



NATIONAL CAPITAL REGION TRANSPORTATION PLANNING BOARD TECHNICAL COMMITTEE MEETING JULY 7, 2023

Car Free Day 2023

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Transportation Operations Program Director



Car Free Day Background

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



International

United Kingdom



Hong Kong, China



Vancouver, Canada



The 2023 Quick Guide Factsheets are available now!



Save Energy

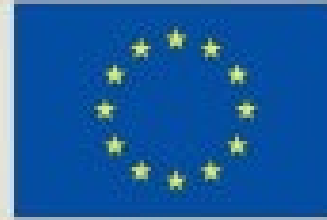
#MobilityWeek
www.MobilityWeek.eu



- 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.



#MobilityWeek
www.MobilityWeek.eu



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



Car Free Day Washington DC Region

- Began as D.C. centric in 2007.
- Regionally in 2008.
- Promotes alternative forms of transportation - transit, bicycling, scootering, 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 5,000.



Car Free Day Participant Survey

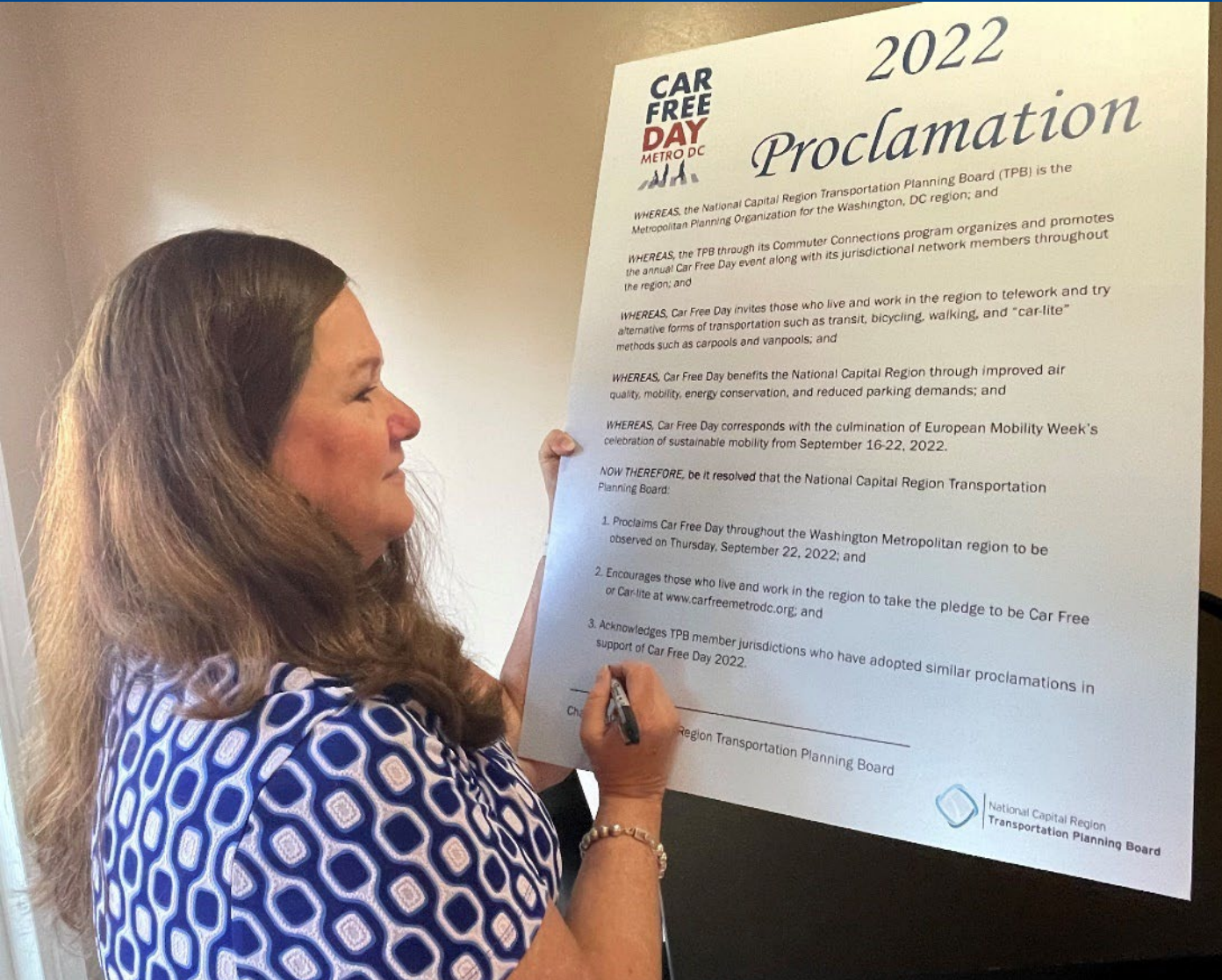
- Conducted in 2022
- About 97% of respondents Used Car Free or Car Lite Options during Car Free Day
- Transit and bike/scooter use was slightly less than pledged, but options used were generally in line with options pledged
- 59% of respondents who changed their commute mode on CFD would most likely have driven alone to work that day



Car Free Day Participant Survey

- 31% of respondents increased Use of Car Free and Car Lite Options for Non-Work Trips Since Car Free Day.
- Average Frequency of Car Free and Car Lite use for Work Trips stayed the same per Week From Before Car Free Day (3.6 days/week) to After CFD.





2022

Proclamation

WHEREAS, the National Capital Region Transportation Planning Board (TPB) is the Metropolitan Planning Organization for the Washington, DC region; and

WHEREAS, the TPB through its Commuter Connections program organizes and promotes the annual Car Free Day event along with its jurisdictional network members throughout the region; and

WHEREAS, Car Free Day invites those who live and work in the region to telework and try alternative forms of transportation such as transit, bicycling, walking, and "car-lite" methods such as carpools and vanpools; and

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

WHEREAS, Car Free Day corresponds with the culmination of European Mobility Week's celebration of sustainable mobility from September 16-22, 2022.

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

1. Proclaims Car Free Day throughout the Washington Metropolitan region to be observed on Thursday, September 22, 2022; and
2. Encourages those who live and work in the region to take the pledge to be Car Free or Car-Lite at www.carfreemetrodc.org; and
3. Acknowledges TPB member jurisdictions who have adopted similar proclamations in support of Car Free Day 2022.

National Capital Region Transportation Planning Board



2022 TPB Proclamation Signing

Media Coverage

- WJLA– Ch. 7 - World Car Free Day
- WUSA– Ch. 9 - Montgomery Co. celebrates Car-Free Day with raffles for residents
- Patch – Gaithersburg - MoCo Residents Can Join 'Car-Free Day' On Sept. 22
- WJLA– Ch. 7 - Changing commuting habits doesn't mean traffic is getting better in the DMV
- Potomac Local News - OmniRide Asks Residents to Pledge to Go Car Free on September 22
- Calendar Listings

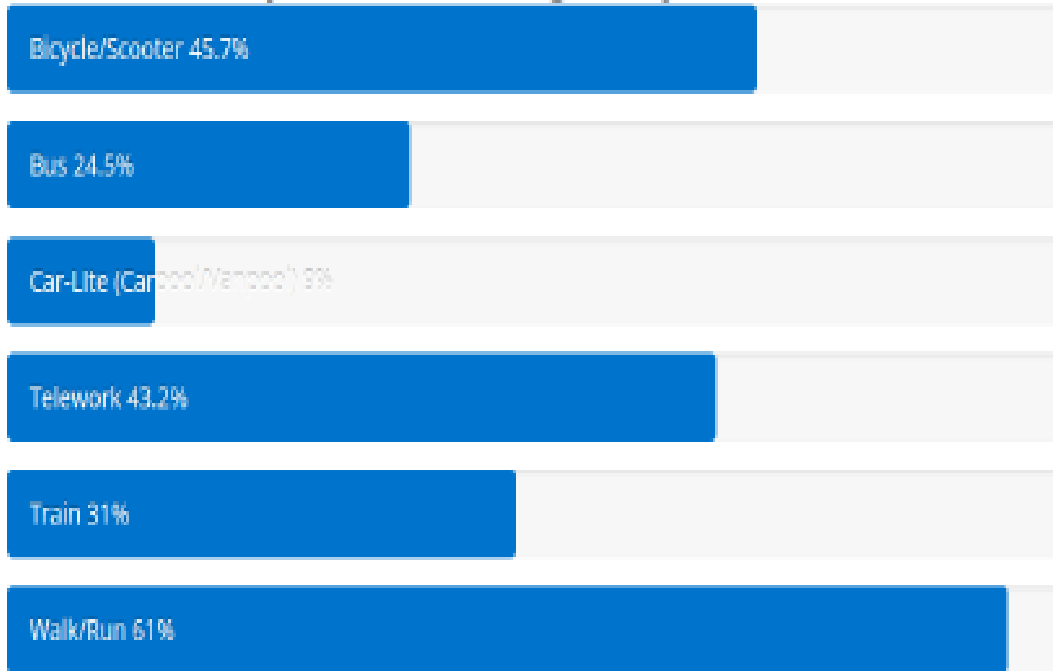


Car Free Day Web Site



Website Leaderboard

Car Free Day 2022 - Pledges by Travel Mode



Promotional Materials

Take the Free Pledge at CarFreeMetroDC.org



The poster features the text 'CAR FREE DAY' in large, bold letters. 'CAR' and 'FREE' are in blue, and 'DAY' is in red. The word 'DAY' is partially obscured by an illustration of a person riding a bicycle. To the left of 'CAR' is an illustration of a blue car with two people inside. To the right of 'FREE' is an illustration of a person standing next to a red bus. Below 'DAY' is the date 'SEPTEMBER 22, 2022'. At the bottom left, there is a QR code and a row of icons representing different modes of transportation: car, bus, train, bicycle, walking, and wheelchair. At the bottom right, there is a logo for 'CAR FREE DAY METRO DC' with the date '9.22.22' and the slogan 'COMMUTE WITH CONFIDENCE'.

SEPTEMBER 22, 2022

Take the free pledge to be eligible for great prizes, even if you're already car free or car-lite!

#CarFreeDay @CarFreeMetroDC

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A SMARTER WAY TO WORK

CARFREEMETRODC.ORG 800.745.RIDE

CAR FREE DAY
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Social Media

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CAR FREE DAY METRO DC

Take the Free Pledge

9.22.22

Car Free Day
@carfreemetrodc
4.7 19 reviews • Nonprofit organization

[Sign Up](#)

[carfreemetrodc.org](#)

About

Car Free Day is celebrated on September 22nd. Choose between Telework, Bike, Walk, Scooter, Train, Bus, or Subway.

Car Free Day is a free international event in which people are encouraged to get around without driving alone in cars and instead travel through other... See more

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<http://www.carfreemetrodc.org/>

800-745-RIDE

Nonprofit Organization · Transportation Service · Event

Photos

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CAR FREE DAY METRO DC

ALL RIDE NO RIDES

SEE YOUR FEET

MAKING YOUR MOVE

Videos

George Clark, Tri-County Council for Southern Maryland awards a Samsung Tablet to winner Melinda B. as part of the Car Free Day 2022 prize raffle.

Commuter Connections
@CarFreeMetroDC

428 Tweets

CAR FREE DAY DC

Take the Free Pledge

9.22.22

Commuter Connections
@CarFreeMetroDC

Car Free Day is an international event celebrated in the Washington DC region on Sept 22nd. Take the pledge today and go car free or car-lite!

[carfreemetrodc.org](#) • Joined July 2009

119 Following • 358 Followers

Tweets Tweets & replies Media Likes

Commuter Connections @CarFreeMetroDC · Oct 13, 2022
George Clark, Tri-County Council for Southern Maryland awards a Samsung Tablet to winner Melinda B. as part of the Car Free Day 2022 prize raffle.

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What's happening

184 · Last night
Blues at Hurricanes

Tracking in United States
Rouder High School



Paid Social Media



Car Free Day 2022

2 views · Aug 29, 2022 · Opt for sustainable travel on Thursday, September 22, for Car Free Day! Take the free pledge to go car free or car-like (carpool/vanpool) at carfreemetrodc.org for free promotions and to be entered into our raffle for a chance to win great prizes!

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CAR FREE DAY
METRO DC

Take the free pledge to be eligible for great prizes, even if you're already car free or car-lite!

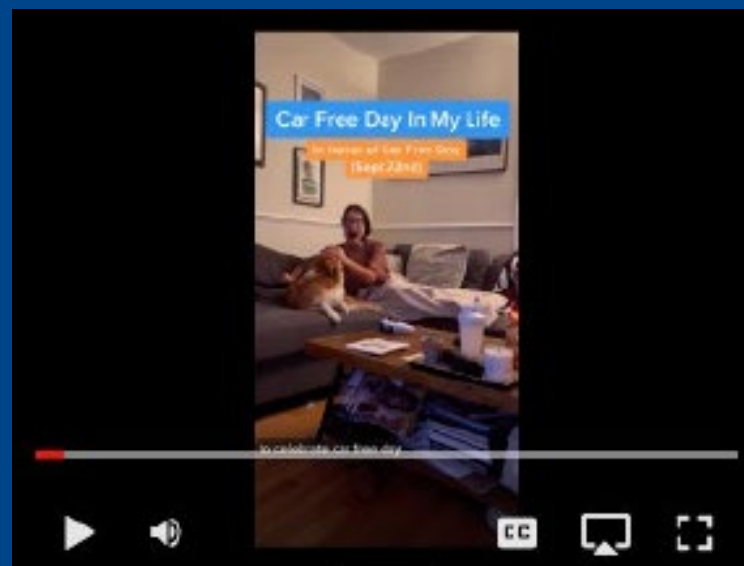
9.22.22
COMMUTE WITH CONFIDENCE

#CarFreeDay @CarFreeMetroDC
RS COMPUTER CONNECTIONS.
A SPECIAL WAY TO WORK
CARFREEWORKLOGS 800.745.8266

The poster features an illustration of a woman in a yellow jacket and white pants standing next to a red Metrobus. In the background, there are silhouettes of people walking and a person on a bicycle.



Social Media Influencers



Sponsored Article



Est. 2006

SPONSORED

Park It and Win Prizes! Revving Up for 'Car Free Day'

Pop Sponsor · September 19, 2022 at 12:15pm



Can you go just ONE DAY without your car? Try it on Car Free Day, September 22.

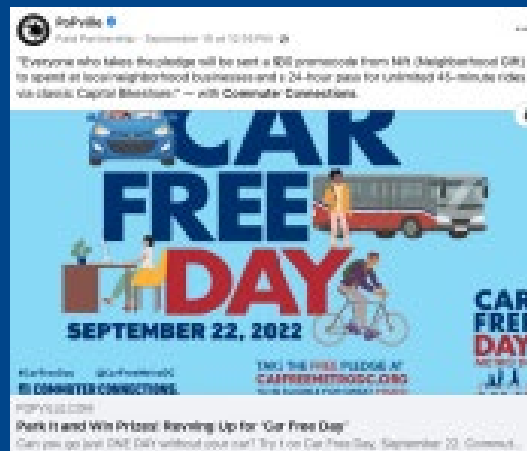
Commuter Connections, the regional network of transportation organizations coordinated by the Metropolitan Washington Council of Governments, challenges the area's drivers to park their vehicles for one day a year — and this year, "Car Free Day" is Thursday, September 22.

You won't be alone in the challenge. Commuter Connections has a long list of transportation alternatives to make it easy to get around, and, best of all, those who pledge to participate in Car Free Day will receive a \$50 gift certificate and a 24-hour pass for unlimited 45-minute rides via classic Capital Bikeshare. All who take the pledge will also be entered into a raffle for a Samsung tablet, gift cards to popular restaurants, annual memberships, transit passes and more.

[Take the pledge now!](#)

Car Free Day is an international event that heightens awareness of the impact of traffic on the quality of life in the region and is celebrated in more than 2,000 cities in 48 countries.

"Car Free Day is an important event for our region and presents an opportunity for us to come together and reduce our overall traffic congestion by pledging to take alternative transportation modes like riding the bus, MetroRail, or carpooling with friends and family," said Commuter Connections Director Nicholas Ramirez.



Text Messages

August 24, 2022 - (2022 Registrants): Car Free Day: Thanks for taking the 2022 pledge! Please ask your coworkers, family, and friends to take the free pledge too at www.carfreemetrodc.org

August 26, 2022 - (Previous Year's Registrants): Car Free Day: Thanks for taking part in last year's event! It's time to take the 2022 Car Free Day pledge! Free prize raffle entry. www.carfreemetrodc.org

September 20, 2022 - (Last Chance to Pledge): Car Free Day: Thurs Sept 22 is Car Free Day! Last chance to take the free pledge to get FREE promotions & raffle entry for great prizes! www.carfreemetrodc.org



Jurisdiction Events



Capital Area Car Free College Campus Challenge

Take the Free Pledge at CarFreeMetroDC.org



CAR FREE DAY

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#CarFreeDay @CarFreeMetroDC

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Join the Capital Area Car Free College Campus Challenge!



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Q & A

