



CAR FREE DAY STEERING COMMITTEE MEETING NOTES September 14, 2022

1. Introductions

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

2. Meeting Minutes Approval

The minutes from the July 13, 2022 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. Stacey King, Prince George's County, was announced as the new Steering Committee Chair for the Car Free Day 2023 event. To recognize the outgoing Chair, Dan Sheehan, COG/TPB staff, presented a plaque created for Marina Budimir, formerly of the District Department of Transportation, for her service as the 2022 Car Free Day Steering Committee Chair.

4. Sponsors

A dozen sponsors donated prizes for the Car Free Day 2022 event raffle, including several new sponsors. Prize sponsors include South Block (new), Capital Bikeshare, East Coast Greenway Alliance, HipCityVeg, Lee's Flower Shop (new), Little Sesame (new), Nando's PERi-PERi, Shop Made in DC (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 2022 pledge are sent a confirmation email with a promocode for a \$30 Nift gift credit to use at local merchants, Capital Bikeshare 24-hour pass for unlimited 45-minute rides, and can get a free cup of coffee at Busboys and Poets.

5. Marketing

New images were created for Car Free Day 2022 for inclusion into the marketing materials to reflect a post-COVID environment and movement back to the physical workplace. Specifically, health/safety language and images with travelers wearing face coverings were removed. Flyers were sent to seven 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 employers inclusive of a cover letter and flyer.

The Car Free Day 2022 media campaign ran during the month of September and will run through Car Free Day. Radio ad 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 the websites of media outlets NBC4 and El Tiempo Latino. A sponsored article with a companion banner was placed on local District blog, Popville.com. Text messages are being sent to those who voluntarily provided their mobile numbers. Social media influencers produced selfie videos to engage their followers on TikTok and Instagram about Car Free Day. As a Commuter Connections sponsor, Clean Air Partners is also promoting Car Free Day by working with a team of their own social media influencers.

6. Earned Media

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 CFD website and pledge form. Two additional press releases will go out, including one on Car Free Day. In addition, an e-toolkit was sent to universities for the Car Free College Campus Challenge, a friendly competition which invites the higher learning institutions to compete to generate the greatest number of pledges among students and faculty. COG/TPB staff is posting on a frequent basis on social media about Car Free Day during the month of September. Media pitches are taking place and thus far, Nicholas Ramfos, COG/TPB staff, was interviewed about Car Free Day on WJLA 7 ABC News.

7. Transportation Planning Board

The regional Car Free Day proclamation was signed by National Capital Region Transportation Planning Board (TPB) Chair Pam Sebesky, Vice Mayor, City of Manassas, just prior to the July 20, 2022 board meeting. Nicholas Ramfos, COG/TPB staff, gave a presentation about Car Free Day at the meeting. Car Free Day will be mentioned at the September 21, 2022 TPB meeting as part of the Chair's remarks.

8. Jurisdiction Activities

Pit stop managers discussed planned activities surrounding their local Car Free Day events for 2022. To date, both Prince George's and Prince William Counties have provided details about their events which were subsequently posted onto the Car Free Day website. Steering Committee members were asked to provide details of their locally planned promotions and events for inclusion onto the website as well.

9. Other Business

The next Car Free Day Steering Committee meeting is scheduled for Wednesday, March 8, 2023, from 11:30 am to 12:30 pm.