

ITEM 7 – Action
July 18, 2018

Approval of Regional Car Free Days 2018 Proclamation

Staff Recommendation: Approve the Car Free Days 2018 Proclamation

Issues: None

Background: In an effort to create awareness and encourage residents to go car free by using public transportation, bicycling or walking, or go car lite and carpool, Regional Car Free Day events are being organized in the region for September 21 and 22. These events will encourage the community and regional decision-makers to support car free policies and initiatives.



July 18, 2018

**NATIONAL CAPITAL REGION
TRANSPORTATION PLANNING BOARD**

**PROCLAMATION ESTABLISHING
SEPTEMBER 21-22, 2018 AS CAR FREE DAYS
IN THE WASHINGTON METROPOLITAN REGION**

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.carfreemetrodc.org; and**
- 3. Asks TPB Member jurisdictions to adopt similar proclamations in support of Car Free Days 2018.**

Car Free Days - 2018

National Capital Region Transportation Planning Board

July 18, 2018

Nicholas Ramfos
TPB Operations Programs Director



National Capital Region
Transportation Planning Board

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Car Free Day Background

- First took place in the DC region in 2007.
- Event started in Europe in 1995, went global in 2000 and is part of Europe's mobility week.
- For at least one day during mobility week, cities set aside an area solely for pedestrians, cyclists and public transit that is ordinarily used by cars.
- Car Free Day is celebrated in 1,500 cities in 40 countries.

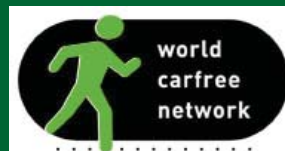


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Car Free Day Background

- Regional rollout occurred in 2008 with TPB support.
- COG/TPB's Commuter Connections program promotes and organizes Car Free Day along with its network members.
- Invites Washington region citizens to try alternative forms of transportation such as transit, bicycling and walking.
- Includes car-lite methods such as carpools and vanpools; also supports practice of teleworking.
- Results included in the Commuter Connections TDM Analysis.



International



Brussels



Lokaski, Indonesia



San Jose, Costa Rica



2017 Media Coverage Headlines

DC Joins Global BreatheLife Campaign for Cleaner Air, on Annual Car Free Day
County, city to participate in Car Free Day
Friday is “Car Free Day” in Fairfax County, DC Metro
Park It: Could You Get to Work Car-Free If You Had To?
Car Free Day Registration Opens
Alternative Transportation in the Spotlight this Week
World Car Free Day is Thursday: Cities Taking part and What They’re Doing
Ditching Your Car on World Car Free Day
Try Transit Week and Car Free Day Encourage Driving Alternatives
Car Free Day is Sept. 22
Car Free Day Campus Challenge
Go Car Free in Alexandria on World Car Free Day!
Car Free Day

FrederickNewsPost.com



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Open Participation

Pledge to be Car Free on either Friday, September 21st or Saturday, September 22nd, or both at www.carfreemetrod.org

- ✓ Workers
 - ✓ Students
 - ✓ Homemakers
 - ✓ Seniors
- Primary targets are individuals who ordinarily travel alone by car for work, errands and classes.
 - Secondary groups are those already in Car Free travel modes.

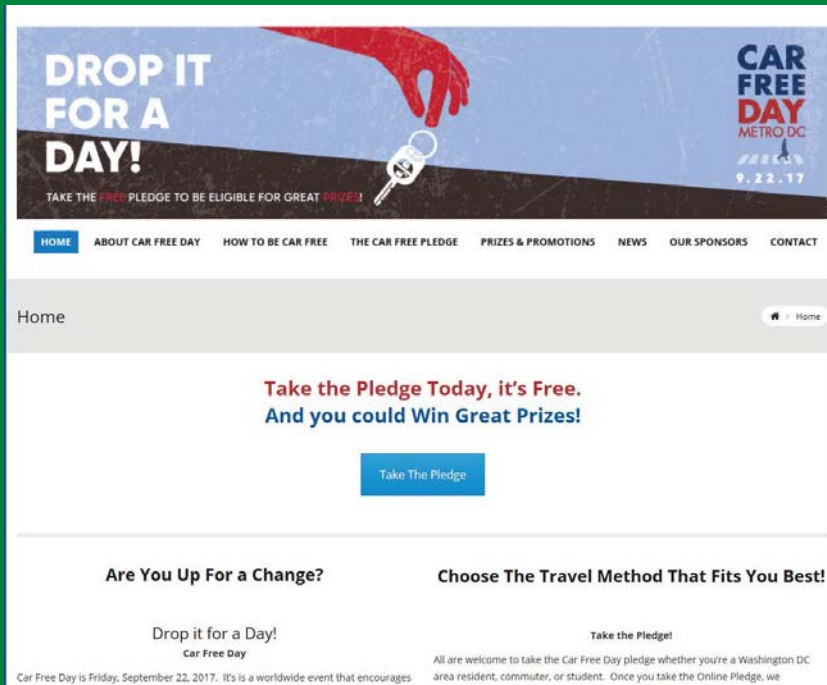


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Car Free Day Web Site



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Promotional Materials

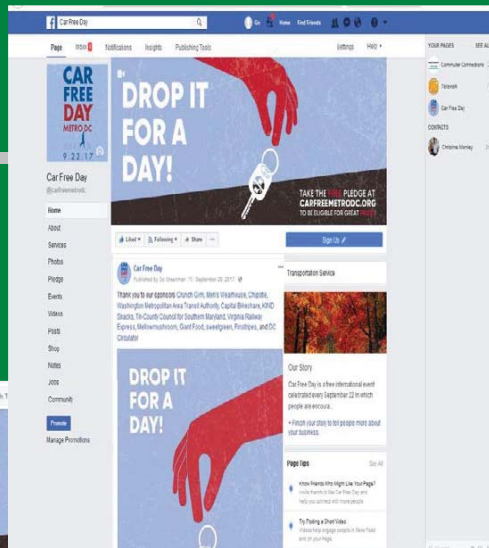
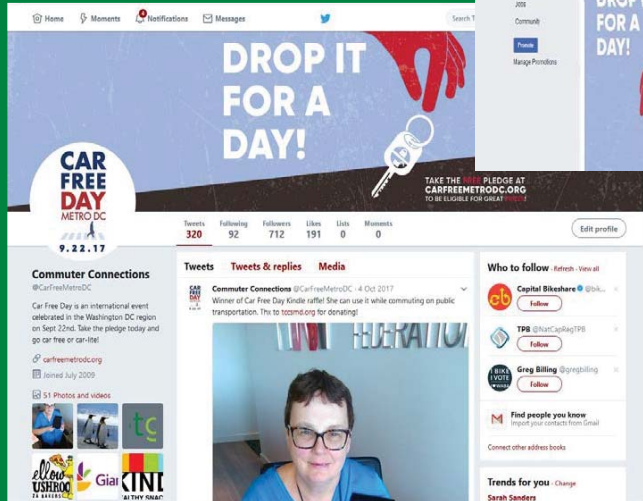


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Social Media

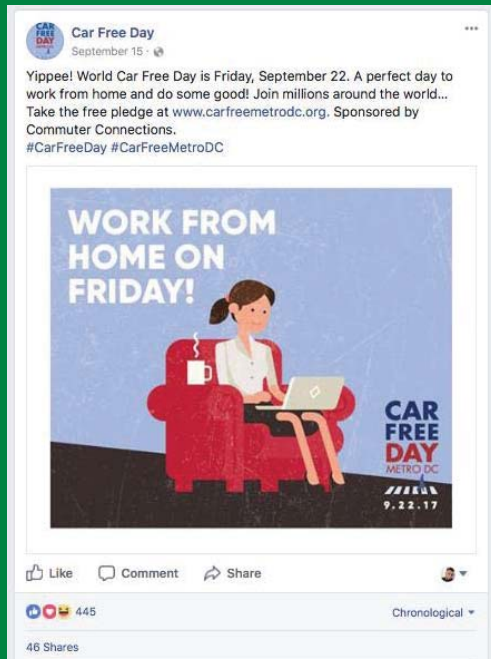


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Paid Social Media

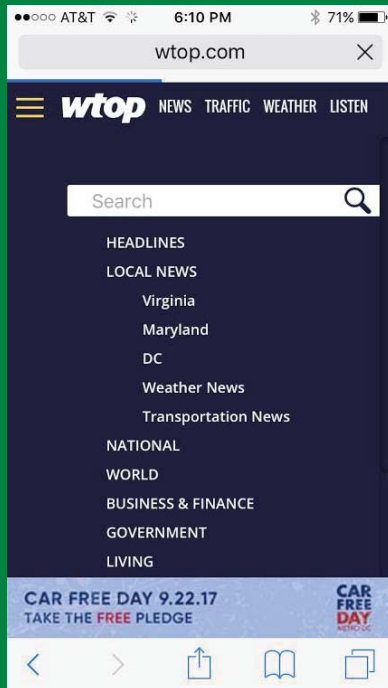


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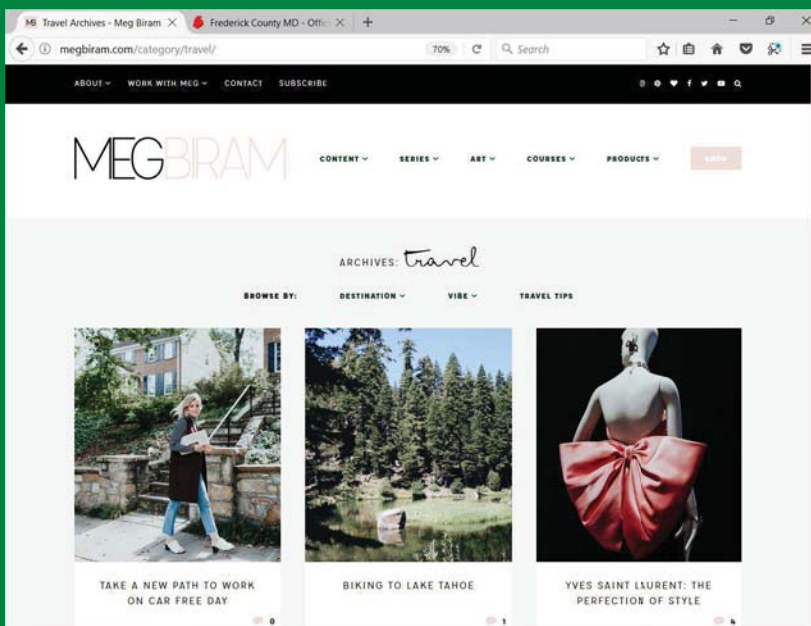
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Digital Ads



Key Influencer Blog



Transit



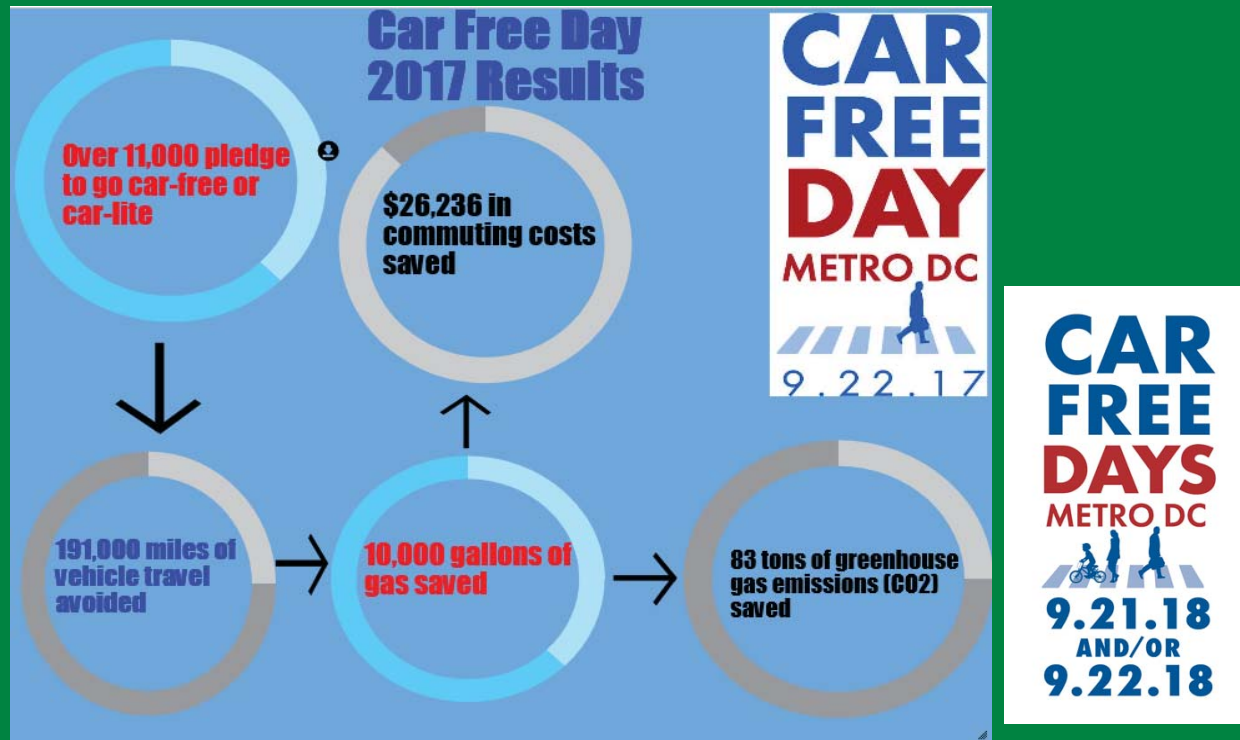
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Jurisdiction Events



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Results



2018 CFD Call To Action

- 10,000 Pledges - Goal
- TPB Proclamation
- Pledges from TPB Members
- Local Activities/Events
- Media Coverage



Questions?



2017 TPB Proclamation Signing

