

## CarFree Day Steering Committee Meeting Notes

June 4, 2008

- The CarFree Day Committee brainstormed on a number of possible domain names for web site and voted on [www.carfreemetrodc.com](http://www.carfreemetrodc.com), due to its regional appeal and catchy name. DDOT is developing the site and will secure the URL.
- The target audience for this campaign is not solely limited to commuters and will encompass the entire drive alone population of the Washington metropolitan Washington region. After discussion, the participation goal was delayed until the July meeting.
- Unlike other events, CarFree Day is a fixed date event and will occur each year on September 22, regardless of which day of the week it falls on, including weekends.
- Committee members reviewed the Scope of Work document and provided feedback. Ideas for the CarFree marketing campaign to direct traffic to the web site will include radio, some form of print collateral and bus signage, pending free availability by transit providers. Kristin Haldeman from WMATA will inquire about bus side advertising on Metro buses to promote CarFree Day. Other marketing needs will be explored such as online advertising.
- Commuter Connections to develop a "CarFree Metro DC" logo for the event.
- The Car Free Day campaign will go live approximately one month prior to the event.
- An earned media component for CarFree Day will include an announcement via a press event to occur in September, sometime after Labor Day. To gain more traction, this announcement will be held in conjunction with the launch of the new Commuter Connections ridematching software.
- In an effort to gain support from COG member jurisdictions, Nicholas Ramfos will try to get CarFree Day on the July 16<sup>th</sup> or September 17<sup>th</sup> Transportation Planning Board agenda (TPB does not meet in August).

- Develop speaker's bureau to maximize influence of elected officials in each jurisdiction. This outreach can include TPB members as well as Councilmember Wells and other officials who have expressed interest.
- Anna McLaughlin noted that on the CarFree web site, each jurisdiction could have their own page or area to list events.
- Committee to work with organizers of Walkingtowndc and BikeDC events (also occurring in September) to maximize marketing potential through reciprocal web links.
- The following organizations will approach various transportation entities in order to gain partnership for the CarFree Day event and possible giveaway opportunities.
  - Commuter Connections - Telework Centers, VRE, MTA
  - Alexandria Rideshare - Amtrak (Alexandria Councilmember is on Amtrak board)
  - VPSI - VPSI
  - WABA - Bike and Roll, BikeDC event
  - DDOT - SmartBike
  - Arlington County - ZipCar
  - WMATA – Metro Smartcards