

CAR FREE DAY  
2018 EVENT  
WASHINGTON, DC  
METROPOLITAN REGION  
FINAL DRAFT REPORT

# ABSTRACT

## **Car Free Day 2018 Event Report Washington, DC Metropolitan Region**

Published: September 17, 2019

### **About Commuter Connections**

Commuter Connections, a program of the National Capital Region Transportation Planning Board at the Metropolitan Washington Council of Governments (COG), promotes bicycling to work, ridesharing, and other alternatives to drive alone commuting, provides ridematching for carpools and vanpools, incentive programs for alternative commuting, and offers the free Guaranteed Ride Home program. Commuter Connections is funded by the District of Columbia, Maryland, Virginia and U.S. Department of Transportation.

### **Credits**

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



### 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.

## Regional Proclamation



# 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](http://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



## Sponsor Donated Prizes

Each participant who pledged to go car free or car-lite in the Washington, DC non-attainment area 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 restaurant 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](http://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](http://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.

## Poster

The 2018 poster was a revival of a previous year's theme for Car Free Day and was refreshed with Steering Committee feedback. The 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

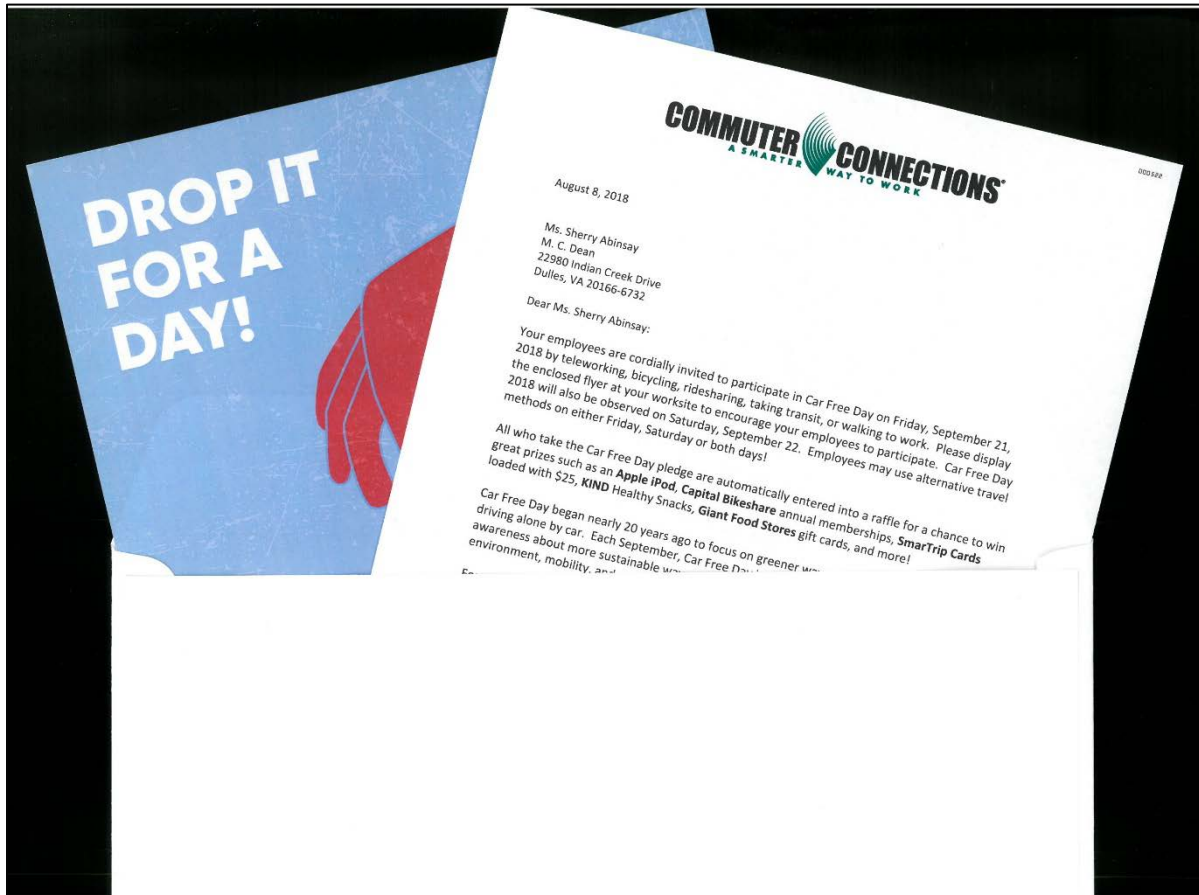
RECYCLED PAPER

**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, commuters with Commuter Connections accounts who have opted-in, Steering Committee members, employers, and Federal Telework Coordinators.



## Employer's Promotion

Inter-American Development Bank poster promoting Car Free Day, shown below.



The poster features a large graphic on the left showing a hand in a red glove dropping a car key. The text is arranged in columns, detailing the event dates and activities. At the bottom, there are icons for various modes of transport and logos for the IDBG staff association and corporate sustainability program.

# 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/](http://idbg.sharepoint.com/sites/CSP/)



 IDBG Staff Association

 IDB Fitness Center  
IDB Health Unit

 IDB Corporate Sustainability Program (BDA/ACP/ACR)

## Media

### Objectives

The Car Free Days marketing and advertising 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 Days event to drive the public to [www.carfreemetrod.org](http://www.carfreemetrod.org) to take the pledge.

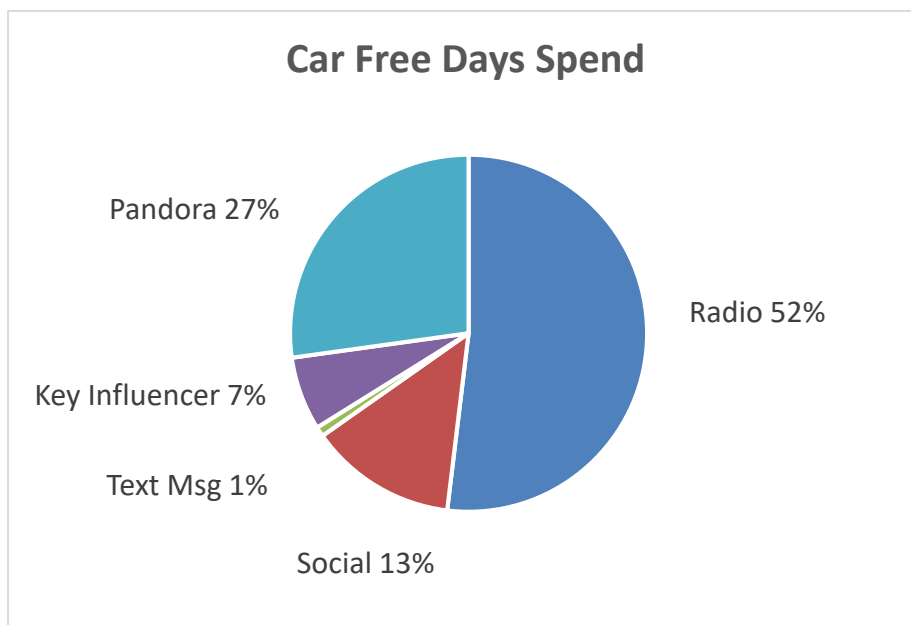
### Target market:

Drivers of Single Occupant Vehicles

### Geographic Targeting

Washington D.C. DMA

| <b>Car Free Days Budget</b> | <b>MWCOG<br/>Cost</b> | <b>Gross<br/>Dollars</b> |
|-----------------------------|-----------------------|--------------------------|
| 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                |
| <b>Total Budget</b>         | <b>\$45,000.00</b>    | <b>\$51,558.00</b>       |



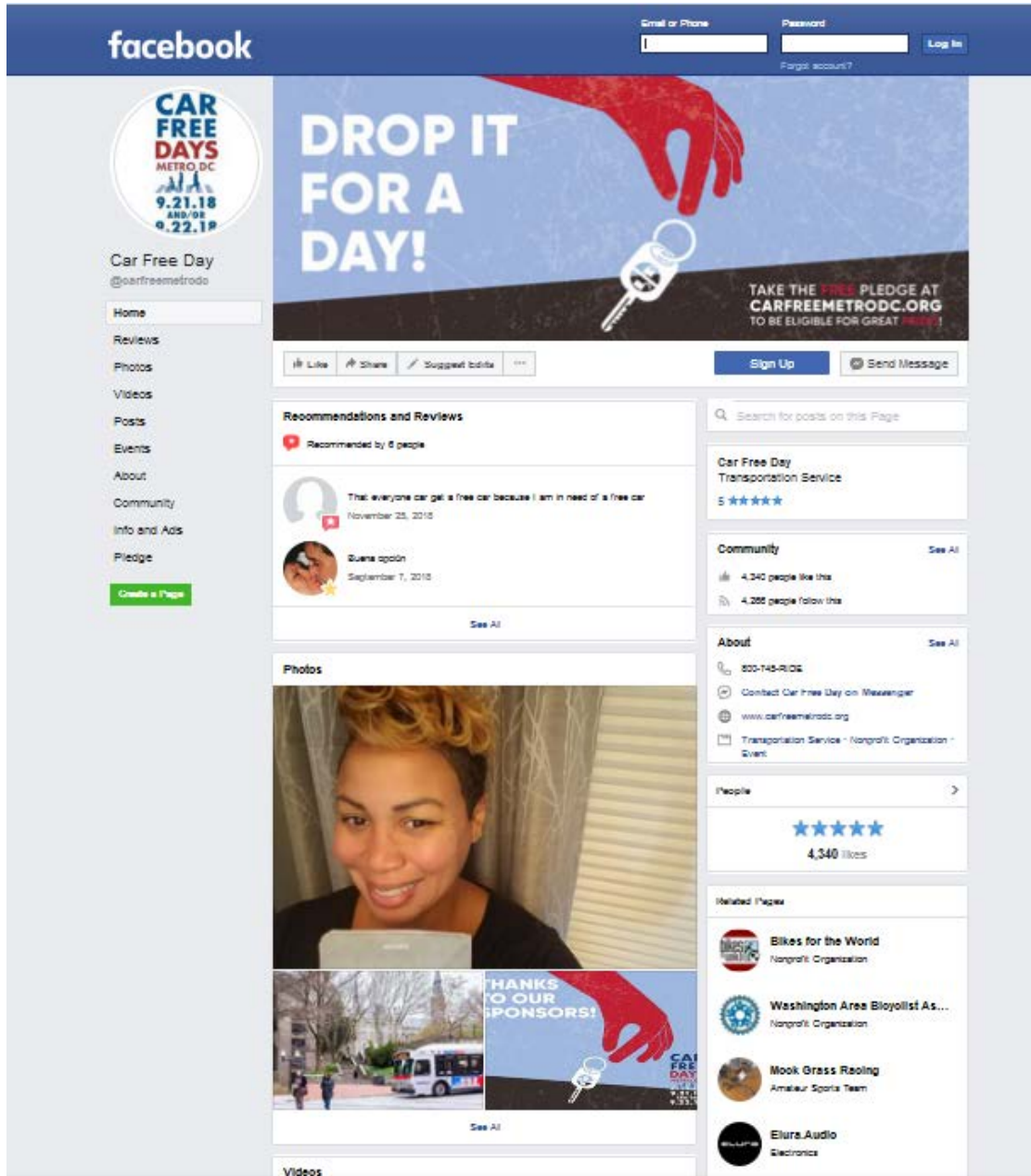
## Radio

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.



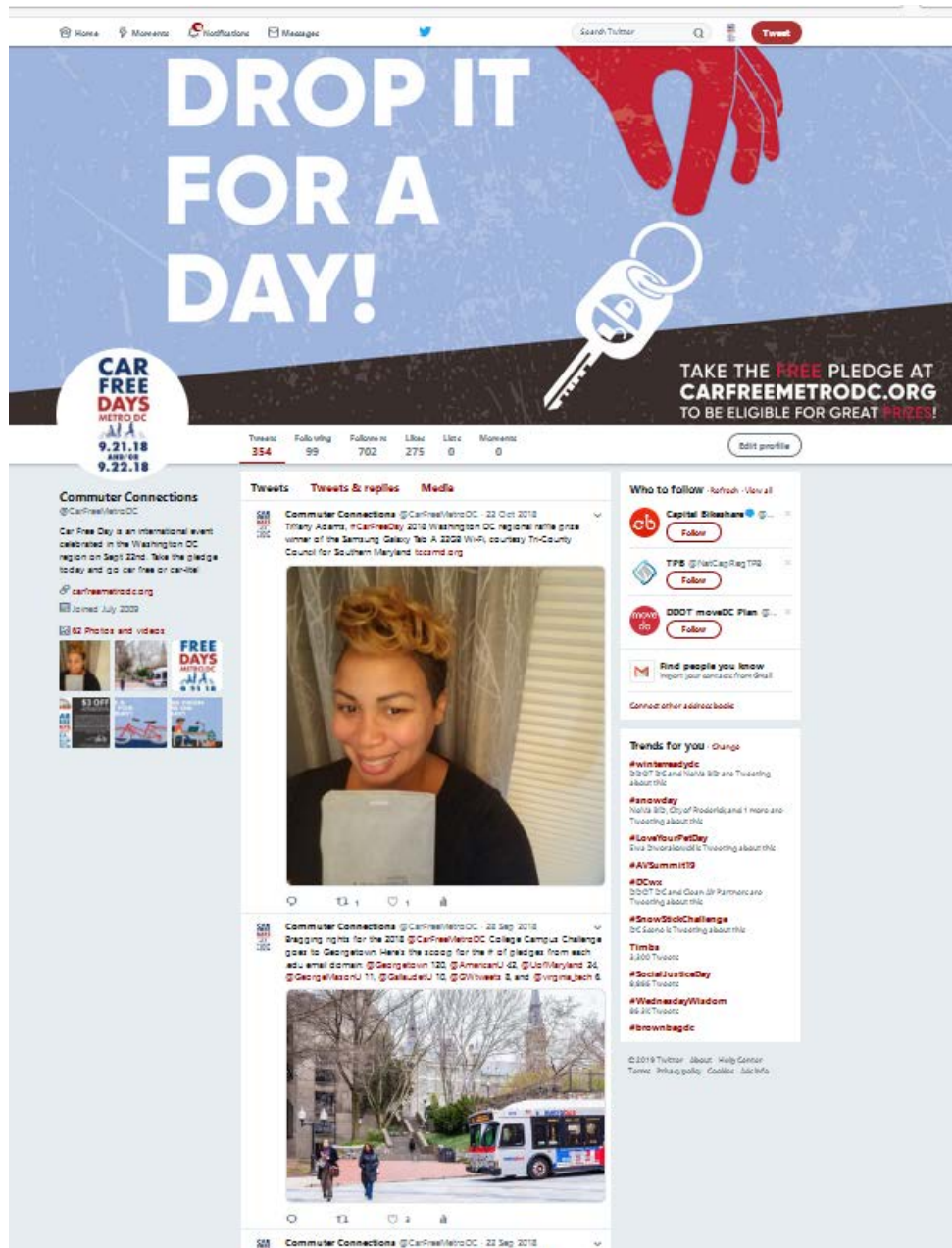
## Social Media Sites

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 Car Free Day Twitter page 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](http://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](http://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](http://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](http://www.carfreemetrodc.org). Sponsored by Commuter Connections. #CarFreeDay #CarFreeMetroDC



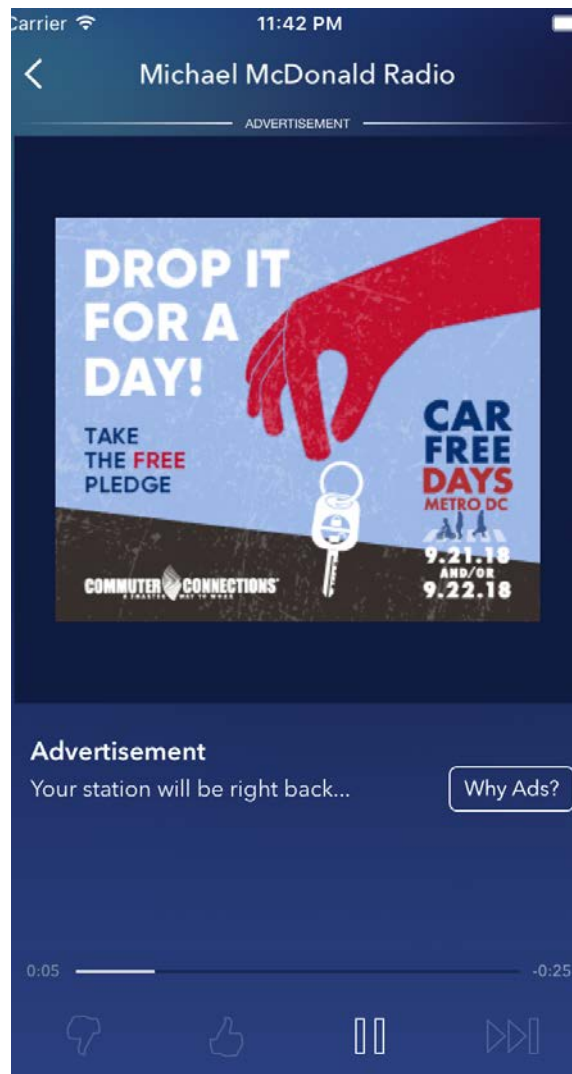
**DO YOUR SHOPPING ONLINE**  
You bet it counts! You can be car free and still be productive! Shopping online is another great way to skip driving. Take the free pledge at [www.carfreemetrodc.org](http://www.carfreemetrodc.org) and enter for your chance to win some great prizes. Sponsored by Commuter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

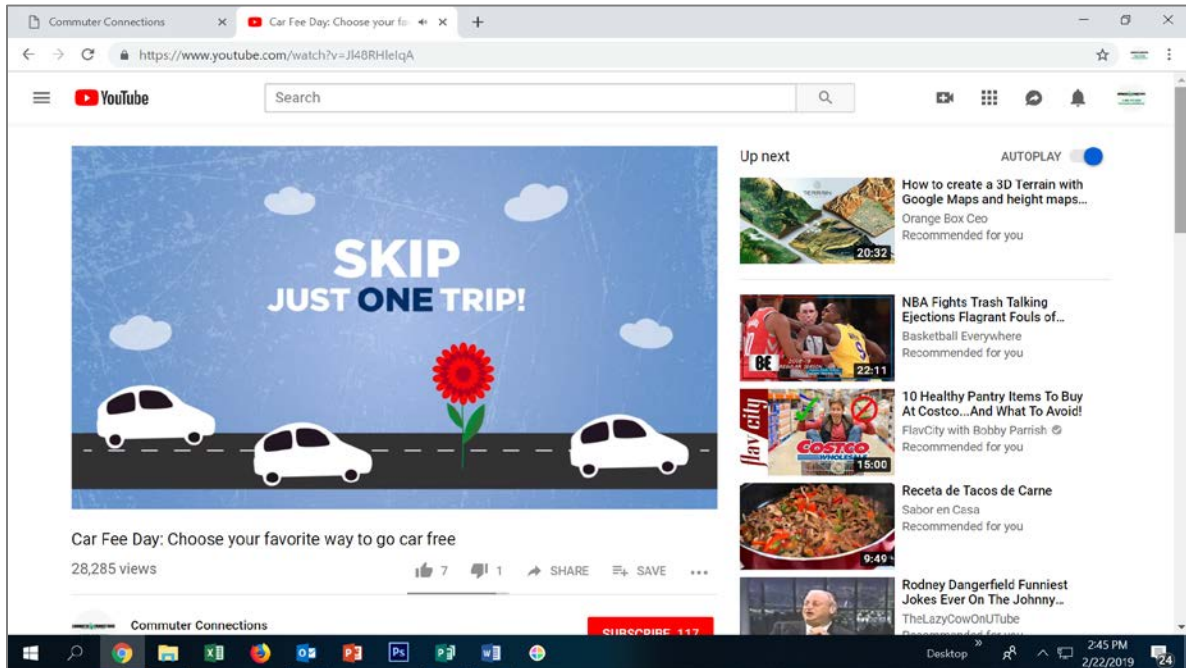
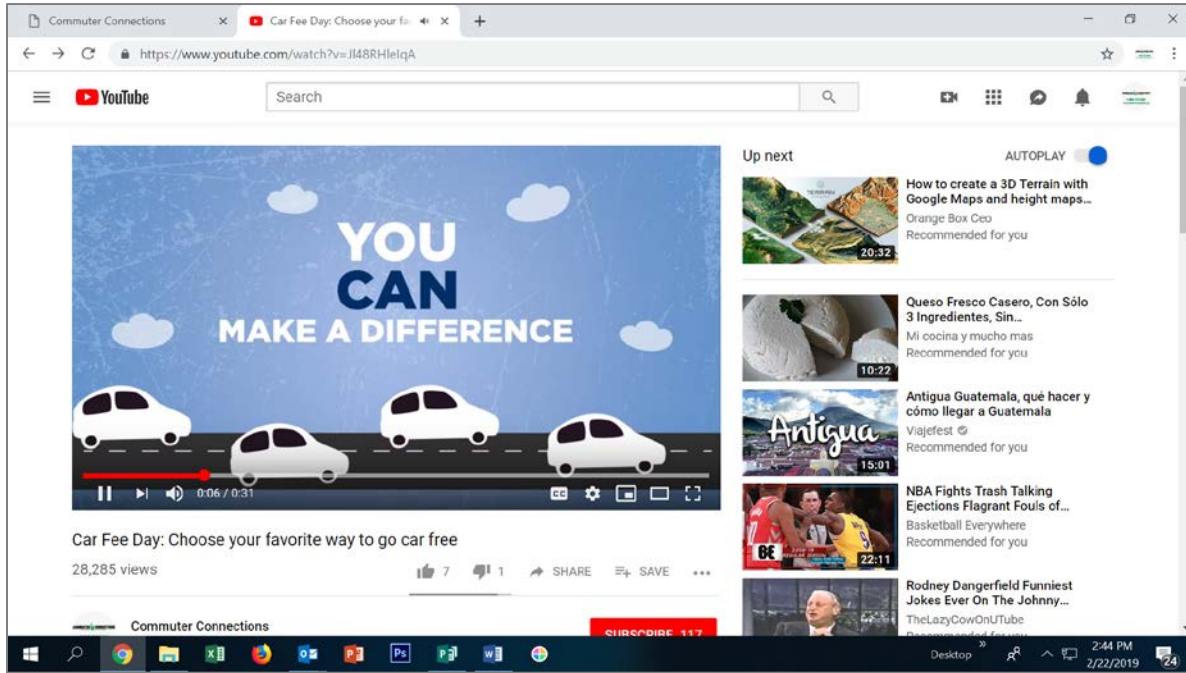
## Pandora

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 second radio spot ran concurrently with display advertisements.



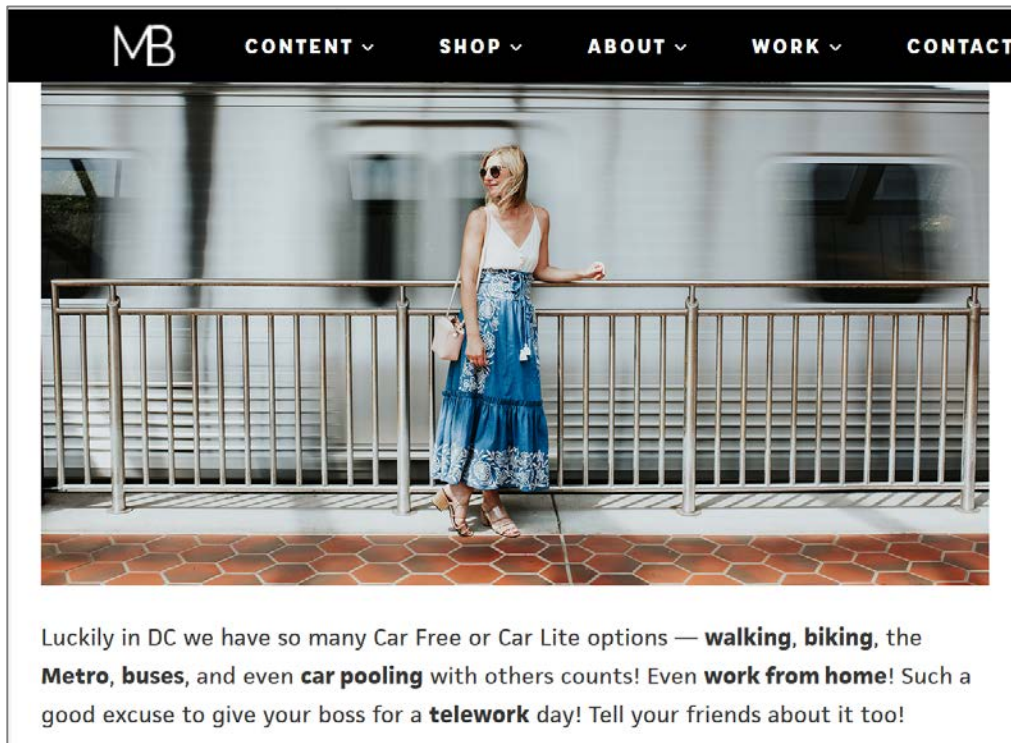
## YouTube

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



## 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 Days 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 Days. 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!](#)

### Run Commute for Car Free Day!

SEPTEMBER 6, 2018 | BY: COURTNEY @ EAT PRAY RUN DC | 2 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.

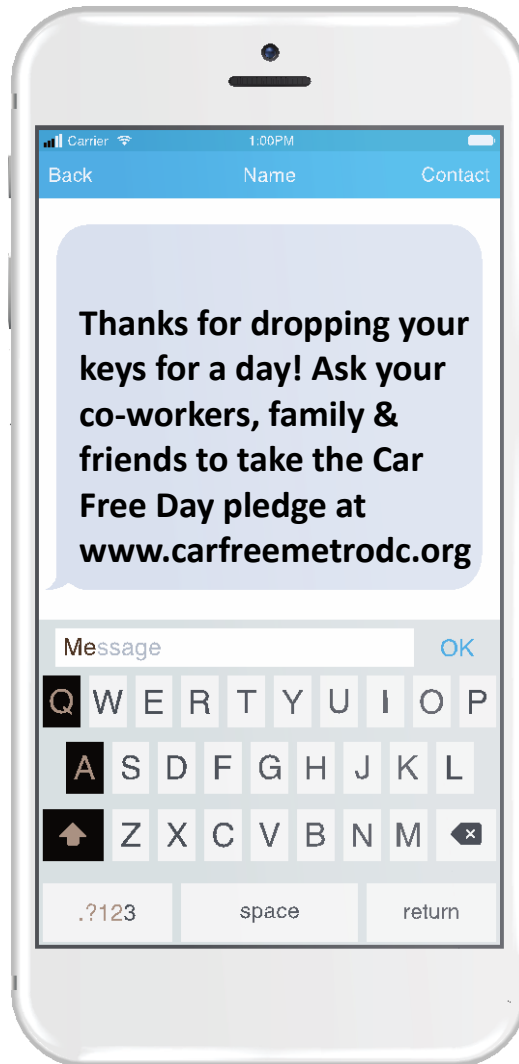
HI, THERE! I'M COURTNEY



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

## Text Messages

When event registrants took the Car Free Day pledge at [www.carfreemetrodc.org](http://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!**

**Better Ways To Work**  
Metropolitan Area's Commuter Services  
Your local connection to Commuter Connections

**MCDOT**  
Maryland Department of Transportation

**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 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.

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 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. 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

Below is a screenshot of the Car Free Days website used to promote the event.

The screenshot shows the homepage of the Car Free Days Metro DC website. At the top, a banner features a red hand dropping a car key, with the text "DROP IT FOR A DAY!" and "CAR FREE DAYS METRO DC 9.21.18 AND/OR 9.22.18". Below the banner is a navigation menu with links: HOME, ABOUT CAR FREE DAY, HOW TO BE CAR FREE, THE CAR FREE PLEDGE, PRIZES & PROMOTIONS, NEWS, OUR SPONSORS, and CONTACT. The main content area has a heading "Take the Pledge Today, it's Free. And you could Win Great Prizes!" and a "Take The Pledge" button. Below this are two columns of text. The left column is titled "Are You Up For a Change?" and "Drop Your Car Keys for a Day!". It states that Car Free Day is traditionally held on September 22, but in 2018 it will be observed on Friday, September 21, and/or Saturday, September 22, 2018. It encourages greener methods of travel like transit, bicycling, walking, and telework. The right column is titled "Choose The Travel Method That Fits You Best!" and "Take the Pledge!". It states that all are welcome to take the pledge and will be entered into a raffle. At the bottom right, there is a graphic with the text "there are 1 billion vehicles on the globe, make it one less for the day" and "pledge for free at carfreemetrodc.org".

**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!

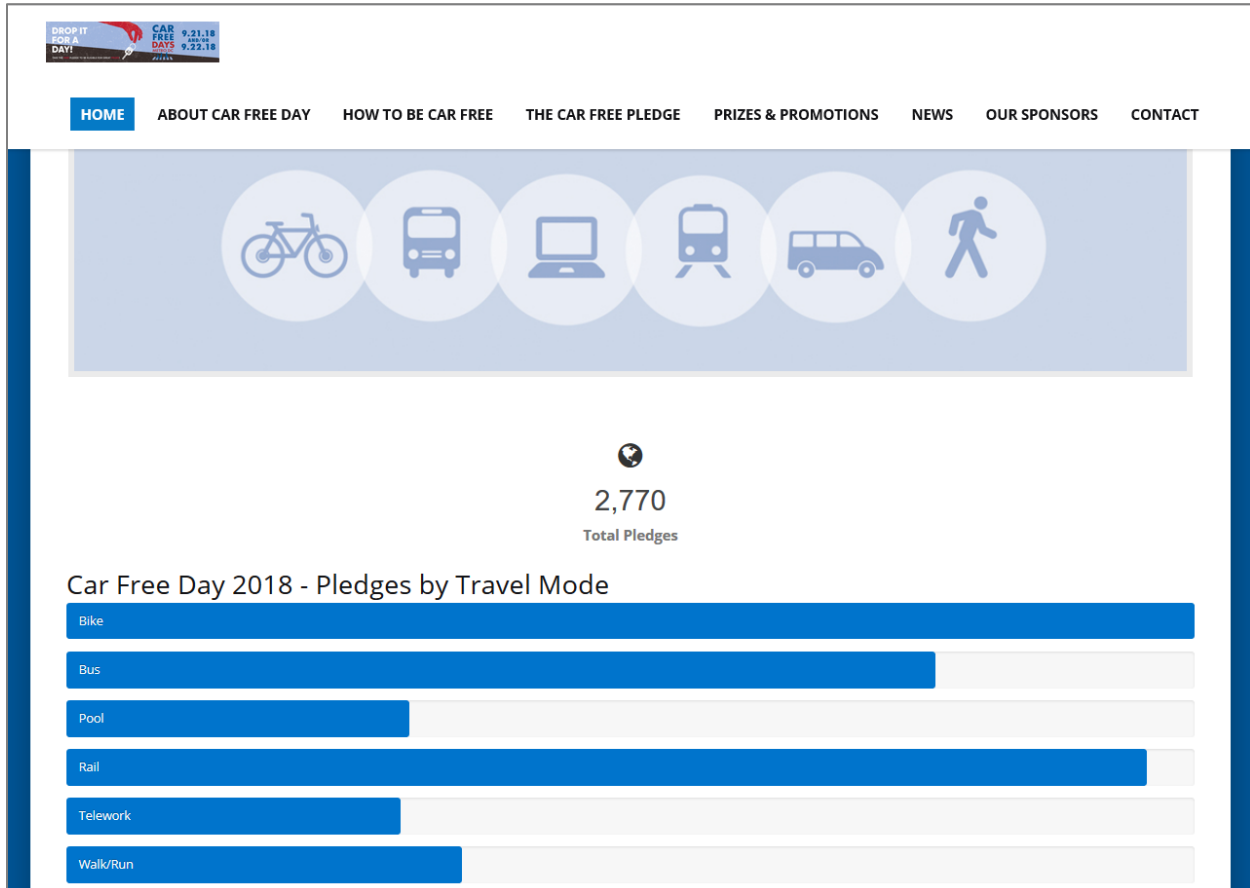
there are 1 billion vehicles on the globe, make it one less for the day

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 Days 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. Below is a summary of those events:

- **Arlington**– Registrants enjoyed Car Free Day by attending Clarendon Day, one of Arlington's best loved and most diverse street festivals on Saturday, September 22, 2018.
- **District of Columbia NoMa Business Improvement District** – Those taking the pledge could turn curbside parking spots meant for cars into spaces meant for people. Residents were asked to email NoMa BID with a design plan for their PARK(ing) Day spot. Several winners received a \$500 stipend to make the vision a reality on September 21, 2018.
- **City of Fairfax** – A CUE Swag Bag, including a \$50 SmarTrip card was awarded at random to a resident of the City of Fairfax who took the 2018 Car Free Day pledge.
- **TransIT Services of Frederick County** –Free rides were given on TransIT Connectors and Shuttles for the day on September 21, 2018.
- **Manassas City** – Residents stopped by the Farmer's Market on Saturday, September 22, 2018 to enjoy giveaways and learn more about transportation alternatives and healthy lifestyles. Bicycling and walking tours were given and City of Manassas residents had a chance to win HMI memberships, Manassas-Opoly games, and Manassas History books. In addition, Omniride showcased its 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** – The county promoted a Car Free family adventure on Saturday, September 22, 2018 with Free Rides on extRa bus service from the Shady Grove Metro station to Black Hill Regional Park, with stops at the Germantown Transit Center and Clarksburg Premium Outlets. Participants were able to shop the outlets and enjoy the great outdoors.
- **Southern Maryland** – A Farmer's Market was held on the North Beach Boardwalk in Calvert County On Friday, September 21, 2018. Participants enjoyed free giveaways from Tri-County Council for Southern Maryland.

The next few pages depict some of the flyers, newsletters, websites, etc. used by local jurisdictions in the Washington, DC non-attainment region to promote Car Free Days.



The flyer features the Manassas logo at the top left, which includes a stylized building and the text "Manassas HISTORIC HEART. MODERN BEAT.". The main title "JOIN US FOR MANASSAS CAR FREE DAY" is centered at the top in large, bold letters. Below the title, the event details "SEPTEMBER 22 | 8:30AM-NOON SATURDAY FARMER'S MARKET" are written in red, with the location "Prince William Commuter Lot across from Baldwin Elementary" in a smaller font below. The central part of the flyer is decorated with five circular graphics that look like bicycle tires, each containing text about an activity: "Relax in our Pop-Up Park" (green), "10 AM Walking Tour Car Free Manassas in the 1900s" (blue), "9 AM Bike Tour with Planners. Share your voice about improvements for bikers" (red), "Join the Transportation Community Conversation" (yellow), and "Learn about car-free alternatives from our partners" (pink). To the right of these is a blue starburst graphic with the text "Take the pledge at www.carfreemetrodc.org & win great prizes like Manassasopoly". At the bottom, a red hand is shown dropping a key into a slot. To the left of the hand, the text "DROP IT FOR A DAY!" is written in large white letters. Below this, a small line of text says "TAKE THE FREE PLEDGE TO BE ELIGIBLE FOR GREAT PRIZES!". To the right of the hand, the "CAR FREE DAYS METRO DC" logo is displayed, along with the dates "9.21.18 AND/OR 9.22.18" in large blue font. At the very bottom, there are small icons for a laptop, bicycle, bus, van, train, and pedestrian.

Manassas  
HISTORIC HEART. MODERN BEAT.

JOIN US FOR  
**MANASSAS**  
**CAR FREE DAY**

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

*Prince William Commuter Lot across from Baldwin Elementary*

Relax in our  
Pop-Up Park

10 AM Walking Tour  
Car Free Manassas  
in the 1900s

9 AM Bike Tour with  
Planners. Share your voice  
about improvements  
for bikers

Join the  
Transportation  
Community  
Conversation

Learn about  
car-free alternatives  
from our partners

Take the pledge at  
[www.carfreemetrodc.org](http://www.carfreemetrodc.org)  
& win great prizes like  
Manassasopoly

**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**

Montgomery County Commuter Services  
Car Free Day Rackcard



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](http://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.*



**carfreemetrodc.org**



 **Better Ways To Work!**  
Montgomery County Commuter Services

Volume 6  
September 2018

**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](#)
- [Eastern Falls](#)

**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.

**CAR FREE DAYS**  
METRO DC



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

## 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, RIND 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](http://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 @livemore 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  
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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!



Fairfax County  
Car Free Day Press Release



The screenshot shows the top navigation bar of the Fairfax County website with links for GOVERNMENT, SERVICES, CONNECT, and SEARCH. The main header features the Fairfax County Virginia logo. Below the header is a breadcrumb trail: Fairfax Commuters Encouraged to Give Transit a Try During Try Transit Week and Go Car Free Sept. 21-22. A secondary navigation bar includes the text 'open 8:00 AM-4:30 PM M-F', an email icon with DOTInfo@fairfaxcounty.gov, a location pin icon with the address 4050 Legato Road, Suite 400, Fairfax, VA 22033, and a profile icon for Tom Biesiadny, Director. The main content area has a large title: 'Fairfax Commuters Encouraged to Give Transit a Try During Try Transit Week and Go Car Free Sept. 21-22' with a green 'Share' button. Below the title is the text 'For Immediate Release', the date 'Sept. 14, 2018', and the hashtag '#T025 \_18'. The body text states: '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:'. A bulleted list follows: '• 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'.

**Frederick County TransIT Services  
Car Free Day Pre-Event Promotion**

**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 INFORMATION EVENT**

**TRANSIT**

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

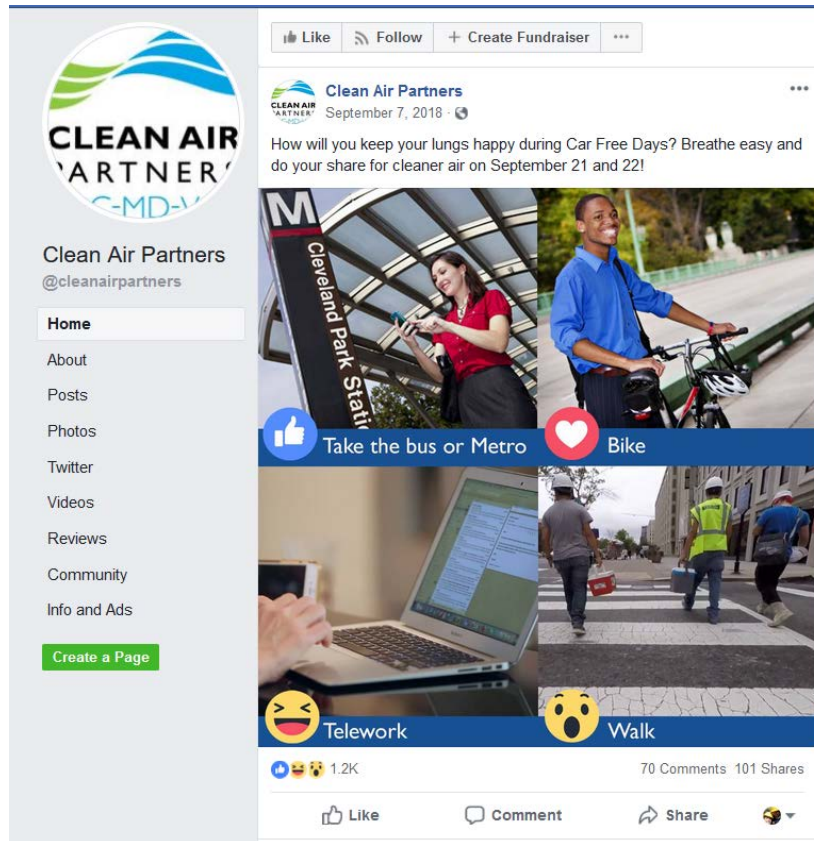
Join TransIT Rideshare & WFRE at Roy Rogers on MD Rt. 85 for breakfast and to receive all needed information to help you change your commute! Pledge to go car free on September 21st & 22nd during the event for a chance to win great prizes!





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

**301-600-RIDE**

## Clean Air Partners

Clean Air Partners promoted Car Free Days through the use of 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 Days. 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 Performance Data

Unique promotional Car Free Days 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.

| Ad Type           | Image | Text   | People Reached | Post Engagement | Spent                                |
|-------------------|-------|--|----------------|-----------------|--------------------------------------|
| Boosted Post      |       | Stay at home and go car-free with your family. B...<br>Promoted by Go Greenman on Sep 19, 2018<br>Completed  | 3,515          | 513             | \$187.50<br>Spent of \$187.50        |
| Boosted Post      |       | We don't think there's any truth to the rumor that...<br>Promoted by Go Greenman on Sep 17, 2018<br>Completed  | 4,560          | 358             | \$187.50<br>Spent of \$187.50        |
| Boosted Post      |       | You bet it counts! You can be car-free and still b...<br>Promoted by Go Greenman on Sep 14, 2018<br>Completed  | 2,443          | 293             | \$187.50<br>Spent of \$187.50        |
| Boosted Post      |       | Yippee! Celebrate Car Free Day on Friday, Sept...<br>Promoted by Go Greenman on Sep 12, 2018<br>Completed  | 4,069          | 415             | \$187.50<br>Spent of \$187.50        |
| Boosted Post      |       | On Friday, September 21 and/or Saturday, Sept...<br>Promoted by Go Greenman on Sep 10, 2018<br>Completed   | 3,726          | 1,006           | \$187.50<br>Spent of \$187.50        |
| Boosted Post      |       | Walk to work on Friday, September 21 or to the ...<br>Promoted by Go Greenman on Sep 7, 2018<br>Completed  | 3,992          | 434             | \$187.50<br>Spent of \$187.50        |
| Boosted Post      |       | Gather your co-workers and carpool together on...<br>Promoted by Go Greenman on Sep 5, 2018<br>Completed   | 78,192         | 32,056          | \$187.50<br>Spent of \$187.50        |
| Website Promotion |       | <a href="http://www.carfreemetrodc.org/">http://www.carfreemetrodc.org/</a><br>Join millions all over the world and take the free...<br>Promoted by Go Greenman on Sep 4, 2018 | 120,958        | 1,161           | \$1,349.99<br>Spent at \$75.00 pe... |

## Pledge Data Performance Results

### By Travel Mode

A total of 2,770 people took the Car Free Days 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 Days (other than any drive alone distance, i.e. to the park and ride lot). The total mileage saved or reduced on Car Free Days 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%         |
|                     | <b>2,770</b> | <b>100%</b>  | <b>87,947</b>      | <b>100%</b> |

### By State

Each state generated at least 650 total pledges in 2018. The highest bike mode share for any state was the District of Columbia, with bicyclists making up 39% of its total pledges. The District of Columbia also had the highest mode share for walk/run, at 15% of its total. The highest mode share for rail by state was Maryland, at 28% of its total. Maryland also had the highest mode share for Telework, at 11%. The highest mode share for bus by state was Virginia with 24%. The Commonwealth also had the highest mode share for Carpools/Vanpools, at 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%            |
|          | <b>670</b>      | <b>100%</b> | <b>986</b>      | <b>100%</b> | <b>1,071</b>    | <b>100%</b> | <b>43</b>          | <b>100%</b> | <b>2,770</b>       | <b>100%</b>    |

### By Jurisdiction

With 24.2 percent of the total pledges, District of Columbia 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%          |
| <b>Total</b>              | <b>2770</b> | <b>100.0%</b> |

## Emissions Impacts

COG/TBP staff prepared a Car Free Days emissions impacts analysis (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 the regional TDM program analysis) and GHG (calculated for 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 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 appeared across print, internet, radio, and television outlets. A sampling of media placements are shown below and on subsequent pages.

The screenshot shows a web browser displaying a news article on the WTOP website. The article title is "Will a taco discount get you to go car-free this week?". The author is Kristi King (@KingWTOP) and the date is September 17, 2018, at 8:40 am. The main image is a photograph of a multi-lane highway filled with cars in traffic. To the right of the article is a vertical advertisement for Navy Federal Credit Union, featuring a circular image of people swimming in a pool and the text "Triple points for every trip you take. And two times the rewards on everything else." The browser's address bar shows the URL: https://wtop.com/local/2018/09/free-burrito-car-free-week/.

The screenshot shows a web browser displaying a news article on the Frederick News-Post website. The article title is "Car Free Days offer chance to try alternative to solo commute". The author is Ryan Marshall (rmarshall@newspost.com) and the article was published 15 hours ago. The article text includes: "Frederick County residents will have a chance to get out of their cars and into other forms of transportation as part of an annual promotion Friday and Saturday, along with others in the Washington, D.C., region." and "TransIT Services of Frederick County will offer free rides on its shuttles and connectors Friday as part its participation in Car Free Days 2018." The article also quotes Kendall Tiffany, a spokeswoman for TransIT, stating: "The purpose is to help expose people to a different option for their commute, and take a break from driving alone, said Kendall Tiffany, a spokeswoman for TransIT." and "Part of the challenge in getting more people to use TransIT is overcoming the sense that it will be less convenient when they work or run errands, Tiffany said." The browser's address bar shows the URL: https://www.fredericknewspost.com/news/environment/car-free. The page features a navigation menu with categories like News, Opinion, Sports, Topics, Towns, Things to Do, Find local, Podcasts, Contests, and More. There are also social media icons for Facebook and Twitter, and a search bar.

[Home \(/\)](#) / [News \(/news/\)](#) / [Local \(/news/local/\)](#)



(/multimedia/image/ap\_dockless\_bike\_takeover\_04377.jpg)

## D.C. officials to stretch 'Car Free Day' into two days

1 of 10

8/18/2019, 11:32 AM

D.C. officials to stretch 'Car Free Day' into two days - Washington Times

https://m.washingtontimes.com/news/2018/jul/18/dc-officials-to-stretch-car-free-day-into-two-...

By [Julia Airey](https://www.washingtontimes.com/staff/julia-airey/) (<https://www.washingtontimes.com/staff/julia-airey/>) - *The Washington Times*  
Wednesday, July 18, 2018

The Metropolitan Washington Council of Governments (</topics/metropolitan-washington-council-of-governments/>) (COG (</topics/metropolitan-washington-council-of-governments/>)) kicked off a new season of anything-but-car travel Wednesday by approving funds for alternative transportation projects and accepting a plan to stretch this year's "Car Free Day" into two days.

"A lot of times people choose to drive because they actually can't get to and from a station," said COG (</topics/metropolitan-washington-council-of-governments/>) Transportation Planner John Swanson. "In many cases if they could walk, it would make all the difference."

COG (</topics/metropolitan-washington-council-of-governments/>) also voted Wednesday to extend international Car Free Day from Sept. 21 to Sept. 22 "because we want to get commuters involved as well," a COG (</topics/metropolitan-washington-council-of-governments/>) representative said.

Participants are encouraged to bike, walk, carpool, take Metro or telework on Friday and Saturday to help the environment and to learn about other ways to get around, said program director Nicholas Ramfos.

"This is something that places do all around the world," said Charles Allen, chairman of COG's Transportation Board, adding that he was "excited" about this year's two-day event.

Mr. Ramfos told *The Washington Times* the last time Car Free fell on a weekend, his kids were younger and had sports practice: "I made everyone carpool to the grocery store and carpool to their practices."

"We're looking for all individuals throughout the region, whether you're a worker, student, stay-at-home individual or senior," he said. "It's basically to use some alternative mode to get to where you're going."

Last year, 11,000 residents pledged to ditch their cars for the event. COG (</topics/metropolitan-washington-council-of-governments/>) estimates that saved \$26,000 in commuting costs, 10,000 gallons of gasoline and 190,000 miles of vehicle travel.

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8/18/2019, 11:32 AM

## Media Placements

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

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

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