



# TPB Technical Committee Meeting July 8, 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.



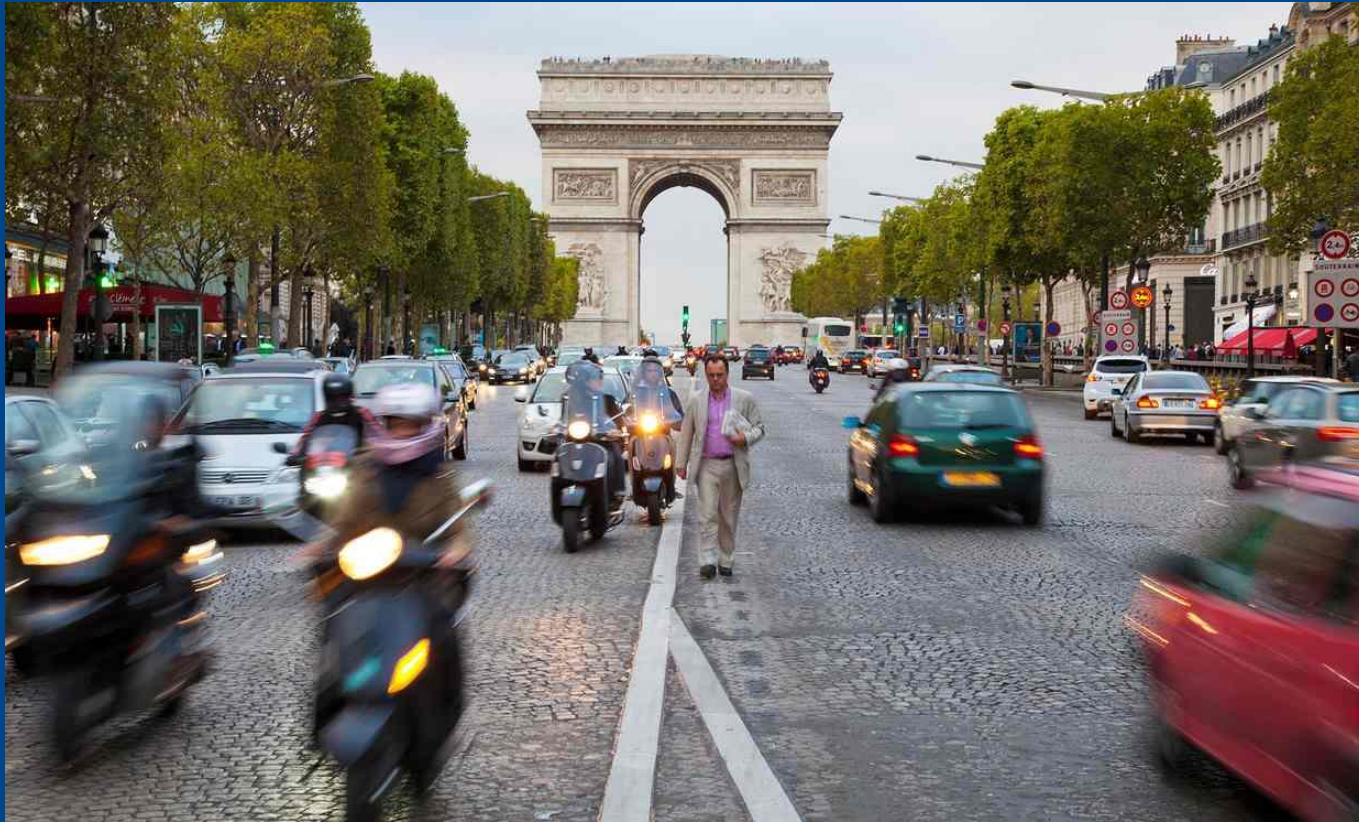
EUROPEAN **MOBILITY** WEEK

16-22 SEPTEMBER 2016

# Paris Smog



# Champs Élysées



# Champs Élysées





# London Streets - Playing Out



# London Streets - Playing Out



# London Streets - Playing Out



# Media Coverage Headlines

- Car Free Day Registration Opens
- Millions Worldwide to Go Car-Free or “Car-Lite” on Monday, Sept. 22
- Car Free Day: Ditch the Ride or Go Car Lite!
- County Urging Locals to Bike, Walk or Take Public Transit on ‘Car Free Day
- MoCo Celebrates Car Free Day on Sept. 22
- Commuter Connections Program Has Spent 40 Years Helping People Go Car-Free
- Commuter Connections Seeks Business Participation for Car Free Day in September
- Commuters Encouraged to Have a Car Free Day
- For Some D.C. Residents, Every Day Is Car Free Day



# 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

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

9.22.15

Printed on recycled paper



# 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 week: 87,463 Post Reach, 3,690 Post Engagement, and 27 Sign Ups. The page also displays a timeline of posts, including one from Bike and Roll DC about bike rentals and another from Lena Tronogio. The right sidebar shows a "Recent" list of posts from 2010 to 2015.

The screenshot shows the Twitter profile for Car Free Day Metro DC. The profile header includes navigation links for Home, Notifications, and Messages. 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 week: 232 Tweets, 67 Following, 535 Followers, and 44 Favorites. The page also displays a timeline of tweets, including one from City of Rockville about the Mayor and Council proclaiming September 22 Car Free Day in Rockville. The right sidebar shows a "Who to follow" list and a "Trends" section.



# Stickers



# Sponsors



capital bikeshare



COMMUTER CONNECTIONS  
A SMARTER WAY TO WORK

BicycleSPACE  
BICYCLESFORDC.COM



ART  
arlington transit

swæetgreen



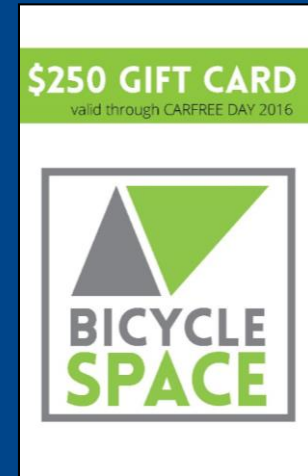
Six Flags  
AMERICA

RideSmart  
COMMUTER SOLUTIONS

Better Ways To Work!  
Montgomery County Commuter Services



# Prizes



# Radio Support



**HOT 99.5** The Kane Show - DJs - Win - Media - Connect -

Listen Live on **HeartRadio** HOT 99.5 DC's #1 Hit Music Station & Home of The Kane Show

30% OFF PAINTS & STAINS AUG 27

### Win Zedd Tickets

Facebook | Twitter | Share | YouTube



**BIG 100.3** On-Air - Music - Win - Photos - Connect -

Listen Live on **HeartRadio** New Playing on BIG 100.3 Bohemian Rhapsody by Queen

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

**JCPenney**

## FALL

FOR STYLE & SAVINGS

SHOP NOW >

**BIG News**

The 25 Most Haunted Places in the Country

**Facebook**

**WeekinRock**

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

CARFREEMETRODC.ORG

You'll have an opportunity to win great prizes!

friend who carpools, rides public transportation, teleworks, or walks/bikes and you think deserves to win a pair of tickets to see Zedd on October 3rd at The DC Armory!

Enter your email address to continue:





# Transit



# WMATA

Washington Metropolitan Area Transit Authority

## PlanItMetro

Metro's Planning Blog

Type text to search here...

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.



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

u're going car-free in the comments.

Car Free Day, green house gas reduction

**Studies Map**



**Endorse Momentum**



**Momentum Endorsed By:**

Washington Metropolitan Area Transit Authority

Q

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.



# Newspaper

Loudoun Times-Mirror, Leesburg, Va.

## Business & Development



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 Supervisor

Get ready for Waterside. In 20 years, the region will look completely different. The Dulles area will be a property north of the Dulles Corridor and east of the park on the current site of one of Loudoun County's largest business parks.

The application, Church & Dwight, will build the 3.8-million-square-foot, 2,200-unit multi-family development in a property north of the Dulles Corridor and east of the park on the current site of one of Loudoun County's largest business parks.

The approved application would significantly increase the density of the site, which is currently zoned for low-density residential use. The project would include a mix of residential units, including townhomes, and a mix of commercial uses, including retail and office space. The project would also include a mix of public and private parking spaces.

"This is going to be a significant enhancement to the corridor," Loudoun County Supervisor Matt Williams said. "This will also increase the quality of life in the area and create jobs for the future."

The project is a mix of residential and commercial uses, including townhomes, office space, and retail. The project would also include a mix of public and private parking spaces.

**SLATE, SIMPLY MAGNETIC.**  
 Once you see the elegant natural finish of Slate, you won't be able to look away. With its unique texture and color, Slate is the perfect choice for your next project. Add the ability to hold requests, and you have the perfect solution for your business.

Starting Appliance Inc.  
 21800 Town Center Plaza  
 Sterling, VA 20154  
 703-450-5453



Loudoun County supervisors approved the Waterside development in the Dulles south area, a good replacement for the current industrial use of the space as a quarry. Williams noted, and adds to the residential and commercial tax base, Route 28 and Metrorail tax districts. The rezoning calls for increased transportation lanes required in the 2010 Countywide Transportation Plan... a "reasonable benefit."

The application passed on a 20-1 vote, with County Supervisor Matt Williams opposing the rezoning. Williams said the rezoning would increase the density of the site and create a mix of residential and commercial uses. He also said the rezoning would increase the tax base of the county.

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### BUSINESS BRIEFS

**ISSBON CUTTIES**  
**Urban Mattress opens in Leesburg**  
 A grand opening with ribbon-cutting ceremony took place Sept. 2 at the new Urban Mattress in Leesburg. The store is locally owned and is in the Belwood Commons shopping center at S.W. 15th St. For more information, visit [urbanmattress.com/virginia/leesburg](http://urbanmattress.com/virginia/leesburg).

**Act Fast Urgent Care opens in Broadlands**  
 A grand opening celebration for Act Fast Urgent Care will take place at 4:30 p.m. Sept. 2 in the Broadlands Center Plaza. The event will include tours of the facility and staff will be on hand to meet with attendees. Dr. Niall O'Leary is the founding practitioner of the center. Treatment is available for acute illnesses, injuries, sprains and more. There is also a lab and X-ray machine. For more information, visit [actfasturgentcare.com](http://actfasturgentcare.com).

**Neusolis staffing agency open in Ashburn**  
 A new recruiting and staffing agency, Neusolis, has opened in Ashburn. Neusolis, which specializes in the industries of commercial and federal information technology, commercial real estate and executive search. For more information, visit [neusolis.com](http://neusolis.com).

**LOUDOUN CHAMBER**  
**'State of Innovation in Education' Sept. 18**  
 Loudoun County Public Schools Superintendent Dr. Eric Williams and former Virginia Education Secretary Jim Osler will be on hand from 8 to 10 a.m. Sept. 18 for the Loudoun Chamber's "State of Innovation in Education" event from 8 to 10 a.m. at the Loudoun County Courthouse. Other speakers include Andrew Davis and Steve Hill. Middle School dean Mitchell Davis will also be on hand for the event. The event is part of the 2012 PolicyMaker series and will be held at the LCPA Administration Building, 21000 Education Court, Ashburn. For registration information, visit [loudounchamber.org](http://loudounchamber.org).

**WEGMANS PHARMACY**  
**Ranked highest among supermarkets**  
 Wegmans Pharmacy was recently ranked the highest among supermarket pharmacies by the J.D. Power 2012 U.S. Pharmacy Study. Wegmans received a top satisfaction score of 887, which was the highest among all pharmacy categories. The score was calculated on a 1,000-point scale. Wegmans has locations in Dulles and Leesburg.

**DULLES AIRPORT**  
**New cellphone lot opens**  
 A new cellphone lot opened at Washington Dulles International Airport Sept. 1. The new location was needed to meet the increasing demand for cellphone service at the airport. The lot is located near the terminal and provides better access to the terminal.

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

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

**Pledge at: [CARFREEMETRODC.ORG](http://CARFREEMETRODC.ORG)**

**COMMUNITY CONNECTIONS**  
 800.745.810E 9.22.15

For Car Free Choices contact Loudoun County Commuter Services  
**703-771-5665**  
[loudoun.gov/commute](http://loudoun.gov/commute)

# YouTube Video

Car Free Day Promo

The video player shows a man with glasses and a beard speaking. Behind him is a blue backdrop with the Metro DC logo and the text 'cog.org'. To the left of the man are six circular icons representing different modes of transport: a bus (#TEAMBUS), a train (#TEAMRAIL), a laptop (#TEAMTELEWORK), a vanpool (#TEAMPPOOL), a bicycle (#TEAMBIKE), and a person walking (#TEAMWALK). The video player interface includes a play button, a volume icon, a progress bar showing 0:54 / 1:14, and icons for CC, HD, YouTube, and full screen.



# Jurisdiction Events

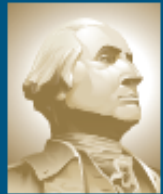


# Jurisdiction Events

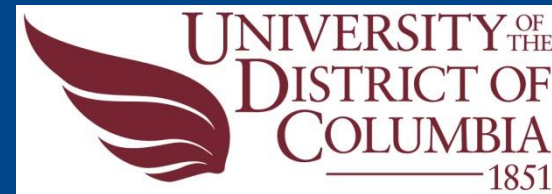


# Capital Area Car Free College Campus Challenge

GEORGETOWN  
UNIVERSITY



THE GEORGE  
WASHINGTON  
UNIVERSITY  
WASHINGTON, DC



**NOVA** | Northern Virginia  
Community College



# 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

