



CAR FREE DAY
2019 EVENT
WASHINGTON, DC
METROPOLITAN REGION
FINAL DRAFT REPORT

July 21, 2020

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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 2019, the event was referred to as Car Free Days due to spanning over a three-day period from Saturday through Monday, September 21-23. The total number of pledges for Car Free Day 2019 reached 4,756, a 71.7 percent increase above the previous year’s event.

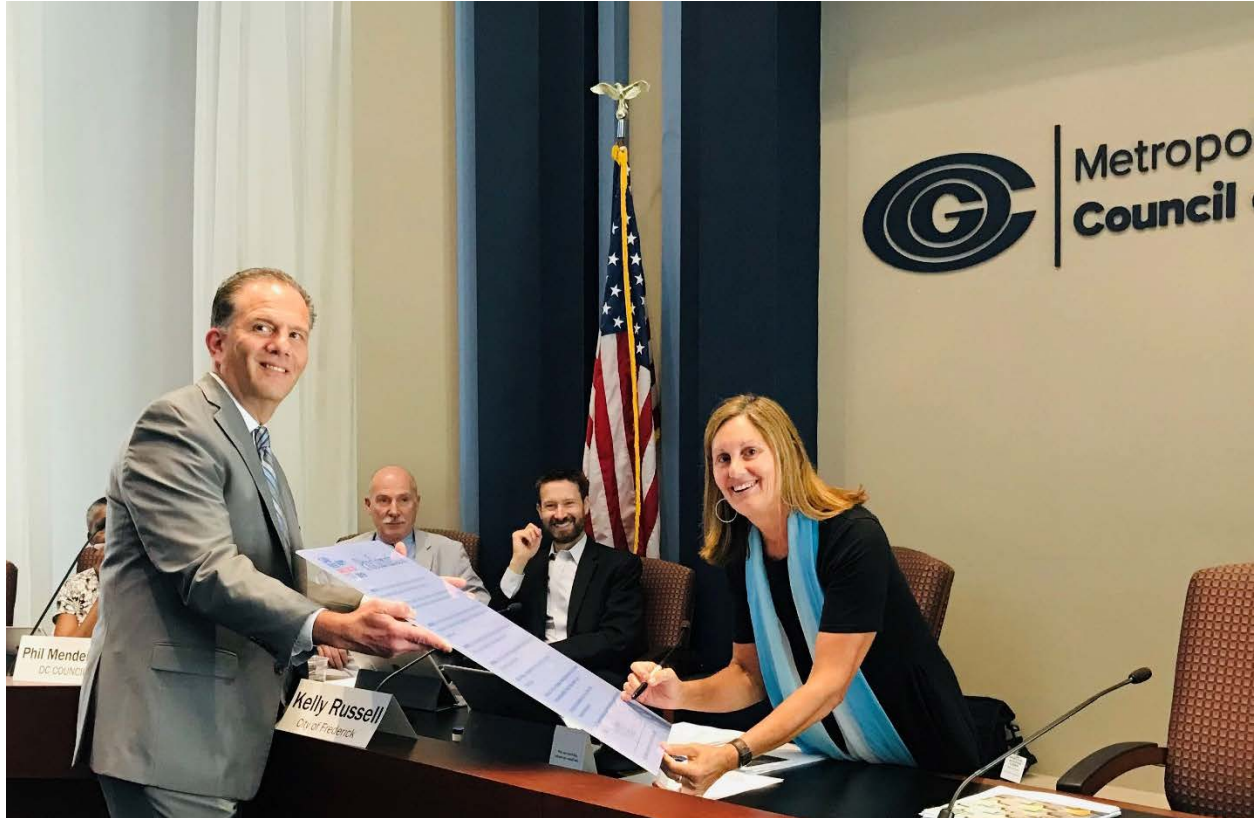
Three main objectives of the Car Free Day marketing campaign were to:

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, as part of the Commuter Connections Regional TDM Mass Marketing program.



Proclamation Signing

The Car Free Day 2019 proclamation signing took place 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.



Kelly Russell, City of Frederick President Pro Tem Board of Aldermen, and Vice Chairman of the National Capital Region Transportation Planning Board (TPB) signs a proclamation at the TPB meeting held on July 24, 2019 at the Metropolitan Washington Council of Governments (COG) recognizing September 21-23, 2019 as Car Free Days in the Washington, DC region. Presenting the proclamation is Nicholas Ramfos, COG Director Transportation Operations.



Proclamation

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

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

WHEREAS, Car Free Day invites citizens of the region to telework and try alternative forms of transportation such as transit, bicycling, 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, energy conservation, and reduced parking demands; and

WHEREAS, Car Free Day corresponds with European Mobility Week, occurring September 16-22, 2019 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 from Saturday, September 21 through Monday, September 23; and**
- 2. Encourages citizens to pledge to be Car Free or Car-lite by visiting www.carfreemetrodc.org; and**
- 3. Asks TPB member jurisdictions to adopt similar proclamations in support of Car Free Days 2019.**

Chair, National Capital Region Transportation Planning Board

Sponsor Donated Prizes

Each event participant who pledged to go car free or car-lite was entered into a raffle for a chance to win sponsor donated prizes. Businesses that donated prizes were recognized on boosted social media posts. iHeart radio donated four bicycles to the Car Free Days 2019 event raffle, from Brilliant Bicycles.

- D.C. United Pair of Tickets, courtesy [D.C. United](#)
- Newseum Pair of Tickets, courtesy [Freedom Forum Institute](#)
- Capital Bikeshare annual memberships, courtesy [goDCgo](#)
- Samsung Galaxy Tab A, 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](#)
- Free T-shirt and annual membership, courtesy [East Coast Greenway Alliance](#)
- Grocery Store gift cards of \$25 value, courtesy [Giant Food](#)
- Pair of single ride tickets, courtesy [VRE](#)
- Annual memberships, courtesy [Washington Area Bicyclist Association](#)
- A free crepe of your choice, courtesy [Crepeaway](#)
- George Washington's Mount Vernon tickets for four, courtesy [The Mount Vernon Ladies' Association of the Union](#)
- International Spy Museum pair of tickets, courtesy the [International Spy Museum](#)
- Nando's PERi-PERi, Full Platter at DC, MD, and VA locations, courtesy [Nando's PERi-PERi](#)
- Winery Tour – Tasting for Four, courtesy [City Winery Washington, DC](#)
- Heurich House Museum – *The Brewmaster's Castle* – Two tickets to a public program, courtesy [Heurich House Museum](#)
- Brilliant Bicycles – four bikes, courtesy of [iHeart Radio](#)



Nift Gift Special Offer

An online Nift Gift (neighborhood gift) promo code was emailed to all who took the Car Free Day pledge. With Nift, Car Free Day participants were provided with a \$30 credit to discover great local businesses in neighborhoods where they live or work.



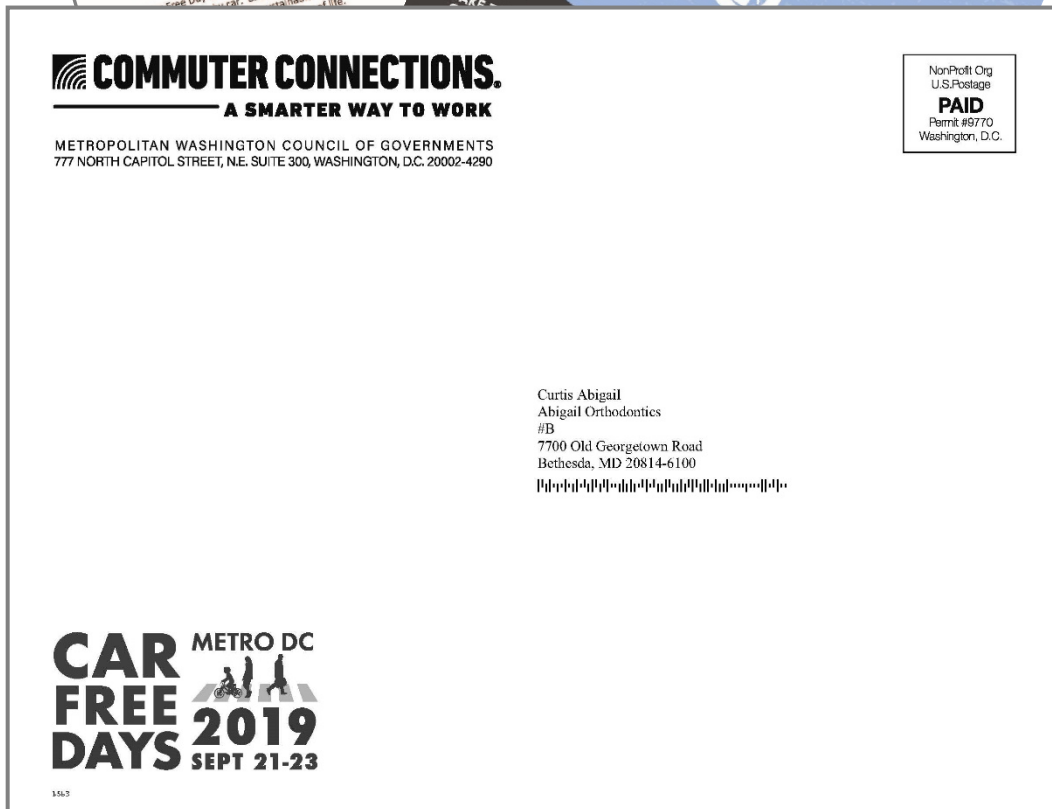
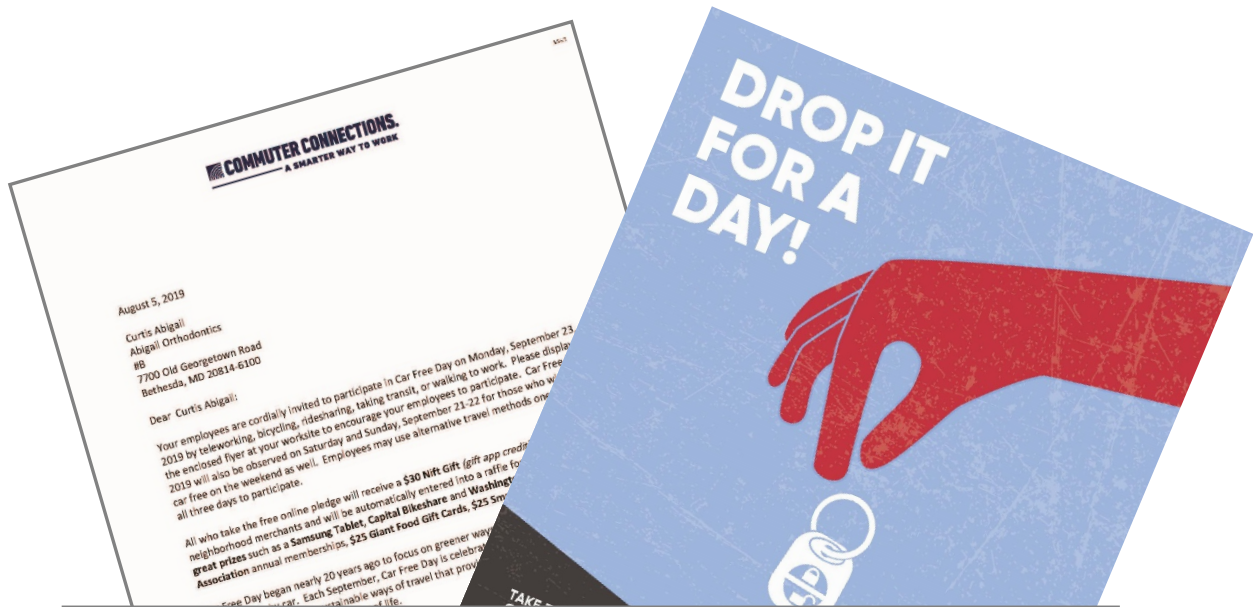
Poster

The 2019 poster was a revival of a previous year’s theme for Car Free Day and was refreshed based on Steering Committee feedback. A total of 16,500 were printed and distributed throughout the region. The messaging encouraged drivers to “Drop it For a Day” and take the free online pledge to use transportation alternatives on September 21 – 23, 2019. A PDF version of the poster was also made available on the web site for download.



Employer Mailing

More than 6,100 posters were mailed to employers throughout the region, along with a cover letter asking them to display the flyer at their work site to encourage employees to take the Car Free Day pledge and receive a chance to win great prizes.



Email Blast

An email blast was sent to nearly 77,000 email addresses comprised of those who participated in Car Free Day or Bike to Work Day over the previous three years. The blast also included emails to Commuter Connections account holders who have opted-in to receive such promotions, plus Steering Committee members, and employers.

DROP IT FOR A DAY!

Take the free pledge and receive a **\$30 Nift Gift** (*neighborhood gift*) promo code, good at participating local merchants where you live or work. Plus a chance at great prizes!

CAR FREE DAYS METRO DC 2019 SEPT 21-23

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

Take the pledge, **Drive, Bus, Bikeshare, Train, or Walk** one, two, or all three days from Saturday Sept 21 thru Monday Sept 23. Take the pledge, even if you're already car free.

#CarFreeDay @CarFreeMetroDC

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK
800.745.RIDE

Recycled Paper

Icons: Car, Bicycle, Bus, Bikeshare, Train, Walk

Commuter Connections is a program of the National Capital Region Transportation Planning Board at the Metropolitan Washington Council of Governments that promotes bicycling, ridesharing through carpools and vanpools, and other alternatives to driving alone.

f

COMMUTERCONNECTIONS.ORG

Web Version | Feedback | Unsubscribe
Metropolitan Washington Council of Governments
777 North Capitol Street NE, Suite 300, Washington, DC 20002

Media

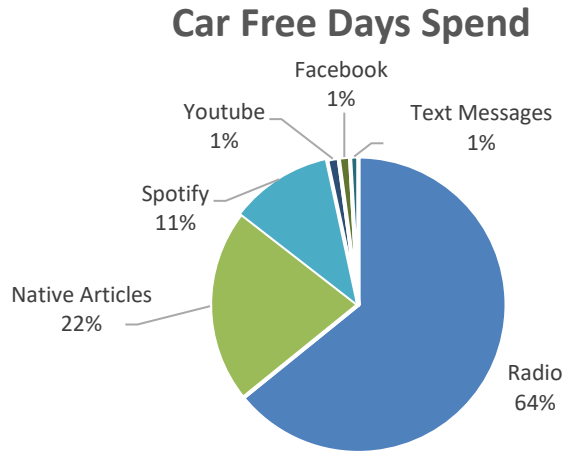
The Car Free Days campaign promoted the concept and use of alternative transportation modes, challenging drivers to leave their cars at home during the event for one or all three days, by going car free or car-lite. Paid media to promote Car Free Days included traditional and internet radio, social media, online native articles, and text messaging.

Target market:

- All SOV drivers

Geographic Targeting

Washington D.C. DMA



Car Free Days Budget	MWCOG Cost	Gross Dollars	Impressions
Radio (iHeart stations)	\$28,878.75	\$33,975	1,379,900
Native Articles (wtop.com and Popville)	\$9,600	\$11,188.24	898,800
Spotify	\$4,995	\$4,995	378,563
YouTube	\$570	\$570	TBD
Facebook	\$555	\$555	107,941
Text Messages	\$400	\$400	1,650
Totals	\$44,998.75	\$51,683.24	2,766,854+

Radio

Radio encouraged the single occupant vehicle driving public to go car free or car-lite one or all days from Sept 21-23. Two :30 recorded spots were aired on five iHeart stations: Big 100 (100.3), Hot 99.5, WASH-FM (97.1), WMZQ (98.7), and DC101 (101.1). The media spend for radio totaled \$28,879, which was 64% of the total Car Free Days budget.

Pre-recorded personal endorsements :15 seconds in length were recorded by each station's on-air talent (DJ's) inviting listeners to participate. iHeart Radio also ran a contest to giveaway several bicycles from Brilliant Bicycle to listeners who took the Car Free Day pledge.



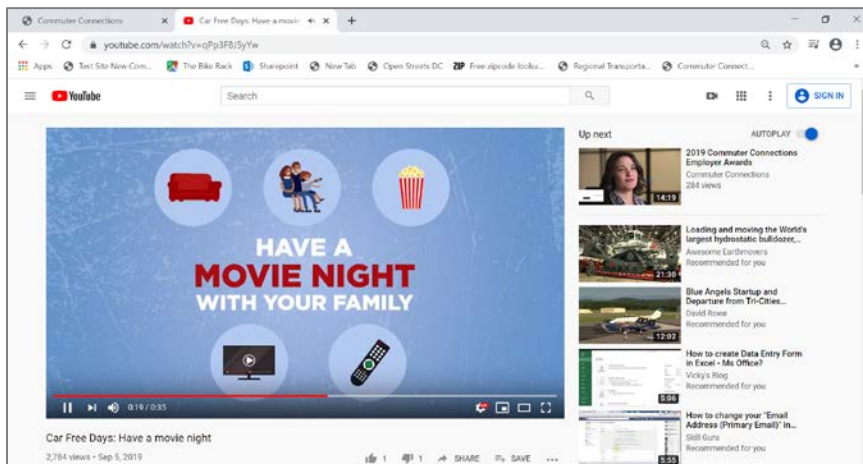
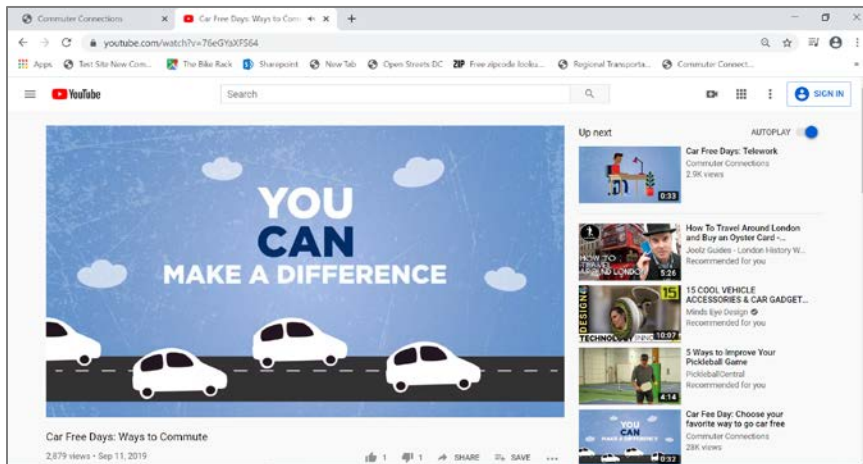
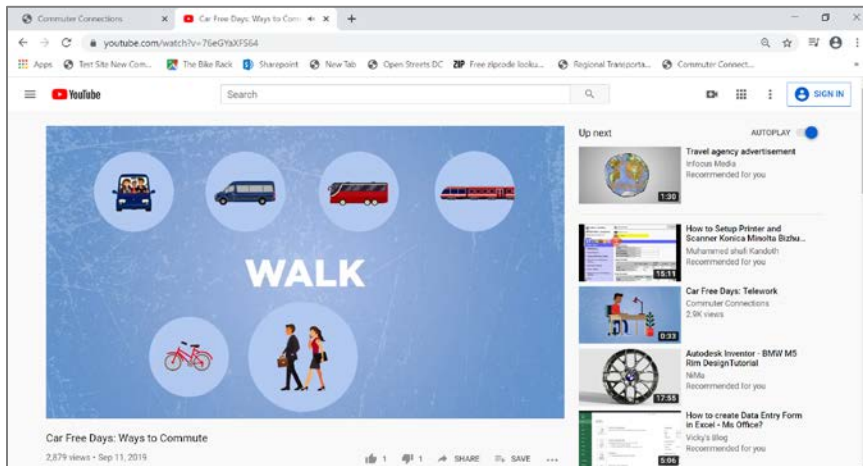
Spotify

An estimated 378,563 impressions were delivered using Spotify. Spotify is a digital music, podcast, and video streaming service that provides listeners with access to millions of songs and other content. Spotify's basic music service is free and comes along with advertisers. The :30 Car Free Day radio spot ran concurrently with the Drop it for a Day image.



YouTube

A :30 second promotional pre-roll Car Free Day video was served on YouTube to play before user selected content. The ads received 48,362 impressions and 12,320 user engagements.



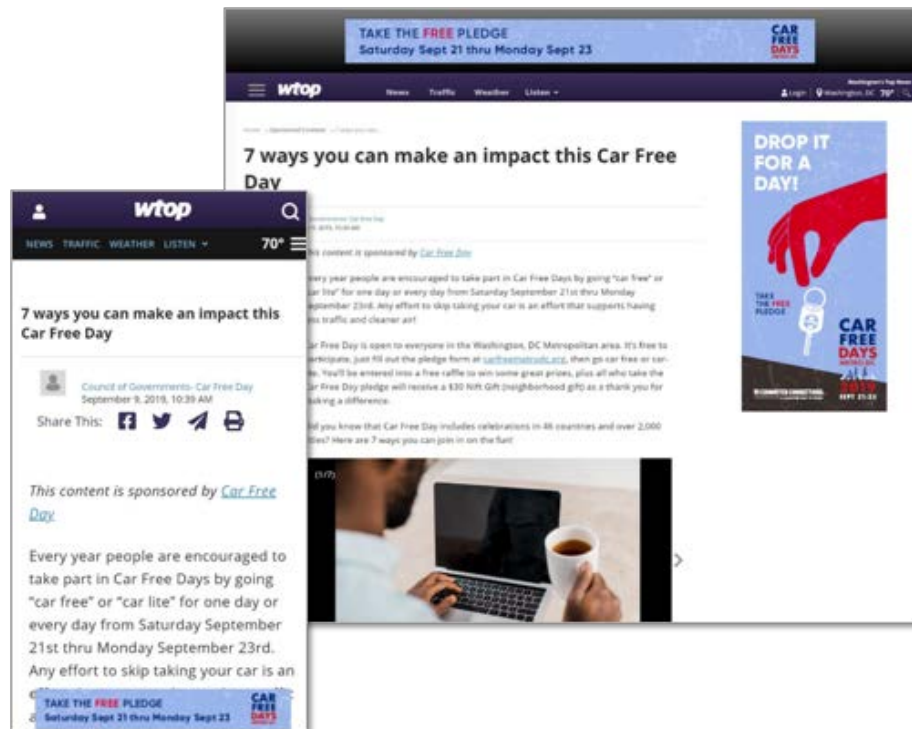
Paid Social Media

During the month leading up to Car Free Days 2019, boosted Facebook posts were placed; a different post every several days. Collectively, the ads received 108,353 impressions and 2,850 user engagements defined as clicks, comments, reactions, and/or shares.



Native Articles

Paid sponsored articles about Car Free Day were placed on WTOP.com and PoPville, a popular local blog chronicling D.C. area neighborhood happenings. Ads surrounding sponsored content on WTOP.com delivered 3,033 impressions and 10 clicks. Car Free Day cross platform banner ads on WTOP.com yielded 810,000 impressions and 954 clicks. PoPville had 88,800 impressions.



SPONSORED

Park It on Car Free Day Starting September 21

Pop Sponsor September 11, 2019 at 1:15pm

Area drivers are invited to leave their motor vehicles parked in recognition of Car Free Days. The international event heightens awareness of the impact of traffic on the quality of life in the region, and is celebrated in more than 2,000 cities in 46 countries.

PoPville with Car Free Day.
Paid Partnership · 🌐

"Participants of Car Free Day are encouraged to share rides, take trains, Metro, bus, bicycle, walk, carpool or vanpool for one, two or all three designated days."

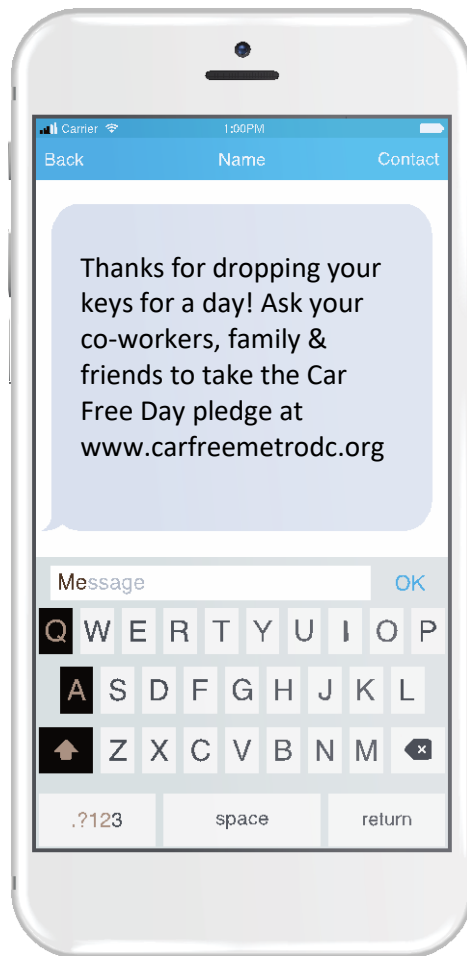
POPVILLE.COM

Park It on Car Free Day Starting September 21

Area drivers are invited to leave their motor vehicles parked in recognitio...

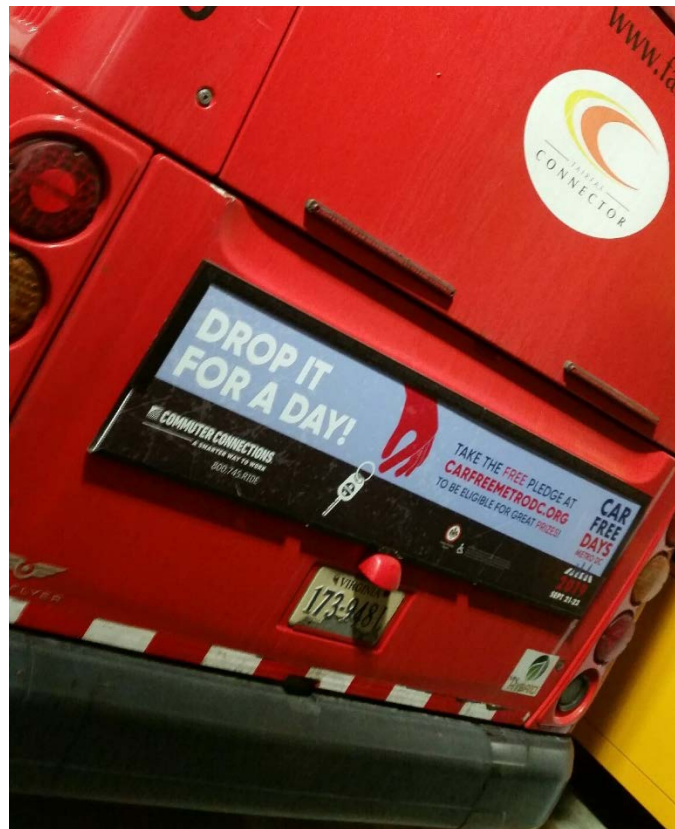
Text Messages

When event registrants took the Car Free Days pledge on carfreemetrodc.org, they could opt-in to receive text messages about the event. Three messages were sent throughout the campaign. The first message was sent to registrants who already took the 2019 pledge to thank them for doing so and asked them to encourage family and friends to do so. The second message was sent to people who took the pledge for the previous year's event had not yet done so for Car Free Day 2019. The final message encouraged registrants to take the pledge and download the incenTrip app to get 200 free reward points if they used the incenTrip app during Car Free Days to plan and log a trip.



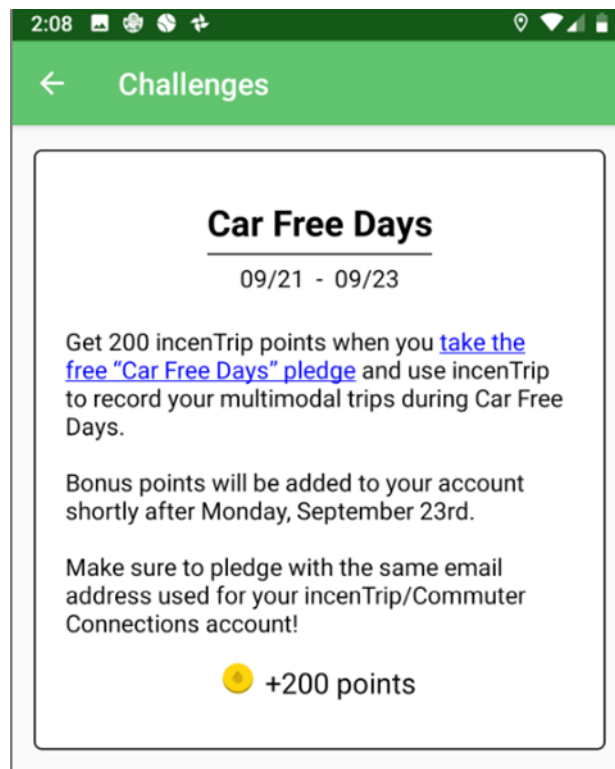
Transit Signage

Complimentary ad space was donated by transit partners throughout the region. Signage included Arlington (ART) Interior Bus Cards; Prince George's County TheBus Shelters and Benches; Fairfax County Connector Bus Tails; Metrobus Interior Bus Cards; and Montgomery County Ride on Bus Exteriors.



incenTrip Promotion

All who took the Car Free Day pledge were incentivized to use the incenTrip app to plan and track trips during Car Free Days, in exchange for earning 200 rewards points. A total of 117 commuters took the pledge and used incenTrip to log a trip during Car Free Days.



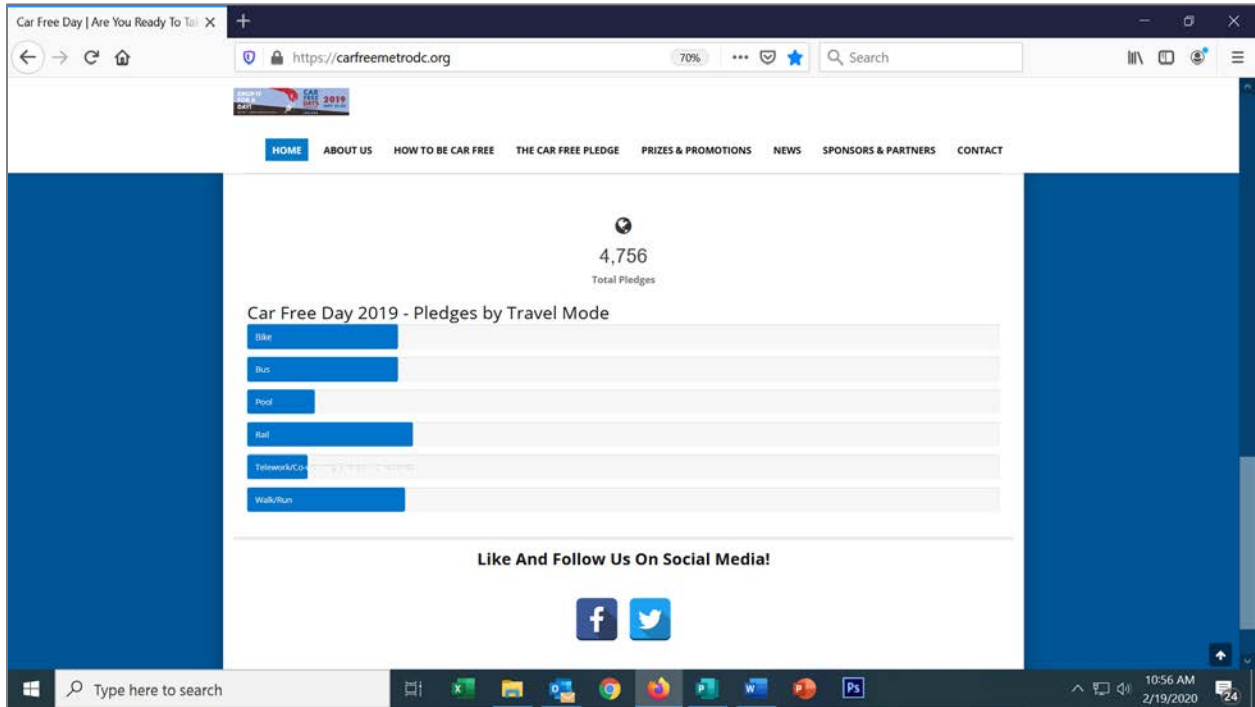
Website

Below is a screenshot of the 2019 Car Free Day website's homepage. Analytics from July – September 2019 are as follows: users 7,771; new users 7,708; sessions 9,599; number of sessions per user 1.24; pageviews 37,069; pages/session 3.86; average session duration 00:01:50; and bounce rate 2.78%.

The screenshot shows the homepage of the 2019 Car Free Days Metro DC website. At the top is a banner with a hand dropping a car key into a hole, with the text "DROP IT FOR A DAY!" and "CAR FREE DAYS METRO DC 2019 SEPT 21-23". Below the banner is a navigation menu with links: HOME, ABOUT US, HOW TO BE CAR FREE, THE CAR FREE PLEDGE, PRIZES & PROMOTIONS, NEWS, SPONSORS & PARTNERS, CONTACT. The main content area features a large image of a person with a bicycle and a briefcase, with a blue overlay that says "TAKE THE PLEDGE TODAY, IT'S FREE. And you could Win Great Prizes!". Below this is a "Take The Free Pledge" button. The page is divided into two columns. The left column is titled "Drop Your Car Keys for a Day!" and contains text about the event dates (Saturday, September 21 through Monday, September 23, 2019) and the pledge options (Bike, Bus, Rideshare, Train, or Walk One, Two, or all Three Days). It also includes a section titled "Reduce your Carbon Footprint" with text about sustainable travel. The right column is titled "Choose The Travel Method That Fits You Best!" and contains text about taking the pledge and a large graphic that says "there are 1 billion vehicles on the globe. make it one less for the day" with the Car Free Days Metro DC 2019 logo and the URL "pledge for free at carfreemetrodcc.org". At the bottom of the page is a row of six circular icons representing different travel methods: a bicycle, a bus, a laptop (representing rideshare), a train, a car, and a person walking.

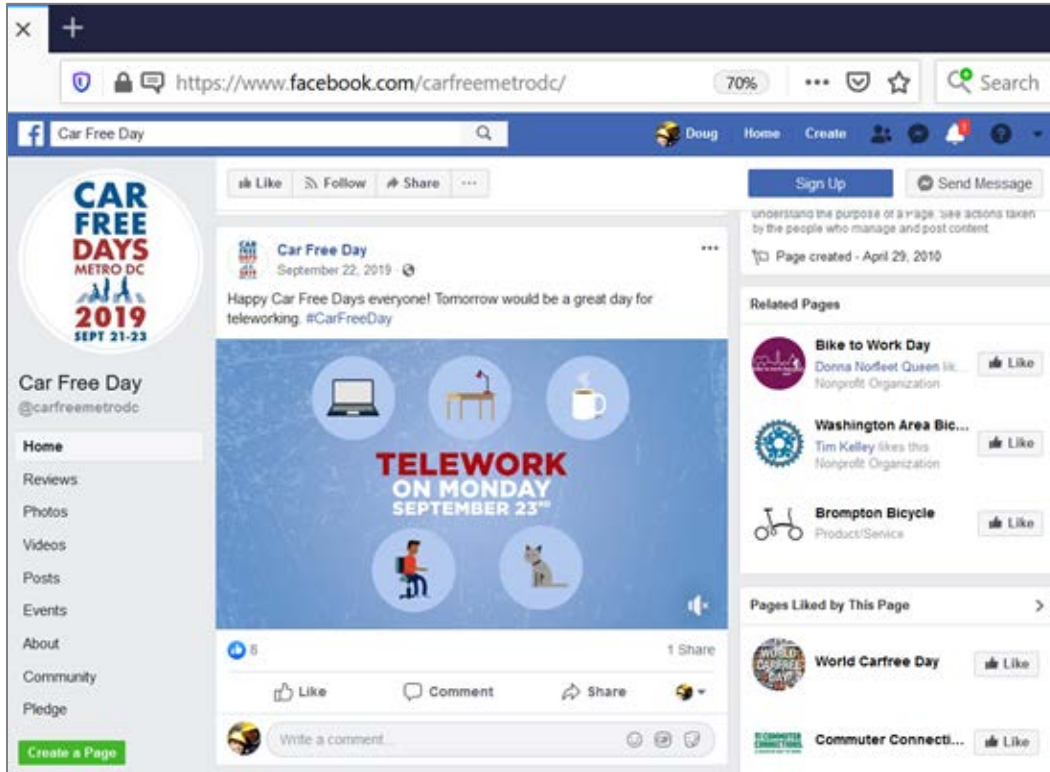
Leaderboard

A daily leaderboard was displayed on the Car Free Day website showing each travel mode in alphabetical order and bars indicating the number of pledges to date.



Social Media Sites

Social Media was used to keep like-minded commuters up to date on activities about the event, and to spread the word through shares. The Car Free Day Facebook site is “liked” by over 4,688 users.





The Car Free Day Twitter page has 716 followers.



Earned Media

Outreach was conducted that included calendar listings for Car Free Day and targeted press releases to raise awareness of the health benefits of going car free and the prize raffle. The resulting press coverage appeared in print, online, TV and radio; see Appendix C for full listing of netted coverage.

Press Releases:

- *Last Chance to Pledge to Go Car Free – Drop Your Keys on September 21, 22, and/or 23*
- *Commuter Connections, American Lung Association, and American Heart Association Want You to Go Car Free on September 21, 22, or 23*
- *Drop your keys for Car Free Days—Take the free pledge today!*

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

For the second consecutive year, Commuter Connections partnered 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 Days press release, the American Heart Association distributed the release and information about Car Free Days to its media list and stakeholders; posted a blog post about Car Free Days; 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. Almost 300 pledges (6% of all Car Free Day pledges) were made through .edu email domains. The top three institutions in order were Georgetown University, American University, and the University of Maryland.



Consortium of Universities of the
Washington Metropolitan Area



Capital Area Car Free College Campus Challenge Luncheon

The Capital Area Car Free College Campus Challenge winner in 2019 was Georgetown University. Those who used an @georgetown.edu domain to take the Car Free Day pledge were invited to attend a pizza lunch at Georgetown University on January 10, 2020. The complimentary lunch was made available by iHeart Radio, and Ledo Pizza. iHeart station, WASH-FM provided the soundtrack for the festivities, along with prize giveaways. A plaque was presented to Georgetown University's Director of Transportation Management and Shuttle System. Georgetown had 109 students, employees, or alumni who took the Car Free Day pledge. Nearly 3,000 miles were saved or prevented during Car Free Days by the participating Hoyas; an average of 28 miles round trip per person.



GEORGETOWN
UNIVERSITY

Ledo
PIZZA.



Jurisdictional Activities

Commuter Connections' network members hosted numerous promotions to celebrate Car Free Days. Below is a summary of those events:

- **City of Fairfax** CUE buses offered free rides from September 16-23, 2019 for Try Transit Week and Car Free Days. **CUE** also awarded a City Swag Bag including a \$50 SmarTrip card to a randomly selected local winner who took the Car Free Day pledge.
- **Frederick County TransIT Services** provided free rides on TransIT Connectors and Shuttles on Monday, September 23, 2019 for Car Free Days.
- **Historic Manassas** and **PRTC** staff were at the local Farmer's Market on Saturday, September 21, 2019 and provided a Community Bike Ride and Walking Tour. An OmniRide bus was on hand and those who took the Car Free Day pledge got a chance at winning great prizes.
- **Montgomery County Commuter Services** staff was at ten transit locations around the county on Friday, September 20, 2019 to promote Car Free Days, with giveaway items.
- **Tri-County Council for Southern Maryland** was at the Waldorf Farmer's Market in Charles County during Car Free Days on Saturday, September 21, 2019 and provided giveaways.
- **Maryland Department of Transportation** Maryland Transit Administration expanded its full-size options for bicycle-riding customers on all three MARC Commuter Rail lines for Car Free Days on Monday, September 23, 2019.






Jurisdictional Promotional Efforts

City of Manassas 2019 Car Free Day Flyer



Montgomery County Commuter Services
 E-newsletter Car Free Day Article and Car Free Day “Thank You” Van

		<p>Volume 8 September 2019</p>	
			
<p>In This Issue</p> <p>Car Free Day 2019</p> <p>Fleet of the Year Award</p> <p>Pay by Space Parking in Bethesda</p> <p>Safer Bridge Built in Brookeville, MD</p> <p>WABA Community Bike Ride</p> <p>Of Note</p>		<p>Celebrate Car Free Day 2019: Sept. 21-23</p> <p>Reduce your carbon footprint this September with Car Free Day throughout the D.C. metropolitan area. This worldwide event encourages environmentally friendly travel methods in 48 countries and over 2,000 cities. There are so many options: bike, take a bus or train, rideshare, or walk. To learn more about alternative transit options, check out this video.</p> <p>Using sustainable travel methods will reduce greenhouse gas emissions and traffic congestion.</p> <p>It's time to take the Car Free Day pledge! Those who take the pledge will receive a \$30 credit for NIFT and will be entered to win prizes ranging from D.C. United Tickets to grocery store gift cards.</p> <p>MCDOT will be greeting riders at Bethesda, Friendship Heights, Shady Grove, Silver Spring and White Flint Metro stations and at the Germantown Transit Center with free giveaways and a chance to win prizes for going car free!</p> <p>Plus, a MCDOT Mobile van will be making stops in Takoma Park, Glenmont, Wheaton and Lake Forest Ride On bus stops on September 20 with more giveaways.</p>	
<p>Advisory Committee Opportunities</p> <p>Individuals interested in helping these areas improve transit and other alternative commute modes of travel are needed.</p>			



Loudoun.gov Car Free Day Article

LOUDOUN COUNTY VIRGINIA

Transit and Commuter Services

Routes & Fares Commuting Resources

Home > News & Announcements

Transit

Posted on: September 12, 2019

Loudoun Celebrates 2019 "Try Transit Week," "Car Free Days" in September

Loudoun County Transit and Commuter Services is encouraging alternatives to driving alone through two initiatives. Online pledges are now being accepted for "Try Transit Week" September 16-20, 2019, and "Car Free Days" September 21-23, 2019. Both efforts, which are open to anyone living or working in Loudoun County, encourage single-driver alternatives such as riding public transportation, carpooling, vanpooling, biking and walking.

Those who pledge to ride public transportation during "Try Transit Week" September 16-20, 2019, will be automatically entered into a drawing for a year of free transit service and a pair of round-trip tickets aboard an Amtrak Northeast Regional train. Pledges can be made at www.trytransitweek.org. Loudoun County has partnered with the Virginia Department of Rail and Public Transportation to offer additional local prizes, including a \$100 SmartTrip® card, \$20 SmartTrip® cards and \$25 worth of local bus passes.

Everyone in the region can also take part in "Car Free Days," coordinated by Commuter Connections at carfreemetrodcc.org. Take the car free pledge to use an alternative to driving, such as carpooling, biking or working from home, on September 21-23, 2019 to receive a promo code for the Nift Gift app, good for \$30 toward purchases at local merchants. Participants will be entered into free random drawings, including \$25 SmarTrip® cards, Giant grocery gift cards, KIND Healthy Snack gift bags, Capital Bikeshare memberships and more.

Using public transportation and carpooling helps reduce traffic congestion, improves air quality and saves money. For more information about local transit options, visit loudoun.gov/transit.

###

Try TRANSIT WEEK

Search

All categories

Tools

- RSS
- Notify Me
- View Archived

Categories

- All Categories
- Animal Services
- Clerk of the Circuit Court
- Commissioner of Revenue
- Commonwealth's Attorney
- County News
- Elections
- Fire and Rescue
- Health & Human Services

Charles County Government Car Free Day Facebook Post

Go to Home

Charles County Government

Consider going car-free or car-lite (share a ride with friends, family, or co-workers) during Car Free Days – Saturday, September 21; Sunday, September 22; and Monday, September 23. 🚗🚲🚶

Participating will help reduce traffic congestion, improve air quality, and improve their overall health. Each person pledging will receive a promo code for the Nift Gift app, good for \$30 toward purchases at local merchants, and will be entered into a free raffle for great prizes, including \$25 SmarTrip cards, Giant grocery gift cards, KIND Healthy Snack gift bags, Capital Bikeshare memberships, and much more!

The Frederick News-Post

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Weekend brings car-free days

By Ryan Marshall rmarshall@newspost.com Sep 16, 2019 0



TransIT Services of Frederick County will participate in Car Free Days 2019, and is encouraging county residents to find alternative forms of transportation this weekend to join in the event.

The international event to encourage more environmentally conscious forms of travel than by car will be held from Sept. 21 through 23.

The county transit system is encouraging residents to pledge to use a TransIT connector bus or shuttle, ride the MARC train, work from home, car or vanpool, or walk or bike to get to work or get around.

MARC's Brunswick Line will have bicycle cars on Sept. 20 and Sept. 23 on the 892, 894 and 880 trains on eastbound routes, and westbound trains 891, 893 and 883.

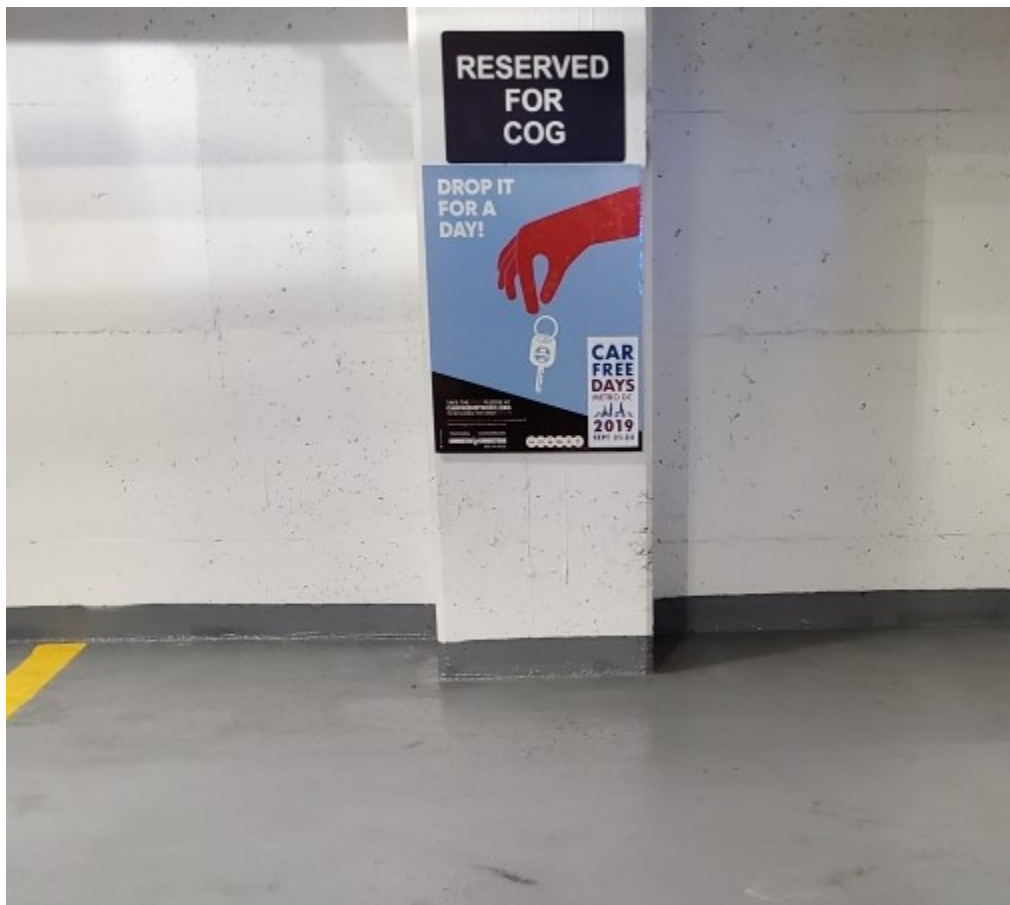
TransIT will offer free rides on all connector and shuttle buses on Sept. 23.

To make a pledge to participate, visit www.carfreemetrodc.org.

Metropolitan Washington Council of Governments



Executive Director, Chuck Bean left his car at home for Car Free Day on Monday September 23, 2019.



Various Social Media

NVTC @NoVaTransit · Sep 23
Happy Car Free Monday! Check out your transit options at [#NoVaRides](https://ecs.page.link/Khu1J) #CarFreeDays

Kelly Russell is at The City of Frederick
September 23 at 2:38 PM · Frederick, MD

ArlingtonTransPrtnrs @ATPcommutes · Sep 23
Today's #CarFreeDay and a good excuse to fit a sustainable mode in your travels today. See all the prizes when you pledge and make every day car-free bit.ly/2l8emW

goDCgo @goDCgo · Sep 20
Take the #CarFreeDay pledge for the chance to win a \$20 SmarTrip card, an annual @bikeshare membership, and more from @goDCgo and @MWCOG! #giveaways bit.ly/32yEkzx by @CarFreeMetroDC

City of Rockville @CityofRockville · September 22 at 9:49 AM

Today is Car Free Day! At Monday's meeting, the Mayor and Council issued a proclamation recognizing Sunday, Sept. 22 as Car Free Day throughout the City of Rockville, encouraging the community to be "Car Free" or "Car Life." Learn how at www.carfreemetrodc.org. To read the proclamation and find video of the proclamation presentation, find the Sept. 16 meeting lasting at www.rockvillemd.gov/AgendaCenter. #CarFreeDay #CarFreeMetroDC #MyRockville #9xy

Clean Air Partners @CleanAirPartner · Sep 18
Car Free Days are September 21-23! Alternative transportation helps reduce greenhouse gas emissions. Walk, bike or take transit! Make the free pledge carfreemetrodc.org/the-car-free-... @CarFreeMetroDC

PGCountyDPWT @PGCountyDPWT · Sep 15
Drop your keys for #CarFreeDay on September 21-23! Take the free pledge today and win some great prizes: ow.ly/Ufdw50w4eZc @CarFreeMetroDC

mococommuter @mococommuter · Sep 21
Take the pledge to drop your car keys this weekend and participate in CAR FREE DAY! Bike, Bus, Rideshare, Train, or Walk. Once you take the Online Pledge, we will automatically enter you into a raffle for all sorts of great prizes. @MCDOTNow ow.ly/lxQh30pzFNL

MTA Maryland @mtamaryland · Sep 18
A friendly reminder that MDOT MTA is celebrating World Car Free Day starting on Friday, Sept 20 - Monday, Sept 23, with expanded capacity to take your full-size bicycle along on all three MARC lines on Friday and Monday. For more details, mta.maryland.gov/articles/263. #MDOInnovates

We have stuff for you. Come and get it. We will be at the Bethesda Metro Station until 9am today. Don't forget to pledge to go Car Free this weekend and/or Monday at carfreemetrodc.org and you could win prizes!!! #CarFreeDay

BWI Thurgood Marshall Airport (BWI) @BWI · September 22 at 9:30 AM

A variety of rail and bus services connect BWI Marshall Airport with destinations all across our region. Whether you're celebrating #WorldCarFreeDay or just want to take it easy on your next journey to the airport, you do have options! #Open4BizMD #CarFreeMetroDC #CarFreeDay

Northern Virginia's Transportation Authority @NVAAuth... · Sep 23
#CarFreeDay DC! Did you make the pledge?
Telecommuting is one way to go.



DIGITAL

E-blast

In June, Clean Air Partners included the Commuter Connections logo on a Summer Campaign e-blast to our 7000+ email subscriber list. In September, Clean Air Partners sent out an additional e-blast to specifically promote the Car-Free Days Pledge. 47 people clicked through to complete the pledge on CarFreeMetroDC.org.

Social Media

The Commuter Connections logo was included on nine graphics that were distributed to partners to post on their social media channels, as well as posted on Clean Air Partners Twitter and Facebook pages. In September we focused on promoting alternative transportation and Car-Free Days, promoting Commuter Connections pledge webpage. The September transit/Car-Free Days posts garnered more than 8,250+ impressions on Twitter.



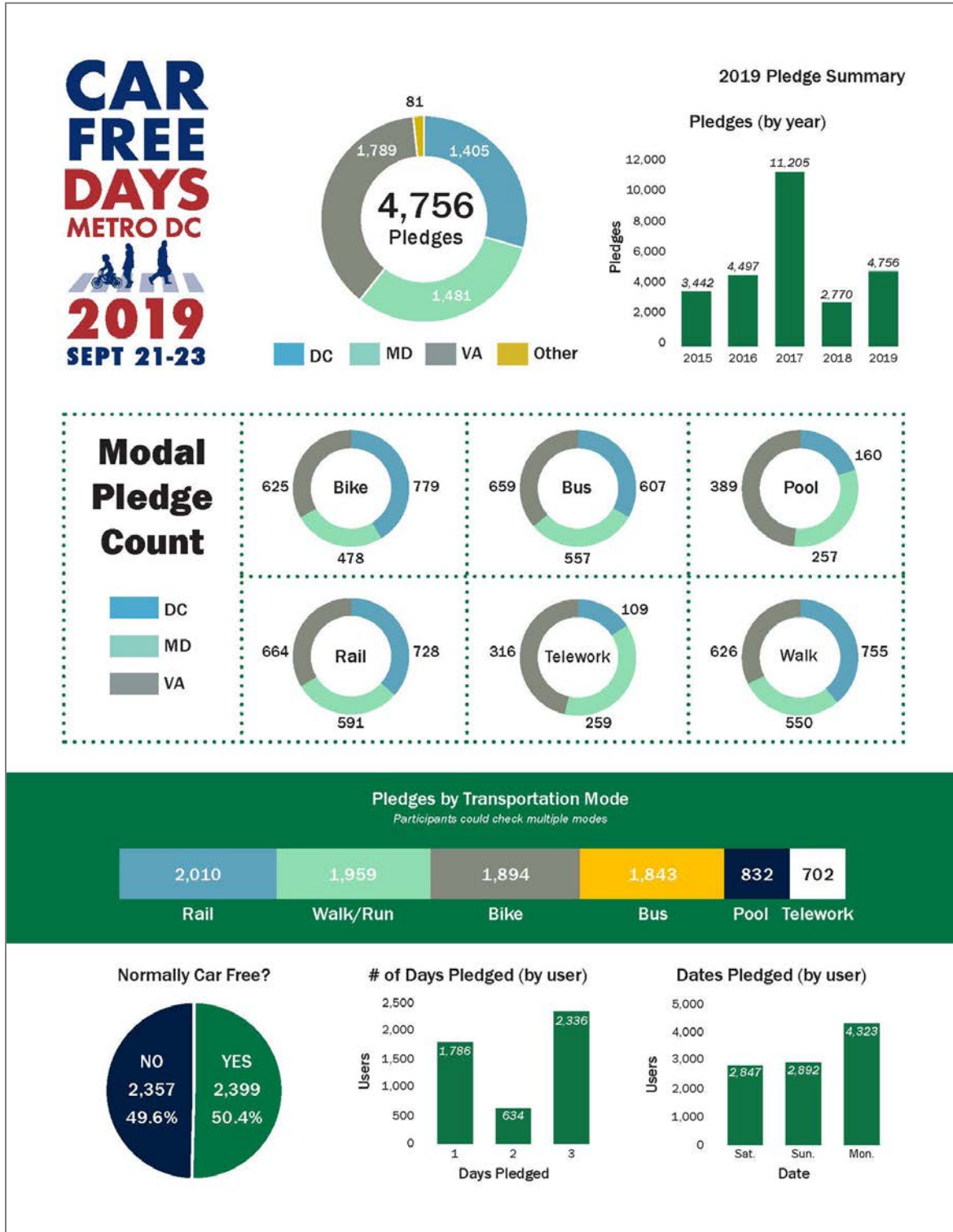
GRASSROOTS OUTREACH/EVENTS

Sponsorship included four co-branded “walking billboard” banners on Clean Air Ambassadors’ backpacks at events in the Baltimore-Washington region. Our Clean Air Ambassador teams conducted grassroots outreach at ten farmers markets and festivals around Maryland, DC, and Northern Virginia, reaching 4,500 people. In addition to promoting drawings for SmarTrip cards and clean air power packs, the ambassadors highlighted Commuter Connections’ Car-Free Days pledge in September. The estimated value of the ten events is \$12,100.



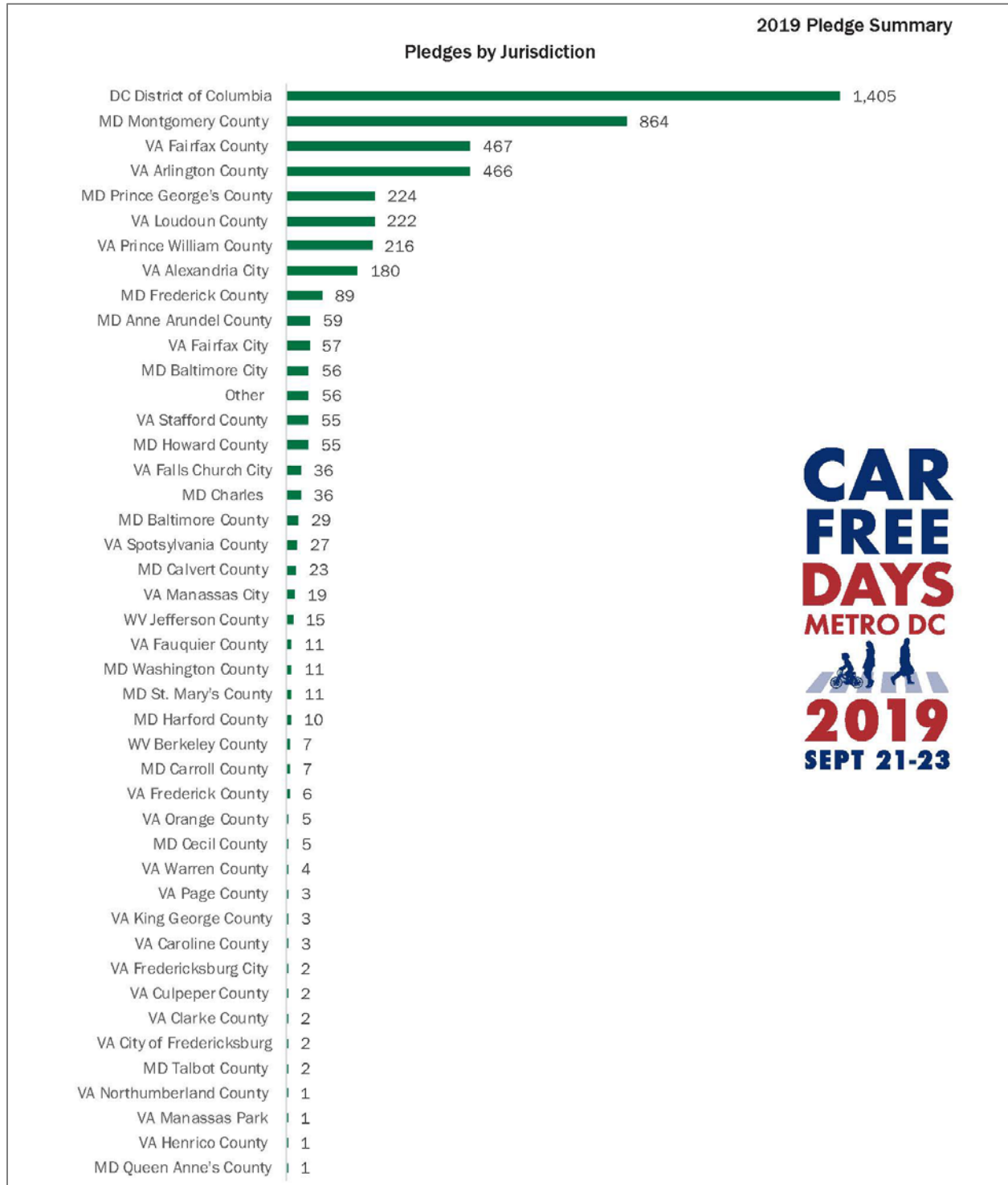
APPENDIX A

Pledge Data



By Jurisdiction

With 29.5 percent of the total pledges, the District of Columbia was the number one jurisdiction, followed by Montgomery County at 18.1 percent, and a two-way tie for third with Fairfax and Arlington Counties at 9.8 percent. The chart below indicates the number of pledges per jurisdiction.



By Travel Mode

Participants were asked to select the mode(s) they used for travel during Car Free Days. The breakdown by mode was as follows: rail 21.7 percent, walk 21.2 percent, bike 20.5 percent, bus 20 percent, carpool 9 percent, and telework 7.6 percent. A total of 2,603 (54.7%) participants selected more than one travel mode, while 2,153 (45.3%), selected one mode exclusively.

By Alt Mode/SOV

To distinguish participants who already use alternative travel modes to get around, apart from those who typically travel via single occupant vehicle, the question was asked *“If you didn’t take this pledge, would you travel entirely alone by car during Car Free Days?”* In addition, those who pledged were asked to estimate the total miles they would travel on Car Free Days. The total mileage saved or reduced on Car Free Days was 190,863 miles. There was about an even split of participants who self-identified as typical drive alone travelers, 49.6 percent, vs. those who are normally car-free, 50.4 percent.

The event took place over a three-day period, and the majority, 49 percent, who participated did so on all three days. Another 32 percent only participated on Monday, the only weekday; while 19 percent participated on two of the days whether Sat/Sun, Sat/Mon, or Sun/Mon.

By State

Bike and walk travel during Car Free Days was skewed toward DC, while bus and rail were each about evenly distributed across all states as a percentage of mode share. Carpool/vanpool and telework were both skewed toward Maryland and Virginia.

APPENDIX B

Emissions Impacts

COG/TBP staff prepared a Car Free Days emissions impacts analysis (in tons). Nitrogen oxides (NOx) are the chemical in automotive exhaust; volatile organic compounds (VOC) are ground-water contaminants; greenhouse gases (GHG) are released into the atmosphere and absorb and emit radiation; and particulate matter (PM) are microscopic matter suspended in the earth's atmosphere.

Emissions rates for VOC, NOx, PM2.5 (previously calculated for the regional TDM program analysis) and GHG (considered within this analysis) are calculated for the respective planning areas using output from the region's 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 Car Free Day (2013 – 2019)

Year	Car Free Day Pledged VMT*	Emissions Rate (grams/mile)				Emissions Savings (short tons)***				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
2019	190,863	0.245	0.272	384.166	0.01	0.052	0.057	80.82	0.00210	Visualize2045**	MOVES2014a

* Pledged VMT for 2019 were received from Nick Ramfos via e-mail on 10/7/2019. VMT for other years came from the "Emission Savings from Car Free Day 2018" memorandum dated 10/23/2018.

** PM2.5 rates are from the analysis of the 2016 CLRP

*** Short Ton = 2000 lbs

APPENDIX C

Earned Media Placements

The chart below indicates Car Free Day2019 media placements across print, internet, radio, and television outlets, along with a selection of social media placements.

Media Placements:

CFD 2019 Print /Online Coverage		
Date	Outlet	Topic linked to URL
8/14/19	InsideNOVA	Registration Now Open for Regional Car Free Day
8/21/19	Sun-Gazette Newspaper	Registration Open for 'Car Free Day'
9/04/19	Curbed DC	D.C. area to host three car-free days September 21 through 23
9/09/19	Montgomery County	7 ways you can make an impact this Car Free Day
9/10/19	Prince William Chamber of Commerce	OmniRide Celebrates Try Transit Week – Sept. 16-20
9/10/19	Prince William Living	OmniRide Celebrates Try Transit Week
9/10/19	Arlington Transportation Partners	Pledge Your Mode for Car Free Day
9/11/19	PoPville	Park It on Car Free Day Starting September 21
9/11/19	Bristow Beat	OmniRide Celebrates Try Transit Week
9/12/19	Virginia Patch	Loudoun Encourages Commuters To Ditch Cars Next Week
9/12/19	Loudoun County	Loudoun Celebrates 2019 "Try Transit Week," "Car Free Days" in September
9/12/19	Virginia Patch	Loudoun Encourages Commuters To Ditch Cars Next Week
9/12/19	Potomac Local	OmniRide offers free rides during 'Try Transit Week'
9/13/19	Maryland DOT	Car Free Days 2019
9/13/19	Prince William Living	Car Free Days 2019
9/14/19	Fairfax County	Fairfax County Encourages Residents to Try Transit, Sept. 16-20 and Go Car Free, Sept. 16-23
9/16/19	Frederick News-Post	Weekend brings car-free days

9/18/19	EYA	How to Participate in Car Free Day: September 21st – September 23rd
9/19/19	The Wash Cycle	Car Free Days Starts Tomorrow
9/19/19	City of Frederick	2019 World Car Free Days Celebrated in Frederick
9/20/19	ITS International	World cities drive change on Car-Free Day
9/2019	Better Ways to Work	Celebrate Car Free Day 2019: Sept. 21-23
CFD 2019 Television Coverage		
9/20/19	CBS DC	Commuters Can Get Free Fares For 'Car Free Day'
CFD 2019 Radio Coverage		
9/18/2019	WFMD	Car Free Days Are Coming Up
CFD 2019 Calendar Listing		
Outlet		Listing
OmniRide		Try Transit Week and Car Free Day: Two Chances to Win!
SpinGo		Car Free Days 2019
Inside Nova		Car Free Days 2019
Anne Arundel County Office of Transportation		Car Free Days 2019
Montgomery County		MCDOT Promotes Alternative Transportation on Car Free Day
Fairfax County Times		Car Free Days 2019
Arlington Transportation Partners		Car Free Day
Frederick News-Post		Car Free Days 2019
BikeArlington		Car Free Days 2019
OmniRide		Free Rides on Sept 20 to Celebrate Try Transit Week
ActionNet		ActionNet Supports the Car Free Day Campaign
Link Info		Invitation to Car Free Days from September 21-23
Circulator		Car Free Days Soccer Giveaway
GWRideConnect		Car Free Days 2019
Georgetown Patch		Car Free Days 2019
DCist		Car Free Day
The Wash Cycle		Car Free Days start tomorrow

APPENDIX D

Car Free Day Digital Results

Google & YouTube

Program	Media	Budget	Spent	Impressions	Interactions	Interaction Rate	Cost Per Interaction
Car Free Day	Google	\$190.00	\$2.37	95	38	40.0%	\$0.06
Car Free Day	Google	\$190.00	\$3.01	87	33	37.9%	\$0.09
Car Free Day	Google	\$214.00	\$0.01	8	3	37.5%	\$0.00
		\$594.00	\$5.39	190	74	38.9%	\$0.07

Car Free Day	YouTube	\$190.00	\$186.59	14,491	2,230	15.4%	\$0.08
Car Free Day	YouTube	\$190.00	\$186.48	16,225	2,935	18.1%	\$0.06
Car Free Day	YouTube	\$214.00	\$213.74	14,863	6,062	40.8%	\$0.04
Car Free Day	YouTube	\$190.00	\$53.14	2,783	1,093	39.3%	\$0.05
		\$784.00	\$639.95	48,362	12,320	25.5%	\$0.05

Program	Media	Budget	Spent	Impressions	Interactions	Interaction Rate	Cost Per Interaction
Car Free Day	Facebook	\$120.00	\$671.41	91,617	574	0.63%	\$1.17
Car Free Day	Facebook	\$55.00	\$55.00	6,464	636	9.84%	\$0.09
Car Free Day	Facebook	\$55.00	\$55.00	1,333	288	21.61%	\$0.19
Car Free Day	Facebook	\$55.00	\$54.83	1,043	187	17.93%	\$0.29
Car Free Day	Facebook	\$55.00	\$55.00	1,362	269	19.75%	\$0.20
Car Free Day	Facebook	\$55.00	\$55.00	890	344	38.65%	\$0.16
Car Free Day	Facebook	\$30.00	\$29.90	465	220	47.31%	\$0.14
Car Free Day	Facebook	\$15.00	\$15.00	336	71	21.13%	\$0.21
Car Free Day	Facebook	\$55.00	\$55.00	4,207	68	1.62%	\$0.81
Car Free Day	Facebook	\$30.00	\$29.98	412	168	40.78%	\$0.18
Car Free Day	Facebook	\$30.00	\$10.27	224	25	11.16%	\$0.41
		\$555.00	\$1,086.39	108,353	2,850	2.63%	\$0.38

Native Content WTOP.com and WTOP Facebook

Days on Homepage	9-Sep
Article	7 Ways You Can Make an Impact this Car Free Day
Page Views	909
Average Time on Page	2 minutes, 28 seconds
Homepage Impressions	961,654
Facebook Reach	28,200
Facebook Impressions	42,215
Facebook Landing Page Views	167
Facebook Reactions, Shares and Comments	134
Clicks on Link within Daily Headlines E-mail	223
Clicks on Banner Ads within Article	10

WTOP.com Cross Platform Digital Banners

LINE ITEM	BOOKED IMPRESSIONS	DELIVERED IMPRESSIONS	CLICKS	CTR
COG Car Free Day Cross Platform 9/2-9/23	810,000	812,157	954	0.12%
Ads surrounding sponsored content	Sponsored	3,033	10	0.33%
	810,000	815,190	964	0.12%

Popville

88,800 (page views); 30 (clicks)

Spotify

378,563 (impressions); 30 (clicks)