



CAR FREE DAY 2016 STEERING COMMITTEE

MEETING NOTES

September 8, 2016

1. Introductions

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

2. Approval of Minutes

The July 13, 2016 Car Free Day Steering Committee meeting notes were approved as written.

3. Announcement of New Chair

A change of Chairpersons was announced for Car Free Day. Nate Graham from goDCgo was thanked for having chaired the 2016 Committee, and was presented with a plaque for his service. Based on rotation order, the next Chair for the 2017 Steering Committee is from Maryland. It was announced that Traci McPhail from the North Bethesda Transportation Center will take on the role starting next year.

4. Poster

Car Free Day posters were made available by mid-August, a total of 11,000 were printed. Posters were sent to 1,800 level 3 and 4 employers within the region, along with a cover letter. Extra posters were made available at the meeting for Committee members to take. The poster is available on the web site for download in pdf form.

5. Radio Ad

A 30-second Car Free Day radio spot entitled "Press play on a new routine" was recorded in August and played for the Committee. The radio spot selected for production was voted on by the Committee at its July meeting. The ad began airing the first week of September on HOT 99 and DC101, and will continue for a three week run. The radio stations are also providing online ads on their websites, DJ endorsements, and email blasts.

6. Transit Signage

Over 400 combined transit ads were donated by Arlington County Transit (interiors), Fairfax Connector (tails), Montgomery County Ride On (tails and sides), Metrobus (interiors), and Prince George's County (shelters). In addition, Metro provided a rotating tile ad on www.wmata.com.

7. Sponsors

The following prizes were donated by sponsors for Car Free Day 2016: SmarTrip Cards with \$25 fare, courtesy of the Washington Metropolitan Area Transit Authority; commuter train passes, courtesy of Virginia Railway Express; Capital Bikeshare annual memberships, courtesy of goDCgo; restaurant gift cards, courtesy of Mellow Mushroom (Adams Morgan); KIND Healthy Snacks gift bag, courtesy of KIND Snacks; a bike shop gift certificate, courtesy of The Bike Rack; one-year gym membership, courtesy of Crunch Fitness; supermarket \$25 gift cards, courtesy Giant Food; \$50 bike shop gift card, courtesy The Bike Rack; and concert tickets with backstage passes to Fall Fest at Jiffy Lube Live, courtesy of WMZQ and iHeart radio. Prize sponsors were mentioned on a press release and on social media, and sponsor logos were placed onto the event web site. Prizes will be raffled off following the Car Free Day event to participants living or working within the metropolitan area who pledged to go car free or car-lite on Car Free Day.

8. Roundtable Discussion/Jurisdiction Activities

Montgomery County Commuter Services and its Transportation Management District contractors will celebrate Car Free Day at a number of Metrorail stations and Transit Centers with giveaways.

9. Other Business

Text messages were sent to those who took the Car Free Day 2016 pledge and opt-in to receive them. The text messages thanked participants for taking the pledge and asked that they help spread the word about Car Free Day.

The next Car Free Day Steering Committee meeting is scheduled for March 8, 2017, 10:00 a.m.