

**MEETING NOTES**  
**CAR FREE DAY 2023 EVENT STEERING COMMITTEE**  
**May 10, 2023**

**1. Introductions**

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

**2. Minutes Meeting Approval**

The minutes from the March 8, 2023 meeting were approved as written.

**3. Car Free Day 2022 Draft Report Update**

Douglas Franklin, COG/TPB staff, presented an updated version of the 2022 Car Free Day event report, initially presented at the Steering Committee's March 8, 2023 meeting. The updated version contained minor edits collected during the open comment period, held through April 14, 2023. The refreshed report will be presented to the Commuter Connections Subcommittee at its May 16, 2023 meeting, and a comment period will be established. A final endorsement to approve the 2022 Car Free Day event report will be sought at the July 18, 2023 Commuter Connections Subcommittee meeting.

**4. Marketing Materials**

The Steering Committee plans to reuse the same Car Free Day poster creative for the 2023 event that has been used for the previous three campaigns. The Car Free Day Steering Committee will however provide feedback at its next meeting in July, to tweak the poster in preparation for Car Free Day 2023.

**5. Website/Sponsors**

The launch date of the Car Free Day 2023 website pledge form is targeted to take place on August 1, 2023. The Steering Committee is in search of sponsors to donate in-kind prizes for the regional 2023 raffle. Each person who takes the Car Free Day pledge and provides a valid address from the Washington, DC region is eligible. COG will be reaching out to last year's sponsors and prospective new sponsors in July. Thus far, George Clark, Tri-County Council for Southern Maryland, is donating a tablet for the 2023 event.

**6. Jurisdiction Roundtable**

Committee members provided updates on jurisdictional plans for Car Free Day 2023.

**7. Other Business**

Nicholas Ramfos, COG/TPB staff, will present the Car Free Day 2022 Survey results at the next Steering Committee meeting scheduled for Wednesday, July 12, 2023 from 10:00 am – 11:30 am.