



CAR FREE DAY 2018 STEERING COMMITTEE MEETING NOTES

Wednesday, May 9, 2018

1. Introductions

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

2. Approval of Meeting Minutes

The minutes from the March 14, 2018 meeting were approved as written.

3. Car Free Day 2017 Event Recap

The 2017 Car Free Day draft event report presented at the March Committee meeting was posted to SharePoint for an open comment period. COG/TPB staff reviewed substantive changes made to the report, and the final draft version was approved as final. It was agreed that the Commuter Connections Subcommittee will be asked to endorse future versions of the report for public consumption on the Commuter Connections web site.

4. Marketing Materials/Social Media

Due to the timing of the Commuter Connections marketing contract being up for bid, and the necessary lead time to develop new creative for the Car Free Day 2018 marketing campaign, the Committee has agreed to use the “Drop it for a Day” theme from last year.

5. Prizes/Sponsors

Chipotle Mexican Grill has expressed the desire to repeat the Buy-One-Get-One-Free entrées offer at any DMV Chipotle location, for Car Free Day 2018. COG/TPB staff will follow up to work out the details. Other sponsors from 2017 were contacted and asked to renew participation in this year’s Car Free Day prize raffle. KIND Healthy Snacks is onboard for 2018. Chairperson Mackenzie Jarvis of Fairfax County has made initial outreach to East Coast Greenway Alliance, and Rails to Trails contacts with regards to possible Car Free Day 2018 sponsorship.

6. Jurisdiction Roundtable

Committee members provided updates on local plans for Car Free Day 2018.

7. Other Business

A Car Free Day Proclamation will take place at the July National Capital Region Transportation Planning Board meeting.

The next Car Free Day meeting will be held on July 11, 2018 from 10:00 a.m. to 11:30 a.m., in meeting rooms 4 & 5.