



**The mission of Car Free Day NYC is to encourage New York City drivers to choose alternative means of moving about NYC on Earth Day, April 22nd, 2017, and re-engage with several activities and opportunities available when vehicular traffic is removed from the equation.**

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Car Free Day NYC addresses some of the most critical issues facing our city, our country and our world that stem in part from the number of cars on our city's streets. From sustainability and environmental justice, to land use and urban planning, and public health and street safety, our overuse of cars has caused countless urban problems with mounting social and economic costs.

Car Free Day NYC aims to encourage people to make more thoughtful decisions in their daily lives, particularly related to transportation. This Earth Day we will advance our scope and commitment to reducing, and limiting, the number of cars on New York City streets, by encouraging residents and commuters to choose one of the many transportation alternatives that New York offers.

**Why:**

- Highlight the benefits of a city with fewer cars:
  - Environmental Benefits: measurably reduce emissions in NYC
  - Cost Benefits: Dangerous emissions lead to greater health issues, long term costs of global warming
  - Safety Benefits: fewer cars mean safer streets for pedestrians and cyclists
  - Stress Levels: Cars cause congestion and noise – studies show that noise reduction lowers stress levels
  - Alternate use of streets: Highlight and promote the creativity born out of minimizing the street space used by cars (plazas, cafes, restaurants, etc.) as well as existing transportation systems in NYC.
- Promote investments & prioritize alternative forms of transportation (public transit, cycling, walking, etc.)
- Highlight the inefficiency of single passenger car usage

### **CFD NYC '17 Goals:**

- Leverage partnerships with the DOT & MTA in shutting down more of the city streets and increasing accessibility to public transportation
- Considerably reduce fleets of non-essential vehicles, both public and private
- Obtain and leverage partnerships to offer incentives to commuters for getting around the city in alternative ways, as well as asking companies & organizations to limit their own car use on Earth Day
- Advertise and market CFD to New Yorkers through multiple facets, asking drivers to leave their car's home for the day
- Programming by local Community Based Organizations in partnership with NYC DOT via select street closings will focus on environmentalism and the impacts of climate change on NYC and the world and what we can do as a city to address them.
  - Promote the cleanliness, feasibility, and environment of car-free streets.
- Highlight the many ways the city is looking to limit its carbon footprint, both through transportation and otherwise
- Gain real-time, measurable data
- Encourage long-term behavioral changes leading to a more sustainable and environmentally friendly lifestyle.

### **How your organization can get involved!**

- Pledge to go car free, either individually or through a reduction in your organization's fleet
- Incentivize carpooling or enable employees to telecommute on Earth Day
- Promote and provide public transit options to employees, networks, and constituents
- Advertise the messaging and branding of CFD through e-blasts, signage, newsletters, etc.
- Offer programming or educational activities on Earth Day related to sustainability or alternatives in transportation