

# Car Free Day

Commuter Connections Subcommittee Meeting  
July 19, 2011



# 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.

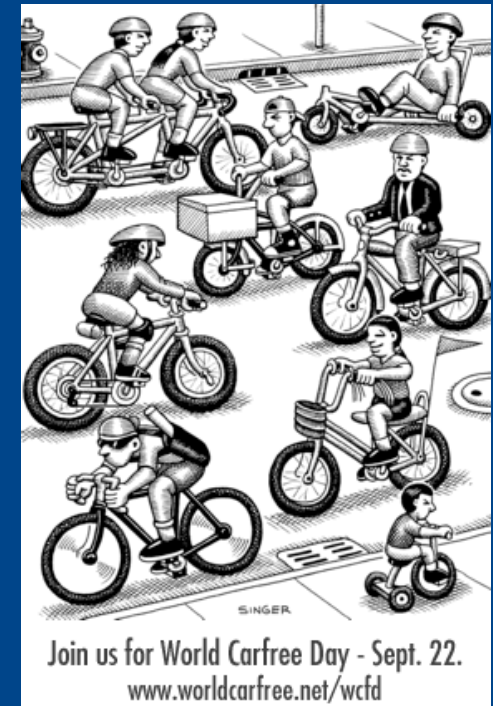
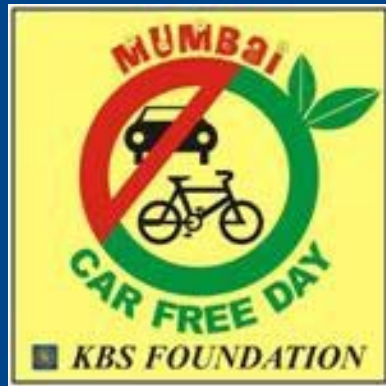
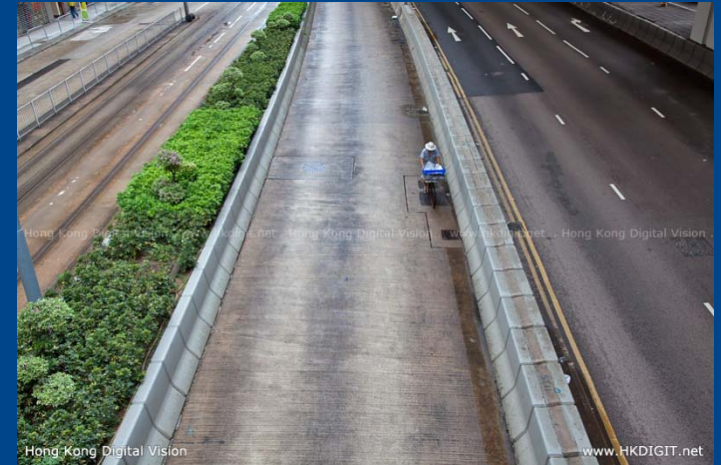


# Car Free Day Background

- 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



# 2010 Media Coverage Headlines

- *Businesses donate prizes for Car Free Day*
- *Car Free Day opens horizons*
- *Thousands pledge to be car-free*
- *Gear Up for a Bike Bonanza: D.C. Car-Free Celebrations*
- *It's Car Free Day*
- *Leave the car, take the iPad*
- *Rethink your commute – if just for one day*
- *Traveling Through — TransIT offers free rides for Car Free Day*
- *Car? We Don't Need No Stinkin' Car*
- *Get out of the car and walk*
- *Metro supports "International Car Free Day"*
- *Car-free day zooms in Sept. 22*
- *Car Free Day is Tuesday, September 22*
- *Walk this Way: Residents Encouraged to Use Alternative Transportation*
- *Area Leaders Pledge To Go Car Free on Sept. 22*
- *D.C. Car-Free Day next Wednesday, Sept. 22*
- *D.C. Area Celebrates Car Free Day*
- *Area Participates in Car Free Day*
- *Car-Free Day's morning after: Any impact on Washington traffic? Google says yes*




# Open Participation

Pledge to be Car Free at [www.carfreemetrodc.com](http://www.carfreemetrodc.com)

- ✓ 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.
  - 7,000 pledges received in 2010, an 11.5% increase from 2009.



# 2011 Car Free Day Web Site




September 22, 2011

PLEDGE TODAY FOR A CHANCE TO WIN AN APPLE IPAD!

HOME | WHAT | HOW | EVENTS | PLEDGE | NEWS | SPONSORS | CONTACT

to car free day? | to be car free? | and special promotions | to be car free day | blog on a bus



TAKE THE CAR FREE CHALLENGE  
PLEDGE TO BE CAR FREE

Car Free Day Pledge Count: **355**

Be one of many that will reduce or eliminate the use of their car on Sept. 22, 2011

...and counting!



## Pledge to Un-Car for a Day!

Join us for part of a worldwide movement to celebrate sustainable transportation on Car Free Day, Thursday September 22, 2011.


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

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

## Sponsors




iPad provided by Base Tech,



Car Free Day on Facebook


Like



Car Free Day

In addition to the Grand Prizes-Apple iPad & Kona bicycle, over 100 other raffle prizes were given out to those who pledged to be Car Free!

October 6, 2010 at 9:40am



Car Free Day added 2 new photos to the album Car Free Day 2010 Raffle Winners.


Facebook social plugin

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9.22.11

# Pledging to go Car Free



September 22, 2011

HOME | WHAT | HOW | EVENTS | PLEDGE | NEWS | SPONSORS | CONTACT

to be car free day | to be car free | to be car free | to be car free day

## Pledge to be Car Free!

Take the Car Free Day Pledge, and you are eligible to **win great prizes like an Apple iPad**, courtesy of Base Technologies! You can still pledge and **get a chance to win prizes** even if you're already using alternative transportation modes, such as bicycles, transit, teleworking, and carpooling.

\* All pledges made through 5:00 p.m. Eastern Standard Time on 9-22-11 will be entered into the prize raffle drawing.

\*

**I pledge that On Thursday, September 22, 2011 I will eliminate or reduce my driving. This includes trips for work and to run errands.**

**On this day, I will get around by** (check all that apply):

Bicycle	<input type="checkbox"/>	Metrorail	<input type="checkbox"/>
Carpool	<input type="checkbox"/>	Telework	<input type="checkbox"/>
Commuter Rail (MARC, VRE)	<input type="checkbox"/>	Vanpool	<input type="checkbox"/>
Local bus service	<input type="checkbox"/>	Walk	<input type="checkbox"/>
Metrobus	<input type="checkbox"/>	Other	<input type="checkbox"/>

**Normally, I would have driven:**

I am normally car free

Number of miles:  \*

Home zip code:  \*

Work zip code:  \*

County Name:  \*

Full Name:

Email address:  \* (Required for prize notification purposes).

Cellular/Mobile No:

(Provide us with your cell number to receive periodic text messages about Car Free Day)

Your information will ONLY be used for communication pertaining directly to Car Free Day and will NOT be made available to any outside vendors or used for any other purpose.

FOLLOW US ON





# Promotional Materials

BICYCLE BUS CARPOOL METRORAIL TELEWORK TRAIN VANPOOL WALK



GO CAR FREE OR CAR-LITE ON SEPTEMBER 22!  
**PLEDGE NOW TO  
UNCAR FOR A DAY**  
AT **CARFREEMETRODC.COM**



**COMMUTER CONNECTIONS**  
A PARTNER WITH METRO DC  
800.745.RIDE

**FIGHT TRAFFIC CONGESTION. GO GREEN \$AVE GREEN.**  
Pledge to go car free at [carfreemetrodc.com](http://carfreemetrodc.com) for a chance to win great prizes.  
Pledge even if you're already using transportation alternatives.  
We'll show you how easy it is to go car free!



# Advertising/Marketing

The screenshot shows the website for 97.1 WASH-FM Metro DC. At the top, a banner reads "GO CAR FREE ON SEPTEMBER 22! PLEDGE NOW TO UNCAR FOR A DAY". Below this is a search bar and navigation menu. The main content area includes a "SHOWBIZ BUZZ" section with a "WASH-FM SHOWBIZ BUZZ" article about the Video Music Awards. There is also a "maureen mcLain Listen Live" section. On the left, there are "CELEB PHOTOS" and "WHAT'S NEW ON TODAY'S WASH-FM" articles. At the bottom, there are sections for "WASH-FM REWARDS" and "MUSIC VIDEOS ON-DEMAND". A small "CAR FREE DAY" logo is visible in the bottom right corner of the website screenshot.

Win an iPad Car Free Day!



Take the Car Free pledge and you're eligible to win great prizes like an Apple iPad or a Kona Bicycle! Commuter Connections

Go Greenman likes this ad.



**CAR  
FREE  
DAY**  
METRO DC  
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# Local Events



# 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 world on Wednesday  
Pledge to go Car Free  
Already Car Free  
Check back for more

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 prizes.  
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 Tweetie



# 2011 CFD Call To Action

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

Questions?

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