



MEETING NOTES
CAR FREE DAY 2022 EVENT STEERING COMMITTEE
March 9, 2022

1. Introductions

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

2. Meeting Minutes Approval

The minutes from the September 8, 2021 meeting were approved as written.

3. Car Free Day 2021 Draft Event Report

A comprehensive draft report was distributed which highlights activity surrounding the promotion of Car Free Day 2021 and the event's pledge results. In 2021, for a second year, teleworking maintained its number one position as the most popular way to be Car Free. During a typical year (pre-pandemic), telework has the least number of pledges. Biking and walking remained impactful in 2021, in part because nearly half who took the Car Free Day pledge biked or walked for recreation or exercise. Total pledges reached 2,993.

The Car Free Day 2021 proclamation signing took place at the Metropolitan Washington Council of Governments' National Capital Region Transportation Planning Board (TPB) meeting on September 22, 2022, which was held virtually. During the meeting, Charles Allen, District of Columbia Councilmember and TPB Chair, signed the enlarged proclamation and officially proclaimed September 22, 2022 as Car Free Day in the Washington, DC region. Many jurisdictions also approved local Car Free Day proclamations of their own, including Calvert, Charles, Prince William, and Prince George's counties; and the cities of Fairfax and Frederick.

All who took the Car Free Day pledge were entered into a free raffle for a chance to win prizes donated by the following organizations: Capital Bikeshare, Tri-County Council for Southern Maryland, Washington Metropolitan Area Transit Authority, East Coast Greenway Alliance, Giant Food, Washington Area Bicyclist Association Nando's PERi-PERi, Virginia Railway Express, HipCityVeg, Caboose Tavern, and Georgetown Running Company. All who took the Car Free Day pledge received a

\$30 Nift Gift promocode to use at local participating businesses in the Washington, DC area.

Images developed for Car Free Day 2021 reintroduced ridesharing and transit back to the forefront. Due to the pandemic, messaging also continued to remind participants to use safe and healthy practices, but was less prominent than in 2020. The poster was available in PDF format on the event website, and it was sent as an HTML email blast.

The total Car Free Day paid media budget for the 2021 event was \$45,000 and consisted of internet and traditional radio, text messaging, YouTube, digital banner ads, and sponsored blog articles. Complimentary ad space was donated by transit partners from throughout the region. Signage was made available on Arlington ART Buses, Fairfax County Connector, Metrobus, Montgomery County Ride On, and Prince George's County The Bus.

The Capital Area Car Free College Campus Challenge was created as a friendly competition to generate awareness of and participation in Car Free Day on college campuses throughout the region. The college with the greatest number of pledges, the University of Maryland, received a plaque to commemorate the occasion.

Commuter Connections network members hosted numerous promotions to celebrate Car Free Day. Arlington Transportation Partners held the "Our Shared Street" initiative at Central Place Plaza where Mobility Stations shared giveaways and information on car free methods of traveling around Arlington County. The City of Fairfax was at the Fair City Mall to promote Car Free Day and celebrate Park(ing) Day by turning parking spaces into temporary parks. A Car Free Day raffle offered prizes from local businesses. Montgomery County Commuter Services staff were at several transit centers and Metrorail stations, offering a chance to win raffle prizes, including gift cards and bikeshare memberships. Prince George's County RideSmart Commuter Solutions staff were at Park & Ride Lots, Metrorail Stations, Farmers Markets and Motor Vehicle Administration locations to promote Car Free Day and its many other programs. Visitors were given SWAG and chances to win a Capital Bikeshare membership or RideSmart prize pack. Staff from Commute with Enterprise joined several of the promotional events. Prince William County's OmniRide and City of Manassas staff created Car Free Day "BINGO" and offered chances to win a Historic Manassas Inc. gift card or an OmniRide gift bag. Tri-County Council for Southern Maryland was at the Town of North Beach's Farmers Market in the streets of Calvert County for great giveaways in celebration of Car Free Day. Clean Air Partners leveraged a network of ten local social media influencers to build engagement around Car Free Day 2021, prompting followers to visit the Car Free Day website and take the pledge.

A thorough analysis and reporting was provided of the Car Free Day 2021 pledge data. Of participating jurisdictions, Montgomery County had the most pledges, with 843, followed by the District of Columbia at 729. In a distant third was Fairfax

County at 271. Triple digit pledges were attributed to five other jurisdictions: The City of Alexandria, and Arlington, Loudoun, Prince George's, and Prince William Counties.

The average number of travel modes per person on Car Free Day was 1.9. The breakdown was as follows: Telework 1,867 (62.4%), Walk/Run 1,824 (60.9%), Bicycle/Scooter 978 (32.7%), Train 445 (14.9%), Bus 361 (12.1%), and Carpool/Vanpool 231 (7.7%).

Participants who self-identified as typical drive alone travelers made up 778 (26%) of those who took the Car Free Day pledge. Those who are normally car-free totaled 2,215 (74%).

At 1,189 (39.7%) pledges, the state of Maryland had the greatest number of Car Free Day pledges in 2021, followed by the Commonwealth of Virginia at 1,016 (33.9%), and the District of Columbia at 729 (24.4%).

Those who took the pledge were engaged in the following activities on Car Free Day 2021: Working 2,586 (86.4%), Recreation/Exercise 1,468 (49.0%), Shopping/Errands 858 (28.7%), Other 709 (23.6%).

The following locations are where those who took the pledge worked on Car Free Day 2021: Home 1,745 (58.3%), Commuted to Standard Workplace Location 1,037 (34.6%), Other 388 (13.0%).

The 2021 Car Free Day event report was posted to SharePoint and the Steering Committee was asked to submit edits to the document by April 15, 2022. The draft document will be presented to the Commuter Connections Subcommittee on May 17, 2022, and a comment period will be established.

4. Car Free Day 2022 Date

Car Free Day is traditionally held on September 22nd. September 22, 2022 falls on a Thursday and the goal for 2022 remained at 5,000 pledges by the state funding agencies.

5. Marketing Materials

After a COVID-slanted theme for two years in a row, in 2022, Steering Committee Members are looking forward to eliminating reference to the pandemic. Consideration for new marketing materials will occur in July 2022, once FY2023 funds are made available.

6. Sponsor Drive

The Committee is in search of sponsors to donate prizes for the regional raffle. Tri-County Council for Southern Maryland will donate a Samsung Galaxy tablet and goDCgo is considering a possible Capital Bikeshare promotion for all who take the Car Free Day pledge.

7. Other Business/Suggestions for Next Meeting

The next Car Free Day Steering Committee meeting is scheduled for Wednesday, May 11, 2022 from 11:30 am to 12:30 pm.