



TPB Technical Committee Meeting June 27, 2014



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.

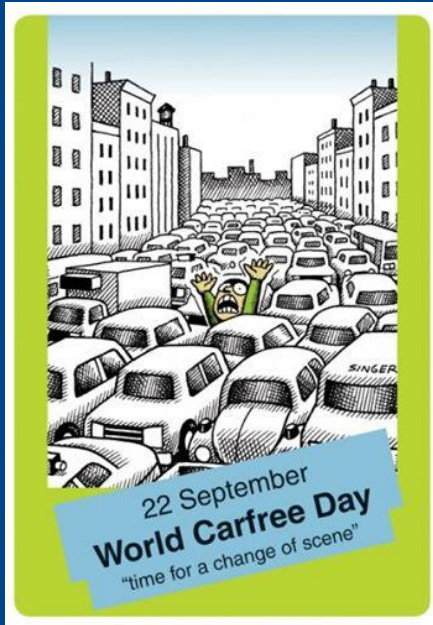


Car Free Day Background

- Regional rollout occurred in 2008 with TPB support.
- COG's Commuter Connections program promotes and organizes the annual Car Free Day event 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.



International



Bogota

2013 Media Coverage Headlines

FrederickNewsPost.com

- *City Notes: A surprise in the streets*
- *Car Free Days Registrations Opens*
- *Georgetown Businesses Swap Parking for Parks*
- *Celebrate World Car Free Day*
- *Car Free, Care Free: How to Get Around in DC*
- *Celebrate Car Free Days DC on September 20 to 22*
- *Car Free Days is here again!*
- *Encourage Your Tenants to Participate in Car Free Days!*
- *Car Free Weekend kicks off Friday*
- *Car Free Days*



GeorgetownPatch



Open Participation

Pledge to be Car Free at www.carfreemetrodc.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.



Car Free Day Web Site

CAR FREE DAYS
METRO DC

September 20-22, 2013

HOME | **WHAT** | HOW | EVENTS | NEWS | SPONSORS | CONTACT
is car free day? | to be car free? | prizes and promotions | drop us a line

TAKE THE CAR FREE CHALLENGE
PLEDGE TO BE CAR FREE

Car Free Day Pledge Count: Be one of thousands that will reduce or eliminate the use of their car on Sept 20-22, 2013

4 1 8 8
...and counting!

PARK IT.

for a whole day or more, September 20-22, 2013

Join us for part of a worldwide movement to celebrate more sustainable forms of transportation on Car Free Days Friday - Sunday September 20-22, 2013.

Go Car Free or Car-Lite and make a difference by bicycling, walking, teleworking, carpooling or taking transit.

Pledge even if you're already using these transportation alternatives.

Sponsors

CAR FREE DAYS Car Free Day

Like You like this.

CAR FREE DAYS Car Free Day
Praveen Teegula won a one-year membership to Capital BikeShare, one-day car2go rental, plus a set of Urbeats headphones, courtesy RideScout for participating in Car Free Days 2013.



Promotional Materials

PARK IT.

for a whole day or more, September 20–22, 2013

friday through sunday
(the whole weekend!)
TAKE THE FREE PLEDGE AT
WWW.CARFREEMETRODC.ORG
FOR A CHANCE TO WIN AN iPad
& OTHER GREAT PRIZES!

See website for other prizes,
local activities and
promotions in your area.

COMMITTEE CONNECTIONS
www.carfreemetrodc.org
800.745.RIDE

PARK IT.

for a whole day or more, September 20–22, 2013

use metrobus or metrorail
PLEDGE AT CARFREEMETRODC.ORG
GET A CHANCE TO WIN AN iPad™

metro **COMMITTEE CONNECTIONS**
800.745.RIDE



Social Media



facebook

The Facebook page for Car Free Day METRO DC features a large banner with the text "PARK IT. for a whole day or more. September 20-22, 2013". The banner includes a graphic of a car with various transportation options like "CATCH UP WITH FRIENDS", "DRIVE LESS", "Carpool to the office", and "Share a ride". Below the banner, there is a "Car Free Day" event listing, a "Like" button, and a "Message" button. A post from Praveen Teegula is visible, mentioning a one-year membership to Capital BikeShare and a car2go rental. The page also shows a list of users who liked the page, including Paul Chiarochi, Kathryn Brown Hindall, and Patty Hogarty.

The Twitter profile for Car Free Days (@CarFreeMetroDC) shows a bio that reads "Commuter Connections @CarFreeMetroDC Car Free Day is an international event celebrated in the Washington DC metropolitan region on Sept 20th. The event encourages individuals to uncar that day." The profile has 156 tweets, 63 following, and 421 followers. A tweet from @CommuterConnections is visible, mentioning a prize drawing for a year-long membership to Capital BikeShare.

The Twitter feed for Car Free Days (@CarFreeMetroDC) shows a tweet from @CommuterConnections thanking everyone who joined the conversation and giving a shout-out to @CleanAirPartner. The tweet has 1 retweet and 3 likes. Below it, there are two retweets from @ZipcarDC and @CleanAirPartners. The feed also shows a tweet from @CarFreeMetroDC linking to the Air Quality Index.



Advertising/Marketing

The screenshot shows the website for BIG 100.3, Washington's Classic Rock station. At the top, there's a navigation bar with links for Home, On-Air, Music, Win, Photos, and Connect. A search bar is also present. Below the navigation, there are promotional banners for "TAKE THE FREE PLEDGE" and "GET A CHANCE TO WIN AN iPad" in connection with "CAR FREE DAYS METRO DC" for September 20-22, 2013. A main article features a photo of a man in a hat and sunglasses, titled "PHOTOS: The Evolution of Elton John". To the right, there's a "The BIG Choice" section with a "Now Playing" list including songs like "Brown Eyed Girl" and "Life in the Fast Lane". There are also sections for "Weather & Traffic" (66°) and "Photo Gallery".



Opt-In Text Messaging

Advertising/Marketing

Email blasts were sent to employers and nine parenting listserv mailing lists, reaching thousands of email accounts in the region.

- **Bolling Air Force**
- **Military Deployed Soldiers**
- **Military Families**
- **Military Women**
- **Military Retirees**
- **Maryland Military Group**
- **Maryland Military Men**
- **VA Military Retiree's Association**
- **Virginia Military Spouses**



Transit



Social Media

facebook
Sign Up Facebook helps you connect and share with the people in your life.

Car Free Day
Type: Causes - Rally
Date: Wednesday, September 22, 2010
Time: 12:00am - 12:00pm
Location: Washington D.C., Metropolitan Region

Description
Unclear for a day
Improve traffic z world on Wedne
Pledge to go Car
Already Car Free
Check back for n

Commuter Connections (CarFreeMetroDC) on Twitter - <http://twitter.com/CarFreeMetroDC>

Car Free Day website is now taking pledges for the 2010 event. Pledge today to go Car Free on September 22 at <http://www.carfreemetrodc.com>

Real-time results for car free day dc

megglepoo Car free day in DC announced (Via @DCist_Updates) for 9/22 <http://bit.ly/NVBBB>
about 24 hours ago from TweetDeck

GreenTdi Car Free Day DC -- <http://www.carfreemetrodc.com>
1 day ago from web

DannyDougherty Car Free Day 2009: DC is joining in Car Free Day again this year. Take the Car Free Day Pledge, and you are eligible to win some great pr..
1 day ago from twitterfeed

TheNatrICapt Sept. 22 is Car Free Day in DC - take the pledge here: <http://bit.ly/emzWF>
1 day ago from bit.ly

GG_Green Car Free Day in #DC is September 22nd! Take the pledge: [@CarFreeMetroDC](http://www.carfreemetrodc.com)
1 day ago from web

betterDCregion RT @CarFreeMetroDC GalleryPlace-Chinatown in DC is the Sept 22 Car Free Day celebration at 7th & F Sts from 11am -3 pm. Lots of fun!
2 days ago from web

luckywhitegirl Hey Car-free DC Day is coming up! Sept 22nd... pledge to go car-free for one day here: <http://www.carfreemetrodc.com/>
2 days ago from TweetDeck

CarFreeMetroDC Take Metrorail redline to GalleryPlace-Chinatown in DC for the Sept 22 Car Free Day celebration at 7th & F Sts from 11am -3 pm. Lots of fun!
3 days ago from web

seh79 Car Free Day 2009 - take the pledge! [#dc #wmata #environment](http://bit.ly/2rVjv)
7 days ago from Tweetbe



Local Events



2014 CFD Call To Action

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



Questions?



2013 TPB Proclamation Signing

