



National Capital Region Transportation Planning Board July 19, 2017

Nicholas Ramfos
TPB Operations Programs Director



National Capital Region
Transportation Planning Board

Agenda Item #7

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 TERM Analysis.



International

Paris



Manado City, Indonesia



Ghaziabad, India



2016 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

Here's a good reason to ditch your car Thursday: It's World Car Free Day

reston **now**

YAHOO!
NEWS

FrederickNewsPost.com



 Red Brick Town
Alexandria's Neighborhood Blog



The Washington Post



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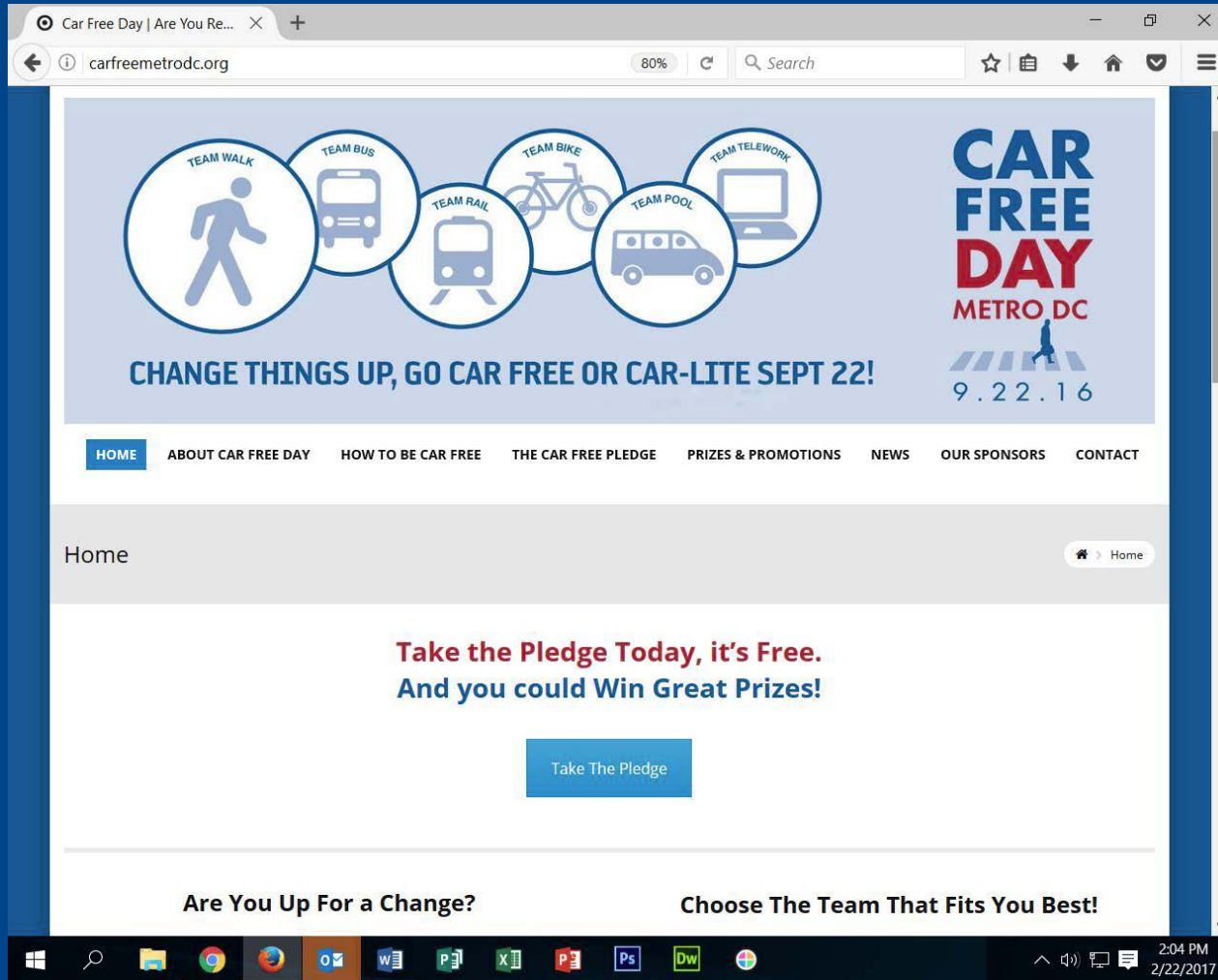
Open Participation

Pledge to be Car Free 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



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



800.745.RIDE 9.22.16



Printed on recycled paper

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



Social Media



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

Car Free Day Metro DC

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Non-Profit Organization

Car Free Day 2015 will be celebrated on Sept. 22 this year. Choose between #TeamRoll, #TeamBus, #TeamWalk, #TeamTelework, #TeamPool, or #TeamBike.

4,149 Likes

About

Message Now

www.carfreemetrodc.org

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People Also Like

Car Free Day Metro DC

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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

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

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You may also like

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WABA @WABADC

DCBAC @DCBAC

goDCgo @goDCgo



Paid Social Media



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 Hidden 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 social media

These are my babies': Driver got kids off burning bus
 When Reneta Smith's yellow school bus caught fire with 20 students aboard, she had to think, and work, fast. She likely saved children's lives, and said that her actions weren't those of a hero, but a mom.

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Bayer, Monsanto try to create global chemical and ag giant

AP By DAVID McHUGH September 14, 2016 11:23 am



FILE - This Aug. 21, 2015, 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 for...

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.

For the first time in four months that Bayer returned with a richer offer to sell the acquisition to...



Pledge to go CarFree on Sept. 22
CAR FREE DAY
 METRO DC
 www.carfreemetrodc.com

Radio Support



Transit



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

Icons: Metrobus, Metro Rail, Metro Bike, Metro Scooter, Metro Stroller, Metro Wheelchair, Metro Pedestrian, Metro Car.

COZI FOOD ARTISANS

6 19



2017 CFD Call To Action

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



Questions?



2016 TPB Proclamation Signing

