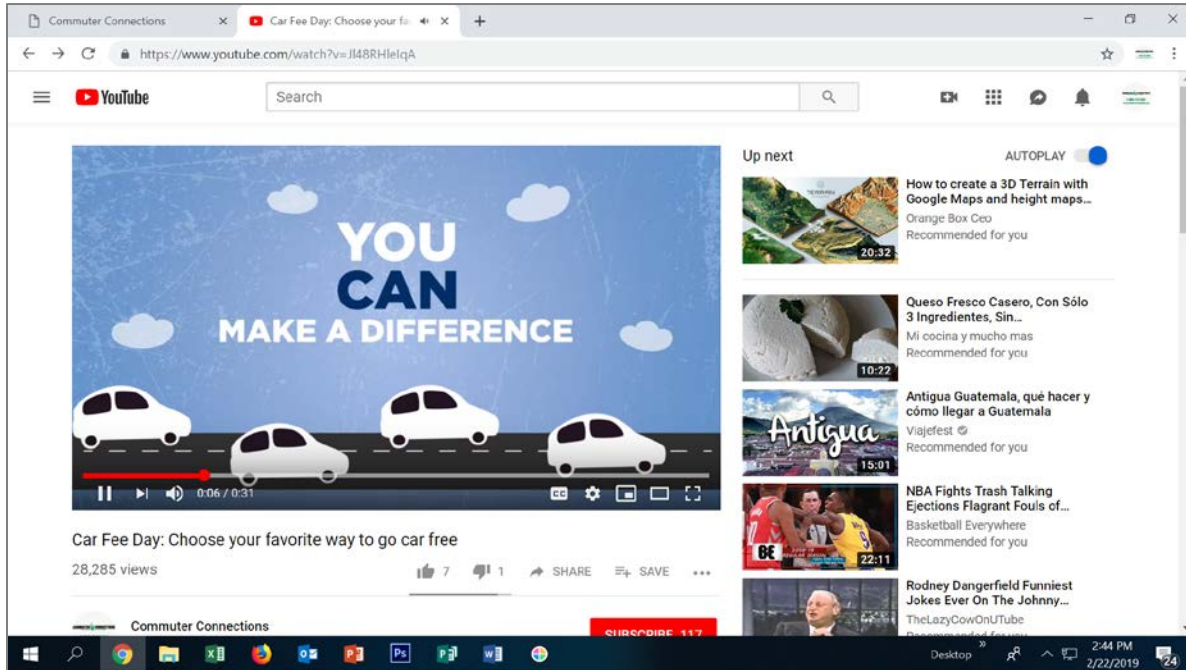
Pandora

An estimated 3,500,000 impressions were delivered using Pandora's unique geo-targeting and effective advertisement delivery system. For Car Free Days, a :30 radio spot ran concurrently with display advertisements.

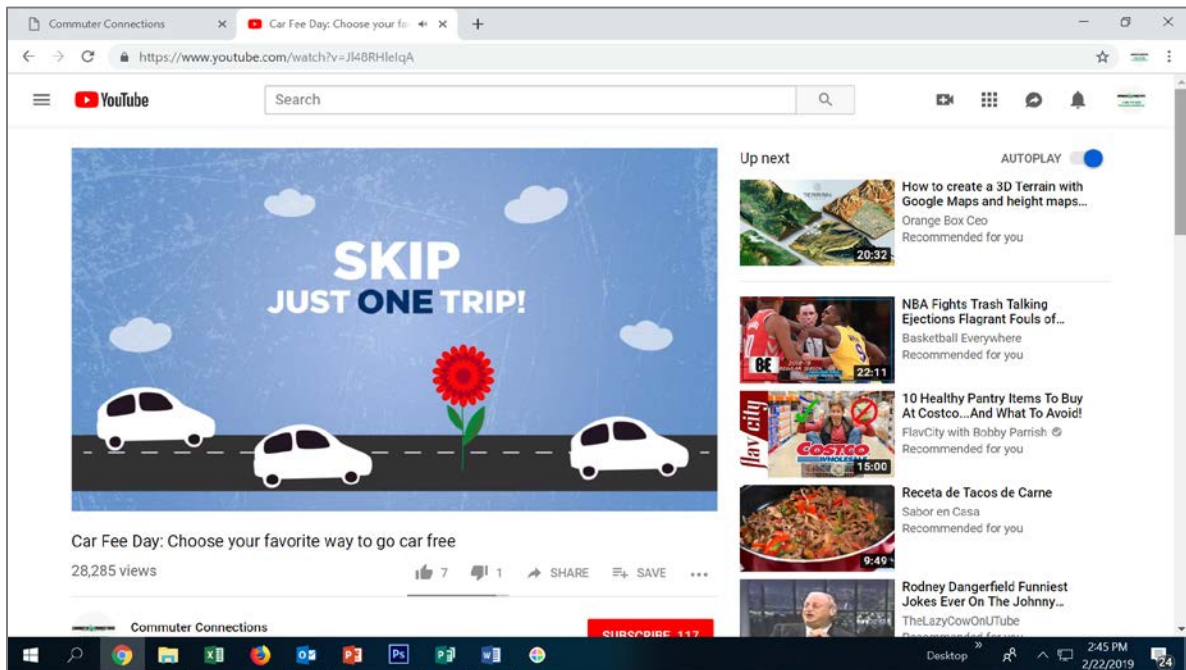


YouTube

A :30 video was placed on YouTube encouraging viewers to Choose a favorite way to go car free.



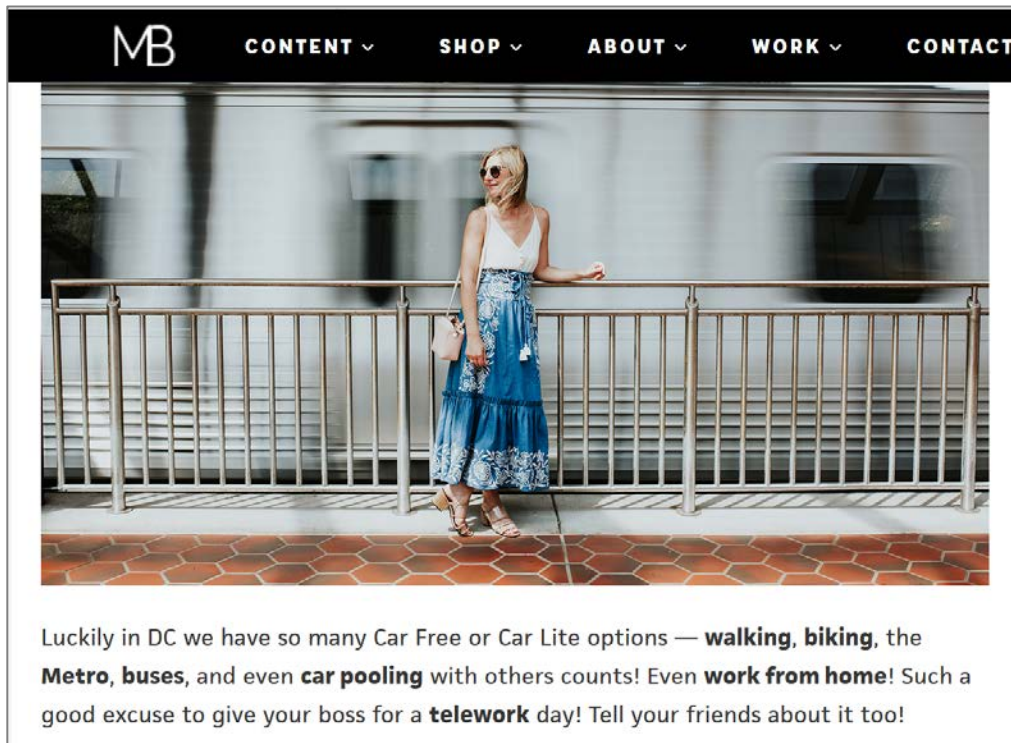
This screenshot shows a YouTube video player with the title "Car Fee Day: Choose your favorite way to go car free". The video content features a blue sky background with white clouds and a road with four white cars. The text "YOU CAN MAKE A DIFFERENCE" is displayed in large white letters. The video has 28,285 views and 7 likes. The "Up next" sidebar on the right includes videos such as "How to create a 3D Terrain with Google Maps and height maps...", "Queso Fresco Casero, Con Sólo 3 Ingredientes, Sin...", "Antigua Guatemala, qué hacer y cómo llegar a Guatemala", "NBA Fights Trash Talking Ejections Flagrant Fouls of...", and "Rodney Dangerfield Funniest Jokes Ever On The Johnny...". The Windows taskbar at the bottom shows the time as 2:44 PM on 2/22/2019.



This screenshot shows the same YouTube video player as above, but with a different video content. The video content features a blue sky background with white clouds and a road with two white cars. A large red flower is positioned between the two cars. The text "SKIP JUST ONE TRIP!" is displayed in large white letters. The video has 28,285 views and 7 likes. The "Up next" sidebar on the right includes videos such as "How to create a 3D Terrain with Google Maps and height maps...", "NBA Fights Trash Talking Ejections Flagrant Fouls of...", "10 Healthy Pantry Items To Buy At Costco... And What To Avoid!", "Receta de Tacos de Carne", and "Rodney Dangerfield Funniest Jokes Ever On The Johnny...". The Windows taskbar at the bottom shows the time as 2:45 PM on 2/22/2019.

Key Influencer Blogs

Paid endorsements with popular local bloggers Meg Biram and Courtney Dredde helped reach unique audiences. These influential lifestyle blog writers spread the word about Car Free Day in a grass-roots style fashion to generate conversation and awareness of getting around without driving alone by car. Both wrote comprehensive articles from a personal perspective. In the blog they discussed various forms of transportation that readers could use on Car Free Day. Articles contained caveats regarding sponsor transparency.



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

Eat Pray Run DC

RUNNING HARD, EATING WELL AND LIVING A GRACE-FILLED LIFE IN WASHINGTON D.C.

SEARCHING FOR SOMETHING?

SEARCH THIS WEBSITE ...

[START HERE!](#) [EAT!](#) [RUN](#) [BLOGGING 101](#) [CONTACT ME!](#)

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HI, THERE! I'M COURTNEY

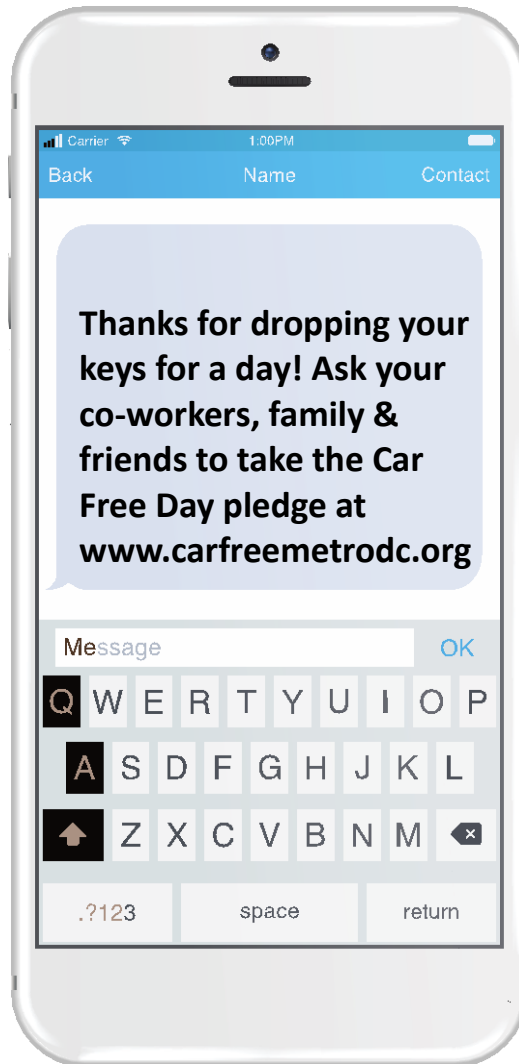


Welcome to Eat Pray Run DC - I'm passionate about food, running, Jesus, my dog and bacon. Not necessarily in that order. [Read More...](#)

for ip.monu.delivery...

Text Messages

When event registrants took the Car Free Day pledge at www.carfreemetrodc.org they were provided with the opportunity to opt-in and enter their mobile number to receive text messages about the upcoming event. The message asked recipients to encourage friends, family, and co-workers to take the pledge as well.



Transit Signage

Complimentary transit ad space was donated by the following transit partners:

- Arlington Interior Bus Cards
- Fairfax County Connector Bus Tails
- Prince George's County Bus Shelters
- Montgomery County Bus Queens
- Metrobus Interior Bus Cards

DROP IT FOR A DAY!

TAKE THE **FREE** PLEDGE AT **CARFREEMETRODC.ORG**
TO BE ELIGIBLE FOR GREAT **PRIZES!**

CAR FREE DAYS
METRO DC

9.21.18
AND/OR
9.22.18

#CarFreeDay @CarFreeMetroDC

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

800.745.RIDE

Telework, Bike, Bus, Rideshare, Train, or Walk on Friday Sept 21 and/or Saturday 22. Take the pledge, even if you're already car free.

Earned Media

Outreach was conducted that included targeted press releases to raise awareness of the health benefits of going car free and the prize raffle.

Press Releases:

- *Don't miss out on great Car Free Day prizes*
- *Commute to a healthier lifestyle on Car Free Days, September 21 and 22*
- *Drop Your Keys for a Day or Two! Take the Pledge to Go Car Free on September 21 and 22*

For the second consecutive year, Commuter Connections partnered with the American Lung Association to support the Car Free Day initiative of improving the region's air quality and health. The American Lung Association provided a quote for the Car Free Day press release and shared Car Free Day promotional posts and articles on their social media pages.

A new partnership was established with the American Heart Association to amplify the Car Free Day message about health and air quality. In addition to providing a quote for the Car Free Day press release, the American Heart Association distributed the release and information about Car Free Day to its media list and stakeholders; posted a blog post about Car Free Day; and promoted the event and its materials through its social media accounts.



Capital Area Car Free College Campus Challenge

The Capital Area Car Free College Campus Challenge was created as a friendly competition to generate awareness of and participation in Car Free Day on college campuses throughout the region. A promotional kit was distributed to higher learning institutions in partnership with the Consortium of Universities of the Washington Metropolitan Area. Over 250 pledges, 9 percent of all Car Free Day pledges were made through .edu email domains.



Consortium of Universities of the
Washington Metropolitan Area

Top Universities

Georgetown University	120
American University	42
University of Maryland	24
George Mason University	11
Gallaudet University	10

Website

DROP IT FOR A DAY!
TAKE THE **FREE** PLEDGE TO BE ELIGIBLE FOR GREAT **PRIZES!**

CAR FREE DAYS
METRO DC

9.21.18
AND/OR
9.22.18

HOME ABOUT CAR FREE DAY HOW TO BE CAR FREE THE CAR FREE PLEDGE PRIZES & PROMOTIONS NEWS OUR SPONSORS CONTACT

Home

Take the Pledge Today, it's Free.
And you could Win Great Prizes!

Take The Pledge

Are You Up For a Change?

Drop Your Car Keys for a Day!

Car Free Day is traditionally held on September 22. In the National Capital Region (Washington DC metropolitan area), Car Free Day 2018 will be observed on:

Friday, September 21, and/or Saturday, September 22, 2018.

Participate on either day or both, it's up to you!

Car Free Day is 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.

Reduce your Carbon Footprint

Using more sustainable ways to get around helps reduce harmful 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.

CHOOSE THE TRAVEL METHOD THAT FITS YOUR MOBILITY BEST

Choose The Travel Method That Fits You Best!

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 travel method that fits your mobility best!

there are **1 billion** vehicles on the globe, make it **one less** for the day

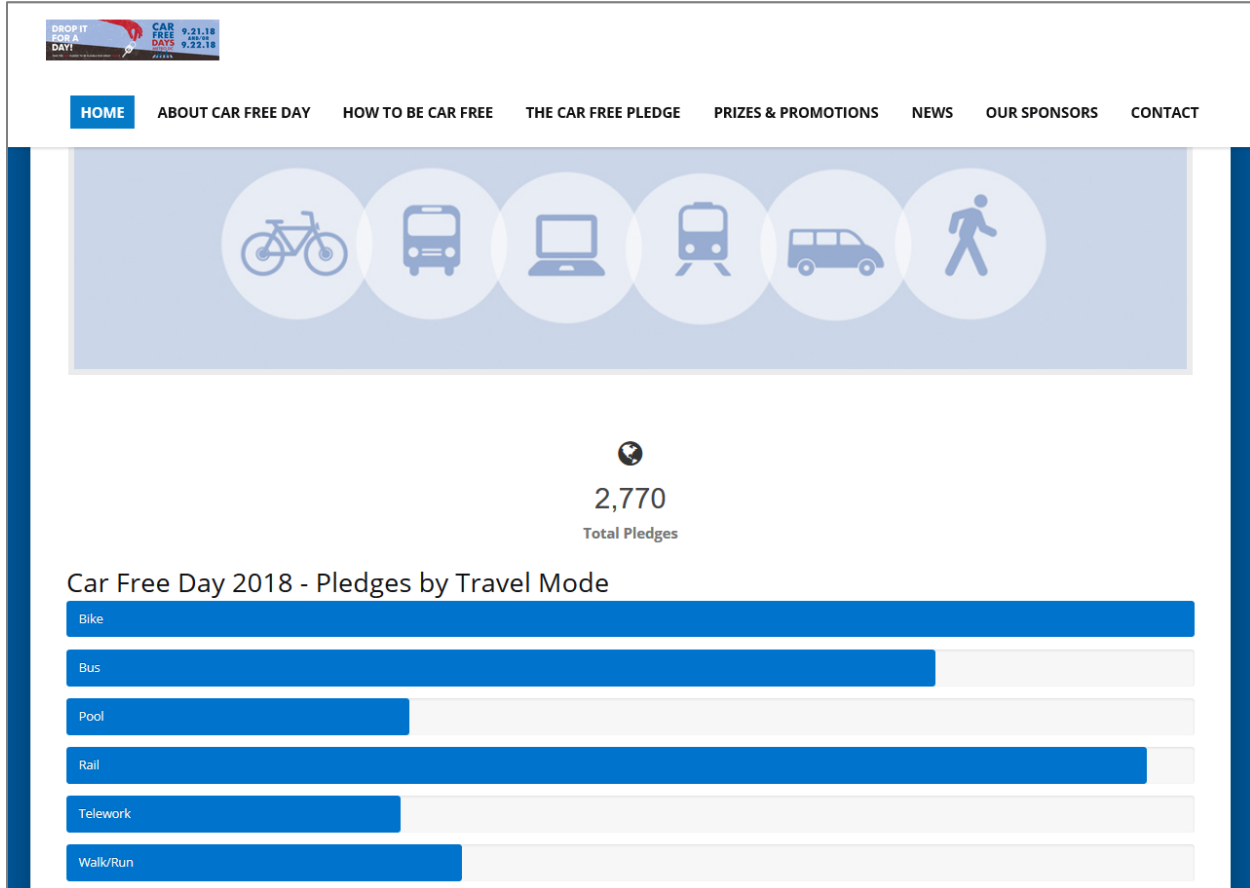
pledge for free at carfreemetrodc.org

CAR FREE DAYS
METRO DC

9.21.18
AND/OR
9.22.18

Leaderboard

A daily leaderboard was displayed on the Car Free Day web site's home page. The chart showed each travel mode in alphabetical order and the number of pledges.



Jurisdiction Activities

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

- [Arlington](#) – Enjoy Car Free Day 2018 by attending Clarendon Day, one of Arlington's best loved and most diverse street festivals on Saturday, September 22, 2018 from 11 a.m. to 6 p.m.
- [District of Columbia NoMa](#) – Turn spaces meant for cars (curbside parking spots) into spaces meant for people. Come up with a design that brings the community together in a unique way. [E-mail your best idea to *Iseremetis@nomabid.org*](#) by COB Monday, August 6, and we'll pick a few favorites, each of which will **receive a \$500 stipend** to make the vision a reality on September 21!
- [City of Fairfax](#) – A CUE Swag Bag, including a \$50 SmarTrip card will be awarded at random to a resident of the City of Fairfax who takes the 2018 Car Free Day pledge.
- [TransIT Services of Frederick County](#) – Friday, September 21, 2018: FREE RIDES on TransIT Connectors and Shuttles for the day.
- [Manassas City](#) – Stop by the Farmer's Market (*Prince William Commuter Lot across from Baldwin Elementary*) on Saturday – September 22, 2018 from 8:30 am to 12:00 pm to enjoy giveaways and learn more about transportation alternatives and healthy lifestyles. Come enjoy our pop-up park, join a bike tour at 9:00 a.m., and join a walking tour at 10:00 a.m. Residents of the City of Manassas also have a chance to win HMI memberships, Manassas-Opoly games, and Manassas History books. Also at the Farmer's Market, Omniride will showcase their [I-66 Express Lanes wrapped bus to promote half price bus fares through 2020 on bus routes from Gainesville and Manassas](#).
- [Montgomery County Commuter Services](#) – *Shop & Play the Easy Way!* – Enjoy a Car Free Family Adventure on Saturday, September 22, 2018 with Free [Ride On ExtRa](#) Bus Service from Shady Grove Metro to [Black Hill Regional Park](#), with stops at Germantown Transit Center and [Clarksburg Premium Outlets](#). Shop the outlets, enjoy the great outdoors, or both!
- [Southern Maryland](#) – [Farmer's Market](#) on the North Beach Boardwalk in Calvert County. Friday, September 21, 2018 from 4:00 p.m. to 9:00 p.m. Enjoy free giveaways from [Tri-County Council for Southern Maryland](#).



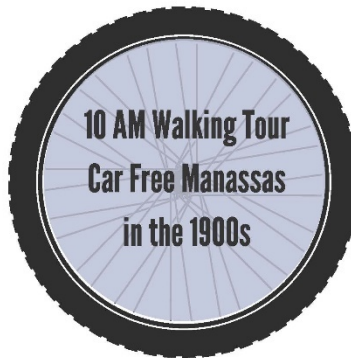
JOIN US FOR

MANASSAS

CAR FREE DAY

SEPTEMBER 22 | 8:30AM-NOON
SATURDAY FARMER'S MARKET

Prince William Commuter Lot across from Baldwin Elementary



DROP IT FOR A DAY!

TAKE THE **FREE** PLEDGE TO BE ELIGIBLE FOR GREAT PRIZES!



CAR FREE DAYS
METRO DC

9.21.18
AND/OR
9.22.18



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 Hills Regional Park
Germantown Transit Center • Clarksburg Premium Outlets
Shop up to 65% off, Play in the great outdoors – or Both!



MCDOT
Montgomery County
Department of Transportation

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 stops:

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

Riders receive FREE VIP Membership & Savings Passport with discounts at 40+ retailers.

BLACK HILL REGIONAL PARK activities include:

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

Riders receive discounts off boat rentals.



carfreemetrodcc.org

Car-Centric to Car Free

Drop your car keys and go car free on either Friday, September 21 or Saturday, September 22, or both days! Join residents and commuters in the Washington DC region and around the world for Car Free Day, celebrated in 40 countries. Like Earth Day, another worldwide eco-conscious event, Car Free Day was brought about to create awareness of ways to better the environment. Using alternative forms of transportation not only makes cleaner air, it also helps improve mobility. So get around on Car Free Day by bicycling, walking, or taking transit. For those who must travel by car, consider carpooling.

Those who take the Car Free Day pledge could win great prizes such as an Apple iPod, Capital Bikeshare annual memberships, SmarTrip Cards loaded with \$25, KIND Healthy Snacks, Giant Food Stores gift cards, and more! To take the free pledge, and for Car Free Day happenings in Northern Virginia, visit www.CarFreeMetroDC.org, or call 800 743-RIDE.

The Car Free Day event caught the attention of area leaders in the Washington, DC metropolitan region in 2008, when Commuter Connections "adopted" the event. (Commuter Connections is a program of the National Capital Region Transportation Planning Board, at the Metropolitan Washington Council of Governments. The publisher of @livermore magazine, the Dulles Area Transportation Association, is a member of the Commuter Connections network.)

Although Commuter Connections' focus is on bettering the region's notorious

commute, participation in Car Free Day is not limited to commuters. Anyone who typically drives alone to get around, regardless of where he or she is going, is encouraged to try traveling for a day or two in late September without a car. Workers are encouraged to go car free to and from work, as well as for trips outside of the daily commute. Take transit to the movies, walk to a restaurant, ride bicycles to the park, share a ride to the mall or avoid travel altogether by shopping online or working from home.

The automobile has been an integral part of the American landscape for many generations, so for some, parting with a car for even just a day or two can be a challenge. However, drive alone travel patterns have been shifting over the last decade and a half. According to the Commuter Connections 2016 State of the Commute Survey, although driving alone continues to be the main way that most DC-region commuters get to and from work, that number has been in decline over the last 15 years. In 2001, 7 in 10 commuters reported driving alone to work at least three days a week. In 2016, a little more than 6 out of 10 commuters reported doing so.

Here's a bit of social history that explains how we came to need initiatives like Car Free Day. By the mid-twentieth century, a solid romance flourished with road travel along the interstate highway system, which proliferated during the Eisenhower administration. By the 1950's this network of highways ran east to west and north to south. With a smooth path of paved roadways, America

fast became imbedded as a car culture.

With the newfound freedom to travel farther distances in a short period of time, young families moved away from central urban areas and into low-density, car-dependent communities. As the nation saw a mass exodus from urban areas to perceived better lifestyles in the suburbs, the term "suburban sprawl" was coined.

Times were good, until the oil embargo of the 1970's brought about sky-rocketing gas prices, rationing, and long lines at the pump. The new reality turned carpooling into a legitimate way to move people more cost effectively and efficiently than driving alone. Flash forward to current day, and shopping malls with expansive surface parking lots are becoming less prevalent, and regional planners aim to manage growth with a more transit-oriented, mixed-use development, walkable-communities model.

Enormous population and job growth have made the Washington, DC region a national proving ground for variable-toll "Express Lanes", as an approach to keep the immense flow of traffic moving at an acceptable pace. The Express Lanes have made carpooling a more attractive option through the carrot of a quick, toll-free commute.

Technology also helped to chip away at the need to rely entirely on driving alone to work. The State of the Commute Survey has found that more workers in the region are teleworking. In the latest survey, 32 percent of commuters reported working remotely or from home at

CAR FREE DAYS

METRO DC



9.21.18 AND/OR 9.22.18

least occasionally, up from 27 percent in 2013.

Ease of mobility and quality of life have become valuable commodities in today's fast paced world. And environ-

mental concerns are yet another reason to use transportation alternatives. So leave that single occupant vehicle in the driveway and discover the joys of being car-free!



In This Issue

[Celebrate Car Free Day on September 21st AND 22nd](#)

[Don't Miss Out On \(PARK\)ing Day 2018 - September 21st](#)

[Capital Bikeshare Rolls Out Electric Bikes](#)

[Donate a Bike on Community Service Day](#)

[Metro Considers Cash-Free Boarding](#)

Celebrate Car Free Day on September 21st AND 22nd

Reduce your carbon footprint by ditching the car for a day, or two. Mark your calendars: Car Free Day is on Friday, September 21, and Saturday, September 22. The annual event is a great time to choose a more sustainable form of transportation, such as walking or biking to reduce harmful greenhouse gas emissions and traffic congestion.



This year, you have the option of celebrating on both days or choosing one. MCDOT Commuter Services is hosting fun events

Fairfax Commuters Encouraged to Give Transit a Try During Try Transit Week and Go Car Free Sept. 21-22

open 8:00 AM-4:30 PM M-F

DOTInfo@fairfaxcounty.gov

4050 Legato Road, Suite 400
Fairfax, VA 22033

Tom Blesiadny,
Director

Fairfax Commuters Encouraged to Give Transit a Try During Try Transit Week and Go Car Free Sept. 21-22



For Immediate Release

Sept. 14, 2018

#T025_18

Fairfax County is celebrating [Try Transit Week Sept. 17-21, 2018](#), and [Car Free Days Sept. 21 and 22, 2018](#), by encouraging residents to go car free for a day and try an alternative to drive-alone commuting. This year, there are two promotions to encourage commuters to try an alternative way to work:

- [Pledge to take transit during Try Transit Week](#) for a chance to win a year of free transit service from a participating Virginia transit operator as well as a pair of round-trip tickets aboard Amtrak's Northeast

POTOMAC LOCAL NEWS LIFESTYLE PODCAST ABOUT US

BREAKING NEWS: UPDATED: POLICE SEARCH FOR PET ANIMAL DRIVER IN COLLIERIES FATAL, PROSECUTOR CONCEPT

For a Better Commute: For Better Connected Communities in Prince William & Stafford, Va.

SATURDAY, SEPT. 29


TWO SEMINARS. ONE GREAT DAY!

LEARN THE BASICS OF HOME BUYING AND TEACH YOUR CHILDREN TO SAVE.


RSVP BY SEPT 24 BY CALLING 540-349-0202

OmniRide encouraging participation in 'Try Transit Week' and 'Car Free Day'

TRAFFIC
Potomac Local
September 16, 2018 / 4:22 pm / [Leave a Comment](#)




OmniRide is encouraging mass participation in two initiatives: Try Transit Week and Car Free Day. From the press release:



Sales Consulting & Audio Marketing

Are there gaps between your sales expectations and results?

Maybe we can help. Get a FREE review today.



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 Informational 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 INFORMATIONAL EVENT

TRANSIT

Improve your commute, reduce stress, save money and find an alternative way to work.

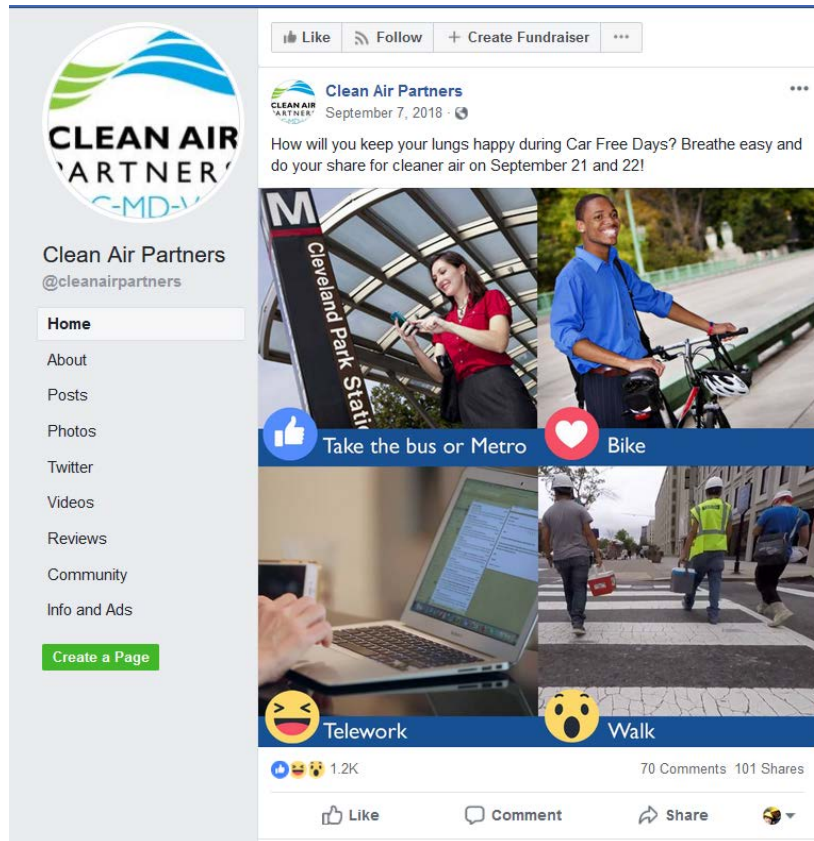
Join TransIT Rideshare & WFRE at Roy Rogers on MD Rt. 85 for breakfast and to receive all needed information to help you change your commute! Pledge to go car free on September 21st & 22nd during the event for a chance to win great prizes!





WEDNESDAY, SEPTEMBER 12TH | 7-9AM
ROY ROGERS 5622 BUCKEYSTOWN PIKE

301-600-RIDE

Clean Air Partners









Clean Air Partners promoted Car Free Day through an emoji vote on Facebook. Users were asked to react via emoji to the corresponding alternate method of transportation they would use on Car Free Day. Bus/Metro was the most popular travel mode. The post received 1,441 engagements including 1,270 reactions, 70 comments, and 101 shares.



Method	Count
 Bus/Metro	957
 Bike	72
 Telework	152
 Walk	89

Paid Social Media

Unique promotional visuals were posted onto Facebook during the month of September and boosted for a more expansive audience. A different “ad” was placed every few days. Collectively, the posts received 36,356 user engagements defined as clicks, comments, reactions, and/or shares.

Page		Inbox 7	Notifications 14	Insights	Publishing To...	Ad Center	Settings	Help
Overview		Boosted Post	Stay at home and go car-free with your family. B...	3,515 People Reached	513 Post Engagement	\$187.50 Spent of \$187.50	View Results	
All Ads		Boosted Post	We don't think there's any truth to the rumor that...	4,560 People Reached	358 Post Engagement	\$187.50 Spent of \$187.50	View Results	
Audiences		Boosted Post	You bet it counts! You can be car-free and still b...	2,443 People Reached	293 Post Engagement	\$187.50 Spent of \$187.50	View Results	
		Boosted Post	Yippee! Celebrate Car Free Day on Friday, Sept...	4,069 People Reached	415 Post Engagement	\$187.50 Spent of \$187.50	View Results	
		Boosted Post	On Friday, September 21 and/or Saturday, Sept...	3,726 People Reached	1,006 Post Engagement	\$187.50 Spent of \$187.50	View Results	
		Boosted Post	Walk to work on Friday, September 21 or to the ...	3,992 People Reached	434 Post Engagement	\$187.50 Spent of \$187.50	View Results	
		Boosted Post	Gather your co-workers and carpool together on...	78,192 People Reached	32,056 Post Engagement	\$187.50 Spent of \$187.50	View Results	
		Website Promotion	http://www.carfreemetrodc.org/ Join millions all over the world and take the free...	120,958 People Reached	1,161 Link Clicks	\$1,349.99 Spent at \$75.00 pe...	View Results	

Pledge Data Performance Results

By Travel Mode

A total of 2,770 people took the Car Free Day pledge in 2018. Participants were asked to select the mode they used for the greatest distance of travel during Car Free Days. The breakdown by mode was as follows: Bike 27 percent, Rail 26 percent, Bus 21 percent, Walk 10 percent, Telework and Pool 8 percent.

The previous year's travel mode usage fell in the same order from largest to smallest, however changes in percentage by mode shifted by varying degrees. Compared to 2017, rail and bus both increased by 4 percent, walk/run mode share decreased by 6 percent, and bike decreased by 2 percent. Pool and Telework percentage share remained unchanged from year to year.

Transportation Mode	# Pledges	% Pledges
Bike (bicycles)	753	27%
Rail (Metrorail, MARC, VRE)	721	26%
Bus (Metro, local bus, and commuter)	580	21%
Walk/Run	264	10%
Telework	223	8%
Pool (carpools and vanpools)	229	8%
	2,770	100%

By Alt Mode/SOV

To segment those already in alternative modes from regular SOV travelers, the question was asked “If you didn’t take this pledge, would you travel entirely alone by car on Car Free Day?” In addition, those who pledged were asked to estimate the total miles they will travel on Car Free Day (other than any drive alone distance, i.e. to the park and ride lot). The total mileage saved or reduced on Car Free Day was 87,947 miles. Those who self-identified as normally SOV drivers made up 43 percent of the pledges, and 45,734 of the vehicle miles reduced.

Usual Travel Status	# of Pledges	% of Pledges	Miles Saved on CFD	% of Miles
Normally Car Free	1,587	57%	42,213	48%
Normally SOV	1,183	43%	45,734	52%
	2,770	100%	87,947	100%

By State

Each state generated at least 650 total pledges in 2018. The highest bike mode share for any state was the District, with bikes making up 39% of its total pledges. The District also had the highest mode share for walk/run, at 15% of its total. The highest mode share for rail by state was Maryland, with rail representing 28% of its total. Maryland also had the highest mode share for Telework, making up 11%. The highest mode share for bus by state was Virginia with 24%. The Commonwealth also had the highest mode share for Carpools/Vanpools, making up 12% of its total.

Mode	DC Pledge Count	DC %	MD Pledge Count	MD %	VA Pledge Count	VA %	Other Pledge Count	Other %	Total Pledge Count	Total Pledge %
Bike	258	39%	235	24%	251	23%	9	21%	753	27%
Bus	100	15%	217	22%	257	24%	6	14%	580	21%
Pool	25	4%	73	7%	126	12%	5	12%	229	8%
Rail	178	27%	281	28%	252	24%	10	23%	721	26%
Telework	10	1%	110	11%	96	9%	7	16%	223	8%
Walk/Run	99	15%	70	7%	89	8%	6	14%	264	10%
	670	100%	986	100%	1,071	100%	43	100%	2,770	100%

By Jurisdiction

With 24.2 percent of the total pledges, DC was the #1 jurisdiction, followed by Montgomery County, and Arlington, both with double digits as well. Ranked fourth was Fairfax with a strong 9 percent.

Jurisdiction	# Pledges	% Pledges
DC District of Columbia	670	24.2%
MD Montgomery County	589	21.3%
VA Arlington County	290	10.5%
VA Fairfax County	257	9.3%
VA Prince William County	159	5.7%
MD Prince George's County	142	5.1%
VA Loudoun County	123	4.4%
VA Alexandria City	91	3.3%
MD Frederick County	77	2.8%
MD Howard County	41	1.5%
MD Anne Arundel County	39	1.4%
VA Stafford County	37	1.3%
VA Fairfax City	33	1.2%
MD Baltimore City	23	0.8%
VA Falls Church City	20	0.7%
VA Spotsylvania County	19	0.7%
MD Baltimore County	17	0.6%
MD Calvert County	17	0.6%
MD Charles	17	0.6%
WV Jefferson County	10	0.4%
VA Fauquier County	8	0.3%
MD St. Mary's County	7	0.3%
MD Washington County	6	0.2%
WV Berkeley County	5	0.2%
Other	73	2.6%
Total	2770	100.0%

Emissions Impacts

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 gases are released into the atmosphere and absorb and emit radiation; and Particulate Matter are microscopic matter suspended in the earth's atmosphere.

Emissions rates for VOC, NOx, PM2.5 (previously calculated for TERMS analysis) and GHG (calculated for this analysis) are calculated for the respective planning areas using output from the MOVES model, as described below:

Emission Rate = [Emissions] / [VMT of passenger cars and passenger trucks]

Emissions savings are calculated as below:

Emissions Savings = [Emission rate] X [Pledged VMT]

Table 1. Emissions Savings from 2013 to 2018 Car Free Day Program

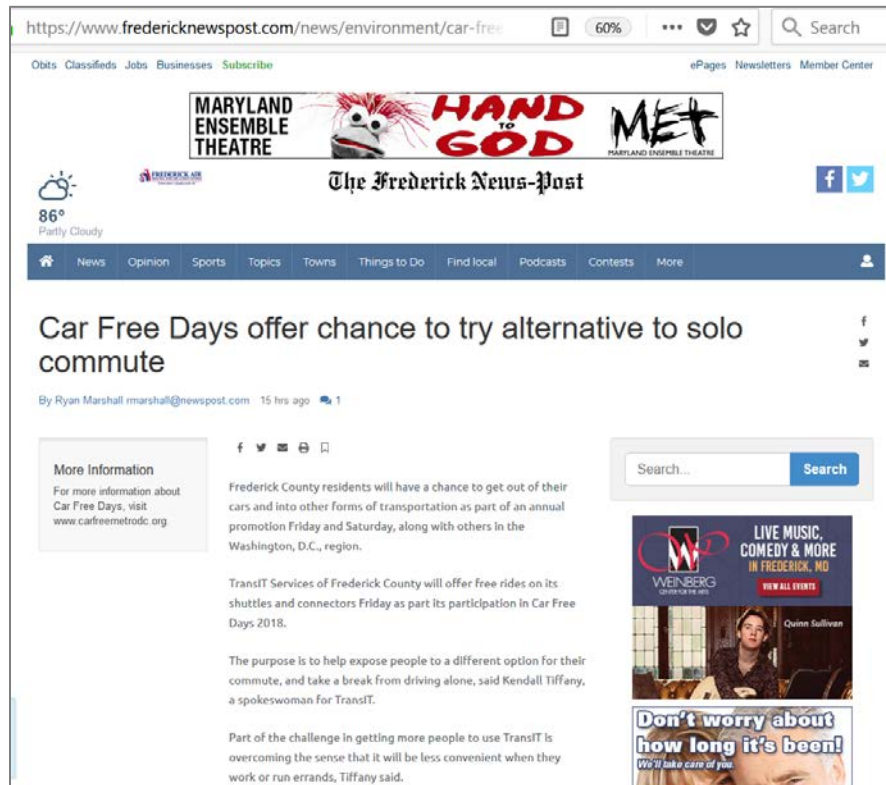
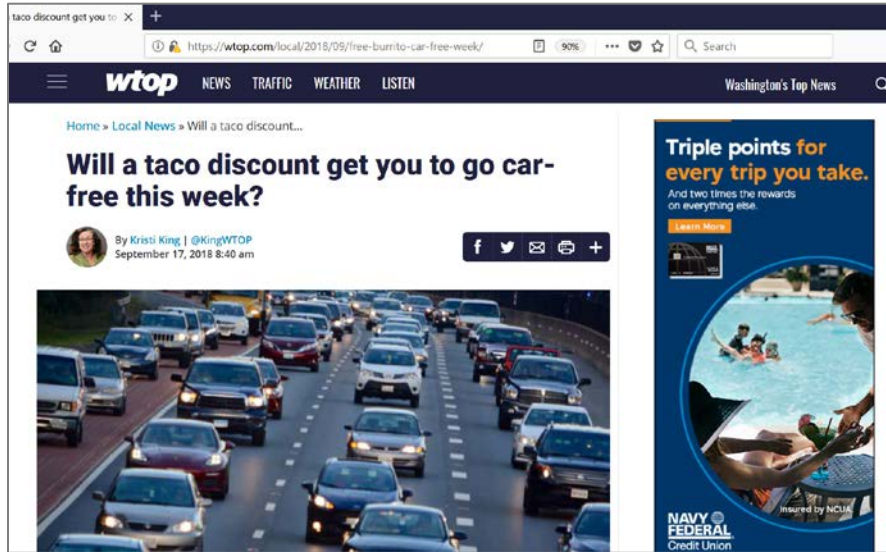
Year	Car Free Day Pledged VMT*	Emissions Rate (grams/mile)				Emissions (short tons/day)				CLRP	AQ Model
		NOX	VOC	GHG	PM2.5	NOX	VOC	GHG	PM2.5		
2013	128,928	0.513	0.351	427.990	0.021	0.073	0.050	60.83	0.00298	2013	MOVES2010a
2014	109,428	0.501	0.344	452.100	0.022	0.060	0.041	54.53	0.00265	2014	MOVES2010a
2015	61,730	0.472	0.372	425.963	0.017	0.032	0.025	28.98	0.00116	2015	MOVES2014
2016	93,101	0.407	0.337	417.199	0.016	0.042	0.035	42.82	0.00164	2016	MOVES2014a
2017	191,428	0.301	0.301	403.082	0.01	0.064	0.064	85.06	0.00211	2016	MOVES2014a
2018	87,947	0.245	0.272	384.166	0.01	0.024	0.026	37.24	0.00097	Visualize2045**	MOVES2014a

* Pledged VMT for 2018 were received from Nick Ramfos via e-mail on 9/27/2018. VMT for other years came from the "Emission Savings from Car Free Day 2017" memorandum dated 10/20/2017.

** PM2.5 rates for 2018 are from the 2016 CLRP

Car Free Days Earned Media Placements

Car Free Days 2018 media placements, across print, internet, radio, and television outlets, along with a selection of social media placements.



Media Placements

CFD 2018 Print /Online Coverage		
Date	Outlet	Topic linked to URL
7/18/18	Washington Times	D.C. officials to stretch 'Car Free Day' into two days
8/29/18	issuu	Car-Centric to Car Free
9/01/18	CityScene	Celebrate Try Transit Week and Car-Free Day
9/05/18	Montgomery County	Shop & Play the Easy Way
9/07/18	Gallaudet University	"Car Free Day" to take place Friday, September 21, 2018
9/07/18	Arlington Transit	Free ART Bus Rides on September 20
9/10/18	Potomac Local	OmniRide encouraging participation in 'Try Transit Week' and 'Car Free Day'
9/11/18	Bristow Beat	'Try Transit Week,' 'Car Free Day' Encourages Driving Alternatives
9/12/18	Montgomery County MD	MCDOT to Sponsor Special Car Free Day "Shop and Play" Celebration
9/14/18	Prince William County Virginia	Consider Going Car Free for a Day
9/14/18	Fairfax County	Fairfax Commuters Encouraged to Give Transit a Try During Try Transit Week and Go Car Free Sept. 21-22
9/16/18	NIH	Car Free Day
9/17/18	WTOP	Will a taco discount get you to go car-free this week?
9/17/18	WTOP	How to get a free bus ride in Arlington this week
9/17/18	Potomac Local	Leave the car at home on Car Free Day
9/17/18	WFMD	Car Free Days Taking Place Later This Week
9/17/18	City of Frederick	Car-Free Days, Free Ride on TransIT
9/17/18	Greater Greater Washington	Be carefree by being car-free

9/18/18	American Heart Association	American Heart Association Supports Car Free Day to Create Heart Healthy Habits in DC
9/18/18	The Frederick News Post	Car Free Days offer chance to try alternative to solo commute
9/19/18	Potomac Almanac	Car Free Days 2018
9/19/18	Prince William Times	Can you go car-free for a day?
9/19/18	Urban Places and Spaces	World Car Free Day: Saturday September 22nd
9/19/18	Herald Mail Media	TransIT encourages greener modes of travel Friday and Saturday
9/20/18	Mass Transit Magazine	MD: Car Free Days Offer Chance to Try Alternative to Solo Commute
9/20/18	Cultural Tourism DC	Pledge to Go Car Free and Join Us for Walking Town DC
9/20/18	94.7 Fresh FM	Watch Jen Try Scooters, Bikeshare & More Modes of Transport for Car Free Day
9/23/18	Greater Greater Washington	On Car-Free Day, residents yearn for the Purple Line
CFD 2018 Television Coverage		
9/18/17	Prince George's Community Television	Car Free Day
CFD 2018 Radio Coverage		
9/21/17	CFD WTOP	Car Free Day
9/21/17	Fresh FM	Car Free Day
CFD 2018 Paid Influencer Blog		
9/14/18	Eat Pray Run DC	Top Ten Big Birdcamp Memories
9/13/18	Meg Biram	Change It Up
CFD 2018 Calendar Listing		
Outlet		Listing
Maryland		
The Baltimore Sun		Car Free Days 2018
Bethesda Transportation Solutions		Car Free Day

Frederick News Post	Car Free Days 2018
Evensi	Car Free Day 2018
Bethesda Magazine	Car Free Days 2018
Carroll County Times	Car Free Days 2018
WMAR-TV (ABC – Baltimore) Channel 13	Car Free Days 2018
Across Maryland	Car Free Days 2018
Annapolis	Car Free Days 2018
Baltimore	Car Free Days 2018
Bowie	Car Free Days 2018
College Park	Car Free Days 2018
Edgewater	Car Free Days 2018
Laurel	Car Free Days 2018
Sevema Park	Car Free Days 2018
Virginia	
Fairfax County	Try Transit Week and Go Car Free September 17 - 22
Arlington Transit	Car Free Day
Arlington Transportation Partners	Car Free Day
Try Transit Week	Virginia's 2018 Try Transit Week September 17 - 21
Bike Arlington	Car Free Day 2018
Alexandria Times	Car Free Days 2018
Neck Ride	Car Free Days
Across Virginia	Car Free Days 2018
Arlington	Car Free Days 2018
Clarendon	Car Free Days 2018
Norfolk	Car Free Days 2018
Richmond	Car Free Days 2018
Roanoke	Car Free Days 2018
Tysons Corner	Car Free Days 2018
Washington, D.C.	
Washington, D.C.	Car Free Day
Mix 107.3	Car Free Day
WMAL	Car Free Day