



**Car Free Day 2013 Steering Committee  
Meeting Notes  
Wednesday March 13, 2013**

**1. Introductions**

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

**2. Approval of Meeting Minutes**

The meeting notes from September 12, 2012 were approved as written.

**3. Recap of 2012 Event**

Nearly 7,000 people pledged to go car free or car-lite in 2012 on Saturday, September 22nd for Car Free Day. The weekend event provided the opportunity to extend the reach to non-weekday commuters. The revised Car Free Day logo used for the 2012 event reflected the family-friendly focus, by replacing the businessman in the crosswalk with a family.

Commuter Connections network members participated in numerous events which took place across the region including Clarendon Day with 10k and 5k fun runs; Feet in the Street at Fort Dupont Park hosted by the National Park Service and the District Department of Transportation; and farmer's market street closures in Montgomery and Calvert Counties. For people looking to reduce use of their car for the day, at no charge, Bike and Roll offered free bike rentals, and Frederick County TransIT offered free rides on Connector bus routes.

Local businesses and organizations donated prizes which were offered as incentives to people pledging to go car free or car-lite. A Car Free Day Facebook page was "liked" by over 3,100 fans and the Car Free Day Twitter page had 357 followers.

A steady flow of media releases built momentum over time along with a coordinated media pitching effort. The publicity team secured interviews, placed news stories, and drove media to report about Car Free Day. As a result of these efforts, media coverage garnered sixty three media placements for Car Free Day.

Those who pledged to go car free or car-lite reduced or saved 144,460 miles including 78,000 miles by SOV drivers. A Google Analytics report identified that nearly 18,000 visits were made by 14,945 unique visitors. Total page views were 41,426, and the average number of pages per visit was 2.31, with an average duration of 2 minutes and 13 seconds.

**4. Car Free Day 2013 Date**

In 2012 for the first time since the Washington region has been celebrating Car Free Day, September 22nd fell on a Saturday. The consensus was that due to a heavy reliance on the commuting population, having it land on a weekend caused a significant drop in participation. In 2013, September 22<sup>nd</sup> will land on a Sunday. The Committee debated the merits of holding the upcoming event on weekend again versus a weekday and settled on both by stretching it over several days.

**5. 2013 Pledge Goal**

The Committee agreed to keep the pledge goal at 10,000, the same as it was the prior year.

**6. Marketing Materials**

Based on the popularity of last year's graphics, the Committee agreed to retain the "Park It" poster for the 2013 event. The image depicted a car decorated with words representing family-oriented weekend activities and various weekend transportation modes. The logo and accompanied materials will be adjusted to pluralize Car Free Day into Car Free Days, to reflect the multi day celebration.

**7. Other Business**

The next Car Free Day meeting will be held on May 8, 2013 from 11:30 am -12:30 pm in meeting rooms 4 & 5.