



MEETING NOTES
CAR FREE DAY 2023 EVENT STEERING COMMITTEE
July 12, 2023

1. Introductions

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

2. Minutes Meeting Approval

The minutes from the May 10, 2023 Car Free Day Steering Committee meeting were approved as written.

3. Car Free Day 2022 Event Draft Report Status Update

The Car Free Day 2022 event report was presented in draft form at the May Commuter Connections Subcommittee meeting and an open comment period was held. The final draft will go before that Committee on July 18, 2023, where an endorsement will be sought. Once endorsed, the final report will be published and posted to the Commuter Connections website.

4. Car Free Day 2022 Event Survey Results

Nicholas Ramfos, COG/TPB staff, presented results from the 2022 Car Free Day Event Survey, which was the second triennial survey conducted for the event. The online survey which occurred in December 2022 was sent to slightly more than 4,000 participants who took the Car Free Day pledge in 2022. Nearly 750 surveys were completed, an 18.7% response rate. For 32 percent of respondents, 2022 was their first Car Free Day event. Nearly all respondents (97%) were employed, and three-quarters (75%) were Caucasian; vastly higher than the 43 percent regional average of white commuters, as measured by the Commuter Connections 2022 State of the Commute Survey. Respondents were an even split of females and males, about the same as the regional average, and 58 percent were 45+ years old, compared to 44 percent regionally. The percentage of respondents with a household income of \$100,000 or more was slightly higher than the regional average 66 vs. 63 percent. More than two-thirds of respondents (70%) heard about Car Free Day through digital sources, i.e., internet, email, and social media.

Almost all (97%) respondents followed through and used alternative methods of transportation or teleworked on Car Free Day. Slightly more than 8.5 out of 10 respondents (87%) used a travel alternative for a work trip. Nearly half (46%) of respondents walked for a trip during Car Free Day, but only 15 percent walked for a work-related trip. At 30 percent, transit was the most frequently used travel method for a work trip on Car Free Day, followed by bike/scooter at 19 percent. More than one-quarter of respondents (28%) teleworked. Respondents traveled an average distance of 12.8 miles to work, compared to the regional

commute average of 16.7 miles. Of respondents who changed their commute mode on Car Free Day, 59 percent would most likely have driven alone to work that day. After participating in Car Free Day, nearly a third (31%) of respondents increased use of alternative travel modes for non-work-related trips. The average frequency of alternative mode travel for work-related trips after Car Free Day remained unchanged at 3.6 days/week. Results from the 2022 Car Free Day survey will be used in the analysis of the Commuter Connections Mass Marketing TDM measure in the Regional TDM Analysis report.

5. Marketing Materials

The previous year's Car Free Day flyer will be updated for 2023 and made available to the Steering Committee by July 31st in pdf form by downloading from the event website. Hard copies will be made available to arrive a month prior to the event. Committee Members were asked to indicate quantities of flyers they are seeking, no later than July 21st. The Car Free Day website has been refreshed and the pledge counter and leaderboard turned back to zero. The Car Free Day 2023 pledge form will go live on August 1st. A paid media plan with a budget of \$45,000 will be developed and will run in September. The event's social media sites, Twitter and Facebook will be updated with the most recent graphics as well. COG/TPB staff has reached out to various transit agencies regarding complimentary advertising space on buses, to help promote Car Free Day 2023. Calendar listings have been placed as part of the earned media plan.

6. Proclamation

During the National Capital Region Transportation Planning Board (TPB) meeting on July 19th, Rueben Collins, Charles County Commissioner President and TPB Chair will be signing the regional Car Free Day 2023 Proclamation. The proclamation image will be placed onto the Car Free Day website, and a photo from the signing will be posted onto the Car Free Day social media sites. Local jurisdictions are encouraged to develop and pass their own Car Free Day Proclamations.

7. Sponsors

Sponsors from 2022 are being solicited for continued support of the 2023 Car Free Day event. Potential new sponsors are being solicited as well. Only those organizations who renew sponsor commitment will remain on the event website, come launch date of August 1st. Later entries will be added to the website's sponsor page as they become available. There are two ways sponsors can participate; by offering a promotion for all who take the Car Free Day 2023 pledge, or by donating a prize to the regional raffle.

8. Jurisdiction Roundtable

Meeting participants discussed plans and promotions for Car Free Day 2023 within their jurisdictions. Once Committee Members have details of local activities for Car Free Day, preferably by August 22nd, COG/TPB staff will add the happenings to the event website.

9. Other Business

COG/TPB staff will give a Car Free Day presentation at the TPB meeting on July 19th. The next Car Free Day Steering Committee meeting is scheduled for Wednesday, September 13, 2023 from 11:30 am to 12:30 pm.