

# HANDOUTS

from previous meeting



June 4, 2008

**ITEM #3**

**DRAFT**

**Car Free Day 2008 Scope of Work**

Introduction

During FY 2009 COG/TPB staff will coordinate with local jurisdictions to develop a regional Car Free Day campaign that will encourage residents to abstain from Single Occupant Vehicle (SOV) use and either telework or utilize alternative forms of transportation to work such as public transit, carpools, vanpools, bicycling or walking.

Car Free Day will be held September 22, 2008 to coincide with World Car Free Day. World Car Free Day, first held in 2000, strives to open people's minds to alternate transportation options and to celebrate alternatives to car dependence in order to reduce human impact on the environment. It is the hope that through this one day event, people will try alternative methods of transportation and as a result, consider changing their SOV behaviors and adopt a car-free or "car-lite" lifestyle on a full-time, part-time, or occasional basis.

A Car Free Day (called Car Free DC) was held in Washington, DC in 2007. The 2008 event will be the first regional event in the Metropolitan Washington region. Aside from choosing an event name with wider regional appeal Commuter Connections will use its standing as a regional source of commute alternatives to promote Car Free Day as a regional initiative.

A marketing campaign along with public outreach efforts will be developed to promote the region's Car Free Day.

Communication/Marketing

The centerpiece of communication efforts for Car Free Day is a comprehensive website dedicated to the event. The website is to be developed and funded by the District Department of Transportation, through a contractor and will include all pertinent information relating to the event. The website will inform visitors of the various ways they can live car-free or car-lite; contain a list of all Car Free Day related events occurring throughout the region; and allow visitors to "pledge" to go car free on September 22, 2008. To make the "pledge," website visitors will be required to fill out a short pledge form online. The data received from the pledge forms will be used to award promotional incentives as well as for tracking purposes.

All marketing efforts will direct business and consumer target audiences to the web site. Commuter Connections' through a marketing contractor will be tasked with creating the collateral material and other marketing needs.

Marketing efforts may include:

- Logo development
- Collateral (fliers and/or rack cards)
- Radio (i.e. elected officials)
- Other signage etc.

Outreach efforts may include:

- Earned Media
- Speaker Bureaus
- Official "Car Free Day Proclamation" to be signed by the National Capital Regional Transportation Planning Board.

### Promotion

Car Free Day will utilize several giveaways to thank and entice people to participate in the event. The overall theme of the giveaways is to offer prizes/incentives that compliment a car-free or car-lite lifestyle.

Possible promotions include:

- Transit passes (WMATA, VRE, MARC, Commuter Bus Lines)
- Van rental (VPSI)
- Use of Telework Centers
- ZipCar membership
- SmartBike membership
- Bike & Roll
- Employer participation competitions

### Coordinating CFD Steering Committee

COG/TPB staff will facilitate the planning of Car Free Day by coordinating the Car Free Day Steering Committee. Meetings will be held at COG on an as-needed basis in preparation for the event.

The Steering Committee is comprised of representatives from local jurisdictions, advocacy groups, transit agencies, departments of transportation, elected officials, business improvement districts, as well as COG/TPB staff.

### Local Jurisdiction Involvement

Local jurisdictions are encouraged to either plan local Car Free Day events or encourage residents and/or citizen groups to develop their own events. A complete list of all local events will be provided on the website.

To help jurisdictions plan events, the Steering Committee will release a “Car Free Day Event Menu.” The purpose of this “Menu” is to inform local jurisdictions of the kinds of events that are possible and to provide guidance in planning events.

### Goals and Expectations

A primary goal of the 2008 Car Free Day is to establish a solid foundation for the creation of larger and more successful Car Free Day events in the future.

The Steering Committee will be asked to create specific event goals for Car Free Day 2008.