



MEETING NOTES
CAR FREE DAY 2020 EVENT
July 8, 2020

1. Introductions

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

2. Meeting Minutes

Minutes from the May 6, 2020 meeting were approved by the Committee as written.

3. Car Free Day 2019 Event Draft Report

The draft Car Free Day 2019 Event report recapping the fall event was presented to the Commuter Connections Subcommittee at their May 19, 2020 meeting and an open comment period was held. An endorsement will be sought at their July 21, 2020 meeting. Once approved, the report will be marked as final and published onto the Commuter Connections website.

4. Marketing Materials & Messaging Survey

A new creative concept will be developed for the 2020 Car Free Day event. Following the meeting, an online questionnaire will be sent to the Committee to gain feedback as part of the creative development process. Due to the coronavirus pandemic and limited time, the Committee agreed to forgo printing a Car Free Day flyer for 2020 and instead, rely on a PDF version exclusively.

5. Proclamation

The Car Free Day 2020 proclamation endorsement will take place at the July 22, 2020 Transportation Planning Board (TPB) meeting. The proclamation will be ceremonially signed by TPB Chair and City of Frederick Alderman, Kelly Russell. Board members will be asked to adopt similar proclamations within their jurisdictions.

6. Prizes/Sponsors

All sponsors from 2019 have been solicited for their continued support of the 2020 Car Free Day event. The two exceptions are The Newseum (out of business) and The Heurich House Museum (closed for tours due to the Coronavirus). So far, approximately one-third of previous sponsors have responded positively to maintaining their relationship with Car Free Day. Potential new sponsors will be approached for the Car Free Day 2020 event as well. Suggestions were made to seek walking shoes and food delivery service sponsors.

7. Jurisdiction Roundtable

Meeting participants discussed various Car Free Day related topics and plans to promote Car Free Day within their jurisdictions. Some are in a “wait and see” holding pattern in terms of resuming full transit levels. Frederick County Transit and Montgomery County Ride On are currently running limited, but free transit.

The Car Free Day website will be refreshed for the 2020 event within the next week, sans new creative imaging. Meeting attendees were asked to notify COG/TBP staff about special events/promotions planned within their jurisdictions for Car Free Day 2020. The information will be added to the Car Free Day website as made available.

8. Other Business

Transit properties will be asked to donate ad space for Car Free Day 2020.

COG/TPB staff will present an update on Car Free Day 2020 at the July 21, 2020 Commuter Connections Subcommittee meeting. The Subcommittee will also be asked to endorse the 2019 event report. COG/TPB staff will also present Car Free Day 2020 at the TPB Technical Committee on July 10, 2020 and the July 22, 2020 TPB meeting.

The Next Car Free Day Steering Committee meeting will be held on Wednesday, September 9, 2020 from 11:30 am – 12:30 pm.