



## **MEETING NOTES**

### **CAR FREE DAY 2018 STEERING COMMITTEE**

**July 11, 2018**

#### **1. Introductions**

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

#### **2. Meeting Minutes**

The Committee approved the May 9, 2018 meeting notes as written.

#### **3. Poster Concepts**

The Committee agreed to re-use the “Drop it for a Day” theme from last year, as to prevent delay in getting the marketing materials developed. The image contains a visual of a hand dropping a car key. The Committee suggested to incorporate a more family-oriented logo, as was used in 2012, the last time the event fell on a weekend.

Final changes will be made based on Committee feedback, and the poster will be distributed at least one month prior to Car Free Day. A pdf of the final poster will be available on the web site for download, and the eps version will be provided by request.

#### **4. Radio Scripts**

The 30-second ‘Drop it For a Day’ companion radio script was reviewed by the Committee and feedback was given to make minor modifications to work in the dual dates. It begins, “Tired of sitting in traffic? Drop your keys for a day.” The radio spot will be produced in August, and air during the first three weeks of September.

#### **5. Proclamation**

The Car Free Day proclamation will take place at the July 18 National Capital Region Transportation Planning Board (TPB) meeting. The enlarged proclamation will be ceremonially signed by TPB Chair and District of Columbia Councilmember, Charles Allen. The proclamation photo will be posted to the Car Free Day web site and social media accounts. Board members will be asked to adopt similar proclamations within their jurisdictions.

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## **6. Sponsors**

Progress has been made with several sponsors for Car Free Day 2018. Chipotle will be honoring the BOGO offer at all DMV Chipotle locations on Saturday, September 22. George Clark announced that Tri-County Council for Southern Maryland will be donating an iPad towards the raffle. KIND Healthy Snacks, Capital Bikeshare, and Metro are onboard for 2018, and a new sponsor, East Coast Greenway Alliance, will provide a 1-year membership and Greenway Gear. Additionally, an application has been sent to Giant Foods for potential gift cards. Lastly, Nando Peri Peri are in talks about a possible Car Free Day sponsorship.

## **7. Roundtable Discussion/Jurisdiction Events & Activities**

Meeting participants discussed various Car Free Day related topics, and plans to promote Car Free Day.

Montgomery County Commuter Services will promote Car Free Day together with the Walk and Ride Challenge. Tri-County Council for Southern Maryland will promote Car Free Day at the North Beach Farmer's Market in Calvert County on Friday, September 21.

Steering Committee Chair Nicholas Robb (Fairfax County) gave a presentation on Car Free Day to the TPB Technical Committee on Friday July 6, and Nicholas Ramfos, COG/TPB staff will give a similar presentation at the July 18 TPB meeting. Nicholas Robb also participated in a videotaping session at COG. Once edited, the brief video will be made available on the Car Free Day web site and on social media.

The Car Free Day web site will be ready to take pledges by August 1. Meeting attendees were asked to notify Douglas Franklin, COG/TPB staff about any further details regarding special events/promotions planned within their jurisdictions for Car Free Day. The information will be added to the Car Free Day web site as made available.

Douglas Franklin will provide an update on Car Free Day at the July 17 Commuter Connections Subcommittee meeting. The Committee will be asked to provide comments for and endorse future event recap reports, starting with the 2018 event. The reports would then be published on the Commuter Connections web site.

Nicholas Ramfos expressed concerns over the Washington Area Bicyclist Association's lack of support for Car Free Day. Also, DDOT will explore the possibility of a street closure.

Virginia's 2018 Try Transit Week will be held September 17–21, the Clarendon Day street festival will be held on Saturday September 22, 2018, and PARK(ing) Day in the District will be held on Friday, September 21. The event offers residents and businesses (via permit) an opportunity to re-think the use of public space, by converting metered on-street parking spaces into temporary pop-up parks for a portion of the day.

**8. Other Business**

The next Car Free Day Steering Committee meeting will be held on Wednesday, September 12, 2018, 11:30 a.m. – 12:30 p.m., First Floor, Meeting Rooms 4 & 5.