



**CAR FREE DAY STEERING COMMITTEE
MEETING NOTES
September 8, 2021**

1. Introductions

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

2. Meeting Minutes Approval

The minutes from the July 14, 2021 meeting were approved as written.

3. New Chairperson Announcement

An announcement was made that based on state and jurisdiction rotation, Marina Budimir, District Department of Transportation, will become the Chair of the Car Free Day 2022 Event Steering Committee. As incoming Chair, Ms. Budimir presented a plaque to out-going Chair, Holly Morello, Prince William County OmniRide, to recognize her service as Chair of the Car Free Day 2021 Event Steering Committee.

4. Sponsors

Eleven sponsors donated prizes for the Car Free Day 2021 event raffle, including two new sponsors. Prize sponsors include Caboose Tavern Brewery (new), Capital Bikeshare, East Coast Greenway Alliance, Georgetown Running Company (new), Giant Food, HipCityVeg, Nando's PERi-PERi, 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 2021 pledge are sent a confirmation email with a promocode for a \$30 Nift gift credit to use at local merchants.

5. Marketing

New images were created for Car Free Day 2021 for inclusion into the marketing materials to reflect the slow but steady movement back to the physical workplace. Specifically, bus and carpool images with travelers wearing face coverings were added to the poster to accompany existing images of telework and bicycling, carried forward from last year's poster. The Car Free Day 2021 media campaign began the week of August 30, 2021 and will run until Car Free Day. Radio spots are airing on stations WHUR,

WPGC, and WTOP, and on Spotify with a companion image. A :30 second animated video is appearing on YouTube and an HTML email blast was sent out. Online banner ads were placed on El Tiempo Latino's website, and a sponsored article about Car Free Day will appear on local District blog, Popville.com. Text messages will be sent to those who voluntarily provide their mobile numbers and opted in to receive messages. The following transit agencies collectively provided more than 300 complimentary transit ads as part of the Car Free Day marketing campaign: Arlington Transit ART bus, Metrobus, Prince George's TheBus, Fairfax County Connector, and Montgomery County Ride On. Lastly, a series of Car Free Day posts were placed on Facebook, with a different image and message every few days. Social media images were shared with Steering Committee Members via the SharePoint site for local use.

6. Earned Media

Calendar listings were sent out in August to publications and websites throughout the region and a second and final press release will go out prior to Car Free Day. In addition, a promotional tool kit 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. A toolkit was also sent to event sponsors so they may tout their support of the event.

7. TPB/TPB Technical Committee

Car Free Day Chair Holly Morello, OmniRide, will give a presentation pertaining to Car Free Day at the TPB Technical Committee, September 10, 2021. In addition, COG/TPB staff Nicholas Ramfos, will give a presentation about Car Free Day at the September 22, 2021 TPB meeting. At the meeting, TPB Chair, DC Councilmember Charles Allen will sign the regional Car Free Day Proclamation once it is approved by the TPB.

8. Roundtable Discussion/Jurisdiction Activities

George Clark, Tri-County Council for Southern Maryland, will be at the North Beach Farmers Market in Calvert County.

Stacey King, Prince George's County, noted a series of events to be held around the County at MVA locations, Park & Ride Lots, plus a Farmers Market and Metro station.

Holly Morello, Prince William County OmniRide, will be at the Farmers Market in Manassas.

9. Other Business

The next Car Free Day Steering Committee meeting is scheduled for Wednesday, March 9, 2022, from 11:30 a.m. to 12:30 p.m.