

## **CAR FREE DAY STEERING COMMITTEE**

### **MEETING NOTES**

**July 10, 2024**

#### **1. INTRODUCTIONS**

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

#### **2. MEETING MINUTES APPROVAL**

The minutes from the May 8, 2024 Car Free Day Steering Committee meeting were approved as written.

#### **3. CAR FREE DAY 2024 DRAFT EVENT REPORT**

The first draft event report was reviewed in detail at the May 8th Car Free Day Steering Committee meeting, with an open comment period held through June 18th. The report was also presented in detail at the May 21st Commuter Connections Subcommittee meeting with the same open comment period deadline. All changes received by members of either committee were incorporated into the document and the final draft report is on the Commuter Connections Subcommittee July 16th meeting agenda, where an endorsement will be sought. Once endorsed, the final report will be published and posted to the Commuter Connections website.

#### **4. 2024 EVENT DATE**

The Car Free Day event will be held on Monday, Sept 23rd. Next year, it will be on Monday again, returning to its more traditional Sept 22nd date.

#### **5. MARKETING MATERIALS**

The previous year's Car Free Day flyer was updated for the 2024 event, based on Car Free Day Steering Committee feedback during the May 8th meeting. The most significant modification was to reposition the image of a woman standing near a bus, to being seated in a wheelchair. This effort is reflective of more inclusiveness for the Car Free Day event. Hard copies of the flyers will be made available approximately a month prior to the event. The Car Free Day website has been refreshed and the pledge counter and leaderboard turned back to zero. The Car Free Day 2024 pledge form will go live on August 1st. A paid media plan with a budget of \$45,000 will be developed and the campaign will run in September. The event's social media sites, Facebook and X will be updated with the most recent graphics as well. To help promote Car Free Day 2024, COG/TPB staff has reached out to various transit agencies regarding complimentary exterior advertising. 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 17<sup>th</sup>, Christina Henderson, DC Councilmember and TPB Chair, will be signing the enlarged regional Car Free Day 2024 Proclamation. Car Free Day Committee Chair, Josh Etim, City of Alexandria, will give remarks to the board and participate for a photo opportunity with the TPB Chair. The photo from the proclamation signing will be posted onto the Car Free Day website and social media sites. Local jurisdictions are encouraged to develop and pass their own Car Free Day Proclamations.

**7. JURISDICTION ROUNDTABLE**

Meeting participants discussed Car Free Day 2024 plans and promotions to occur within their jurisdictions. Once Steering Committee members have details of local activities to promote the event, COG/TPB staff will add the happenings to the Car Free Day event website.

**8. OTHER BUSINESS/SUGGESTIONS FOR NEXT MEETING**

Daniel Sheehan, COG/TPB staff presented about Car Free Day 2024 at the July 3<sup>rd</sup> TPB Steering Committee meeting. A follow up message will go out to the Car Free Day Steering Committee with a link to place orders for printed and digital versions of the Car Free Day 2024 flyer.

**9. ADJOURN**

The next and final Car Free Day Steering Committee meeting for the 2024 event is scheduled for Wednesday, September 11, 2024 from 11:30 am to 12:30 pm. The Chair adjourned the meeting.