



MEETING NOTES

CAR FREE DAY STEERING COMMITTEE

September 13, 2023

1. Introductions

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

2. Meeting Minutes

The minutes from the July 12, 2023 meeting were approved as written.

3. New Chairperson Announcement

Each year the Chair position for the Car Free Day Steering Committee is rotated between the District of Columbia, Maryland, and Virginia. Joshua Etim, City of Alexandria, was announced as the new Steering Committee Chair for the Car Free Day 2024 event. To recognize the outgoing Chair, Mr. Etim presented a plaque to Shawntea Smith, Prince George's County, for her service as the 2023 Car Free Day Steering Committee Chair.

4. Sponsors

Fourteen sponsors donated prizes for the Car Free Day 2023 event raffle, including several new sponsors. Prize sponsors included Arena Stage's Mead Center (new), Capital Bikeshare, East Coast Greenway Alliance, Hill Center (new), League of American Bicyclists (new), Little Sesame, Maverick Bikes Café (new), Miss Pixies (new), Nando's, Shake Shack (new), Tri-County Council for Southern Maryland, Virginia Railway Express, Washington Area Bicyclist Association, and Washington Metropolitan Area Transit Authority. All who take the Car Free Day 2023 pledge are also sent a confirmation email with a promocode for a \$30 Nift gift credit, 50 percent off at All About Burger, and a Capital Bikeshare 24-hour pass.

5. Marketing

Flyers were sent to Committee members who requested them, while others relied on the PDF version which can be downloaded from the Car Free Day website and SharePoint. A mailing was sent to the top 2,000 employers, inclusive of a cover letter and flyer. The Car Free Day 2023 media campaign has been running since the beginning of September and will run through Car Free Day. Radio spots are airing on stations WJFK, WPGC, and WTOP, and on Spotify along with a companion image. A video ad was created for YouTube, and an email blast was sent out. Online banner ads were placed on WTOP.com. Paid social media posts on Facebook and Twitter, and text messages were being sent to those who voluntarily provided their mobile numbers.

6. Earned Media

Metropolitan Washington Council of Governments • National Capital Region Transportation Planning Board
www.commuterconnections.org • 800 745-RIDE
The Commuter Source for Maryland, Virginia, and the District of Columbia

Calendar listings were sent out in August to publications and websites throughout the region, and an initial press release was sent to announce the launch of the Car Free Day website and pledge form. Another press release was sent on September 14th to promote the event and encourage residents to pledge, and a final press release will go out next week. Toolkits were developed and sent to colleges, K through 12 schools, sponsors, and relevant organizations. The toolkits contained copy for email, social media, and newsletters. Media pitches are taking place and Nicholas Ramfos, COG/TPB staff, will be interviewed about Car Free Day on Terps Radio, WMUC News.

7. Jurisdiction Activities

Pit stop managers discussed planned activities surrounding their local Car Free Day events for 2023. Steering Committee members that have not already done so were asked to provide details of their locally planned promotions and events for inclusion onto the Car Free Day website.

8. Other Business

The next Car Free Day Steering Committee meeting is scheduled for Wednesday, March 13, 2024, from 11:30 am to 12:30 pm.