



TPB Technical Committee Meeting July 7, 2017

Traci McPhail
North Bethesda TMD



Car Free Day Background

- Started in Europe in 1995.
- Global in 2000.
- Celebrated in 1,500 cities in 40 countries.



International

Paris



Manado City, Indonesia



Ghaziabad, India





- Coincides with European Mobility Week.
- An annual campaign on sustainable urban mobility, Sept 16-22.
- Aims to introduce and promote sustainable transportation measures as alternatives to car use.



EUROPEAN MOBILITY WEEK

16-22 SEPTEMBER



An initiative of the



- The week culminates in Car Free Day, September 22.
- Participating cities set aside one or more areas solely for pedestrians, cyclists and public transportation for the whole day.



Media Coverage Headlines

- Car Free Day Registration Opens
- Alternative Transportation in the Spotlight this Week
- World Car Free Day is Thursday: 5 Cities Taking part and What They're Doing
- Ditching Your Car on World Car Free Day
- Try Transit Week and Car Free Day Encourage Driving Alternatives
- Car Free Day is Sept. 22
- Car Free Day Campus Challenge
- Go Car Free in Alexandria on World Car Free Day!
- Eyes on the Prizes: Car Free Day 2016



Car Free Day Washington DC Region

- Began as D.C. centric in 2007.
- Regionally in 2008.
- Promotes alternative forms of transportation - transit, bicycling and walking.
- Car-lite methods such as carpools and vanpools.
- Telework.



Car Free Day Background

- Not just commuters.
 - Seniors
 - Students
 - Homemakers
- People who ordinarily travel SOV to work, errands, and classes.
- Pledge Goal 10,000.



How to be Car Free or Car-Lite



CLEAN AIR
PARTNERS
DC-MD-VA

COMMUTER CONNECTIONS[®]
A SMARTER WAY TO WORK

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



Regional Proclamation



2016 TPB Proclamation Signing



Local Jurisdiction Proclamations

Takoma Park Proclamation



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.

Dated this 14th Day of September, 2016.



Kate Stewart
Mayor

Attest:



Jessie Carpenter, CMC
City Clerk



Car Free Day Web Site

Car Free Day | Are You Re... X +

carfreemetrodc.org 80% Search

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

CAR FREE DAY
METRO DC

9.22.16

CHANGE THINGS UP, GO CAR FREE OR CAR-LITE SEPT 22!

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Home

Take the Pledge Today, it's Free.
And you could Win Great Prizes!

Take The Pledge

Are You Up For a Change? Choose The Team That Fits You Best!

2:04 PM 2/22/2017



www.carfreemetrodc.org

Promotional Materials

CAR FREE DAY SEPTEMBER 22, 2016

TAKE THE FREE PLEDGE
WWW.CARFREEMETRODC.ORG



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



Printed on recycled paper

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

COMMUTER CONNECTIONS

800.745.RIDE



9 . 2 2 . 1 6



Social Media

twitter

facebook

Car Free Day Metro DC

READY TO TAKE THE CAR FREE DAY TEAM PLEDGE?
JOIN A TEAM THAT FITS YOUR MOBILITY BEST & TAKE THE FREE PLEDGE!
AT CARFREEMETRODC.ORG

TWEETS 270 FOLLOWING 90 FOLLOWERS 686 LIKES 161

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!

You may also like - Refresh

- Commuter Connections @RideToWorkDay
- Capital Bikeshare @bikeshare
- WMATA @WMATA_DC
- DCBAC @DCBAC
- goDCgo @goDCgo

Car Free Day Metro DC

READY TO TAKE THE CAR FREE DAY TEAM PLEDGE?
JOIN A TEAM THAT FITS YOUR MOBILITY BEST & TAKE THE FREE PLEDGE!
AT CARFREEMETRODC.ORG

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

Sign up

114 Likes
Donna Noel and Mira Donegan like this

People Also Like



Paid Social Media

strength
in numbers

and you could win a
Crunch Fitness membership too!

pledge for free at carfreemetrodc.org

**CAR
FREE
DAY**
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there are
1 billion
vehicles on the
globe. make it
one less
for the day

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 Hudson enclave now a tourist destination
 Va. gun rights activists sue Katie Couric
 Samsung's quick fix for Galaxy Note 7 is no full recharge
 Investigators: Driver who fatally struck baby deleted voicemail
 McCaig rejects plan to divorce NSA from U.S. Cyber Command

AT CARFREEMETRODC.ORG
 (pledging is free!)

COMMUTER CONNECTIONS

LIVING

WTOP'S 2016 TOP 10 WINNERS
 Your votes have been counted and the results of the 2016 TOP 10 are in. Scroll through to identify winners.

Take the FREE pledge at carfreemetrodc.org COMMUTER CONNECTIONS

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Home | Latest News | World News | Europe News | Bayer, Monsanto try to...

Bayer, Monsanto try to create global chemical and ag giant

AP By DAVID MCHUGH September 14, 2016 11:21 am

FILE - This Aug. 21, 2016, file photo shows the Monsanto logo on display at the Farm Progress Show in Decatur, Ill. German drug and farm chemical company Bayer AG said it has signed a deal Wednesday, Sept. 14, 2016, to acquire seed and weed-killer company Monsanto Inc.

FRANKFURT, Germany (AP) — The U.S. seedmaker Monsanto agreed to a \$57 billion buyout offer from Germany's Bayer in a deal that would create a global agricultural and chemical giant.

The deal comes with record harvest driving crop prices to painfully low levels for farmers.

hird time in four months that Bayer returned with a richer offer to sell the acquisition to

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DON'T MISS

INSIDE TRUMP'S LUXURY DC HOTEL
 The Trump International Hotel held a "soft opening" of the luxury hotel on Sept. 12 ahead of a grand opening ceremony in October. Trump's company won a lease from the

Pledge to go CarFree on Sept. 22

CAR FREE DAY
 METRO DC

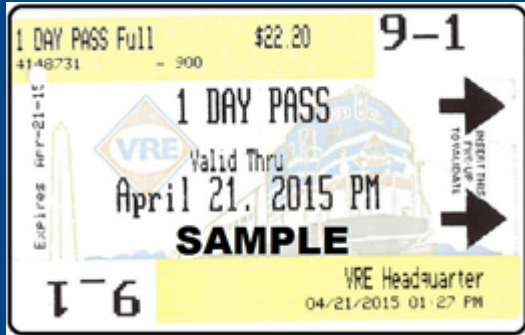
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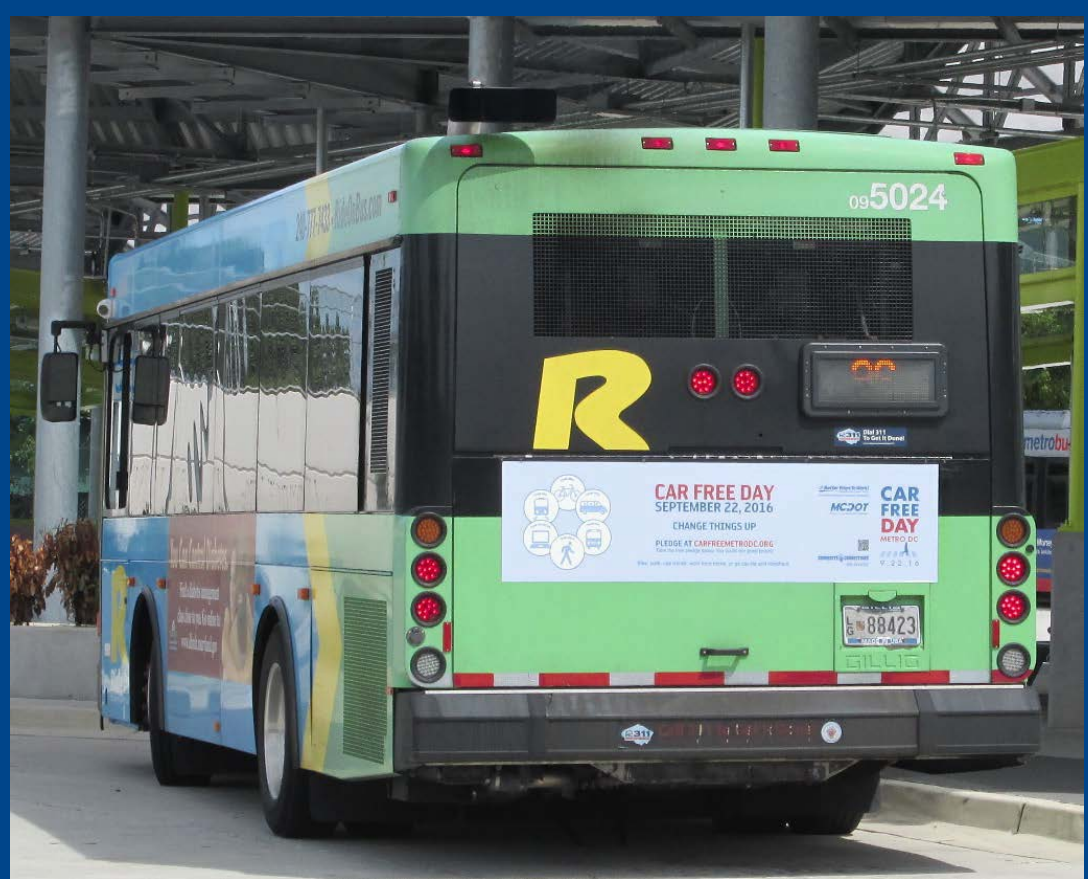
Prizes




Radio Support



Transit



WMATA



PlanItMetro

Metro's Planning Blog

Washington Metropolitan Area Transit Authority

Engage
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Sustainability

REMINDER: Go Car-Free Tomorrow! (and maybe the rest of the week, for that matter)



September 21st, 2015 Matthew No comments



Pledge to go car free this week!

Tomorrow, Tuesday, September 22, marks the 8th year International Car-Free Day has been celebrated here in this region. If you haven't taken the pledge to leave the car at home tomorrow, there's still time! Sign yourself up for the car-free mode of your choice. Not only will you save some carbon (find out how much using our Greenhouse Gas Calculator), but you also just might win yourself a nifty prize.

READY TO TAKE THE CAR FREE DAY TEAM PLEDGE?

JOIN A TEAM THAT FITS YOUR MOBILITY BEST & TAKE THE FREE PLEDGE! AT CARFREEMETRODC.COM


Studies Map



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METRO The Next Generation of Mass

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Momentum Endorsed By:

the Papal visit will occur from Tuesday through Thursday this week, you may tally for another few days of a car-free lifestyle and avoid major congestion

you're going car-free in the comments.
Car Free Day, green house gas reduction



Washington Metropolitan Area Transit Authority

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Getting Around


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Getting Around




What Is Metro?

Metro is a convenient way to get around the Washington, DC metropolitan area. You can explore the city and its Virginia and Maryland suburbs without the hassles of traffic and parking or the expense of gas.




Getting to Metro

Whether you are flying into one of the region's three major airports or riding the rails of Amtrak into Union Station, getting to the Metro bus and rail systems from these transportation hubs is easy. Arriving by car? Follow our simple driving directions for Metro stations near major highways.




Trip Planner


Metro's Trip Planner lets you plan routes between two destinations, allowing you to optimize your trip itinerary based on your preferences. Suggested trip itineraries also include the fare, the estimated travel time, and any walking directions.



Buying Fares: The Least You Need to Know


- ▶ Consider buying a SmarTrip® card to save money.
- ▶ Metrorail fares vary by time of day and the distance between stations. Use Metro's Trip Planner to calculate the fare for your trip.






For scheduling or routing questions call **202-637-7000**. To submit comments or suggestions call **202-637-1328** or use our contact form.

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CAR FREE DAY

METRO DC

9.22.15

Take the Car Free Day Pledge Use Metrorail or Metrobus You May Win a Prize!

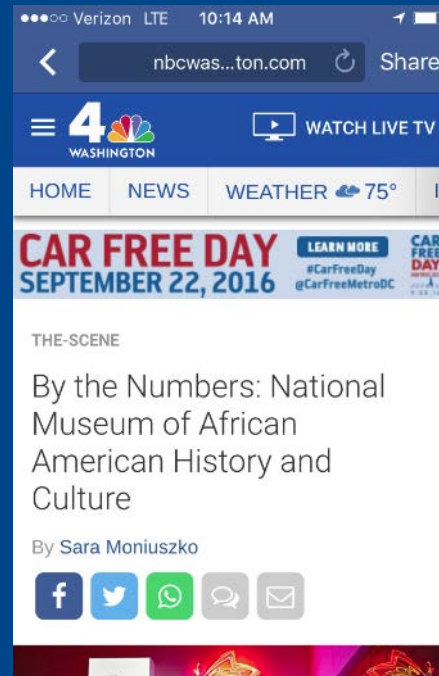




Social Referral Takeover



:15 Pre-Roll



Jurisdiction Events



 Crystal City @ccbid · Sep 22
It's Car Free Day in Crystal City. Stop by the Crystal City Water Park for coffee and a breakfast snack. #CarFreeDay

CAR FREE DAY
SEPTEMBER 22, 2016
TAKE THE FREE PLEDGE
WWW.CARFREEMETRODC.ORG

FREE
BREAKFAST SNACKS
AND COFFEE



6 19

The image shows a social media post from Crystal City (@ccbid) dated September 22. The post text reads: "It's Car Free Day in Crystal City. Stop by the Crystal City Water Park for coffee and a breakfast snack. #CarFreeDay". Below the text is a photograph of a food and coffee stall at an outdoor event. A sign in the foreground of the photo reads "CAR FREE DAY SEPTEMBER 22, 2016 TAKE THE FREE PLEDGE WWW.CARFREEMETRODC.ORG FREE BREAKFAST SNACKS AND COFFEE". The sign also features icons for various transit modes: a bus, a bicycle, a car, a person walking, and a train. The stall in the background is covered by a white canopy and has a table with coffee and pastries. At the bottom of the post, there are 6 replies and 19 likes.



Capital Area Car Free College Campus Challenge



Consortium of Universities of the
Washington Metropolitan Area

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



Q & A

