

# Car Free Day 2016

## Washington, D.C. Metropolitan Region

### Draft Event Recap



Metropolitan Washington Council of Governments  
National Capital Region Transportation Planning Board  
Commuter Connections Program

## Car Free Day

Car Free Day is internationally celebrated as a day for people to leave their cars at home, and get around by train, bus, bicycle, subway, or walking. In the Washington DC region, people also have the option to participate in Car Free Day by traveling “car lite” by carpooling or vanpooling.

The Metropolitan Washington region began promoting Car Free Day in 2008.

Three main objectives are to:

1. Use Car Free Day as an opportunity to promote alternative modes of both commute and non-commute transportation.
2. Encourage commuters and the general public to take the pledge to use car free or car-lite travel methods.
3. Measure and report impacts.



## Proclamation Signing

The Car Free Day 2016 proclamation signing took place on July 20, 2016 at the National Capital Region Transportation Planning Board (TPB) meeting at the Metropolitan Washington Council of Governments. Some jurisdictions also made Car Free Day proclamations of their own.



Bridget Newton, Mayor City of Rockville Maryland, and Vice Chairperson of the National Capital Region Transportation Planning Board (TPB) signs a proclamation at the TPB meeting to recognize September 22, 2016 as Car Free Day in the Washington, D.C. region. Also pictured, Nicholas Ramfos, COG Director Transportation Operations.





# Proclamation

**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 citizens to telework and try alternative forms of transportation such as transit, bicycling and walking, and “car lite” methods such as carpools and vanpools; and

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

**WHEREAS**, Car Free Day corresponds with European Mobility Week, occurring September 16-22, celebrating sustainable mobility.

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

- 1. Proclaims September 22, 2016 as Car Free Day throughout the Washington Metropolitan Region; and**
- 2. Encourages citizens to pledge to be Car Free or Car-lite by visiting [www.carfreemetrodc.org](http://www.carfreemetrodc.org); and**
- 3. Asks TPB Member jurisdictions to adopt similar proclamations in support of Car Free Day.**

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*Chair, National Capital Region Transportation Planning Board*



# Mayoral Proclamation

**Car Free Day – Thursday, September 22, 2016**

- 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 bicycling and walking, and “car lite” methods such as carpools, vanpools, teleworking, and making fewer trips by car; and
- WHEREAS, Car Free Day benefits the National Capital Region through improved air quality, reduced traffic congestion and parking demands, and the conservation of energy; and
- WHEREAS, this year’s Car Free Day gives drivers a chance to consider more eco-friendly and less stressful ways to travel.

NOW, THEREFORE, I, Kate Stewart, Mayor of the City of Takoma Park, Maryland, on behalf of the Council, staff and residents, hereby proclaim Thursday, September 22, 2016 as Car Free Day, and encourage everyone to pledge to be Car Free or Car Lite by visiting [www.CarFreeMetroDC.org](http://www.CarFreeMetroDC.org).

**Dated this 14<sup>th</sup> Day of September, 2016.**

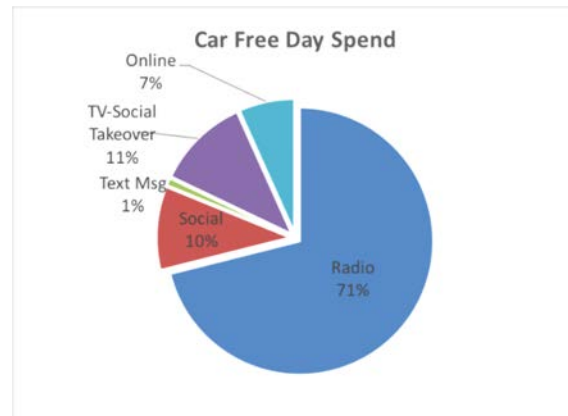
  
\_\_\_\_\_  
**Kate Stewart**  
Mayor

Attest:  
  
\_\_\_\_\_  
Jessie Carpenter, CMC  
City Clerk

## Media Objectives

The 2016 marketing campaign raised public awareness of Car Free Day, challenging drivers to leave their cars home for the day, reduce the distance of trips taken, or go car-lite by Ridesharing.

The marketing campaign consisted of a web site, radio, text messaging, posters, transit signage, email blasts, online banner ads, social media, and earned media. The efforts brought attention to Car Free Day and encouraged the public to take the pledge.



### Target market:

- All drivers.

### Geographic Targeting

Washington D.C. DMA

Car Free Day Budget	MWCOG Cost	Gross Dollars	Impressions
Radio	\$31,709.65	\$37,305.48	2,220,988
Social Media	\$ 4,500.00	\$ 5,294.25	1,678,800
TV-Social Takeover	\$ 5,000.00	\$ 5,882.50	180,000
Online	\$ 3,000.00	\$ 3,529.00	352,900
Text Messaging	\$ 400.00	\$ 471.00	10,000
<b>Total Budget</b>	<b>\$44,609.65</b>	<b>\$52,482.23</b>	<b>5,942,865</b>

## Radio

Draft radio scripts were developed and revised, based on Steering Committee feedback. Voiceover talent was selected, and a :30 second commercial was produced. The radio spot aired for several weeks leading up to the event on the following stations:

WIHT (99.5 Top 40)

DC101 (101.1 Alternative Rock)



Car Free Day Radio Script  
'Press Play on a New Routine'

### **Sound Effects:**

Sounds of alternative transportation modes make up a fun beat.

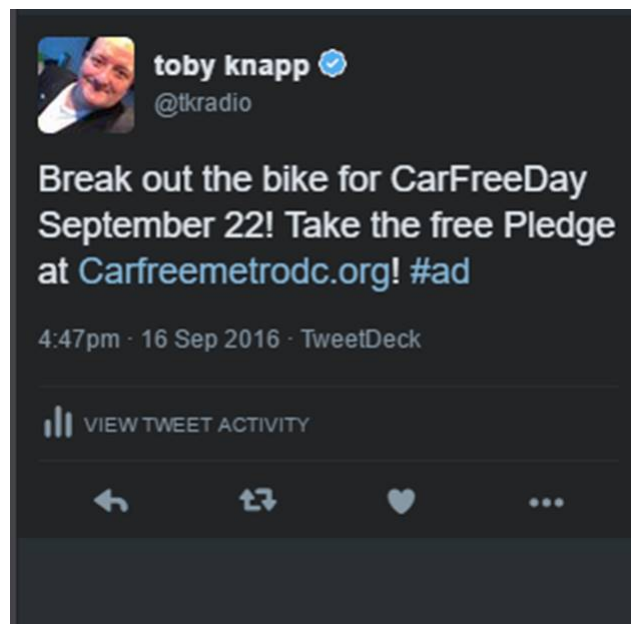
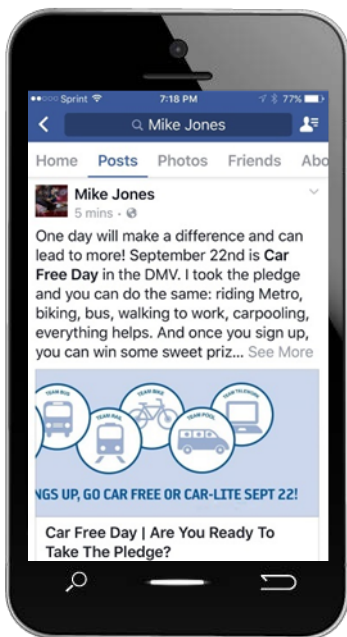
### **Announcer:**

This September 22 press play on a new routine and try something different! Go car free or rideshare. Take the free pledge today at [carfreemetrodc.org](http://carfreemetrodc.org) for a chance to win great prizes!

Car Free Day. Thursday, September 22. Visit [carfreemetrodc.org](http://carfreemetrodc.org).  
Sponsored by Commuter Connections.

## Value add

Both radio stations provided a combined total of 57 no-charge :30 second promotional spots over the 3-week schedule. The stations also provided banner ads on their websites delivering 290,724 impressions. Hot 99.5 and DC101 Station personality tweeted to promote Car Free Day.





## WMZQ Fall Fest

iHeart radio station WMZQ provided concert tickets with backstage passes to the WMZQ Fall Fest for the Car Free Day raffle. The station made 208 promotional mentions about the WMZQ Fall Fest concert ticket giveaway, mentioning Car Free Day as a sponsor.



Joy Wolf, winner of the Car Free Day raffle for concert tickets and backstage passes at the WMZQ Fall Fest, with country band, A Thousand Horses.

WMZQ performer interviews with a monitor in the background showing Fall Fest sponsor logos, which looped throughout. The winner photos and videos of the interviews were on the WMZQ web site.



## Poster

A Car Free Day poster was created, printed and delivered to network members and employers in the region. The poster displayed alternate commute modes and gave a call to action to “Take the Free Pledge” at visit [carfreemetrodc.org](http://carfreemetrodc.org).

**CAR FREE DAY**  
**SEPTEMBER 22, 2016**

TAKE THE FREE PLEDGE  
[WWW.CARFREEMETRODC.ORG](http://WWW.CARFREEMETRODC.ORG)

TEAM RAIL  
TEAM BIKE  
TEAM POOL  
TEAM TELEWORK  
TEAM WALK  
TEAM BUS

Change things up, go car free or go car-lite by ridesharing on September 22. You could win great prizes! Take the free pledge, even if you're already car free or car-lite.

**CAR FREE DAY**  
METRO DC

COMMUTER CONNECTIONS®  
800.745.RIDE

9 . 2 2 . 1 6

Printed on recycled paper

Choose the “team” that fits your mobility best and get social  
#CarFreeDay @CarFreeMetroDC

## Email Blast

An email blast was sent to employers and those who took the Car Free Day pledge over the past three years. Numerous network members also sent e-mail blasts and e-newsletters of their own.

**COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK

The Commuter Information Source  
for MD, VA, and Metropolitan D.C.

# CAR FREE DAY

## SEPTEMBER 22, 2016

TAKE THE FREE PLEDGE  
[WWW.CARFREEMETRODC.ORG](http://WWW.CARFREEMETRODC.ORG)

TEAM RAIL  
TEAM BIKE  
TEAM POOL  
TEAM TELEWORK  
TEAM WALK  
TEAM BUS

Change things up, go car free or go car-lite by ridesharing on September 22. You could win great prizes! Take the free pledge, even if you're already car free or car-lite.

**CAR FREE DAY**  
METRO DC

Choose the "team" that fits your mobility best and get social #CarFreeDay @CarFreeMetroDC

COMMUTER CONNECTIONS  
800.745.RIDE 9.22.16

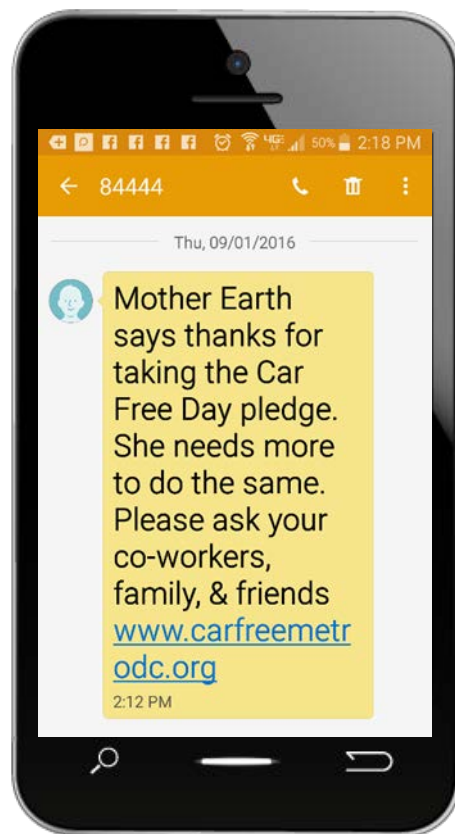
Printed on recycled paper



National Capital Region Transportation Planning Board  
Metropolitan Washington Council Of Governments  
777 North Capitol Street, NE • Suite 300 • Washington, DC 20002

## Text Messaging

Opt-in text messaging was used to encourage those who participated in previous years to pledge again this year, and to share the message with others.





## Paid Social Media

Facebook, Twitter, and Instagram sponsored ad images



**Commuter Connections**  
Sponsored

We're all winners when you go Car Free and you could win a prize, too!

**CAR FREE DAY**  
METRO DC

9.22.16

**Change things up!**  
Take the free pledge at [Carfreemetrodc.org](http://Carfreemetrodc.org).

CARFREEMETRODC.ORG

An infographic for Car Free Day. It features six circular icons representing different commuting options: 'TEAM RAIL' (train), 'TEAM BIKE' (bicycle), 'TEAM POOL' (carpool), 'TEAM TELEWORK' (laptop), 'TEAM WALK' (person walking), and 'TEAM BUS' (bus). The icons are arranged in a circular pattern. To the right of the icons is the 'CAR FREE DAY METRO DC' logo and the date '9.22.16'. Below the infographic, the text reads 'Change things up! Take the free pledge at Carfreemetrodc.org. CARFREEMETRODC.ORG'.



## Digital Media

A minimum of 352,900 impressions were served on WTOP digital properties, run-of-site across all devices: desktop, mobile and tablet with banner ads in various sizes.

The image displays a collection of digital media assets for WTOP (Washington's Top News). It includes:

- Desktop Website Screenshot (Top Left):** Shows the WTOP homepage with a main article titled "Bayer, Monsanto try to create global chemical and ag giant" by David McHugh, dated September 14, 2016. The article features a large image of a Monsanto logo on a red and yellow background.
- Desktop Website Screenshot (Top Right):** Shows a different section of the WTOP website with a headline "These are my babies': Driver got kids off burning bus" and a sub-headline "When Reneita Smith's yellow school bus caught fire with 20 students aboard, she had to think, and work, fast. She likely saved children's lives, and said that her actions weren't those of a hero, but a mom." It also includes a "DON'T MISS" section and a "LIVING" section.
- Mobile Website Screenshot (Bottom Left):** Shows the WTOP mobile website on a smartphone, displaying the same "Bayer, Monsanto" article.
- Advertisements:** Several ads are visible, including a "NAVY FEDERAL Credit Union" ad, a "VION" ad, and a "COMPUTER CONNECTIONS" ad.
- Weather and Local Info:** A weather widget shows "92° Washington, DC" and "LISTEN LIVE 103.3 FM".
- Navigation and Search:** The website features a navigation bar with "NEWS", "TRAFFIC", "WEATHER", and "Search" options, along with social media icons for Facebook and Twitter.

## Social Referral Takeover

An estimated 90,000 impressions per day on NBC4's Facebook, Twitter and Instagram social media ran September 14<sup>th</sup> and 21<sup>st</sup>.



:15 Pre-Roll



## Transit Signage

Bus signage was secured for Car Free Day from several jurisdictions; artwork was created reflecting the poster graphics and then printed, shipped, and installed at the various transit properties. Signage appeared on Montgomery County Ride On and Fairfax Connector (exteriors), Metrobus and Arlington Transit (interiors), and Prince George's (shelters). A complimentary internet banner ad was also created for placement onto the Metro website.



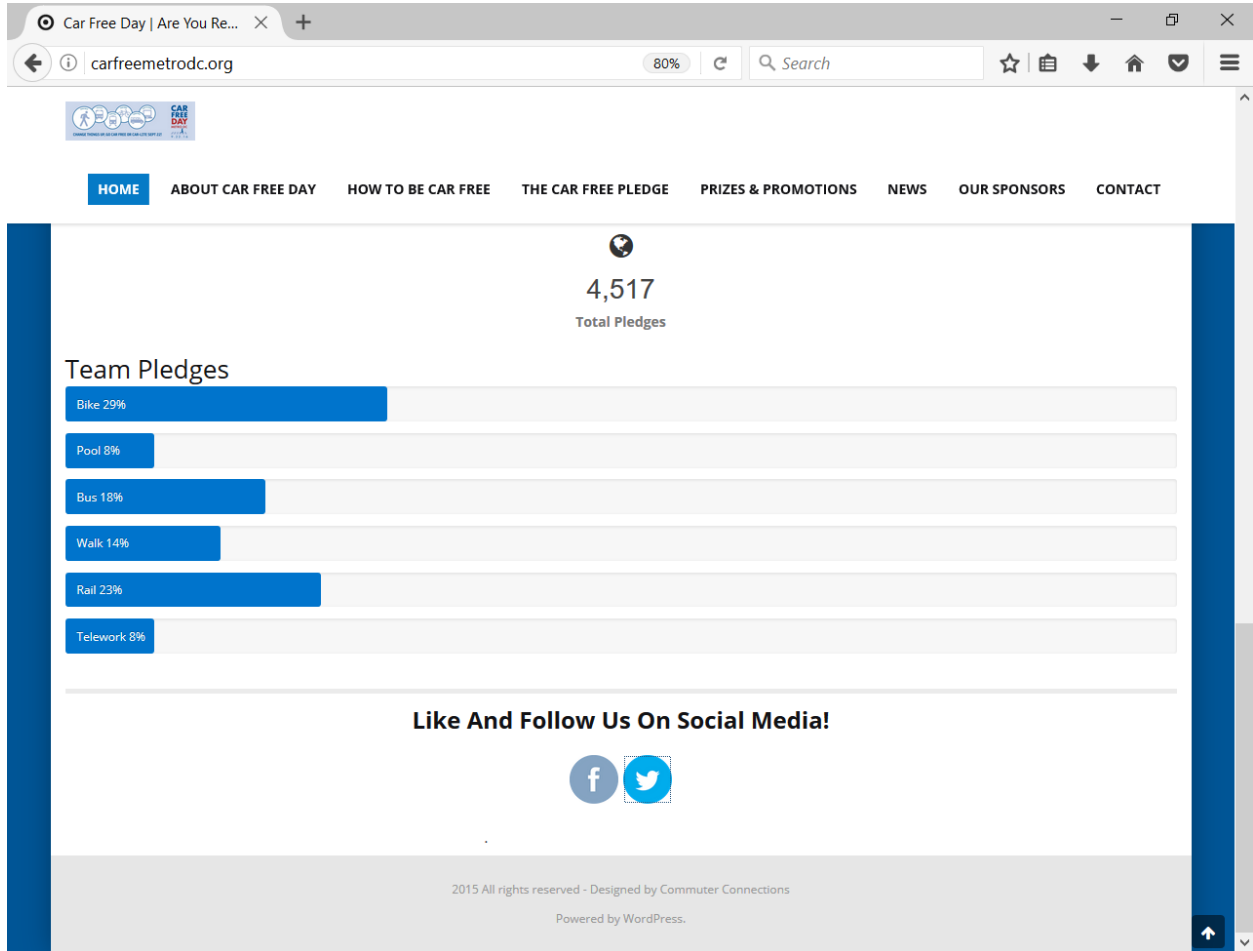
## Website

The Car Free Day website contained functionality such as a real time leaderboard displaying pledges by team. The website was visited 18,793 times with 14,777 of those visitors being unique. The total number of pages viewed were 39,033, the average number of pages viewed per session were 2.08, and the per session average duration of time spent on the Car Free Day web site was 1 min and 59 seconds.

The screenshot shows a web browser displaying the homepage of the Car Free Day website. The browser's address bar shows the URL "carfreemetrodc.org" and the page title "Car Free Day | Are You Re...". The website features a prominent banner with icons for various transportation modes: TEAM WALK (a person walking), TEAM BUS (a bus), TEAM RAIL (a train), TEAM BIKE (a bicycle), TEAM POOL (a van), and TEAM TELEWORK (a laptop). The banner text reads "CHANGE THINGS UP, GO CAR FREE OR CAR-LITE SEPT 22!" and "CAR FREE DAY METRO DC 9.22.16". Below the banner is a navigation menu with links: HOME, ABOUT CAR FREE DAY, HOW TO BE CAR FREE, THE CAR FREE PLEDGE, PRIZES & PROMOTIONS, NEWS, OUR SPONSORS, and CONTACT. The main content area has a heading "Home" and a call to action: "Take the Pledge Today, it's Free. And you could Win Great Prizes!" with a "Take The Pledge" button. At the bottom, there are two sections: "Are You Up For a Change?" and "Choose The Team That Fits You Best!". The Windows taskbar at the bottom shows the time as 2:04 PM on 2/22/2017.

## Leaderboard

A daily leaderboard was displayed on the Car Free Day web site's home page. The chart showed each mode and indicated the percentage of pledges.





## Social Media



Social media sites were used to keep friends and followers of the event engaged and up to date on activities prior to and following the event. Car Free Day Facebook added nearly 150 Likes in 2016, reaching 4,149 “likes”. Car Free Day Twitter added over 75 followers, to 686.

The screenshot shows the Facebook page for Car Free Day Metro DC. The cover photo is a promotional graphic for the 2015 event, featuring icons for different mobility teams: TeamRail (train), TeamBike (bicycle), TeamPool (car), TeamTelework (laptop), TeamWalk (person with bag), and TeamBus (bus). The text on the cover photo reads: "READY TO TAKE THE CAR FREE DAY TEAM PLEDGE? JOIN A TEAM THAT FITS YOUR MOBILITY BEST & TAKE THE FREE PLEDGE! AT CARFREEMETRODC.ORG".

The page has 4,149 likes, with Donna Norfleet and Mirza Donegan listed as recent likers. The left sidebar shows navigation options: Home, About, Photos, Pledge, Likes, Events, and Posts. The right sidebar shows a list of friends and contacts, including Ashley Egerdahl, Andy Harley, Melissa Eckes, Ricky Slezak, Cari Anders Reed, Pete Friedlander, Pete Francis Dimmick, Kara Moylan MacLean, Sandy Scher Weiss, Linda Despeaux, Lusha Sharpe, Devonne Yost Ross, Pete Mongiello, Caressa Flannery, Pete Friedlander, and Stacy Mills.

Car Free Day | Are You Re... x Commuter Connections (... x (1) Car Free Day x +

Twitter, Inc. (US) | https://twitter.com/CarFreeMetroDC 80% Search

Home Moments Search Twitter Have an account? Log in

**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)

TWEETS 270 FOLLOWING 90 FOLLOWERS 686 LIKES 161 [Follow](#)

**Commuter Connections** @CarFreeMetroDC

Car Free Day is an international event celebrated in the Washington DC metropolitan region on Sept 22nd. The event encourages individuals to uncar that day.

Joined July 2009

36 Photos and videos

**Commuter Connections** @CarFreeMetroDC · 28 Oct 2016

Joy Wolf, won the Car Free Day 2016 raffle for concert tix & backstage passes to the @WMZQ Fall Fest, with country band @athousandhorses

**New to Twitter?**  
Sign up now to get your own personalized timeline!  
[Sign up](#)

You may also like · Refresh

- Commuter Connections @BikeToWorkDay
- Capital Bikeshare @bikeshare
- WABA @WABADC
- DCBAC @DCBAC
- goDCgo @goDCgo

Windows taskbar: 2:51 PM 2/22/2017

## Clean Air Partners

Clean Air Partners produced a promotional video to provide a fun visual about the various types of green-minded car free travel. The video was placed on the Car Free Day event web site, under 'How to be Car Free'.

YOUR AIR QUALITY | GET INVOLVED | AIR QUALITY FACTS | EDUCATION | SUPPORTERS | RESOURCES | ABOUT

**CLEAN AIR PARTNERS**  
DC-MD-VA

**Sign Up for AirAlerts**

(Enter your email here) >

Air Quality information delivered straight to your inbox.

**#BreatheEasy This Summer**

Available on the **App Store** | **ANDROID APP ON Google play**

Download the Air Quality App

**News**  
**Car Free Day 2016!**

Trying something new has never been so easy! Clean Air Partners and Commuter Connections ask you to try a new routine and pledge to go Car Free on Car Free Day, September 22, 2016.

**Pledge** for a chance to win prizes from Capital Bikeshare, Crunch Fitness, Giant Food, and more!

People spend 70+ hours a year waiting in traffic. Get out of your car and try on a new transportation style for size – you can save money, improve your health, improve air quality, and increase productivity! **Pledge** to go Car Free on Car Free Day!

**CAR FREE DAY**  
METRO DC  
9.22.16

**CLEAN AIR PARTNERS**  
DC-MD-VA

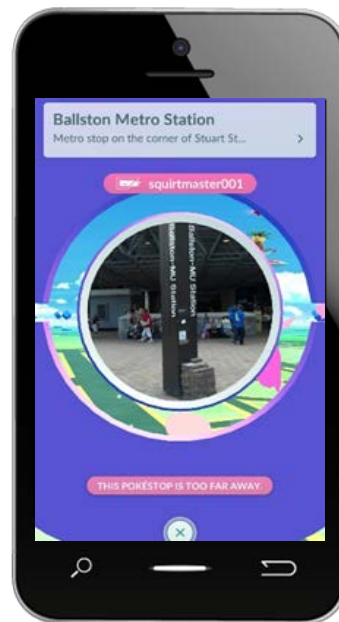
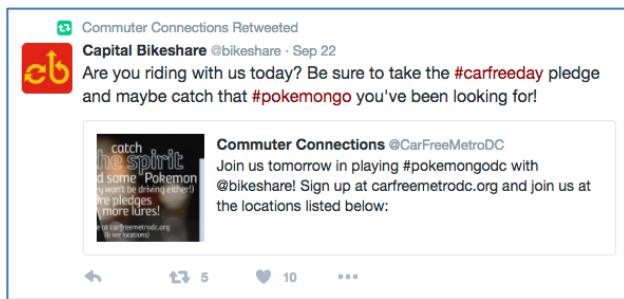
**COMMUTER CONNECTIONS**  
A TRAFFIC WAY TO WORK

Try something new. **TAKE the PLEDGE.**  
#CarFreeDay, coming September 22!



## Pokémon Go

The social media craze that captured imaginations around the world and generated pedestrians in pursuit of fictional Pokémon creatures was used in conjunction with Car Free Day. Leading up to September 22<sup>nd</sup>, a social media campaign by Commuter Connections challenged the general public to find Pokémon near Car Free Day sponsors, Mellow Mushroom of Adams Morgan, and at select Capital Bikeshare stations around the region. The whereabouts of the Pokémon were revealed on the Car Free Day and sponsor's social media sites. Capital Bikeshare participating locations were Dupont Circle, Old Town Alexandria, Ballston, and Montgomery College.



## Jurisdiction Activities

Commuter Connections' network members hosted numerous promotions to celebrate Car Free Day.

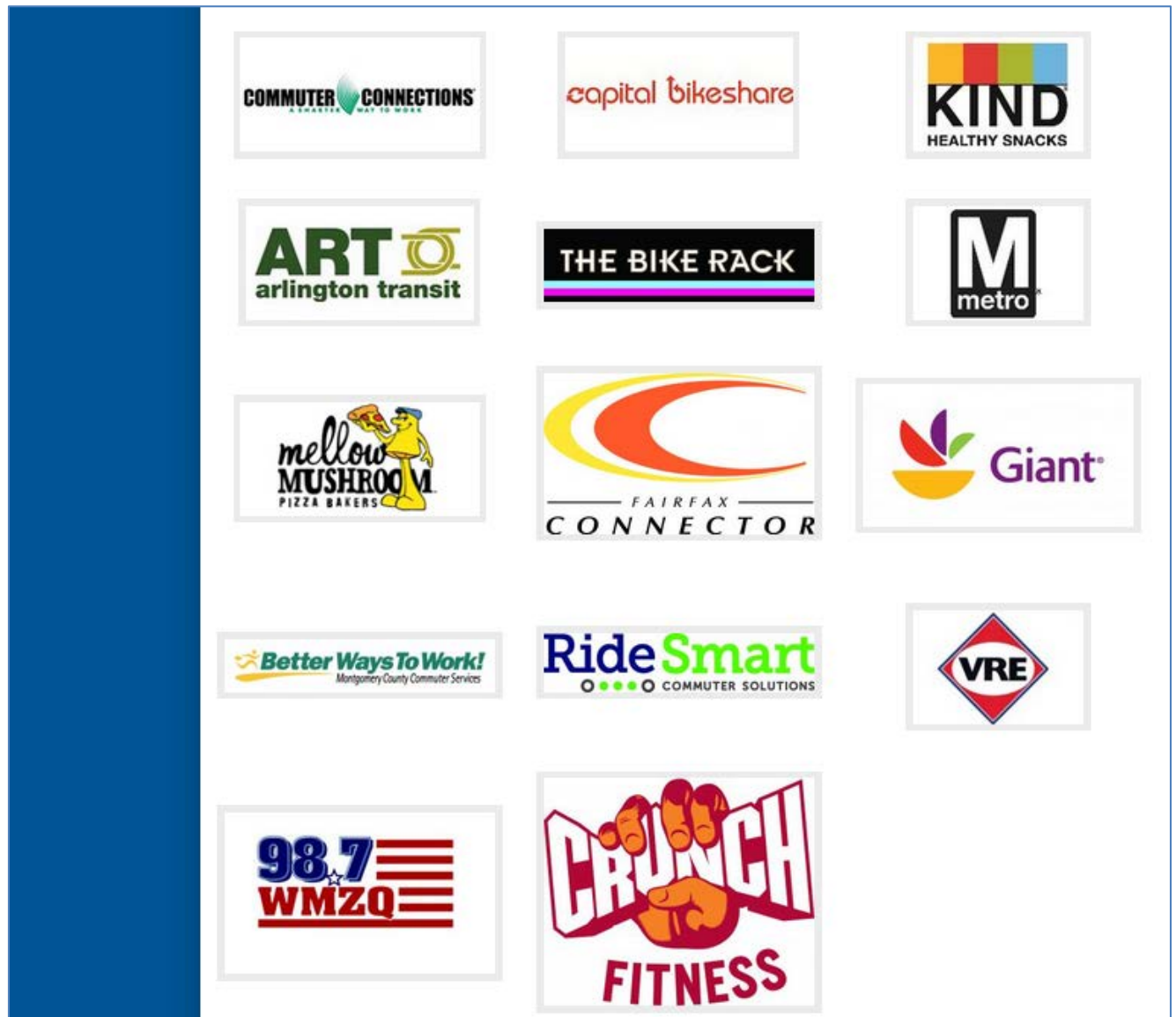
- Montgomery County Commuter Services staff greeted travelers with giveaways at the Germantown Transit Center, and several Metrorail stations and Ride On bus stops.
- Tri-County Council for Southern Maryland was at the North Beach Farmer's Market in Calvert County with giveaways.
- In Arlington, the Crystal City Business Improvement District provided free coffee, snacks, and giveaways at the Crystal City Water Park.
- TransIT Services of Frederick County offered free rides on all Connector and Shuttles buses on Car Free Day.





## Prizes and Sponsors

Donated prizes were offered as incentives to people pledging to go car free or car-lite. Local businesses and organizations that donating goods or services gained exposure, and were associated with a cause that contributed to the betterment of the region's traffic congestion and air quality.



## Raffle Prize Donations

- Capital Bikeshare annual memberships, courtesy goDCgo
- Commuter train round-trip passes, courtesy Virginia Railway Express
- Fall Fest concert tix and backstage pass Oct 1 Jiffy Lube Live, courtesy WMZQ and iHeart radio
- KIND Healthy Snacks gift bag, courtesy KIND, #LiveKIND
- One-year gym membership, courtesy of Crunch Fitness
- SmarTrip cards with \$25 in fare, courtesy Washington Metropolitan Area Transit Authority
- Supermarket \$25 gift cards, courtesy Giant Food
- \$50 bike shop gift card, courtesy The Bike Rack
- Pizzeria \$25 gift card, courtesy Mellow Mushroom of Adams Morgan

## Commuter Connections Network Members and Affiliate Outreach Examples


Español

Metro & Train
Bus
Cars & Carpooling
Other Commuter Options
Commuter Services
Employer Programs



MetroRail
TheBus
RideMatching
SmartBenefits

### A Smarter Way to Commute. When We Drive You Win.

**RideSmart Solutions** is your guide to alternative transportation options in Prince George's County. We provide **FREE** information and benefit programs for bus service, rail lines, carpooling, vanpooling and telecommuting as well as Employer specialized programs. RideSmart provides comprehensive programs backed by the National Capital Region Transportation Planning Board at the Metropolitan Washington Council of Governments, your state and local governments and several other transportation organizations, all working together to improve commuting in and around the region.

Prince George's County works closely with the Commuter Connections program to help promote transportation alternatives and connect commuters to jobs, education, shopping, healthcare, and other important destinations, while reducing auto emissions and traffic congestion. We want to make sure you have all the resources needed in order to successfully enjoy making alternative modes of transportation your main source of traveling.

#### Employee Programs



RideSmart offers an abundance of free and helpful services to employers. We

#### Commuter Services




Want to find a person with a similar route? We strive to make your commut

#### Latest News & Events

August 30, 2016  
**Car Free Day Sept 22nd**  
Car Free Day is an international event celebrated every September 22nd in...

June 08, 2016  
**SafeTrack Surge #2 to Effect Prince George's County**


Departments - Jobs - Contact Us - f - t - v -

Live - Play - Services - Business - Government - Projects & Plans - Events - I want to -

### LOCAL MOTION · Your Transportation Resource

THE CHOICE IS YOURS: REFUSE TO PAY HIGH FUEL PRICES. Choose to bike, walk, rollerblade, and use public transit to save time and money.

Page updated on Aug 7, 2016 at 11:21 AM

#### RELATED CONTENT

- [Bike & Walk](#)
- [Bus & Rail](#)
- [Rideshare](#)
- [Travel Tools](#)

#### PROGRAMS

- [Carshare Alexandria](#)
- [Van Start/Van Care](#)
- [Employer Services](#)
- [Capital Rideshare in Alexandria](#)
- [Guaranteed Ride Home](#)
- [Telework](#)
- [Complete Streets](#)

#### RESOURCES

- [Mobile Transit Store](#)
- [Up to the Minute News](#)
- [Washington Area Bike Forum](#)
- [Meetings & Notices](#)
- [Rideshare Bulletin Board](#)
- [Links & Addresses](#)

#### Try Transit Week

**Pledge for Try Transit Week**  
Try Transit Week is coming, and the City of Alexandria and GASH are participating. Pledge to use transit the week of Sept. 19 and be eligible to win free rides and other prizes!

#### Rethink Your Commute: City Offers Alternatives During Metro SafeTrack Work

The City of Alexandria is working with the Washington Metropolitan Area Transit Authority (WMATA) and the regions localities to assist travelers during WMATA's safeTrack initiative. During safeTrack surge 8, which now begins August 27 through September 11, WMATA expects extreme crowding and delays on trains traveling between Van Dusen Street and Franconia-Springfield stations. SafeTrack is an initiative of the WMATA to rehabilitate the Metrolink system to improve safety and reliability.

#### CAR FREE DAY METRO DC

**Try Going Car Free on 9/22**  
Car Free Day is a free international event celebrated every September 22 in which people are encouraged to get around without driving alone in cars and instead ride a train, bus, bicycle, carpool, vanpool, subway or walk. To participate in this fun and worthwhile event, just fill out the [pledge form](#) on the website, then go car free or go car-free on Thursday, September 22. It's that simple! Once you pledge, you're automatically entered for a chance to win great prizes!

#### Celebrate Park(ing) Day on 9/16

**Park(ing) Day** is an annual worldwide event where artists, designers and citizens transform metered parking spots into temporary public parks. Want to participate? Follow the simple guidelines the City has in place and then just your imagination... IN DRIVES!



## Car Free Day is on Thursday, September 22. Are you ready to take the pledge?

Imagine a D.C. without bumper to bumper rush hour traffic. It's hard to picture, but the organizers of [Car Free Day D.C.](#) have some great suggestions to help us all avoid a congested commute to work on Thursday, September 22.

Mark your calendars and join goDCgo and thousands of other D.C. area commuters as they opt in for a more sustainable transportation option on [Car Free Day](#) — think riding trains, buses, bicycles, carpooling or good old-fashioned walking — and help to reduce carbon emissions along the way.

[Car Free Day](#) is the perfect opportunity for commuters, like you, to ditch your car and try a "non-driving" mode of transportation for at least one trip during the day — whether that's carpooling to work, riding Capital Bikeshare to your lunch meeting or taking the bus to happy hour. You'll be surprised at the multitude of transit options D.C. has to offer when you leave the keys at home!

**Take the Pledge!**

All participants will be entered for a chance to win awesome prizes including a [Capital Bikeshare](#) annual membership, Crunch Fitness gym membership, concert tickets, and much more! [DC Circulator](#) is also taking over @goDCgo #TransitTrivia on Tuesday, September 20, and will give away a free ride to everyone with the right answer to the transit trivia question.

To learn more about Car Free Day and options to go car free or car-lite, visit [Carfreemetrodc.org](#).





Prizes & Promotions | Car ... Metro - Bus

wmata.com/bus/?forcedesktop=1

Washington Metropolitan Area Transit Authority

Home Rail Bus Accessibility Getting Around Fares Rider Tools About Metro

**Metrobus**

Maps  
Timetables  
Alerts & Advisories  
Transfers

**CAR FREE DAY**  
SEPTEMBER 22, 2016  
**CHANGE THINGS UP & USE METROBUS**  
CARFREEMETRODC.ORG  
Take the free pledge today.  
You could win great prizes!

**Metrobus**

Metrobus provides more than 400,000 trips each weekday serving 11,500 bus stops in the District of Columbia, Maryland, and Virginia. Metrobus is the sixth busiest bus agency in the United States, with a fleet of more than 1,500 buses operating on 325 routes.

**Where to Wait for the Bus**

Stand at Metrobus stops, which are designated with red, white, and blue signs.

Check the bus destination before you board. The route number and destination are displayed above the windshield and on the boarding side of the bus. For planning bus trips, please see the [Trip Planner](#) or phone the Metro information line at 202-637-7000.

**Bus Accessibility**

The Office of Bus Planning works hard to improve bus stop accessibility throughout its network of approximately 12,000 bus stops. To report any accessibility issues with Metrobus stops, you can [download our form \(PDF\)](#).

**Metrorail and Metrobus Transfers**

To get a rail-to-bus or bus-to-rail discount or to transfer free from bus to bus, you must use a SmarTrip® card.

**Detours**

On occasion, Metro may implement detours on some routes of the Metrobus system. Check weather and road conditions for more information.

**Better Bus**

- Learn to read your new electronic bus shelter signs
- Paul S. Sarbanes Transit Center in Silver Spring
- Takoma Langley Crossroads Transit Center currently under construction.
- Route Studies, Service Changes and State of Good Operations

**busETA**

busETA is a service designed to help both you and your bus get to your stop at the same time.

9:53 AM 9/9/2016

## Earned Media

In tandem with COG’s Office of Communications, outreach was conducted that included targeted press releases that raised awareness, leveraged SafeTrack surge #9, and focused on the benefits of going car free or car-lite for Car Free Day 2016. The following press releases were developed, distributed and pitched to print, broadcast, and social media:

- Calendar Listing: August 19, 2016; “Car Free Day 2016—Take the pledge to go car free or car-lite at [www.CarFreeMetroDC.org](http://www.CarFreeMetroDC.org).”
- Press Release #1: August 30, 2016; “Car Free Day Registration Opens – Metropolitan Washington Gets Ready to Green the Commute on September 22”.
- Press Release #2: September, 19, 2016; “Regional Businesses, Transit Agencies Support Upcoming Car Free Day, Sept. 22 – Residents Who Take Car Free Day Pledge Eligible for Great Prizes”.

Following each press release distribution, the publicity team conducted a series of coordinated media pitches to secure interviews and news stories. Results were 40 media placements, including 37 print/online, 2 radio interviews, and 1 television interview.

The screenshot shows a Washington Post article from September 21, 2016, by Justin Wm. Moyer. The headline is "Here's a good reason to ditch your car Thursday: It's World Car Free Day". The article features a video player with a 1:05 duration and a "Play Video" button. Below the video, the text reads: "Cities around the world are encouraging drivers to take a break from their vehicles in celebration of World Car Free Day on Sept. 22. (Clean Air Partners)". The main text of the article discusses the benefits of going car-free or car-lite for 24 hours on September 22nd, mentioning that teleworking counts and that the pledge is for anybody who's traveling. A quote from Nick Ramfos of the Metropolitan is also included. On the right side of the page, there is a "Most Read" section with five items, including "Demonic activity was palpable" and "500 inches and counting: Snow has clobbered California ski resorts this winter". There is also a "Try for just 99¢" button and a "Sign In" button.

## Capital Area Car Free College Campus Challenge

The Capital Area Car Free College Campus Challenge was created as a friendly competition to generate a buzz about Car Free Day on college campuses throughout the region. A promotional tool kit was developed and distributed to 17 colleges and universities through the Consortium of Universities of the Washington Metropolitan Area. The toolkit included an email template, website content, social media recommendations, Car Free Day flyer, and logo. The total number of pledges with .edu email addresses was 952, and 1st Place went to Georgetown University with the vast majority of Car Free Day pledges, 837.

American University  
The Catholic University of America  
Gallaudet University  
The George Washington University  
George Mason University  
Georgetown University  
Howard University  
Marymount University  
Montgomery College  
National Defense University  
National Intelligence University  
Northern Virginia Community College  
Prince George's Community College  
Trinity Washington University  
Uniformed Services University of the Health Sciences  
University of the District of Columbia  
University of Maryland College Park



Consortium of Universities of the  
Washington Metropolitan Area

### Top 5 CFD College Campus Challenge standings:

- ✓ 1st place: Georgetown University
- ✓ 2nd place: Howard University
- ✓ 3rd place: Gallaudet University
- ✓ 4th place: University of Maryland
- ✓ 5th place: Tie - George Washington University & George Mason University

HOME / INTRANET / CALENDAR / "CAR FREE DAY: COLLEGE CAMPUS CHALLENGE"

February 2017

Su	Mo	Tu	We	Th	Fr	Sa
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	1	2	3	4

 Day  Week  Month

SEARCH EVENTS



INTRANET

## "Car Free Day: College Campus Challenge"



Date: September 22, 2016

Location: Gallaudet University

### Description

[Click here for more information.](#)

Posted by Phil Dignan | Posted August 31, 2016 at 7:36 AM

Featured



## Performance Results

A total of 4,497 people took the pledge to go Car Free or Car-Lite on September 22, 2016. The breakdown by mode is as follows: Team Bike 26%, Team Rail 23%, Team Bus 18%, Team Walk 14%, Team Telework 8%, and Team Pool 8%, None Selected 3%. Each state generated at least 1,300 pledges and about one third of the total pledges.

In order to separate those already in alternative modes from regular SOV travelers, the question was asked “If you didn’t take this pledge, would you travel entirely alone by car on Car Free Day?” Those who pledged were asked to estimate the total miles they will travel on Car Free Day, other than any distance they may drive alone, such as to the park and ride lot. The total mileage saved on Car Free Day was 93,101 miles. Those identified as the SOV group consisted of 24%, 23,319 of the vehicle miles reduced.

COG/TBP staff provided Car Free Day emissions impacts, in tons. NOx or nitrogen oxides are the chemical in automotive exhaust; VOC or volatile organic compounds are ground-water contaminants; GHG or greenhouse gasses are released into the atmosphere and absorb and emit radiation; and Particulate Matter are microscopic matter suspended in the earth's atmosphere.

Year	Pledged VMT	Rates (In gr/mile)				Emissions Savings (In short tons/day)				CLRP	AQ Model
		NOX	VOC	GHG	PM2.5	NOX	VOC	GHG	PM2.5		
2016	93,101	0.407	0.337	417.199	0.016	0.042	0.035	42.82	0.00164	2016	MOVES2014a

## Pledge Data

Transportation Mode	# Pledges	% Pledges		
Bike (bicycles)	1,166	26%		
Rail (Metrorail, MARC, VRE)	1,035	23%		
Bus (Metrobus, local bus systems, and commuter buses)	829	18%		
Walk	614	14%		
Telework	349	8%		
Pool (carpools and vanpools)	375	8%		
No Mode Selected	129	3%		
	<b>4,497</b>	<b>100%</b>		
Usual Travel Status	# of Pledges	% of Pledges	Miles Saved on CFD	% of Miles
Alternative Travel Modes	3,233	72%	66,373	71%
Normally SOV	1,097	24%	23,319	25%
No response given	167	4%	3,409	4%
	<b>4,497</b>	<b>100%</b>	<b>93,101</b>	<b>100%</b>
State	# Pledges	% Pledges		
Virginia	1489	33.1%		
District	1325	29.5%		
Maryland	1474	32.8%		
No State Selected	105	2.3%		
Other	104	2.3%		
	<b>4,497</b>	<b>100.0%</b>		

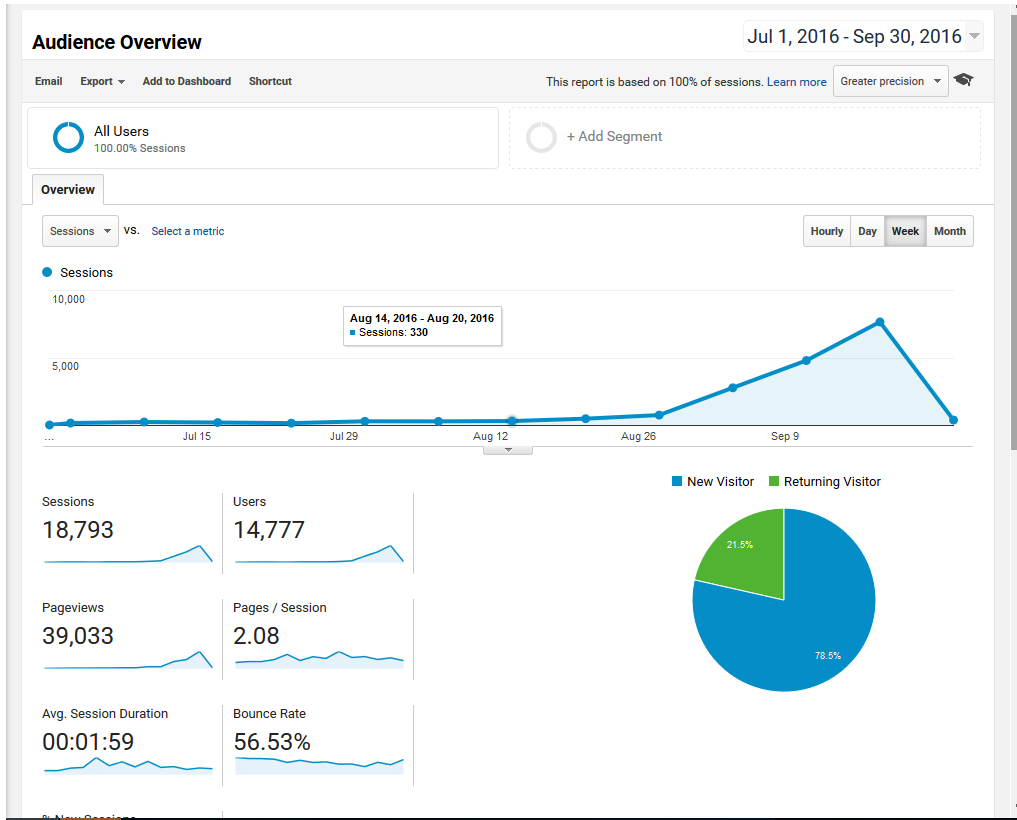
Mode	DC Pledge Count	DC %	MD Pledge Count	MD %	VA Pledge Count	VA %
Bike	458	35%	310	21%	353	24%
Bus	170	13%	315	21%	314	21%
Pool	26	2%	132	9%	195	13%
Rail	259	20%	443	30%	304	20%
Telework	22	2%	141	10%	174	12%
Walk	358	27%	89	6%	101	7%
No mode selected	32	2%	44	3%	48	3%
	<b>1,325</b>	<b>100%</b>	<b>1,474</b>	<b>100%</b>	<b>1,489</b>	<b>100%</b>

<b>Jurisdiction (Sorted by Pledges)</b>	<b># Pledges</b>	<b>% Pledges</b>
DC District of Columbia	1,368	30%
MD Montgomery County	992	22%
VA Arlington County	405	9%
VA Fairfax County	404	9%
Other/no response given	205	5%
VA Loudoun County	189	4%
VA Prince William County	185	4%
MD Prince George's County	168	4%
VA Alexandria City	141	3%
MD Frederick County	89	2%
MD Howard County	58	1%
VA Stafford County	57	1%
MD Anne Arundel County	47	1%
MD Baltimore City	40	1%
VA Spotsylvania County	30	1%
MD Charles County	28	1%
MD Baltimore County	22	0%
MD Calvert County	21	0%
MD Washington County	16	0%
WV Jefferson County	8	0%
MD St. Mary's County	7	0%
VA Fauquier County	6	0%
WV Berkeley County	6	0%
VA Culpeper County	3	0%
VA Warren County	2	0%
	<b>4,497</b>	<b>100%</b>

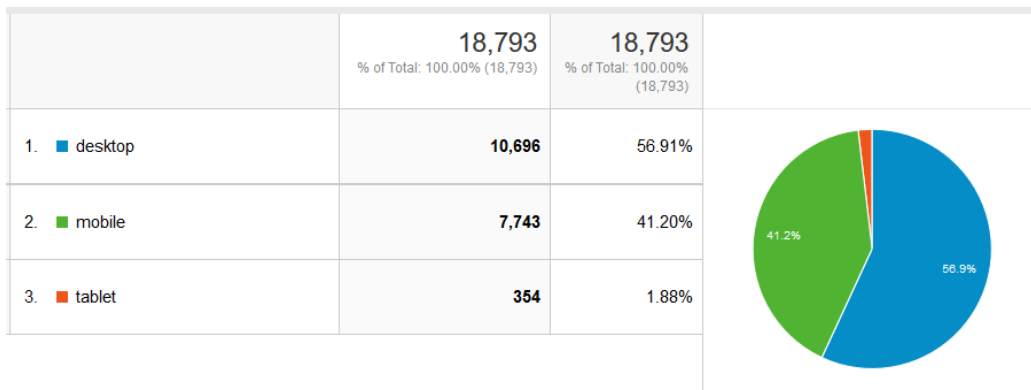


# Google Analytics

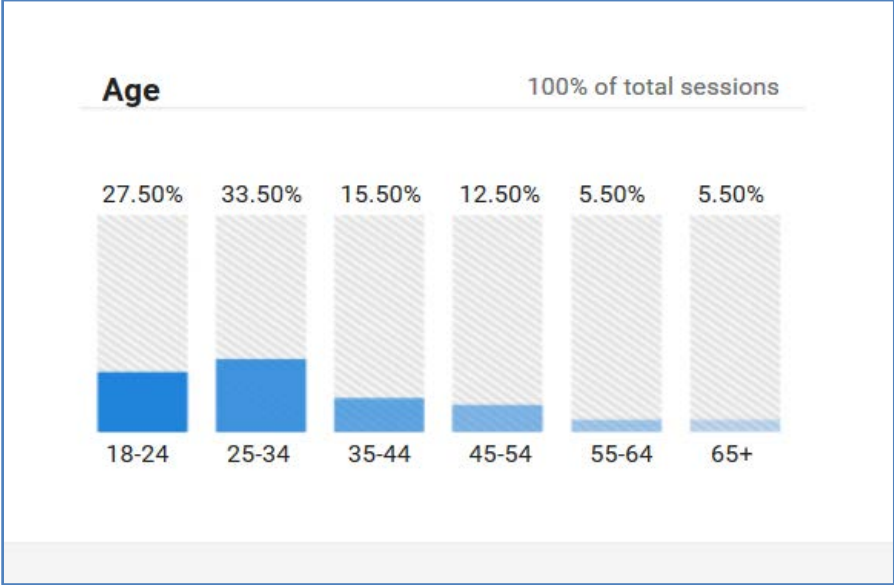
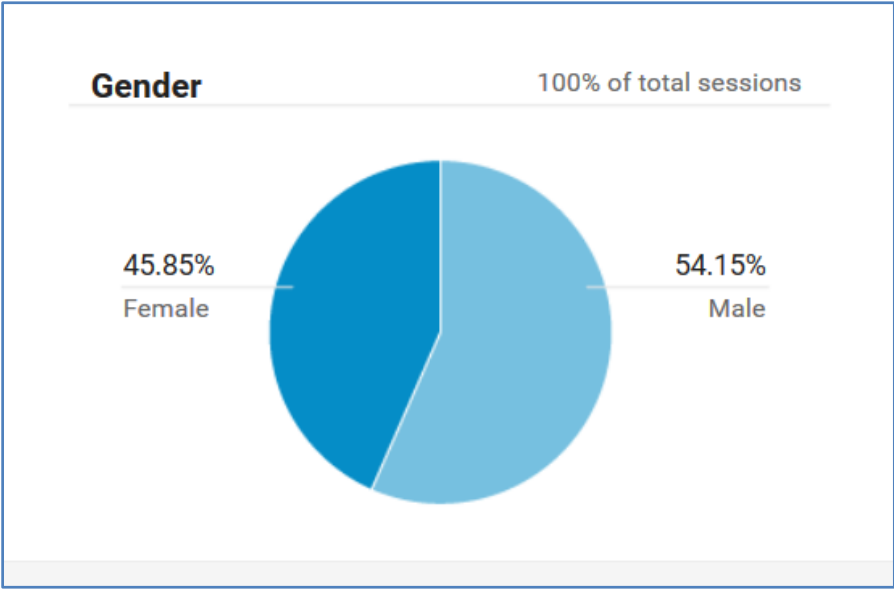
## Audience Overview



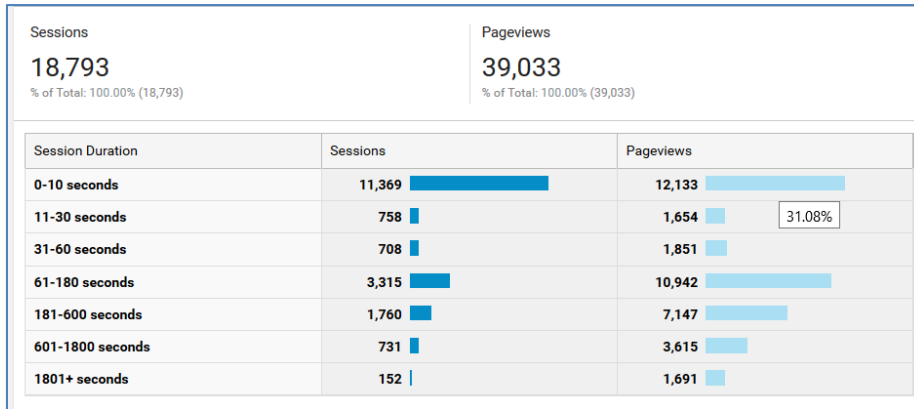
## Devices



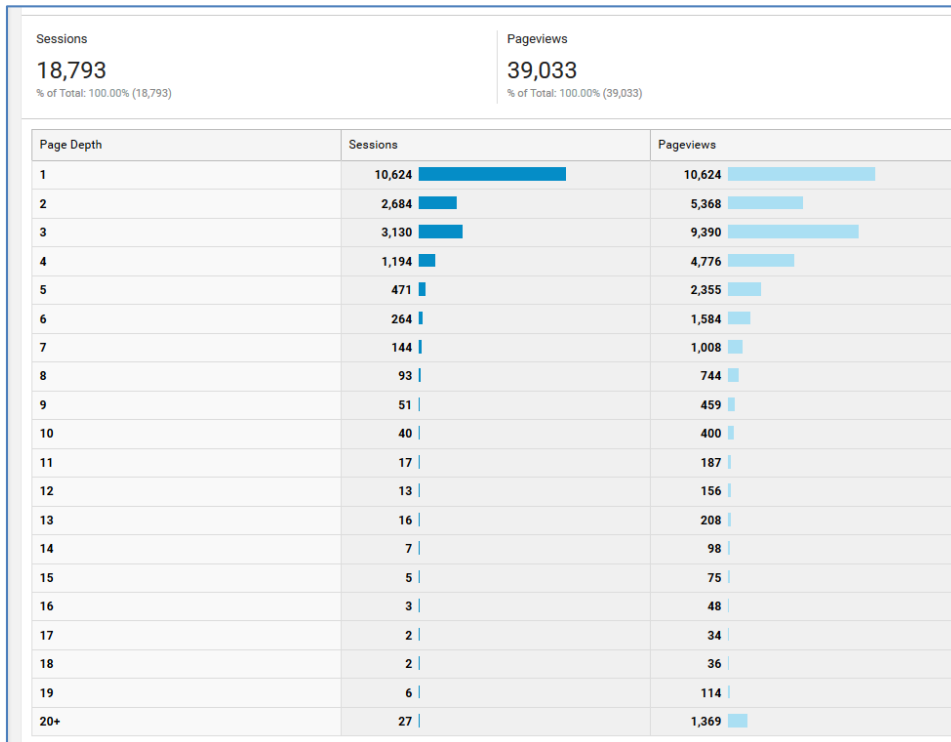
Demographics



## Session Duration



## Page Depth

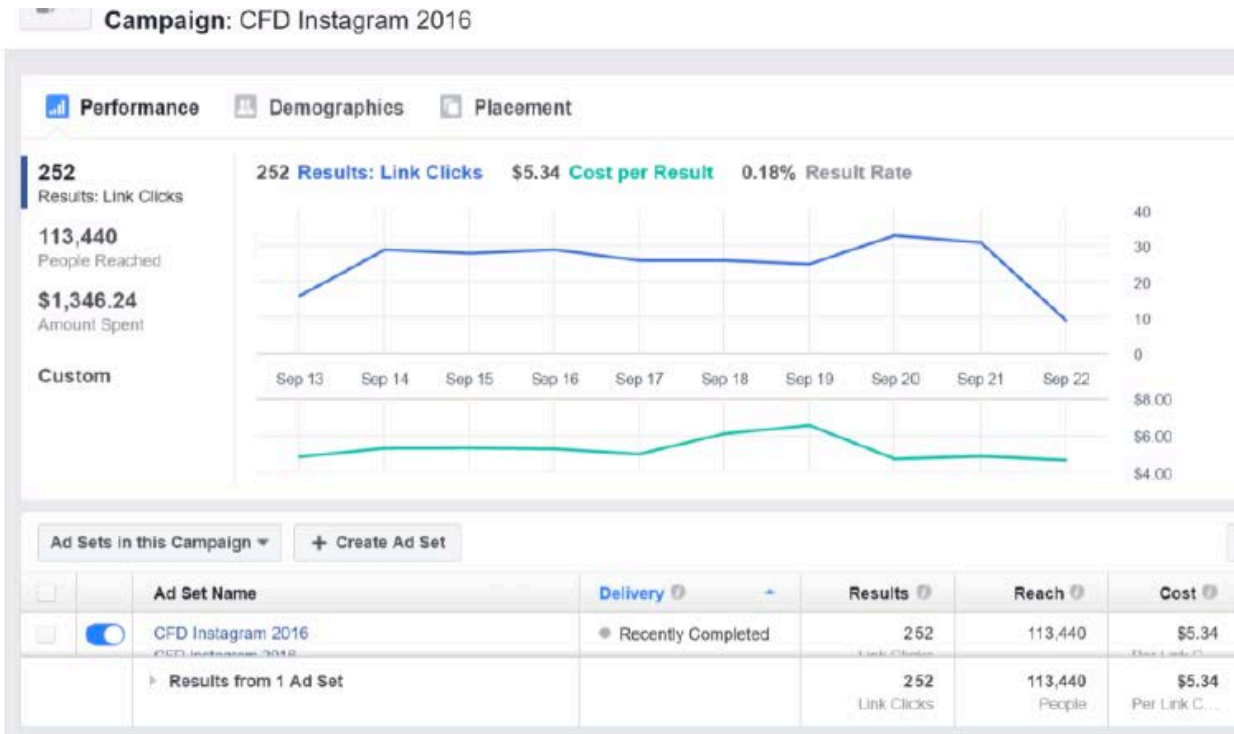


## Car Free Day Facebook Analytics





## Car Free Day Instagram Analytics



## Media Placements

Featured below is a list of Car Free Day 2016 media placements, across print, internet, radio and television outlets, along with a selection of social media placements.

CFD 2016 Print & Online Coverage - 37		
Date	Outlet	Topic linked to URL
5/18/16	EcoWatch	<a href="#">Paris Goes Car-Free First Sunday of Every Month</a>
7/12/16	National Capital Region Transportation Planning Board	<a href="#">Freight Plan, Car Free Day, and SafeTrack are all on the July 20 TPB agenda</a>
8/13/16	Adams Morgan BID	<a href="#">News You Can Use</a>
8/23/16	National Capital Region Transportation Planning Board	<a href="#">Change things up. Go car free or car-lite Sept. 22!</a>
8/25/16	Adams Morgan BID	<a href="#">News You Can Use</a>
8/31/16	Gallaudet University	<a href="#">Car Free Day: College Campus Challenge</a>
9/1/16	Wash Cycle	<a href="#">Eyes on the Prizes: Car Free Day 2016</a>
9/1/16	Capitol Hill BID	<a href="#">Capitol Hill BID News</a>
9/2/16	Northern Virginia Community College	<a href="#">This week @ NOVA – September 6, 2016</a>
9/6/16	Arlington Transportation Partners	<a href="#">Car Free Day - Team Bus, Bike &amp; Walk</a>
9/9/16	Red Brick Town	<a href="#">Go Car FREE in Alexandria on World Car Free Day!</a>
9/9/16	goDCgo	<a href="#">Car Free Day is on Thursday, September 22. Are you ready to take the pledge?</a>
9/9/16	Gallaudet University	<a href="#">Upcoming Events</a>
9/14/16	Prince William Chamber	<a href="#">Try Transit Week and Car Free Day Encourage Driving Alternatives</a>
9/16/16	Howard University - Office of Communications	<a href="#">CAR FREE DAY COLLEGE CAMPUS CHALLENGE</a>
9/16/16	The Frederick-News Post	<a href="#">Car-free day is Sept. 22</a>
9/17/16	Washington Post	<a href="#">Prince William County news in brief</a>
9/17/16	Prince William Living	<a href="#">Try Transit Week And Car Free Day Encourage Driving Alternatives</a>
9/19/16	Inside NOVA	<a href="#">Try Transit Week, Car Free Day encourage driving alternatives</a>
9/19/16	Greater Greater Washington	<a href="#">Join us for happy hour on Tuesday!</a>
9/19/16	Reston Now	<a href="#">Alternative Transportation in the Spotlight This Week</a>
9/19/16	Adams Morgan BID	<a href="#">News You Can Use</a>

9/21/16	Yahoo News	<a href="#">World Car Free Day is Thursday: 5 cities taking part and what they're doing</a>
9/21/16	goDCgo	<a href="#">Only One Day Left to Take the Pledge</a>
9/21/16	CTV News	<a href="#">Five cities ditching four wheels for two on World Car Free Day</a>
9/21/16	Washington Post	<a href="#">Here's a good reason to ditch your car Thursday: It's World Car Free Day</a>
9/21/16	Mindful Healthy Life of Metro DC	<a href="#">Car Free Day September 22 and Bike and Walk to School October 5</a>
9/22/16	sNewsi	<a href="#">Ditching your Car on World Car Free Day</a>

#### CFD 2016 Radio Coverage - 2

Date	Outlet	Topic linked to URL
9/21/16	WMAL	<a href="#">Regional Businesses, Transit Agencies Support Upcoming Car Free Day, Sept. 22</a>
8/30/16	WMAL	<a href="#">Car Free Day Registration Opens</a>

#### CFD 2016 Television Coverage - 1

Date	Outlet	Topic linked to URL
9/22/2016	WJLA	<a href="https://vimeo.com/184909397">https://vimeo.com/184909397</a>