



**CAR FREE DAY 2019 EVENT STEERING COMMITTEE
MEETING NOTES
September 11, 2019**

1. Introductions

Car Free Day Steering Committee members, guests and other attendees introduced themselves by name and affiliation.

2. Approval of Meeting Minutes

The July 10, 2019 Car Free Day Steering Committee meeting notes were approved as written.

3. New Chair Announcement

A change of Chairpersons was announced for Car Free Day. Matthew Zych from the Washington Metropolitan Area Transit Authority was thanked for having chaired the 2019 Car Free Day Committee and was presented with a plaque for his service. The next Chairperson for the 2020 Steering Committee will be from Maryland. It was announced that Kendall Tiffany from Frederick County TransIT Services will take on the role for the 2020 event.

4. Sponsors

Fifteen sponsors donated prizes for the Car Free Day 2019 raffle, plus everyone who takes the Car Free Day Pledge will receive a promo for a \$30 Nift Gift, good at participating local merchants. Sponsors will be mentioned on a press release and on social media, and sponsor logos and prize details were placed onto the event web site. Prizes will be randomly raffled off following the Car Free Day event to participants living or working within the region who pledged to go car free or car-lite during Car Free Days.

The following prizes were donated for the 2019 Car Free Day raffle: tickets to D.C. United Soccer, the Newseum, George Washington's Mount Vernon, and the International Spy Museum; annual memberships to the Washington Area Bicyclist Association, Capital Bikeshare, and East Coast Greenway Alliance; food and beverage from Giant Food Grocery, KIND Healthy Snacks, Crepeaway, City Winery, and Nando's PERi-PERi; transit passes from VRE and Metro; and a Samsung Galaxy Tablet from the Tri County Council for Southern Maryland.

5. Marketing

The Car Free Day marketing campaign started the first week of September and will continue through the week leading up to the event. The radio campaign is promoting a bike giveaway contest through Brilliant Bicycles for those who take the Car Free Day pledge and is running on five iHeart stations. One of the iHeart stations, DC101, is also giving a Pizza Party to the college with the most pledges, through Lido's Pizza. A pre-roll Car Free Day video is running on YouTube, and a banner ad with companion audio is running on Spotify. Shareable social media images are being posted regularly on the Car Free Day Facebook page. On September 11, 2019, a sponsored article ran on a blog called Popville, which focuses on DC neighborhoods, and on September 16, 2019 a sponsored article will appear on WTOP.com entitled "7 ways you can make an impact this Car Free Day".

6. Earned Media

Several press releases were sent to date. The first press release was sent on August 13, 2019 and announced the launch of the website and online pledge form. Another press release is scheduled to occur this week in partnership with the American Lung and American Heart Associations.

7. Roundtable Discussion/Jurisdiction Activities

Kendall Tiffany, Frederick County TransIT Services, mentioned that free rides will be given on TransIT connectors and shuttles on Monday, September 23, 2019 for Car Free Day.

Mark Sofman, Montgomery County Commuter Services, noted that staff will be at ten transit locations all around the county the morning of Friday, September 20, 2019 to promote Car Free Days, with giveaway items.

George Clark, Tri-County Council for Southern Maryland, said he would be at the Waldorf Farmer's Market in Charles County on September 21 with giveaways for Car Free Day.

COG/TPB staff reported for several jurisdictions not present and stated the following:

City of Fairfax CUE buses will offer free rides from September 16-23, 2019 to bookend both Try Transit Week and Car Free Days. A Swag Bag will be raffled off which includes a \$50 SmarTrip card.

The City of Manassas will be at the Farmer's Market at the Prince William Commuter Lot on Saturday, September 21, 2019 and will have a community bike ride and walking tour. A PRTC bus will also be on hand.

8. Other Business

The state Departments of Transportation will be added to the Car Free Day Partners web page.

The next Car Free Day Steering Committee meeting is scheduled for March 11, 2020 at 11:30 a.m.