



MEETING NOTES

CAR FREE DAY 2015 STEERING COMMITTEE

September 9, 2015

1. Introductions

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

2. Approval of Meeting Minutes

Minutes from the July 8, 2015 meeting were approved as written.

3. Web Site/Social Media

An all new Car Free Day website designed by COG/TPB staff was launched in mid-August. One of its highlights, which is located on the home page is a real-time leaderboard that tallies the percentage of team pledges in graph form, by transportation mode. A promotional video produced by COG and featuring Committee Chair Jonathan Bollhoefer was placed onto the 'About Car Free Day' page. Several jurisdictions still need to notify COG/TPB staff of activity and event details in order to populate the web site with area happenings for Car Free Day. Paid ads on social media sites were placed on both Twitter and Facebook. Both ads began appearing the first week of September and will run for three weeks.

4. Event Poster

Posters were available by mid-August, a total of 16,000 were printed. Posters were sent to employers within the region, along with a cover letter. The same graphics from the poster were incorporated into the web site, Twitter and Facebook sites. Extra posters were made available at the meeting for Committee members to take. A pdf of the poster is available on the web site.

5. Stickers

COG/TPB staff coordinated the making of Car Free Day sticker decals. The stickers were two inches round in diameter and contained one of six transportation mode icons. Each sticker contained its corresponding team hashtag. A total of 10,000 were made available to the Committee to give out to participants. For those who wore stickers, the decal communicated that the individual participated in the event by choosing an alternative method of transportation on September 22.

6. Radio Ad

The 60-second Car Free Day radio spot recorded in August was played for the Committee. It began airing the first week of September on three stations and will continue for a three week run. The radio spot selected for production was voted on by the Committee at its July meeting.

7. Transit Signage

Over 300 combined transit ads were donated by Arlington County Transit, Montgomery County Ride On, Metrobus, and Prince George's County. In addition, Metro provided a rotating tile ad on www.wmata.com.

8. Event Sponsors/Prizes

The following prizes were donated by sponsors for Car Free Day 2015: Kindle Fire, courtesy of Tri-County Council for Southern Maryland; SmarTrip Cards with fare, courtesy of the Washington Metropolitan Area Transit Authority; commuter train passes, courtesy of Virginia Railway Express; Capital Bikeshare annual memberships, courtesy of goDCgo; restaurant gift cards, courtesy of Mellow Mushroom; bicycle rentals, courtesy of Bike and Roll; a KIND Healthy Snacks gift bag, courtesy of KIND Snacks; a bike shop gift certificate, courtesy of BicycleSPACE; and tickets to Six Flags, courtesy of Six Flags America. Major prize sponsors were mentioned on a press release and on social media. All sponsor logos are on the event web site. Prizes will be raffled off following the Car Free Day event to participants living or working within the metropolitan area who pledged to go car free or car-lite on Car Free Day.

9. Roundtable Discussion/Committee Member Planned Events & Activities

Montgomery County Commuter Services will celebrate Car Free Day at a number of Metrorail stations and Ride On Transit Centers with giveaways. Frederick County TransIT will be offering free rides on all shuttles and Connector buses. Those who live and/or work in Loudoun County who take the pledge will be eligible for a raffle to win VISA gift cards. The City of Alexandria will give away Free T-shirts on Car Free Day. Fairfax County will have a Transportation Expo at the Government Center.

10. Other Business

To help create a buzz about Car Free Day around college campuses in the region, a friendly competition is being held between five area universities. The schools were asked to encourage their students, faculty and administration to take the Car Free Day pledge.

An opt-in text message was sent on September 1st to past Car Free Day participants in order to remind them of the upcoming Car Free Day event and encourage them to pledge again this year. A press release was sent in August announcing that the Car Free Day web site was open and ready to take pledges. Next week's press release will feature sponsors. An email blast will go out this week to past participants.

A change of Chairpersons was announced for Car Free Day. Jonathan Bollhoefer from Arlington Transportation Partners was thanked for having chaired the 2015 Committee, and presented with a plaque for his service. Based on rotation order, the next Chair for the 2016 Steering Committee will be from the District. Nate Graham from goDCgo has accepted the role.

The next Car Free Day Steering Committee meeting is scheduled for March 9, 2016 at 10:00 a.m.