



Car Free Days - 2018

National Capital Region Transportation Planning Board

July 18, 2018

Nicholas Ramfos
TPB Operations Programs Director



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 TDM Analysis.



International

Brussels



Lokaski, Indonesia



San Jose, Costa Rica



2017 Media Coverage Headlines

DC Joins Global BreatheLife Campaign for Cleaner Air, on Annual Car Free Day
County, city to participate in Car Free Day
Friday is “Car Free Day” in Fairfax County, DC Metro
Park It: Could You Get to Work Car-Free If You Had To?
Car Free Day Registration Opens
Alternative Transportation in the Spotlight this Week
World Car Free Day is Thursday: 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!
Car Free Day

FrederickNewsPost.com



National Capital Region
Transportation Planning Board



Agenda Item #7
July 18, 2018

Open Participation

Pledge to be Car Free on either Friday, September 21st or Saturday, September 22nd, or both 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

DROP IT FOR A DAY!

TAKE THE **FREE** PLEDGE TO BE ELIGIBLE FOR GREAT **PRIZES!**

CAR FREE DAY
METRO DC
9.22.17

[HOME](#) [ABOUT CAR FREE DAY](#) [HOW TO BE CAR FREE](#) [THE CAR FREE PLEDGE](#) [PRIZES & PROMOTIONS](#) [NEWS](#) [OUR SPONSORS](#) [CONTACT](#)

Home Home

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

[Take The Pledge](#)

Are You Up For a Change?

Drop it for a Day!
Car Free Day

Choose The Travel Method That Fits You Best!

Take the Pledge!

Car Free Day is Friday, September 22, 2017. It's a worldwide event that encourages 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

CAR FREE DAYS
METRO DC

9.21.18
AND/OR
9.22.18



Promotional Materials

DROP IT FOR A DAY!

TAKE THE **FREE** PLEDGE AT **CARFREEMETRODC.ORG**
TO BE ELIGIBLE FOR GREAT **PRIZES!**

Follow @CarFreeDay MetroDC on Friday Sept 22. Take the pledge, even if you're already car-free.

CAR FREE DAY CHALLENGE 2017
Metro DC

See the Capital Area Car-Free Challenge Program Challenge!

CAR FREE DAY METRO DC
9.22.17

#CarFreeDay @CarFreeMetroDC
COMMUTER CONNECTIONS
800.745.RIDE

CAR FREE DAYS
METRO DC

9.21.18 AND/OR 9.22.18



Social Media

twitter

facebook



Paid Social Media

Car Free Day
September 15 · 🌐

Yippee! World Car Free Day is Friday, September 22. A perfect day to work from home and do some good! Join millions around the world... Take the free pledge at www.carfreemetrodc.org. Sponsored by Commuter Connections.
#CarFreeDay #CarFreeMetroDC

The advertisement features a woman sitting in a red armchair, working on a laptop. A coffee cup sits on a table next to her. The background is a light blue sky with faint white lines. The text 'WORK FROM HOME ON FRIDAY!' is written in large, bold, white letters. In the bottom right corner, the 'CAR FREE DAY METRO DC' logo is displayed with the date '9.22.17' below it.

Like Comment Share

👍👎🗨️ 445 Chronological ▾

46 Shares

Car Free Day
September 18 · 🌐

Bicycling is not only healthy it's a fun way to get to work. World Car Free Day is Friday, September 22. Why not bike to work? Take the free pledge at www.carfreemetrodc.org. Sponsored by Commuter Connections.
#BikeDC #DCMetro

The advertisement features a black silhouette of a bicycle on a red path that curves upwards. The background is a light blue sky with faint white lines. The text 'A GOOD BIKE RIDE FIXES ALL' is written in large, bold, white letters. In the bottom right corner, the 'CAR FREE DAY METRO DC' logo is displayed with the date '9.22.17' below it.

Like Comment Share

👍👎🗨️ 449 Chronological ▾

72 Shares

View 6 more comments

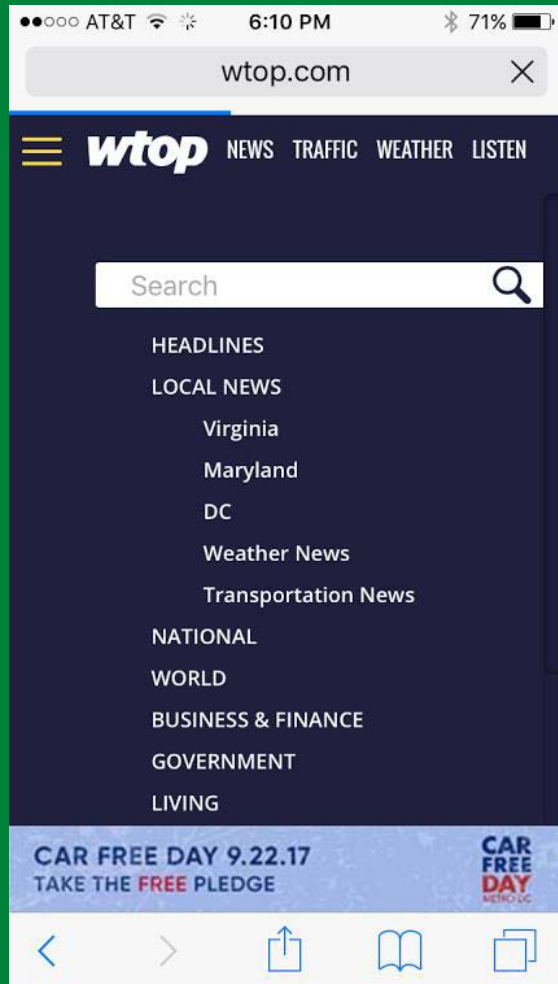
**CAR
FREE
DAYS**
METRO DC

The logo features a stylized blue silhouette of a person riding a bicycle and a person walking on a crosswalk. Below the logo, the dates '9.21.18' and '9.22.18' are displayed in large, bold, blue letters, with 'AND/OR' in smaller blue letters between them.

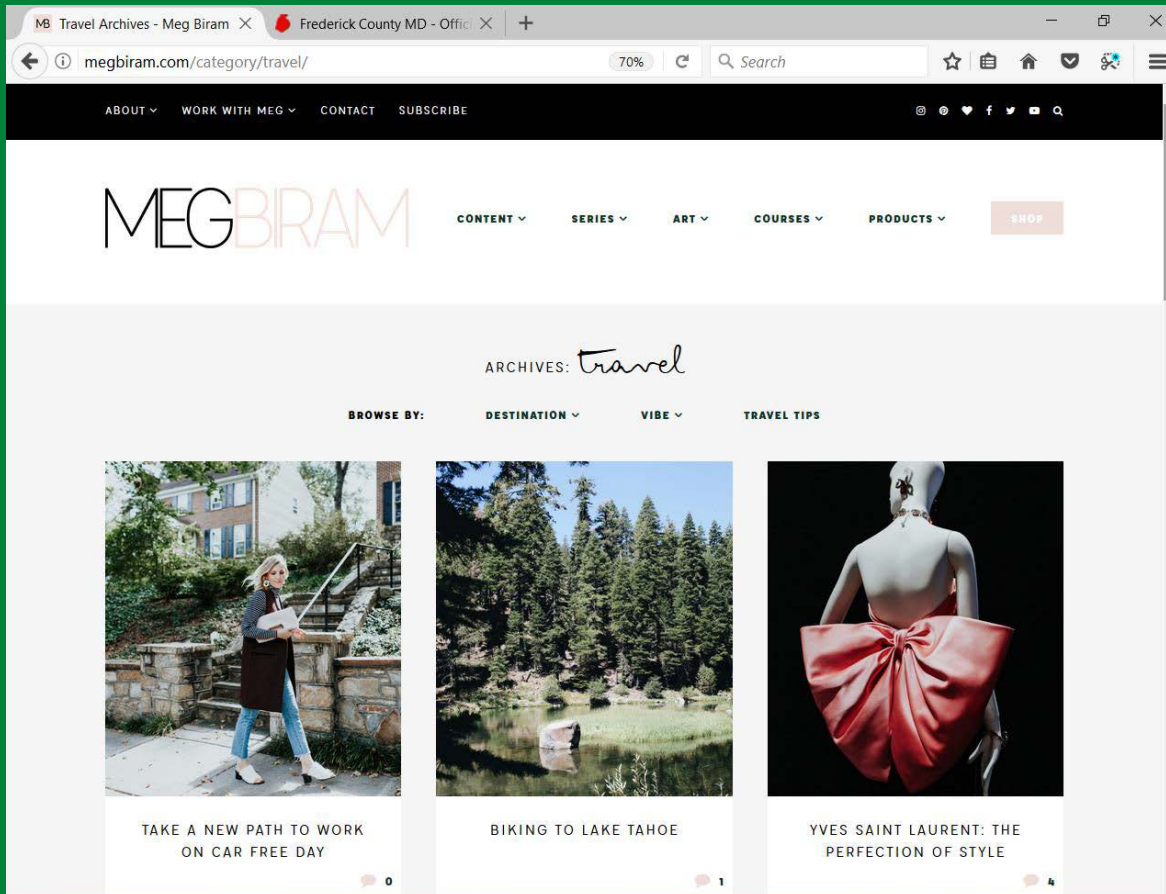
**9.21.18
AND/OR
9.22.18**



Digital Ads



Key Influencer Blog



Transit



Jurisdiction Events



CAR FREE DAYS
 METRO DC

9.21.18
 AND/OR
9.22.18



Results

Car Free Day 2017 Results

Over 11,000 pledge to go car-free or car-lite

\$26,236 in commuting costs saved

CAR FREE DAY
METRO DC



191,000 miles of vehicle travel avoided

10,000 gallons of gas saved

83 tons of greenhouse gas emissions (CO2) saved

CAR FREE DAYS
METRO DC



2018 CFD Call To Action

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



Questions?



2017 TPB Proclamation Signing

