

MEETING NOTES

CAR FREE DAY STEERING COMMITTEE

September 12, 2018

1. Introductions

Car Free Day Steering Committee members, guests and other attendees introduced themselves by name and affiliation.

2. Approval of Meeting Minutes

The July 11, 2018 Car Free Day Steering Committee meeting notes were approved as written.

3. New Chair Announcement

A change of Chairpersons was announced for Car Free Day. Nicholas Robb from Fairfax County Commuter Services was thanked for having chaired the 2018 Car Free Day Committee and was presented with a plaque for his service. Based on rotation order, the next Chairperson for the 2019 Steering Committee will be from the District. It was announced that Matthew Zych from the Washington Metropolitan Area Transit Authority will take on the role starting March 2019.

4. Sponsors

Nine sponsors donated prizes for the Car Free Day 2018 raffle, plus everyone who takes the Car Free Day Pledge will receive an email with a District Taco Promo Code for \$3 OFF an online order of \$10 or more. Sponsors will be mentioned on a press release and on social media, and sponsor logos and prize details were placed onto the event web site. Prizes will be randomly raffled off following the Car Free Day event to participants living or working within the region who pledged to go car free or car-lite on Car Free Day. The following organizations donated prizes for the 2018 raffle:

- goDCgo, Capital Bikeshare annual memberships
- Tri-County Council for Southern Maryland, Samsung Galaxy Tab
- KIND, healthy snacks gift bag
- WMATA, SmarTrip cards w/ \$25 in fare
- East Coast Greenway Alliance, T-shirt and annual membership
- Giant Food, \$25 grocery store gift cards
- VRE, pairs of single ride tickets
- WABA, annual memberships
- Cultural Tourism DC, "Washington at Home" book

5. Poster

Car Free Day posters were made available to Committee members in early August. A total of 16,500 were printed and delivered, each getting 500. Posters were sent to nearly 5,500 level 3 and 4 employers within the region, along with a cover letter. A PDF of the poster is also available on the web site for download and was sent in HTML form as part of an email blast to 45,000 email addresses.

6. Marketing Campaign

A well-rounded digital ad campaign was put into play from September 1 through Car Free Day, which included paid ads and boosted posts on Facebook, two paid blogs, Pandora, YouTube, and text messages to opt-in cell phone numbers. Equally as important, endorsement ads were pre-recorded by on-air personalities from three area radio stations. The type of station formats included music (WIAD), sports (WJFK), and news (WTOP).

7. Earned Media

Several press releases were sent to date, the first of which on August 9 announcing the launch of the web site and online pledge form. The second is to occur this week in partnership with the American Lung and American Heart Associations. To date, press coverage included a Washington Times articles 'DC officials to stretch Car Free Day into two days', which included a quote from Nicholas Ramfos, COG/TPB staff.

8. Transit Signage

Interior and exterior bus signage and shelter ad space were donated for Car Free Day by Arlington Transit, Fairfax Connector, Montgomery Co Ride On, Prince George's County, and WMATA. A total of more than 500 ads were installed.

9. Roundtable Discussion/Jurisdiction Activities

Kendall Tiffany, TRANSIT Services of Frederick County - free rides were given on TRANSIT connectors and shuttles on September 21. Prior to Car Free Day, TRANSIT was at Roy Rogers to with a local radio station doing a remote broadcast and was also at the Great Frederick Fair promoting Car Free Day.

Mark Sofman, Montgomery County Commuter Services - free Ride On ExtRa Bus service was provided on September 22 from Shady Grove Metro to Black Hill Regional Park, with stops at Germantown Transit Center and Clarksburg Premium Outlets. A palm card was developed to help promote the event.

Claudia Pors, Arlington County Commuter Services - Car Free Day coincided with the Clarendon Day street festival on September 22. Car Free Day was promoted through ATP.com, Solutions and Connect newsletter, emails, and social media.

Douglas Franklin, COG/TPB staff reported for several jurisdictions not present and stated the following:

The NoMa Business Improvement District is turning curbside parking spots into spaces meant for people for PARKing Day on September 21. A \$500 stipend was awarded for the best design plans.

Tri-County Council for Southern Maryland will be attending the North Beach Farmer's Market in Calvert County on September 21 with free giveaways.

The City of Manassas will celebrate Car Free Day during a pop-up event at the Farmer's Market on September 22, and a walking and bicycling tour will take place. Additionally, residents who take the Car Free Day pledge will be given a chance to win prizes.

The City of Fairfax is raffling off a CUE Swag Bag, including a \$50 SmarTrip card to a resident who takes the 2018 Car Free Day pledge.

10. Other Business

Extra posters were made available at the meeting for Committee members to take.

The next Car Free Day Steering Committee meeting is scheduled for March 13, 2019 at 10:00 a.m.