



**CAR FREE DAY STEERING COMMITTEE  
MEETING NOTES  
May 6, 2020**

**1. Introductions**

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

**2. Approval of Meeting Minutes**

The notes from the March 11, 2020 meeting were approved as written.

**3. Car Free Day 2019 Event Draft Report**

COG/TPB staff reviewed noteworthy changes made to the Car Free Day 2019 Event draft report since the initial version was presented to the Car Free Day Committee in March and edits taken during an open comment period. Language was added to quantify the extent of impact that the incenTrip app co-promotion had in generating pledges made by travelers who used the app to log a trip during Car Free Days. Website analytics were added showing activity from July – September 2019. Lastly, results of the Car Free Day digital campaign were added, showing performance of Google, YouTube, Facebook, Spotify, WTOP.com, and Popville.com. The Car Free Days 2019 Event draft report will proceed forward to the Commuter Connections Subcommittee where it will be presented at their May 19, 2020 meeting. Commuter Connections Subcommittee members will have the opportunity to suggest edits during an open comment period.

**4. Marketing Materials**

The “Drop it for a Day” theme which has been used for several consecutive years will potentially be replaced with a new marketing approach developed for the Car Free Day 2020 event. If the development of a new theme is approved, the marketing contractor will develop a variety of new creative options for review and selection by the Car Free Day Committee at its July 8, 2020 meeting.

**5. Prizes/Sponsors**

The Committee is in search of sponsors to donate in-kind prizes for the regional Car Free Day 2020 raffle. Each person who takes the Car Free Day pledge and provides a valid address from the Washington, DC region is eligible. Sponsors from 2019 will be asked to renew participation in this year’s Car Free Day raffle. Additionally, other potential sponsors will be contacted. Although

many businesses are considered non-essential and therefore not currently open, once the economy opens back up, the hope is that sponsors will be receptive to offering promotional incentives to lure customers back to their businesses.

**6. Jurisdiction Roundtable**

Committee members provided updates on jurisdictional plans for Car Free Day 2020.

**7. Other Business**

The Next Car Free Day Steering Committee meeting will be held on Wednesday, July 8, 2020 from 10:00 a.m. – 11:30 a.m.