

National Capital Region
Transportation Planning Board
Technical Committee

June 28, 2013



Car Free Day Background

- Event started in Europe in 1995, went global in 2000
- Part of International Mobility Week
- One or more days during Mobility Week, cities set aside an area for pedestrians, cyclists and transit, ordinarily used by cars
- Car Free Day is celebrated in 1,500 cities in 40 countries
- World Car Free Day is September 22nd



Car Free Day Background

- First took place in the District in 2007
- TPB supported regional rollout in 2008 with COG's Commuter Connections program
- Promotes and organizes the annual Car Free Day event 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 carpooling



International



2012 Media Coverage

FairfaxNews

The Washington Post



YAHOO!

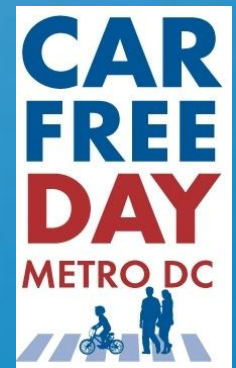


The Washington Times



2012 Media Coverage Headlines

A World Without Cars	Get Out and Explore DC with Car Free Day Sept. 22
Advocates urge D.C. to go car free for a day	Go Car Free Sept. 22nd
Attract New Customers on Car Free Day	Happy Car Free Day
Break Your Automobile Addiction	Park It - Go Car Free on September 22nd
Car Free Day - Reflect on Transportation Options	Safety and Awareness are Key for CFD 2012
Car Free Day is Saturday	Saturday is International Car Free Day
Car Free Day is Tomorrow	The Reason Car-Free Day is on Saturday
Car Free DC, at least for a day	There is Still Time to Pledge to Go Car Free
Ditch your car this week! We double-dog dare you	Washington Region to Join the World in Celebrating CFD



Open Participation

- Pledge to be Car Free at www.carfreemetrodc.org
 - ✓ Commuters
 - ✓ Students
 - ✓ Families
- Primary targets are SOV drivers
- Secondary group are those already in Car Free travel modes
- 7,000 pledges received in 2012



2012 Car Free Day Web Site



September 22, 2012



Pledge today for a chance to WIN an Apple iPad, bicycle, or other great prizes



- HOME
- WHAT is car free day?
- HOW to be car free?
- EVENTS and special promotions
- NEWS
- SPONSORS
- CONTACT drop us a line



TAKE THE CAR FREE CHALLENGE
PLEDGE TO BE CAR FREE

Car Free Day Pledge Count:

7 1 6 6

...and counting!

Be one of many that will reduce or eliminate the use of their car on Sept. 22, 2012

PARK IT.

for the whole day, or drive less on saturday, september 22

Join us for part of a worldwide movement to celebrate sustainable transportation on Car Free Day, Saturday September 22, 2012.

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


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




Car Free Day



2012 Pledge Form



September 22, 2012



HOME | WHAT is car free day? | HOW to be car free? | EVENTS and special promotions | **PLEDGE to be car free day** | NEWS | SPONSORS | CONTACT drop us a line

Pledge to be Car Free!

Take the Car Free Day Pledge, and you are eligible to win great prizes like an Apple iPad, courtesy of Base Technologies! You can still pledge and get a chance to win prizes even if you're already using alternative transportation modes, such as bicycles, transit, teleworking, and carpooling.

* All pledges made through 5:00 p.m. Eastern Standard Time on Saturday September 22, 2012 will be entered into the prize raffle drawing.

Prize eligibility is available to those physically living or working in the Washington D.C. Metropolitan Statistical Area as defined by the Office of Management and Budget.

I pledge that On Saturday September 22, 2012 I will eliminate or reduce my driving. This includes trips for work and to run errands.

On this day, I will get around by (check all that apply)

- Bicycle
- Carpool
- Local bus service
- Metrobus
- Metrorail
- Walk
- Other

I'm normally car free

Number of miles +
Number of round trip miles you will reduce/save by participating in Car Free Day, Saturday September 22, 2012.

Home Zip code +

Work Zip code +

County of Residence +

Full Name +

Address1
Please provide address/city to be eligible for a prize. You will not be placed onto mailing lists.



Address2


City

State +

Email address

FOLLOW US ON







Promotion

PARK IT.

for the whole day, or drive less on Saturday, September 22



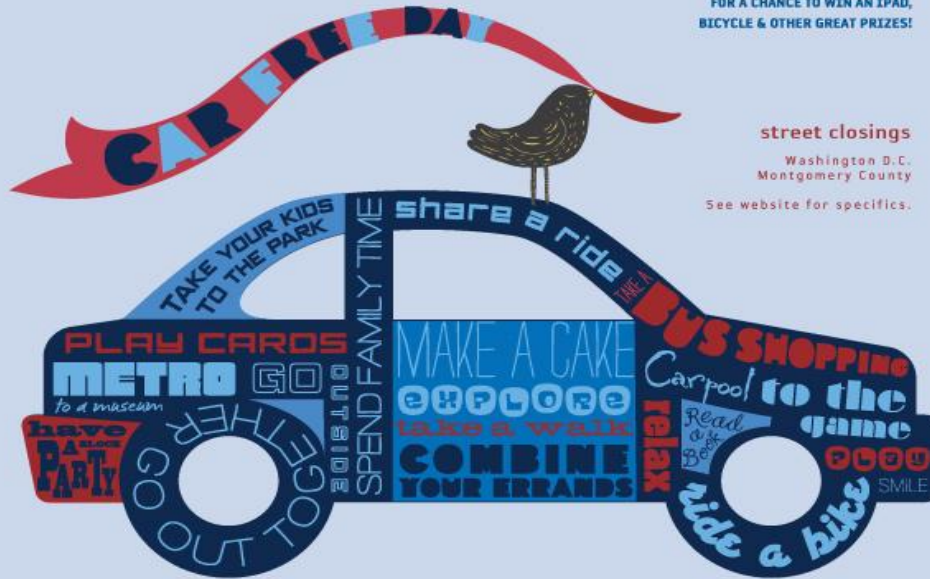
saturday
9.22.2012

TAKE THE FREE PLEDGE AT
CARFREEMETRODC.ORG
FOR A CHANCE TO WIN AN IPAD,
BICYCLE & OTHER GREAT PRIZES!

street closings

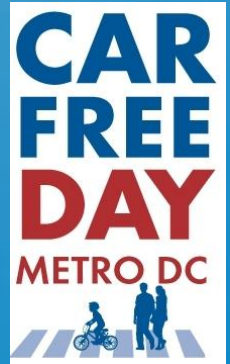
Washington D.C.
Montgomery County

See website for specifics.



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COMMUTER CONNECTIONSSM
carfreemetrod.org
800.745.RIDE



Website Takeover

LISTEN LIVE ▶ DC'S ROCK STATION **Free Live and Custom Radio**

ENTERTAINMENT NEWS
 Kirk Hammett's solo tour
The Metallica guitarist will begin touring for his new book 'Too Much Horror Business - The Kirk Hammett Collection'

ON AIR
 Elliot In The Morning
Man Stranded at Sea for Four Months Claims He Was Saved by a Shark

JUST PLAYED | PLAYLIST
One Mint Julep
Ray Charles
Only If For A Night
Florence And The Machine
Kill Your Heroes
Awolnation
MORE

Home Listen Elliot On Air Music Photos Events Contests News Info **GO**

CAR FREE DAY
METRO DC
9.22.12

PLEDGE AT CARFREEMETRODC.ORG

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

[close](#)

WATCH: iHeartRadio Music Festival 2012
History doesn't just repeat itself... it gets bigger!

LISTEN LIVE

More listening options

advertisement | your ad here

PARK IT.

CAR FREE DAY
METRO DC

Social Media

facebook

facebook

Search for people, places and things

share a ride
PLAY CARDS
TAKE YOUR GAME TO THE PARK
MAKE A CAKE
SPEND FAMILY TIME
Bike to work
Carpool
COMBINE YOUR ERRANDS
Car Free Day

CAR FREE DAY
METRO DC

Car Free Day
2,915 likes · 33 talking about this

Like · Subscribe · Message

Non-Profit Organization

About · Photos · Likes

Highlights

Car Free Day · 21 hours ago · 19
With the high cost of gasoline, Car Free Day is a great opportunity for everyone to try Car Free and Car-Lite alternatives and enter to win great prizes. To pledge to go Car Free or Car-Lite on September 22nd, visit www.carfreemetrod.org

Like · Comment · Share
6 people like this.

Write a comment...

Car Free Day shared a link.
August 28 · 14
Learn what fun a Car Free Saturday can be. Pledge to leave your car at home at www.carfreemetrod.org

Car Free Day
www.carfreemetrod.org
Join us for part of a worldwide movement to celebrate sustainable transportation on Car Free Day, Saturday September 22, 2012. Go Car Free or Car-Lite and make a difference by bicycling, walking, carpooling, or taking transit. Pledge even if you're already using!

Like · Comment · Share
5 people like this.

Write a comment...

Likes

- Commuter Connections** · Non-Profit Organization · Like
- World CarFree Day** · Non-Profit Organization · Like
- National Capital Region Transportation Planning Board** · Non-Profit Organization · Like
- Bike to Work Day** · Non-Profit Organization · Like

Car Free Day shared a link.
August 24 · 14
Take the Car Free Day Pledge today for the chance to win an Apple iPad, a bicycle, or other great prize!
www.carfreemetrod.org

Car Free Day
www.carfreemetrod.org
Join us for part of a worldwide movement to celebrate sustainable transportation on Car Free Day, Saturday September 22, 2012. Go

Pledge today for a chance to win an Apple iPad, bicycle, or other great prize.

Like · Comment · Share

CAR FREE DAY shared a link.
August 21 · 14

The DC metropolitan region's Car Free Day web site is now officially open. The goal is 10,000 pledges of residents to go car free or car-lite on Sat. Sept. 22nd.

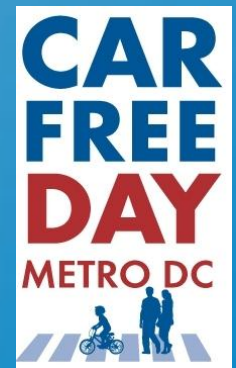
<http://www.mwcog.org/commuter2/pdf/media/CarFreeDayPledgeSiteNowOpen.pdf>
www.mwcog.org

Like · Comment · Share · 1

6 people like this.

Colleen Beaty But it's a Saturday... wouldn't it be better served moved to a weekday, when people will be commuting?
August 21 at 11:35am · Like

CAR FREE DAY Great point Colleen. It's the first time since Car Free Day started being observed throughout metropolitan Washington in 2008 that the event falls on a Saturday. Ordinarily, when Car Free Day falls on a weekday, most of those who pledge to go car-free or "car-lite" are faced with finding alternative ways to get to and from work. This year, however, many Car Free Day participants will be focusing on finding alternatives like transit, bicycling, walking, and carpooling to get to and from all the places other than work that people travel. Hopefully for some this will lead to the use of these alternatives on a regular workday.
August 21 at 1:06pm · Like



Social Media

Twitter



PARK IT.
saturday, september 22

CAR FREE DAY
METRO DC

9.22.12

CAR FREE DAY
METRO DC

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.

Tweet to Commuter Connections

@CarFreeMetroDC

Tweets

Following

Followers

Favorites

Lists

Similar to Commuter Connections

Adam Voiland @bikeexaminer
Follow

BeyondDC @beyonddc
Follow

BetterDCRegion @betterDCRegion
Follow

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Blog Status Apps Resources Jobs
Advertisers Businesses Media Developers

Tweets

Commuter Connections @CarFreeMetroDC 22h
Make a difference - bike, walk, carpool or take mass transit on Car Free Day Saturday, Sept. 22. Pledge at carfreemetrodc.org
Expand

Commuter Connections @CarFreeMetroDC 28 Aug
Learn what fun a Car Free Saturday can be. Pledge to leave your car at home at carfreemetrodc.org
Expand

Commuter Connections @CarFreeMetroDC 27 Aug
Hit just over 3,000 pledges for Car Free Day. Goal is to reach 10,000 before 9.22.12 www.carfreemetrodc.org
Expand

Commuter Connections @CarFreeMetroDC 24 Aug
Take the Car Free Day Pledge today for the chance to win an Apple iPad, a bicycle, or other great prizes. carfreemetrodc.org
Expand

Commuter Connections @CarFreeMetroDC 21 Aug
DC region's Car Free Day web site officially open. Goal is 10,000 pledges to go car free or car-lite on Sept. 22nd mwco.org/commuter2/pdf/...
Expand

Commuter Connections @CarFreeMetroDC 14 Aug
Car Free Day is Sat, Sept 22nd. Have you registered yet? carfreemetrodc.org. Please RT.
Expand



Co-Promotion

GO CAR FREE. GET A FREE LUNCH.
WHAT'S NOT TO LOVE?

CELEBRATING CAR FREE DAY!
NO PURCHASE NECESSARY. ONE DAY ONLY.
Good for 2 *free* slices of freshly baked pizza and a
free beverage. Present this coupon.

VALID ONLY SATURDAY, 9/22/2012 UNTIL 4PM. Taxes
and Gratuities included! Limit one coupon per guest. Not redeemable for
cash. Available at participating locations, excludes Washington Nationals
Park location. For a complete list of locations, visit flippinpizza.com

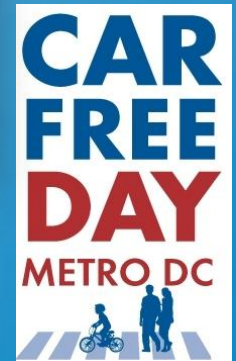
**CAR
FREE
DAY**
METRO DC

9.22.12



NOTHING ARTIFICIAL
No Added Oil
No Added Sugar
NO KIDDING!

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK



Transit Signage



Local Events



U.S. Street Closures, BIG...

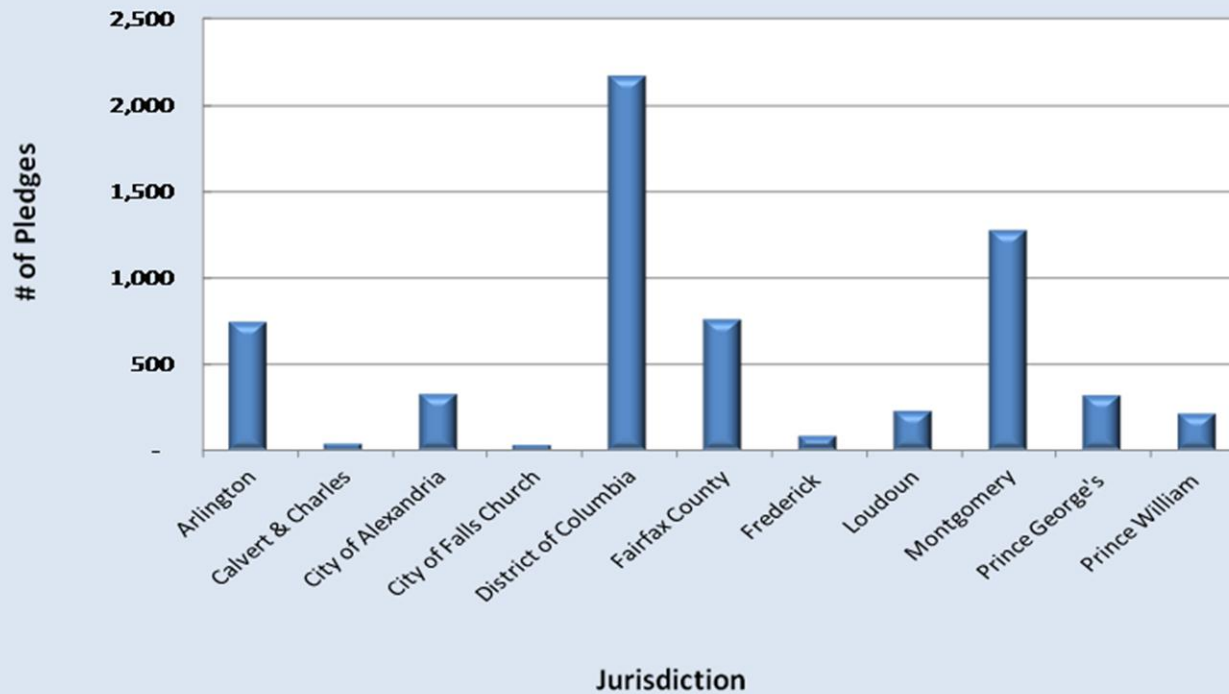


...and small



Pledges by Jurisdiction

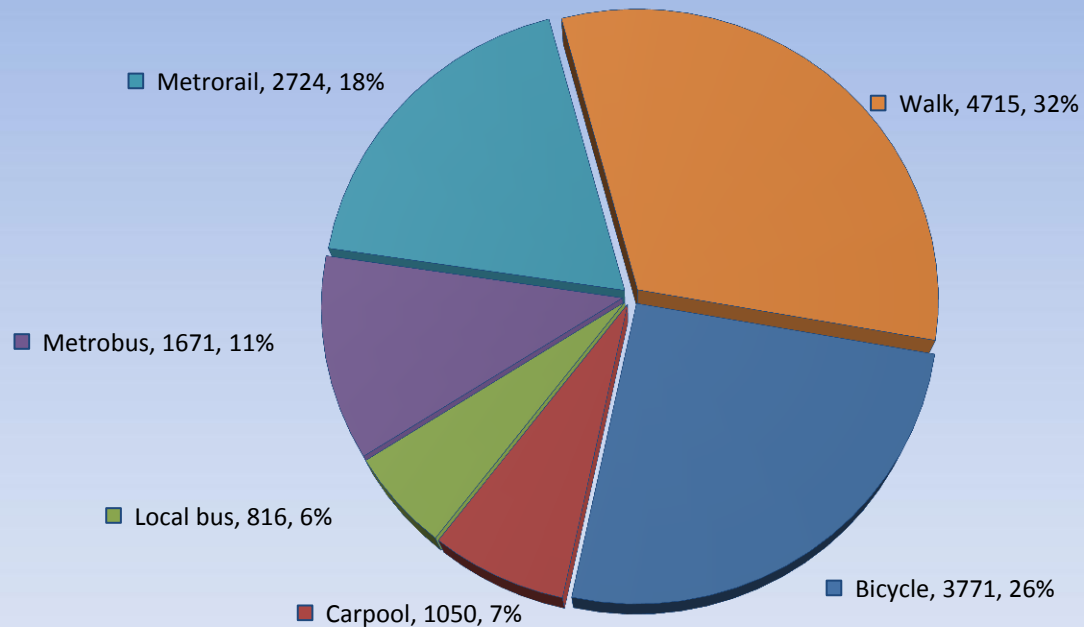
Car Free Day 2012 Pledges



Note: minimum 30 pledges



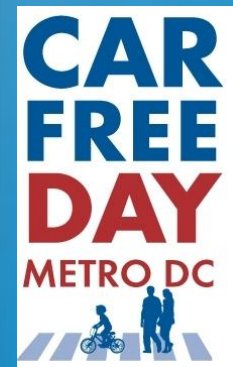
2012 Pledges by Transportation Mode



Web Site Analytics



Source	Visits	Pages / Visit	Avg. Visit Duration
1. mwcog.org	691	4.28	00:05:30
2. rewards.washfm.com	542	1.28	00:02:26
3. wmata.com	504	1.83	00:01:09
4. 36ohk6dgmcd1n-c.c.yom.mail.yahoo.net	472	2.38	00:02:28
5. facebook.com	393	2.31	00:01:56
6. reddit.com	355	1.60	00:00:31
7. carfreemetrodc.org	277	1.65	00:01:03
8. t.co	200	1.84	00:01:32
9. livewire.nreca.org	135	1.85	00:01:48
10. godcgo.com	134	2.81	00:02:35



2012 Call To Action

- TPB Proclamation
- Goal 10,000 participants
- Pledges from TPB Members
- Marketing/Media Outreach
- Local Activities/Events
- Pledge Data Analysis



Questions

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