

MEETING NOTES
CAR FREE DAY STEERING COMMITTEE
July 14, 2021

1. Introductions

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

2. Meeting Minutes

The minutes from the May 5, 2021 meeting were approved as written.

3. Car Free Day 2020 Event Draft Report

After an open comment period was held, the final draft version of the Car Free Day 2020 event report will be up for endorsement at the July 20, 2021 Commuter Connections Subcommittee meeting. Once approved, the report will be marked as final and published onto the Commuter Connections website.

4. Marketing Materials

The Steering Committee set course on the creative direction for the upcoming Car Free Day 2021 event. Rather than develop all new materials, COG/TPB staff recommended that the poster from last year be modified. With the anticipated post-pandemic return to the workplace coinciding with the same month as Car Free Day, more emphasis will be given to transit and ridesharing modes within the marketing materials. Upon completion of the poster, transit signage will take on the same updated look, and the event website will be refreshed. The website and pledge form will launch on August 2, 2021.

5. Proclamation

The Car Free Day regional proclamation was updated for 2021 and shared with the Steering Committee who were asked to adopt similar proclamations within their jurisdictions. The official regional endorsement will take place at the September 2021 National Capital Region Transportation Planning Board (TPB) meeting. The proclamation will be ceremonially signed by Charles Allen, TPB Chair and District of Columbia Councilmember.

6. Prizes/Sponsors

Sponsors from 2020 have been solicited for continued support of the 2021 Car Free Day event. Sponsors who have provided commitment to renew participation in this year's raffle include Giant Food, Nando's, VRE, WABA, WMATA, and East Coast Greenway Alliance, The exception is Capital City Bikeshare as consideration is still pending. As previously reported, the Tri-County Council for Southern Maryland is donating a Samsung tablet for the 2021 raffle. Leon, the vegetarian restaurant who gave away free Veggie Burgers to all who took the pledge last year, no longer has locations in the U.S. Partnership with Nift has been renewed for 2021 and all who take the Car Free Day 2021 pledge will receive an email with a \$30 Nift Gift promo code, good at local neighborhood businesses. Sponsors from 2019 who dropped sponsorship of Car Free Day during the pandemic will be solicited, as well as potential brand-new sponsors.

7. Jurisdiction Roundtable

Meeting participants discussed plans to promote Car Free Day 2021 within their jurisdictions.

8. Other Business

The new Car Free Day 2021 logo has been posted to the Steering Committee SharePoint site in various file formats.

The Next Car Free Day Steering Committee meeting will be held on Wednesday, September 8, 2021 from 11:30 am – 12:30 pm and will be an in-person meeting at COG.