



**CAR FREE DAY STEERING COMMITTEE
2020 EVENT
MEETING NOTES
September 9, 2020**

1. Introductions

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

2. Meeting Minutes

The minutes from the July 8, 2020 meeting were approved as written.

3. New Chair Announcement

Each year the Car Free Day Chair position is rotated between the District of Columbia, Maryland, and Virginia. Based on state and jurisdiction rotation, the announcement was made to appoint Holly Morello, OmniRide (Prince William County), Chair for the Car Free Day 2021 Event Steering Committee. As incoming Chair, Ms. Morello presented a plaque to out-going Chair Kendall Tiffany, TransIT Services of Frederick County.

4. Sponsors

All who take the Car Free Day 2020 pledge are sent a confirmation email with promocodes for a \$30 Nift gift credit to use at local merchants and a free vegan burger from LEON. Anyone who takes the Car Free Day pledge are also automatically entered into a free raffle and have a chance to win one of ten prizes. Prize sponsors include Capital Bikeshare, East Coast Greenway Alliance, Giant Food, HipCityVeg, LEON, Nando's PERi-PERi, Tri-County Council for Southern Maryland, Virginia Railway Express, Washington Area Bicyclist Association, and WMATA,

5. Marketing

New imaging was created for Car Free Day 2020 to reflect the current environment surrounding the COVID-19 pandemic. Telework and travel modes which provide more social distancing such as bicycling, walking and scooters were prominent on the poster. Also noted on the marketing materials was the use of masks, hand washing, and social distancing. Although not printed, the poster was made available on the Car Free Day website in PDF for download and an email blast of the poster was sent in HTML format. The Car Free Day 2020 media campaign began at the beginning of September and ran for three weeks. Radio spots were placed with WHUR, WPGC, and WTOP and a digital campaign appeared on Spotify and YouTube. A series of boosted posts were placed on Facebook, with a different Car Free Day related image and message every few days. Online banner ads were placed on El Tiempo Latino's website, a sponsored article about Car Free Day appeared on a local District blog, Popville.com, and a text message was sent to those who voluntarily provided their mobile number and opted in to

receive them. The following transit agencies provided complimentary ad space for the Car Free Day marketing campaign: Arlington Transit ART bus, Metrobus, Prince George's TheBus, Fairfax County Connector, and Montgomery County Ride On.

6. Earned Media

Calendar listings were sent out in August to publications and websites throughout the region and a press release will go out next week with a quote from the American Heart Association. In addition, the Car Free College Campus Challenge invited universities and colleges to compete to generate the greatest number of pledges, with the winner receiving radio exposure for their institution.

7. Roundtable Discussion/Jurisdiction Activities

Mark Sofman, Montgomery County Commuter Services, noted that staff will be at several transit locations within the county the morning Car Free Day with branded masks and hand sanitizer.

George Clark, Tri-County Council for Southern Maryland, will be at the La Plata Farmers Market in Charles County on Saturday, September 19, 2020 with giveaways for Car Free Day.

Holly Morello, Prince William County OmniRide, is working in conjunction with the City of Manassas to promote Car Free Day 2020 with Car Free Day BINGO for great prizes.

8. Other Business

The next Car Free Day Steering Committee meeting is scheduled for March 10, 2021 from 11:30 a.m. - 12:30 p.m.