



## **Meeting Notes**

### **Car Free Day 2014 Steering Committee**

**Wednesday March 12, 2014**

#### **1. Introductions**

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

#### **2. Approval of Meeting Minutes**

The meeting notes from September 11, 2013 were approved as written.

#### **3. Recap of 2013 Event**

In 2013 nearly 4,200 people pledged to go car free or car-lite between Friday September 20th and Sunday, September 22nd. Roughly, a third from each state. The top three jurisdictions were in order: District of Columbia, Montgomery County, and Fairfax County.

The weekend event provided the opportunity to extend the reach of the messaging, encouraging all drivers that the same considerations given for weekday commutes can be applied to weekend errands as well. Through a little extra planning for the weekend, it's possible to balance the demands of family life while reducing or eliminating drive-alone car trips.

Commuter Connections' network members hosted numerous events and promotions for those looking for car-free alternatives. Events which took place across the region included Montgomery County Commuter Services and its partners at five Metrorail stations the morning of Friday September 20th with giveaways, games and prizes to celebrate taking Car Free commutes to work. TransIT Services of Frederick County offered free rides on September 20th on Connector and shuttle buses. The Tri-County Council for Southern Maryland participated in a farmer's markets street closure in Calvert County.

The breakdown by mode was as follows: Transit 45%, Walking 23%, Bicycling 18%, Carpool/vanpool 7%, Telework 4% and other 2%. Half of the people who pledged were not already using transportation alternatives. The normally SOV group reduced their driving by 64,488 miles during Car Free Days.

**4. Car Free Day 2014 Date**

September 22<sup>nd</sup> falls on a Monday in 2014.

**5. 2014 Pledge Goal**

The Committee agreed to keep the pledge goal at 10,000, the same as it was the prior year.

**6. Marketing Materials**

In order to help boost attention and rejuvenate interest in the event, the Steering Committee agreed to change the poster graphics for Car Free Day 2014. A more aggressive approach will be examined, akin to the type of style used in the inaugural poster, which depicted a car being ejected by a rubber band slingshot.

**7. Other Business**

The next Car Free Day meeting will be held on May 7, 2014 from 11:30 am -12:30 pm in meeting rooms 4 & 5.