

ITEM 9 - Action

July 22, 2015

Approval of Regional Car Free Day 2015 Proclamation

Staff

Recommendation: Approve the Car Free Day 2015 Proclamation

Issues: None

Background: In an effort to create awareness of and encourage residents to go car free by using public transportation, bicycling or walking, or go car lite and carpool, Regional Car Free Day events are being organized in the region for Tuesday, September 22. These events will encourage the community and regional decision-makers to support car free policies and initiatives.

July 22, 2015



**NATIONAL CAPITAL REGION
TRANSPORTATION PLANNING BOARD**

**PROCLAMATION ESTABLISHING SEPTEMBER 22, 2015
AS CAR FREE DAY
IN THE WASHINGTON METROPOLITAN REGION**

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 international 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, 2015 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; and**
- 3. Asks TPB Member jurisdictions to adopt similar proclamations in support of Car Free Day.**



National Capital Region
Transportation Planning Board
July 22, 2015



Car Free Day Background

- First took place in the DC region in 2007.
- Event started in Europe in 1995, went global in 2000 and is part of Europe's mobility week.
- For at least one day during mobility week, cities set aside an area solely for pedestrians, cyclists and public transit that is ordinarily used by cars.
- Car Free Day is celebrated in 1,500 cities in 40 countries.



Car Free Day Background

- Regional rollout occurred in 2008 with TPB support.
- COG/TPB's Commuter Connections program promotes and organizes Car Free Day along with its network members.
- Invites Washington region citizens to try alternative forms of transportation such as transit, bicycling and walking.
- Includes car-lite methods such as carpools and vanpools; also supports practice of teleworking.
- Results included in the Commuter Connections TERM Analysis.



International



KUALA LUMPUR



BOGOTA



JAKARTA



2014 Media Coverage Headlines

FrederickNewsPost.com



- Car Free Day registration opens
- Millions Worldwide to Go Car-Free or “Car-Lite” on Monday, Sept. 22
- Car Free Day: Ditch the ride or go car light!
- *County Urging Locals to Bike, Walk Or Take Public Transit On ‘Car Free Day*
- *MoCo Celebrates Car Free Day on Sept. 22*
- Commuter Connections program has spent 40 years helping people go car-free
- *Commuter Connections Seeks Business Participation for Car Free Day in September*
- *Commuters Encouraged to Have a Car Free Day*
- *Some DC residents go car-free everyday*
- *For Some D.C. Residents, Every Day Is Car Free Day*



Bethesda
MAGAZINE




Open Participation

Pledge to be Car Free at
www.carfreemetrodc.org

- ✓ Workers
 - ✓ Students
 - ✓ Homemakers
 - ✓ Seniors
- Primary targets are individuals who ordinarily travel alone by car for work, errands and classes.
 - Secondary groups are those already in Car Free travel modes.




Car Free Day Web Site




September 22, 2014

Put it away. Uncar for a day.



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

is car free day? | *to be car free?* | *prizes and promotions* | *to be car free* | | | *drop us a line*



PLEDGE to go CAR FREE

Car Free Day Pledge Count: **606**

Be one of thousands that will reduce or eliminate the use of their car on Sept 22, 2014

...and counting!

Put it away. Uncar for a day.


September 22, 2014

Join us for part of a worldwide movement to celebrate more sustainable forms of transportation on Car Free Day - Monday September 22, 2014.

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

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

Pledge Now!



CAR FREE DAY Car Free Day
✓ Like You like this.

CAR FREE DAY Car Free Day
August 20 at 2:07pm

Organizers of Car Free Day would like to apologize to anyone who received multiple text messages from us today within a short period of time. That was not supposed to happen and we are investigating why this mistake occurred. Just one text was supposed to go out as a friendly reminder about the upcoming Car Free Day event. We have contacted the telecom company who was contracted to



Promotional Materials

Put it away.



Uncar for a day.
You could win a Kindle Fire or other great prizes!

Bike, walk, use transit, work from home, or go car-lite and carpool.
Take the pledge today, even if you're already using car free or car-lite transportation options.

CAR FREE DAY
METRO DC
9.22.14

Take the pledge at carfreemetrodc.org

© Metro 2014

 800.745.RIDE



Put it away.
Uncar for a day.

Take the pledge at carfreemetrodc.org

You could win a Kindle Fire or other great prizes!
Tell a co-worker, family or friend to use Metrobus or Metrorail.

CAR FREE DAY
METRO DC
9.22.14

800.745.RIDE  



Social Media



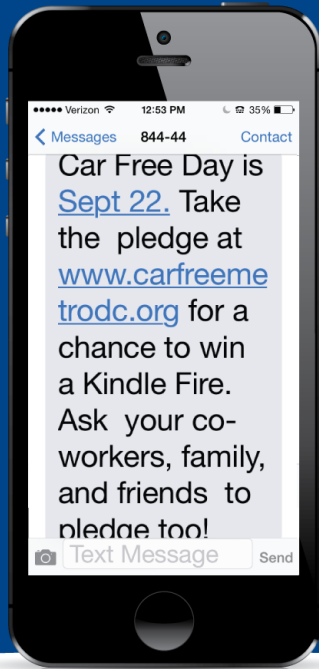
facebook

The Facebook page for Car Free Day METRO DC features a header image of a red car on a hanger with the text "Put it away. Uncar for a day." and "Take the pledge at carfreemetrodc.com". Below the header is a logo for "CAR FREE DAY METRO DC" with the date "9.22.14". The page includes navigation tabs for "Timeline", "About", "Photos", "Likes", and "Events". The "PEOPLE" section shows "3,686 likes" and an "Invite your friends to like this Page" button. The "ABOUT" section contains a notice: "Car Free Day 2013 will be celebrated for three consecutive days this year. Friday Sept. 20 - Sunday Sept. 22. We're calling it Car Free Days". A recent post from "Metropolitan Washington Council of Governments" is also visible, with the text "Car Free Day Free Registration is Now Open!" and a link to "iz3.me".

The Twitter post for Car Free Day METRO DC features a header image of a red car on a hanger with the text "Put it away. Uncar for a day." and "Take the pledge at carfreemetrodc.org. You could win a Kindle Fire or other great prizes!". Below the header is a logo for "CAR FREE DAY METRO DC" with the date "9.22.14". The tweet statistics show 159 tweets, 2 photos/videos, 63 following, and 435 followers. The tweet text reads: "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." The tweet includes a link "iz3.me/InformzDataSer..." and a "Follow" button. A sidebar on the right contains a notification: "Don't miss any updates from Commuter Connections" with input fields for "Full name" and "Email".



Advertising/Marketing



Opt-In Text Messaging

Transit



Local Events



capital bikeshare
Dollar Day!

In honor of Car Free Day, get a 24-Hour Membership to Capital Bikeshare for just \$1!

\$1

Take the pledge at carfreemetrodc.org and get rolling.



2015 CFD Call To Action

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



Questions?



2014 TPB Proclamation Signing

