



Commuter Connections
Subcommittee Meeting
September 21, 2010

And Counting...

The screenshot shows a web browser window displaying the Car Free Day Metro DC website. The URL is <http://www.carfreemetrodc.com/>. The page features a navigation menu with links for HOME, WHAT, HOW, EVENTS, PLEDGE, NEWS, SPONSORS, and CONTACT. A prominent banner for September 22, 2010, includes logos for foursquare and BicycleSPACE. A central section titled "TAKE THE CAR FREE CHALLENGE PLEDGE TO BE CAR FREE" displays a "Car Free Day Pledge Count" of 5006. Below this, there is a section titled "Pledge now to Un-Car for a Day!" with text encouraging participation in sustainable transportation. A sidebar on the right contains a Facebook widget and news items, including one about Metro Wash Council of Gov't's Exec Dir David Robertson pledging to go car free.

September 22, 2010

Home WHAT HOW EVENTS PLEDGE NEWS SPONSORS CONTACT

TAKE THE CAR FREE CHALLENGE
PLEDGE TO BE CAR FREE

Car Free Day Pledge Count: 5006

Be one of many that will reduce or eliminate the use of their car on Sept. 22, 2010. ...and counting!

Pledge now to Un-Car for a Day!

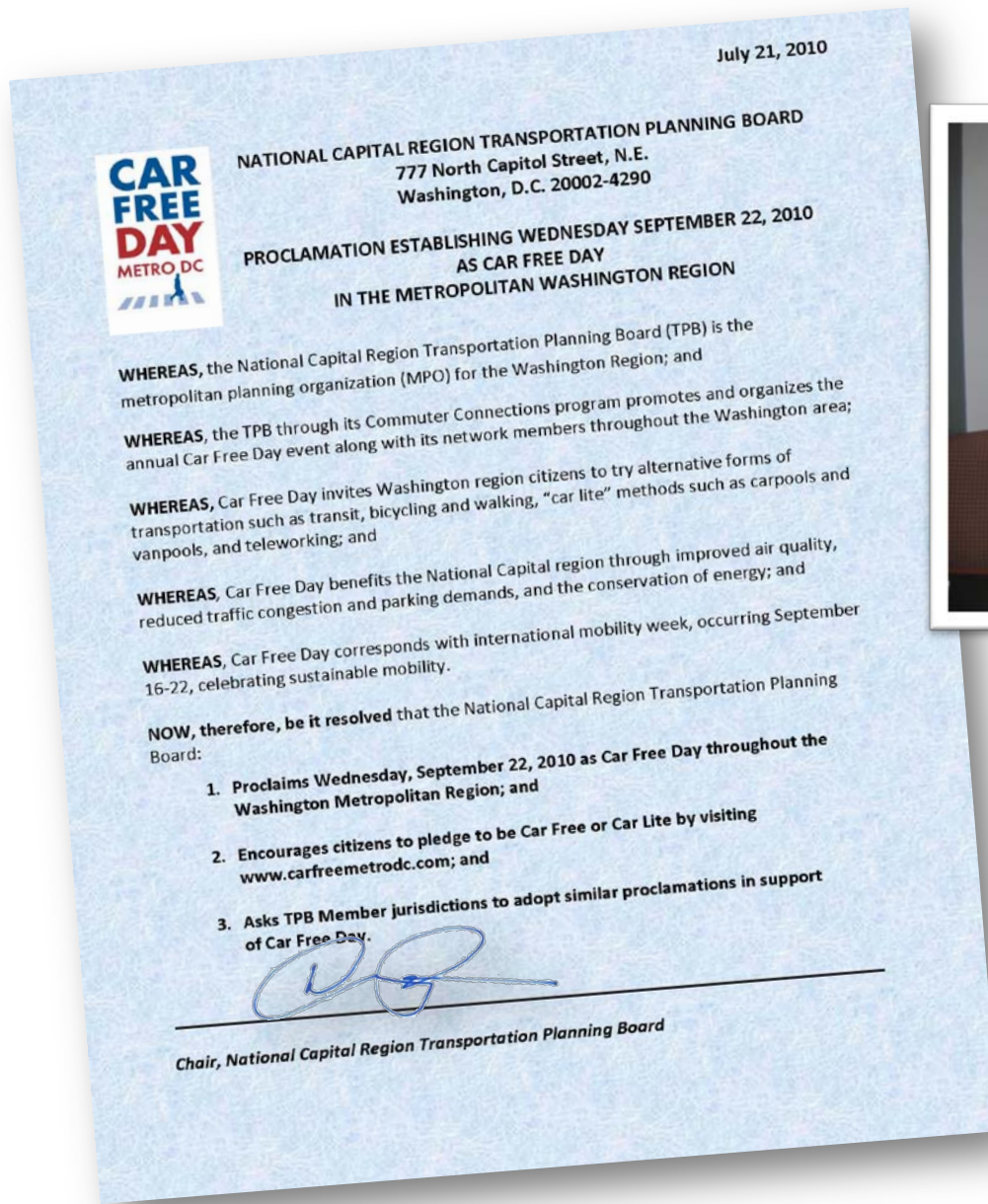
Join us for part of a worldwide movement and celebrate sustainable transportation on Car Free Day, Wednesday September 22, 2010.

Go Car Free or Car-Lite and make a difference for a day by bicycling, walking, teleworking, carpooling, vanpooling or taking transit. Pledge today and you're automatically entered into a raffle for cool prizes! You can still pledge even if you're already car free.

Car Free Day Metro Wash Council of Gov't's Exec Dir David Robertson pledged to go car free 9/22, will walk to Gtown from Rosslyn and transit to office. about an hour ago

Car Free Day Prince George's County has issued a Resolution and The City of Bowie has issued a Proclamation to designate Sept 22, 2010 as Car Free Day! <http://www.carfreemetrodc.com/news.php>

Transportation Planning Board



TPB Board Members

Gabe Klein, DDOT Director

Capital Bikeshare



Michael May



Prince William County Supervisor

Car free by walk, bus, Metro or

Car lite by walk, slug

Harriet Tregoning,
DC Office of Planning Director

Bicycle or Metro



Car Free Day Poster

BICYCLE BUS CARPOOL METRO RAIL TELEWORK TRAIN VANPOOL WALK



**CAR
FREE
DAY**
METRO DC
9.22.10

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

FIGHT TRAFFIC CONGESTION. SAVE THE PLANET.
Pledge to go car free at carfreemetrodccom for a chance to win great prizes.
Pledge even if you're already using transportation alternatives.
We'll show you how easy it is to go car free!

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A PARTNER WITH METRO DC
800.745.RIDE
f t

**CAR
FREE
DAY**
METRO DC
9.22.10

Ride On



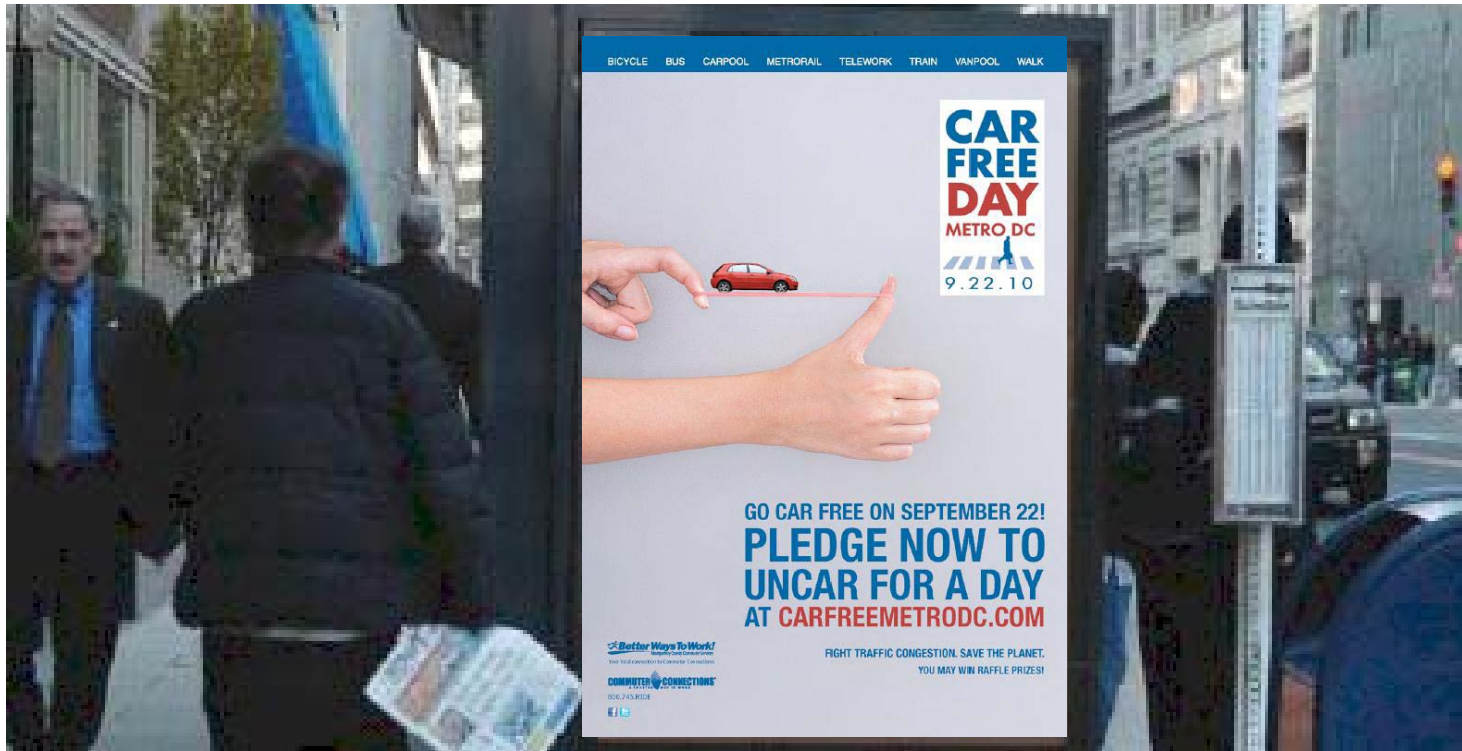
Frederick TransIT



Metrobus



Car Free Day Bus Shelter



Car Free Day Radio Spot



WASH FM Home Page Takeover

BICYCLE BUS CARPOOL
Sign Up | Edit Account | Make This Your Homepage

**GO CAR FREE ON
PLEDGE
UNCAR FOR**

**WIN AN
PROVIDED BY**



97.1
WASH-FM

LISTEN LIVE

GO CAR FREE ON SEPTEMBER 22!
PLEDGE NOW TO
UNCAR FOR A DAY

WIN AN APPLE® iPad™
PROVIDED BY BASE TECHNOLOGIES

Sponsored by Commuter Connections

SEPTEMBER 22!
NOW TO
A DAY

APPLE® iPad™
BASE TECHNOLOGIES

Search/Keyword/Artist Enhanced by Google GO or Select Category

LOO & LORI
LISTEN
WIN
WATCH
MY LIFE
EVENTS
CONTACT
750+ Stations | HD Radio

NEW ALBUM



Exclusive Premiere

Listen to *Hands All Over* on Maroon 5 Radio

Hear it here first!

SHOWBIZ BUZZ

STORIES

WASH-FM SHOWBIZ BUZZ

-  Lady Gaga dominates the Video Music Awards and wears a dress of Pinki-Kanye and Taylor Swift sing songs for each other.
-  The Kennedy Center Honorees are announced. Who will get the awards in ...
-  The celebs are announced for the 11th edition of "Dancing with the ... See what you think of this lineup.
-  The celebs are announced for the ...

GET & SHARE

on the air

maureen mcIn

Listen Live

Just Played

- With Arms Wide Open - Creed
- It's Raining Men - Weather Girls
- How To Save A Life - Fray

Playlist

CELEB PHOTOS



Penelope is PREGNANT!

Plus: Kingston Rossdale at Fashion Week, Lady Gaga's outrageous VMA outfit, more!

- Redskins Beat the Cowboys
- Lady Gaga @ Verizon

More Galleries

WASH-FM REWARDS

Never Let Me Go Tickets - 1 days and 12 hours and 23 minutes

Pier 1 imports creature comforts

Log on to browse new fall décor See more

WHAT'S NEW ON TODAY'S WASH-FM

-  **Wednesday is Free Dessert Day**
Who doesn't love free dessert? Dozens of DC area restaurants are participating.
-  **The Metro Song: Singing What We're All Feeling**
Remy is back with another DC-centric music video. This time, he takes on the Metrorail.
-  **Up the Road: The Ravens Beat the Jets**
For the Ravens fans among us in DC, Baltimore beat New York 10-9 in Monday Night Football.



WIN Lunch for a MONTH!

Everyday, we're awarding **lunch for a month** to Panera Bread...see if you're today's lucky WASH-FM Listener!

BE OUR FRIEND ON FACEBOOK!

97.1 WASH-FM on Facebook

2,108 people like 97.1 WASH-FM

 Akawaki

 Ladi

 Kevin

 Lori

 Brynie

 John

 Suzanne

 Anat

 Kody

 Karen

Facebook social plugin

MUSIC VIDEOS ON-DEMAND



Loving You Is Easy
Sarah McLachlan

1 - 10 of 20



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Commuter Connections
CARFREEMETRODC.COM



HOT 99.5

HOT 99.5 | Washington, DC's HOTTEST Music - Windows Internet Explorer
http://www.hot995.com/main.html

File Edit View Favorites Tools Help

Car-Free-Day HOT 99.5 | Wash... X

advertisement | your ad here Sign Up | Edit Account | Make This Your Homepage

HOT 99.5 ListenLive

GO CAR FREE ON SEPTEMBER 22!
PLEDGE NOW TO UNCAR FOR A DAY

WIN AN APPLE® iPad™
PROVIDED BY BASE TECHNOLOGIES
CARSponsored by Commuter Connections
9.22.10

Search/Keyword/Artist Enhanced by Google GO or Select Category

Home | Kane | Listen Live | Music | Events | DJ's | All Access Club | Photos | Info | Jobs 750+ Stations | HD Radio

What a Heartbreaker...
Guess We Can't Mess with Texas...

Kane On-Demand LISTEN LIVE
Get Every Show, Every Day!

9/20 MORON MADNESS
Moron Story of the day!!!
Play Download

9/20 Too young for Brazilian Wax
How young is too young to get waxed?
Play Download

9/20 You're under Citizens Arrest!
Who still makes Citizens Arrest and for what?!!
RSS FEED PODCASTS MORE KANE

GET & SHARE

On Air >>
Ryan Seacrest
f t+ i

Just Played

Alejandro - Lady Gaga
Just The Way You Ar... - Bruno
Not Afraid - Eminem

HOT PLAYLIST

Photos >>

Pier 1 Imports creature comforts Log on to browse new fall décor See more >

What's HOT >>

Maroon 5 Radio
Channels ▾
MAROON 5 HANDS ALL

Done Internet | Protected Mode: On 125% 12:30 PM 9/20/2010



Car Free Day Text Messaging

Sent to Pledgers
Opted-in

Text messages sent
9/15, 9/17, 9/20



CFD Media Placements (to date)



WASHINGTON
BUSINESS JOURNAL

The Washington Post

ALEXANDRIA NEWS.org

TBD



Blunoz Random Ramblings

CommuterPage.com



Connected Communities
Montgomery County, Maryland
Community and Public Service Newswire

**CAR
FREE
DAY**
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CFD Media Placements

Area Leaders Pledge To Go Car Free on Sept. 22 - Windows Internet Explorer

http://www.myfoxdc.com/dpp/traffic/area-leaders-pledge-to-go-car-free-on-sept-22-091010

my FOX myfoxdc.com

NEWS NOW! WATCH LIVE! FOX 5 News at 5 and 6 HEADLINES iPhone & Droid Apps for FOX 5 & myfoxdc

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HOME NEWS WEATHER TRAFFIC MORNINGS MONEY FEEDBACK ENTERTAINMENT SPORTS ABOUT US LIVE VIDEO Autos

Home : Traffic :



Car Free Day Metro DC

Area Leaders Pledge To Go Car Free on Sept. 22

Updated: Friday, 10 Sep 2010, 4:55 PM EDT
Published: Friday, 10 Sep 2010, 4:55 PM EDT

WASHINGTON - Join Transportation Planning Board members Gabe Klein, Michael May and Harriet Tregoning by pledging to go car free on September 22 at www.CarFreeMetroDC.com, and be entered for a chance to win a 32GB Apple® iPad™ provided by Base Technologies, a leader in ride-matching and commuter management software located in Northern Virginia. Thousands of area residents pledged last year to walk, ride bicycles, take the bus or train, telework, carpool or vanpool to get to and from their various destinations on Car Free Day.

"There's nothing worse than being stuck in traffic," said Harriet Tregoning, Director of the District of Columbia Office of Planning during a recent Car Free Day interview for The COG Podcast. "Giving our region's residents more choices about how to get around really gives them a better quality of

Advertisement

DC Region MAX HD Rader

Start PR - Microsoft Outlook 9 Reminders Re: Concept slides for pr... Today's Clips - Message ... Microsoft PowerPoint - ... Area Leaders Pledge ...



Social Media

The image shows a Facebook page for 'Car Free Day Metro DC'. The page features a search bar, navigation tabs (Wall, Info, Photos, Discussions), and a 'Like' button. A large banner at the top reads 'CAR FREE DAY METRO DC'. Below the banner, there are sections for 'Suggest to Friends', '187 People Like This' (listing names like Tom Wyland, Francis Stewart, Monica Stewart, Alex Neiman, Hassan Arif, Frank Wegerich), 'Photos' (1 of 2 albums), 'Wall photos' (Updated about a month ago), and 'Links' (3 of 8 links, including 'MWCOC.org - Press Release', 'Car-Free-Day', and 'Bike the Sites of Washington DC').

The main content area displays several posts and tweets:

- Real-time results for carfreemetrodc** (Header)
- ElleKarasek**: I'm just generally car free, but on 9/22 I'll be being my normal car free self for the chance to win an iPad. <http://www.carfreemetrodc.com> (43 minutes ago via web)
- CarFreeMetroDC**: WMAL's Amanda Gaines reports on Car Free Day and also pledges to go Car Free on the 22nd. <http://www.630wmal.com/Article.asp?id=1942787> (about 2 hours ago via web) (1 Retweet)
- 80sGirlCheryl**: @nbcwashington Sept. 22nd is Car Free Day. <http://www.carfreemetrodc.com> (about 21 hours ago via web)
- Rebs11 RT @DDOTDC**: Take the pledge to be car free on 9/22 & you could win an iPad: <http://www.CarFreeMetroDC.com> (5:23 PM Sep 10th via TweetDeck)
- AIAdcEmergArch RT @DDOTDC**: Take the pledge to be car free on 9/22 & you could win an iPad: <http://www.CarFreeMetroDC.com> (5:20 PM Sep 10th via TweetDeck)
- turnageb RT @DDOTDC**: Take the pledge to be car free on 9/22 & you could win an iPad: <http://www.CarFreeMetroDC.com> (5:19 PM Sep 10th via TweetDeck)
- d.**: DDOTDC Take the pledge to be car free on 9/22 & you could win an iPad: <http://www.CarFreeMetroDC.com> (5:18 PM Sep 10th via Uber Twitter) (15 Retweets)
- bridget_theresa**: Pledge now to be #carfreedc www.carfreemetrodc.com (5:12 PM Sep 8th via web from Downtown, Washington)
- ricktillery RT @DDOTDC**: Coincidence? @Bikeshare launches 9/20 and Car Free Day is 9/22. Hmmm. Take the pledge! <http://bit.ly/c44wV>

Other posts include a press release from MWCOC.org about joining Car Free Day, a tweet from foursquare about Car Free Day already using transportation alternatives, and a tweet from the Occoquan Supervisor's office about carpooling on Sept 22.

Social Media



Car Free Day Facebook Ad

The image shows a screenshot of a Windows Internet Explorer browser displaying a Facebook profile for Danielle Conley Gray. The browser's address bar shows the URL: <http://www.facebook.com/?sk=ff#!/profile.php?id=664348854&ref=pymk>. The Facebook profile includes a profile picture of a woman, a cover photo, and various sections: Info, About Me, Information, Friends, Education and Work, and Likes and Interests. An advertisement for Car Free Day is visible on the right side of the profile, featuring a 'Win an Apple iPad' promotion and a '3 Foods to Never Eat' article. The browser's taskbar at the bottom shows the system tray with the date 9/20/2010 and time 11:53 AM.

Facebook | Danielle Conley Gray - Windows Internet Explorer
http://www.facebook.com/?sk=ff#!/profile.php?id=664348854&ref=pymk

File Edit View Favorites Tools Help
Favorites Suggested Sites Web Slice Gallery newmast[1]

facebook | Danielle Conley Gray Search

facebook Add as Friend

Danielle Conley Gray

Info
People who aren't friends with Daniele see only some of her profile information. If you know Daniele personally, send her a message or add her as a friend.

About Me

Basic Info	Sex: Female
Relationship Status: Married	

Information
Relationship Status: Married

Friends 229 friends See All
Tiffany Dawson, Claudia Oates, Daniel George

Education and Work

Employers	Law Firm January 2007 - Present Legal Secretary
High School	The King's Academy '03 Caroline High School '03

Likes and Interests
Activities: Kayaking, Dancing, Drinking, Friendship, Movies, Baking, Skiing

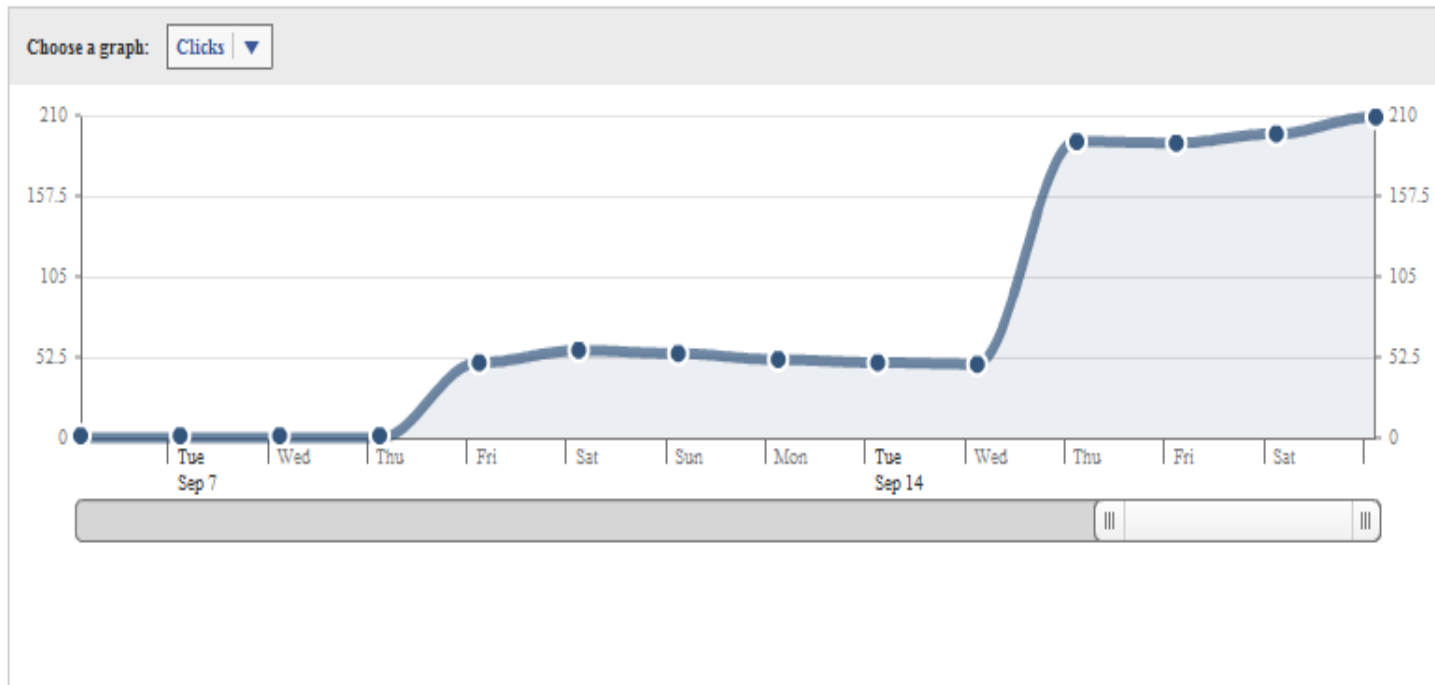
Win an Apple iPad
Take the Car Free Pledge And you're eligible to win Great prizes like an Apple iPad or a Kona Bicycle! Commuter Connections
Like

3 Foods to Never Eat:
Beware: these 3 supposedly "healthy" foods can actually increase abdominal fat. The Diet Solution.
Like

Make Less Than

Internet | Protected Mode: On 11:53 AM 9/20/2010

Car Free Day Facebook



foursquare™

- Application used on a mobile device to keep track of where users gather.
- Linked to address book, twitter and facebook accounts.
- When shopping, dining, movies etc., users “check-in” with foursquare.
- GPS technology notifies friends of user’s whereabouts.
- Foursquare users can email descriptions about places they visit.
- Earn points from foursquare called “badges”.
- Retail owners reward users for accumulating badges/visiting.
- Car Free Day - encouraging people to travel using alternate transportation methods and “check-in” to retail locations using foursquare.
- We’re asking retailers to recognize CFD participants by providing special offers or discounts.



foursquare™

foursquare - Windows Internet Explorer
http://foursquare.com/


File Edit View Favorites Tools Help

★ Favorites ☆ Suggested Sites Web Slice Gallery newmast[1]

foursquare

Already a member? [Login](#)




Find places, people, tags



CHECK-IN FIND YOUR FRIENDS UNLOCK YOUR CITY

Foursquare on your phone gives you & your friends new ways of exploring your city. Earn points & unlock badges for discovering new things. [LEARN MORE](#)

RECENT ACTIVITY

-  **Eva M.** in New York, NY:
wrote a tip @ [Walgreens](#): Still had Ben & Jerry's 2 for \$6.00 sign up form last week! oh well! I got mine...
-  **Angel Court J.** in New York, NY:
wrote a tip @ [Jacob Javits Convention Center](#): Check out Angel Court...edgy vintage jewels with a rock n roll flair.
-  **Keni "Kenisha" G.** in West Covina, CA:
wrote a tip @ [Johnny's Shrimp Boat](#): the shrimp is always on point!!

GET IT NOW

- [iPhone](#) →
- [BlackBerry](#) →

Cox, Joseph (NIH/OD/ORS) [E]
RE: Car Free Day
Okay but I think I'm at 4,947 so far..
Joe Cox

Internet | Protected Mode: On 125%

2:14 PM
9/20/2010

**CAR
FREE
DAY**
METRO DC
9.22.10

Car Free Day Raffle Prizes



capital bikeshare



Car Free Day Events

- Capital Bikeshare Station Parties

Check out the bikes, free ride coupons

- Montgomery County Commuter Services

Coffee and Donuts at Park & Ride Lots, prize drawings

- Silver Spring Transportation Management District

Silver Spring Metro Station – Giveaways and prize drawings

- Bethesda Transportation Solutions

Bethesda Metro station - Giveaways and prize drawings

- North Bethesda Transportation Center

White Flint Metro station - Giveaways and prize drawings



Thank you for your support!

