



CAR FREE DAY 2023 EVENT

WASHINGTON, DC
METROPOLITAN
REGION

FY 2024
FINAL REPORT

July 16, 2024

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Background

Car Free Day is an internationally recognized event which started in Europe in 2000 as a day for residents to leave their cars at home, and instead get around by cleaner and more sustainable methods of travel for both commute and non-commute purposes. Travel modes include public transportation, bicycling, walking, and scootering.

In the Washington, DC region, Car Free Day began in 2008 and falls under the National Capital Region Transportation Planning Board's (TPB) Commuter Connections program, at the Metropolitan Washington Council of Governments (COG). The Commuter Connections program is funded by the District of Columbia, Maryland, Virginia, and U.S. Departments of Transportation. Commuter Connections organizes the annual event, along with its network partners, made up of local governments within the region. Car Free Day in the National Capital region also includes the option to participate by traveling "car lite" (carpool or vanpool) and also teleworking.

A regional marketing campaign promoted the Car Free Day event held on September 22, 2023, which helped to yield 5,105 pledges, a 26 percent increase over the previous year.

Three main objectives of the Car Free Day marketing campaign were to:

1. Use the event as an opportunity to promote alternative modes of transportation for both commute and non-commute trips.
2. Encourage commuters and the general public to take the online pledge to use car free or car-lite travel methods on Car Free Day.
3. Measure and report impacts, as part of the Commuter Connections Regional TDM Mass Marketing program.



Proclamation

The Car Free Day 2023 Proclamation was signed on July 19, 2023 by National Capital Region Transportation Planning Board Chair and Charles County Commissioner President, Reuben Collins, at the Metropolitan Washington Council of Governments. This was to recognize Friday, September 22, 2023, as Car Free Day throughout the Washington, DC metropolitan region.





2023 *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, scootering, 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, 2023.

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 Friday, September 22, 2023; 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 2023.

Chair, National Capital Region Transportation Planning Board



National Capital Region
Transportation Planning Board

Local Jurisdictional Proclamations

Many local jurisdictions in the region held their own Car Free Day proclamations in 2023.





County Commissioners of Charles County

PROCLAMATION 2023-67

CAR FREE DAY

WHEREAS, Car Free Day is a worldwide event that encourages greener methods of travel; meaning ways to get around other than driving alone by car; and

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

WHEREAS, the Transportation Planning Board 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 benefits the National Capital Region through improved air quality, mobility, energy conservation, and reduced parking demands; and

WHEREAS, Commuter Connections hosts Car Free Day in the Washington, DC region to bring awareness to the benefits of travel options such as transit, bicycling and walking; and also telework for people who can work from home. Carpooling and vanpooling count too, we call that "car-lite" since they are both lighter on the wallet and the environment than driving alone in a car.

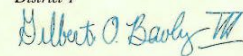
NOW, THEREFORE, WE, THE COUNTY COMMISSIONERS OF CHARLES COUNTY, MARYLAND, do hereby proclaim September 22, 2023 as **CAR FREE DAY** in Charles County and encourage citizens to pledge to be Car Free or Car-lite.



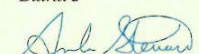
COUNTY COMMISSIONERS OF CHARLES COUNTY, MARYLAND


Reuben B. Collins, II, Esq., *President*


Ralph E. Patterson, II, M.A., *Vice President*
District 4


Gilbert O. Bowling, III
District 1


Thomasina O. Coates, M.S.
District 2


Amanda M. Stewart, M.Ed.
District 3

Attest:



Christina L. Elkins, Assistant Clerk to the Commissioners



PROCLAMATION

WHEREAS, Car Free Day is celebrated in 2,000 cities and in 46 countries, with a common goal of reducing the number of cars on streets, reducing traffic congestion, and improving parking demands and overall mobility; and

WHEREAS, Car Free Day benefits the National Capital Region, including the City of Manassas, by improving traffic-related air pollution, by reducing noise, and by encouraging energy conservation; and

WHEREAS, Car Free Day provides health benefits, not only by improving environmental conditions, but also by promoting active transportation such as walking and biking; and

WHEREAS, Car Free Day benefits the National Capital Region, including the City of Manassas, by enhancing the quality of life for its residents and by creating healthy and vibrant communities; and

WHEREAS, Car Free Day supports the City of Manassas mobility vision, which seeks to provide and promote a multi-modal transportation system throughout the City; and

WHEREAS, Car Free Day supports the City of Manassas strategic plan by increasing pedestrian, bike, and traffic safety awareness; and

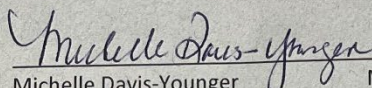
WHEREAS, the National Capital Region Transportation Planning Board proclaimed September 22, 2023, as Car Free Day throughout the Washington Metropolitan Region; and

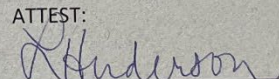
WHEREAS, the City of Manassas and partners will celebrate Car Free Day on Saturday, September 16, at the Farmers Market with information from the City and partners on the topic of transportation.

NOW, THEREFORE, I, Michelle Davis-Younger, Mayor of the City of Manassas, Virginia and on behalf of the Manassas City Council, hereby proclaim September 22, 2023, as

Car Free Day

in the City of Manassas and encourage all citizens to pledge to be Car Free or Car-lite on September 22 by visiting www.carfreemetrodcc.org, and to also try to use alternative modes of transportation throughout the year.


Michelle Davis-Younger Mayor
On behalf of the City Council
of Manassas, Virginia

ATTEST:

Lee Ann Henderson City Clerk

Sponsors

All who took the Car Free Day pledge were entered into a free raffle for a chance to win prizes from one of the following sponsors:



Raffle Prizes

- Samsung Galaxy Tab A, courtesy Tri-County Council for Southern Maryland
- Annual Membership, courtesy Washington Area Bicyclist Association
- \$100 Gift Card to Vintage Shop, courtesy Miss Pixies
- \$50 Gift Card for certified Organic Hummus, courtesy Little Sesame
- Full Platter Voucher, courtesy of Nando's
- T-shirt and Annual Membership, courtesy East Coast Greenway Alliance
- Capital Bikeshare Annual Membership, courtesy goDCgo
- Commuter Train Pass, courtesy Virginia Railway Express
- Annual Membership and SWAG Pack, courtesy League of American Bicyclists
- SmarTrip Card w/ Fare, courtesy Washington Metropolitan Area Transit Authority
- Two Tickets to POTUS, courtesy of Arena Stage's Mead Center
- \$25 Bike Shop Gift Card (in shop purchase of \$100 or more (not including service), courtesy Maverick Bikes Cafe
- \$75 Gift Certificate, courtesy Hill Center at the Old Naval Hospital
- \$50 Gift Card, courtesy Shake Shack

Special Offers

The following special offers were provided to all who took the 2023 Car Free Day pledge:

- \$30 special offer from Nift. Discover great local businesses in neighborhoods where you live or work; national brands as well, valid through October 31, 2023.
- 50% off orders at All About Burger on Car Free Day on September 22, 2023.
- Free Capital Bikeshare Day Pass on Car Free Day on September 22, 2023.

Flyer

The Car Free Day flyer from the previous year was updated for the 2023 event. A notable addition was the reference to a hybrid work schedule. A mailing was sent to employers with a cover letter and flyer and the poster was also made available in PDF format at www.carfreemetrodc.org.

Take the Free Pledge at CarFreeMetroDC.org

CAR FREE DAY

SEPTEMBER 22, 2023

Take the free pledge to be eligible for great prizes, even if you're already car free or car-lite, commuting full-time or on a hybrid work schedule.

#CarFreeDay @CarFreeMetroDC

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

CARFREEMETRODC.ORG 800.745.RIDE

Printed on recycled paper



**CAR
FREE
DAY
METRO DC**

9.22.23

Media

Car Free Day challenged drivers to leave their cars home for the day and go car free or car-lite. The campaign promoted the use of alternative modes of transportation and teleworking. The event encouraged workers, residents, and students to take the Car Free Day pledge to improve mobility and air quality.

The Car Free Day media buy consisted of radio, text messages, social media, and digital banner ads. Other efforts to promote Car Free Day included flyers and earned media.

Car Free Day Media Spending	Gross Dollars	COG Net Cost	Final Impressions
Text Messages	\$471	\$400	7,595
Spotify	\$9,778	\$8,433	78,978
WTOP	\$22,625	19,231	184,078
WJFK	\$5,300	\$5,005	208,500
WPGC	\$5,870	\$4,990	293,300
WTOP.com & Federal NewsNetwork.com	\$5,883	\$5,001	640,531
YouTube	\$750	\$750	36,680
Facebook	\$1,471	\$1,471	304,156
Twitter (X)	\$250	\$250	392,496
Totals	\$53,162	\$45,810	2,146,314

Value-add

A total of approximately \$4,475 in value-add was negotiated for Car Free Day 2023.

Radio

New radio spots were produced for Car Free Day 2023 and aired on three radio stations: WJFK (106.7), WTOP (103.5), and WPGC (95.5).



Radio Scripts

“Car Free Day 2023” :30 seconds

Take a stand for less traffic congestion and clean air on Car Free Day, Friday, September 22nd. Try other ways to get around – like transit, rideshare, biking, walking, scootering or teleworking. Take the free pledge at CarFreeMetroDC.org for special promotions and a chance to win great prizes, even if you’re already car free or commuting on a hybrid work schedule. Sign up at CarFreeMetroDC.org

“Car Free Day 2023” :10 seconds

Stand up for less traffic and clean air on Car Free Day, Friday, September 22nd. Take the free online pledge and get a chance to win prizes. Sign up today at CarFreeMetroDC.org

Internet Radio

The Car Free Day :30-second radio spot ran on internet radio station Spotify and was accompanied by a companion image.



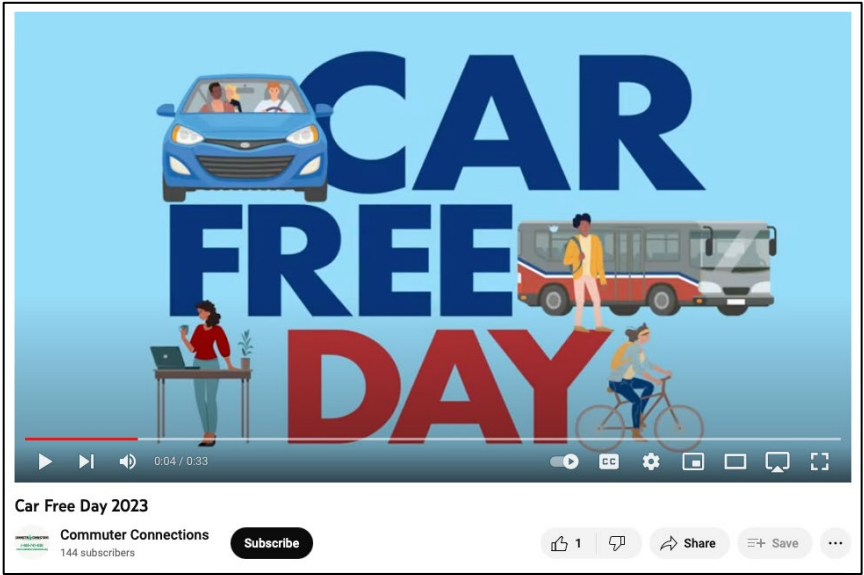
Banner Ads

Digital banner ads were placed on WTOP.com and federalnewsnetwork.com.



YouTube Video

A short, animated video was produced and advertising was purchased on YouTube to promote the Car Free Day event over a four-week period, leading up to September 22, 2023. A link to the YouTube video was made available on the Car Free Day website.



Social Media

A series of images featuring each travel mode were developed for use on social media (Facebook, Instagram, and Twitter). The unique images were posted every several days in September, leading up to Car Free Day, along with promotional copy.



Text Messages

When participants took the Car Free Day pledge, they could opt-in to receive text messages about the event. Three messages were sent throughout the campaign to encourage a visit to the website to take the Car Free Day pledge. Over 5,900 messages were sent during this campaign, and no person received more than two text messages.

Previous Year's Registrants

September 5, 2023 - Message #1:

Car Free Day 2023: Take the free pledge and be entered into the prize raffle at no cost!

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

2023 Registrants

September 12, 2023 - Message #2:

Car Free Day 2023: Thanks for taking the free pledge. Ask a friend to do the same!

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

Last Chance to Pledge

September 19, 2023 - Message #3:

Car Free Day 2023. Take the free pledge on or before Sept 22 for a prize raffle entry at no cost!

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

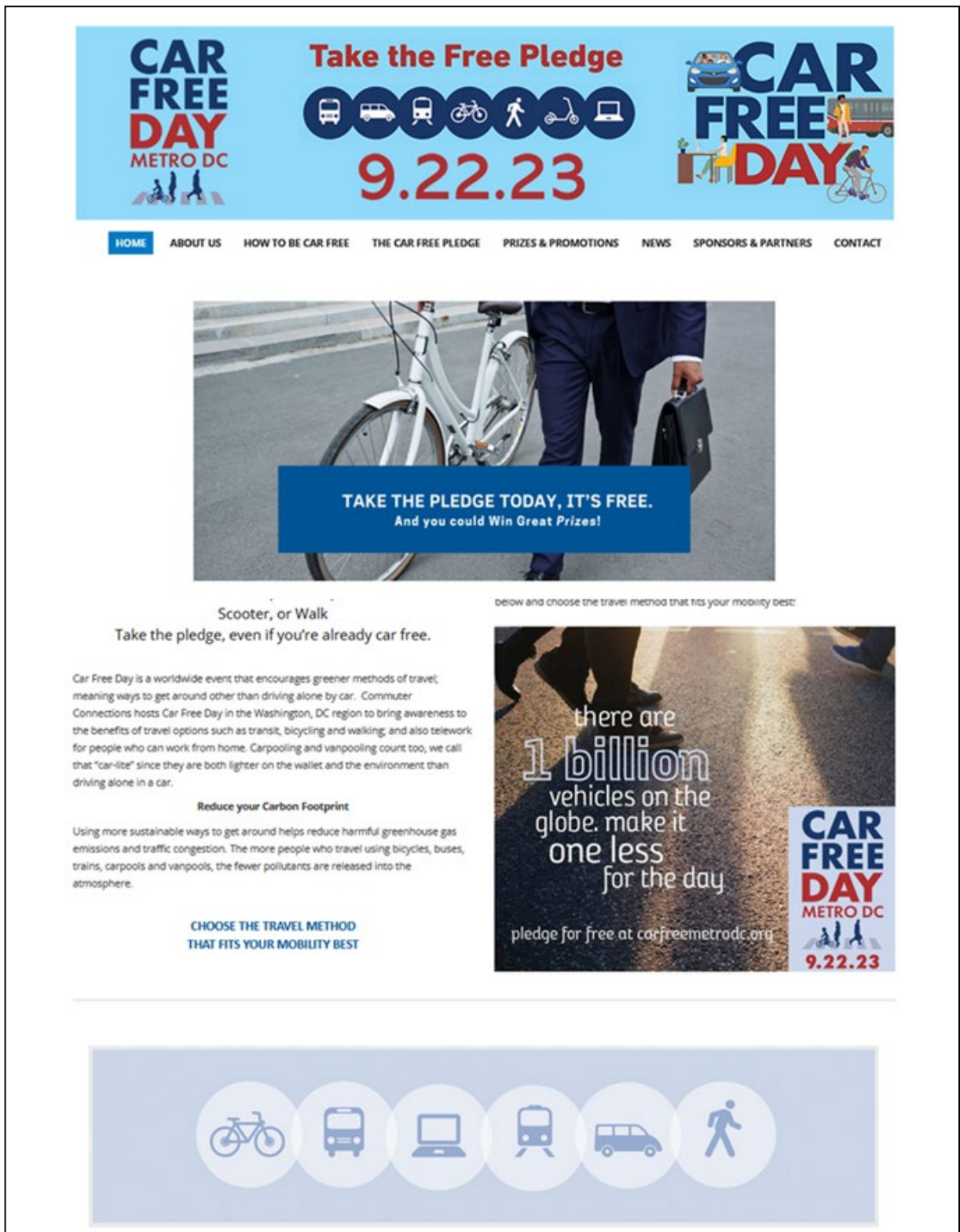
Transit Ads

Transit advertising space was donated by Montgomery County Ride On, Arlington ART, Metrobus, and Fairfax County Connector.



Website

Below is a screenshot of the 2023 Car Free Day website's homepage. Analytics are as followed: users 23,386, sessions 27,121, and pageviews 45,783.



Social Media

Social Media was used to keep followers up to date on activities, raffle prizes, and special promotions available for Car Free Day. Car Free Day is followed by 4,800 on Facebook and 744 on X.



Email Blast

An email blast was sent to employers, stakeholders, and the past year's participants of Car Free Day and Bike to Work Day events.



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A SMARTER WAY TO WORK

Take the 2023 Car Free Day pledge at www.carfreemetrodc.org. All who take the free pledge will receive a confirmation email with a promocode for 50% off orders at All About Burger, valid on Car Free Day only - September 22, 2023, and a \$30 Nift online gift code, valid through October 31, 2023. Plus, you'll be automatically eligible to win great raffle prizes!

Take the Free Pledge at CarFreeMetroDC.org



CAR FREE DAY
SEPTEMBER 22, 2023

Take the free pledge to be eligible for great prizes, even if you're already car free or car-lite, commuting full-time or on a hybrid work schedule.

#CarFreeDay @CarFreeMetroDC



COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

CARFREEMETRODC.ORG 800.745.RIDE



CAR FREE DAY
METRO DC
9.22.23



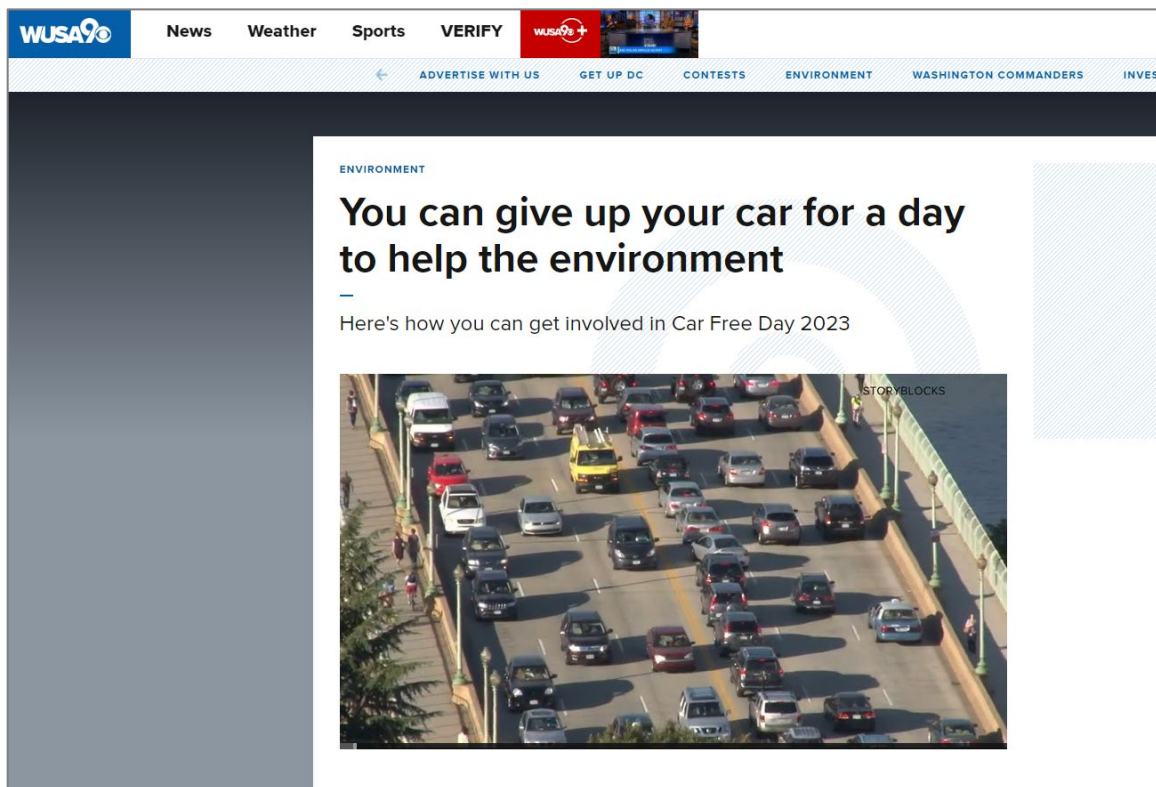
COMMUTERCONNECTIONS.ORG

Earned Media

The Car Free Day earned media efforts included calendar listings, press releases, media pitches, and promotional tool kits. The tool kits were sent to universities to help them promote Car Free Day, and to in-kind sponsors to help them publicize support of the event.

Press Releases:

- [Participants in the D.C. area coming together in support of reducing traffic and improving air quality on Car Free Day September 22, 2023](#)
- [Join the movement towards a greener future, take the pledge and go car free with Commuter Connections](#)
- [Registration now open for Car Free Day 2023: Improve your commute, save money on gas and parking](#)





[TRANSPORTATION](#)

[HOUSING](#)

[PUBLIC POLICY](#)

[DC](#)

[MARYLAND](#)

[VIRGINIA](#)

Car Free Day 2023

Date: Friday, September 22, 2023

Location: Across the Metropolitan DC Region

More Info: [carfreemetrodcc.org](https://www.carfreemetrodcc.org)

[Download iCal](#)



Car Free Day is a free event celebrated internationally every September 22, in which commuters are encouraged to get around without driving alone in cars, and instead, carpool, vanpool, use public transit, telework, bicycle, walk, or scooter. Car Free Day is open to all residents in the Washington, DC metropolitan region. To participate in this fun and environmentally friendly event, fill out the free pledge form at <https://www.carfreemetrodcc.org>, and go car free or car-lite (carpool, vanpool) on Friday, September 22, 2023. Take the pledge, even if you're already car free!

Those who take the free pledge will receive special promotions and be entered into a free raffle for a chance to win great prizes! Already car free? That's great, and since you're doing the right thing, you also get the same chance to win prizes when you fill out the pledge form.

Car Free Day is organized in various cities throughout the world in different ways, but with the common goal of improving air quality. The benefit to greater society is a day with less traffic congestion, a greener environment, and reduced gasoline demand. Today, Car Free Day includes celebrations in 46 countries and over 2,000 cities. Take the free pledge today!

LATEST POSTS

LAND USE OPINION

Transit-oriented development is not enough

HOUSING OPINION

Stop yesterday from stealing tomorrow's housing on Connecticut Avenue

Breakfast links: DC bus lane ticket enforcement stops before it starts

EVENTS

Events: Attend a webinar on how transportation and racial inequities affect health in DC

[MORE POSTS »](#)

College Campus Challenge

Colleges were provided with a digital toolkit to promote the Car Free Day event. A special seal was added to the PDF version of the poster and forwarded to university contacts. The winner of this year's college challenge was the University of Maryland.

Take the Free Pledge at CarFreeMetroDC.org

CAR FREE DAY

SEPTEMBER 22, 2023

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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Join the Capital Area Car Free College Campus Challenge!



CAR FREE DAY
METRO DC


9.22.23

Jurisdictional Activities

Commuter Connections network members held a variety of events to promote and/or celebrate Car Free Day 2023.

MARYLAND

September 22, 2023 through September 24, 2023 – Friday and all weekend long, the Maryland Department of Transportation Maryland Transit Administration (MTA) offered free rides on Local Bus, Light Rail, Metro Subway, MARC, Commuter Bus and Mobility service.

Frederick, MD

September 12, 2023 from 6 am – 8 am Key 103 radio broadcasted live from the MARC Train Monocacy Station 7800 Genstar Dr, Frederick.

September 13, 2023 from 5 pm – 8 pm the City of Frederick and Bike Doctor brought the “Community Mobility Clinic” to the downtown Transit Center 100 S East Street, Frederick, MD 21701.

Montgomery County, MD

September 22, 2023, from 6:30 am – 8:30 am, the Montgomery County Department of Transportation (MCDOT) Commuter Services outreach teams distributed free giveaways at the following locations:

- Bethesda Metro station
- Friendship Heights Shops at Wisconsin Place
- Germantown Transit Center
- Shady Grove Metro station
- Silver Spring Metro station
- Twinbrook Metro station
- Wheaton Marian Fryer Plaza
- White Oak Transit Center

MCDOT staff was also at the following locations and times:

- Lake Forest Transit Center, 1 – 3:30 p.m.
- Hispanic Heritage Festival at the Wheaton Marian Fryer Plaza, 5 – 8 p.m.

September 22, 2023 - the Montgomery County Department of Transportation (MCDOT) offered a “fare-free day” on Ride On buses in support of Car Free Day by waiving the usual bus fare for the day.

VIRGINIA

Loudoun County, VA

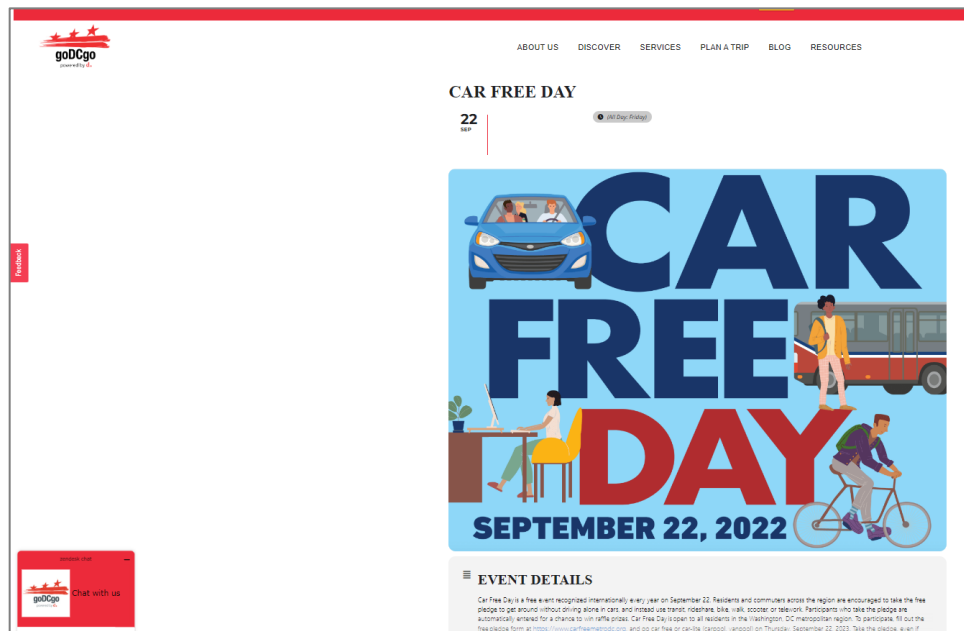
September 21, 2023 from 3 pm – 5 pm in celebration of Car Free Day, Loudoun County Commuter Services staff held a pop up event at Ashburn Metro Station (south side).

Prince William County, VA

OmniRide and City of Manassas staff teamed up to give residents an opportunity to learn about transportation options by playing Car Free Day BINGO. Raffle prizes for those who completed BINGO cards included a chance to win one of four gift bags.


Jurisdictional Support

DISTRICT OF COLUMBIA




MARYLAND

Maryland Transit Administration








Maryland



MARYLAND DEPARTMENT OF TRANSPORTATION

MARYLAND TRANSIT ADMINISTRATION

Maryland.gov | Phone Directory | State Agency | Online Services | Translate | Login



Getting Around

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Media

Regional Transit

About

Sep 07, 2023

MARYLAND TRANSIT ADMINISTRATION EXTENDS WORLD CAR-FREE DAY BY OFFERING FREE TRANSIT ALL WEEKEND, SEPTEMBER 22-24

FOR IMMEDIATE RELEASE

Ride Fare Free on Local Bus, Light Rail, Metro Subway, MARC, Commuter Bus and Mobility to Artscape, the Ravens, to See "The Wiz" – or Anywhere Else

BALTIMORE, MD (September 7, 2023) – The Maryland Department of Transportation Maryland Transit Administration is turning the annual World Car Free Day, September 22, into a weekend-long celebration by offering free rides on Local Bus, Light Rail, Metro Subway, MARC, Commuter Bus and Mobility service Friday, September 22, through Sunday, September 24. As people around the world help to improve air quality and reduce road congestion by leaving their cars at home, the Maryland Transit Administration is making it as attractive as possible for riders throughout our region to make public transit their first-choice option for the many events in Baltimore this weekend.


"There's never been a better time to experience the ease and convenience of public transportation," said Maryland Transit Administrator Holly Arnold. "Public transit is an ideal way to experience all the region has to offer, and it's an important tool in our efforts to decrease our carbon footprint."

World Car Free Day is an initiative encouraging motorists to take a break from driving and explore alternatives like public transit. Whether using buses or trains to travel for work, school, health care or recreation, riders will have plenty of options to experience the many benefits of public transportation. Additionally, by choosing transit, riders will help to decrease roadway congestion and vehicle emissions throughout the region.

Throughout the weekend, riders can ride transit free to the world famous Artscape street festival, the Baltimore Ravens home game against the Indianapolis Colts, the acclaimed play "The Wiz" at the Hippodrome Theatre or visit Baltimore standards such as the Walters Art Museum, the National Aquarium, Fort McHenry National Monument and the American Visionary Art Museum.

If you're a regular rider – enjoy the free ride throughout the September 22-24 weekend. If you're trying transit for the first time, visit mta.maryland.gov or the Transit app to plan your trip. The Transit app, a free download for smartphones, will offer guidance, including which bus routes are diverted and which stops are closed due to road closures.

Charles County



CHARLES COUNTY
CHAMBER OF COMMERCE

Member Login | Business Directory

JOB ANNOUNCEMENT

The Charles County Chamber of Commerce is looking for our next President/CEO!

[Apply Now!](#)

Contact Board Chair, Deadra Robinson at deadra.robinson@hilton.com with questions

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Events


Doing Business Here


The Chamber


News You Need Now

Charles County Living

CAR FREE DAY 2023

 DATE AND TIME
Friday Sep 22, 2023
All Day Event

 LOCATION
Across the Metropolitan DC Region

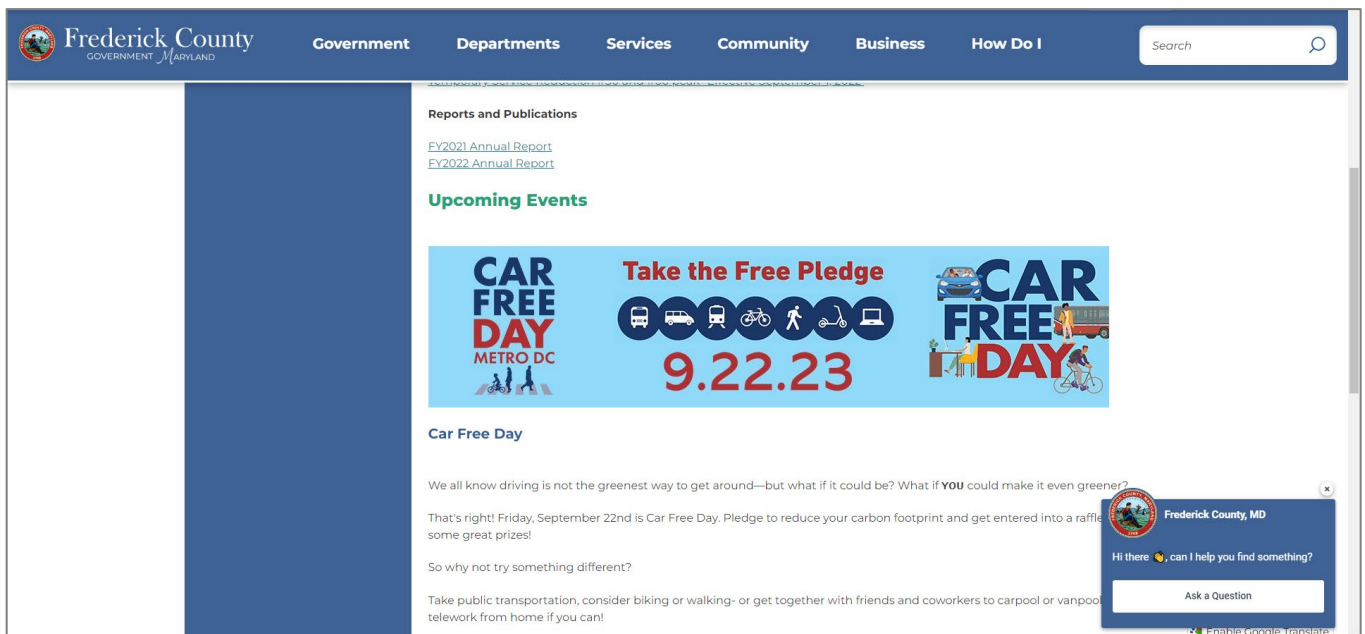
 FEES/ADMISSION
Free

Car Free Day 2023

[Set a Reminder](#)

Frederick County





Montgomery County



Press Releases - Department of Transportation

MCDOT Home » Press Releases » Release

Montgomery County Department of Transportation
Announces Free Fare for all Ride On Buses in Support of Car-
Free Day on September 22



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Ride On Alerts

Tweets by @MCDOTNow

MCDOT News Releases

MCDOT Photos

MCDOT Mission and Vision (pdf)

All MCDOT News Releases



Ride On Montgomery County Transit


September 22 at 1:00 PM · 🌐

Ride Ride On Fare-Free on Car Free Day! Fares are FREE on all Ride
On buses TODAY for Car Free Day!




VIRGINIA

Arlington County



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CAR FREE DAY


September 22, 2023

Car Free Day is an international event that is celebrated each year on September 22. People are encouraged to try a more sustainable form of transportation during their commute. Whether you decide to bike, walk, use transit, or share the ride, join us in celebrating Car Free Day!


In the DC metro area, individuals can pledge and register to win prizes, courtesy of Commuter Connections. [Take the pledge today!](#)






[Select Language](#)



[WAYS TO GET AROUND THE D.C. AREA](#)
[NEWS](#)
[TOOLS & RESOURCES](#)
[ABOUT](#)


Due to parking restrictions and construction, the Mobile Commuter Store will not be at the L'Enfant location through October 12, 2023.




Mobile Commuter Store Schedule

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Car Free Day is Sept. 22! Take the pledge today!

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Arlington Awarded Platinum-Level Walk-Friendly Community

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The Commuter Store, Mobile Commuter Store, & CommuterDirect.com


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Whether You Drive, Walk, Bike, or Use a Wheelchair






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Car Free Day is Sept. 22! Take the pledge today!

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Arlington Awarded Platinum-Level Walk-Friendly Community

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Fairfax County


Fairfax Connector

Page · Transportation Service

FAIRFAX COUNTY VIRGINIA is responsible for this Page

4050 Legato Road, Suite 400, Fairfax, VA, United States, Virginia


fairfaxconnector@fairfaxcounty.gov

fairfaxconnector.com

Closing Soon

Rating · 3.2 (124 Reviews)


Photos See all photos



Like Comment


Fairfax Connector 1d ·

If you ride the bus, you are already car-free, so why not take the pledge? <https://bit.ly/3sZTsZu>



3 2

Like Comment


Fairfax County Transportation

Intro

Official Facebook Page of the Fairfax County Department of Transportation.

Page · Government organization

4050 Legato Road, Suite 400, Fairfax, VA, United States, Virginia


(703) 877-5600

dotinfo@fairfaxcounty.gov

fairfaxcounty.gov/transportation

Closing Soon

Photos See all photos

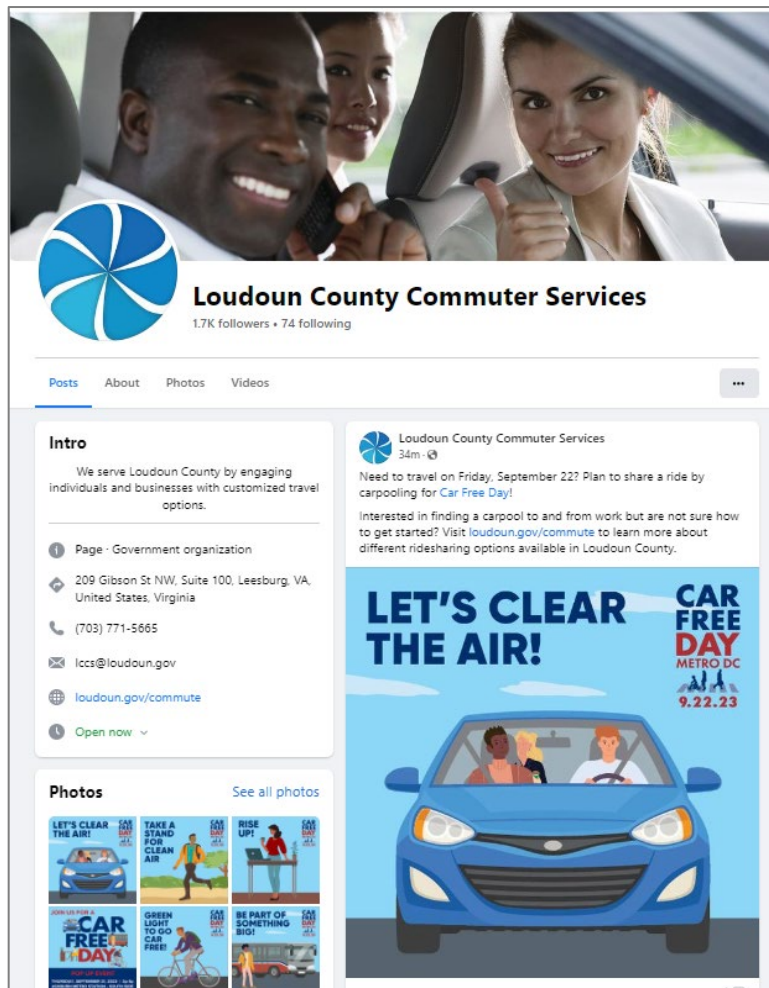


Like Comment

Car Free Day 15h ·

Doing good feels good – plus you can win some great prizes. Join us this Car Free Day on Friday, September 22 and be part of a global effort to reduce traffic a... See more

Loudoun County





BINGO

3 in a row wins Bingo!

Car Free Day • 9/22/23

Get **Bingo** on this card for a chance to win one of four City of Manassas or OmniRide gift bags!

Take a selfie in front of one of the newly painted Bus Shelters (joint OmniRide/KPWB project) and email to hmorello@omniride.com.
[Click here to learn more about the shelters!](#)



I teleworked or saved a car trip



Visit the bike racks and shelter at the downtown Manassas VRE Station. What is the name of the coffee shop across the railroad tracks?



Ride an OmniRide bus, VRE train or Metro train



[Click here to take the Car-Free Day Pledge!](#)



Learn more about the incenTrip mobile app at the Commuter Connections website here:
[incenTrip website](#)



Locate the nearest bus stop to your house and research the routes that serve it
Write down bus stop number:

Carpool or vanpool to work, play, or errands



Walk or Bike to a park near you.
Indicate the name of the park below:

Please complete or answer the questions on **3 tiles in a row** (horizontally, vertically, or diagonally) and check their respective boxes. Then **email the PDF by 9/30/23** to hmorello@omniride.com for your chance to win!





OmniRide.com • 703-730-6664

Clean Air Partners

Clean Air Partners serves the metropolitan Baltimore-Washington regions by empowering individuals and organizations to take simple actions to reduce pollution and protect public health. Commuter Connections is one of Clean Air Partners' financial sponsors. As part of its sponsorship, during Ozone Action Month in August, Clean Air Partners integrated Commuter Connections and Car Free Day messaging at various events to build awareness about Car Free Day. One of its interactive promotions included an on-site Trivia game, with Car Free Day questions.



2023 Pledge Summary

Total regionwide pledges were 5,105.

By Jurisdiction

All COG jurisdictions participated in support of Car Free Day 2023 and generated pledges. The District of Columbia was the number one jurisdiction with 1,130 (22 %) of the total pledges, followed by Arlington County 1,006 (20%), and Montgomery County 993 (19%). Pledges in triple-digits were also generated in the following jurisdictions order: Fairfax County, Prince George's County, Loudoun County, City of Alexandria, and Prince William County.

By Travel Mode

Participants were asked to select the travel mode(s) they would use on Car Free Day 2023, with the average number of modes per person at 2.2. The breakdown was as follows: Walk/Run 3,064 (60%), Telework 2,590 (51%), Bicycle/Scooter 2,039 (40%), Train 1,764 (35%), Bus 1,241 (24%), and Carpool/Vanpool 650 (13%).

By Alt Mode/SOV

Participants who self-identified as typical drive alone travelers made up 1,320 (26%) of the pledges, and those normally car-free accounted for 3,785 (74%) pledges.

By State

With 2,186 (43%), Virginia had the greatest number of pledges in 2023, followed by Maryland at 1,705 (33%), and the District of Columbia at 1,130 (22%). Other states received 84 pledges (2%) of the total.

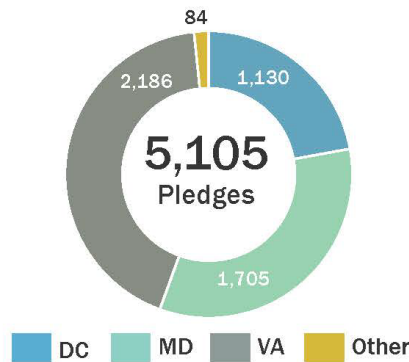
By Activity

Those who took the pledge in 2023 were engaged in the following activities on Car Free Day: Working 4,176 (82%), Recreation/Exercise 2,227 (44%), Shopping/Errands 1,507 (30%), Dining Out/Entertainment 1,489 (29%), Taking Classes 354 (7%), Chauffeuring Kids 465 (9%) and Other 239 (5%).

By Work Location

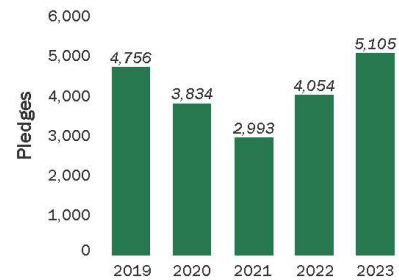
The following were work locations on Car Free Day 2023: Worked From Home 2,433 (46%), Commuted to Standard Workplace 1,868 (35%), Not Working/Other 835 (16%), Co-working/Shared Workspace/Telework Center 157 (3%).

APPENDIX A Pledge Data

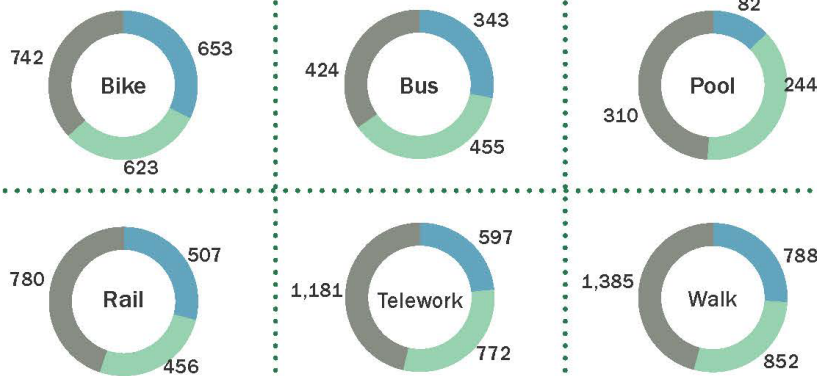
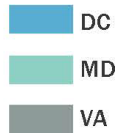


2023 Pledge Summary

Pledges (by year)



Modal Pledge Count

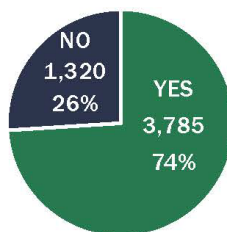


Pledges by Transportation Mode

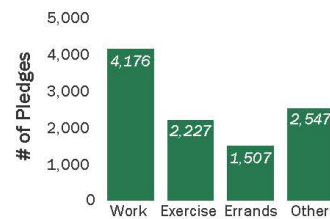
Participants could select multiple modes



Normally Car Free?

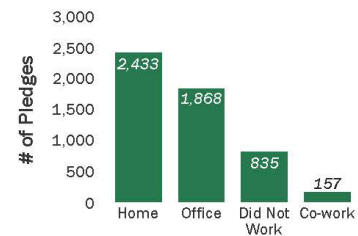


Activities



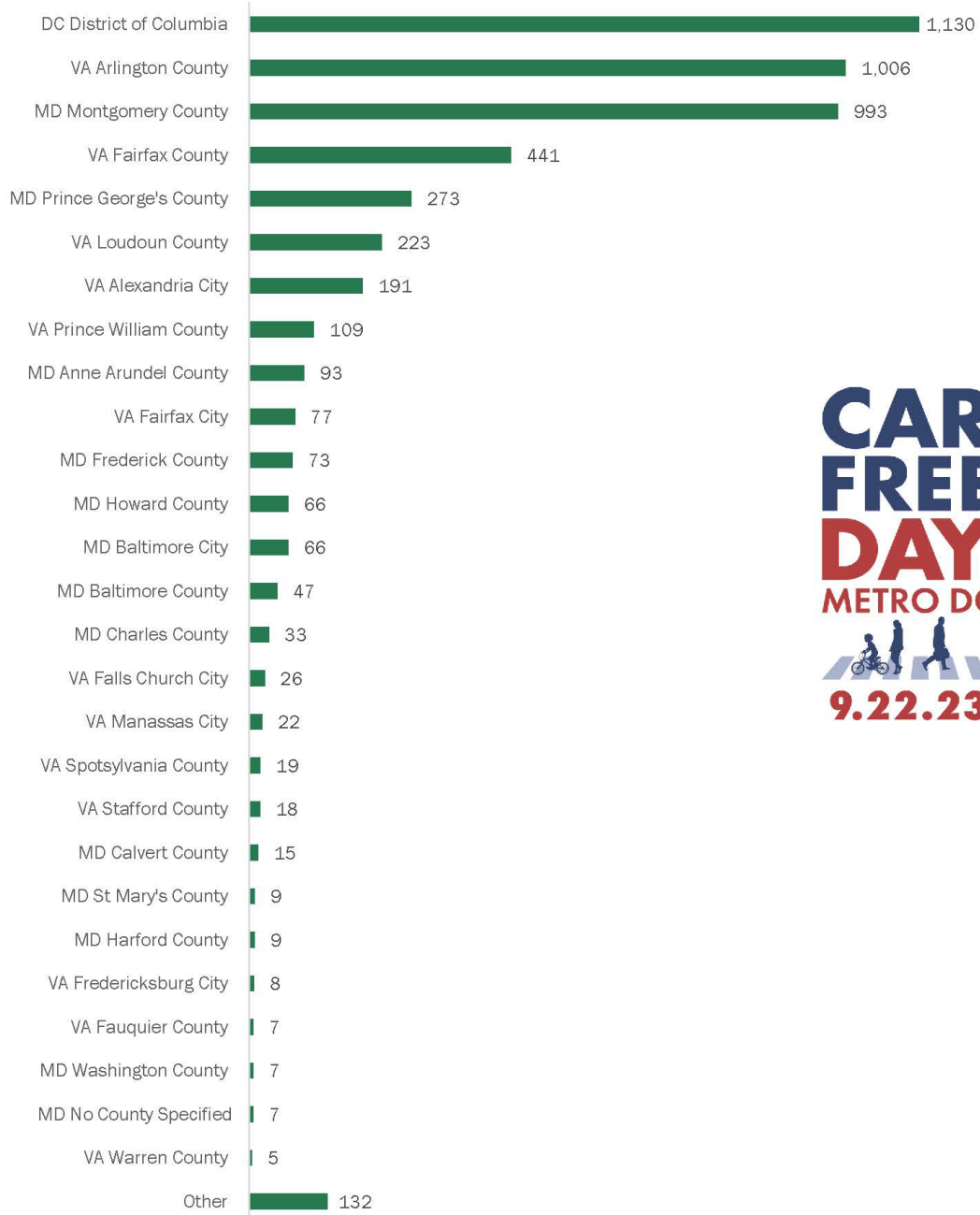
NOTE: Participants could check multiple modes.

Work Location



2023 Pledge Summary

Pledges by Jurisdiction



APPENDIX B

Earned Media Placements

Media Coverage

Television/Broadcasting Interviews		
9/18/2023	WMUC	9.18.23 WMUC News.mp3
9/21/2023	PGCTV	Car Free Day - PGCTV
Print/Online Coverage		
9/14/2023	WUSA9	World Car Free Day 2023: Here's what to know - wusa9.com
9/20/2023	Montgomery Village	Did you know that Friday, Sept. 22 is Car-Free Day? - Montgomery Village News Articles
08/31/2023	George Mason University	Friday, September 22: Car-Free Day - Parking and Transportation (gmu.edu)
9/21/2023	DCist	16 Things To Do Around DC This Weekend DCist
9/21/2023	The Neighborhoods of EYA	Driving Less: Benefits of Car-Free or Car-Lite Living (eya.com)
9/19/2023	Prince William Living	Car Free Day is This Friday (Prince William Living)
9/15/2023	OmniRide	OmniRide Asks Residents to Pledge to Go Car Free on September 22
9/18/2023	MCDOT	Montgomery County Department of Transportation Announces Free Fare for all Ride On Buses in Support of Car-Free Day on September 22
Social Media		
8/29/2023	Instagram – DDOT DC	D.C. Department of Transportation (@ddotdc)
8/25/2023	Instagram goDCgo	goDCgo (@godcgo)
9/22/2023	Instagram goDCgo	goDCgo (@godcgo)
9/22/2023	Instagram – Ride on MTC	Ride On Montgomery County (@rideonmct)
9/22/2023	Instagram – Ride on MTC	Ride On Montgomery County (@rideonmct)
9/22/2023	Instagram – Ride on MTC	Ride On Montgomery County (@rideonmct)
9/22/2023	Instagram – Ride on MTC	Ride On Montgomery County (@rideonmct)
9/21/2023	Instagram – Ride on MTC	Ride On Montgomery County (@rideonmct)
9/20/2023	Instagram – Ride on MTC	Ride On Montgomery County (@rideonmct)
9/20/2023	Instagram – Ride on MTC	Ride On Montgomery County (@rideonmct)
9/18/2023	Instagram – Ride on MTC	Ride On Montgomery County (@rideonmct)
9/22/2023	Instagram – Car-Free Diet	Car-Free Diet (@carfreediet)
9/17/2023	Instagram – Car-Free Diet	Car-Free Diet (@carfreediet)
9/9/2023	Instagram – Car-Free Diet	Car-Free Diet (@carfreediet)
9/7/2023	Instagram – Car-Free Diet	Car-Free Diet (@carfreediet)
9/1/2023	Instagram – Car-Free Diet	Car-Free Diet (@carfreediet)

9/15/2023	Instagram – Art Arlington Transit	ART – Arlington Transit (@art_arlington)
9/6/2023	Instagram – Art Arlington Transit	ART – Arlington Transit (@art_arlington)
9/22/2023	Instagram - Roozha365	Car Free Day 2023 - (roozha3650)
9/22/2023	Instagram -mcdotnow	Montgomery County Department of Transportation (@mcdotnow)
9/22/2023	Instagram -mcdotnow	Montgomery County Department of Transportation (@mcdotnow)
9/22/2023	Instagram -mcdotnow	Montgomery County Department of Transportation (@mcdotnow)
9/19/2023	Instagram -mcdotnow	Montgomery County Department of Transportation (@mcdotnow)
9/15/2023	Instagram -mcdotnow	Montgomery County Department of Transportation (@mcdotnow)
9/12/2023	Instagram -mcdotnow	Montgomery County Department of Transportation (@mcdotnow)
9/21/2023	Facebook -RideSmart	RideSmart - (RideSmart)
9/14/2023	Facebook - RideSmart	RideSmart (RideSmart)
9/22/2023	Facebook - RideSmart	RideSmart - (RideSmart)
9/8/2023	Facebook - RideSmart	RideSmart (RideSmart)
9/22/2023	Facebook - goDCgo	goDCgo (goDCgo)
8/25/2023	Facebook - goDCgo	goDCgo (goDCgo)
9/22/2023	Facebook – Ride on MTC	Ride on MTC (Ride on MTC)
9/22/2023	Facebook – Ride on MTC	Ride on MTC (Ride on MTC)
9/22/2023	Facebook – Ride on MTC	Ride on MTC (Ride on MTC)
9/22/2023	Facebook – Ride on MTC	Ride on MTC (Ride on MTC)
9/22/2023	Facebook – Ride on MTC	Ride on MTC (Ride on MTC)
9/22/2023	Facebook – Ride on MTC	Ride on MTC (Ride on MTC)
9/20/2023	Facebook – Ride on MTC	Ride on MTC (Ride on MTC)
9/21/2023	Facebook – Ride on MTC	Ride on MTC (Ride on MTC)
9/20/2023	Facebook – Ride on MTC	Ride on MTC (Ride on MTC)
9/19/2023	Facebook – Ride on MTC	Ride on MTC (Ride on MTC)
9/19/2023	Facebook – Ride on MTC	Ride on MTC (Ride on MTC)
08/28/2023	Facebook – DDOT DC	DDOT DC (DDOT DC)
9/16/2023	Facebook - Tri-County Council for Southern Maryland	Tri-County Council for Southern Maryland (TCCSMD)
9/15/2023	Facebook - Tri-County Council for Southern Maryland	Tri-County Council for Southern Maryland (TCCSMD)

9/22/2023	Facebook - Bike League	Bike League (League of American Bicyclists)
9/22/2023	X - Bike League	Bike League (League of American Bicyclists)
9/22/2023	X - Metro Forward	Metro Forward (WMATA)
9/21/2023	X - Metro Forward	Metro Forward (WMATA)
9/22/2023	Facebook - Metro Forward	Metro Forward (WMATA)
9/21/2023	Facebook - Metro Forward	Metro Forward (WMATA)
9/22/2023	Instagram - Metro Forward	Metro Forward (WMATA)
9/21/2023	Instagram - Metro Forward	Metro Forward (WMATA)
9/18/2023	Facebook - Fairfax Connector	Fairfax Connector (Fairfax Connector)
Calendar Listings		
730 DC		Weekly Scheduler (730dc.com)
Adams Morgan BID		Car Free Day 2023 - Adams Morgan Partnership BID (admodc.org)
Afro American Newspaper		Car Free Day 2023 - The Afro Calendar
Alexandria Times		Car Free Day 2023 - Alex Times
All Events		Car Free Day 2023 - AllEvents
ALX Now		Car Free Day 2023 - ALXnow
ARL Now		Car Free Day 2023 - ARLnow.com
Arlington Chamber of Commerce		Car Free Day 2023 - arlingtonchamber.org
Arlington Transportation Partners		Car Free Day - Arlington Transportation Partners
Baltimore Child		Car Free Day 2023 - (baltimoreschild.com)
Baltimore Sun		Car Free Day 2023 - Baltimore Sun Calendar
Capital Gazette		Car Free Day 2023 - Capital Gazette Calendar
Capitol Hill BID		Car Free Day 2023 - Capitol Hill BID
Carroll County Times		Car Free Day 2023 - Carroll County Times
Charles County Chamber of Commerce		Car Free Day 2023 - charlescountychamber.org
City Spark		Car Free Day 2023 - CitySpark
DC Inno		Events AmericanInno
DC Military		Car Free Day - DCMilitary Events
DC Social Guide		DC Social Guide Events - Car Free Day 2023
DC News Now		Car Free Day 2023 - DC News Now
Dulles Moms		Car Free Day 2023 - Dullesmoms.com
Events.com		Car Free Day 2023 - Events.com
Evnt		Evnt Events - Car Free Day 2023
FFX Now		Car Free Day 2023 - FFXnow
Frederick News Post		Car Free Day 2023 - fredericknewspost.com
Georgetown DC BID		Car Free Day - Georgetown DC
Greater Greater Washington		Car Free Day 2023 - Greater Greater Washington (ggwash.org)

Loudoun Chamber of Commerce	Car Free Day 2023 - Loudoun Chamber
Maryland Cycling Events	Car Free Day 2023 - BikeRide
Mommy Poppins	Car Free Day 2023 Mommy Poppins
Montgomery Magazine	Car Free Day 2023 - Montgomery Magazine Calendar
Patch - Arlington	Car Free Day 2023 - Patch
Petworth News	Car Free Day - Petworth News
Popville (DC blog)	Car Free Day 2023 - PoPville
Potomac Local	Car Free Day 2023 - Potomac Local News
Prince William, VA	Car Free Day 2023 (pwcva.gov)
Scene Think	Car Free Day Sep 22 SceneThink
The Bay Net	Car Free Day 2023 - The BayNet Calendar
The Georgetown	Car Free Day 2023 - The Georgetown
Patch - DC	Car Free Day 2023 - Washington DC, DC Patch
The Wash Cycle	Car Free Day 2023 - TheWashCycle
Washington Family, Reston	Car Free Day 2023 - Washington Family Calendar
Washington Jewish Week	Car Free Day 2023 - Washington Jewish Week Calendar
Washington Parent	Car Free Day 2023 - Washington Parent Magazine
Bike League	Internal Shout-out
Greater Washington Women's Network	Newsletter Shout-out

APPENDIX C
Media Results

Car Free Day Media	Amount Spent	Impressions	Click Thrus or Interactions	Click Thru / Interaction Rate	Cost Per Click / Interaction
Facebook	\$1,470.74	304,156	1,847	0.61%	\$0.80
X	\$250.00	392,496	17	0.00%	\$14.71
Spotify	\$8,432.62	78,978	571	0.72%	\$14.77
WTOP.com	\$5,000.55	640,531	622	0.10%	\$8.04
YouTube	\$750.00	36,680	775	2.11%	\$0.97
	\$15,903.91	1,452,841	3,832		