



#CarFreeNYC  
Media Guide

**Overview:**

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 22<sup>nd</sup>, 2017.

Car Free Day NYC is an idea that we hope will spark a movement. It addresses critical issues facing our city, our country and our world that stem in part from having too many cars on our city's streets. From sustainability and environmental justice to land use and urban planning as well as public health and street safety, our overuse of cars has caused numerous urban problems that have mounting social and economic costs.

Car Free Day NYC is about encouraging people to make more thoughtful decisions in their daily lives, particularly related to transportation. We are proposing to have Earth Day be a day where we drastically limit the number of cars on New York City streets, by encouraging residents and commuters to choose one of the many other forms of transportation that New York offers for one day of the year.

**Why:**

- Promote investments & prioritize alternative forms of transportation (public transit, cycling, walking, etc.)
- Highlight the inefficiency of single passenger car usage
- 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 other street users
  - 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 the amazing existing transportation system in NYC.

**CFD NYC '17 Goals:**

- 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

- New Yorkers will be asked to leave their cars at home through an array of marketing including through social media and peer-to-peer contact
- Programming done 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.
- Highlight the many ways the city is looking to limit its carbon footprint, both through transportation and otherwise

### **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
- Help spread the message through e-blasts to your constituency or organization partners; social media, etc.
- Offer programming or educational activities on Earth Day related to sustainability or alternatives in transportation

### **Social Media**

#CarFreeNYC

@CarFreeNYC

@ydanis

@NYC\_DOT

<https://www.facebook.com/CarFreeNYC>

<https://www.carfreeday.nyc>

### [Car Free NYC Commercial](#)

### **Sample CarFreeNYC Tweets (or be creative!)**

“@CarFreeNYC is less than a month away; this Earth Day, choose another way! We're going #CarFree for #CarFreeDay!”

“Freeing up our streets for all users can help make a healthier planet and a healthier city! Go @CarFreeNYC this earth day!”

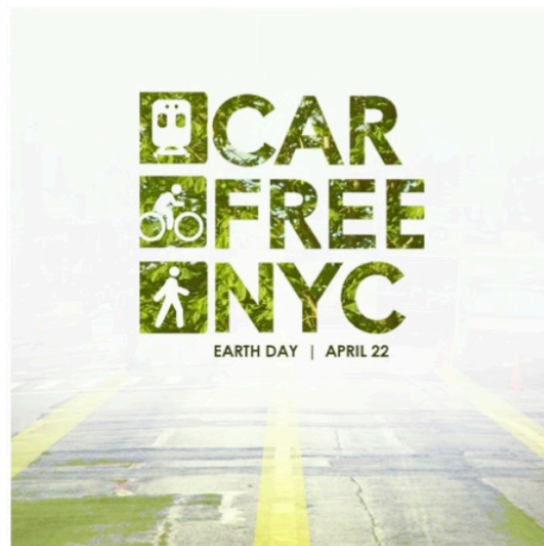
“Come out to Broadway in Midtown on @CarFreeNYC for some great activities and open streets! Just don't drive to get there!”

“This Earth Day, park it away and commute another way! @XXXXXXXXX is proud to support @CarFreeNYC!”

“@XXXXXXXXXX is supporting @CarFreeNYC with/by doing XXXXXXXXXXXX to celebrate open streets and rethink our transportation in NYC!”

“Building a better planet starts one step at a time. Let's take that step this Earth Day by going #CarFree for @CarFreeNYC”

Images (Courtesy of SpotPog):



# 2nd Annual Car Free NYC: Earth Day 2017

Saturday, April 22, 10 am to 4 pm



Car Free Earth Day Activities include: dance performances, fitness classes, music performances, historical walking tours, pop-up libraries, children's activities, giveaways, arts and crafts workshops, cycling events, educational programming, environmental and sustainability workshops and demonstrations and much more.

For a full schedule, visit [nyc.gov/carfreenyc](http://nyc.gov/carfreenyc)



For questions regarding Car Free NYC: Earth Day 2017, email [carfreenyc@dotnyc.gov](mailto:carfreenyc@dotnyc.gov).

Car Free Day Midtown Map