



MEETING NOTES

CAR FREE DAY 2022 EVENT STEERING COMMITTEE

July 13, 2022

1. Introductions

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

2. Meeting Minutes

The minutes from the May 11, 2022 meeting were approved as written.

3. Car Free Day 2021 Event Report

The Car Free Day 2021 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 the Commuter Connections Subcommittee on July 19, 2022 where an endorsement will be sought. Once endorsed, the final report will be posted to the Commuter Connections website.

4. Marketing Materials

COG is in the midst of a Request for Proposal (RFP) for the Regional TDM Mass Marketing Project, which has held up progress toward working on graphics materials for the Car Free Day 2022 event. Once a marketing contractor is secured, the previous year's flyer will be updated for 2022 and issued to the Committee in digital form and made available for download on the event website. Hard copies will be made available to arrive no later than August 31, 2022. The flyer graphics and copy will remove references related to the COVID-19 pandemic. The Car Free Day website will be updated over the next couple of weeks and begin taking pledges by August 1, 2022. Once a marketing contractor is in place, a paid media and earned media plan will be developed.

5. Proclamation

During the National Capital Region Transportation Planning Board (TPB) meeting on July 20, 2022, City of Manassas Vice Mayor and TPB Chair, Pamela Sebesky will be signing the regional Car Free Day 2022 Proclamation. Once the proclamation is made, a copy will be sent within a follow up message to the Car Free Day Steering Committee. A photo of the proclamation signing will be placed onto the Car Free Day website.

6. Prizes/Sponsors

Sponsors from 2021 are being solicited for continued support of the 2022 Car Free Day event. Only those organizations who renew sponsor commitment will remain on the event website, come launch date. Later entries will be added to the website's sponsor page as they become available, particularly brand-new sponsors.

7. Jurisdiction Roundtable

Meeting participants discussed plans to promote Car Free Day 2022 within their jurisdictions.

8. Other Business

The next Car Free Day Steering Committee meeting is scheduled for Wednesday, September 14, 2022 from 11:30 am to 12:30 pm.