



CAR FREE DAY 2022 EVENT

**WASHINGTON, DC
METROPOLITAN
REGION**

FY 2023 DRAFT REPORT

March 8, 2023

Table Of Contents
Car Free Day 2022

Section	Page
BACKGROUND.....	1
PROCLAMATION.....	2
SPONSORS.....	8
POSTER.....	10
PAID MEDIA.....	11
WEBSITE.....	21
SOCIAL MEDIA SITES.....	23
EARNED MEDIA.....	26
COLLEGE CAMPUS CHALLENGE	27
JURISDICTION ACTIVITY AND SUPPORT.....	29
CLEAN AIR PARTNERS	37
PLEDGE SUMMARY.....	39
APPENDIX	
A. PLEDGE DATA.....	40
B. EMISSIONS IMPACTS.....	42
C. EARNED MEDIA PLACEMENTS.....	43
D. DIGITAL MEDIA RESULTS.....	46

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, scootering, and walking. In the Washington, DC region Car Free Day began in 2008 and is coordinated by Commuter Connections and its network partners. Car Free Day in the National Capital region also includes the option to participate by traveling “car lite” (carpool or vanpool) and also teleworking.

A regional marketing campaign promoted the Car Free Day event held on September 22, 2022, which helped to yield 4,054 pledges, a 35 percent increase over the previous year.

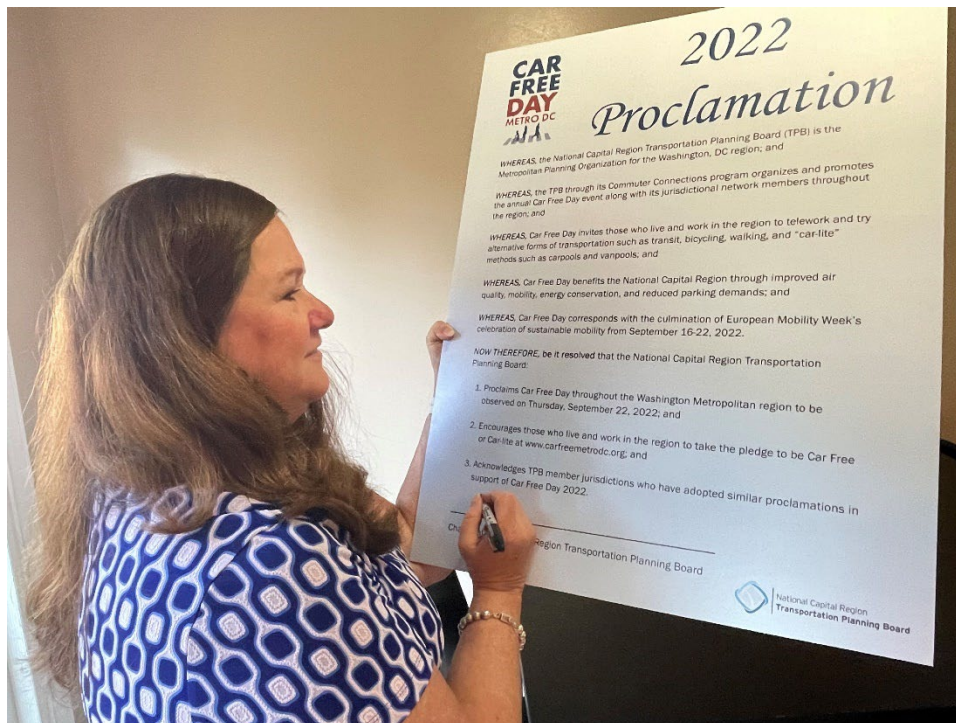
Three main objectives of the Car Free Day marketing campaign were to:

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 on Car Free Day.
3. Measure and report impacts, as part of the Commuter Connections Regional TDM Mass Marketing program.



Proclamation

The Car Free Day 2022 Proclamation signing took place at the National Capital Region Transportation Planning Board (TPB) meeting on July 20, 2022. City of Manassas Vice Mayor Pamela Sebesky and TPB Chair, signed the enlarged proclamation and officially proclaimed September 22, 2022 as Car Free Day in the Washington, DC region.



National Capital Region Transportation Planning Board



2022 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; 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 celebration of sustainable mobility from September 16-22, 2022.

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 Thursday, September 22, 2022; 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; and
3. Acknowledges TPB member jurisdictions who have adopted similar proclamations in support of Car Free Day 2022.

Chair, National Capital Region Transportation Planning Board



National Capital Region
Transportation Planning Board

Local Jurisdictional Proclamations

Many local jurisdictions in the region held their own Car Free Day proclamations in 2022.





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, promotes and organizes the annual Car Free Day event along with its network members throughout the Washington area; and

WHEREAS, Car Free Day invites Washington region residents to try alternative forms of transportation such as transit, bicycling and walking, and "car-lite" methods such as carpools and vanpools, and teleworking; and

WHEREAS, Car Free Day benefits Rockville and the National Capital Region through improved air quality, reduced traffic congestion and parking demands, and the conservation of energy; and

WHEREAS, Car Free Day is a special day to rediscover Rockville without a car and reconnect with fellow residents, businesses, etc., and remind people about their transportation options, environmental impacts, and other quality of life issues that are within their control.

NOW, THEREFORE, the Mayor and Council of the City of Rockville, Maryland do hereby proclaim **Thursday, September 22, 2022**, as **Car Free Day** throughout the City of Rockville; and encourage all residents to go car-free or car-lite (carpool, vanpool) on **Thursday, September 22, 2022**, and pledge to be **Car Free** or **Car-Lite** by visiting www.carfreemetrodc.org.



Bridget Donnell Newton
Bridget Donnell Newton, Mayor

Monique Ashton
Monique Ashton, Councilmember

Beryl L. Feinberg
Beryl L. Feinberg, Councilmember

David Myles
David Myles, Councilmember

Mark Pierzchala
Mark Pierzchala, Councilmember

September 19, 2022



PROCLAMATION

WHEREAS, Car Free Day is celebrated in 2,000 cities and in 46 countries, with a common goal of reducing the number of cars on streets, reducing traffic congestion, improving parking demands, and overall mobility; and

WHEREAS, Car Free Day benefits the National Capital Region, including the City of Manassas, by improving traffic-related air pollution, by reducing noise, and by encouraging energy conservation; and

WHEREAS, Car Free Day provides health benefits not only by improving environmental conditions, but also by promoting active transportation such as walking and biking; and

WHEREAS, Car Free Day benefits the National Capital Region, including the City of Manassas, by enhancing the quality of life for its residents and by creating healthy and vibrant communities; and

WHEREAS, Car Free Day supports the City of Manassas mobility vision, which seeks to provide and promote a multi-modal transportation system throughout the City; and

WHEREAS, Car Free Day supports the City of Manassas strategic plan by increasing pedestrian, bike, and traffic safety awareness; and

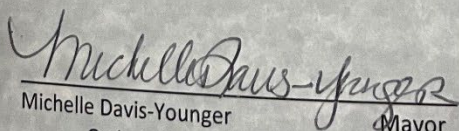
WHEREAS, the National Capital Region Transportation Planning Board proclaimed September 22, 2022, as Car Free Day throughout the Washington Metropolitan Region; and

WHEREAS, the City of Manassas and partners will celebrate Car Free Day on Saturday, September 17 at the Farmers Market with information from the City and partners on the topic of transportation.

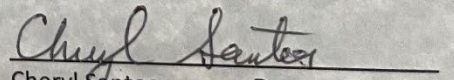
NOW, THEREFORE, I, Michelle Davis-Younger, Mayor of the City of Manassas, Virginia and on behalf of the Manassas City Council, hereby proclaim September 22, 2022, as

Car Free Day

in the City of Manassas and encourage all citizens to pledge to be Car Free or Car-lite on September 22nd by visiting www.carfreemetrod.org, and also to try alternative modes of transportation throughout the year.


Michelle Davis-Younger
Mayor
On behalf of the City Council
of Manassas, Virginia

ATTEST:


Cheryl Santos
Deputy City Clerk



Sponsors

Raffle Prizes

All who took the Car Free Day pledge were entered into a free raffle for a chance to win one of the following prizes:

- Capital Bikeshare annual memberships, courtesy goDCgo
- Samsung Galaxy Tablet, courtesy Tri-County Council for Southern Maryland
- Monthly SmarTrip Card, courtesy Washington Metropolitan Area Transit Authority
- T-shirt and annual membership, courtesy East Coast Greenway Alliance
- WABA annual membership, courtesy Washington Area Bicyclist Association
- Nando's PERi-PERi, Full Platter, courtesy Nando's PERi-PERi
- Commuter train pass, courtesy Virginia Railway Express
- \$20 giftcard, courtesy HipCityVeg
- \$50 gift card, courtesy Little Sesame
- \$25 gift card, courtesy South Block
- \$50 gift card, courtesy Shop Made in DC



Special Offers

The following special offers were emailed to all who took the 2022 Car Free Day pledge: \$30 Nift Gift credit, Capital Bikeshare 24-Hour Pass, and a free coffee at Busboys and Poets.



Poster

Images for Car Free Day 2022 were updated from the previous year to reflect a post-COVID environment and movement back to the physical workplace. Specifically, health/safety language and images with travelers wearing face coverings were removed. A mailing was sent to employers inclusive of a cover letter and flyer. The poster was available in PDF format at www.carfreemetrodc.org and was sent as an HTML email blast to employers, stakeholders, and past year's participants of Car Free Day and Bike to Work Day events.

Take the Free Pledge at CarFreeMetroDC.org

CAR FREE DAY

SEPTEMBER 22, 2022

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 800.745.RIDE

CAR FREE DAY
METRO DC

9.22.22
COMMUTE WITH CONFIDENCE

Media

Car Free Day challenged drivers to leave their cars home for the day and go car free or car-lite. The campaign promoted the use of alternative modes of transportation such as taking transit, carpooling, vanpooling, bicycling, scootering and walking. Participating by teleworking was also included. The event encouraged workers, residents, and students to take the Car Free Day pledge to improve mobility and air quality. The campaign also engaged employers, area universities, and the general public.

The Car Free Day media buy consisted of radio spots, text messages, posters, a YouTube video, sponsored article, social media influence, and digital banner ads. Other efforts to promote Car Free Day included social media and earned media.

Car Free Day Media Spending	Gross Dollars	COG Net Cost	Final Impressions
Text Messages	\$470.60	\$400	5,900
Pandora	\$11,765	\$10,000	668,446
WTOP	\$19,185	\$16,307	2,012,200
WJFK	\$5,895	\$5,011	346,800
Influencer 1 (Dana)	\$1,529	\$1,300	14,525
Influencer 2 (Rachel)	\$1,529	\$1,300	5,181
Influencer 3 (Sarah)	\$1,529	\$1,300	3,929
NBC4	\$4,853	\$4,125	206,730
El Tiempo Latino	\$1,412	\$1,200	49,500
YouTube	\$471	\$400	NA
Popville	\$882	\$750	1,581
WPGC	\$3,160	\$2,686	154,300
Totals	\$53,680	\$44,779	3,469,092

Value Add

A total of approximately \$7,500 in value add was negotiated for Car Free Day 2022.

Radio

New radio spots were produced for Car Free Day 2022 and aired on three radio stations: WJFK (106.7), WTOP (103.5), and WPGC (95.5).



Radio Scripts

"Car Free Day 2022" :30 seconds

Try a new way to travel on Car Free Day! Use transit, rideshare, bike, walk, scooter, or telework on Thursday, September 22nd. Take the free pledge at Car Free Metro DC Dot Org for special promotions and a free raffle entry for a chance to win great prizes, even if you're already car free or car-lite. Take the free pledge today and Commute with Confidence! Visit Car Free Metro DC Dot Org. That's Car Free Metro D-C Dot Org.

"Car Free Day 2022" :10 seconds

Try a new way to travel on Car Free Day! Use transit, rideshare, bike, walk, scooter, or telework on Thursday, September 22nd. Take the free online pledge at Car Free Metro DC Dot Org.


Pandora

The Car Free Day :30-second radio spot ran on internet radio station Pandora and was accompanied by a companion image.



YouTube Video

A short animated video was produced and advertising was purchased on YouTube to promote the Car Free Day event over a four-week period, leading up to September 22, 2022. A link to the YouTube video was made available on the Car Free Day website.



Car Free Day 2022

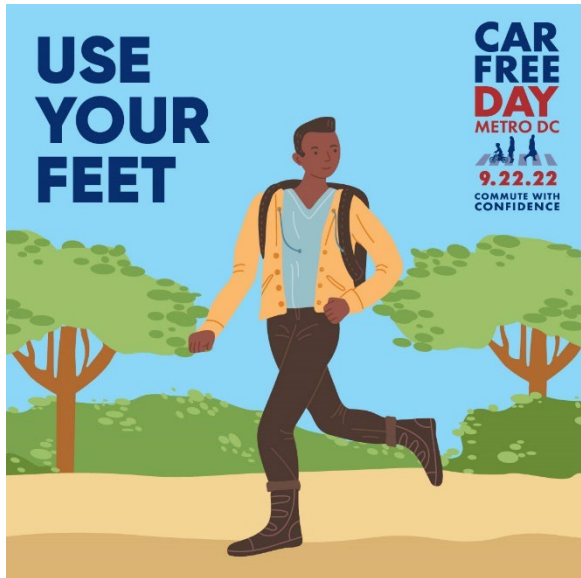
2 views Aug 29, 2022 Opt for sustainable travel on Thursday, September 22, for Car Free Day! Take the free pledge to go car free or car-lite (carpool/vanpool) at carfreemetrodc.org for free promotions and to be entered into our raffle for a chance to win great prizes!

0 Dislike Share Save ...

Facebook Social Media Posts

A series of images featuring each travel mode was developed for use on social media. A different image was posted along with promotional copy every several days during the weeks leading up to Car Free Day.






Sponsored Native Article

A paid sponsored article on PoPville, a popular local blog chronicling D.C. area neighborhood happenings, was utilized to help reach local audiences.

SPONSORED

Park It and Win Prizes! Revving Up for 'Car Free Day'

PoP Sponsor September 19, 2022 at 12:15pm



Can you go just **ONE DAY** without your car? Try it on Car Free Day, September 22.

[Commuter Connections](#), the regional network of transportation organizations coordinated by the [Metropolitan Washington Council of Governments](#), challenges the area's drivers to park their vehicles for one day a year — and this year, "Car Free Day" is Thursday, September 22.

You won't be alone in the challenge: Commuter Connections has a long list of transportation alternatives to make it easy to get around, and, best of all, those who pledge to participate in Car Free Day will receive a \$30 gift promocode and a 24-hour pass for unlimited 45-minute rides via classic Capital Bikeshare. All who take the pledge will also be entered into a raffle for a Samsung tablet, gift cards to popular restaurants, annual memberships, transit passes and more.

[Take the pledge now!](#)

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.

"Car Free Day is an important event for our region and presents an opportunity for us to come together and reduce our overall traffic congestion by pledging to take alternative transportation modes like riding the bus, Metrorail, or carpooling with friends and family," said [Commuter Connections](#) Director Nicholas Ramfos.

PoPville  Paid Partnership · September 19 at 12:18 PM · 

"Everyone who takes the pledge will be sent a \$30 promocode from Nift (Neighborhood Gift) to spend at local neighborhood businesses and a 24-hour pass for unlimited 45-minute rides via classic Capital Bikeshare." — with [Commuter Connections](#).



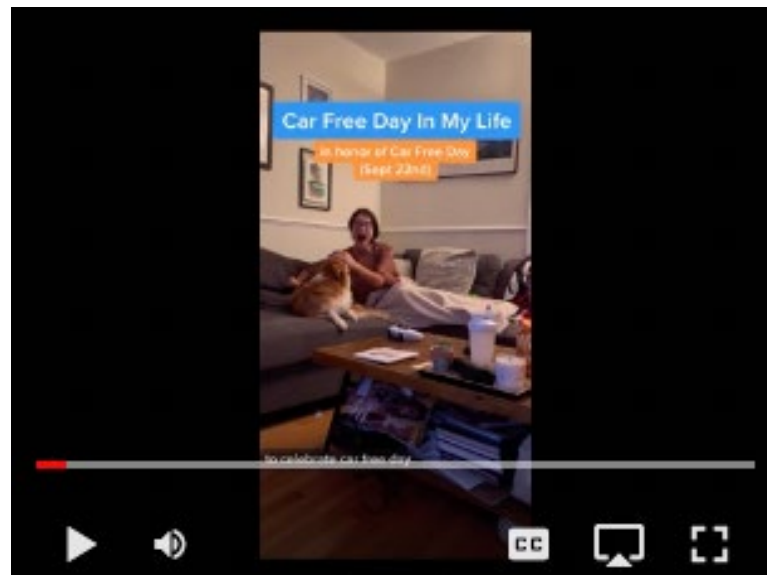
POPVILLE.COM

Park It and Win Prizes! Revving Up for 'Car Free Day'

Can you go just ONE DAY without your car? Try it on Car Free Day, September 22. Commut...

Influencer Videos

Local influencers Dana Marlowe (@danamarlowe), Rachel Schultz (@foodfitnessflights) and Sarah Darradjii (@itsyagirlsarahd) produced Car Free Day related content that was shared via their social media channels on TikTok and Instagram.



Text Messages

When participants took the Car Free Day pledge, they could opt-in to receive text messages about the event. Three messages were sent throughout the campaign to encourage a visit to the website to take the Car Free Day pledge. Over 5,900 messages were sent during this campaign, and no person received more than two text messages.

August 24, 2022 - (2022 Registrants):

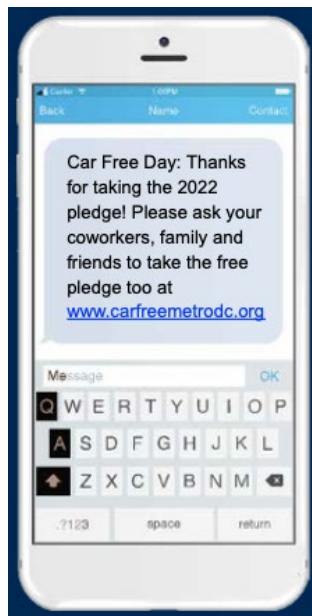
Car Free Day: Thanks for taking the 2022 pledge! Please ask your coworkers, family, and friends to take the free pledge too at www.carfreemetrodc.org

August 26, 2022 - (Previous Year's Registrants):

Car Free Day: Thanks for taking part in last year's event! It's time to take the 2022 Car Free Day pledge! Free prize raffle entry. www.carfreemetrodc.org

September 20, 2022 - (Last Chance to Pledge):

Car Free Day: Thurs Sept 22 is Car Free Day! Last chance to take the free pledge to get FREE promotions & raffle entry for great prizes! www.carfreemetrodc.org



Website

Below is a screenshot of the 2022 Car Free Day website's homepage.

The screenshot shows the homepage of the 2022 Car Free Day website. At the top, there is a blue banner with the text "CAR FREE DAY METRO DC" on the left, "Take the Free Pledge" in the center, and "CAR FREE DAY" on the right. Below the text are icons for various transportation modes: bus, car, train, bicycle, person, scooter, and laptop. The date "9.22.22" is prominently displayed in the center. Below the banner is a navigation menu with links: HOME, ABOUT US, HOW TO BE CAR FREE, THE CAR FREE PLEDGE, PRIZES & PROMOTIONS, NEWS, SPONSORS & PARTNERS, and CONTACT.

The main content area features a large image of a person in a suit holding a briefcase next to a white bicycle. A blue overlay on the image contains the text: "TAKE THE PLEDGE TODAY, IT'S FREE. And you could Win Great Prizes!".

Below this image are two columns of text:

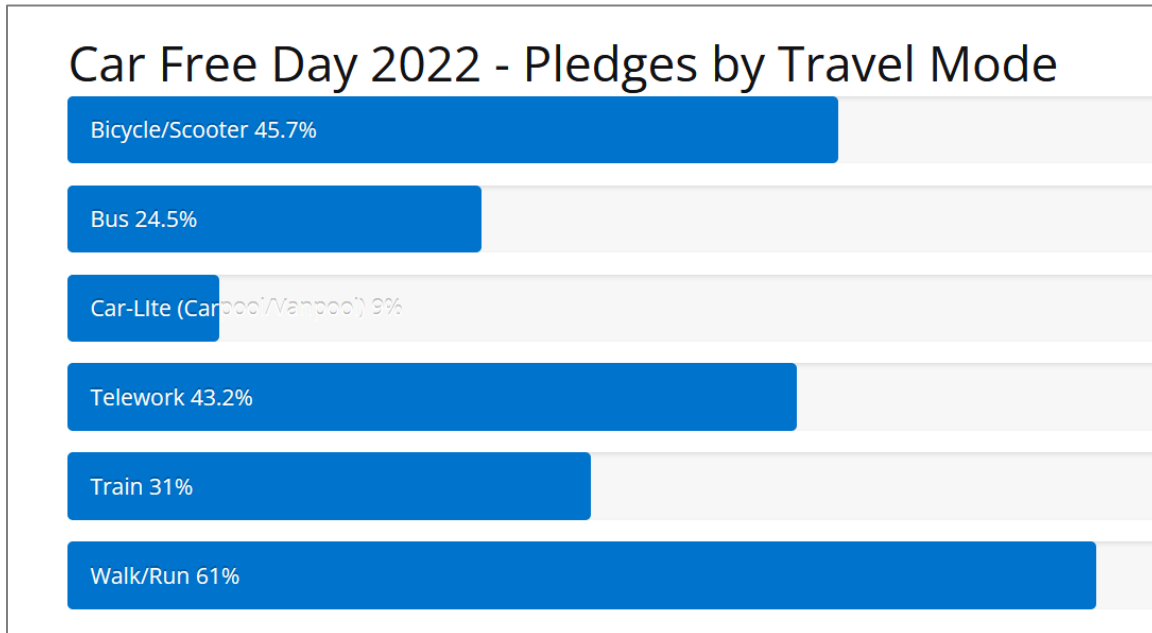
- Drop Your Car Keys for a Day!**
In the Washington, DC metropolitan area, Car Free Day 2022 will be celebrated:
Thursday, September 22, 2022
Use Transit, Carpool/Vanpool (Car-Lite), Bike, Scooter, Walk, or Telework
Take the pledge, even if you're already car free.
- Choose The Travel Method That Fits 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!

Below the text is a large image with the text: "there are 1 billion vehicles on the globe. make it one less for the day". The image shows a person's legs walking on a sidewalk. In the bottom right corner of this image is the "CAR FREE DAY METRO DC 9.22.22" logo. Below the image is the text: "pledge for free at carfreemetrodc.org".

At the bottom of the page is a horizontal bar with six circular icons representing different transportation modes: bicycle, bus, laptop, train, car, and person.

Leaderboard

A daily leaderboard was displayed on the Car Free Day 2022 website showing each travel mode in alphabetical order and bars indicating the percentage of pledges to date. Participants could select more than one travel mode.



Social Media

Social Media was used to keep followers up to date on activities and sponsor donated prizes for the Car Free Day raffle. Car Free Day is “liked” by 4,829 Facebook fans and has 736 followers on Twitter.

Facebook

CAR FREE DAY METRO DC

Take the Free Pledge

9.22.22

CAR FREE DAY METRO DC

Car Free Day

@carfreemetrodc · 4.7 19 reviews · Nonprofit organization

Sign Up

carfreemetrodc.org

Home Reviews Photos Videos More

About See all

- 1 Car Free Day is celebrated on September 22nd. Choose between Telework, Bike, Walk, Scooter, Train, Bus, or Subway.
- 1 Car Free Day is a free international event in which people are encouraged to get around without driving alone in cars and instead travel through other... See more

4,828 people like this

4,998 people follow this

<http://www.carfreemetrodc.org/>

800-745-RIDE

Nonprofit Organization - Transportation Service - Event

Photos See all

THANK YOU, SPONSORS!

CAR FREE DAY METRO DC

SEPTEMBER 22, 2022

CARFREEMETRODC.ORG

ALL BUS, NO FUSS

USE YOUR FEET

PLEDGE FROM HOME

Videos See all

Car Free Day

October 13, 2022 · 🌐

George Clark, Tri-County Council for Southern Maryland awards a Samsung Tablet to winner Melinda B. as part of the Car Free Day 2022 prize raffle Tri-County Council for Southern Maryland

2

1

Twitter

The image is a screenshot of a Twitter profile page for 'Commuter Connections' (@CarFreeMetroDC). At the top, there is a navigation bar with a back arrow and the profile name. Below this is a large blue banner for 'CAR FREE DAY METRO DC' with the text 'Take the Free Pledge' and '9.22.22'. The banner includes icons for various modes of transport: bus, car, train, bicycle, pedestrian, scooter, and laptop. A 'Follow' button is located at the bottom right of the banner. Below the banner, the profile name and handle are displayed, along with a bio: '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!'. There is a link to 'carfreemetrodc.org' and a note 'Joined July 2009'. The profile shows '119 Following' and '736 Followers'. Below the bio are tabs for 'Tweets', 'Tweets & replies', 'Media', and 'Likes'. The main content area shows a tweet from 'Commuter Connections' dated Oct 13, 2022, with the text: 'George Clark, Tri-County Council for Southern Maryland awards a Samsung Tablet to winner Melinda B. as part of the Car Free Day 2022 prize raffle.' Below the tweet is a photograph of a man and a woman standing in front of several flags, including the American flag. To the right of the profile is a sidebar with a search bar, a 'New to Twitter?' section with sign-up options for Google, Apple, and 'Create account', a 'You might like' section with recommendations for WABA, Coalition for Smarter..., and goDCgo, and a 'What's happening' section with trending topics like 'Blues at Hurricanes' and 'Boulder High School'.

Email Blast

An email blast was sent to recent participants from the past three Car Free Day and Bike to Work Day events.

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

Take the Car Free Day 2022 Pledge at <https://www.carfreemetrodc.org/> for a chance to win great raffle prizes! Plus, all who take the pledge will receive a confirmation email with a \$30 Nift Gift (neighborhood gift) online Promocode. With the Nift app, discover great local businesses in neighborhoods where you live or work!



Take the Free Pledge at CarFreeMetroDC.org

CAR FREE DAY

SEPTEMBER 22, 2022

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 800.745.RIDE

CAR FREE DAY METRO DC
9.22.22
COMMUTE WITH CONFIDENCE

f
COMMUTERCONNECTIONS.ORG

Web Version | Feedback | Unsubscribe
Metropolitan Washington Council of Governments
777 North Capitol Street NE, Suite 300, Washington, DC 20002

Earned Media

The Car Free Day earned media efforts included calendar listings, press releases, media pitches, and promotional tool kits. The tool kits were sent to universities to help them promote Car Free Day, and to in-kind sponsors to help them publicize support of the event.

Press Releases:

- 8/5/2022:
Car Free Day 2022 Registration Opens: Take Your Foot off the Gas and Take the Pledge to Go Car Free
- 9/15/2022:
Take the Pledge and Go Car Free with Commuter Connections, Win Prizes and Free Bikeshare Rides
- 9/22/2022:
Thousands of DC Area Residents Pledge to go Car Free Today – September 22

WJLA-TV ABC 7 - TV



College Campus Challenge

Colleges were provided with a digital toolkit to promote the Car Free Day event. A Campus Challenge seal was added to the PDF version of the poster and provided to university contacts for electronic distribution. The college with the greatest number of pledges in 2022 was the University of Maryland. A plaque was sent to UMD Transportation Services staff to commemorate their achievement.

Take the Free Pledge at CarFreeMetroDC.org

CAR FREE DAY

SEPTEMBER 22, 2022

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](https://CarFreeMetroDC.org) 800.745.RIDE

CAR FREE DAY CAMPUS CHALLENGE 2022 METRO DC

Join the Capital Area Car Free College Campus Challenge!

CAR FREE DAY METRO DC

9.22.22
COMMUTE WITH CONFIDENCE

Jurisdictional Activities

Commuter Connections network members hosted or participated in a variety of events to promote and/or celebrate Car Free Day 2022.

Arlington County

Arlington Transportation Partners (ATP) blogged about Car Free and the Amazing Commute Race which demonstrated different ways of traveling in Arlington, tested by the ATP team.

Montgomery County

Montgomery County Commuter Services was at the following transit locations on Car Free Day with giveaways and offered those who took the Car Free Day pledge a chance to win gift cards, a Capital Bikeshare annual membership, or a \$200 SmarTrip card.

- Bethesda Metro bus bays 7:30 am-9:30 am
- Friendship Heights Wisconsin Place 6:30 am -9:00 am
- Germantown Transit Center 6:30 am-9:00 am
- Lake Forest Transit Center 6:00 am to 10:00 am
- North Bethesda Metro station 6:30 am-9:00 am
- Shady Grove Metro station 6:30 am-9:00 am
- Silver Spring Metro station 6:30 am-9:00 am
- White Oak Transit Center 7:00 am-9:00 am

Prince George's County

RideSmart Commuter Solutions staff were at Park & Ride Lots, Farmers Markets, and other locations to promote Car Free Day and encourage folks to take the Car Free Day pledge.


- 9/8 Riverdale Park Farmers Market, 3-7pm
- 9/9 The Capital Market, Capitol Heights, 12-4pm
- 9/10 Cheverly Community Market, 8am-12pm
- 9/10 Town of Upper Marlboro Outdoor Movie Night, 6:30-8pm
- 9/13 Beltway Park & Ride Lot, 6-8:30am
- 9/16 PARK(ing) Day, City of Hyattsville, 12-6pm
- 9/21 Accokeek Park and Ride Lot, 4-6pm
- 9/22 Riverdale Park Farmers Market, 3-7pm

Prince William County


OmniRide and City of Manassas staff teamed up to give residents an opportunity to learn about transportation options by playing Car Free Day BINGO at the City of Manassas Farmers Market on Saturday Sept 17, 2022 from 8:00 am to 1:00 pm. Raffle prizes included a chance to win a Historic Manassas Inc. gift card or an OmniRide gift bag.

Jurisdictional Support

Arlington County

Arlington Transportation Partners  .com

PROGRAMS ▾ CHAMPIONS ▾ INITIATIVES ▾ SERVICES ▾ OFFERS ▾ BLOG




HOME >> INITIATIVES >> CAR FREE DAY

CAR FREE DAY

September 22, 2022

Car Free Day is an International event that is celebrated each year on September 22. People are encouraged to try a more sustainable form of transportation during their commute—bike, walk, transit, or sharing the ride.

In the DC metro area, individuals can pledge and register to win prizes, courtesy of Commuter Connections. [Take the pledge today!](#)

Arlington Transportation Partners  .com

PROGRAMS ▾ CHAMPIONS ▾ INITIATIVES ▾




HOME >> BLOG >> CELEBRATE CAR FREE DAY ON SEPTEMBER 22

Celebrate Car Free Day on September 22



Alberto Fernandez | [@atpcommutes](#) | September 12, 2022


Alberto is a Business Development Manager of Residential Services at Arlington Transportation Partners. He enjoys conversations with his family while carpooling to school and work but also walks to get around his neighborhood.

SHARE   

ATP Takeaway: Take the Car Free Day Pledge and join communities around the world in using public transit, walking, or biking on September 22, 2022.

Everyday is **Car Free Day** at Arlington Transportation Partners, but on September 22, 2022, you can take the pledge and try out different modes of transportation and help reduce the numbers of cars on the road. This is also a great event for **commercial** and **residential** properties to promote sustainable commutes to employees, tenants, and residents alike.

Car Free day is also a great time to practice a backup commute in case you are not able to drive or access your usual commute **during an emergency**.



Montgomery County

MCDOT Montgomery County Department of Transportation

Search MCDOT

Ride Drive & Park Bike Walk Get It Fixed Services Projects Contact About Us

Use Safe and Healthy Practices. Take the Free Pledge

CAR FREE DAY METRO DC

9.22.22

CAR FREE DAY MCDOT

Celebrate Car Free Day, Sept. 22

Car Free Day encourages greener methods of travel such as transit, scooter, bicycling and walking; and telework for people who can work from home. Carpooling and vanpooling count too. MCDOT to host events from 6:30 a.m. to 9 a.m. at Bethesda, N. Bethesda, Shady Grove and Silver Spring metro stations, White Oak and Germantown transit centers and at Friendship Heights!

Calendar

- SEP 22 THU** **PBTSAC Meeting**
Thu, Sep 22, 2022, 7pm
Remote - MS Teams
- SEP 22 THU** **Rock View ES Back to School Night**
Thu, Sep 22, 2022, 7pm
3901 Denfeld Ave.
- SEP 24 SAT** **Burtonsville Day Festival**
Sat, Sep 24, 2022, 11am

News

- Montgomery County Residents Encouraged to Participate in Annual 'Car-Free Day' on Thursday, Sept. 22
- Town of Kensington Releases Connecticut Avenue Corridor Pedestrian and Bicycling Access and Safety Study
- MCDOT's Go Montgomery! Transportation-Related Newsletter - Sept. 15, 2022
- Glenmont Metro Station Temporary Bus Bay Relocations Have Begun

@MCDOTNow

Better Ways To Work!
Montgomery County Commuter Services

Volume 11
September 2022

In This Issue

- [Car Free Day Was Sept. 22.](#)
- [Montgomery County's Ride On Bus Schedules Have Changed](#)
- [Capital Bikeshare Has E-Bikes, Too!](#)
- [MCDOT Offers Free Adult Bike & E-Scooter Classes This Fall](#)
- [Discover How You Can Own a Zero-Emission Vehicle](#)

Car Free Day Was Sept. 22.

More than 4,000 commuters and residents around the D.C. region took the pledge to go car-free last Thursday, September 22. They left their car home for the day and opted to walk, bike, carpool, vanpool, or use public transportation to get where they needed to go. And some simply teleworked from home that day. If you picked up a pledge card at one of the Car Free Day

Bethesda
TRANSPORTATION SOLUTIONS

Home About Events News & Resources Contact

Car Free Day

Help the climate, not to mention local traffic congestion, by pledging to go car-free on September 22. By pledging, you could win great prizes!

[Learn More >](#)

Bethesda residents, visitors, employees and employers enjoy the conveniences of this metropolitan area with its own business center and lifestyle amenities.

- Bethesda Circulator
- Bike to Work
- Walk to Work

North Bethesda Transportation Center

Residential Bike Carpool Vanpool Metro Ride On Events

Public Transportation Shuttle Services Bicycling & Walking Carpool & Vanpool Telework Other Options Accessible Transportation Transit Benefits

CAR FREE DAY METRO DC

Take the Free Pledge

9.22.22

CAR FREE DAY

Take the Pledge Today!

(301) 770-8108 Email Us

INFO REQUEST



City of Rockville Government ✓

September 22 at 12:00 PM · 🌐



🚲 Today is Car Free Day in the DC metro region! Rediscover your city or neighborhood today through alternative modes of transportation, like e-scooters, public transportation or bicycles.

Learn more about public transportation options in Montgomery County at www.montgomerycountymd.gov/DOT

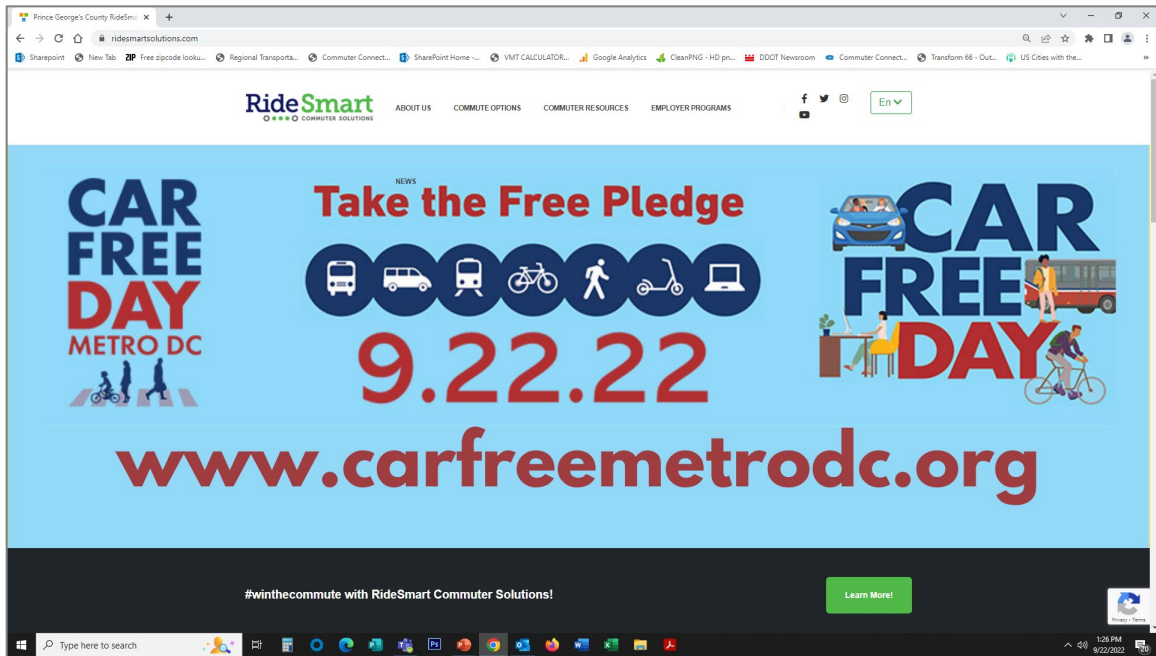
Take the Free Pledge at CarFreeMetroDC.org



Take the free pledge to be eligible

CAR

Prince George's County



BINGO

3 in a row wins Bingo!

Car Free Day • 9/22/22

Get Bingo on this card for a chance to win a City of Manassas gift card or one of five OmniRide gift bags!

Take a selfie in front of one of the newly painted Bus Shelters (Joint OmniRide/KPWB project) and email to hmorello@omniride.com. [Click here to learn more about the shelters!](#)



I teleworked or saved a car trip



Visit the bike racks and shelter at the downtown Manassas VRE Station. What is the name of the coffee shop across the railroad tracks?



Ride an OmniRide bus, VRE train or Metro train



[Click here to take the Car-Free Day Pledge!](#)



Learn more about the incenTrip mobile app at the Commuter Connections website here: [incenTrip website](#)



Locate the nearest bus stop to your house and research the routes that serve it

Write down bus stop number:

Carpool or vanpool to work, play, or errands



Walk or Bike to a park near you. Indicate the name of the park below:

Please complete or answer the questions on **3 tiles in a row** (horizontally, vertically, or diagonally) and check their respective boxes. Then email the PDF by 9/30/22 to hmorello@omniride.com for your chance to win!







OmniRide.com • 703-730-6664



Tri-County Council for Southern Maryland

Calvert CHARLES ST. MARY'S
TRI-COUNTY COUNCIL
for SOUTHERN MARYLAND

About COVID-19 News Directory Work With Us Getting Southern Maryland Back To Work | 301-274-1922

WORKFORCE DEVELOPMENT AGRICULTURE TRANSPORTATION REGIONAL PLANNING HERITAGE

NEWS

CAR FREE DAY 2022 REGISTRATION OPENS: TAKE YOUR FOOT OFF THE GAS AND TAKE THE PLEDGE TO GO CAR FREE

WEEKLY UPDATES

Hello, the Calvert County Minority Business Alliance (CCMBA) would like to share the following events happening this week that we believe you may benefit from:

Take the Free Pledge at CarFreeMetroDC.org

CAR FREE DAY

SEPTEMBER 22, 2022

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 800.745.RIDE

CAR FREE DAY METRO DC
9.22.22
COMMUTE WITH CONFIDENCE


Clean Air Partners

Clean Air Partners serves the metropolitan Baltimore-Washington region by empowering individuals and organizations to take simple actions to reduce pollution and protect public health. Commuter Connections is a financial sponsor of Clean Air Partners and as part of its sponsorship, Clean Air Partners leveraged a network of local social media influencers to build awareness about Car Free Day and to encourage followers to visit the Car Free Day event website to take the pledge.



Sherra Brown
@SherraDanielle

Followers: 20.4k
Likes: 530
Comments: 37
Impressions: 1,294
Saves: 20
Website Visits: 7



The image shows a screenshot of an Instagram post. On the left, the user's profile information is displayed: name "Sherra Brown", handle "@SherraDanielle", and statistics for followers, likes, comments, impressions, saves, and website visits. The main post features a photo of Sherra Brown standing in a covered walkway at Tysons Corner Station. To the right of the photo is the caption text, which includes a sponsored announcement for Car Free Day, a link to the pledge website, and several hashtags. At the bottom of the post, it indicates the post was liked by "balancingthechaos and others" and was edited 5 hours ago.

sherradanielle
DMV DC MD VA

Tysons Corner Station

sherradanielle #Sponsored Let's kick the First Day of Fall off helping the Earth by celebrating #CarFreeDay! Join Me and @CleanAirPartner as we enjoy the nice fall temperatures and leave our cars parked as we help improve the air quality. Did you know using more sustainable ways to get around helps reduce harmful greenhouse gas emissions and traffic congestion? Taking the bus, Metrorail or commuter trains, a bicycle or walking are great alternatives to go Car Free. Join me and take the pledge to go Car Free on September 22.

By taking the pledge we put fewer pollutants in the atmosphere. Taking the pledge is easy: visit <https://www.carfreemetrodc.org/> and register (link in bio). Once you take the Online Pledge, Commuter Connections will automatically enter you into a raffle for all sorts of great prizes. Let me know if you are taking the pledge this Thursday in the comments. Check out my instastories to see how I plan to go #carfreeday2022 #dcblogger #dcbloggers #tysonscorner #dcigers #monday_sept #cleanair #dmvblogger

Edited · 5h

Liked by balancingthechaos and others

Chelsey Eats DC
@ChelseyEatsDC

Followers: 24k
Likes: 172
Comments: 71
Impressions: 1,284
Saves: 18
Website Visits: 2



chelseyeatsdc It's that time of the year again- Car Free Day! 🙌
#Ad @CleanAirPartner is dedicated to educating and empowering individuals and organizations in the metropolitan Baltimore-Washington region to take simple actions to improve air quality, reducing pollution, and protecting public health. Going car-free is one of the most impactful actions you can take to improve air quality. There are a number of ways to get around town- you could take the bus, metro or commuter trains, a bicycle or scooter, and walk or run. You can even telework if that's an option for you. Carpooling and vanpooling count too! When you take the pledge, you'll be entered into a raffle to win all sorts of great prizes like a Capital Bikeshare annual membership, a monthly SmarTrip card, and even a Samsung tablet. Celebrate Car Free Day on September 22, 2022 and go to <https://www.carfreemetrodc.org> to sign up!
#CarFreeDay2022 #CarFreeDay

Jennifer Hernandez
@JennyTheVoice

Twitter
Followers: 5,098
Likes / Reactions: 108
Retweets: 22
Comments: 6
Impressions: 1,148



2022 Pledge Summary

By Jurisdiction

All COG jurisdictions participated in support of Car Free Day 2022 and generated pledges. The District of Columbia was the number one jurisdiction, with 1,199 (30%) of the total pledges, followed by Montgomery County 809 (20.0%), and Arlington County 657 (16%). Triple digit pledges were also generated by other jurisdictions in the following order: Fairfax County, Prince George's County, City of Alexandria, Loudoun County, and Prince William County.

By Travel Mode

Participants were asked to select the mode(s) they would use on Car Free Day 2022. Participants could select more than one travel mode, and the average number of travel modes per person was 2.2. The breakdown was as follows: Telework 1,855 (46%), Walk/Run 2,515 (62%), Bicycle/Scooter 1,866 (46%), Train 1,255 (31%), Bus 982 (24%), and Carpool/Vanpool 363 (9%).

By Alt Mode/SOV

Participants who self-identified as typical drive alone travelers made up 969 (24%) of the pledges, and those normally car-free accounted for 3,085 (76%) pledges.

By State

With 1,580 (39%), Virginia had the greatest number of pledges in 2022, followed by Maryland at 1,230 (30%), and the District of Columbia at 1,199 (30%). Other states received 45 pledges (1%).

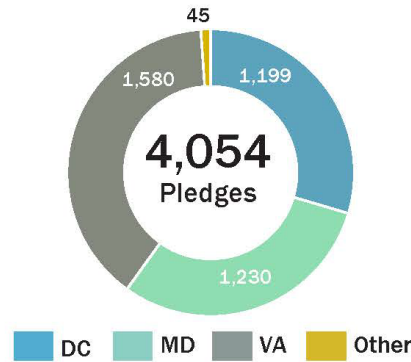
By Activity

Those who took the pledge in 2022 were engaged in the following activities on Car Free Day: Working 3,574 (82%), Recreation/Exercise 1,936 (48.0%), Shopping/Errands 1,168 (29%), Dining Out/Entertainment 715 (18%), Taking Classes 300 (7%), and Other 464 (10%).

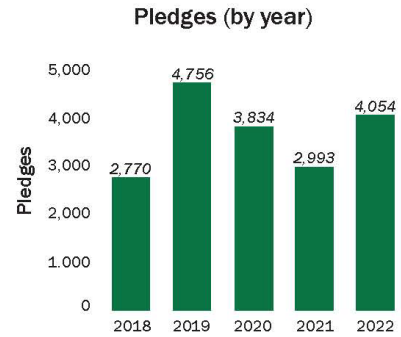
By Work Location

The following are work locations on Car Free Day 2022: Commuted to Standard Workplace Location 1,939 (48%), Worked From Home 1,757 (43%), Other/Not Working 413 (10%), Co-working/Shared Workspace/Telework Center 98 (2%).

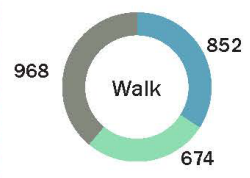
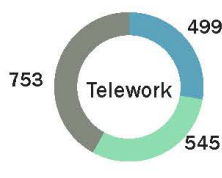
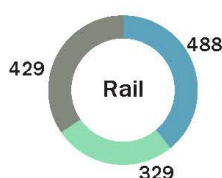
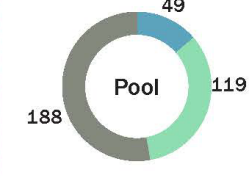
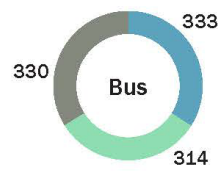
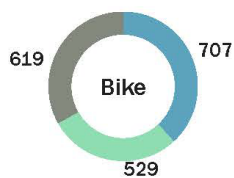
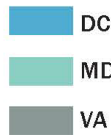
APPENDIX A
Pledge Data



2022 Pledge Summary



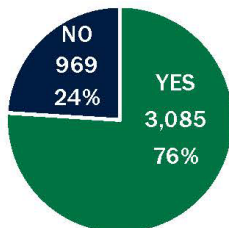
Modal Pledge Count



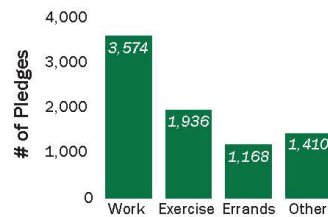
Pledges by Transportation Mode
Participants could select multiple modes



Normally Car Free?

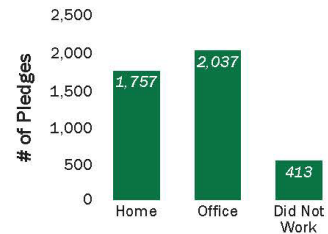


Activities

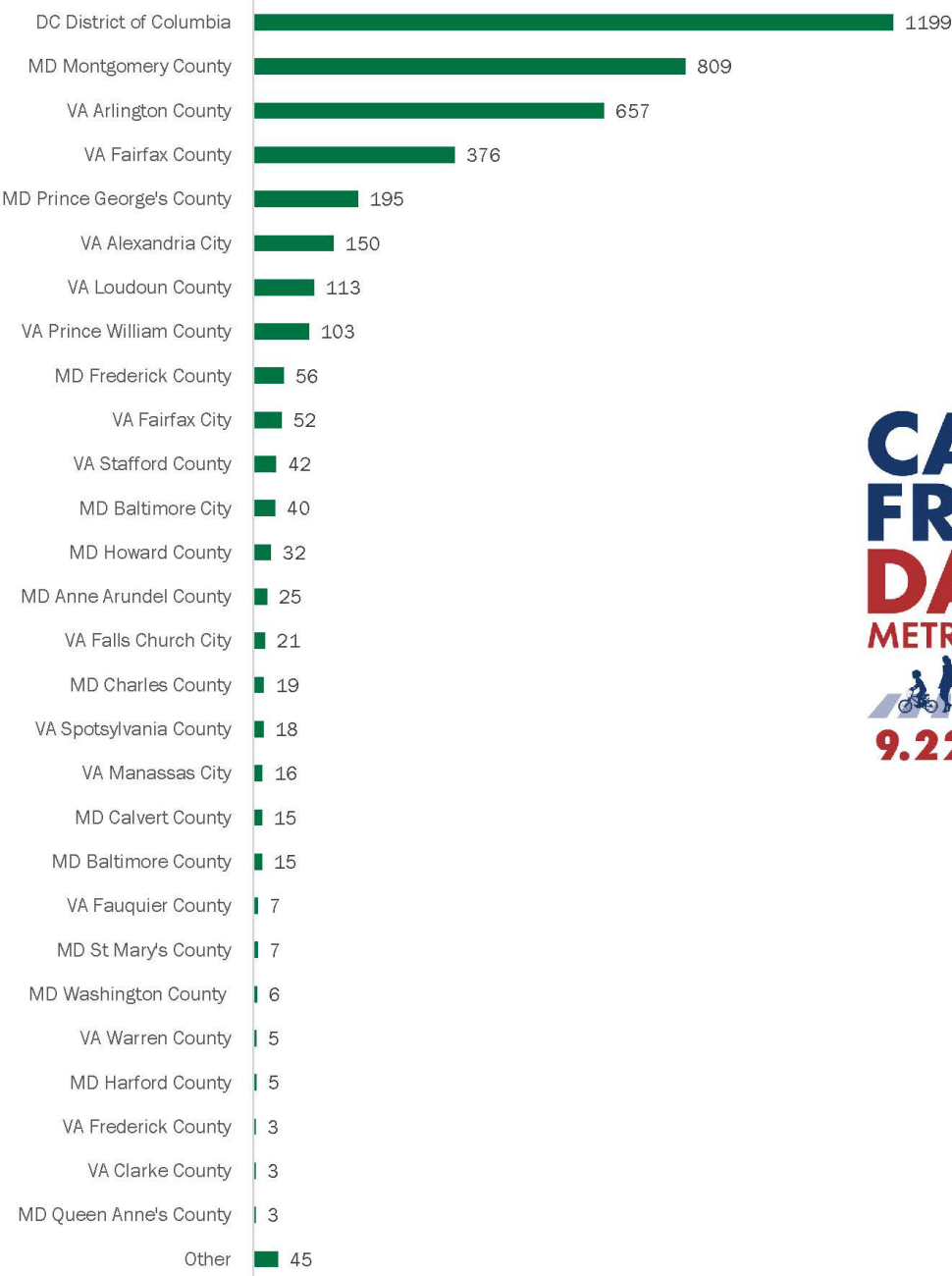


NOTE: Participants could check multiple modes.

Work Location



Pledges by Jurisdiction



APPENDIX B Emissions Impacts

Emissions Impacts

COG/TBP staff prepared a Car Free Day emissions impacts analysis which documents the method used to estimate mobile/on-road emissions (in tons) saved on Car Free Day 2022. The emissions savings were based on pledged vehicle miles traveled (VMT) savings as stated by participants using non-single occupant vehicle modes of travel on September 22, 2022. Emissions rates developed by EPA’s MOVES model were used.



National Capital Region
Transportation Planning Board

Nitrogen oxides (NOx) are the chemical in automotive exhaust; volatile organic compounds (VOC) are ground-water contaminants; greenhouse gases (GHG) are released into the atmosphere which absorb and emit radiation; and particulate matter (PM) are microscopic matter suspended in the earth's atmosphere.

Emissions Reductions from 2013 to 2022: 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	403.081	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
2019	190,863	0.245	0.272	384.166	0.01	0.052	0.057	80.82	0.00210	Visualize2045	MOVES2014a
2020*	27,576	0.245	0.272	384.166	0.01	0.007	0.008	11.68	0.00030	Visualize2045	MOVES2014a
2021*	52,626	0.201	0.241	362.778	N/Aa	0.012	0.014	21.04	N/A	Visualize2045	MOVES2014a
2022	43,901	0.217	0.246	359.105	N/A	0.010	0.012	17.38	N/A	2022 Update to Visualize 2045	MOVES2014b

* In 2020 emission rates from Visualize 2045 were applied in emission savings because TERMS rates were not updated for 2020 Amendment to Visualize 2045.

APPENDIX C
Earned Media Placements

Media Coverage

Car Free Day 2022 Media Coverage		
Television Interviews		
9/21/2022	WJLA	World Car Free Day WJLA
Print/Online Coverage		
9/13/2022	The Moco Show	Car Free Day 2022 Will Take Place on Thursday, September 22 - The MoCo Show
9/22/2022	Arlington Transportation Partners	Car Free Day Arlington Transportation Partners
9/12/2022	Arlington Transportation Partners	Celebrate Car Free Day on September 22 (arlingtontransportationpartners.com)
9/22/2022	Virginia Bicycling Federation	Metro DC's Car Free Day, Thursday, September 22, 2022 – Virginia Bicycling Federation (vabike.org)
9/1/2022	Carlyle Council	Car Free Day 2022 – The Carlyle Council (thecarlylecommunity.com)
9/19/2022	PoPville	Park It and Win Prizes! Revving Up for 'Car Free Day' - PoPville
-	Ride Smart Commuter Solutions	Three Ways to Win Car Free Day!
9/20/2022	Prince William County	Board Proclaims Sept. 22 as Car Free Day in Prince William County (pwcva.gov)
9/16/2022	Potomac Local News	OmniRide Asks Residents to Pledge to Go Car Free on September 22 - Potomac Local News (Press Release)
9/12/2022	University of Maryland	2022 Car Free Day & Group Bike Commute to UMD UMD DOTS
9/21/2022	City of Takoma Park	Proclamation of Car Free Day - September 21, 2022 (takomaparkmd.gov)
9/21/2022	WUSA	Montgomery Co. celebrates Car-Free Day with raffles for residents wusa9.com
8/5/2022	Tri-County Council for Southern Maryland	Car Free Day 2022 Registration Opens: Take Your Foot off the Gas and Take the Pledge to go Car Free - Tri County Council for Southern Maryland (tccsmd.org)
9/19/2022	Head Topics	Park It and Win Prizes! Revving Up for 'Car Free Day' - PoPville (headtopics.com)
8/31/2022	Omni Ride	Car-Free-Day 2022 Interactive-Bingo-Card 08-31-22.pdf (omniride.com)
9/12/2022	Arlington Transportation Partners	Celebrate Car Free Day on September 22 (arlingtontransportationpartners.com)

9/20/2022	Patch	MoCo Residents Can Join 'Car-Free Day' On Sept. 22 Gaithersburg, MD Patch
9/20/2022	Montgomery Community Media	What is Car Free Day? - Montgomery Community Media (mymcmedia.org)
9/15/2022	WJLA	Changing commuting habits doesn't mean traffic is getting better in the DMV WJLA
-	Charles County	2022-59 Car Free Day.pdf (legistarweb-production.s3.amazonaws.com)
9/12/2022	Fairfax Alliance for Better Bicycling	Car Free Day: Take the Pledge Fairfax Alliance for Better Bicycling (fabb-bikes.org)
Social Media		
9/22/2022	Instagram - Ride Smart	RideSmart (@ridesmartva) • Instagram photos and videos
9/22/2022	Twitter - FOVNDRY	FOVNDRY (formerly Van Eperen) on Twitter: "It's
9/19/2022	Twitter Arlington DES	Arlington Department of Environmental Services on Twitter:
9/20/2022	Twitter - County Executive Angela Alsobrooks	County Executive Angela Alsobrooks on Twitter
9/21/2022	Twitter – Rockville Chamber of Commerce	Rockville Chamber (@chamberrock) / Twitter
9/07/2022	Twitter - Walk Arlington	WalkArlington on Twitter: "Car Free Day is Sept. 22.
9/14/2022	Twitter - Brian Mitchell	Brian Mitchell on Twitter: "-Car Free Day
9/9/2022	Twitter – Prince George's County DPW&T	PGCountyDPWT on Twitter
9/20/2022	Instagram – Ride Smart	#carfreemetrodc hashtag on Instagram • Photos and videos
9/14/2022	Instagram - PgcountyDPWT	PGCountyDPWT on Instagram
9/19/2022	Instagram – Brian Mitchell	Brian Mitchell on Instagram: "-Car Free Day
9/20/2022	Instagram - Jennythehenry	Instagram • Direct
9/20/2022	Instagram – Arch Street Communications	Instagram • Direct
9/20/2022	Instagram - County Executive Alsobrooks	Instagram • Direct
9/13/2022	Instagram - Foodfitnessflights	@foodfitnessflights on Instagram:
9/19/2022	TikTok - ItsYaGirlSarahD	Find 'car free day' on TikTok TikTok Search
9/20/2022	TikTok – Dana Marlowe	Find 'car free day' on TikTok TikTok Search Find 'car free day metro dc' on TikTok TikTok Search Find 'car free day metro dc' on TikTok TikTok Search Find 'car free day metro dc' on TikTok TikTok Search
9/21/2022	TikTok - Foodfitnessflights	Find 'car free day' on TikTok TikTok Search
9/14/2022	Instagram – Prince George's County DPW&T	#carfreemetrodc hashtag on Instagram • Photos and videos
9/22/2022	Facebook – Loudoun County	(3) car free day metro dc - Search Results Facebook

9/22/2022	Facebook – City Rockville Government	(3) car free day metro dc - Search Results Facebook
9/20/2022	Facebook - Reston Station	Reston Station Facebook
9/20/2022	Twitter - MCDOT	MCDOT on Twitter: "Reduce your Carbon Footprint
Calendar Listings		
Adams Morgan BID		Car Free Day 2022 - Adams Morgan Partnership BID
Greenbelt AllEvents (Link expired after event)		https://allevents.in/washington/car-free-day
Baltimore Sun		Car Free Day 2022 - Baltimore Sun Calendar
Capital Gazette		Car Free Day 2022 - Capital Gazette Calendar
Capital Hill BID		Car Free Day 2022 Capitol Hill BID Washington, DC
Central Fairfax Chamber of Commerce		Car Free Day (cfcc.org)
Charles County Chamber of Commerce		Car Free Day 2022 - Sep 22, 2022
DC Inno (Link expired after event)		Events AmericanInno
DC Social Guide		DC Social Guide – DC Event Calendar
Dulles Moms		Car-Free Day 2022 (dullesmoms.com)
The Frederick News Post		Car Free Day 2022 Other fredericknewspost.com
Georgetown DC		Car Free Day 2022 Georgetown DC
Georgetown Dish		Go Car Free on September 22 The Georgetown Dish
goDCgo		Car Free Day goDCgo
Greater Greater Washington		-
Inside Nova		Upcoming Events, Concerts, Festivals, Sports & More - Evtnt
Keep Prince Williams Beautiful		Car Free Day 2022 - Keep Prince William Beautiful
Loudoun Chamber of Commerce		Car Free Day 2022 - Loudoun Chamber
Mommy Poppins		Car Free Day 2022 MommyPoppins
Prince William Living Magazine		Car Free Day 2022 Prince William Living
Social in DC (Link expired after event)		https://discover.events.com/us/washington-d-c/dupont-
The Bay Net		Car Free Day 2022 - The BayNet
Patch – Washington DC		Sep 22 Car Free Day 2022 Washington DC, DC Patch
Wash Cycle		TheWashCycle
Washington Family, Reston		Car Free Day 2022 Washington Family Calendar
Washington Informer		Community Events - The Washington Informer
Washington Jewish Week		Car Free Day 2022 Washington Jewish Week

**APPENDIX D
Media Results**

Campaign Name	Media	Amount Spent	Impressions	Click Thrus or Interactions	Click Thru / Interaction Rate	Cost Per Click / Interaction
Car Free Day	Influencer (Dana)	\$1,300.00	14,525	197	1.36%	\$6.60
Car Free Day	Influencer (Rachel)	\$1,300.00	5,181	1,250	24.13%	\$1.04
Car Free Day	Influencer (Sarah)	\$1,300.00	3,929	401	10.21%	\$3.24
Car Free Day	NBC4	\$4,125.00	206,730	196	0.09%	\$21.05
Car Free Day	El Tiempo Latino	\$1,200.00	49,500	25	0.05%	\$48.00
Car Free Day	PoPville	\$750.00	1,581	38	2.40%	\$19.74
		\$9,975.00	281,446	2,107		

**Clean Air Partners
Social Media Influencers Results**

Digital Ambassadors Engaged	11
Total Impressions	21,522
Total Engagements	2,285
Likes on Content	1,966
Comments on Content	191
Content Shares	53
Content Saves	59
Clicks to Website	16

Digital Ambassadors Engaged	11
Total Impressions	21,522
Total Engagements	2,285
Likes on Content	1,966
Comments on Content	191
Content Shares	53
Content Saves	59
Clicks to Website	16