

**CAR FREE DAY STEERING COMMITTEE
MEETING NOTES
May 5, 2021**

1. Introductions

Committee members, guests, and other attendees introduced themselves by name and affiliation.

2. Meeting Minutes Approval

The minutes from the March 10, 2021 meeting were approved as written.

3. Car Free Day 2020 Draft Report

Edits made to the draft version of the 2020 event report were discussed. The only noteworthy change since the initial draft report issued in March 2021, was the inclusion of the number of Twitter followers. The updated version of the 2020 event report will be presented to the Commuter Connections Subcommittee at their May 18, 2021 meeting, and a comment period will be established for its Committee members. Final endorsement to approve the report will be asked for at the July 20, 2021 Commuter Connections Subcommittee meeting.

4. Marketing Materials

The marketing materials to promote the CFD 2021 event will hinge on where we are as a region with COVID recovery. Vaccination levels, mask guidelines, the readiness of employers to shift back to the workplace, will all have influence on the creative approach. The materials developed for last year's event had direct relevance to traveling during the pandemic and working remotely. The images depicted a teleworker, walker, bicyclist and a scooter rider. All except for the teleworker wore masks. It also had messaging reminding participants to use other safe and healthy practices such as social distancing and washing hands. To what extent the Car Free Day 2021 images and messaging will still require emphasis toward traveling during a pandemic and working remotely is too early to tell. The marketing approach for Car Free Day 2021 will need to be determined by the end of June 2021, as the Car Free Day Steering Committee will need to provide final feedback at its July meeting.

5. Prize Sponsors

The Committee is in search of sponsors to donate in-kind prizes for the regional Car Free Day 2021 raffle. Each person who takes the Car Free Day pledge and provides a valid address from the Washington, DC region is eligible. Sponsors from 2020 will be asked to renew participation in this year's Car Free Day raffle. Additionally, other potential sponsors will be contacted. With the local economy opening back up soon, the hope is that sponsors will be receptive to offering promotional incentives to lure customers back to their businesses. George Clark, Tri-County Council for Southern Maryland, has pledged to donate a tablet for the 2021 event.

6. Jurisdiction Roundtable

Committee members provided updates on jurisdictional plans for Car Free Day 2021.

7. Other Business

The next Car Free Day Steering Committee meeting is scheduled for Wednesday, July 14, 2021 from 10:00 am - 11:30 am.