

**ITEM 7 – Action**  
September 22, 2021

Regional Car Free Day 2021 Proclamation

**Action:** Approve the Car Free Day 2021 Proclamation

**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 22. These events will encourage the community and regional decision-makers to support car free policies and initiatives.



# 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 those who live and work in the region to telework and try alternative forms of transportation such as transit, bicycling, walking, and “car-lite” methods such as carpools and vanpools in a safe and healthy manner; 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 the culmination of European Mobility Week’s 20th celebration of sustainable mobility from September 16-22, 2021.

**NOW THEREFORE**, be it resolved that the National Capital Region Transportation Planning Board:

1. Proclaims Car Free Day throughout the Washington Metropolitan region to be observed on Wednesday, September 22, 2021; and
2. Encourages those who live and work in the region to take the pledge to be Car Free or Car-lite at [www.CarFreeMetroDC.org](http://www.CarFreeMetroDC.org); and
3. Acknowledges TPB member jurisdictions who have adopted similar proclamations in support of Car Free Day 2021.

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*Chair, National Capital Region Transportation Planning Board*



National Capital Region  
Transportation Planning Board



# NATIONAL CAPITAL REGION TRANSPORTATION PLANNING BOARD

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## Car Free Day 2021

Nicholas Ramfos  
Transportation Operations Program Director



National Capital Region  
Transportation Planning Board

# Car Free Day Background

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



# International

London, England



Manila, Philippines



Rwanda





- 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 2021

*Move Sustainably. Stay Healthy.*

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



# Media Coverage

- Commuter Connections Wants You to Commit to a Car Free Tuesday
- CTV News Car Free Day
- Calendar Listings





# Car Free Day Washington DC Region

- Began as D.C. centric in 2007.
- Regionally in 2008.
- Promotes alternative forms of transportation - transit, bicycling, scootering, 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 5,000.



# Car Free Day Partnerships



# Car Free Day Web Site



**9.22.21**  
**COMMUTE WITH CONFIDENCE**

**Take the Free Pledge**

**Use Safe and Healthy Practices.**

**CAR FREE DAY**  
SEPTEMBER 22, 2021

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**TAKE THE PLEDGE TODAY, IT'S FREE.**  
And you could Win Great Prizes!



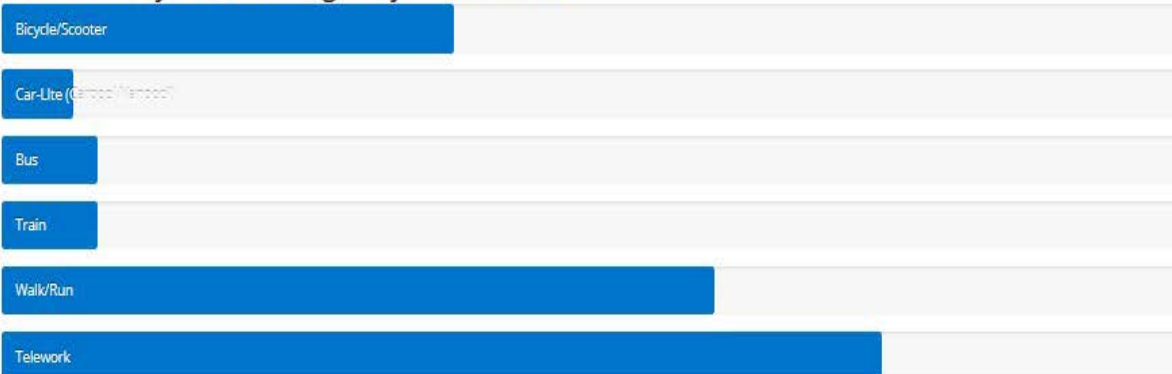
# Website Leaderboard



3,834

Total Pledges

## Car Free Day 2020 - Pledges by Travel Mode



# Promotional Materials

Take the Free Pledge at [CarFreeMetroDC.org](http://CarFreeMetroDC.org)



# CAR FREE DAY

SEPTEMBER 22, 2021

**Use Safe and Healthy Practices.**  
Take the free pledge to be eligible for great prizes, even if you're already car free or car-lite!

#CarFreeDay @CarFreeMetroDC

**COMMUTER CONNECTIONS.**  
A SMARTER WAY TO WORK

[CARFREEMETRODC.ORG](http://CARFREEMETRODC.ORG) 800.745.RIDE



**CAR FREE DAY**  
METRO DC



**9.22.21**  
COMMUTE WITH CONFIDENCE



# Social Media

## facebook

**Car Free Day**  
Published by Hootsuite · 20h · 🌐

Replace your gas pedal with bike pedals when you go car free or car-lite on Wednesday, September 22, for Car Free Day! Take the free pledge at <https://bit.ly/CarFreeDay2021> and enter our raffle to win great prizes from sponsors based in Metro DC. #CarFreeDay2021 #CarFreeMetroDC



**TRADE IN THE GAS PEDAL**

**CAR FREE DAY METRO DC**  
9.22.21  
COMMUTE WITH CONFIDENCE

## twitter

**Take the Free Pledge**



**CAR FREE DAY METRO DC**  
9.22.21

**Safe and Practices.**

**CAR FREE DAY**  
SEPTEMBER 22, 2021

... 📧 🔔 **Following**

**Commuter Connections**  
@CarFreeMetroDC Follows you

Car Free Day is an international event celebrated in the Washington DC region on Sept 22nd. Take the pledge today and go car free or car-lite!

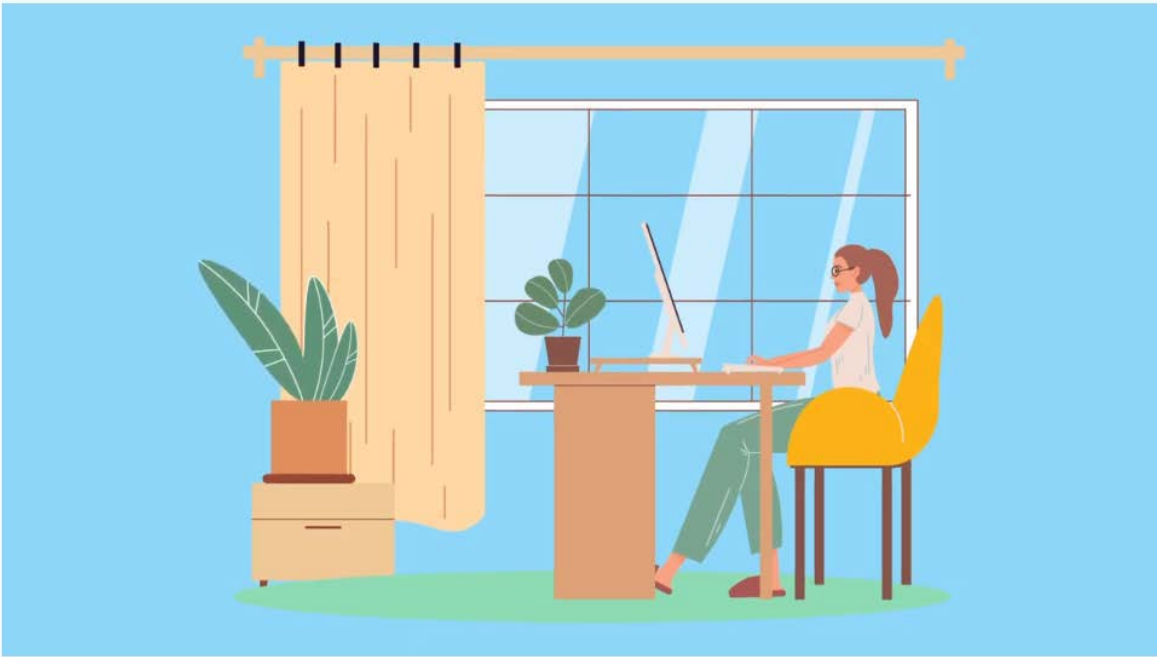
[carfreemetrodc.org](http://carfreemetrodc.org) 📅 Joined July 2009

**116 Following**   **734 Followers**

Followed by AAA Mid-Atl DC News, T2O, and 3 others you follow



# Paid Social Media



youtube.com/watch?v=mXcoqN6YrcI

Apps Test Site New Com... The Bike Rack Sharepoint New Tab Open Streets DC ZIP Free zipcode looku... Regional Transporta... Commuter Connect...

YouTube Search

Car Free Day 2020

27,797 views · Sep 8, 2020

Commuter Connections  
129 subscribers

3 0 SHARE SAVE ...

SUBSCRIBE

The screenshot shows a YouTube video player interface. The video content is an illustration of a woman with glasses and a ponytail sitting at a wooden desk, working on a laptop. She is wearing a white shirt and green pants. The desk is positioned in front of a large window with a wooden frame. To the left of the window, there is a potted plant on a small wooden cabinet. The background is a light blue color. Below the video, the title 'Car Free Day 2020' is displayed, along with the view count '27,797 views · Sep 8, 2020'. The channel name 'Commuter Connections' and subscriber count '129 subscribers' are also visible. Interaction buttons for likes, comments, shares, and saves are present, along with a red 'SUBSCRIBE' button.





# Digital Ads

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El Tiempo Latino

>> AL MOMENTO LA CRISIS DEL COVID-19

Coronavirus Américas Nacional Deportes Mundo Entretenimiento Local Lifestyle Opinión Business Tecnología Salud

**CAR FREE DAY** METRO DC 9.22.20 COMMUTE WITH CONFIDENCE

Haz un compromiso gratis para poder ganar grandes premios, incluso si no tienes carro o lo usas poco.

#CarFreeDay @CarFreeMetroDC

COMMUTER CONNECTIONS. A SMARTER WAY TO WORK. CARFREE.METRODC.DC 800.745.9102

Apoye el periodismo local en español. Nuestra cobertura del coronavirus es vital hoy más que nunca. **APOYE**

¿Conviene tomar vacaciones ahora?  
Desconectar no es ser irresponsable, sino tomar aliento para emprender la carrera con más fuerza.

¿ESTÁS LISTO PARA SER EL PROPIETARIO DE UNA CASA?  
George Mason Mortgage es el promotor local con experiencia que necesitas.  
¡COMIENZA AHORA!  
GEORGE MASON MORTGAGE

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Junta Electoral de Maryland informa envío de solicitudes de boletas de votación a electores

La Junta Electoral de Maryland anunció este lunes 31 de agosto que las solicitudes de boletas de votación para los comicios del 3 de noviembre se enviarán por correo a los electores elegibles, entre al

Policía de DC y manifestantes se enfrentaron cerca de la Plaza Black Lives Matter

Pandemia: En cinco meses se perdieron más empleos que en crisis de 2008

Horóscopo Semanal

Horóscopo semanal de El Tiempo Latino



# Sponsors



capital bikeshare



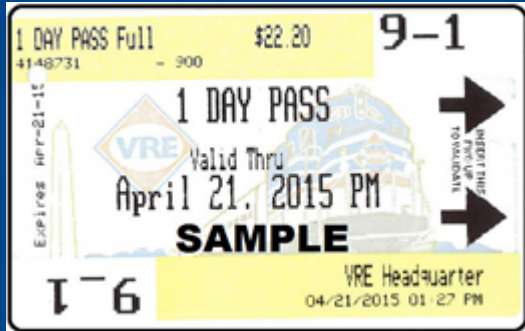
HipCityVeg



**caboose**  
BREWING CO.



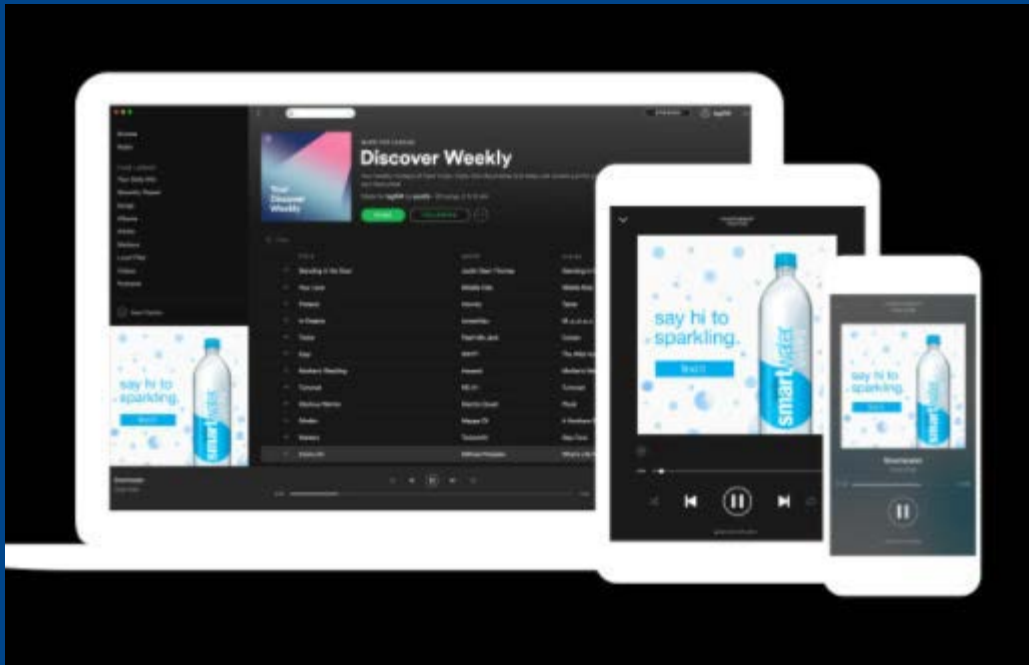
# Prizes



# Radio Support



# Spotify



# CAR FREE DAY METRO DC



**9.22.20**

**COMMUTE WITH CONFIDENCE**

Take the free pledge to be eligible for great prizes, even if you're already car free or car-lite.



#CarFreeDay @CarFreeMetroDC

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CARFREEMETRODC.ORG 800.745.RIDE



# Transit



# Native Article



Est. 2006

SPONSORED

## Finally, Something to Celebrate: Car Free Day!

PoP Sponsor September 8, 2020 at 12:15pm

9.22.20

**CAR FREE DAY**

TAKE THE **FREE** PLEDGE AT [CARFREEMETRODC.ORG](http://CARFREEMETRODC.ORG) TO BE ELIGIBLE FOR GREAT **PRIZES!**

Icons representing various transportation modes: car, bicycle, wheelchair, train, bus, and walking.

**CAR FREE DAY** METRO DC  
9.22.20  
COMMUTE WITH CONFIDENCE

#CarFreeDay @CarFreeMetroDC  
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A SMARTER WAY TO WORK

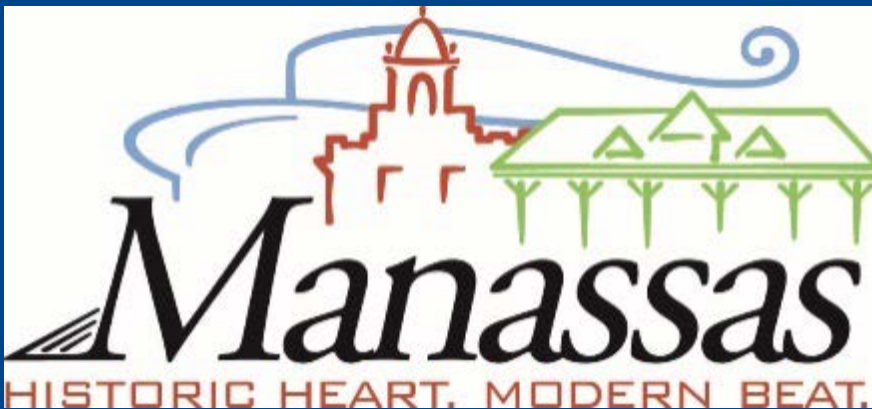
Use Safe and Healthy Practices. Wear Masks, Social Distance, Wash Hands. [CARFREEMETRODC.ORG](http://CARFREEMETRODC.ORG) 800.745.RIDE



Has it been a year already? Don't look now, but Tuesday, September 22, is officially Car Free Day.

Car Free Day is an international event that 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. Locally, the event is hosted by [Commuter Connections](#), the regional network of transportation organizations coordinated by the [Metropolitan Washington Council of Governments](#).

# Jurisdiction Events





# Capital Area Car Free College Campus Challenge



**9.22.20**

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**CAR FREE DAY**  
METRO DC

Join the Capital Area Car Free College Campus Challenge!

**9.22.20**  
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# 2021 Regional Proclamation



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*Chair, National Capital Region Transportation Planning Board*



National Capital Region  
Transportation Planning Board





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[carfreemetrodc.org](http://carfreemetrodc.org)

Metropolitan Washington Council of Governments  
777 North Capitol Street NE, Suite 300  
Washington, DC 20002



National Capital Region  
Transportation Planning Board