



# Bicycle & Pedestrian Subcommittee Meeting July 19, 2016



# Car Free Day Background

- Started in Europe in 1995.
- Global in 2000.
- Celebrated in 1,500 cities in 40 countries.



# International



Kuala Lumpur



Bogota



Jakarta



Smart mobility.  
Strong economy.

#mobilityweek



- Coincides with European Mobility Week.
- An annual campaign on sustainable urban mobility, Sept 16-22.
- Aims to introduce and promote sustainable transportation measures as alternatives to car use.



EUROPEAN MOBILITY WEEK

16-22 SEPTEMBER 2016

Smart mobility.  
Strong economy.

#mobilityweek



- The week culminates in Car Free Day, September 22.
- Participating cities set aside one or more areas solely for pedestrians, cyclists and public transportation for the whole day.



EUROPEAN **MOBILITY** WEEK

16-22 SEPTEMBER 2016

# Paris Smog



# Champs Élysées



# Champs Élysées





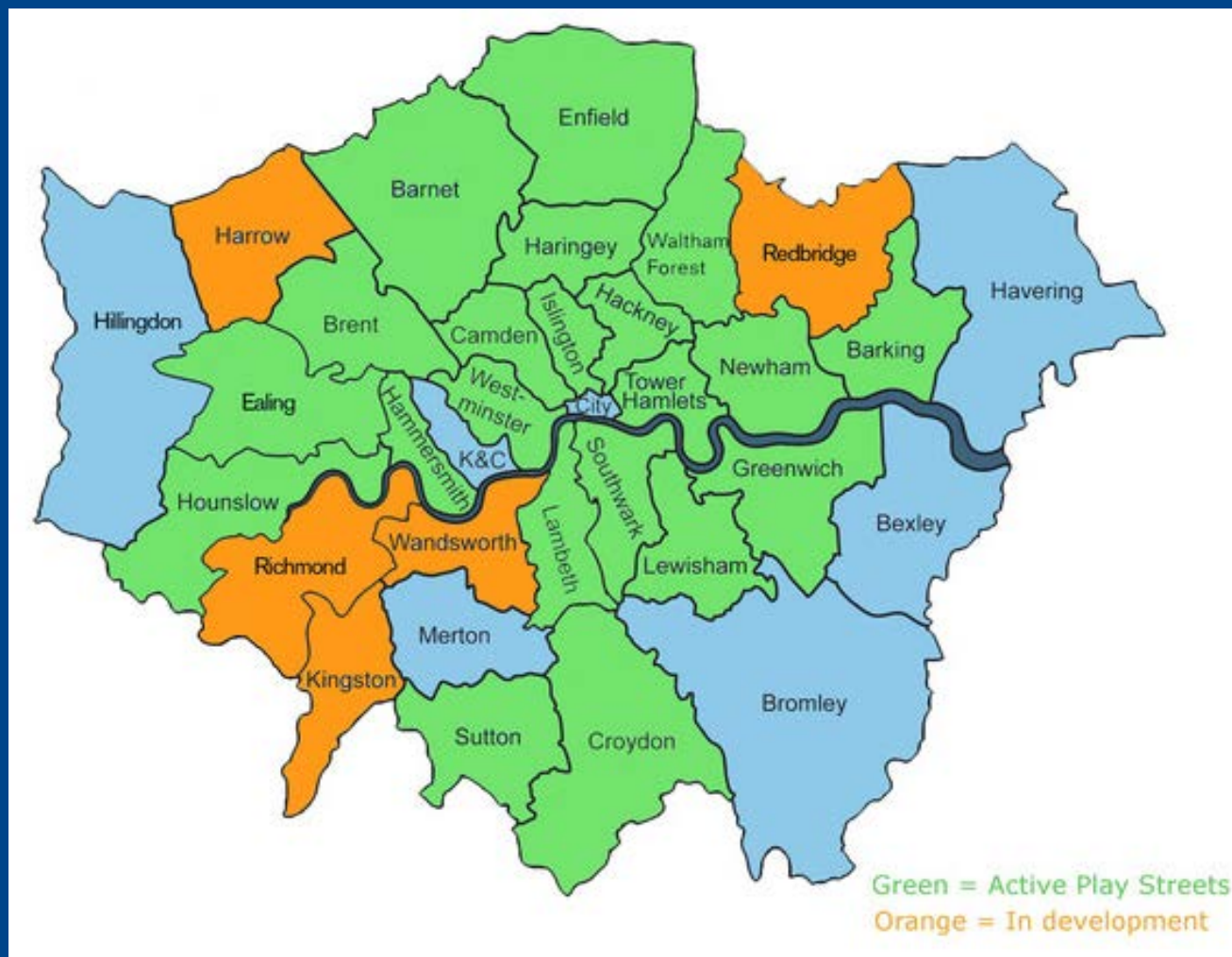
# London Streets - Playing Out



# London Streets - Playing Out



# London Streets - Playing Out



# Car Free Day Washington DC Region

- Began as D.C. centric in 2007.
- Regionally in 2008.
- Promotes alternative forms of transportation - transit, bicycling and walking.
- Car-lite methods such as carpools and vanpools.
- Telework.



# Car Free Day Background

- Not just commuters.
  - Seniors
  - Students
  - Homemakers
- People who ordinarily travel SOV to work, errands, and classes.
- Pledge Goal 10,000.



# How to be Car Free or Car-Lite

Car Free Day 2015



# Regional Proclamation



2015 TPB Proclamation Signing



# Local Jurisdiction Proclamations

 **City of Rockville**  
@Rockville411

Tonight: The Mayor and Council will proclaim September 22 Car Free Day in #Rockville.  
[bit.ly/1F2BXrY](http://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: 7    LIKES: 3



7:16 AM - 21 Sep 2015





# Car Free Day Web Site

Car Free Day | Are You Re... x +

carfreemetrodc.org

http://www.carfreemetrodc.org/the-car-free-pledge/

Search

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

**CAR FREE DAY**  
METRO DC

9.22.15

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

HOME ABOUT CAR FREE DAY HOW TO BE CAR FREE THE CAR FREE PLEDGE PRIZES AND EVENTS NEWS OUR SPONSORS CONTACT

Home

Are You Ready To Go Car Free?

Take The Pledge

4:59 PM 7/7/2016



www.carfreemetrodc.org

# Promotional Materials

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

JOIN A TEAM THAT FITS YOUR MOBILITY BEST & TAKE THE FREE PLEDGE!  
AT [CARFREEMETRODC.ORG](http://CARFREEMETRODC.ORG)



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

**CAR  
FREE  
DAY**  
METRO DC

Printed on recycled paper



COMMUTER CONNECTIONS<sup>SM</sup>  
800.745.RIDE

9.22.15



# Social Media

twitter

facebook

The screenshot shows the Facebook page for Car Free Day Metro DC. The page header includes navigation links for 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, there are statistics for the page: 97,453 Post Reach, 3,690 Post Engagement, and 27 Sign Ups. The page also has a "Timeline" section with a post from "Bike and Roll DC" dated yesterday at 11:02am, which mentions raffling off bike rentals. The right sidebar shows a "Recent" list of years from 2015 to 2010.

The screenshot shows the Twitter profile for Car Free Day Metro DC. The profile header includes navigation links for Home, Notifications, Messages, and a search bar. The profile picture is a circular logo with the text "CAR FREE DAY METRO DC" and "9.22.15". The bio reads "Commuter Connections @CarFreeMetroDC" and "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." The profile statistics show 232 Tweets, 67 Following, 535 Followers, and 44 Favorites. The main content area displays a tweet from "City of Rockville" dated tonight, which proclaims September 22 as Car Free Day in Rockville. The right sidebar shows "Who to follow" and "Trends" sections.



# Stickers



# Sponsors



capital bikeshare



COMMUTER CONNECTIONS  
A SMARTER WAY TO WORK



ART  
arlington transit

swæetgreen

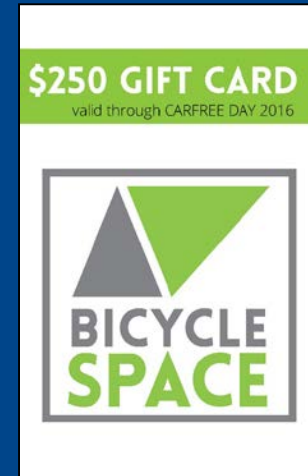


RideSmart  
COMMUTER SOLUTIONS

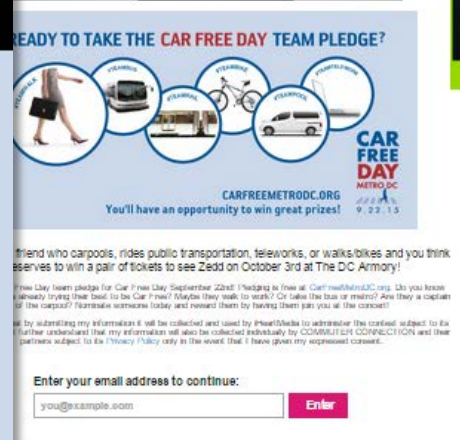
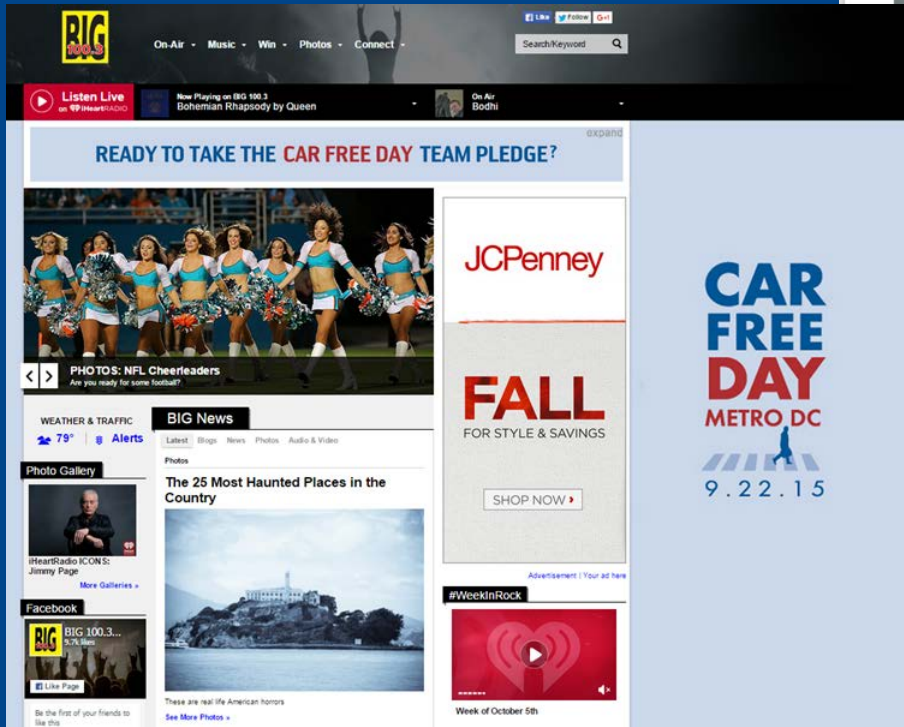
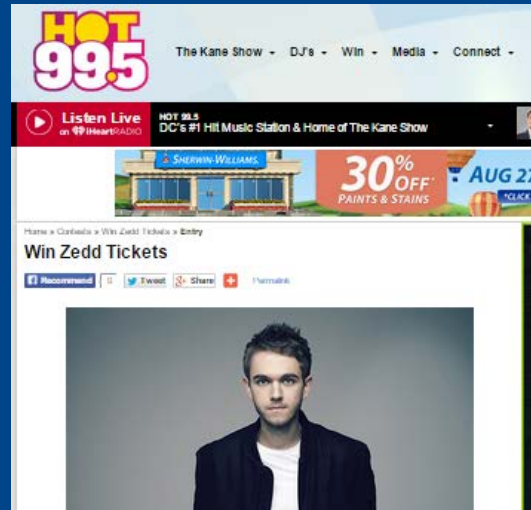
Better Ways To Work!  
Montgomery County Commuter Services



# Prizes



# Radio Support



# Transit





# WMATA



## PlanItMetro

Metro's Planning Blog

Washington Metropolitan Area Transit Authority

Engage
In The News
Metro 101
Planning Studies
Strategic Planning
Sustainability

**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 8<sup>th</sup> 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.

READY TO TAKE THE CAR FREE DAY TEAM PLEDGE?

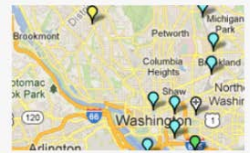
JOIN A TEAM THAT FITS YOUR MOBILITY BEST & TAKE THE FREE PLEDGE! AT [CARFREEMETRODC.COM](http://CARFREEMETRODC.COM)





**Studies Map**



**Endorse Momentum**

Show your support for

### MOMENTUM


METRO The Next Generation of Mass

Click here to endorse!

Momentum Endorsed By:

the Papal visit will occur from Tuesday through Thursday this week, you may tally for another few days of a car-free lifestyle and avoid major congestion

you're going car-free in the comments.  
Car Free Day, green house gas reduction



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!





# Newspaper

Loudoun Times Mirror, Leesburg, Va.

## Business & Development



annaharris@louisiananews.com  
540.454.4754  
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  
 Loudoun County supervisors have given the go-ahead to a massive new development in the Dulles area, a project that will include a mix of residential, commercial and office space.



The application, which was approved by the Loudoun County Board of Supervisors on Sept. 10, calls for the Waterside, a 335-acre development that will include a mix of residential, commercial and office space.

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September 9-15, 2023 A7

### BUSINESS BRIEFS

#### URBAN CURTIS

**Urban Mattress opens in Leesburg**  
 A brand new mattress store is set to open in Leesburg, Va. The store is located at 10000 Lee Blvd. and is the first Urban Mattress store in Loudoun County.

**Act Fast Urgent Care opens in Broadlands**  
 A new urgent care center is set to open in Broadlands, Va. The center is located at 10000 Lee Blvd. and is the first Act Fast Urgent Care store in Loudoun County.

**Neurologist staffing agency opens in Ashburn**  
 A new neurologist staffing agency is set to open in Ashburn, Va. The agency is located at 10000 Lee Blvd. and is the first Neurologist Staffing agency in Loudoun County.

**Wegmans Pharmacy ranked highest among supermarkets**  
 Wegmans Pharmacy has been ranked as the highest among supermarket pharmacies by the J.D. Power 2023 U.S. Pharmacy Study.

**Loudoun Chamber 'State of Innovation in Education' Sept. 18**  
 The Loudoun County Chamber of Commerce is hosting a "State of Innovation in Education" event on Sept. 18.

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

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

**Pledge at: CARFREEMETRODC.ORG**

800.745.8326 9.22.23

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

Pledge to go CarFree on Sept. 22

# CAR FREE DAY

## METRO DC

www.carfreemetrodcc.com

**SLATE. SIMPLY MAGNETIC.**

These are all the things you'll find on Slate. You'll find the best in business, from the most innovative to the most established. And you'll find the best in talent, from the most experienced to the most promising. Slate is the only place where you can find it all.

**Sterling**  
 INVESTMENT

Durham, VA 22029  
 703-454-5454

Durham, VA 22029  
 703-454-5454

# YouTube Video

Car Free Day Promo

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

cog.org

AN WASHING

0:54 / 1:14

CC HD YouTube



# Jurisdiction Events



# Jurisdiction Events



# Capital Area Car Free College Campus Challenge

GEORGETOWN  
UNIVERSITY



THE GEORGE  
WASHINGTON  
UNIVERSITY  
WASHINGTON, DC



**NOVA** | Northern Virginia  
Community College



UNIVERSITY OF  
MARYLAND



# Car Free Day Headlines

- Going Car Free: It Isn't Just For New Yorkers
- Participate In Try Transit Week And Car Free Day
- Car Free This September In Downtown DC
- Try Transit Week And Car Free Day Encourage Driving Alternatives
- How Can We Make The Car-free Movement More Inclusive?
- Metro DC Car Free Day, September 22nd
- Car Free Day Is In One Week
- Pledge For Car Free Day
- Car Free Day! September 22, 2016
- Take Car Free Day Pledge On September 22
- Car-free Day Urges Drivers To Take A Hike
- Go Car Free In Alexandria, Virginia On World Car Free Day!
- Today Is Car Free Day
- Car Free Day In Tysons



# Q & A

