



MEETING NOTES

CAR FREE DAY STEERING COMMITTEE

September 13, 2017

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 12, 2017 Car Free Day Steering Committee meeting notes were approved as written.

3. Announcement of New Chair

A change of Chairpersons was announced for Car Free Day 2018. Traci McPhail from the North Bethesda Transportation Center was thanked for having chaired the 2017 Committee, and was presented with a plaque for her service. Based on rotation order, the next Chair for the 2018 Steering Committee will be from Virginia. It was announced that Mackenzie Jarvis from Fairfax County Commuter Services will take on the role starting next year.

4. Sponsors

The following organizations donated prizes for the Car Free Day 2017 raffle: Capital Bikeshare, Chipotle, Crunch Fitness, DC Circulator, Giant Food Stores, KIND Snacks, Mellow Mushroom of Adams Morgan, Men's Wearhouse, Pinstripes N. Bethesda, Sweetgreen Restaurants, Tri-County Council for Southern Maryland, VRE, and Washington Metropolitan Area Transit Authority (WMATA).

Prize sponsors were 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 raffled off following the Car Free Day event to participants living or working within the metropolitan area who pledged to go car free, or car-lite on Car Free Day.

5. Poster/Radio

Car Free Day posters were made available in early August, a total of 18,000 were printed and delivered to Committee members, each getting 500. Posters were sent to nearly 7,000 level 3 and 4 employers within the region, along with a cover letter. Extra posters were made available at the meeting for Committee members to take. The poster is also available on the web site for download in pdf form. The poster was sent in HTML form as part of an email blast to more than 60,000 email addresses.

A 30-second Car Free Day radio spot entitled “Drop your Car Keys for a Day” was recorded in August and played for the Committee. The radio spot selected for production was voted on by the Committee at its July meeting. The ad began airing the first week of September on HOT 99 and DC101, and will continue for a three-week run. Additionally, an endorsement spot by Bob Marlbrough ran on WTOP, and Car Free Day ads also ran on the internet radio platform, Pandora.

6. Digital/Social Media

A well-rounded digital ad campaign was put into play in September, which included paid ads and boosted posts on Facebook, a blog/newsletter by Meg Biram, and more than 350,000 banner ad impressions on WTOP.com served run-of-site on all devices. Lastly, 2,100 text messages were sent to opt-in cell phone numbers, encouraging those who already took the pledge, to share the buzz about Car Free Day.

7. Earned Media

Several press releases were sent to date, the first of which on August 22 was in partnership with the American Lung Association to urge drivers to go Car-Free on September 22, 2017 to help clean the air. The second press release was sent on September 12 and recognized top sponsors.

8. Transit Signage

Interior and exterior bus signage, and shelter ad space were donated for Car Free Day by Arlington Transit, Montgomery Co Ride On, Prince George's County, and WMATA. A total of 450 ads were installed.

9. Roundtable Discussion/Jurisdiction Activities

Thomas Hamed from the City of Alexandria stated that GoAlex will be celebrating Car Free Day the morning of September 22 in front of City Hall, with free giveaways and information.

Kendall Tiffany from TransIT Services of Frederick County said that free rides will be given on all Connector and Shuttles buses on Car Free Day. Also, TransIT Services staff will be at a street festival and a fair leading up to Car Free Day, to help promote the event.

Mark Sofman mentioned that Montgomery County Commuter Services staff will be at a number of Ride On bus stops and Metrorail transit stations on the morning of Car Free Day, to greet commuters with free giveaways.

George Clark from Tri-County Council for Southern Maryland will be attending the North Beach Farmer's Market in Calvert County on the afternoon of Car Free Day with free giveaways!

Douglas Franklin, COG/TPB staff noted that the City of Manassas will celebrate Car Free Day during a pop up event. Additionally, there will be walking and bicycling tours.

10. Other Business

Clean Air Partners is promoting Car Free Day on their home page and on social media. They also produced a video for Car Free Day.

The Consortium of Universities of Washington Metropolitan Area is helping to promote Car Free Day to their membership of 17 colleges and universities in the region.

The next Car Free Day Steering Committee meeting is scheduled for March 14, 2018 10:00 a.m.